

# THE ACADIAN

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Correspondence—Letters addressed to the Editor and intended for publication must be short and legibly written on one side of the paper only. The longer an article, the shorter its chance of insertion. All communications must bear the name of the writer, not necessarily for publication. The publication or rejection of articles is a matter entirely in the discretion of the Editor. No responsibility is assumed by the paper for the opinions expressed by correspondents.

## BUS SERVICE SHOULD BE PROTECTED

People of this vicinity are naturally interested in a bill recently introduced by the Provincial Secretary and now before the legislature of the province, which if permitted to become law will strike a vicious blow at an institution, the success of which is much to be desired. This bill is the proposal to exact a heavy provincial license from all motor bus lines and to place them under the direction of the Public Utilities Board with all the objectionable features which that involves.

The bus line, which was started so enterprisingly last year to connect the different sections of Kings county with satisfactory transportation, and which is about to begin the present season much improved, is more deserving of a subsidy than a handicap of this nature. A vigorous protest should be made in the interest of this most worthy undertaking by the residents of the section interested, and such action should be taken quickly in order to protect what is bound to be of great benefit to the public.

## ADVERTISING APPROPRIATIONS

In these "dull times" do we find the average merchant saying to himself, "Well, I must rustle harder for business. I'll pay more attention to my advertising to see that I get a message 'over' to the public. I'll back my advertising up with window displays. My prices will be such as to bring the people to my place of business."

No, the diffident merchant says, "Times are hard. I can't afford to advertise. I'll just wait till the people get more money in their pockets and then I'll receive my share of it in the usual way. Advertising is an expense, so I will have to cut it out."

Business experts declare that business of the ordinary proportions should spend two per cent. of its gross total annually for advertising. Some businesses spend up to five per cent.

If the business men of Wolfville all spent anything like two per cent. of their gross turnover in telling the public what to buy and where and how, they would aid greatly in cutting off the flow of money to Eaton's and Simpson's and incidentally the home town paper would be twice as big as now and, we hope, twice as interesting.

## KEEP TO THE RIGHT

Such a radical action as the change in the rule of the road which went into effect on Sunday last in this province should certainly have been better prepared for by a campaign of publicity such as was carried out in our sister province of New Brunswick under similar circumstances. The aid of every newspaper in the province should have been evoked to give the public the most complete information and direction. On the contrary practically no information was officially given out and the public were left to their own devices to take what precautions were possible to guard against likely accident. About the only attempt apparently to give the necessary instruction in this vicinity has been through individuals providing their wagons with a card warning drivers to "keep to the right". It is said that the government has provided posters to be placed on the wind-shield of automobiles, but as the law prevents the use of these vehicles for the first two weeks of the new system, this means of advertising must necessarily be wholly ineffective. It is a perfectly plain case of blundering on the part of those entrusted with the management of provincial affairs, and the legislature will naturally be held responsible for any accidents that may be expected to result therefrom.

Making short cuts to save a few steps may be a good policy from an economic point of view, but it is bad ethics to pursue in dealing with one's fellows. At this season of the year the temptation to avoid the muddy by-paths by trespassing on a swarded lawn where the walking is good should not be allowed to prevail if the rights of property owners and the community welfare is to be properly regarded. Corner lots in particular, which the owners spend time and money in beautifying, are frequently sadly disfigured by this species of thoughtlessness on the part of pedestrians.

The decision of the Council to publish for the information of citizens the detailed report of the auditors will, we feel sure, meet with public approval. Such a statement has not been handed out during the past six years. The report makes up a neat little pamphlet of twenty pages, the contents of which should be carefully studied and will be found interesting.

## DECLARES ADVERTISING WILL CURE CONDITION

Toronto.—Advertising is the cure for the deplorable seasonal condition of the painting and decorating business, according to Mr. Peter Gyden, of Minneapolis, who addressed the annual convention of the International Master House Painters and Decorator's Association, here. Mr. Gyden pointed out that the association in Minneapolis came to the conclusion that the trade was suffering greatly because the bulk of the work was being done in the spring and fall seasons, leaving many months of the year when the master painters and de-

corators had to carry on with practically no work.



At nine on the line and she doesn't repine,  
A machine does the wash and it does its work fine.  
—Mr. Electro-serve.

There are two real big reasons for a woman to be happy—an electric washing machine and a loving husband. Second reason first. Because if she has the loving husband she's pretty sure to have the washer. You pay for it as you use it and it pays for itself and we can prove it.

**J.C. MITCHELL**  
QUALITY SERVICE  
WOLFVILLE  
PHONE 168

**CREAMERIE ICE CREAM**  
A Honeymoon of Fruit & Cream.  
THE LAHAYE CREAMERY CO. LTD.  
BRIDGEWATER MIDDLETON

## BIBLE THOUGHT FOR TODAY

APRIL 20  
OMNIPOTENT CARE.—The Lord shall preserve thy going out and thy coming in from this time forth, and even for evermore.—Psalm 121:8.

APRIL 21  
SHARE WITH THE WORKERS.—He that plougheth should plough in hope, and he that thresheth in hope should be partaker of his hope. If we have sown unto you spiritual things, is it a great thing if we shall reap of your carnal things?—1 Corinthians, 9:10,11.

APRIL 22  
HOW TO CONQUER AN ENEMY.—When a man's ways please the Lord, he maketh even his enemies to be at peace with him.—Proverbs 16:7.

APRIL 23  
GOD'S IMAGE.—God created man in his own image, in the image of God created he him.  
And God saw everything that he had made, and, behold, it was very good.—Genesis 1:27,31.

APRIL 24  
DO GOOD TO ALL MEN.—Let us not be weary in well doing: for in due season we shall reap, if we faint not. As we have therefore opportunity, let us do good unto all men, especially unto them who are of the household of faith.—Galatians 6:9,10.

APRIL 25  
GOD WILL PROVIDE.—Take no thought, saying, What shall we eat? or, What shall we drink? or, Wherewithal shall we be clothed?  
But seek ye first the kingdom of God, and his righteousness; and all these things shall be added unto you.—Matthew 6:31,33.

APRIL 26  
HOW TO WIN.—Trust in the Lord, and do good; so shalt thou dwell in the land, and verily thou shalt be fed.  
Commit thy way unto the Lord; trust also in him; and he shall bring it to pass.—Psalm 27:3,5.

Thought you said you had ploughed that ten-acre field?" said the first farmer.  
"No; I only said I was thinking about ploughing it," answered the second farmer.  
"Oh, I see; you've merely turned it over in your mind!"

Minard's Liniment for Neuralgia

## INTERCOLLEGIATE TRACK MEET

College Athletes May Compete Early Next Month

(From the Morning Chronicle)  
Possibilities of an Intercollegiate Track Meet early in May are now commencing to present themselves to the various student bodies of Nova Scotia and New Brunswick Colleges. St. F. X., Acadia, Kings, Dalhousie, Mt. A., U. N. B. are all interested. Ivan McDonald of St. F. X. is the chairman of a committee to investigate and report and it is very likely that the Meet will be held. It is understood that both U. N. B. and Mount Allison are desirous of having the Meet held at their grounds, but the Nova Scotia colleges do not seem to be particular where it is held as long as it is held.

Dalhousie track and field athletes are all in favor of holding the Meet. The locals have some good track men and are confident that they could do well against the other institutions of learning.—It is understood that if the Meet were to be held after Convocation the graduates of this year would be eligible. The Maritime Colleges play football and hockey against each other and many followers of college athletics would like to see them engage in track and field sports.

## THE RIBSTON PIPPIN

Each leading apple has its story, and one may be given, that of the Ribston Pippin. For it we have to thank a diplomatist, who was made a baronet by Charles I., Sir Henry Goodricke, who planted "three pips" sent him from Normandy, at Ribston, Yorkshire. Two came to nothing, but the third flourished, and from it, says Brewer, "came all the Ribston apple trees in England". Sir Henry was a considerable sufferer in estate during the Civil War and his character in Parliament, was that his speeches were "brief, pithy, and to the purpose". He was buried at Ribston.

Envelopes, from 20 cents a hundred up, at THE ACADIAN store.

### MAKE MONEY AT HOME

We start you in business. Furnish everything. You make 1 to 2 dollars an hour at home in your spare time. No canvassing or soliciting. We guarantee to teach you Show Card lettering by our New Simple Method and pay cash each week no matter where you live.  
Write for Illustrated Booklet and Terms Free.  
DETROIT SHOW CARD SCHOOL  
254 Lead Security Bldg. Toronto, Ont.

### HAVE YOU ANY MONEY IN THE BANK

There is an old-fashioned theory which some people still cling to—that a bank wants no dealings with them unless they have "lots of money." Such is not the case with this bank; you will be welcomed whether you have \$1 or \$1,000 to deposit. Open an account with what you feel you can spare now and add to it regularly as "pay day" comes around. It is a comforting feeling to know that you have several hundred dollars put away safely in the bank.

## THE ROYAL BANK OF CANADA

WOLFVILLE—R. CREIGHTON, Mgr.  
PORT WILLIAMS—R. S. HOCKEN, Mgr.

## Mr. Car Owner

Are you painting your car this spring?

A coat of **Effecto Auto Enamel** will greatly improve the appearance of the car. Its very simple to apply and inexpensive.

How about new tires or tubes? We can fit you out with any size and guarantee the quality. We have a well assorted line of auto accessories in stock, including **Weed Chains** for the muddy season, **Pumps, Wrenches and Pliers** of all kinds, **Sponges, Chamois, Rubber Hose, Spoke Brushes, Auto Polish and Wax, Spark Plugs, Carbon Remover, Vacuumizers, Handy Patches and Cement, Radiator Cement, Tire Valves, Motor Oils and Greases, Lock Washers and Cotter Pins, Columbia Hot Shots and No. 6 Dry Cells.**

## T. P. CALKIN, LIMITED

"The Hardware People" "Heating Experts"

KENTVILLE, N. S.

## REGAL FLOUR

Supplied in the various sizes of packages shown above

Barrels, Half-Barrels, 98 lb. Bags  
49 lb. Bags and 24 lb. Bags

WONDERFUL FOR BREAD

## Marven's "WHITE LILY" BISCUITS

they satisfy

Sold in 1/2 lb. packages 5/11

## McClary's Kootenay

A Working Comrade for the Young Wife

ENAMEL-CLAD FLUES—NO RUST

It's a wise bride who begins housekeeping with a Kootenay. The Kootenay oven makes it far easier to succeed with baked dishes and desserts taken from the new cook book. The fire-box and the grates are easy to operate—a great saver of time and patience. And what a wonderful oven—Armco iron, white nicked inside!

McClary's dealers everywhere are displaying the new improved Kootenay. Ask to see it, and learn how it saves time and fuel.

McClary's London, Toronto, Montreal, Winnipeg, Vancouver, St. John, N.S., Hamilton, Calgary, Saskatoon, Edmonton.

## FOR YOUR Bridge Party

Tally Cards, 30 cents a dozen.  
Score Pads, large size with scores given, 20 cents each.  
Playing Cards, good quality, 40 cents package.  
Gilt Edge Playing Cards, 75 cents pack.  
Congress Playing Cards, whist size, air cushion finish, picture backs, suitable for prizes. \$1.25 per pack.  
Bridge Sets, in real leather cases, fine for prizes.  
A box of Stationery makes a Useful Prize. See our assortment.

## The Acadian Store

Advertise in THE ACADIAN.