

THE ACADIAN

(Established 1883)

Published at Wolfville, N. S., every Friday by

DAVIDSON BROS., Printers and Publishers

Members of the Canadian Weekly Newspaper Association.

Subscription Rates—In British Empire, in advance, \$2.00 per year. To U. S. A. and other countries \$2.50 per year.

Advertising Rate Cards and information respecting territory and samples of paper mailed upon request, or may be seen at the office of any advertising agency recognized by the Canadian Weekly Newspaper Association.

Advertisers must have copy in by Tuesday noon in order to insure changes for standing advertisements. New display advertising copy can be accepted one day later.

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.

Editorial

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

LAWLESSNESS

Without any desire to offer criticism THE ACADIAN feels called upon to suggest that a greater effort should be made to prevent lawlessness in this town. Recently while an important function, at which a number of out of town visitors were in attendance, was in progress, automobiles were invaded and valuable contents taken. These and similar acts create a very bad impression in the minds of visitors and reflect not only upon the offenders but the officialdom of the town as well.

Complaints are also not uncommon of property being wantonly destroyed as well as of improper conduct in public places that are in no way creditable to such a town as ours. Immediate steps should be taken by the police department to provide better protection for our citizens as well as those who from time to time have occasion to visit us. It should not be necessary for any further reference to this matter.

OLD FRIENDS ARE BEST

The population of our Canadian towns is so changeable nowadays that the newspaper man is often surprised to see how his subscription list changes from year to year. New names are coming in all the time, replacing those who leave town and drop their subscriptions. It is often a matter of wonder to the newspaper worker that anyone who has lived in one place for a number of years can have made so few ties that he can get along without this regular record of the doings of his friends and the progress of the community that he once called his home. To a host of people, however, no sums bring better returns than the trifling amount paid for a regular letter from a former home in the shape of the local newspaper. In this way they keep in touch with old friends. Familiarity with their doings makes these friendships permanent. Old friends are best in this world. They represent an investment in good fellowship into which you have put much of the best of your life. Keep up with these old friendships and your old home. It will pay.

AN UNFORTUNATE ENDING

The undignified and unsatisfactory ending of this year's international schooner racing series furnishes a most natural conclusion to an event that from the very outset has been accompanied with unsportsmanlike episodes. Two things, however, have been fully demonstrated. First, that the Nova Scotia fishing schooner "Bluenose" is well able to vanquish anything that United States brains has been able to devise or money secure in the way of a rival, and above all that the Yankee competitor ashore or afloat is a poor sport.

That the undertaking from start to finish has been a disappointment to those who hoped for more interest and efficiency in matters pertaining to the fishing industry, must be acknowledged, and a further continuance of the competition would be unprofitable if not impossible. When the affair was bonused by the Canadian government THE ACADIAN predicted what the end would be and with the entry of the spirit of commercialism the competition failed to have value as a factor for the promotion of either fishing vessel efficiency or the spirit of honest sport.

WHAT MAKES A TOWN?

What makes a town, anyway? Is it the wealth evidenced by the homes and splendid store buildings? These may attest the stability and thrift of certain people, but they offer no great inducements to commercial and moral progress. Is it the spirit of good order and law observances? That is a factor only. The sleepest old hamlets that dot the map have this spirit in rank abundance. Is it the schools and churches? May their number ever increase, but they don't make a town—they only culture it. Is it the geographical location, the character of the country surrounding, the shipping facilities, the natural advantages? None of these are essentials.

Well, what is it that makes a town, anyway? Just one thing—the unity of the people, the existence of a common bond which causes business and social enemies to put aside all differences when it comes to boosting the town. No town ever made real progress in the way of substantial success without the get-together spirit unaniously adopted. It has rejuvenated old hulks of towns that were yawning their way into endless sleep. It has infused new life blood into the heart of commercial life and made thriving cities out of paralytic villages.

Natural advantages count for much and prosperity can not be built upon shifting sand, but any town with half a chance can be made to grow and expand and thrive when its citizens join with one accord in the boosting program.

HOW TO KILL THE MINISTER

- 1. Complain because the minister does not call as often as you think he ought to. Forget that he must prepare two sermons each week; must marry the living and bury the dead, and be all things to all men.
2. Criticize his family, especially his wife. Say "She takes up too much of his time, she tries to run the Church, she is not in sympathy with his work, she has too many hats, she dresses too well, or not well enough.
3. Pay him a tinker's wage and expect a Titan's work, and be sure that his "hire" is always months behind.
4. Tell others that you don't like him; but never tell him why. If you told him he might show you wherein you were mistaken; then you would need to apologize to him for talking behind his back.
5. Criticize his sermons. Say "He's too old-fashioned in theology, or he's too liberal; his sermons are too long; he's too closely confined to his notes; he's tiresome, stupid, monotonous." Never tell him his sermon helped you; that might make him puffed up.
6. Go to some other church because you don't like your minister, and because the other minister is more sensibly, more dramatic, more educated, more orthodox, more heterodox, more anything else that suits your fancy.

THE MIRACULOUS CHRISTMAS GIFT

It's a very nice thing to make a gift that will please all the members of the family. A box of candy will do that or a crate of fruit. But usually some one in that family gets the lion's share. That is not possible when the gift is a subscription to The Youth's Companion. It is like that fabulous pitcher of milk of the Greeks; though everyone drank deep the pitcher remained full. Everyone has a lion's share in the good things of The Companion; everyone skims his own cream, yet there is the very choicest cream left for the next comer. What better Christmas present can you make than a periodical with such fabulous powers of dividing its pleasure among a dozen and yet keeping it all intact.
The 52 issues of 1924 will be crowded with serial stories, short stories, editorials, poetry, facts and fun. Subscribe now and receive:
1. The Youth's Companion—52 issues in 1924.
2. All the remaining issues of 1923.
3. The Companion Home Calendar for 1924. All for \$2.50.
4. Or include McCall's Magazine, the monthly authority on fashions. Both publications, only \$3.00.
THE YOUTH'S COMPANION, Commonwealth Ave. & St. Paul St., Boston, Mass.
New Subscriptions Received at this Office.

MR. COSSABOOM SHOWS THE WAY

(From The Maritime Merchant)

The inspiration for this article was published in the "Merchant" more than a month ago from Mr. H. S. Hamilton, of Pictou, in which he referred to the interest that had been aroused in the tourist industry in the Maritime Provinces, and to his own interest in ways and means of developing it to large proportions. Mr. Hamilton solicited the views of other "Merchant" readers with regard to a scheme of providing small cottages for individual families, with a central house as a dining saloon and a general rendezvous for the little summer community. In response to this letter, a reader reported a successful experiment of the kind at Smith's Cove, Digby Co., N. S., under the direction of Mr. William Cossaboom. The "Merchant" thereupon decided to make a trip to Smith's Cove for the purpose of seeing the little colony of cottages, and to secure such information as might be of use to those of our readers throughout the province who now have in mind the undertaking of a similar venture.

We shall begin the story of our visit by stating that Smith's Cove is five miles east of the town of Digby, on the shores of Annapolis Basin and on the line of the Dominion Atlantic Railway. It is a beautiful spot, though not more so than a hundred or a thousand other places in the Maritime Provinces. The natural attractions of Smith's Cove are a good summer climate, excellent opportunities for boating and bathing and fishing and shooting in season. The cottages are situated on a hillside, and the Digby Golf Club four miles distant; a pavilion for dancing, also most excellent roads for motoring.

We arrived at Smith's Cove in the evening, and the next morning Mr. Cossaboom showed us the place. How it became a summer resort is related to us as we strolled along. To begin with, Mr. Cossaboom was not a hotel man by training. Up to the time that he made his present venture, he had never, so he told us, even slept in a hotel overnight. The first cottages he built were those shown in the group of three in the picture herewith, and the tenants of these he served with meals at his own residence. His present dining hall was not built until fifteen years ago. There are thirty cottages now of the types shown herewith, and always during the season they are rented in fact the supply in later years has never equalled the demand. Two plans have been followed by Mr. Cossaboom in his building expansion. One is to own the building outright and rent it to a desirable tenant; the other to lease the land to prospective tenants at a nominal price and let them do their own building. Under this latter agreement, cottages may not be sold without Mr. Cossaboom's approval. In our short stay at Smith's Cove, the thing that most impressed us was Mr. Cossaboom's desire to give a good service to his clients. We suspect that this largely was the reason of his success. He told us he depended upon his patrons to do his advertising, which was equivalent to saying that by catering to their wishes and doing the utmost to oblige he had made them boosters for Smith's Cove as a summer resort.

Sometimes when you start to question a man who has made a success of an industrial undertaking, you find that he is averse to telling you very much about it, for fear that by doing so he will generate competition for himself. We did not find this in the case of Mr. Cossaboom. He talked over his achievements and his plans for the future very freely, and furthermore said he would be only too glad if other Maritime Provinces people who are thinking of making an effort similar to his own, would go down on him. When we expressed surprise at his broad-minded attitude, he replied that the market for summer resorts such as his was so large there was no likelihood whatever of the supply in the Maritime Provinces ever equalling the demand. There is room he believes for a hundred developments similar to the one at Smith's Cove.

We think it only frank to say that Mr. Cossaboom's property was especially well adapted for the scheme he undertook. It has a salt water beach on the front, and the railway at the back. Between the two there is a distance of something more than a quarter of a mile. The length is about a mile from the bank to the extreme end of the land. In all there are about 75 acres. Of the thirty cottages some are built in the open, others are in the shelter of the woods; you pay your money and you take your choice. The cottages farthest away from the central house where the meals are served (this might be called the Administration House) are we should think about an eighth of a mile distant. The dining saloon, which began with a capacity for 30 people, to-day accommodates 100 during the coming winter. It is to be further enlarged. All the cottages are fitted with bath and lavatory, the supply of running water is undisturbed, and they all have large open fire places. Mr. Cossaboom counts such equipment as absolutely essential. And he said this: "Comfortable cottages with open fire places and bathroom are necessary to a venture of this kind, but there must be other good things as well. There must, too, be a supply of good food, well cooked and well served. And that isn't all. There must be provision for the visitor's mental needs. He wants entertainment. For the younger people, Mr. Cossaboom has a dancing

pavilion just a few yards away from what we have called the Administration House, and every week day evening there is opportunity there to trip the light fantastic. This of course in addition to such recreation as tennis, boating, bathing, horseback riding and motoring. For golfers there are the links at Digby a few miles away and the house motor bus takes guests over there every morning and afternoon. Visitors who yearn for the forest primeval can be sent to a camp far back in the woods where there is fishing in season. At the right time of the year, too, they may shoot big game if they so desire. "Different people like to do different things," said Mr. Cossaboom, "and it is the willingness of the tourist resort manager to cater to such wants that tends to make his place popular."

Now for a word about the capital required for such an enterprise as the one at Smith's Cove. The quantity of course will depend upon the proportions of the development attempted. The cost of cottages fitted with baths and open fireplaces runs from \$1000 to \$2000 each, that of the large house shown in our picture runs from \$12,000. Mr. Cossaboom started with a very few cottages, but that was during the period when the summer resort was merely a place where people went for a rest, and so long as they found the food good and nothing more, that is now the successful resort must provide a great variety of things for people to do, and also people with whom to do them. For this reason probably a dozen cottages and a large house in which rooms as well as meals could be obtained, would be the minimum accommodation that might be considered necessary for the commercial success of such an enterprise. This, of course, is only our own estimate and we pretend to have no practical knowledge of the question. We would advise any person, however, who thinks he has a good location for an enterprise of the kind, and also the capacity to conduct it once it is created, to pay a visit to Smith's Cove and see Mr. Cossaboom's work for himself. As for ourselves, we were very much impressed by what we saw, and we came away with the feeling that what had been done there might successfully be done elsewhere in the Maritime Provinces.

We did not find time to enquire how the presence of the summer visitor affects local business at Smith's Cove, but we did not need to do so to assure ourselves of its benefits in this connection for you cannot have \$1000 distributed in any small community every few days during the summer months without benefit to everybody there who has something to sell. Smith's Cove as a tourist resort has not yet reached the limit of its growth. Mr. Cossaboom is planning to make it bigger every year.

"A WONDERFUL WOMAN"

A remarkable picture of a wonderful woman whose life story provides chapter after chapter of astounding heroism, extraordinary self-sacrifice and almost legendary achievements, is now to be given free to each subscriber of the Family Herald and Weekly Star of Montreal. The life story of "The Wonderful Heroine" can also be obtained cost free by sending a post card to the Family Herald and Weekly Star.

Unlucky Motorist (having killed the lady's pet puppy)—"Madam, I will replace the animal."
Indignant Owner—"Sir, you flatter yourself."



Do you know your fire risks?

Do you know all the possible starting places for fire right in your own home? It may break out in the most unexpected spot in spite of all carefulness. Care only helps to prevent fire—it does not repay you if your home burns.

Fire insurance indemnifies for fire loss. The test of time has proven the sound value of the policies of the Hartford Fire Insurance Company sold by this agency.

H. P. DAVIDSON INSURANCE WOLFVILLE, N. S. Phone 217 P. O. Box 462

WANTED

The names and addresses of persons who once lived in Wolfville or vicinity but who are now living in other parts of Canada or in the United States. If any of our readers who can do so will kindly send us information of this kind we shall be greatly obliged.

Davidson Bros. Publishers The Acadian

CASH and CARRY \$5.00 ORDERS OR OVER DELIVERED FREE
SPECIALS THIS WEEK
Prunes, 15c. per pound, 2 lbs. for 25c.
Corn Flakes, 15c., 2 pkgs. for 25c.
Cranberries, 15c., 2 qts. for 35c.
Corn Beef (1 lb. tins), 28c.
Beef Steak & Onions 29c.
Soda Biscuits, per lb. 15c.
Pilot Biscuits, per lb. 15c.
Fancy Biscuits, per lb. 40c.
Fig Bars, per lb. 35c.
Cocoa, 15c. lb., 8 lbs. for \$1.00.
1 cake Baker's Chocolate 25c.
5 lbs. Onions 25c.
1 can Baked Beans 18c.
1 can Baked Beans, large 25c.
1 lb Raisins (15 oz.), 18c., 6 for \$1.00
1 can Campbell's Soup, 18c., 6 for \$1.00
2 cans Clark's Soups for 25c.
2 boxes Eddy's Matches for 25c., 6 for 63c.
1 lb. Baker's Cocoa 25c.
1 lb. Baker's Cocoa 25c.
Molasses, best, per gal. \$1.00
2 pkgs Jello 25c.
Cider Vinegar, per gal. 35c.
Choice Western Beef always in stock, also Veal, Pork, Lamb, Mutton, Fowls and Chickens.
Davis & Fraser's Hams and Bacon.
Finnan Haddies and Cod Fillets.
Phone 53
CALDWELL-YERXA LTD. SUCCESSORS TO F. W. BARTEAUX

Save the Feet and You Save All
A good understanding is the secret of good health. See that the children especially are provided with sound, well-made, comfortable shoes for fall and winter. Shabby shoes bespeak the careless man. Maintain your self respect and the good opinion of others by wearing shoes that are in style, as well as in season. Let the summer shoes go the way of the straw hat.
No woman who claims to be discriminating will wear shoes that clash with the rest of her apparel. Street shoes are for the street and evening shoes for drawing or ball room. A well dressed woman's shoes correspond with her surroundings.
"How about your shoes?
We still have a few special lines which are offered at very attractive prices and are worthy of your inspection, SPECIAL VALUES
G. D. JEFFERSON The Cash Shoe Store

To Victory Bond Holders who have not renewed their bonds, expiring November 1st, 1923—
We draw attention to our 5 1/2% Trustee Bonds which we sell at par.
We will cash your Victory Bonds, or will exchange them for our Bonds.
If you send or come in any time before November 10th and buy our Bonds, interest will start from November 1st, 1923.
THE EASTERN CANADA SAVINGS & LOAN CO., OF HALIFAX
Apply to R. B. Blauvelt, Agent, Wolfville, N. S.

MILK AND CREAM DELIVERED DAILY SATISFACTION GUARANTEED
A. R. STIRLING PHONE 57-21

HEALTH TOILET PAPER
Genuine Crepe Tissue
Best Quality Large Rolls
13 rolls for \$1.00
The Acadian Store WOLFVILLE, N. S.

Minard's Liniment for Distemper.