

THE ACADIAN

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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.

Mail to 1923

Last week we had the pleasure of wishing our many advertisers and readers a Merry Christmas, and from what can be learned that hope has been verified.

Now we once more make our bow and extend to our readers our best wishes for a Happy and Prosperous New Year. We may not be able to learn just as quickly whether this hope has been consummated, but all indications point to the dawn of a better era during the coming twelve months, not only throughout Canada, but also the whole world. True, we have not, and cannot attain perfection on this sphere, but international events at the present time tend toward the making of better conditions for all, and in the final analysis, the whole matter resolves itself into the personal element, and comes down to the fact that it is the individual that counts, as far as the future is concerned.

If we will all go forward in the coming months with at least a residue of the "Goodwill" brought about through the Christmas spirit, with the earnest intention of every one to "Do as he would be done by"; then we may look forward optimistically to a brighter and better year than we have ever known before. Let us remember that

There is so much good in the worst of us,
And so much bad in the best of us,
That it little behooves any of us,
To speak ill about the rest of us.

ADVERTISING

Says an Exchange: The occasional advertiser misses a good many opportunities. The constant gets all the benefits. Take the advice of all successful advertisers and every advertising agency in the world, and make your advertising constant.

Never stop advertising while you are in business—the advertiser who advertises constantly gets much better returns for his money, as advertising is cumulative, and when there is a slip the gap is not bridged over, but resuming advertising is like beginning again.

It is good business to increase your advertising at times but very unprofitable to discontinue your advertising as long as you are in business. Keep your advertisement of some size going every issue. Its your loss if you don't.

OUR COLLEGIATE ICEMEN

Never in the history of the colleges and universities of Canada, or of the United States, has there been so many young men enrolled.

This marked increase in the attendance at our colleges is due largely to the change of viewpoint of our educational institutions. Many cobwebs have been swept away.

Today the college means more than the accepted understanding of academic teaching. It means a broader vision of life and a greater understanding of the necessity for the thing worth while.

The college man today is to be found everywhere. He is at the head of a great banking institution, he is a chauffeur, he drives an ice wagon, he tills the soil, he appears in literature and ornaments the plumbing establishment.

Sometimes the unthinking criticize the college because its graduates may be found driving a milk wagon and the like. The answer, of course, is that if all milk wagon drivers were college men milk would be delivered more orderly and even our babyhood would be helped.

The greatness of the college does not lie in its being the gangway down which one may walk to the professions. Its worth is in giving to the country men who can thoroughly perform the duty of the hour.

The college is not the panacea for empty skulls. The best it can do is to equip the man who has something under his hat.



CANADA'S FINEST ATHLETE

Lincolne Conacher, aged 22 years, is declared to be the best all-round athlete in the Dominion. He has excelled in football (he is captain of the Argonauts), hockey, lacrosse, baseball, boxing and wrestling, and he has just refused \$5,000 a year to become a professional hockey player.

CLASS DISTINCTIONS IN YORKSHIRE

A stranger journeying to a far distant dale in Yorkshire proceeded at the railway terminus to engage a seat in the horse vehicle plying to its destination. Asked if he required a first, second or third class ticket, he took a first-class, though not a little mystified by the request. However, after a five-mile run on the level, the driver pulled up at the foot of a tremendously long, steep hill. "First-class passengers," he directed, "sit still; second second-class passengers get out and walk; third-class get out and push."—English Paper.

Minard's Liniment for Distemper.

MURINE Night and Morning. *Have Clean, Healthy Eyes. If they Tingle, Itch, Smart or Burn. If Sore, Irritated, Inflamed or Granulated, use Murine often. Sustain, Refresh. Safe for Infant or Adult. At all Druggists. Write for Free Eye Book. Mastic Eye Remedy Co., Chicago.*

APPLE SHIPMENTS

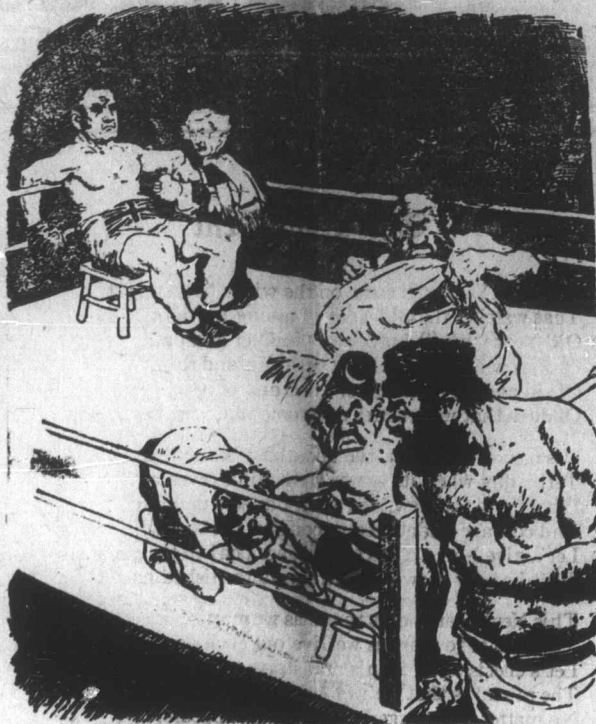
Frequent sailings from Halifax to London, Liverpool, Glasgow, Manchester.

Special fan ventilation and numerous fast oil-burning steamers.

Passages arranged to all parts.

Furness, Withy & Co., Ltd.
Halifax, N. S.

COLD COMFORT!



Battling Bolshie: "Don't be afraid to tackle him again, Jacko. Remember, I'll challenge if he outs you this time."

—Sydney Bulletin.

THE NEW YEAR

A Flower unblown; a Book unread;
A Tree with Fruit unharvested;
A Path untrod; a House whose rooms
Lack yet the heart's divine perfumes;
A Landscape whose wide border lies
In silent shade 'neath silent skies;
A wondrous Fountain yet unsealed;
A Casket with its gifts concealed;
This is the Year that for you waits
Beyond to-morrow's mystic gates.
—Horatio Nelson Powers.

LAZY LARRY SAYS

I wish that every year was leap-year
Then worry would cease and care
would fly.
Instead of hunting and chasing these
women,
They would be hunting for me—
oh my!

Minard's Liniment for Diphtheria.



A losing fight with flames

INSURE

properly and avoid financial loss.

There is a valuable fire prevention service at this agency. Investigate.

Local Agency of The Hartford Fire Insurance Company.

H. P. DAVIDSON
INSURANCE

WOLFVILLE, N. S.
Phone 217 P. O. Box 462.

WHY BREAD HAS A CRUST

Why does a loaf of bread have a crust? When a mass of dough is baking in the oven the water in it turns to steam at 212 degrees Fahrenheit. After this it cannot get any hotter, but the outside of the loaf is not limited by the presence of water, and both the pan and the air in the oven get much hotter.

This converts the starch in the outer layer of dough into sugar, part of which is burnt to caramel. The latter gives the outside of the loaf its crust, and makes it quite different in appearance and flavor from the crumb inside.

Minard's Liniment for Garget in Cows



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

To all our Customers and Friends
we wish a
MERRY CHRISTMAS
and if in the New Year you will
Pay Cash, and Carry your Goods
we can assure you a
Happy and Prosperous 1923

FRANK W. BARTEAUX
PHONE 53.

UNSETTLED

The editor of a country newspaper received from a subscriber the query, "Can you tell me what the weather is likely to be next week?" In reply he wrote, "It is my belief that the weather next week is likely to be like your subscription." The enquirer puzzled his head for an hour over what the editor was driving at, when finally he happened to think of the word

"Unsettled"

(He sent a cheque the next day)

The Acadian

Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE
Steamships "Prince George" and "Prince Arthur"
TWO TRIPS WEEKLY FARE \$9.00

Leave Yarmouth Tuesdays and Fridays at 6.30 P. M.

Returning, leave Boston Mondays and Thursdays at 1 P. M.

For staterooms and other information apply to
J. E. KINNEY, Superintendent, Yarmouth, N. S.

APPRECIATING our pleasant business relations with you during the past year, we wish you the Compliments of the Season and trust that the coming year will bring the Best you have ever known in Health, Happiness and Prosperity.

WOLFVILLE FRUIT CO'S. STORE

Phone 151

Phone 151

FOR YOUR

Bridge Party

Tally Cards, 30 cents a dozen.
Playing Cards, good quality, 50 cents per package.
Gilt edge Playing Cards, 75 cents per pack.
Congress Playing Cards, whist size, air cushion finish, picture backs, suitable for prizes, \$1.25 each.
A box of Stationery makes a Useful Prize.

The Acadian Store