

ADVERTISING NOVA SCOTIA APPLES

(By E. D. Halliburton in The Farmers' Guide.)
Would advertising apples pay? The query is as interesting as it is inexhaustible.

Advertising does pay of course. The business man who would declare that ordinarily he does not believe in advertising would merely make himself ridiculous.

Farmers, however, are not always business men, and there are farmers and fruit-growers who are almost violent on the subject of advertising.

The manufacturers of Zig-zag tooth brushes in Seebrook, Illinois, would never have been compelled to enlarge their plant until it extended over so many acres, if they had adopted the bright scheme of letting one tooth brush sell another.

Somebody may retort that tooth-brushes and apples are distinctly different commodities. This is indisputable.

Wheat and its products are an ever more essential human food than apples, yet the miller who neglects to advertise courts disaster.

The work of the California Fruit Growers is even more to the point. What they have accomplished ought to establish the value of advertising fruit, beyond all doubt.

One is tempted to trace a parallel between the problems confronting our apple growers and those overcome by the raisin growers.

Apples are good for the complexion. Then why not tell the ladies how to keep the school girl complexion.

Overproduction is a bogey. Every time that there is a normal crop in all the producing areas, an overproduction is heralded.

Biggest crops like mass production in industry makes better marketing easier. A third point is in the package.

BARON ISHII



One of the Japanese representatives at the League of Nations Assembly in Geneva, who compelled a modification of some of the proposals regarding compulsory arbitration of international disputes.

What advertising methods could Nova Scotia use? That of course is a problem for the leaders of the industry.

British people are always intensely interested in the Dominions and, taking a hint from British Columbia, perhaps the most effective and cheapest way of keeping them interested in our apples is by making them interested in Nova Scotia and particularly the Annapolis Valley.

Such a pamphlet would help to bring about that desirable subconscious connection of Nova Scotia with good apples. Recipes for the use of apples will increase sales.

Here is where advertising would come in, must come in. Nothing else on earth will eradicate from the mind of the English dealer and consumer that Nova Scotia apples are only for cooking.

She has done it by advertising abroad, by careful selection and skilful packing at home. Nova Scotia can do the same.

British Columbia has been served by a corps of splendid publicity agents all actuated by that boosting spirit so general in the West.

The Nova Scotian grower should lose no time in reminding the apple buying public that the Annapolis Valley specializes in raising apples.

All apples which can better be recommended for cooking purposes should be so marked. Honesty is essential.

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PARTY LEADERS WHO ARE FIGHTING FOR THE PREMIERSHIP OF GREAT BRITAIN



After a hectic career of nine months, Ramsay MacDonald's Government was forced to appeal to the country to either support or reject its policies.

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"SALADA" TEA

Always fresh and pure. - Sold only in sealed aluminum packets.

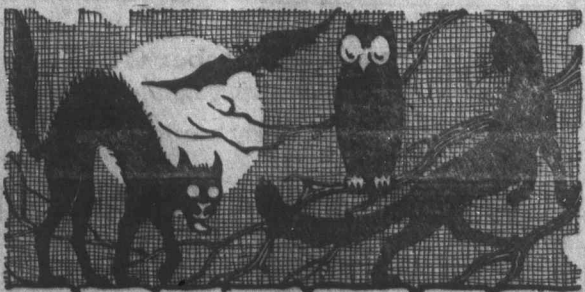
N. B. AWAKENS TO VALUE OF MAKING PAPER AT HOME

ST. JOHN, N. B.—The fact that in the raw state pulpwood gives New Brunswick a return of from \$1 to \$12 a cord, while its conversion into pulp would bring a price of from \$50 to \$60 a cord, is being gradually brought home to the people of that province.

CHILDREN'S WEAR

Imported French Flannel Middies and Children's Dresses. Full range of Boys' Sailor Suits. Big line of Ladies' Silk and Wool Hose.

You will do better at S. FRANK'S



HALLOWE'EN

Is only two weeks away and it is time to begin plans for your Hallowe'en Party. We have everything you will need to make the party a success, and will be pleased to show them to you if you will call.

Invitations, Place Cards, Tally Cards, Favors, Silhouettes, Decorations, Hats, Masks, Lanterns, Crepe Paper, Paper Napkins.

THE ACADIAN STORE Wolfville

HUTCHINSON'S TAXI AND BUS SERVICE

BAGGAGE TRANSFER, TRUCKING and MOVING carefully done. BUS PARTIES given special attention. Patronize the place where you get satisfaction and moderate prices.

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