

ADVERTISING CAN HELP INCREASE PROFITS

Ability That Has Been Peacefully Slumbering for Years and Needs to be Awakened.

Farmers would make more money if they must break the habit of making for years. It needs to be awakened. Advertising should be studied by intelligent farmers the same as which they should grow, or soil fertility, or rotation. Many farmers are saying "Tell us how to get money for our crops, we know how to grow them." The money for one's crops is an easy thing to get in certain places; in other places it is an empty gravel pit for holes—buyers think you are joking.

Intelligent advertising can increase the profits of almost any farm. At the present time, take off our hats to the advertisers of patent medicines. Patent medicines are sold in quantities to the amount of advertising received. The best patent medicines are those that receive the most advertising. If marketed from an advertisement, the medicine is more likely to be used, and therefore is more likely to be advertised. If a medicine is advertised, it is advertised to a wider and wider audience, and the more people who use it, the more they will buy it and the more the medicine will be advertised.

Patent medicines were not advertised for a few years they would die a natural death. People would forget them. Of course some might go to the old practice of boiling herbs and their crippled imagination, but patent medicines would surely suffer an early fall.

Applied to Apples—Now if patent medicines can thrive on advertising, might apples do if given a fair trial? If everyone in Canada were to eat one and a half apples instead of one and a half pears, there would be a greater demand for apples and growers would be more interested and less inclined to curse the weather.

How are we going to persuade people to eat an extra apple? You can lead an apple to water but you can't make him drink. But people are different; they will be persuaded to eat an extra apple without being led to water. All that is necessary is the right kind of advertising, and it need not necessarily be in a bottle either. They will be attracted to a large road sign or the pictures of the newspapers just as readily as they are to a medicine bottle.

The American public is thriving on pictures as the Spaniard used to be in bull fighting. In almost every motion picture show there is a "film of the day" or a short educational film or something like that. Imagine a nation of people going to a picture show and seeing something like this: A cluster of apple blossoms and pistils (male and female parts of the flower) enlarged, and a picture showing the various receptacles developing into fruit—how delicious the fruit. Or a picture of the apple tree in its historical picture of the apple shown. A wild seedling could grow upon the screen and then modern varieties placed beside it to show the development of horticultural varieties. Another phase of the picture would interest people: A person in a costume of burlap bags, scattering seeds hither and yon, encouraging people to plant apples and then showing on to the next place, would be a big hit on the screen. And now imagine a nation of people coming out to see a picture showing a picture of the fruit stands, eagerly gobbling up everything that looks like an apple.

How to Advertise on the Farm—The moving pictures are not the only farm produce advertisement. Consider a few ways to advertise on the farm.

Utilize the Home Grounds—Road selling of farm produce has become an important source of disposal of farm products during the last few years. The mobile has taken city people into the country for recreational riding. It is a satisfaction about going into the country and getting things fresh. The farm is a business establishment. It has produce to sell. And like business establishments with attractive show windows in the city, farm homes should have some way to attract the attention of passersby. The farm home and the grounds should be the show window of the farm.

Imagine any show window which is attractive—a restaurant, for instance, where empty tin cans and the things from meals are thrown in the windows, and fly specks adorn the window glass. How many people stop to take a meal from such a show window? Surely none with good eyesight. And how many people will stop to buy farm produce where the home is correspondingly untidy as that restaurant? Imagine a self-respecting farmer stopping to buy a crate of peaches or a dozen eggs, where, instead of a neat attractive lawn and shrubs artistically placed a heap of brush and other debris are strewn in front yard. Some home grounds landscaped by nature. Tumble weeds make up the lawn, dilapidated paths inclose the lot, refuse substitutes for shrubs, and weeds grow up where flowers might have been. And at the same time the owner of such a

Fashion Fancies



By Marie Belmont

Navy blue rep, very simply tailored, makes an ideal dress for wear in the early fall. The model above is a two-piece affair. The skirt has a kick pleat in the front for fullness, and the overblouse is made with a graceful V slit at the front and arranged to button at either hip so that the finishing band fits tight to the figure. The open neck, finished with a band which extends into narrow ribbons that drop at the front has found great favor this season.

place might have something to sell right at home. The best way to make a sale in such a case would be to plant a lawn, start some shrubs about the house and fix up the fence. That is one of the most effective ways to advertise the farm. People passing by will be attracted as bees spy out the brilliant flowers.

Name the Farm—To name a farm is to give it a mark of distinction. It really is part of landscaping but it is important enough to merit special consideration. Again we can compare the farm business with the city business. Would not Marshall Field's department store in Chicago be an impossible fixture without a name? Would it not be a cantankerous job to describe any store each time you mentioned it, that people might know which one you meant, rather than referring to it by name? Just so it is with farms, and good farms are going to be much referred to now that roadside selling is being popularized. If a man names his farm and then strengthens his business by producing good quality fruit, passersby, after purchasing a crate of berries or something else, will direct their friends to the place, this way: "Say, Fred, when you go riding tomorrow night stop at Sunkist Farm along the country road for some strawberries. They're nice and fresh—not like the wilted junk you get in the stores." You can't miss the place, there is a large sign out in front. That is the kind of advertisement that brings results.

A name for a farm should be simple,

pleasant sounding, and displayed very attractively. If a name is conspicuously attractive, people will be more likely to remember it. The more out of the ordinary a name can be displayed without mutilating the rules of art or insulting propriety, the better will be the results.

Neat bulletin boards or "For Sale" signs are effective. Many city folks ride into the country with the express purpose of buying fresh fruits and other farm produce direct from the producer. They may be attracted by neat landscape gardening but how are they to know that a producer has something to sell? The best way to tell travelers there is something for sale is with a bulletin board. A bulletin board should be neat and attractive but simple. Across the top should be printed "For Sale" and the various items listed below in such a manner that changes readily can be made.

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difference in price would be if the first layer in the boxes were faced. After facing the first layer on two boxes—it required two minutes per box—I put them up for sale and asked 50 cents per bushel more for them. In about three minutes a buyer came along and ordered 200 bushels of peaches that were faced.

Attractiveness is more important than the price. If producers will produce high quality cantaloupes in 1924. Every cantaloupe that left the place for market was stamped with a small piece of paper about the size of a postage stamp. The quality of the melons advertised them but the little postage stamp-like piece of paper told who the grower was and suggested that the melons were the best.

The same idea can be used in establishing a reputation for almost any kind of crop. Of course, it is not recommended that every apple or cherry should be stamped before being sent to market but it is feasible to place a small placard or card in the box. On the card could be printed the name of the farm, the name of the variety and an invitation to visit the farm. In addition to that a few brief statements, would be in place, as "By their fruits ye shall know them," or "Eat more fruit and save medicine," or something of that sort.

If money is to be had on the farm the gray matter of the farmers must be exercised more. New ideas and methods must be studied and employed, if meritorious. The physical part of farm life is important but the mental part should

be much more important. When a farmer turns his natural hat rack into a mental machine he no longer robs himself of valuable time saying, "Down with this and down with that—the country has gone to the dogs." But he gets to work and turns his ideas into pleasure and money.



Mail Contract

SEPARATE SEALED TENDERS, addressed to the Postmaster General, will be received at Ottawa until noon, on Friday, the 11th September, for the conveyance of His Majesty's Mails, over the following mail routes, viz.:

- (1) CAMBRIDGE STATION P.O. AND KINGSMANS CORNER P.O.
- (2) CENTREVILLE P.O. AND RAILWAY STATION.
- (3) GREENWICH No. 2 R. M. ROUTE, under proposed contracts for periods not to exceed four years, dating from the 1st January next.

Printed notices containing further information as to conditions of proposed Contract may be seen and blank forms of Tender may be obtained at the terminal and route Post Offices, and at the office of the undersigned.

W. E. MACLELLAN, District Superintendent of Postal Service, District Superintendent's Office, Halifax, 29th July, 1925.

Order from your grocer his best tea and he'll usually send "Red Rose."

RED ROSE

TEA "is good tea"

The same good tea for 30 years. Try it!

ACADIA SEMINARY
1925-1926

Announces in addition to the Regular Courses in Senior Matriculation, Pianoforte, Voice, Violin, Expression, Art, Business and Household Science.

1. The New Two Year Course in Household Science.
2. The Four Year Course for the Degree, Bachelor Science in Household Economics.
3. The Course in Music for Licentiate of Music.
4. The Course in Music for the Degree, Bachelor of Music.

The Public School Classes in Art will be continued. A limited number of Pupils for strictly Grade EIGHT and NINE WORK will be received. The Normal Pupils in the Beginners Course in Pianoforte will be continued.

Registration of Town Pupils will take place Friday Afternoon and Saturday Morning, September 4 and 5.

There will be added to the Teaching Staff:—
MISS BEATRICE JANET LANGLEY, Violin and Orchestra.
MISS MARY CANNING WHITELEY, Pianoforte and Director of Normal Work in Pianoforte.
MRS. MARY MERCER, Mathematics and Science.
MISS MARY E. STARRATT, Latin and History.
MISS GRACE E. BOWES, Library and General Classes.
MISS MARY ETTA MACDONALD, Associate in Household Science.

For particulars apply to the PRINCIPAL

SPRING WATER
ICE
For
QUALITY and SERVICE
buy from
F. A. LESLIE
Phone 116-11 Rates on Application

WAKE UP!

Do you wonder why the merchant across the street gets all the business while you get none? He advertises—you do not. There are no cobwebs in his store, and the steady ring of his cash register proves that "It Pays to Advertise."

Let us show you how BONNETT-BROWN SALES SERVICE will help you get rid of the cobwebs, brighten your store, and lighten your burden of left over stock. It will make your cash register play the tune you have been longing to hear.

Ring Us Up and Our Ad Man Will Call.

The Acadian

PROFESSIONAL CARDS

M. R. Elliott, M. D.
(Harvard)
Office Hours:
1.30 to 3.30 P. M. 7 to 8 P. M.

G. K. Smith, M.D., C.M.
Grand Pre, N. S.
Office in residence of H. P. KINNEY
Hours: 1.30 to 3.30 P. M.
7 to 8 P. M. Phone 311

ALLAN R. MORTON
M.D., C.M.
Main St., Wolfville Phone 348
Office Hours: 1 to 2, 6.30 to 7.30

Eaton Brothers
Dentists
Dr. Leslie Eaton, D.D.S. University of
Dr. Eugene Eaton, D.D.S. Pennsylvania
Tel. No. 6.

ETESIGHT SPECIALIST Hours: 9-12 A.M.
Telephone 20 2-5 P.M.
Paul G. Webster, R.O.
Optometrist
Webster Street Kentville, N. S.
Graduate of Rochester School of
Optometry, Rochester, New York

G. C. NOWLAN, LL. B.
Barrister and Solicitor
Money to Loan
Orpheum Bldg. WOLFVILLE
Phone 240 Box 124

W. D. Withrow, LL. B.
BARRISTER, SOLICITOR
NOTARY PUBLIC
Money to Loan on Real Estate.
Eaton Block Wolfville
Phone 294. Box 214.

S. W. CROWELL
A.M. E.I.C.
PROFESSIONAL ENGINEER
(Civil)
Provincial Land Surveyor (N.S.)
Office—Webster St. Kentville, N. S.
Phone at Residence.

H. E. GATES
ARCHITECT
HALIFAX, N. S.
Established 1900

D. A. R. Time-table
The Train Service as it Affects Wolfville

No. 96 From Kentville arrives 8.41 a.m.
No. 95 From Halifax arrives 10.10 a.m.
No. 123 From Halifax (Bluenose) arrives 11.20 a.m.
No. 124 From Yarmouth (Bluenose) arrives 1.59 p.m.
No. 98 From Yarmouth, arrives 3.12 p.m.
No. 97 From Halifax, arrives 6.12 p.m.
No. 99 From Halifax (Mon., Thurs., Sat.) arrives 11.48 p.m.
No. 100 From Yarmouth (Mon., Wed., Sat.), arrives 4.13 a.m.

Plumbing and Furnace Work
JOBGING PROMPTLY DONE
H. E. FRASER
Phone 75

BREAD!
Our bread has been reduced to 12 Cents per loaf
Our bread is mixed with up-to-date machinery and wrapped before leaving bakery.
W. O. Pulsifer and F. W. Barbeau both sell our bread at this price.
A. M. YOUNG

COAL
Inverness, Springhill
Bay View, Acadia Nut
Acadia Stove, Acadia
Lump, Old Sydney,
Welsh Coal
A. M. WHEATON
PHONE 15

REAL

serve "Fruit
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AUGUST

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9	10	13	14	15
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23	24	29		
30	31			

Lest You Forget

August is pretty well along now, folks, and before you realize it the cooler weather will be setting in. So here's another "Money-Saving" reminder to --

Order Your Coal Now

Prices are reasonably low now and we're ready to give you prompt delivery. Phone 1 for price quotations and let us have your order!

R. E. HARRIS & SONS
WOLFVILLE

KEATING'S
KILLS
BUGS
FLIES
ROACHES
CICADAS, WEEBLES

Use freely in any household—
it has done more to kill
LICE AND VERMIN

OWN, N. S.