August 11, 1922

Another Conference at Wolfville

(Continued from last week.)

and Mrs. Ross.

pionship was continued, with the follow

could be done, she divided the audience into seven groups and asked that in event. The results were wonderful and showed both talent of the school and

School was finished and the conference come to a close. Into the one short hour different courses at the morning' session ndeavoured to pack as much information as was possi

AUGUST 22nd

The Kings N. S. Mounted Rifles. affiliated with the 6th C. M. R. Battalion

simple way about forty years ago

actually advertised the word camera out of the dictionary and advertised the Government figures prove beyond distrademarked name kodak into the dic-

has not yet caught up. Close analysis vertising in the light of news, and it is buying public. The public should support news. The merchant who advertises tailers have lagged because they have tells his story frankly to the public, know-failed to put into the minds of the people ing he will be checked up and courting to keep costs down. reached the bottom and that better times investigation of his statements and prices The advertisement of today is not the

are at hand. It is amazing how few retail merchants in the smaller towns realize the value of educational advertising. signature that the public regards without

FIT

CAMP ALDERSHOT WILL OPEN ADVERTISING IS A PUBLIC BENE- that is its greatest worth. Eastman has expense and a duty owed to the public whose support is sought. The whole business structure of the nation depends on advertising . Increased business means

has not yet caught up. Close analysis of this situation discloses that the re-tailers have lagged because they have

About 2.000 matches are lighted every second in Canada, of which 1,990 are

Germany launched more shipping during 1921 than any previous year of her

They are so close to the picture they fail to see its perspective They look for the immediate dollar and in grasping at the shadow they miss the substance. The plus the fundamental knowledge that plus the fundamental knowledge that

