



(National Crop Improvement Service.)

Canadian oats lead the world for quality and are in great demand for seed in every civilized country, but oats generally receive little attention and are raised in a haphazard sort of way. Very few farmers put in seed plots, although there is no other crop which responds so readily to intelligent selection and treatment.

Careful experiments have proven conclusively that the formaldehyde treatment of the seed for smut frequently increases the yield more than would be naturally expected from simply replacing smutted heads with sound ones.

This is probably due to the fact that the grain is attacked by other seed-borne parasites which are as effectively checked as smut, adding to the general health of the grain.

Seed Grain Fundamentals.

1. Select the variety for your neighborhood best adapted to soil and climate. If it is decided to put in both an early and late oat, do not get them mixed. It will be fatal to both.

2. Fan and grade your seed until you have removed all shriveled and broken kernels, sticks, chaff and weed seeds.

3. Test your seeds for germination in a wet blotting paper and plant only strong-sprouting seed.

4. Treat your seed grain with formaldehyde to prevent smut and other diseases.

5. Put oats in early.

COST OF ADVERTISING

There is no possibility of decreasing advertising rates. T. R. Williams, business manager of the Pittsburgh Press and president of the American Newspaper Publishers' Association, told Pennsylvania publishers, members of the Associated Dailies, at a recent meeting at Harrisburg, Pa. A United News report says:

Mr. Williams presented figures showing the newspapers publishing costs are at the highest point and increasing.

"Under these conditions," he said, "there is no possibility of decreasing advertising rates."

"Advertising rates," he continued "were too low because the war and in the past few years rates have not increased in proportion to increased publishing costs."

Figures were cited showing that publishers' costs have increased nearly 200 per cent. In recent years and that advertising rates increased less than 100 per cent.

Williams contended that there can be no hope of reducing skilled labor required for newspapers for years to come, and that while spot newsprint prices are softening, the contract price of 64 cents per pound is the highest price in 25 years.

"It is certain," he pointed out, "that contract newsprint prices will remain permanently higher than before the war. Advertisers who know newspaper conditions are not asking for a decrease of advertising rates as they know that at present rates their space is the lowest priced commodity they buy."

- The constant drop of water
Wears away the stone;
- The constant gnawing puddle
Crunches up the bone;
- The constant wooing lover
Wins the pretty maid;
- The constant advertiser
Always draws the trade.

**Our
Mail
Order
Department**

is prepared to take your subscription and attend to renewals promptly at \$2.00 per year, payable in advance.

THE ACADIAN

Box 462 Wolfville, N. S.

WHAT JUDICIOUS ADVERTISING DOES

Mounted officers were called upon to keep crowds off the trolley tracks in front of one department store when they ran a dollar day sale which was expanded into a three days' sale event. The city fire marshal was called out to supervise the handling of the crowds inside the establishment, and so many women fainted that an emergency Red Cross first aid corps was organized to take care of the bargain hunters.

Yet the manager and advertising man say they did nothing unusual to attract trade, save to advertise and to fill their windows to the roofs with goods on which the cut prices were marked in plain figures, so that all could see just what was offered. In fact, they gave the entire credit for the success of their dollar day event to newspaper advertising.

The advertising carried was of the same type as that visualized in windows.

The space taken was used up to the limit, with box effect copy, to show what was on sale and the price. The week before the sale page advertisements were run and the public was informed the goods were on view in the windows. The publicity and the display co-operated to arouse the interest that it was calculated would develop and when the store opened its doors on the original dollar day the clerks were swept off their feet by the crowd.

In the scramble inside the store a number of women fainted and a first aid corps was organized to look after them. It was discovered that they could not begin to meet the demand for goods that their sale had created and they extended the event another day. The second day also proved inadequate and it took a third day to meet the calls for merchandise.

The experience is considered a remarkable demonstration of the pulling power of intelligently directed advertising. The manager reiterated his opinion in discussing the sale that full credit for the crowds which swamped the establishment and which brought in two months' business in a day belongs to the newspapers. While the firm has always been strong in advertising campaigns, it declares that it will have even larger appropriations in the future.—Exchange.

An advertising manager was going home one night in a tram car. It was late, and the man who sat next to him began to talk.

"What business are you in?" he asked.

"The advertising business."

"Is that so? I used to be in the advertising business myself. I gave it up though and went into the rag-and-odd-bottle business. I was a sandwich man for a theatre for six months. 'Say,' and here he bent over confidentially, "ain't it hard work when the wind blows?"

Famous words of Famous Women—
"Does my petticoat show?"

Keep Minard's Liniment in the house.



A FALL IN A STEEPLE CHASE

After this nasty spill on an English race course the jockey remounted his steed and rode home in second place.

Look for the Hall Mark

on a kitchen range, the same as you would on a piece of silver. It is the name Enterprise.

And the



**ENTERPRISE
MONARCH
STEEL RANGE**

is the best kitchen range we know how to make.
See the Enterprise dealer and write us today for our free illustrated booklet.

The Enterprise Foundry Co., Limited, Sackville, N. B.
Makers of the well-known lines of Enterprise Stoves, Ranges and Furnaces. 12

**MARTIN-SENOUR
100% PURE PAINT & VARNISHES**

MARBLE-ITE

The Hard-Drying, Long-Wearing Floor Finish

"100% PURE" PAINT
The paint for wear and weather.

SENOUR'S FLOOR PAINT
It wears and wears and wears.

"VARNOLEUM"
beautifies and preserves Oil Cloth and Linoleum.

"WOOD-LAC" STAIN
Improves the new—renews the old.

"NEU-TONE"
The sanitary, washable Flat Oil Paint for Interior Decoration.

Nothing adds so much to the beauty of a home as floors that are properly cared for; on the other hand, floors that are not protected are unpleasant to look at, are hard to keep clean, and become injured through wear. Don't neglect your floors, beautify them and save them. Save the surface and you save all.

MARBLE-ITE Floor Finish is the perfect treatment for floors of all kinds. It is the one floor finish that has a money-back guarantee attached to every can.

In 24 hours **MARBLE-ITE** dries hard with a beautiful finish that will not show heel marks. It has a high gloss, yet is tough enough to stand any amount of wear without injury. It can be washed with soap and water and it will not mar nor scratch white.

We invite you to call and discuss this method of beautifying and protecting your floors. We can give you full details regarding this or any other painting or varnishing problem. We have a complete stock of **MARTIN-SENOUR** Paints and Varnishes. For every purpose—For every surface.

**A. W. BLEAKNEY
WOLFVILLE, N. S.**

"Save the surface and you save all" - Paint & Varnish

Acetylene Welding

Battery Repairing and Charging.
Cylinder Re-boring and Accessories.

J. F. CALKIN
MAIN STREET EAST

Canadian National Railways

THROUGH DAILY SERVICE TO MONTREAL
VIA THE ONLY ALL CANADIAN ROUTE

OCEAN LIMITED

LEAVES HALIFAX DAILY at 7:40 a. m. with most modern equipment of Standard steel sleepers and Standard Dining Car.
Connections at Montreal with fast through Trains for Toronto and Chicago and with Continental Limited for Ottawa, North Bay, Port Arthur, Winnipeg, Edmonton, Saskatoon and Vancouver.

Connections at Toronto with Transcontinental Trains of the Canadian National Railways, for Winnipeg, Fort Williams, Port Arthur, Edmonton and Vancouver.

MARITIME EXPRESS

LEAVES HALIFAX DAILY, except Sunday, at 3:10 p. m., arriving at Lewis at 1:55 p. m. and at Montreal at 7:35 p. m., the following day.
Connections at Quebec with Transcontinental Railway Trains for Winnipeg via Cochrane.

Connections at Montreal with Fast Through Night Express (G. T. R.) for Toronto.

See That Your Ticket Reads Via Canadian National Railways
City Ticket Office 107-109 Hollis Street, Halifax

**Every Man in Business Knows
WHAT HE HAS TO SPILL
BUT DO OUR READERS KNOW?**