

HOW MUCH TO INVEST IN LOCAL ADVERTISING

Practice of Successful Retailers Best Answer to that Question.

The best teachers from whom a retailer can borrow lessons, are those who have made advertising pay. They exist in every community and with few exceptions back up the rule that the best advertisers are the most successful merchants.

The most conservative of national advertisers approximate 5 per cent. of their sales for their investment in advertising. Many of them appropriate more than that amount. The average would probably be somewhere between 5 and 25 per cent. The majority of city merchants appropriate far in excess of 5 per cent. If increased sales did not justify these appropriations, they would not be kept up year after year.

How many merchants in the smaller towns, considering a budget for the year based on total sales, make an appropriation of even 5 per cent. for advertising? If the majority of them would expend that amount or more, it would result in more prosperous newspapers, able to serve their communities more effectively, and ultimately make better communities for the general condition of a community may safely be sized up, by the prosperity of its local publications.

A few advertisers—the really successful ones in the smaller cities and towns—do expend as much as 5 per cent. of their sales in advertising. They realize that to meet outside competition and develop local trade to something like its possibilities, they must advertise to an extent approximately that of successful dealers elsewhere. But there are many who do approach the 5 per cent. figure. Take as an illustration a small drug store doing a gross business of \$50 a day or about \$15,000 a year. The average druggist of this class would be horrified at the idea of spending \$750 a year for advertising in the local paper; yet that is only 5 per cent. of his sales and is the amount he should spend. It he would offset competition and build up his business to something like its possibilities.

The druggist is only one of the many of the smaller merchants who do not take advantage of the power of advertising. They may argue that advertising is a specialized art developed by city merchants or those with a national product to sell and is not within the province or ability of the small merchant. It is not specialized to the degree that it cannot be copied. The merchant who does not know how to advertise can study the methods of those who do know. He had better learn, for someone who does know is likely to come along and take his trade away from him.

For the benefit of those who do not know how to write good advertising copy, THE ACADIAN supplies prepared ads covering practically all lines of business, written by experts after the most approved methods. A request will bring a proof of this service. It is being used by thousands of merchants throughout the country and there are many more who should be using it.

TROUBLES OF NEWSPAPERS

(From the Victoria Colonist.)

Newspapers have a difficult path along which to steer in these times, when ideas are so unsettled and nerves are unstrung. There are more critics abroad than ever before, and there is a greater variety of seekers after an indefinite something—a want which they believe the Press should supply. Newspapers have never been so generous in allotting space to the viewpoints of their correspondents, but there is not a newspaper which is not accused, from time to time, or not being generous enough. Religious cults, social organizations, and scores of newly-formed societies and associations believe that the papers exist as a medium for propaganda for the hundred and one aims which they have in view, and they believe that when a score or less people get together and promulgate a policy, or platform, such necessarily constitutes news. That is one of the difficulties with which newspapers have to contend.

A WORD TO OUR SUBSCRIBERS

The Altoona, Kan., Tribune published the following notice for their subscribers:—"There is a small matter which some of our subscribers have seemingly forgotten. To us it is necessary in our business. We are very modest and do not wish to speak about it."

LIKE OLD DAYS IN THE TRENCHES

Hunting small game is the order of the day around here.—Brockville Recorder and Times.

For Spanish Influenza

The Liniment that Relieves All Ailments



THE LEAGUE RUSSIA WANTS



"If only the Genoa conference would establish a League of Rations."

—La Democratique Nouvelle (Paris)

WHY NOT TELL THEM THE TRUTH

How much misery and crime and unhappiness could be prevented in this town if parents would give their children the impression that they are their pals rather than a judge of their actions. So many boys and girls are often in doubt about something. They long so for someone to whom they can talk and who will understand them. But many parents feel that they must display no signs of imperfection before their children, they must not let them know that they are only human with human motions and desires. They always take the attitude of failing to understand upon those few occasions when their children do screw up courage enough to talk to them. They always say, "Why I never heard of such a thing! I'm sure I never felt or did such things when I was young." Do they really believe it when they say it? For human nature changes very little in one generation.

Then, a year or two afterward when some outsider tells them of some misdeed of the child or some bad habit which could have been so easily corrected if taken in the early stages but which has been allowed to run on until it has assumed really serious proportions, the parent goes to the child and says, "But, why didn't you come to me and tell me about it," and he fails again to realize he is at fault when the child replies, "Oh, I was afraid because I knew you wouldn't understand."

Why will parents persist in the foolish fancy of showing their children and trying to show them only the perfect side. If they only knew how much it would help the child to know that their father and mother struggled through just the same temptations and trials that they are struggling through before they came out on top.

A little fly put in paste will make wall paper stick.

NOVEL METHOD OF COLLECTING ACCOUNTS

Under the heading, "Delinquent Accounts For Sale," a western newspaper carries the following advertisement:

This space will be used by the Herald for advertising for sale delinquent accounts. The description will give the names of parties delinquent, how long the bill is past due and the amount, and such accounts will be advertised until disposed of by payment or sale. This privilege is also extended to advertisers in the Herald for the nominal sum of 5 cents a line.

A 15 mile snowshoe race at Winnipeg was won in two hours and 129 minutes, and the second racer was only three minutes behind. There were ten in the race that did the 15 miles inside three hours.

Minard's Liniment for the Gripp and Flu.

BUILD YOUR HOUSE IN 1922

Costs are as Much as \$1,000 Less Than a Year Ago On a \$3,500 Home say Building Supply Men.

For those who have been turning over in their minds during the past few years the momentous question of building a home, the lumber and building supply men have some good news. Many have been kept from building during 1920 because of the falling market of lumber and supplies.

The manager of one company was able to give a very concrete idea of the present position of low prices. He said: "We make a practice of selling the complete outfit for construction of a thoroughly well-built home. Last year, take for instance, this home would have cost you \$3,648.80. We have just set our prices for 1922. They stand at \$2,577.66; or, in round figures, one-third less than last year. Here's another—last year \$2,237.99 and this year \$1,557.79. The reason is that lumber prices have hit bottom, in fact, are trending higher again. Other minor necessities are still due for a slight fall in prices, but anyone who waits for all prices to reach bottom will get nipped, because of the upward tendency of the lumber market—for lumber is the major element in construction of a home. Lumber prices on the upward trend will more than offset the small gain in cheaper general supplies."

His judgement is upheld by the trade in general. Renewed activities of contractors and builders throughout Canada would indicate that they are preparing for more building this year.

SS "DIGBY"

SS "SACHEM"

HALIFAX TO LIVERPOOL via St. John's, Newfoundland Passage or freight arranged.

SS "Fort St. George"

Summer Cruises to Quebec. Watch for Dates.

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

Montreal, Sydney, N.S. St. John, N.B. New York, Boston.

THE EDUCATION OF YOUR CHILDREN

Have you the money with which to do it? Start to save while they are young—let them commence life knowing you are at the back of them.

Savings Accounts are a specialty with

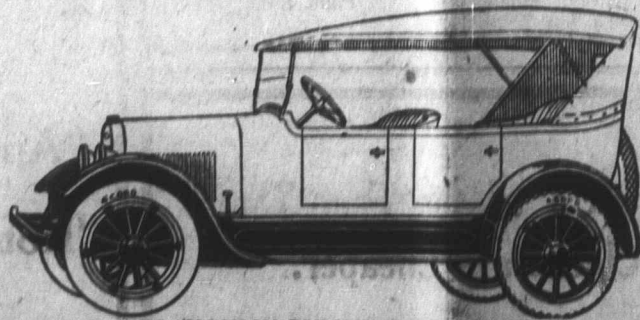
THE ROYAL BANK OF CANADA

WOLFVILLE—R. CREIGHTON, Mgr. PORT WILLIAMS—H. R. HOLDING, Mgr.



Master Fours

Master Sixes



McLAUGHLIN-BUICK MASTER FOUR

Equipped with Buick Motor, Delco single unit starting and lighting system, Multiple disc clutch, leather upholstery, Alemite greasing system, nickel bumper, non glare lenses, spiral bevel driving gear and 31x4 cord tires.

Canada's Standard Car---Built, not merely assembled in Canada.

Show Room and Service Station, Wolfville

Have your Car taken care by C.H. Pulsifer, the McLaughlin Service Man

Ask About Extended Payment Plan

Acadia Auto Agencies,

Geo. W. Redden, Kentville,

Wolfville, N. S.

Telephone 138

Phone 210-12

Dealer for Kings County

Best by Test

For 30 years we have blended

"SALADA"

TEA

for the public taste. Today Salada is the largest selling tea in America. Is not this proof positive of its popularity?

A post card will bring samples. SALADA, MONTREAL.

PURE BUTTER PARCHMENT

Neatly Printed, cut in sizes for 2 lbs. and 1 lb. prints. Prices Right.

THE ACADIAN STORE

Flowers For All Occasions

CUT FLOWERS, BOUQUETS, FLORAL DESIGNS

Do not send to the city for your flowers when you can get them at

PICKFORD'S

Phone 176

GRAND PRE

TOILET PAPER

Good Quality, Large rolls

Price 10 cents

3 rolls for 25 cents

THE ACADIAN STORE

FOR SALE

FARMS, ORCHARD PROPERTIES and HOUSES, in or near Wolfville, Canning and Grand Pre.

Tell me about the home you are looking for and the price you want to pay.

ANNIE M. STUART

Phone 23-31

INVESTMENT BROKER.

Grand Pre, N. S.

AD-RHYMES

This is the SPACE
That carried the AD
That gained the "REP"
That made the SALES
That yielded the PROFITS
That built the BUSINESS
That "Jack" built.

An Advertisement

Addressed to the wife with mind distraught
Its news dispels her troubled state;
It shows the prices that she can pay
And where to go on shopping day.
So row of course, she'll patronize
Those firms who wisely ADVERTISE.

Shop Where You Are Invited to Shop

Issued by Canadian Weekly Newspaper Association
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BUY IT IN YOUR OWN HOME TOWN