

Fresh, rich, full-flavored tea
—the same every time

RED ROSE
TEA "is good tea"

Sold only in sealed packages

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Testing Advertising

In talking recently with a man who has made a large success as an advertising salesman in another place the question was asked him: "When a merchant says it does not pay to advertise, what do you tell him?"

"I just tell him this: What proportion of the population of this town has been inside your store during the past two months?"

"Very few merchants ever claim they have had more than 20 per cent. of the population. Most of the non-advertisers would be glad to get 5 per cent. A lot of them probably only get a small fraction of five per cent. with any regularity."

"Then, I say, how are all the rest of the people going to know about your goods? How can they tell whether it would be for their advantage to patronize you or not? If you have good values or special bargains how do they know about it? A great many of them rarely or never pass your store. The great majority that pass give you only a glance. You are not getting their business, having done nothing to interest them."

"Then I go on to say there are just three ways to get some of this trade now slipping past them. They can send round solicitors from door to door, distribute circulars or handbills or advertise in newspapers. The newspaper notice is read carefully where the solicitor is turned down, and besides the advertising is twenty times cheaper than canvassing. And handbills are chucked into the waste baskets while newspapers are read. If you don't care to

use any of these methods, I tell them, most of the people of this town will continue to pass you by without knowing anything about your goods."

These remarks fit in here as well as in the town where they were made. A merchant must tell the public about his goods in order to get trade.

Children Of All Ages

Children of all ages—whether it be the new-born babe or the growing child—have to be constantly guarded as to health. Upon the good health of the little one largely depends his strength and usefulness in after years. Baby's Own Tablets are the ideal home medicine for children of all ages. They are a gentle but thorough laxative which are absolutely guaranteed to be free from opiates or other harmful drugs and which may be given to the youngest child with perfect safety and beneficial results. Through their action on the bowels and stomach they banish constipation and indigestion; break up colds and simple fevers and make teething easy. Mothers, you can make your little ones well and keep them well by just keeping a box of the Tablets at hand and by giving an occasional dose to the baby to keep his little bowels regular and his stomach sweet. The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

With napkins, towels and packing cases now made of paper not to mention money, no wonder news-print is a little scarce.

An Industry That Would Pay

The rumor of the likelihood that a factory for canning and preserving all sorts of fruits and vegetables is soon to be established in Wolfville is most encouraging news. We trust that it may not prove to be "too good to be true". We believe that there is abundant reason for the belief that such an industry could be profitably carried on and of great value to the community. This "garden of Nova Scotia" ought to be capable of producing at least all the fruit and vegetables required for home use, and yet every year thousands of dollars' worth of canned goods of every description are imported from the other provinces and foreign countries for local use.

There is no better country in existence for fruit growing than this valley, and when attention has been given to the scientific growing of vegetables the undertaking has shown very substantial profit. With a good home market and the adoption of up-to-date methods of production there is an opportunity for our farmers and gardeners to do a thriving business. When, some years ago, a demand was made for cucumbers for a pickling concern, our people showed their willingness to co-operate and quite a profitable industry was developed and maintained for some years.

Not many years ago large quantities of plums of the choicest and best varieties were grown in these sections and only because of the absence of a profitable market were the plum orchards in many instances given up.

Immense quantities of all kinds of small fruits, including strawberries, might be easily produced within the radius of a few miles from Wolfville if a demand could be created for them. A very large quantity of fruit of different kinds is allowed to go to waste every year because there is no provision made for its conservation. Such an institution as is suggested would be a great economic value to the community and its establishment should be given every encouragement by our people generally. THE ACADIAN freely offers its columns for the discussion of the matter. The time is ripe for action.

The United Farmers' official organ in the Maritime Provinces, "The United Farmers' Guide," which is being published at Moncton, has made its initial appearance. The journal is in magazine form and the first issue consists of sixty-four pages. A subscription list of 14,793 is claimed.

Nature's Bounty

provides health for the sick in the medicinal herbs. The beneficial qualities of Dandelion, Mandrake, Burdock, etc. make

Dr. Wilson's HERBINE BITTERS

a perfect remedy for stomach and kidney troubles, bilious headaches, etc.

At your store—35c. and \$1.00. 50

The Braxley Drug Company, Limited
ST. JOHN, N.S.

Minard's Liniment Co., Limited.

"Gentlemen,—I had my leg badly hurt, the pain was severe and a large swelling came above the knee. I expected it would be serious—I rubbed it with MINARD'S LINIMENT, which stopped the pain and reduced the swelling very quickly. I cannot speak too highly of MINARD'S LINIMENT."

AMOS T. SMITH.

Port Hood Island.

At a meeting of the Board of Governors of Kings College, held at St. John recently, it was decided to rebuild Kings College at Windsor on a larger and more ambitious plan.

WALL PAPER!

Special SAMPLE BOOKS now ready, the finest ever sent out by mail. Write for the books you are interested in.

- Book 1. Cheap Papers for Kitchen, Living room and Bedroom.
- Book 2. Plain Oatmeal, 80 inches wide with Cut out Borders.
- Book 3. Dark Papers with Cut out Borders for Living room, Hall or Dining Room.
- Book 4. Latest Tapestry Effects.
- Book 5. Light Papers with Cut out Borders for parlors and Bedrooms.
- Book 6. Newest Chintz effects.
- Book 7. Varied Papers for Bathroom and Kitchen.
- Book 8. Ceiling Papers.

VERNON & CO.,

Furniture and Carpets.
TRURO, N. S.

FURNESS LINE

Regular Sailings Between
Halifax, St. John's and
Liverpool, Eng.

Halifax—London, Eng.

Every facility for

Export of Apples

Passenger Service

Halifax St. John's Liverpool

Apply to

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

St. John, N. B. Sydney, N. S. Montreal

AUTOMOBILES FOR SALE!

Several second hand Autos. and Auto Trucks. All thoroughly overhauled and ready for the road.

T. E. HUTCHINSON
WOLFVILLE



A good many things make it pleasant to shop here; they're all included in our general principle of real service.

Its part of our service to only sell shoes of the finest quality—that's why we feature Hartt Footwear for Ladies and Gentlemen.

It's part of our service also to think more of pleasing you than of "selling" you; to see that you are properly and carefully fitted and get intelligent attention.

We always consider that any money you pay us for shoes is still your money until you've satisfied yourself that you like the shoes you've bought.

G. D. Jefferson
Wolfville, N. S.

Professional Cards.

DR. J. T. HOTCHKIS

Veterinary Surgeon

WEBSTER ST. KENTVILLE.

Phone 10

M. R. ELLIOTT

A. B., M. D. (Harvard)

Office at residence of late Dr.

Bowles. Telephone No. 23.

Hours—8-10 a.m., 1-3, 7-9 p.m.

COAL!

HARD COAL
SOFT COAL
COKE
KINDLING

A. M. WHEATON

R. J. Whitten

& CO.

HALIFAX

Receivers and Sellers of all kinds of Farm Produce.

Consignments Solicited.

Prompt Returns.

NR

TONIGHT

Tomorrow Alright

NR Tablets stop sick headaches, relieve bilious attacks, tone and regulate the eliminative organs, make you feel fine.

"Better Than Pills For Liver Ills"



The three R's run all through life for at 25 you think of romance, at 45 you think of rent, and at 65 of your rheumatism.

Minard's Liniment Cures Distemper.

THE Yarmouth Beauty Cigar

Is Used by all Refined Smokers

There's a Reason. Quality Counts.

HARVEY'S

AT

PORT WILLIAMS

Is the Place to Go for YOUR

Plumbing, Heating, Sheet Metal work, Pumps of all kinds, Power Sprayers, Hand Sprayers, Potato Sprayers, Hose, Spray Guns, and all kinds of fittings and repairs. Satisfaction guaranteed.

Phone 100-11.

EXCESSIVE ACIDITY

is at the bottom of most digestive ills.

KI-MOIDS

for indigestion afford pleasing and prompt relief from the distress of acid-dyspepsia.

MADE BY SCOTT & BOWNE

MAKERS OF SCOTT'S EMULSION



TENDERS FOR COAL

SEALED TENDERS, addressed to the undersigned and endorsed "Tender for Coal for the Dominion Buildings, Maritime Provinces," will be received at this office until 12 o'clock noon, Monday, May 3, 1920, for the supply of coal for the Dominion Buildings throughout the Maritime Provinces.

Combined specification and form of tender can be obtained from the Purchasing Agent, Department of Public Works, Ottawa, and from the Caretakers of the different Dominion Buildings.

Tenders will not be considered unless made on the forms supplied by the Department and in accordance with the conditions set forth therein.

Each tender must be accompanied by an accepted cheque on a chartered bank payable to the order of the Minister of Public Works, equal to 10 per cent. of the amount of the tender. War Loan Bonds of the Dominion will also be accepted as security, or war bonds and cheques if required to make up an odd amount.

R. C. DESROCHERS,
Secretary.

Department of Public Works,
Ottawa, April 1, 1920.