

APPLE ADVERTISING

The following resume of an address delivered to New York apple growers will be read with interest here, particularly as the same general principles apply to marketing.

"You apple growers furnish one of the most striking examples in this country of intelligent men failing to make use of the one thing that could turn disaster into success." George A. Cullen, vice-president of the North American Fruit Exchange, said a few days ago at a meeting of the New York Agricultural Society, at Albany.

"Why do California growers successfully invest \$750,000 in advertising to create an appetite for the citrus fruits, while New York growers invest practically not a cent to create an appetite for some of the finest fruit produced on the face of the earth?"

"Think of the Pacific Coast raisin growers investing \$500,000 a year in advertising, and the prune growers \$350,000, while the New York State farmers apparently try to keep it a secret that they produce the finest of seed potatoes and maple syrup.

"There is a further and exceedingly important use for advertising by the grower. That is in constantly keeping the customer informed when his products are available, or to be available, when they are abundant and when they are or should be relatively cheap at retail. This has real practical value in stimulating consumption.

"Why then does not the grower keep his public informed daily of the state of the market? Why should the department stores use about one-third of the space in each day's papers to tell their public about their goods, while the grower leaves it to some Government agency or other related crop report source to print the market quotations on perishable goods (of all things!) in some obscure corner of one page."

FIRST POSTAGE STAMP

April 23rd last was the seventieth anniversary of Canada's first postage stamp, designed by Sir Sanford Fleming and bearing the picture of the beaver, was first put on sale for the benefit of Canadian letter writers on April 23rd, 1851. The first issue of Canadian stamps were this three-penny, a six penny with the Prince Consort's picture on it, and a twelve-penny bearing a portrait of Queen Victoria. The six-penny was put on sale in May, 1851, and the twelve-penny in June, of the same year. Only 1,500 copies of the latter stamp were put on sale at Post Offices, though the Government received over fifty thousand copies from the printers. Where the rest went to no one seems to know. The twelve-penny is Canada's scarcest stamp, good copies of it now selling at from four to five hundred dollars.

Niyal
CREOPHOS
TONIC
AND
BUILDER
RELIEVES BRONCHITIS

SOLELY AT
Niyal
Drug Stores
 ONCE A TRIAL - ALWAYS UNYIELDING

For Sale by
 H. E. Calkin, - - - - - Wolfville
 Red Cross Pharmacy - - - - - Canning

TENDERS FOR SCHOOL BUILDING

SEALED TENDERS addressed to undersigned and marked "Tenders for School Building" will be received at the office of the Town Clerk, Wolfville, N. S. up until 12 o'clock, noon, Saturday, May 14th, 1921, for the erection of a School Building adjacent to the present School Building, Wolfville, N. S.

All according to plans and specification which may be seen at the Town Hall Wolfville, N. S. during office hours, or at the office of the architect, Leslie R. Fair, Alyesford.

All tenderers must deposit with the undersigned a certified check, for ten per cent. of the amount of their tender.

The undersigned does not bind himself to accept the lowest or any tender.

SCHOOL BOARD

H. Y. Bishop, Sec'y.
 Wolfville, N. S., April 29th, 1921.

Notice

Your bill for Rates and Taxes will be sent out first week in May.

On account of the large Bank Overdraft a ready response will be much appreciated.

Discount allowed.

H. Y. BISHOP,
 Town Clerk.

LOCAL STORE RUN ON MAIL ORDER PLAN

Would be Able to Compete in Every Way With Distant Store.

The local merchant deserves to have the first opportunity of supplying the requirements of the district in which he is located. If the buyers at his store would be content to have him conduct his business on the same basis as a mail order house he would be able to compete with them in every respect. If Jones the merchant kept only samples and catalogues on his premises, and sold from these for delivery ten days later, cash in advance, he would be able to undersell the mail-order house.

Imagine going into the corner store for a pair of overalls. Jones exclaims "Yes, we will sell you a pair of overalls. Here is a picture of them. They will cost you the listed price plus the carrying charges from the manufacturer plus the cost of the postal order commission—and you can expect to get them in ten days' time. Call here and see if they have arrived in that time, but pay your money now."

If the local merchant conducted his business in that manner his customers would be indignant. But would he not be justified in doing so, for his largest com-

petitor transacts his business in precisely that way, and the same people do not object. They obtain a catalogue every spring. It is filled with pictures and listed prices. They select their purchases, write out an order for them, pay for a money order, wait ten days, go to the express office, pay the carrying charges and pack them home—and think they have done a good stroke of business.

When they do patronize their local merchant, it is to buy something they want in a hurry. They expect him to keep his shelves stocked with a variety of merchandise for their selection. They examine each article at will, order it delivered at their homes—and pay for it in thirty days' time, or when they are ready to do so. They expect the merchant to store goods for their convenience, to make deliveries, and finance their buying—and expect to pay nothing for the service.

Pat had died, and Mike, while seated with the rest of the mourners burst into laughter. "When he returned home his wife said—'What was the idea of laughing at Pat's funeral?'"

"Well about two weeks since Pat told me he didn't believe in heaven or hell, and while I looked at him lying there so peacefully, it just came to me that he was all dressed up and had no place to go."

SPRING CLEANING

(From the London Express.)

These are times when the minds of housewives turn inevitably to thoughts of spring cleaning. The domestic truce is broken, and woman—supreme and uncompromising—will invade and disturb every nook and corner sacred to the masculine heart. The husband will wander disconsolately about, unwanted, unhappy, his sense of comfort shattered by the ruthless weapons of spring cleaning warfare. His melancholy is too deep for utterance; the triumph of his wife complete! But, since brooding helps no one, why not let him indulge in a little clean-up for himself? A lot of decent citizens have accumulated far too much mental dust. Their thoughts have lost all brightness and their personalities are neutralized into a dingy, colorless, drab monotony. What about a little carpet-beating for the brain? What about a new supply of optimism and cheerfulness and alertness? Join your wife in the great spring offensive against dust!

Shopper—"I want to get a fashionable skirt."

Saleslady—"Yes, madam. Will you have it too tight or too short?"



A barrel of Purity Flour makes more, larger, lighter loaves than a barrel of ordinary flour because Purity Flour is milled to perfection from the famous, hard, glutinous wheat of Western Canada.

PURITY FLOUR

"More Bread and Better Bread"

Advertise in THE ACADIAN.

GRAY-DORT

The New Model

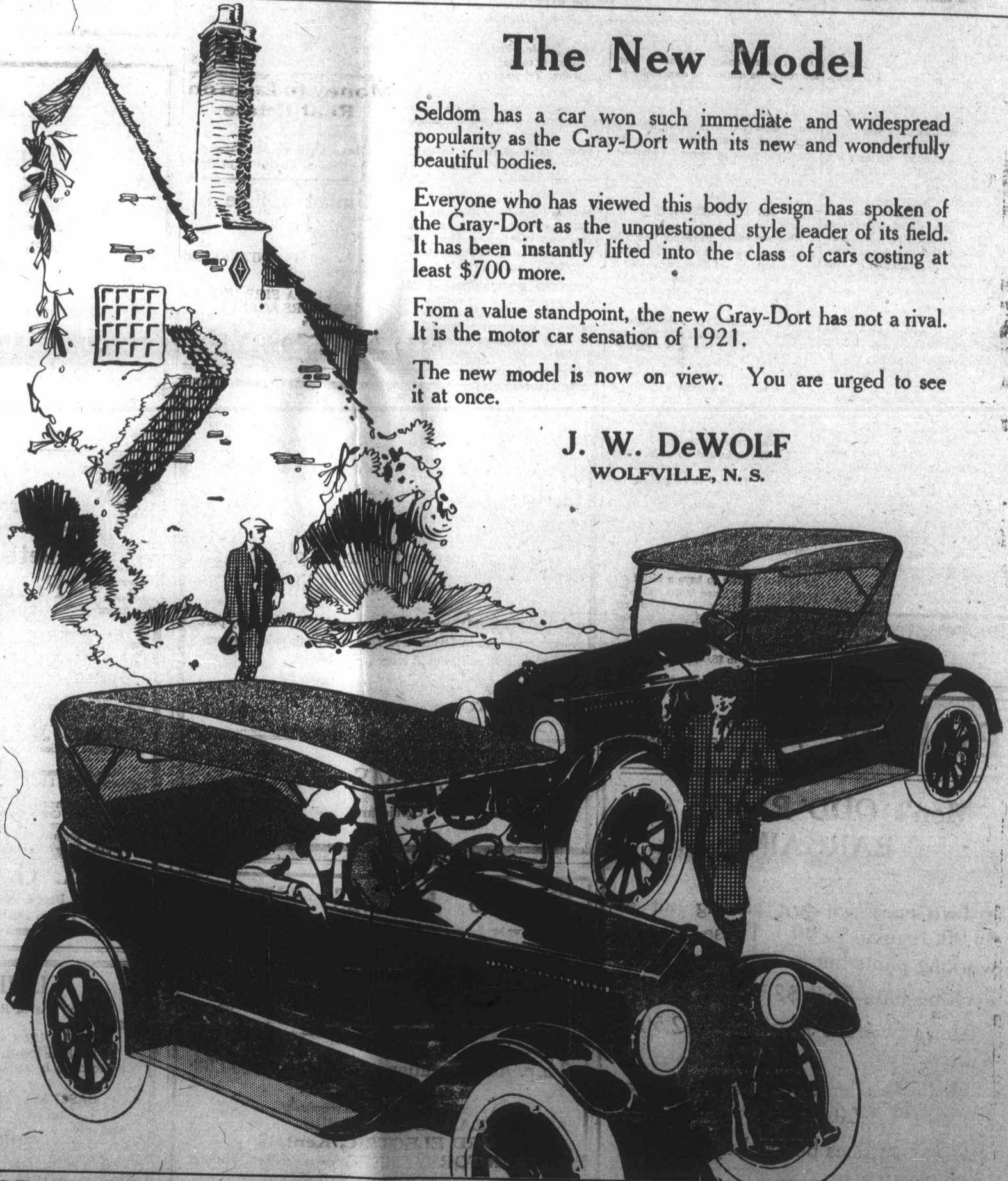
Seldom has a car won such immediate and widespread popularity as the Gray-Dort with its new and wonderfully beautiful bodies.

Everyone who has viewed this body design has spoken of the Gray-Dort as the unquestioned style leader of its field. It has been instantly lifted into the class of cars costing at least \$700 more.

From a value standpoint, the new Gray-Dort has not a rival. It is the motor car sensation of 1921.

The new model is now on view. You are urged to see it at once.

J. W. DeWOLF
 WOLFVILLE, N. S.



GRAY-DORT MOTORS, LIMITED

Chatham, Ontario