Advertise in The Canning Acadia



Gillett's Lye sprinkled in the Garbage Can prevents flies breeding

Use Gillett's Lye for all Cleaning and Disinfecting



CANNING AND VICINITY

Mrs. Arthur Ward, Mrs. Charles Cox, Mrs. Harold Fellows, returned on Tues-day, June 30th, from a motor trip to Halifax, where Mr. Cox is engaged in business.

Hallax, where Mr. Cox is engaged in business.

The High School held a greatly enjoyed picnic to Bishop's Point last week, which was largely attended.

Friends of Mrs. William Irving, formerly of Canning, will regret to hear that she is very ill.

The Boy Scouts, Scoutmaster Dr. Thomas W. Hodgson, left on Wednesday, July 1st, for camp at Huston's Beach, due to the kindness of Mr. George A. Chase, Port Williams.

Mrs. N. W. Eaton, who has much improved in health and who is visiting her daughters, Mrs. Charles Wright, and Mrs. Royal De Wolfe, spent a few days in town last week.

Mrs. Royal DeWolfe, spent a few days in town last week.

Mrs. George Harris, St. John, spent a week in town, leaving on Wednesday, July 1st, for Wolfville and Windsor. She was accompanied by her daughter, Miss Marjorie, and her son, Brenton.

Mr. Scott Blenkhorne left last week on a business trip to Newfoundland.

Miss Mildred Lavers, principal of the High School, left for her home in New Ross, where she will visit her parents, Dr. and Mrs. Lavers.

Mr. Lorne Blenkhorne, who has been ill, is improving.

week in town, leaving on Wednesday, July 1st, for Wolfville and Windsor. She was accompanied by her daughter, Miss Marjorie, and her son, Brenton. Mr. Scott Blenkhorne left last week on a business trip to Newfoundland. Miss Mildred Lavers, principal of the High School, left for her home in New Ross, where she will visit her parents. Dr. and Mrs. Lavers.

Mr. Lorne Blenkhorne, who has been ill, is improving.

The first program of the season, rendered by the Citizens' Band, was that of Thursday evening, when the streets were lined with cars, hundreds enjoying an evening of interest. Canning is to be congratulated on the splendid progress that this organization has made. In addition to the regular personnel the hand was assisted by three outside friends, who added much to the program.

The Old Home picnic in spite of the inclemency of the weather was held on July 1st at the Look Off, by the genial proprietor, Mr. Douglas Blenkhorne, who did his best for the enjoyment of the guests. Canning Citizens' Band, leader F. F. Northup, rendered an excellent program, which added much to the pleasure of the parties. The Band was entertained at supper by Mr. and Mrs. Bell, doughter of the guests of Mr. and Mrs. Albert Harris. Mr. and Mrs. Harold Ells, Sydney, are the guests of Mr. and Mrs. Charles Ells, Mr. Ells is the manager of the Sydney branch of the Royal Bank.

Miss Margaret Turner, daughter of Mrs. A. A. Turner, a former manager of the Bank of N.S. in this town, has been him the congression of the Bank of N.S. in this town, has been him the did all windsor.

Mr. and Mrs. Walter Eaton, Upper Canard, have returned from Halifax. Mrs. Alec Godfrey, Mrs. F. Godfrey, Mrs.

THIS WARM WRATHER EN SEMBLE IS OF LIGHT WEIGHT SILK

Tan and brown is the color com-bination of the simple ensemble sketched above. The use of stripes gives a costume that is very smart

The dress of brown and tan-crepe has a pleated flounce in which the stripes run crosswise.

The tan faille coat uses the tan-and brown striped crepe for trim-ming, and the turban is of brown satin.

added to the staff of the Royal Bank,

Harold Kinsman has returned motor trip to Windsor.

UPPER CANARD

CONGREGATIONAL UNION HOLDS SESSIONS AT KINGSPORT

The last Congregational Union of Nova Social and New Brumswick before merging into the United church of Canada was abed in Kingsport Congregational Union of Canada was abed in Kingsport Congregation of Union of Canada was abed in Kingsport Congregation of Union of U



Cyrus Ogglestein you greet, as looked at him a wondering if he shot cause the Kokanee as suspicious of Haw and Grafter into the menveloped by the wee trying to cross at was well on in the as sending the slides too, and a narrow at a cross. Hawke well on the surface after because of the surface after becau

THE SUPREME

ERT W. STORRS

MES T. JORDAN AN AN JORDAN

E SOLD AT PUT
by Frederick J. Fu
and for the Count
eputy at the Count
of and for the Count
of August, A.D. '
eleven o'clock in t
of an order of
e made herein and
y of June, A.D.

the estate, right, ti
claim, demand ar
on of the above
James T. Jorda
and of all persons
by, from or und
them in, to and on
that artain lot, pic
students and bound
as follows: On the
the possession of A
John Gormley and
of John Simpson, of
of George Martin
valuads of Martin
mataining one hundre
teres more or less.

SOF SALE—Te
at time of sale, re
of Deed.

High Sheriff in a



How To Write Want Advertisements

What to say---and how to say it---facts that influence the results you are after.

Results from classified advertisements depend largely upon how the advertisements are written. The following are suggestions that might prove helpful in properly writing a classified advertisement:

Don't try to save space by abbreviating or leaving out words. Use plain English and enough of it to tell all about the proposition.

Point out in your proposition the things in which you think the prospect would be most readily interested.

Select the strongest selling point; this may be the price, the opportunity to make or save money, the exclusiveness of the proposition or location, the size, the terms or any one of a hundred things.

Emphasize this point or points to arrest the reader's eye as he glances through the classified columns; this can be accomplished by placing the most important features at the head of the advertisement or by the use of large

Inasmuch as the amount of money involved is a vital

A man does not want to waste time looking up a pro-A man coes not want to waste time tooking up a proposition when he does not know whether it is within the range of his pocketbook. He answers those advertisements he knows come within the price he has in mind. Many people will not answer an advertisement that omits the price, feeling that the advertiser intentionally did not mention the price because it is too high mention the price because it is too high.

The number of replies lost because the price is too low or too high is more than made up by the response gained from those to whom the price is right and who probably would not have replied at all if the price had been omitted.

Make your classified advertisement specific. If it is sold on terms, point out the specific terms, not just "easy terms", but "\$10 down and \$5 a month".

Always bear in mind that what is "easy", "desir-able", "convenient", "good", "beautiful", "wonderful", "close", "cheap", for one person may not be for another.

The pulling power of the classified advertising lies in the directness with which important details are specified.

It is always well to impel action at the end of an advertisement. Often a person will have a real want and

need for the thing advertised, but the wording of the advertisement somehow lacks the power of suggestion to

To overcome this it is advisable to use a phrase that helps the reader to respond at once. "First caller gets this." "This will not last long at the price," "This is a special offer, see Mr. Smith before noon," "Telephone us and we well call for you in our car," and other such phrases often stimulate immediate action.

Another element that invites immediate response is to make it easy for the person answering the classified ad-vertisement to find you.

A telephone number is usually very easily called and many people dislike to call personally unless they can determine further details by telephone conversation be-

On the other hand, street addresses should be given wherever possible.

Some people have no telephone, others dislike using it and therefore prefer calling in person.

Not only make it easy for the reader to answer your advertisement but always be on hand to answer calls when they come.

This seems like rather foolish advice, yet experience in classified advertising proves that many people expect a classified advertisement to bring returns when they are not even present to receive the answers or will depend on a person to receive the answers who knows little or nothing about what is advertised.

Repetition has a certain strength. Classified Ads that readers pass by the first week receive interested attention and response the next.

One of the peculiarities in classified advertising is the fact that an advertisement may run several weeks and not bring a single result, yet the following week, possibly when least expected, answers will come from every quarter. For this reason, experienced advertisers order their advertisements to run a number of weeks.

FOR QUICK RESULTS---AT LOW COST PUT YOUR AD IN

The Acadian

Complete Printing Service

Telephone 217

Wolfville, Nova Scotia

Make Your Bargains By Telephone!

When you decide to make a proposition to an out-oftown customer, you know what you will say.

But every bargain has two sides

It's what your customer will say that counts.

Why spend days in ascertaining that by correspondence?

Telephone him!

Put the proposition before him in plain, clear-cut speech, just as you would if face-to-face, and get his answer, not after a delay of hours or days, but right away.

The Maritime Telegraph & Telephone Co., Ltd.