

# THE ACADIAN

(Established 1883)  
Published at Wolfville, N. S., every Friday by  
**DAVIDSON BROS., Printers and Publishers**

Member of the Canadian Weekly Newspaper Association.  
Member of Maritime Selected Weeklies

Subscription Rates—In British Empire, in advance, \$2.00 per year. To U. S. A. \$2.50 per year.

Advertising Rate Cards and information respecting territory and samples of paper mailed upon request, or may be seen at the office of any advertising agency recognized by the Canadian Weekly Newspaper Association.

Advertisers must have copy in by Monday noon in order to insure changes for standing advertisements. New display advertising copy can be accepted one day later.

Correspondence—Letters addressed to the Editor and intended for publication must be short and legibly written on one side of the paper only. The longer an article, the shorter its chance of insertion. All communications must bear the name of the writer, not necessarily for publication. The publication or rejection of articles is a matter entirely in the discretion of the Editor. No responsibility is assumed by the paper for the opinions expressed by correspondents.

## Editorial

Our pulpits are our work clothes. Each of us live some kind of a sermon every day.

### AUTOMOBILE OPERATING COSTS

Motorists from the United States who tour this section, and they are region these days—not unfrequently express surprise that any person in this country should be able to own and operate an automobile. It is a well known fact that the cost of cars in this country is very much out of proportion to that paid for such vehicles by our "American" cousins, but it may not be so generally appreciated that the cost of practically everything that contributes to the operating of the car is also increased here to a corresponding or greater degree. The reason for this apparent inequality is due probably most of all to the taxation imposed by the government upon owners of cars. This includes taxation of approximately fifty-seven per cent., made up of duty, sales and excise taxes.

When it comes to operating the big item in cost is owing to the excessive price paid for gasoline. In the United States the charge varies in different sections. We have heard of its being sold as low as eight cents per gallon, while the ordinary price is from twelve to twenty-five cents. This is for a gallon a fifth smaller than ours, which has been selling from thirty-eight to fifty cents. With a refining plant in our own province and the raw material landed at it as cheaply as at similar institutions on the Atlantic seaboard it should be produced and sold here at very little more than is charged in the eastern or middle states of the American union. Aside from the fact of the larger amount consumed in these centres the proportion of actual cost, it would seem, should not differ materially.

### COLD STORAGE FOR OUR APPLES

There is very little doubt but that provision for holding a limited quantity of apples for the spring and early summer markets would be found profitable to the growers of this valley. In British Columbia this is done successfully, with the result that shipments of Spys and Wagners made from Summerland to the prairies at the end of April returned a handsome margin of profit to the shipper.

This season cold storage apples from Washington and other western states were put on sale at Halifax and other places in the Maritime Provinces in excellent condition and sold at fancy prices. It ought to be easier and cheaper to provide Nova Scotia grown apples at that season, and we are assured by Halifax dealers that at a time when domestic apples are out of the question there is a good demand in local markets at prices such as could not be realized at an earlier season. Competent authorities state that there is no question as to "the keeping qualities of apples stored in a good cellar or in a properly equipped storage", and the fact that such are being carried across the continent and reach the market here in good condition should be considered ample proof. It should be remembered that, while our best markets are probably in Great Britain, there is a reasonable demand locally for good fruit that we cannot afford to overlook.

### IT'S YOUR CHUM—

The home paper is your chum, your pal and your intimate friend; the city daily is your casual acquaintance; the magazine is your occasional visitor. When it comes to advice, we trust a chum and intimate friend first, don't you? You may not know it, but the smallest paper not only delivers more friendly and intimate home influence, but is trusted far more widely than the city daily produced by men so far away that they can't possibly be in touch with your community.

There's advice to remember when you want to sell something—offer it to those who read the home-town paper, because they have long ago learned that they can believe what they see in its columns. It isn't so full of advertising, either, that your message will be buried, as often happens to advertisers in the dailies. If you haven't learned the truth about advertising in your home-town paper then you haven't learned all you ought to know about successful merchandising.

### ARE WE SATISFIED?

To be too easily satisfied is to fail in reaching the goal that may be well within our reach. This is true of the individual and it applies with equal truth to the community. A satisfied community is in a mighty bad fix. Satisfaction may sometimes be a virtue but too often it describes a state of stagnation. A satisfied community and a satisfied people does not stand much chance these days. A community cannot grow ahead of its civic improvements. The improvements must lead the way; the growth will follow. Of this there can be no question. Many improvements have been effected in Wolfville since it assumed the dignity of becoming a town. Mistakes have occurred but on the whole substantial progress has been made. But we must not be satisfied. In every direction there remains much that might be done to make our town more attractive and prosperous, and the patriotic citizen will welcome the opportunity to aid these improvements when it is placed in his power to do so.

### GOOD MORNING

How many of us stop when we say "Good Morning" to think what that phrase means? Nobody knows how it started, but he or she to whom the idea first came was a poet. For in those two words lives the essence of a prayer. Of course we who say it hope that our own morning may be "Good"; that goes without saying. But do we go a step further, and breathe a prayer that the day of those we meet may also be filled with happiness? The full phrase of our ancestors was "God give thee good morrow".

This would be a great old world if we really meant what we said, if when we greeted our acquaintances, we really wanted their days to be filled with the joy of living. If we did, we'd go out and help to make them so.

The daily press on Monday morning gave details of more than the ordinary number of Sunday automobile accidents, which occurred the previous day. Included among these was one near Calais, Me., in which three persons lost their lives and three more were seriously injured. The accident took place when a sedan speeding between fifty and sixty miles an hour crashed into a touring car and killed the driver and two other occupants. This is about the speed which on a recent Sunday evening was claimed to have been attained by two locally driven cars, although fortunately the consequences of their recklessness were not of such a fatal character.

### A PLAN TO STIMULATE BUSINESS

At the request of THE ACADIAN Mr. T. K. Kelly, nationally recognized as an authority on advertising and selling, prepared the following article as a suggestion to the business men of Wolfville on how to stimulate business. THE ACADIAN believes Mr. Kelly's suggestions to be of great value and urges their careful consideration by every business man in Wolfville.

I wonder if we recall the resolutions we made in January 1924? It seems this last year, more than ever, that promises with some people are like pie crusts—easily broken.

About every organization in January, 1924, firmly resolved to make this year better than 1923, and one of the chief reasons why many firms have failed to keep these promises they made to themselves is because they have sold themselves on the idea that it cannot be done.

Business these next few months is going to be no better than during the past few months if we do not use better business methods, if we do not eliminate the idea that there is no money in our district, and that people are not in a buying mood.

Step into your bank today and find out their daily clearances. Stop into the postoffice or express company and find out how much money is being sent out of town. You'll find that there is just as much business tapping at your door today as there ever was. But, are you doing as much to get that business as you should be in keeping with business conditions today?

There are thousands and thousands of men and women employed today, from coast to coast, by firms selling direct to the consumer. They are taking the trade right from under the eyes of the retail merchants in their immediate vicinity, and taking it from where the retail merchants expect their biggest business. Still, retailers in some districts do not wake up—they have a fair day Monday, Tuesday is dull, Wednesday about the same, Thursday no better, Friday some trade, and Saturday they are busy.

What is to prevent a store employing say four clerks from sending two or three clerks out to visit families in their immediate district, putting in full working hours, doing this Tuesdays, Wednesdays and Thursdays?

The retailer in having his clerks call upon the people at their homes will have a better entree than the unknown solicitor who is calling at these homes selling merchandise.

People in a merchant's district don't know what kind of firms these unknown solicitors represent—they don't know whether they are reputable or not, but they do know the local merchant, his store, and his stock. They know they can depend on the right kind of merchandise at his store because he is part of the community; he is a citizen in the district the same as they are, and certainly he would not defraud them by selling inferior merchandise at hold-up prices the same as many of these fly-by-night concerns are doing.

There is not a wholesale house or manufacturer in existence who will not give you specials for leaders that will enable you to combat the prices and values that the bell-ringers are offering to the retail trade.

Some merchants will say, "My clerks will not do that—they have too much pride". Clerks of that caliber must eliminate their pride if they're going to retain their positions—in fact, no man should have any pride until he is a millionaire, and when he's a millionaire he doesn't need to have any pride, because a millionaire in overalls is regarded just as highly as he is when he wears a dress suit.

Every clerk employed should be thoroughly sold on his job—he should have faith in his employer, in the stock, in the store, the values given to such an extent that he would be glad and willing to go out and tell his neighbors about it.

I suggested this plan to a merchant one day a short time ago, and his reply was "It's a good plan alright, but it won't work in my territory". That is one of the chief obstacles that a lot of retailers place before themselves. They get the idea that their trade is different, their town is different, and from the way they talk, you might think they were doing business on a small island thousands of miles from civilization. As a matter of fact, if you look at the situation right square in the face, it simmers down to the point that the

trade in Podunk is about the same as the trade in New York City. People everywhere are about the same; they think the same things, and act about alike. Whether your trade is made up of city folks, or of farmers, it doesn't make any difference. Good merchandise offered at attractive prices will be a business getter—particularly when that merchandise is demonstrated to them right in their own homes, where there will be nothing much to distract their attention. The farming population is made up of kindly, genial men and women, who will be glad to have a visit from a merchant or a merchant's representative introducing his merchandise.

There is hardly a merchant in business today who has not got an automobile, and he certainly can afford to spend some time each week out in the country with two of his clerks, supplying merchandise to the people in the outlying districts. A shoe dealer, for example, should present not only some of his newest styles and latest numbers, but he should have a top-notch leader, selected probably from some store that needed stimulating. This would be an effective way to avoid the loss that comes from slow selling depreciated merchandise.

Just as soon as a merchant starts to figure that his expenses are just as high, and goes on just as steadily during the dull days as during big days, then he is going to get busy and inject some ideas into his business that will make dull business a thing of the past. The time is past and never will return when we can work only half time.

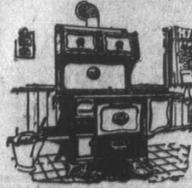
I would tell salespeople in the store, who might object to such work, that it was up to them to make the business a paying proposition for me or they would have to expect less remuneration. I would give them to understand that they would get paid for their services, and no more, and that naturally the worth of their services to me depended upon what those services produced.

Besides helping to combat the menace of the bell-ringer, selling more merchandise immediately, and affording effective means of selling slow moving lines, this plan of canvassing gives a merchant a good method of getting closer to his customers. Few of us realize how many customers we lose through being too distant, and through not being in close touch with them.

Retain the friendship of old customers by all means, and good efficient work in canvassing is a splendid way of accomplishing this. A well trained efficient salesman or saleswoman can be an invaluable missionary in behalf of your store out among the trade.

(Continued on Page 7.)

## ENTERPRISE MONARCH STEEL RANGE



More than just beautiful and clean, it is the most up-to-date and economical kitchen range that your money can buy.

Everything has been thought of for your comfort.

It saves fuel, labor, time and food.

Made and guaranteed by ENTERPRISE FOUNDRY CO. LIMITED SACKVILLE, N.B.

## ENTERPRISE MONARCH STEEL RANGE

Sold in Wolfville District by L. W. SLEEP

## CASH & CARRY

\$5.00 Orders Delivered Free

Give us a trial order and be convinced that to PAY CASH IS TO PAY LESS

Fresh Strawberries at lowest prices. Now is the time to preserve Strawberries.

PERFECT SEAL JARS, 1 pt., 1 qt. and 2 qt., and Rubber Rings.

Cooked Ham, 60c. lb., sliced.  
Corned Beef, 35c. lb., sliced.

Baked Beans, with Sauce, 18c. and 25c.

Blue Banner Special Ground Coffee, 55 c. lb.

Dates, 15c. lb., 2 for 25c.  
Evaporated Apples, 18c. lb.

Oranges, Plums, Grape Fruit, Lemons, Cherries, Apples, Cantaloupes, Ripe Tomatoes, Cucumbers, Beets & Carrots.

Grape Juice, Large, 75c.; medium size, 40c.  
Lime Juice, 45c. and 85c. Fruit Syrups, 45c.

PHONE 53 FOR PRICES

## CALDWELL-YERXA LIMITED

## Compare these Accounts

Savings Bank Account No. 711		De	Cr	BALANCE
1919	Jan 1		50.00	50.00
	Apr 1		1.00	51.00
	Jul 1		1.00	52.00
	Oct 1		1.00	53.00
	Jan 1		1.00	54.00
	Apr 1		1.00	55.00
	Jul 1		1.00	56.00
	Oct 1		1.00	57.00
	Jan 1		1.00	58.00
	Apr 1		1.00	59.00
	Jul 1		1.00	60.00
	Oct 1		1.00	61.00
	Jan 1		1.00	62.00
	Apr 1		1.00	63.00
	Jul 1		1.00	64.00
	Oct 1		1.00	65.00
	Jan 1		1.00	66.00
	Apr 1		1.00	67.00
	Jul 1		1.00	68.00
	Oct 1		1.00	69.00
	Jan 1		1.00	70.00
	Apr 1		1.00	71.00
	Jul 1		1.00	72.00
	Oct 1		1.00	73.00
	Jan 1		1.00	74.00
	Apr 1		1.00	75.00
	Jul 1		1.00	76.00
	Oct 1		1.00	77.00
	Jan 1		1.00	78.00
	Apr 1		1.00	79.00
	Jul 1		1.00	80.00
	Oct 1		1.00	81.00
	Jan 1		1.00	82.00
	Apr 1		1.00	83.00
	Jul 1		1.00	84.00
	Oct 1		1.00	85.00
	Jan 1		1.00	86.00
	Apr 1		1.00	87.00
	Jul 1		1.00	88.00
	Oct 1		1.00	89.00
	Jan 1		1.00	90.00
	Apr 1		1.00	91.00
	Jul 1		1.00	92.00
	Oct 1		1.00	93.00
	Jan 1		1.00	94.00
	Apr 1		1.00	95.00
	Jul 1		1.00	96.00
	Oct 1		1.00	97.00
	Jan 1		1.00	98.00
	Apr 1		1.00	99.00
	Jul 1		1.00	100.00
	Oct 1		1.00	101.00
	Jan 1		1.00	102.00
	Apr 1		1.00	103.00
	Jul 1		1.00	104.00
	Oct 1		1.00	105.00
	Jan 1		1.00	106.00
	Apr 1		1.00	107.00
	Jul 1		1.00	108.00
	Oct 1		1.00	109.00
	Jan 1		1.00	110.00
	Apr 1		1.00	111.00
	Jul 1		1.00	112.00
	Oct 1		1.00	113.00
	Jan 1		1.00	114.00
	Apr 1		1.00	115.00
	Jul 1		1.00	116.00
	Oct 1		1.00	117.00
	Jan 1		1.00	118.00
	Apr 1		1.00	119.00
	Jul 1		1.00	120.00
	Oct 1		1.00	121.00
	Jan 1		1.00	122.00
	Apr 1		1.00	123.00
	Jul 1		1.00	124.00
	Oct 1		1.00	125.00
	Jan 1		1.00	126.00
	Apr 1		1.00	127.00
	Jul 1		1.00	128.00
	Oct 1		1.00	129.00
	Jan 1		1.00	130.00
	Apr 1		1.00	131.00
	Jul 1		1.00	132.00
	Oct 1		1.00	133.00
	Jan 1		1.00	134.00
	Apr 1		1.00	135.00
	Jul 1		1.00	136.00
	Oct 1		1.00	137.00
	Jan 1		1.00	138.00
	Apr 1		1.00	139.00
	Jul 1		1.00	140.00
	Oct 1		1.00	141.00
	Jan 1		1.00	142.00
	Apr 1		1.00	143.00
	Jul 1		1.00	144.00
	Oct 1		1.00	145.00
	Jan 1		1.00	146.00
	Apr 1		1.00	147.00
	Jul 1		1.00	148.00
	Oct 1		1.00	149.00
	Jan 1		1.00	150.00
	Apr 1		1.00	151.00
	Jul 1		1.00	152.00
	Oct 1		1.00	153.00
	Jan 1		1.00	154.00
	Apr 1		1.00	155.00
	Jul 1		1.00	156.00
	Oct 1		1.00	157.00
	Jan 1		1.00	158.00
	Apr 1		1.00	159.00
	Jul 1		1.00	160.00
	Oct 1		1.00	161.00
	Jan 1		1.00	162.00
	Apr 1		1.00	163.00
	Jul 1		1.00	164.00
	Oct 1		1.00	165.00
	Jan 1		1.00	166.00
	Apr 1		1.00	167.00
	Jul 1		1.00	168.00
	Oct 1		1.00	169.00
	Jan 1		1.00	170.00
	Apr 1		1.00	171.00
	Jul 1		1.00	172.00
	Oct 1		1.00	173.00
	Jan 1		1.00	174.00
	Apr 1		1.00	175.00
	Jul 1		1.00	176.00
	Oct 1		1.00	177.00
	Jan 1		1.00	178.00
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	Jul 1		1.00	180.00
	Oct 1		1.00	181.00
	Jan 1		1.00	182.00
	Apr 1		1.00	183.00
	Jul 1		1.00	184.00
	Oct 1		1.00	185.00
	Jan 1		1.00	186.00
	Apr 1		1.00	187.00
	Jul			