

The Grand Falls Gazette

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at
GRAND FALLS, N. B.
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H. H. Young, Editor and Publisher

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THURSDAY, SEPTEMBER 1, 1932

MONEY IN GRASS SEED

Whether the farmer produces his own grass seed or enough additional to sell, there is money in grass seed, for money saved is money earned, and in these times the farmer has need of all the cash he needs for things he cannot produce himself. A few of our farmers in the past few years have saved good stands of timothy and clover and threshed out enough seed for their own use as well as some to sell. A ton of hay will sometimes thresh out twenty-five or thirty dollars worth of seed and the hay, although old, can be fed to stock after the seed has been removed. Certainly much more valuable than the hay alone at present prices. Another advantage is that native grass seed, especially clover, will grow much better and come through the winters much better.

Elsewhere in this issue will be found an article about some of our local farmers producing grass seed this year to a greater extent than ever before. This is mighty good business and it is hoped that the practice will increase next year. There is no need for grass seed to be imported into this Province, or, into Canada, from other countries. There is a good market in England for alsike seed if it can be successfully grown here. The Province of Ontario grows alsike seed for export to England. Grass seed grown in New Brunswick would be good hardy seed due to the climate.

APPLES RECOMMENDED

A Carleton county exchange states that in an interview a prominent farmer had announced his intention to set out this year a large orchard. This farmer believed that climatic conditions in this section of the Province surpassed even the far-famed Annapolis Valley of Nova Scotia for the raising of apples and that farmers were making a mistake in neglecting this field of opportunity.

We know of one farmer in Carleton county who, two successive autumns, had 50 or 60 barrels of MacIntosh Reds that brought him six and seven dollars a barrel. Of course he took good care of his orchard, spraying, etc. Note the imported apples sold in our local stores.

THE FARMER CONTROLS COST

"The cost of producing crops is at all times a very important consideration," observes E. S. Hopkins, B.S.A., M.S., Ph.D., Dominion Field Husbandman. "Return values are more or less controlled by the law of supply and demand or by other prevailing conditions, and the producer has very little influence upon the price he will receive for his product. He has, however, some control over his cost of production and the economy with which he produces his crop may mean the difference between profit and loss on that crop. In times of depression and low prices this is doubly important. If profits are to be maintained when prices are low costs must be measured accordingly."

"DRESSING UP" FOR SUNDAY

(Christian Science Monitor)
The inmates of a Massachusetts state penal institution are to have Sunday suits. During the week they work in overalls and blue shirts. On Sundays in the future they are to wear black trousers and white shirts. The morale, officials think, will be improved.

The fashion in vogue some years ago of "dressing up" for Sunday has seemingly passed. People nowadays wear their Sunday clothes to the office, and, except for the man who dons morning coat, striped trousers, silk topper and white spats, a parade

of churchgoers might as well be one of the skyscrapers of business on any day of the week.

Looking back, it cannot be denied that there was something edifying about the custom of donning one's "Sunday-go-to-meeting" clothes. Little Willie didn't care so much for it, but he outgrew that when he arrived at that age when the little girl next door became to him something else than merely an animate object that screamed shrilly and ran when he chased her with a caterpillar. Mother and the girls looked forward to primping up in their Sunday best with silks and brocades and stiffly starched white petticoats that made a pleasant froufrou when one walked.

Dad liked it too, even if he did make a fuss about it. He felt lifted a little above his everyday self when the old, wrinkled pepper and salt was on its nail in the closet and he was safely and tightly encased within the sleek broadcloth against which the polished white front of his boiled shirt gleamed like a slab of marble.

There is no doubt that there was something that contributed to one's self-esteem in "dressing up" for Sunday even if there was a subsequent relief when, on Monday morning, the faithful everyday dudes resumed their duty. Even today there is a most wholesome effect on the average individual in a change of raiment when the day's work is done.

As to the men in the Massachusetts institution the change to Sunday clothes may be regarded as a step toward rehabilitation of self-respect and release from the routine of confinement. As to the rest of us, whether we wear a different suit of clothes on Sunday or not, there is something to be gained in a freshening mental attitude and a freeing of thought from the imprisoning material cares of the week.

SHERIFF'S SALE

There will be sold at public auction at the Court House at the Parish of Andover on Friday, the twenty-fifth day of November, 1932, at the hour of two o'clock in the afternoon all that certain lot of land and premises situate in the Parish of Perth in the County of Victoria distinguished as lot number six on the plan of the Topham Annex drawn by William B. Hoyt May, 1906, conveyed to Abijah Larlee by R. W. Demmings (lying near the Charles F. Grant lot) together with all buildings and improvements and appurtenances thereto appertaining, the same having been seized and to be sold by me under and by virtue of a warrant issued under the hand of the secretary of Victoria County the twenty-third day of August, 1932, ordering and directing me to seize, attach and proceed to sell so much of the real estate of Garfield Larlee and the estate of Abijah Larlee in my bailiwick as should in my estimation be sufficient to pay certain school taxes, rates, expenses and costs therein mentioned. Dated the twenty-third day of August, 1932.

FRANK V. BISHOP,
High Sheriff for Victoria County.

NOTICE OF SALE

To John B. Levesque, formerly of the Parish of Drummond in the County of Victoria and Province of New Brunswick, and now of the Town of Fort Fairfield in the State of Maine, laborer, to Phileas Levesque, of the said Parish of Drummond, farmer, and to all others to whom it may concern:

Take notice that there will be sold at public auction at the Court House at Andover in the County of Victoria on Friday, the fourteenth day of October, A.D. 1932, at the hour of two o'clock in the afternoon, all that certain parcel of land and premises situate in the Parish of Drummond in the County of Victoria, distinguished as the lower half of lot number forty-three in block fifty-two, now occupied by Phileas Levesque, containing fifty acres, more or less, particularly described in Book 64, 509 of the Victoria County Records.

The said lands and premises having been mortgaged by John B. Levesque to Alphonse Ouellette August 17, 1927, recorded in the Victoria County records as number 25387.

Together with all buildings and improvements to the same belonging or in any manner appertaining.

The above sale will be made pursuant to a power of sale contained in said mortgage, default having been made in the payment of the principal moneys and interest secured by the said indenture of mortgage.

Dated the tenth day of August, A.D. 1932.

Alphonse Ouellette,
Holder of Mortgage.
Stephen G. Mooney,
Solicitor for holder of mortgage.
10112.

SHERIFF'S SALE

There will be sold at public auction at the Court House at Andover in the County of Victoria on Friday, the eighteenth day of November, A.D. 1932, at the hour of two o'clock in the afternoon all that certain parcel of land and premises situate in the Parish of Perth in the County of Victoria distinguished as the northwest part of lot 26 and the northeast half of lot 24 in Kintore Settlement, more particularly described in Book 52, 167 of the Victoria County Records in a

deed from George Goodwin and wife to Joseph N. Gee, containing 100 acres, more or less, together with all buildings and improvements thereon and the rights, privileges and appurtenances thereto pertaining, the same having been seized and to be sold under and by virtue of a warrant under the hand of the secretary of the County of Victoria bearing date the tenth day of August 1932, ordering and directing me to seize, attach and proceed to sell so much of the real estate of Joseph N. Gee within my bailiwick as should in my estimation be sufficient to pay certain school rates, taxes, expenses and costs therein mentioned.

Dated the eleventh day of August, A.D. 1932.

FRANK V. BISHOP,
High Sheriff for the County of Victoria.
15112M.

NOTICE OF SALE

To the heirs, executors, administrators and assigns of J. Edward Waugh, late of the Parish of Andover in the County of Victoria and Province of New Brunswick, merchant, deceased, widow of the said J. Edward Waugh, to Levi O. Grant of the same place, railway employee, and to all others whom it doth or may concern:

NOTICE IS HEREBY GIVEN that there will be sold at public auction in front of the Law Office of C. H.

About Readers and Writers of Advertisements

IT'S A VERY old story—the story of the man who put in a great daily newspaper an inconspicuous 2-line advertisement as follows:

Cats Wanted — \$1.00 each, before 9 a.m. 16 Major street.

He put in this advertisement to prove to a doubting friend that the public reads advertisements.

You can imagine the doubter's consternation when he saw next morning a streetful of men, women and children, each with a cat.

WHATEVER you yourself may do, in regard to the reading of advertisements, know this: **Everything** printed in a newspaper gets read, and there are many who read every line—news matter and advertisements—those with lots of time and curiosity.

The company or firm with something to sell — something which thousands of persons can buy—wouldn't be very wise if it published an inconspicuous advertisement. The right thing for it to do is to crash in on your attention, by publishing an advertisement which **everybody** is likely to see.

Its job is to make you—a normal man or woman—see its advertisement and to make it so interesting that you'll read it. Then the advertisement must be persuasive. Also, it should incite you to take action.

OF COURSE, some advertisements—those of local retailers—may, quite properly, give prominence to prices. Their job may be to direct you, rather than to inform or persuade you; and to stir you up to quick action.

The writing, designing and illustrating of advertisements intended to capture attention, intrigue interest, convey information, be convincing, breed desire for what is advertised, and incite the reader to purchase are highly specialized jobs.

IF YOU want to know just how difficult is the job of writing an advertisement which would get 100 marks from a competent judge, try to write one—about a vacuum cleaner, a motor car, a writing ink, a child's shoe, or anything else, limiting yourself to 300 words or less. This advt. is sponsored by Canadian Weekly Newspapers Association

deed from George Goodwin and wife to Joseph N. Gee, containing 100 acres, more or less, together with all buildings and improvements thereon and the rights, privileges and appurtenances thereto pertaining, the same having been seized and to be sold under and by virtue of a warrant under the hand of the secretary of the County of Victoria bearing date the tenth day of August 1932, ordering and directing me to seize, attach and proceed to sell so much of the real estate of Joseph N. Gee within my bailiwick as should in my estimation be sufficient to pay certain school rates, taxes, expenses and costs therein mentioned.

Dated the eleventh day of August, A.D. 1932.

FRANK V. BISHOP,
High Sheriff for the County of Victoria.
15112M.

Elliott at Perth in the said County of Victoria, on Friday the sixteenth day of September, A.D. 1932, at the hour of eleven o'clock in the forenoon,

"ALL that certain piece or lot of land situate in Aroostook Junction in the Parish of Andover in the County of Victoria and Province of New Brunswick, bounded as follows: Beginning at the western side of the highway leading through said Aroostook Junction where the northern side line of a lot of land conveyed to Neil Turner intersects the same, thence a western course along the said northern side of said Turner lot and the prolongation thereof 110 feet, thence in a northern direction parallel to the said highway 70 feet, thence in an easterly direction parallel with the said northern side of said Turner lot 110 feet to the western side of said highway and thence along the said western side of said highway in a southern direction to the place of beginning, being the same land conveyed to Bruce H. Waugh by Elisa Brown and obtained by the mortgagors by foreclosure deed."

The above sale will be made pursuant to the power of sale contained in "The Property Act," being Chapter 168 of the Revised Statutes of New Brunswick, 1927, and the provisions of a certain indenture of mortgage bearing date the seventh day of April, A.D. 1928, made by and between the above named J. Edward Waugh and Mary A. Waugh, his wife, mortgagors, of the

first part, and Sydney Grant of the same place, now deceased, mortgagee, of the second part, and duly recorded in the office of the Registrar of Deeds for the said County of Victoria in Book No. 65 on pages 389 and 390 as Number 25816 of said records, default having been made in payment of the principal money and interest secured

by the said indenture of mortgage. Dated this fifth day of August, A.D. 1932.

(Sgd.) C. F. Grant,
Executor of the estate of the said Sydney Grant, deceased, and holder of mortgage.

Witness:
(Sgd.) C. H. Elliott. 6112.

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