BROOMS

ARE CHEAPER So for one week comemncing March 13 to March 20th inclu-

SIMS' LITTLE BEAUTY

ply of Family Groceries at REASONABLE PRICES

Extra Fancy Molasses TRY OUR BACON. YOU WILL LIKE IT.

H. D. WOODBURY THE VILLAGE STORE KINGSTON VILLAGE

LESLIE R. FAIRN **ARCHITECT**

AYLESFORD, N. S.

W. G. PARSONS, K.C., B.A. Barrister-At-Law, Solicitor, Notary Public, Etc. Fire & Life Insurance. .Claims Promptly Collected. Money to Loan OFFICE-2nd Floor, Post Office Block MIDDLETON.

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UNDERTAKING F. H. ROOP Funeral Director Graduate New England Institute Embalming, Boston Best stock in Valley. Good Equipment Prompt Personal Service, Day et

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OFFICE: MAIN STREET, EAST Office Hours: 9-12, and 1-5 Evenings by Appointment N, NOVA SCOTIA May 23 25 MIDDLETON,

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> W. D. RICE -Manufacturer of-Every Description of MONUMENTAL

BUILDING WORK Get In Touch With Us-We Can Save You Money Nictaux West - N.S.

March 9-Mrs. Messenger of Para-

TORBROOK MINES

March 7—Our school has been closed for the past week. The teacher and several scholars suffering from this epidemic that so many are laid up with at this time.

Miss Hilda Saunders has so far recovered as to be able to fill her position at the Pioneer Store.

Mr. Lawrence Harlow left recently for the United States.

Mrs. F. A. Thompson and little son, Morris Rand spent the week end with her parents, Mr. and Mrs. C. R. Banks We are expecting a big treat by the members of the Community Club next Saturday evening in the Hall. Watch for posters.

Supplying the Demand

"I believe in suplying people with what they want," said the astute bus "That's right," agreed the chronic borrower. "You don't—er—happen to have a spare ten spot about you,

Painting

Decorating

I will be willing to inspect and quote price on any job in the Valley.

John L. Carter

Kingston Theatre F. W. FOSTER, Mgr

> SATURDAY MARCH 14th

Jane Novak and Percy Mar-

"The Man Life Passes By"

ONE OF THE BEST PICTUR-ES OF THE YEAR.

WHAT ? Tickets 25 cents

WE HAVE ON HAND AT ALL TIMES A GOOD SUPPLY Flour and Feed

ALSO Groceries

OF BEST QUALITY AT VERY BEST MARKET PRICES.

Always ready to serve Yours Cloverdale United Farmers. Limite SPRINGFIELD, N S.

Nature's Warnings

March 9-Mrs. Moseager of Paradon was a recent guest at the home of her son Mr. Ciliford Messager.

Mrs. Mary Wallock thas returned after spending several weaks the hould Take Seriously.

Simm — Ericson

A very pretty wodding was soleme, and the should Take Seriously.

Simm — House of Mr. and Mrs. Wallock was the pretty work of the son of Mrs. and Mrs. Wallock was the several days in town.

Mr. Wallock is recovering from the limes of Mrs. Ronald Shaffour has returned from Wolfville.

Rev. L. F. and Mrs. Wallock have been very small the last two weeks.

We are sorry to report the illness of Miss City Butter was an analysis of the several state of the several guest was an analysis. The bride were a dress of which was a fine was a

You can get these pills through any medicine dealer or by mail for 50 cts a box from 'The Dr. Williams' Medicine Co., Brockville, Ont.

THEY'RE HERE! THEY'RE HERE!

that one hears on he lips of a great many people nowa tays. For have rot the big, entrancing, beautiful, bar gainful catalogues arrived. Those books which ruin the home town merchant, those books that are the idol of so many people. The books that captivates the eattention of the kiddies and make a direct impression on the brain.

And just what are the majority of our merchants doing to combat this merciless menace to their business Disregardless of the fact that many of the stores in this county can sell goods just as cheap as the various

week, returned to her school on Monday.

Mr. and Mrs. Willis Rice and little Cyril spent the week end with relatives at Deep Broik.

Miss Winnifred Robinson has completed her course at the Business College, St. John, is at her home here.

Mrs. Charlie Mosher, is on the sold their farm recently, have moved to Middleton. We are sorry to lose them; but welcome our new neighbors, Mr. and Mrs. Sproule.

Disregardless of the fact that many of the stores in this county can sell goods just as cheap as the various mail order houses, the people send their money away. And why is that this money, this good hard cash can not be kept at home.

Heres the reason: the catalogues are enticing and they are attractive. They display the various articles, describe them and end up by saying only \$1.99 cash. They do not give the purchaser 30 or 60 days. The call for cash. That's the secret. Advertising has made their business. Advertising can break it. Consistent, practical advertising; advertising that shows the people that they can get the same thing for the same money; advertising that appeals to the eye; advertising that makes the people pride their community enough to give the merchants the extra 10 cents and keep the money circulating within the county and not be carried away to the large cities.

In conversation with a local mer-

ies.

In conversation with a local merchant we were surpirsed to hear the following story:

A woman came into his \$1.000 Harvey was sitting reading his newspaper at breakfast the other morning, when he was astounded to see an announcement of his own death. He rang up a friend at once. "Hallo, is that you, Peter? Have you seen the announcement of my, death in the paper?"

Yes,' replied Peter, "where are you speaking from?"

The lady did not know this and consequently sent the money out of sequently sent the same lady to the large of the sequently sent the same lady to hear the morning, when he was astounded to see an announcement of his own death. He rang up a friend at once. "Hallo, is that you, Peter? Have you seen the announcement of my, death in the paper?"

"Yes,' replied Peter, "where are you speaking from?"

sequently sent the money out of town. Now why doesn't that merchant advertise the fact that he is able to compete with mail order houses on certain lines. That's the idea. Tell the people what you are willing to do.

idea. Tell the people what you are willing to do.

In doing this you treat your customers all alike, you are helping to stamp out one of the evils against which you are laboring all the time.

Mr. Merchant, you are helping keep the dollars in circulatin within our little comunity and what's more you are bound to help yourself by gaining the confidence of your customers.

— Ex.

The world bestows its big prizes, both in money and honors, for but one thing, and that is initative. What is initative? I'll tell you. It is doing the right thing without being told. Next to doing the tring without being told. Next to doing the tring without being told. Next to doing the tring without are told once. That is to say, carry a message to Garcia. Those who car ry a message get high honors, but their pay is not always in proportion. Next, there are those who never do a thing until they are told twice; such get no honors and small pay. Next, there are those who do the right thing only when necessity keks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard luck story. Then, still lower down in the scale than this, we have the fellow who will not do the right thing, even when some one goes a long to show him how and stays to see that he dies it, he is always out of a job, and receives the contempt he deserves, unless he happens to have a rich pa, in which case Destiny patiently awaits around the corner with a stiffened club. To which class do you belong?

-His Trust

In a southern city a colored man Sam Jones by name, was on trial for felony' The judge asked Sam if he desired the appointment of a lawyer to defend him.

"No, sah," said Sam. "I'se gwine to throw myself on the ignorance of the cote." Send the Outlook to a distant

HYMENEAL

Simm - Ericson

Mr. John Hiltz was operated on for appendicitis, Saturday evening at the Memorial Hospital. Glad to report that he is getting along nfcely.

Mr. Franklyn Munroe spent a few days recently with his siter in Dartmosth.

THE VEILED TRAVELLER

I waited once at midnight in the snot Beside an ancient ruined hostelry For one, my fellow-traveller, who should go

What thine own thought and deeds have wrought in me."
So we went onward through the solemn night

Until the eastern clouds were touch- look by March the 20th.

Disagree

Optician 300 sleeplessness and dizziness, often puzzle the best physicians,

direct cause.

Nothing can effect a permanent cure that does not remove the cause. That is what our scientifically fitted

WEDNESDAYS and SATURDAYS L. S. Shaffner Building, Upstairs. R. T. SAUNDERS, D. O.

MIDDLETON, NOVA SCOTIA

ed with flame.

In heaven my name is Opportunity."
—Christian Endeavor World.



SIMS' NO. 4 LEADER for 50c A full line of Groceries, To-bacco, Cigarettes, Confectionery and fruit, at Right Prices. Nine times in ten eyestrain is the V.H. Amberman

TEA

Special CEYLON Broken Pe koe Tea in 5 lb. cartons, \$3.25

Nourishing



TEA IS ADVANCING.

MIDDLETON FRUII

CO., Ltd.

office, school, station, stores and banks, hot and cold water, bath, electric lights, hot water furnace, fire place ,etc. A garage for two cars. Apply to

BOX 83 MIDDLETON, N. S.

Ladies' Rubber Boots, sizes 3, 4, 5, 6 and 7. Our Price \$2.65.

Price in the Catalogue \$2.85 Misses Rubber Boots, sizes 11, 12, 13, 1 and 2. Our price \$2.35 Price in the Catalogue \$2.45 Children's Rubber Boots, sizes5, 6, 7, 1, 9 and 10. Our price \$1.95 Price in the Catalogue \$2.00.

Avoid Imitations

O. W. CHESLEY

Reliable Footwear

Man Cannot Live by Bread Alone

If we are to build up a great nation in Canada we must have diversified employment. We cannot all be farmers and manufacturing industries must start in our midst if an outlet is to be found for our expanding population and we are to reach the fullness of our manhood. In Sydney, Nova Scotia, an industry has arisen in the shape of the Dominion Iron & Steel Works, one of the biggest corporations

in the British Empire. This corporation in addition to producing Iron and Steel turns out yearly Water soluble Nitrogen in the form of Sulphate of Ammonia sufficient to supply the wants of every Maritime Farmer

50,000 tons of Basic Slag supplying Phosphoric Acid and Lime every ton of which could profitably be utilized in the Maritime Provinces

BUT WHAT IS THE POSITION

Practically all this Sulphate of Ammonia is being exported to the West Indies, Japan and other countries while the farmers of the Maritime Provinces are bringing in Nitrate of Soda from the United States to fertilize their land. Nitrate of Soda and Sulphate of Ammonia both supply the same element namely Water Soluble Nitrogen, the former containing 15% per cent and the latter 20% per cent. They give equally good results and as Sulphate of Ammonia will be sold to the farmer at a cheaper price per unit of Nitrogen it is in his own interest financially to use Canadian made Sulphate of Ammonia instead of Nitrate of Soda from the United States. If you are in any doubt as to the wisdom of substituting Sulphate of Ammonia for Nitrate of Soda we ask you to refer the matter to Professor Blair of Kentville, Dr. Cumming of the Agricultural College, Truro, or you might write The Department of Agriculture at Ottawa.

Then every ton of Basic Slag produced at Sydney, Nova Scotia, should be utilized in the Maritime Provinces to replace Acid Phosphate, a product imported from the United States and in the manufac ture of which no Canadian workmen earn's a dollar of wages. Of recent years Basic Slag has been coming in to Canada from Belgium largely as a result of the depreciated currency of that country and this has had the effect of lessening employment in Sydney, Nova Scotia. Every ton of foreign Slag bought by the farmer means a loss to some Canadian of \$3.00 in wages.

THERE IS SERIOUS UNEMPLOYMENT IN THE COUNTRY

and it looks as if many of our fellow countrymen with their families will go hungry this winter. This condition can be alleviated considerably if we will all resolve to buy Canadian Made Goods and in this connection we make a special appeal to the farmer to fill his requirements in fertilizers with

Put up in nice handy bags of and BASIC SLAG 125 lbs. each

Fertilizers Limited

Sydney, Nova Scotia

A bachelor, in sending his weekly bundle of washing to the aundry, enclosed a note:

"Please darn socks and debit."

When the washing was returned the socks were found to be darned, but underneath the note was written: "Sorry! We found no debit in your parcel." Cross Fertilizers Limited Sydney, Nova Scotia

WHEN WHERE

the next FIRE will start

IF IT SHOULD BE IN YOUR

will YOU be protected by SUFFICIENT INSURANCE?
.— THINK IT OVER —.
Our Telephone Number is 48 O. P. GOUCHER

H. G. GOUCHER NERAL

DISHES

---just arrived----NEW LUSTRE WARE Full assortment at a very

noderate price.

Cups and Saucers, plain white 15c. each. Full line of Groceries, Fruit Confectionery, Ice Cream and Lunches. See the new Novelties for Easter.

A. J. Mitchell Commercial St. Middleton, N. S.

for The Outlook and The Family Her ald and Weekly Star yet? You can get the two papers for one year by sending \$3.00 to The Outlook. This is a bargain and every farmer should take advantage of it, as we may have to withdraw the offer at anytime, so act today and save 50c besides the extra expense of mailing to The rain ily Herald.