

COUNTRY PAPER IS BEST SELLER

The following from the Inland Printer shows the fast growing recognitions of the selling power of the country newspapers:

"There is now sufficient propaganda going on to impress foreign advertisers with the importance of the local newspapers as an advertising medium. Most local newspapers can ring the bell for 100 per cent efficiency as advertising mediums, or come very near it. Recently, we heard a splendid advertising and publicity man for one of the largest concerns in this country addressing an ad. club. He displayed charts and put his ideas across perfectly. And one of his charts illustrated his system of advertising.

"He showed five great rays of light, these representing the national periodicals, daily paper, state farm papers, national farm papers and beautiful folders and mail matter.

"These five rays were going directly into a 'burning glass', the handle of which was the 'local dealer'.

"And the burning glass gathered in the five rays of light, focusing them into one strong, active, penetrating burning ray—and this burning ray, the element that struck fire and made all the advertising effective, was the local newspaper. We thought it a fine tribute to the power of the local press of this country.

"It is splendid that the great publicity men who study and know the effect of their work have found the real point of contact that causes fire, light and energy.

"But he went on further and stated that the problem of this concern was to get the local dealer to hold the burning glass where it would gather the rays and reflect them through the local paper. In other words, he found that the local newspaper man had not 'sold' his paper to the local dealer to the extent the manufacturer needs, and for this reason, his publicity department was pursuing a policy of requiring the local dealer to sign up a contract to do six months' advertising in the local newspaper when he buys the manufacturer's goods.

"We firmly believe that if the local newspapers of the country can convince the local dealers of the fact illustrated by the manufacturers' publicity department—that it takes the local newspaper to really sell the goods to the consumer—there will be a rush of advertising contracts to the local press, and not even the best organized publishers of farm or other papers can sidetrack them, as they are now doing."

THE MODEL SUBSCRIBER

By Bret Harle.

Good morning, Sir, Mr. Editor, how are the folks today? I owe you for next year's paper, and I thought I'd come in and pay. And Jones is goin' to take it, and this is his money here; I shut down lendin' it to him and then coaxed him to try it a year. And here is a few little items that happened last week out our way. I thought they'd look good for the paper, and so I just jotted 'em down. And here is a basket of apples my wife picked expressly for you; and here is a pumpkin from Jennie—she thought she must send something too. And now you are chock full of business and I won't be taking your time; I've things of my own I must tend to—good day, sir. I believe I will climb." The editor sat on his hard bottom chair, and brought down his fist with a thump. "God bless that sturdy farmer," he muttered, "he's a regular jolly old trump." And its thus with our noble profession, and thus it will ever be still, there are some who appreciate its labour, and there are some who never will. But in the great time that is coming, when Gabriel's trumpet shall sound, and they who have labored and rested shall come from the quivering ground; when they who have striven and suffered to teach and ennoble the race, shall march at the head of the column, each one in his God-given place, as they march thru the gates of the golden city with proud victorious tread, the country editor and his devil will travel not far from the head.

WHAT COULD BE FAIRER

A young woman from the east, who married a Seattle man recently, had a novel experience when she engaged her first Chinese cook.

"What's your name?" she asked, when the preliminaries had been settled.

"My name Hong Long Soo," said the Celestial with much gravity.

"And I am Mrs. Harrington Buckingham," said the new employer. "I am afraid I shall never be able to remember your name—it's too long. I shall call you John."

"All right," returned the Chinaman, with a suspicion of a smile. "Your name too long too. I call you Charley." Seattle Times.

If I have a dollar and you have a dollar and we exchange, you have a dollar and I have a dollar. But if I have an idea and you have an idea and we exchange, you have two ideas and I have two ideas.

CHOICE RECIPES

SUGAR COOKIES.—One egg, 1 1/2 cups sugar, 1 cup shortening, 2 teaspoons cream of tartar, 1 teaspoon soda, 1/2 teaspoon nutmeg. Flour to thicken so as to roll out thin. Bake in quick oven.

NUT CRISPS.—One tablespoon butter, 1 cup powdered sugar, 2 eggs (well beaten) 2 1/2 cups rolled oats, 2 teaspoons baking powder, 1/2 teaspoon salt, few drops vanilla. Drop the batter on baking tins, about a teaspoon to a cake and bake in a slow oven to a light brown.

MOCHA JUMBLES.—Three tablespoons butter, 1 cup of sugar, 1 egg, 2 tablespoons of cold coffee, 1 1/2 oz. chocolate, melted in 1 tablespoon of butter, 2 teaspoons baking powder, 1/2 teaspoon cinnamon, 1 1/2 to 2 cups flour. Roll to one third of an inch in thickness, cut with doughnut cutter, sprinkle with sugar and bake.

CELERY AND CHEESE SALAD.—Chop nicely bleached, tender celery fine and bind it together with mayonnaise. Line an ice-cream dipper with cottage cheese, then fill up with the celery mixture, packing it in well. Screw out the cones on crisped lettuce leaves arranged for individual serving.

RICH ALMOND COOKIES.—Mix together lightly with the finger tips until well blended, a pound of butter substitute and a pound of flour. Add half a cup of sugar, one whole egg and one additional egg yolk, one half cupful of milk and a teaspoonful of almond extract. Chill, then roll very thin, brush with the white of egg, and sprinkle with sugar and minced nuts—preferably almonds. Bake in a quick oven. (This makes about one hundred and twenty very rich and delicious cookies.)

LARGE FALLING OFF IN IMMIGRATION LAST YEAR

OTTAWA, Jan. 16.—The estimated total immigration for the fiscal year ending March 31st will reach nearly 100,000. For the eight months ended November 30, 296,296 coming in at ocean ports and 23,279 from the United States, being a decrease from the preceding year of 45 per cent, in the case of the British and 39 per cent with the case of American immigration. The total decrease for all countries was 37 per cent.

From the period from March 31, 1900 to 1921 the total immigration was 3,577,311 of which 1,323,531 came from the British Isles, 1,366,508 from the United States and 887,272 from other countries. Of the latter a number came from enemy countries from which the flow ceased during the war, but for the whole period we find 200,075 from Austria-Hungary, 38,958 from Germany and 125,397 from Italy. Russia contributed 121,984, including 32,125 Finns. The great influx of Mennonites and Doukhobors was during the previous decade.

Other nationalities during this period included 62,000 Scandinavians, 40,326 Poles, 40,348 Chinese, 20,418 Japanese, 78,877 Hebrews, and 5,307 Hindus.

The greatest influx of Japanese was in 1907-08 when 7,601 entered. In 1917 there were 883; 1918, 1,178; 1919, 711 and 1920, 532. Chinese came in greatest numbers in the five years before the war, the highest total being 7,445 in 1912-13. In the year ending last March 2,435 entered. In the same year 4,061 Poles and 2,763 Jews entered.

During the eight months ended November the number of immigrants of the farming class who came in was 27,054, including 16,391 at ocean ports and 10,663 from the United States.

DRIVE TO THE RIGHT

The recent move of the Province of British Columbia to enforce the law of driving to the right, leaves only the Maritime Provinces of New Brunswick and Nova Scotia still adhering to the old custom of driving to the left. But New Brunswick has passed the law and only awaits action from Nova Scotia before placing it in effect.

As it now stands, Nova Scotia is the only place in the Dominion that prevents the law of driving to the right from becoming universal in the United States and Canada. The great benefit of a uniform law is apparent where so many tourists from across the border now come to Nova Scotia. The confusion in rules of the road is vexatious, and to many seems unreasonable.

While the change in rule would involve considerable expense to people and companies, it must come before long.

CURIOS

He had called on her twice a week for six months, but had not proposed. E. H. he said, as they were taking a moonlight stroll one evening, I am er—going to ask you an important question.

Oh, George! she exclaimed, this is so sudden. Why, I—

What I want to ask you is, 'his, be interrupted. What date have you and your mother decided upon for our wedding?

AIN'T HE CUTE?

Arrayed in snow-white pants and vest. And other raiment fair to view, I stood before my sweetheart Sue. The charming creature I love best. "Tell me, and does my costume suit?" I asked the apple of my eye, And then the charmer made reply—"Oh, yes, you do look awful cute!"

Although I frequently had heard My sweetheart vent her pleasure so, I must confess I did not know The meaning of that favorite word.

But presently at window-side We stood and watched the passing throng; And soon a donkey passed along, With ears like sails extending wide, And gazing at the dolful brute My sweetheart gave a merry cry,—"I quote her language with a sigh—" "Oh, Charlie, aint he awful cute?"

Minard's Liniment For Garget in Cows

SHERIFF'S SALE

1921. A No. 3534.

In The Supreme Court

Between: Mary E. Masters and William B. Moore, Executrix and Executor of the last will and Testament of Frederick A. Masters, deceased, Plaintiffs, and Nathan Fitzgerald and Hattie Fitzgerald, Defendants.

To Be Sold at Public Auction by the Sheriff of the County of Kings, or his Deputy, at the Court House at Kentville, King's County, Nova Scotia on

Thursday the 2nd day of February 1922

at the hour of eleven o'clock in the forenoon, pursuant to an order of foreclosure and sale herein dated the 19th day of November, 1921, unless before the day of such sale the amount due to the Plaintiffs, Executor and Executrix as aforesaid, with their costs to be taxed, be paid to the Plaintiffs or their Solicitors.

All the estate, right, title, interest and equity of redemption of the Defendants and each of them and all persons claiming or entitled by, from or under the Defendants and each of them in and to the following lands and premises, namely,—

1. All that certain lot and parcel of land lying and being in Lockhartville, Kings County, and more fully described as follows:— Beginning on the south side of the Fielding Road (so called) at the north west corner of lands owned by Asaph Newcombe and thence along said Newcombe line in a south easterly direction by lands formerly owned by William Davison, by lands formerly owned by Benjamin Jackson and by lands owned by John Lucas to lands owned by Brenton Borden; thence in a south westerly direction along said Borden line by the lands formerly owned by the Lockharts (so called) thence in a northwesterly direction by lands owned and occupied by Albert Fitzgerald to the Fielding Road (so called) thence along the said road to the place of beginning, containing fifty acres, more or less.

2. ALSO all that certain lot and parcel of land and premises situate, lying and being at Lockhartville aforesaid and bounded and described as follows:— On the north and west by the Old Fielding Road; on the south by lands owned by Albert Fitzgerald, Mortimer Fitzgerald; on the east by lands of or at one time of Albert Lockhart and Ephraim Lockhart and lands of or at one time of Brenton Borden and on the north east by lands owned by John Lucas and William Davison, containing fifty acres, more or less.

3. ALSO all that certain lot, piece and parcel of land and premises situate at Lockhartville aforesaid and bounded on the east by the Old-Telegraph or Nictaux Road; on the south by lands owned by David Hutchinson; on the west by lands known as the Swift lands and by lands now or at one time owned by William Mortimer; on the north by lands owned by Arthur Fitzgerald, containing fifty acres, more or less.

The first two lots herein above described appear to be identical, or nearly so.

TERMS:—Ten per cent. deposit at time of sale and remainder on delivery of deed.

Dated at Kentville, N. S., December 20th, 1921.

FREDERICK J. PORTER, High Sheriff in and for the County of Kings.

JAMES L. HUSLEY, of Chase & Husley, Kentville, N. S., Plaintiff's Solicitor.

SPRAY MATERIAL NEEDED

The following estimates are made upon the basis of the average sixteen to twenty-five years old apple trees to be sprayed four times:

1. Get the exact number of trees to be sprayed.

2. One half as many pounds of dry lead arsenate will be required as there are trees to be sprayed.

3. One half as many gallons of lime sulphur will be required as there are trees to be sprayed, unless dormant strength is used and then it would require more or one and one half as many pounds of dry lime sulphur as there are trees to be sprayed four times.

4. Where aphid, or green plant lice, are present at the cluster bud spray, about one pint nicotine sulphate should be used to each fifteen trees in the orchard.

5. When bordeaux is to be used in three sprays, it will require about one

pound of copper sulphate and one pound quick lime for each tree. In case bordeaux is used for three sprays, the lime sulphur order will be only one fourth of the above estimate, the lead arsenate remaining the same with whichever fungicide is used.

A peach had a date with a prune, and when she gave him the lemon he went plum crazy.

ASTHMA USE RAZ-MAH
NO Smoking—No Spraying—No Snuff
Just Swallow a Capsule
RAZ-MAH Is Guaranteed
to restore normal breathing, stop mucus gurgling in the bronchial tubes, give long nights of quiet sleep; contains no habit-forming drug. \$1.00 at your druggist's. Trial free at our agencies or write Remingtons, 148 King W., Toronto.
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Savings Accounts are a specialty with

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We extend to all our Customers the

Season's Greetings

and hope the coming year will be a

Prosperous one for you all.

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A. H. BUCKLER, Proprietor.

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WHEN YOU THINK OF WINTER THINK OF US. NOW IS THE TIME TO TALK HEATING. If you will call in, we'll tell you about Enterprise Blazer Pipeless—the new system that gives you just a furnace and its heat—no pipes or other paraphernalia—that needs only one register—that is put in in a single day without fuss or bother—that heats the entire house and not just a part of it—that gives you more heat and comfort on less fuel.

We have the new furnace right here. Whether or not you wish to buy, we would like to show you how it works and explain the details.

J. W. HARVEY, Port Williams

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(McGill University)

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D. A. R. Timetable
The Train Service as it Affects Wolfville

No. 96 From Kentville arrives 8.16 a.m.
No. 95 From Halifax, arrives 10.05 a.m.
No. 98 From Yarmouth, arrives 3.20 p.m.
No. 97 From Halifax, arrives 6.17 p.m.
No. 99 From Halifax (Tues. Fri., Sun.) arrives 12.18 a.m.
No. 100 From Yarmouth (Mon. Wed., Sat.), arrives 4.28 a.m.

Homes Wanted!
For children from 6 months to 16 years of age, boys and girls. Apply to H. STAIRS, Wolfville Agent Children's Aid Society.

NOTICE TO PUBLIC

Wheelright and all kinds Shop work, window sashes, Frames, Door Frames, Repairing of all kinds.
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