

"They're not hollow, my little man Try em if you want to die easy."

—From the News of the World.

FOLKS NEED A LOT OF LOVING

By Strickland Gillian

The cares we know, and those that give

Folks need a heap of loving at the noon

Halfway between the waking and the

While bickering and worriment are rife.

Folks hunger so for loving at the night-

When wearily they take them home for

At slumber-song and turning-out-the

light time—
Of all the times for loving that's the best

Folks want a lot of loving every minute

The sympathy of others and their smile! Till life's end from the moment they begin

Folks need a lot of loving all the while

Bread dries quickly when wrapped in

Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE STEAMSHIP "PRINCE GEORGE"

FARE \$9.00

Leave Yarmouth Tuesdays and Fridays at 6.30 P.M.
Return:—Leave Boston Mondays and Thursdays at 1 P.M.
For staterooms and other information apply to
J. E. KINNEY, Superintendent, Yarmouth, N. S.

Schedule

We Sell and Recommend

Two Trips Weekly

cloth, as the cloth absorb; moisture.

The battle lull, the moment snatched

no warning

from strife-

GREENWICH NOTES

We are very glad to know a number of and working on the tennis court getting Halifax by Mrs. Schofield, who returned it ready for use during the season.

Many of our residents have been busy "cleaning up" outside, making much improvement in the appearance of their properties, but the most noticeable is the removal, by Mr. T. J. Borden, of his old wood house, thus adding further to the appearance of this very neat the removal by Strickland Cilian

Folks need a lot of loving in the morning;
The day is all before with cares beset—

The cares we know, and those that give

property.

Mr. Murray Forsythe is having a gar-

age built at his home.

Many friends in this community, sympathize with Mr. and Mrs. G. Fraser, in the death of another grandchild, at Port Williams, their daughter Lalia's

A good number from here walked over to Port Williams last Wednesday afternoon to attend the Burbidge-Gates wedding, which took place in the Baptist church there and was a very pretty wedding. The bride has many friends on

Again came regrettable news one day last week, of our former resident, Mrs. Wellener, that she was sent to her home in Aylesford from the Victoria General

Hospital, as incurable.
Olive, eldest child of Mr. and Mrs. Hazen Bishop, who has been quite ill with an attact of pneumonia, is, w are glad to know, now progressing well

toward recovery. George Bishop, who has been housed during the last week with an attact of la grippe, is now improving, and his friends hope to soon see him ou

again as usual. Dr. F. J. Shaffner, of Winnipeg paid a short visit last week to his sister Mrs. T. Andrew Pearson.

Miss Ethel Fisher, our teacher, spent the Easter holidays at her home in Mus-

Mrs. Fred Forsythe had as her guest during the Easter holidays, her friend Miss Bessie McNeil, of Halifax.

Miss Margaret Wortman, of Bed-ford, was the guest of Mrs. Burpee L. Bishop through the holidays. Miss Wortman was accompanied by little Miss Charlotte Cobb, a niece of Mrs. Bishop. On Friday evening Mrs. Bishop gave a party in honor of Miss Wortman.

Last Sunday—Easter—afternoon, Rev. Mr. Hemmeon, Wolfville, gave a most wonderful sermon in the church here. Those absent missed a treat. The decorations were very pretty, consisting of potted plants, among them an Easter Lily, in bloom and several bouquets

of tulips, daffodils etc.

A number from here walked to Wolfville on Sunday to enjoy the Easter
services there in the Baptist church, morning and evening

Plumbing and **Furnace Work**

DONE

H. E. FRASER

ADVERTISING SALESMANSHIP AND COMMON KIND

writer claimed responsibility for the dis-stitute the customers. merchants realize this vital point in their power of attracting its readers ousiness. Some advertise in the local oress because their neighbours do, others GREAT BRITAIN IS PAYING WAR because they believe that the town needs a paper, and as live members of the com nity, it is up to them to support it Both of these reasons for advertising, while creditable from the standpoint of public second instalment on the debt of \$122,spirit, are erroneous. The reason why the majority of advertisers do not make a success of their advertising is because they do not recognize that the newspaper is the Federal Reserve Bank of New York. actually a salesman. When a customer A further instalment of \$12,200,000 on the debt is due May 12, which will cut Mrs. Hatt who spent the winter here, with her daughter Mrs. Raymond Schofield, returned to her home at Chester on Monday, accompanied as far as you sell hardware or that you sell shoes. If you took this line of salemanship yo state that in place of selling shoes you kept them. No, when your custome comes in you tell her that you have the particular article she is looking for, you the swallow dive. name the price and you tell her in a fer words the leading qualities of the article she demands. A good salesman goes a turn." little further, and when his customer has made the purchases which brought her to created an alarming splash. the store he suggests some particular article of his stock which he believes would instructor. be acceptable. This is salesmanship. Any one can sell a pound of sugar to a child who has been sent to the store to purchas just that quantity, but to sell to your customer an article which they had not realized they required, is an entirely different matter. The news paper offers the best possible opportunity for this process of suggestion. Try the effect of show ing your customers, through the medium of the paper, that you have something a little better or a little cheaper than your competitor and you will find that the re-

sults are very patent.

Another important feature of news aper advertising is space. When you are ddressing a large audience it is customary to refrain from talking in a whisper. When you address the large number of people who read the weekly newspaper, it is foolish to tuck your ad. away in a one nch space in a corner. Come out boldly and tell them what you wish them to know and tell it in such a manner that they cannot possibly miss it. You will be astonished to find that for every dollar

a bigger return than from the best salesman in your store. The weekly salesma must, however, do its part by its indi In a recent article in "The Buyer and viduality and fund of interesting read-"a Chicago publication devoted to ing matter, and have the power of making the interests of the retail merchant, the itself a friend of the subscribers who concovery that the most perfect salesman in must be decently dressed and sociable, so the world is the weekly newspaper. Few must your weekly salesman have the

WASHINGTON, April 16.—Payment of \$19,672,500 by Great Britain as the

"SOME" DIVE!

Great Britain's debt in half.

me boys were being given instruction

"Now, Jenkins," said the instructor to

Jenkins made a hopeless attempt and "That 's not a swallow dive.," said the

"Isn't it?" gurgled the unfortunate Jenkins, as he came to the surface. Why I thought I'd swallowed the whole pond!

coffee and a good polish results.





Wolfville Branch: A. G. GUEST, Manager.



FOR EYES

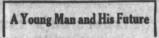
Night and Morning.

Have Clean, Healthy
Eyes. If they Tire,
Itch, Smart or Burn,
if Sore, Irritated, Inflamed or Granulated,
use Murine often. Seethes, Refreshes. Safe for
Infant or Adult. At all Druggists. Write
for Free Eye Book. Murine Eye Remedy Co., Chicage

Wm. Stinson Remedy Co. of Canada

The New Twenty-year Capital Return Policy

(Issued by The Canada Life)













Absolutely guarantees the return at the end of twenty years of all annual deposits, with accumulated profits, after giving you insurance protection for twenty years.

2611 Yonge Str

Easily Understood:

Ist. Deposits are made yearly. This is what you are ing, and at the end of 20 years the Canada Life guarantees the return of every dollar paid in.

2nd. Your life is insured from the day you make the first deposit,— for \$5,000, or whatever amount you decide.

3rd. Profits are paid at stated intervals in addition to the return of all deposits at the end of 20 years. 4th. These profits may be used to reduce the amount of our yearly deposits, or be allowed to accumulate at interest

5th. The cash value of Policy and Profits represents a valuable asset, useful in business, and your "estate" is pro-

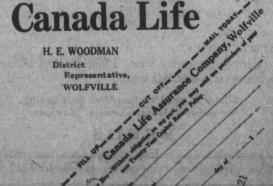
6th. At the end of Twenty Years you can draw out all you have paid in, along with the profits—

---OF---

you can draw a Special Cash Guarantee, together with the ed Profits, making a substantial sum, and leave the \$5,000 Policy fully paid for and continuing to earn Dividends

And in addition—

suppose some day before you reach age 60 you should become totally and permanently disabled through accident or illness. Immediately, all your future payments would cease and soon after you would receive a cheque for \$50 each month as long as you lived and the \$5,000 would be paid in full at your death without any deduction on account of the monthly in death without any deduction on account of the monthly income paid you. (This valuable feature is added for a small extra payment yearly, which is not returned along with the regular deposit).



Sole Agent for Wolfville:

years and is still going strong.

W. O. PULSIFER,

Insist on getting Wood's Coffee when ordering, do not accept substitutes. Wood's Coffee has been on the market in Wolfville over twenty