

A BREATHING SPELL



Professor Lloyd George: "They're not hollow, my little man, Try em if you want to die easy."
—From the News of the World.

GREENWICH NOTES

We are very glad to know a number of the boys and girls have been interested and working on the tennis court getting 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 property.

Mr. Murray Forsythe is having a garage 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 Laila's baby.

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

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 attack of pneumonia, is, we are glad to know, now progressing well toward recovery.

Mr. George Bishop, who has been housed during the last week with an attack of la grippe, is now improving, and his friends hope to soon see him out 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 Musquodoboit.

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

Miss Margaret Wortman, of Bedford, 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.

ADVERTISING SALESMANSHIP AND COMMON KIND

In a recent article in "The Buyer and Seller," a Chicago publication devoted to the interests of the retail merchant, the writer claimed responsibility for the discovery that the most perfect salesman in the world is the weekly newspaper. Few merchants realize this vital point in their business. Some advertise in the local press because their neighbours do, others because they believe that the town needs a paper, and as live members of the community, it is up to them to support it.

Both of these reasons for advertising, while creditable from the standpoint of public 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 actually a salesman. When a customer comes into your store, do you remark that you sell hardware or that you sell shoes. If you took this line of salesmanship you would in all probability be obliged to state that in place of selling shoes you kept them. No, when your customer comes in you tell her that you have the particular article she is looking for, you name the price and you tell her in a few words the leading qualities of the article she demands. A good salesman goes a little further, and when his customer has made the purchases which brought her to the store he suggests some particular article of his stock which he believes would be acceptable. This is salesmanship. Anyone can sell a pound of sugar to a child who has been sent to the store to purchase 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 showing 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 results are very patent.

Another important feature of newspaper advertising is space. When you are addressing 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-inch 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 in the weekly salesman, you will receive

a bigger return than from the best salesman in your store. The weekly salesman must, however, do its part by its individuality and fund of interesting reading matter, and have the power of making itself a friend of the subscribers who constitute the customers. Your salesman must be decently dressed and sociable, so must your weekly salesman have the power of attracting its readers.

GREAT BRITAIN IS PAYING WAR DEBT

WASHINGTON, April 16.—Payment of \$19,672,500 by Great Britain as the second instalment on the debt of \$122,000,000 created by the Government's purchase of silver during the war, was reported to the Treasury yesterday by the Federal Reserve Bank of New York. A further instalment of \$12,200,000 on the debt is due May 12, which will cut Great Britain's debt in half.

"SOME" DIVE!

Some boys were being given instruction in diving. This particular lesson was on the swallow dive.

"Now, Jenkins," said the instructor to the most backward pupil, "you take a turn."

Jenkins made a hopeless attempt and created an alarming splash.

"That's not a swallow dive," said the instructor.

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

Moisten stove blacking with cold coffee and a good polish results.



Service For The Thrifty

Thrift is a habit that should be cultivated not merely to make provision for the future, but because of a desire for advancement and full achievement, and for the sturdy independence, the happiness and the contentment that it brings.

The Bank of Montreal co-operates with the thrifty by means of a Savings Department in every one of its Branches throughout Canada. In this Department a Savings Account may be started with any sum from One Dollar upwards. Interest at highest current rates is paid on all savings deposits.

BANK OF MONTREAL
ESTABLISHED MORE THAN 100 YEARS
Wolfville Branch: A. G. GUEST, Manager.

MURINE Night and Morning.
Have Clean, Healthy Eyes. If they Tingle, Itch, Smart or Burn, if Sore, Irritated, Inflamed or Granulated, use Murine often. Soothes, Refreshes. Safe for Infant or Adult. At all Druggists. Write for Free Eye Book. Murine Eye Remedy Co., Chicago

FITS Stinson's home treatment for epilepsy. Twenty years' success. Thousands of testimonials. No case should be considered hopeless. Write immediately for free booklet. Wm. Stinson Remedy Co., of Canada 2611 Yonge Street, Toronto, Ontario

FOLKS NEED A LOT OF LOVING

By Strickland Gillian

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 no warning;

For love is God's own antidote for fret.

Folks need a heap of loving at the noon-time

The battle lull, the moment snatched from strife—

Halfway between the waking and the croon-time,

While bickering and worryment are rife.

Folks hunger so for loving at the night-time,

When wearily they take them home for rest—

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 it.

Folks need a lot of loving all the while.

Bread dries quickly when wrapped in a cloth, as the cloth absorbs moisture.

PURITY FLOUR

More Bread and Better Bread and Better Pastry too.

Use it in All Your Baking

Boston and Yarmouth Steamship Co., Limited

FREIGHT AND PASSENGER SERVICE STEAMSHIP "PRINCE GEORGE"

Spring Schedule - Two Trips Weekly

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.

Plumbing and Furnace Work

JOBbing PROMPTLY DONE

H. E. FRASER
Phone 75

We Sell and Recommend

WOODS COFFEES
The High Grade

Insist on getting Wood's Coffee when ordering, do not accept substitutes. Wood's Coffee has been on the market in Wolfville over twenty years and is still going strong.

Sole Agent for Wolfville:
W. O. PULSIFER, PHONE 42

The New Twenty-year Capital Return Policy

(Issued by The Canada Life)

A Young Man and His Future

He takes his first step in business affairs, is examined by the doctor, and creates an estate of \$5,000.

He improves the shining hour and impresses upon an important person that he is in possession of an "estate."

His tendency to save and invest is noted by his employers.

He finds his savings of great assistance in buying a home.

And as time goes on he is enabled to enjoy many of the good things of 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.

Easily Understood:

- 1st. Deposits are made yearly. This is what you are saving, 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 your yearly deposits, or be allowed to accumulate at interest for 20 years.
- 5th. The cash value of Policy and Profits represents a valuable asset, useful in business, and your "estate" is protected by the insurance.
- 6th. At the end of Twenty Years you can draw out all you have paid in, along with the profits—

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

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 income paid you. (This valuable feature is added for a small extra payment yearly, which is not returned along with the regular deposit).

Do Not Pass This By

Canada Life

H. E. WOODMAN
District Representative,
WOLFVILLE

MAIL TO: Canada Life Assurance Company, Wolfville

Fill up and cut off— send to: Canada Life Assurance Company, Wolfville

Name _____ Address _____

By _____ Date _____