

W. C. T. U. Notes.

Woman's Christian Temperance Union first organized in 1874.

AIM.—The protection of the home, the abolition of the liquor traffic and the triumph of Christ's Golden Rule in custom and in law.

Motto.—For God and home and Native Land.

Badge.—A knot of White Ribbon.
Watchword.—Agitate, educate, organize.

Let us not therefore judge one another any more, but judge this rather, that no man put a stumbling block or an occasion to fall in his brother's way. RM. 14:31.

Business meeting of the W. C. T. U. the last Monday of every month.

OFFICERS OF WOLFVILLE UNION.
President—Mrs. B. O. Davidson.
1st Vice President—Mrs. G. W. Miller
2nd Vice President—Mrs. J. G. Elderkin
Recording Sec'y—Mrs. Ernest Redden
Cor. Secretary—Mrs. W. O. Taylor
Treasurer—Mrs. H. Pineo.

SUPERINTENDENTS.
Evangelistic—Mrs. J. G. Elderkin
Parlor Meetings—Mrs. D. G. Widden
Labrador Work—Mrs. J. W. Vaughan
Fishermen and Lumbermen—Mrs. W. E. Fielding
Loyal Temperance Legion—Mrs. W. O. Taylor
Flower, Fruit and Delicacies—Mrs. A. W. Blenkney
Press and Willard Hall—Mrs. M. P. Freeman
White Ribbon Bulletin—Mrs. Hutchison
Temperance in Sabbath-schools—Mr. C. A. Patriquin.

The following from a Vancouver paper will be read with much interest by a host of old friends of Mrs. Farris, (nee Miss Evelyn Keirstead). Mrs. Farris is regarded as one of the cleverest women of British Columbia and she is rendering much valuable service in the realm of public affairs in the Western province:

Mrs. J. W. DeB. Farris made a favorable impression at the twenty-fourth annual convention of the Women's Missionary society of the Baptist churches of B. C. which met during the week in Victoria, when she made a distinctive pronouncement in favor of prohibition as against government control of liquor sales.

"Mrs. Farris gave a really brilliant speech," said many of the delegates at the convention. The attorney-general's wife gave the address of welcome to the delegates, who came from all parts of the province.

"I suppose I really got away from my subject," Mrs. Farris said afterwards, "but though of course it was not a temperance convention, I think such a democratic gathering as assembled in the Douglas street Baptist church can make itself a very powerful influence."

Mrs. Farris made it plain in her remarks that in her opinion prohibition is in the best interests of the home and religious life.

Anyone who has essayed to climb any of the Rockies will recognize in John Harker's, "Mount Stephen With Martha" the actual portrayal of experiences of the novice in mountaineering. The author of this, the first of a series of humorous Martha stories, is a well known member of the Canadian Alpine Club and his amusing story appears in Rod and Gun in Canada for July. "At the Mercy of the Flames" is the title of a thrilling story of actual experience with a bush fire written by a fire ranger, Earl Dalton Tipping. The concluding installment of Harry M. Moore's interesting story "The Silver King" appears along with several other good stories in this issue of Canada's national sportsmen's monthly. The various departments dealing with the activities of rod, gun and canoe in Canada are up to their usual high standard. Several valuable articles appear giving valuable hints to campers and outdoorsmen in this month's issue. Rod and Gun in Canada is published monthly by W. J. Taylor, Limited, Woodstock, Ont.

Keep Minard's Liniment in the house.

Delivering Goods by Aeroplane

In our last issue there appeared an item announcing the purchase of an aeroplane by Brandram-Henderson Ltd., and the installation of a delivery service by air from their factory at Montreal to the towns and villages within the central division. Since then, we have seen Mr. George Helliard, the Brandram-Henderson manager at Halifax, who recently returned from Montreal, and he has told us more about it. The conception of the aeroplane idea, he says, was that of the President of the Company, Mr. George Henderson, and so far it has proved to be the most effective advertising effort that has ever been made in Canada. Other institutions such as County Fairs, Victory Loan Campaigns, etc., have engaged aeroplanes for special stunts, but Mr. Henderson in his venture went further. He bought an aeroplane outright, lock, stock and barrel, and gave it definite duties which it performs with clocklike regularity.

"Up to the time I was in Montreal," said Mr. Helliard, "flights had already been made to a large number of places; one to Three Rivers, a distance of 90 miles was made in 50 minutes. On a day when a trip was made to Berthierville, the Mayor of that town proclaimed a public holiday, and on the landing of the aviator, the local band played "See the conquering hero comes." I understand that the Brandram-Henderson agent there sold over \$900 worth of paint right in the aviation field, within a very few minutes, so impressed were the people by the firm's enterprise. I might say that in each town before making a landing to deliver his freight, the aviator is instructed to circle about for a time, dropping bombs of propaganda for "B-H Elgish" and "Brandram's B. B. Genuine White Lead." It is a fine advertising stunt; the most effective that we have ever attempted."

"Perhaps Brandram-Henderson will instal an air delivery from Halifax," the "Merchant" suggested. "They might but for one thing," said Mr. Helliard. Halifax is without an air drome and until she gets one, there is no use to consider the matter. I must say that it made me quite jealous to see our Central Division getting so much splendid publicity, which we might have shared in if only Halifax had had an air drome. However, we may have our chance yet. An air drome for Halifax is a real necessity to-day."

"You think then," said the "Merchant" "that the aeroplane delivery is a sound commercial proposition." "That," said Mr. Helliard, "is the view of our President. He believes the aeroplane is bound to have an important place in the merchandising world just as soon as the country will take it seriously, and hopes that the precedent he has established will be quickly followed by other Canadian manufacturers."

It should be gratifying to all Maritime Provinces people to hear that a firm born and nurtured in the provinces has been the first to instal a goods delivery service by aeroplane in Canada. The only regret we suspect they will have will be that the lack of an air-drome at both Halifax and St. John made it impossible for the initial effort to be undertaken from one of these places.—Maritime Merchant.

The spines or thorns of the blackthorn are not infrequently used in some parts of England as fish-hooks.

Boost Your Paper

By watching the advertising columns of a newspaper we are enabled to know the exact condition of mercantile affairs and the general prosperity or depression in the town where that paper is published. We can sit at our desk and pick out the live business towns and the dead towns. There is no better index to a town than its paper: it is a better criterion to go by, and is considered so by sagacious men, than a photograph, it is the enterprise of the inhabitants and not the size of the buildings that makes the town. You may pick up a paper and read at a glance, "We mean business" or "We're deadier than a stuffed bird," as plain as though it was printed in ten line pica and red ink across every page.

A Farewell Reception at Avondale

On Friday evening last the Methodist Parsonage at Avondale was the scene of a genuine surprise party, when the people of the community gathered to spend a social hour with the Rev. G. W. Whitman and family, on the eve of their departure for Grand Pre, their future field of labor.

In a pleasing and appropriate address, Mr. Cecil Hamilton assured Mr. and Mrs. Whitman how greatly their services had been appreciated during the past four years, and on behalf of their friends, presented them with a cheque, which though generous, "only in a limited degree expressed the good will of the entire community." Both Mr. and Mrs. Whitman responded, thanking their friends for this and the many other kindnesses they had received during their residence in Avondale.

Expressions of regret are heard from all over the circuit that the "Itinerary Wheel" in its revolution is removing from our midst a minister and family so deservedly popular.—Hants Journal.

The Home Paper

Review of Reviews:—Country weeklies are pre-eminently the home papers of newspaperdom. They are not hurriedly scanned while men travel to business, then left to brakemen to gather up. They go direct to homes where their reading is a duty as well as a pleasure. Hence their peculiar value as an advertising medium.

In another contest between man and mighty Niagara, the latter won. Charles Stephens, a barber, who came all the way from Bristol, England, to go over the Falls in a barrel, took the leap Sunday morning, July 11, and lost a few pieces of the barrel eventually drifted in but of Stephens there was no sign.

Newsprint Situation

Commenting upon the newsprint situation, an old established daily paper in Western Ontario, which recently suspended publication, said: One feature toward which we, in common with many other newspapers in Canada feel critical, is that which allows the raw material of Canada's forests to be made into newspapers that are offering fabulous prices for the newsprint tonnage.

If this export continues, it is evident that other newspapers, which have long been public-spirited and useful institutions, will be forced to surrender. We have letters on file from New York offering 9 1/2 cents a pound for newsprint in the roll. Canadian papers accordingly have to pay the piper, and it may be found later by Canadian newsprint manufacturers that they are killing the goose that lays the golden egg.

Minard's Liniment Lumberman's Friend.

In 1920 as in 1870
Mether was a young matron in 1870. Today daughter has a family of her own. And in all those years-----Morse's Teas!

MORSE'S TEAS

The Favorite from generation to generation.

J. F. HERBIN
Optometrist and Optician

Optical Parlors - - - Upstairs in Herbin Block

Hours: 9 to 12 and 1.30 to 5 o'clock
Evenings by appointment

Shadow Test and all departments of Eye Examination and Fitting.

WOLFVILLE, N. S. Phone 83--13

Use Paper Serviettes
For Informal Occasions

NOWADAYS in most Canadian homes you will find a supply of paper serviettes. Housewives vote them indispensable for their casual guests—always at luncheon—when serving refreshments at night—or when off on a picnic.

They defeat the high cost of laundry. They are most attractive in appearance. In fact, they are just one more Eddy improvement in housekeeping methods.

The E. B. EDDY CO., Limited
Hull, Canada

Makers of Improved Fibreware Pails, Washbuds, etc.
Also of the Famous Eddy Matches.

REGAL

The Big Value
in **FLOUR**
for Bread, Cakes & Pastry

The St. Lawrence Flour Mills Co.
Montreal, P.Q. Halifax, N.S.