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MUNICIPAL ADVERTISING
 Municipal publicity well and wisely done is an important force which in Canada has already proved itself in many of the cases of makers of prosperity. It is not only necessary to make a town known to the outside world; those responsible for the good administration of the town, those who possess municipal authority, should make it their first duty to make the town known to its people. It seems ludicrous to think of teaching citizens the value of their own surroundings, but when once you try to question a man in the street about his own town, you will generally find that he knows much less about it all than the ordinary stranger who steps out of the train with a guide book in his hand.
 Municipal publicity stimulates civic consciousness, and this means general interest, which promotes civic pride and results in civic improvements. Try and persuade the citizens of Hopetown that the meadows adjoining the city boundary can be turned into a beautiful park of which they will be proud, and funds will be forthcoming to buy the site the women will organize church bazaars and concerts and everyone will help to promote the scheme. Tell these same people that the fire station is defective and they are in danger of death if a bad outbreak was to take place, and they will at once proceed to ameliorate matters. Nothing is as bad as stagnation. This same municipal publicity will help people to know who's who in their own town, from which of their neighbors they can get what they need, in fact may be used to secure very definite and positive results of an increased home market for a town's products, teach the people that the secret of success for a growing town is for everybody to buy at home until the commercial possibilities of the place have outgrown its popularity, and it can supply the markets of the world. As for the value of making a city known to the outside world, this hardly needs demonstration.—Exchange.

Chinese girls are, it is said, to be taken to Europe to act as domestic servants.
 Photographers advise girls not to powder their faces before having their photographs taken. Powder flattens their features and robs the face of expression. A shiny nose "takes" better than a dull one, and a girl who resists the natural temptation to give her nose a dab, will have the satisfaction of seeing a far better photograph.

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NEW WORK FOR AIRPLANE
 The following item is taken from a recent issue of The Digest, published at Grand Mere, Que., under the auspices of the Laurentide Pulp & Paper Co., Ltd. Lieut. Graham is the son of Mr. Edson Graham of this town.
 Lieutenant Staurt Graham left last week on what is perhaps the most important work yet to be performed by the Company hydroplanes, namely, to get pictures of the boundaries of limits held by the Company which have never been accurately determined. The trip will probably require about ten days or more, as Lieutenant Graham is also to take some of Mr. Small's men in the air to let them look over certain areas.
 So far as known, airplanes have never been used before for determining boundaries. This is usually the work of a party of eight or ten men who require a month to do what is hoped the plane can accomplish in a day. It is planned later to have the hydroplane carry supplies to lakes along the boundaries and when the party follows on to blaze the limits, to have their supplies at various points along the way so that all the men will have to carry will be their topographical instruments and bedding.
 The outcome of the new work is being awaited with interest, particularly since it represents a great saving in time if it is found to be practicable and to insure definite information about the boundaries of little known limits. Lieutenant Graham should return about the end of the week.

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