

CHURCH BUILT BY ADVERTISING

Four years ago the First Christian Church of Eugene, Ore., owed \$25,000. Its membership was small. Sunday school attendance was smaller. Dr. E. V. Stivers, the pastor, was an eloquent pulpit orator, but not many people heard his sermons, so he wasn't generally appreciated. The outlook wasn't flattering. Dr. Stivers resolved to advertise. He did it liberally. He took full newspaper pages. It was expensive but it brought returns immediately.

Today the First Christian Church has one of the strongest congregations in Eugene. On Oct. 14 the Sunday school attendance set a record for the city. The debt had been reduced to \$500 and that was paid off Nov. 18, leaving the beautiful temple free of financial obligations. In the meantime the church has supported its pastor, an assistant, a worker on the University of Oregon campus, a home missionary evangelist, all necessary help in general church work and a missionary in China. "In the last month," says Dr. Stiv-

ers, "we have added more than 100 to our membership and 1923 will show a growth of at least 500. Our growth has been wonderful. I need hardly say we're to continue advertising."

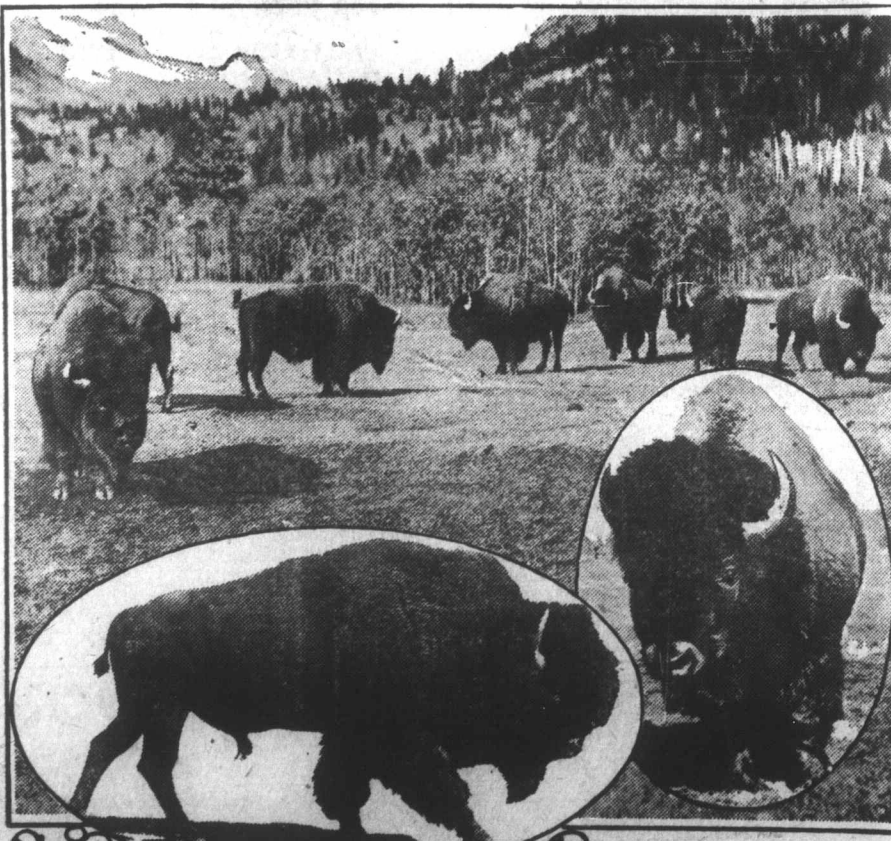
There was a merchant in our town And he was wondrous wise. "To get the People's trade," he said, "You have to advertise." And when he saw the Biz roll in, With all his might and main He signed a great big contract For—to advertise again.

TORONTO AND VANCOUVER LINKED BY SEA



When the steamer, "J. H. Plummer" of the Kirkwood line, sailed from Toronto recently, bound for Vancouver, B. C., a new era in Canadian shipping opened. For the first time in history the eastern inland port and the Pacific coast port are linked by sea. The Plummer will sail by the St. Lawrence route, down the Atlantic coast and through the Panama Canal on her way to the Pacific. Savings reaching as high as \$300 a ton on such merchandise will be effected by the water route, and the customs duties heretofore charged at Vancouver on Canadian goods sent through the port of New York will be eliminated. In the picture above are, right to left, Chief Engineer R. S. Coates; Third Engineer, M. Diamantas; and the super-cargo, R. Kirkwood; and below, bales of eastern made goods being loaded at Toronto to be unloaded on the Vancouver docks.

Buffalo Herds Grow Beyond Accommodation



A Few of the Superb Buffalo

To nearly all Canadians the news that the buffalo, which we have been accustomed to regard as nearly extinct, have recently so increased as to necessitate the slaughter of a herd of 2,000 at the Canadian Buffalo Park, Wainwright, Alberta, will come as a very pleasant surprise. The mere existence of this surplus definitely announces that, though we will never see a large wild herd again, we yet may hope to see the prairies repopulated with numbers of buffalo, and that this magnificent animal, Monarch of the Plains, will be always with us.

The buffalo were in their glory when the construction of the first American transcontinental railroad began in 1866. Herds of fifty thousand head were then common

on the western plains of this continent as far south as Utah and as far north as Hudson's Bay, and as many as 100,000 robes were marketed annually. So easily were these obtained that whiskey-traders could purchase a robe for one cup of liquor. In 1874 the North-West Mounted Police, on trek for the Rockies, saw several immense herds, notably near the Sweet Grass Hills, when the force marched all day through a herd of 60,000 which blackened the horizon. This romantic scene, so vividly contrasting the wilderness and its denizens with the oncoming representatives of civilization, is surely a fit subject for artists and poets.

The work of destruction, once launched, proceeded so rapidly that

by 1890 only vast quantities of buffalo bones and skulls remained to show that the great herds had ever been. The mighty half-breed hunter had fallen to collecting these skulls and bones for the sugar refineries and bone dust factories of the United States. It is worthy of note that the first eastbound freight run by the Canadian Pacific Railway was loaded with such relics.

The present encouraging state of affairs is due to the foresight of the Canadian Government, which, in 1907, purchased a small herd of buffalo in Montana and brought it over the border to form the nucleus of the 6,000 head now at Wainwright. To this wise purchase we owe the fact that the buffalo has not become merely a heraldic beast as extinct as the unicorn or the Auk.

Here and There

Exports in Canada's inter-Empire trade last month exceeded imports by over \$12,000,000. Against exports from 20 countries belonging to the British Empire, amounting to \$16,718,000, Canada exported goods amounting to \$27,885,000.

Noel Victor Fearnough, aged seven weeks, son of a farmer of Morrin, Alberta, the youngest child on record to travel alone, left pool, England, in charge of officials of the Canadian Pacific Railway and Steamship Lines throughout the trip.

An experiment in shipping Canadian peaches to England has proven successful. The peaches were packed in small boxes and placed in cold storage, reaching London in fine condition. There is likelihood of an increased demand for Canadian peaches.

Representative of the best sheep and swine blood of Great Britain, 83 animals imported from the Old Country arrived in Regina, Saskatchewan, recently. There were 19 sheep and 16 hogs in the shipment. The animals were bought by the government for farmers in the province.

Canada's highest lookout station has been completed and will be ready for use next year. It is situated on Mount Cartier, near Revelstoke, British Columbia, and is 8,623 feet above sea-level. It will be used for the detection of forest fires and for meteorological and other observations.

The Canadian McIntosh red apple is the champion desert apple in the British Empire, so judges at the Imperial Fruit Show, which opened in Manchester recently, adjudged. They also decided that Cox orange pippins, from British Columbia, on the whole, are the best of the sixteen exhibits from overseas, and winners, therefore, of the "Daily Mail's" fifty-guinea cup.

What is declared to be a world's record for the transportation of grain has just been achieved by the Canadian Pacific Railway. In one period of 24 hours there were moved from Winnipeg for the head of the lakes 1,776 loaded cars. The best previous record, also held by the Canadian Pacific Railway, was 579 cars, moved east on October 25th, 1921.

One thousand young buffalo will be taken from the Dominion park at Wainwright, Alberta, and turned loose in the north in the region in which wood buffalo are found. Hon. Charles Stewart, Minister of the Interior, announces. This will prevent the slaughter of these animals made necessary by the increasing size of the Wainwright herd.

A dispatch from London says that the gold medal of the British Dairy Farmers' Association has been awarded to the Government of Ontario for its collection of dairy produce, including bacon, dead poultry and eggs, at the Dairy Show held there recently. First prize in the colonial farming section, namely the silver medal was won by the Ontario Beekeepers' Association of Guelph, and the bronze medal was awarded to H. Leclerc, of Montmagny, Quebec.

Details have just been announced concerning the "Aorangi," the new motor ship that is being built by the Union Steamship Company of New Zealand. The motorship is under construction at the Clyde yards of the Fairfield Shipbuilding Company and when completed will be the largest motorship in the world, having a displacement of 20,000 tons. On the Pacific she will be exceeded in size only by the "Empress of Canada" and the "Empress of Australia," of the Canadian Pacific Railway Company, which is her agent.

All grain shipment records for the prairie provinces have been shattered during the past two months. Since the commencement of the crop year, September 1st, loadings totalled 121,596 cars, representing 169,058,055 bushels, against 153,795,320 bushels handled in the same period last year. Of this quantity the Canadian Pacific loaded 68,463 cars, representing 100,307,085 bushels, against 94,071,320 bushels during the 1922 period.

EASY COME—EASY GO

They were driving along in their car the old-fashioned mother and the modern flapper daughter. "Betty dear," asked the mother, "is that man on the corner throwing you a kiss?" "Yes, mother," said the m. f. d., "but I'm throwing it back."

FORCING RHUBARB IN WINTER

Forcing rhubarb in winter either commercially or for home use is comparatively easy, and should be carried on much more generally than it is at the present time, as a supply of this very appetizing dish can by this means be had from January until the early spring. The roots for forcing are dug in the late autumn before the ground freezes, care being taken to preserve all the buds on the crowns, and to keep as much of the earth adhering to the roots as possible. Past experience has proven that roots that have been completely frozen force much better and quicker. It will require at least ten days of quite severe freezing to put the roots in good condition for forcing.

When the time comes to bring in the plants, a dark cellar should be available where a temperature of 10° to 60°F can be maintained. The frozen crowns are then placed on the cellar floor, as closely together as possible and the spaces between filled with moist sand or earth. It is a good plan to heap several inches of soil over the frozen buds and leave this covering on for a couple of days only to gradually draw out the frost. Water should be applied liberally, because upon the moisture supply will depend to quite an extent, the success of the crop. It is not necessary to use rich soil in this work, because the roots already contain the necessary plant food for the development of the leaf-stalks.

While the first planting will produce for about six weeks, yet to maintain an abundant supply, it is well to have a second lot of roots out of doors, ready for planting when the first lot is just ready for use. These frozen roots should be brought in, planted and treated in the manner described for the first lot.

GROUND LIMESTONE

Raw rock lime finely ground is now being used in considerable quantities for agricultural purposes. It is one of the materials that may be applied late in the fall to areas it is proposed to seed to clover and timothy early in the spring. All experimental evidence available shows a marked increase in the yield of clover and timothy hay where lime has been used over areas not treated with lime. This gain is very often great enough to pay for the cost of materials and application from the increase in yield of the first crop of hay. The strong root growth of the clover plant which is possible on a limed area will go far towards increasing the yield of subsequent crops as well, the effect being apparent for many years. Many fertilizers applied to land are quick and the physical or chemical effect is not noticeable after the first crop, while limestone on the other hand seems to produce soil conditions that favour increased crop development for many years, and makes possible the greater returns from the fertilizers that may be applied.

It is not always convenient in spring because of the rush of work at that time to cover all the newly seeded areas one would like with lime, and in order to avoid the possibility of neglecting this important matter fall application is advisable. During December there are days that are suitable for the moving of this material on the frozen ground, thus overtaking a task which if not done may delay seeding or not be done at all. The material can be readily hauled to any part of the farm and spread without danger of appreciable loss, unless the ground is covered with ice and on a sloping area from which the materials may be carried away in the surface run of water.

Two or three tons of limestone per acre is usually ample, although larger amounts may be applied. After a little practice the lim can be spread evenly with a shovel, or a bucket may be used and the material spread by hand. One pound per square yard is 2 tons. 840 pounds per acre. If a square yard space is measured off and a pound of limestone applied it will give a good idea of the rate that is likely to give most economical returns.

W. S. Blair, Superintendent, Experimental Station, Kentville, Farmer (to stranded autoist).—"How did you get that puncture?" Autoist—"Ran over a chicken with pin feathers."

New Lamp Burns 94% Air

Beats Electric or Gas

A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and 35 leading universities and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up, is simple, clean, safe. Burns 94% air and 6% common kerosene (coal oil).

The inventor, J. M. Johnson, 246 Craig St. W., Montreal, is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him today for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

THE KINGDOM OF WOOD PULP

How many people understand the marvellous transition that has taken place, when they hold in their hands a sheet of paper—even their daily newspaper?

Just a little while ago, it was a living thing in the forest. It spread its wide branches until they met in a vast canopy of brilliant green. Monarchs, each of the Far Places, each roll of paper was a tree embedded in the firm mossy soil and raising its proud head to summer sunshine and the long, bleak winters of the Land of the Flying Snow.

Then the sound of the axe was heard in the forest, and down the shadowy slopes echoed the lusty songs of men, as the chips began to fly. Straining horses dragged the prostrate logs over pine-needle paths, until river currents welcomed them to a still longer voyage of discovery. Virgin forests are not desecrated when put to man's purpose. It is merely a marvellous transition. Every forest tree is a library of books or a fluttering white stream from the heart of the Fourth Estate. And there is something of inspiration in the sudden knowledge that, as one reads, he holds in his hand the breath, the romance, the profound majesty and beauty of the forests. But there is need for a united effort to save these forests from a real peril, a real destruction. Every year entire tracts of timber-land are ravaged by fire. The hunter or trapper leaves a live coal burning as he passes on; a match is tossed carelessly into dry leaves by the amateur woodsman. There is tragedy in this, a crime against Nature, against Man himself. It is not what we use that causes paper shortage; it is what we waste, what we wantonly destroy. Let every man be a custodian of our forests, in the things that he says, in the things that he does. A fire in a forest knows no quarter. —"The Marathon Runner"

"CANNOT AFFORD" TO ADVERTISE

There's just one kind of a man or institution that cannot afford to advertise in the home newspaper—the one that has not got honest goods. Newspaper advertising and "the goods" go together. Neither is of value without the other. Without advertising the best goods will not as a rule, reach the public, and without honest goods, advertising will bring no permanent success—nor will any other operation. But together they make an unbeatable team.

We have all the time there is, yet we can't keep a single second of it.

This is for You! SPECIAL RAILWAY RATES TO WINTER FAIR, AMHERST DEC. 10th, 11th, 12th, AND 13th.

From all points of Canadian National and Dominion Atlantic Railways. One Way Fare and one third for the Round Trip. Dates of issue, Dec. 10th, 11th, 12th. Good for return December 15th.

Excursion Rates

From Truro and all points of the Dominion Atlantic Railway. Good going from Truro and Intermediate points on Tuesday 11th and Wednesday 12th. From points on D. A. R. Good going Monday 10th, and Tuesday 11th. Returning Dec. 13th. Round trip tickets will be on sale at all Stations. Fares from points mentioned below will be as follows:—

Table with 2 columns: Station Name and Fare. Includes Truro (\$3.10), South Maitland (3.85), Scotch Village (5.00), Windsor (5.40), Hantsport (5.75), Wolfville (6.15), Kentville (6.45), Berwick (6.90), Middleton (7.65), Bridgetown (8.15), Annapolis (8.75), Digby (9.50), Yarmouth (12.15). Children Half Fare.

Above Tickets do not include war tax. Our coming Winter Fair is going to be the greatest live stock show ever seen in Eastern Canada. A big feature will be the Exhibits from the Boys' and Girls' Pig and Heifer Clubs. Judging competitions between teams composed of members of the Clubs will be an interesting and exciting feature. Vaudeville and other attractive and amusing features in the Armouries building every day. Band every evening. A winter fair ticket admits you to the Armouries Building. Meals will be provided at reasonable rates in the Fair Building. Admission: Gentlemen 25c. Ladies 15c. SOMETHING FOR EVERYBODY!!! DON'T MISS IT!!!

GRAND CLEARANCE & XMAS GOODS SALE

W. A. STEPHENS' - DEC. 4th TO 24 See Large Posters With Prices

Table with 3 columns: Ladies Winter Coats (Sale Price \$13.75), Ladies & Men's Sweaters (worth up to \$6.00, Sale Price \$1.98), Leather Goods and Fancy Boxed Goods for Xmas Gifts (now on Display), Dresses (One Lot \$7.75, One Lot 9.75), Wool Scarfs (35c., Wool Caps 45c.), All wool white Blankets (60x90 only \$5.95), Men's Overcoats (75 to Clear, \$17.85), Another Lot \$19.50 (See them at once), Wool Underwear \$1.35, Fleece .75, Boy's Fleece .55.

Lot of New Dresses just opened. 250 and no two alike.—In Tricotsham—Velvets—Canton Crepe—Tricotsham and Forest Twill. All at special prices see them at once.

W. A. STEPHENS,

WINDSOR, N. S.