

at the Church of St. John the Evangelist, London. The Bishop was assisted in the ordination service by Very Rev. Dean Davis, Ven. Archdeacon Young and Rev. W. Leslie Armitage, Rector of St. James'. Mr. Armitage preached the ordination sermon. He exhorted those about to be ordained priests to make the Bible the basis of preaching, and to stand by its orthodox teaching. "Brethren, you will find people who hold to strange and erroneous doctrines, but you must know your Bible," said the Rector. "You promise to-day before God and this congregation that you will be diligent in your reading of your

Bible. I want to say to you to be sure in your conviction that you hold in your hand the Word of God. Take it from the fulfilment of the things of which it has spoken. Take it from the lives of men who have known and of nations in the vitals of which it has entered. If you are downright in earnest in your desire to know God there will be no doubt of God's revelation to you in this Book." Mr. Armitage announced that two prayer desks had been presented to the church as memorials to Herman and Allan Aitken, sons of Fire Chief John Aitken, who had made the supreme sacrifice in the war.

## FOSTER AS MAYOR

in 1919 will mean a victory for economy and the preservation for Toronto's citizens of their right to lower taxation. Mr. Foster will strive to retain Toronto's money for Toronto people, and let national funds take care of national needs.

## Press Advertising Sold Victory Bonds

**B**EFORE the war, bond buyers were "marked men." In number they were 40,000 in March, 1917—this is shown by the number of purchasers of the Government War Loan of that date. But in the autumn of the same year, their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last month—November, 1918—over 1,000,000 persons purchased the Victory Loan, 1918!

These wonderful results were accomplished by Press Advertising.

Before the war one-half of one per cent. of our people bought bonds. Now quite twelve and one-half per cent. of our people are bond buyers.

Before the stupendous amount of \$676,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration.

By means of the printed word, through the medium of advertisements in the press of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the Government had to sell bonds. Every point and feature of Victory Bonds was illustrated and described before and during the campaign—in advertisements. No

argument was overlooked. No selling was neglected.

The result is that Canadians to-day are a nation of bondholders. They know what a convenient, safe and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight—men, women and children—owns a Government Security.

This complete transformation in the national mind and habits was brought about by advertising in the press of the nation. Press advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed.

The Minister of Finance acknowledges this. His own words are:

*"The wonderful success of the Loan was due in large measure to their (the press of Canada) splendid and untiring efforts during the whole of the Campaign."*

Mr. E. R. Wood, Chairman of the Dominion Executive Committee having oversight of the campaign to raise Victory Loan, 1918, said "... The press publicity campaign ... will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country," and Mr. J. H. Gundy, Vice-Chairman of the same committee, said: "I have been selling bonds for a long time, but I never found it so easy to sell them as at this time. The reason is the splendid work the press has done. I take off my hat to the press of Canada."

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge to the man who doubts the power of the printed word, in the form of advertisements, to sell goods—and this applies not to bonds alone, but to the goods you are interested in selling.

## How I Learned the "Secret"

By Farnum St. John.

(From the "Sunday School Times" of January 19, 1918. By permission.)

A few years after I joined the Church, I began to drift away from God, and while I never fell into conspicuous sin, I was totally ignorant of the overcoming life. This condition continued for many years. Meanwhile, I was "active" in church and Sunday School work, to which, by God's grace, I had been early anchored by God-fearing parents. I enjoyed a good sermon, but prayer and Bible study were somewhat distasteful to me, while "victory" was well-nigh sneered at.

During the summer of 1904, I became angry at my employer and threw up a good position and attempted to start in business in opposition to him. A copy of "The Three-fold Secret of the Holy Spirit" was given me that summer by a fellow-church-member, but it was too sober and holy a book for my taste, and on our vacation trip I read "Mrs. Wiggs of the Cabbage-Patch," to my wife's distress, for she longed to have me read the other book. Soon after our return to Denver the business venture failed, borrowed money was quickly spent, and things looked rather bad for the family. My wife's trusting, prayerful spirit during those dark days instead of soothing me only irritated me, and I fought against God and His dealings with me. I succeeded in getting employment, which tided matters over until a looked-for government position materialized, although the securing of this work did not bring the peace for which my heart craved.

On Sunday afternoon, October 9, 1904, I went to Pueblo on government business. I read the Sunday newspapers and the time-table, but longed for something more substantial. My wife had put a Bible in my bag, but I was glad that its print was so small that it would not do to read on the train. I opened the bag, however, hoping to find something with which to while away the time, and there discovered the despised "Three-fold Secret." Gingerly and unwillingly I drew it forth, and only because the type was comfortable I began to read it. At last God had hold of me, although I knew it not.

Surprised at my interest, I soon found the book describing my spiritual state with almost deadly accuracy, and I quickly became gloriously miserable! Suddenly a verse of Scripture stared out of the book at me: "What! know ye not that your body is the temple of the Holy Ghost?" I had indeed memorized much of the Bible, but First Corinthians 6:19 was the first of the "living Word" that had ever gripped my soul.

Thus I learned the first part of the great secret—that the Holy Spirit was then and had been ever since my conversion my unseen, unknown Companion. How He must have been grieved by many things in my life during those dull, cold sinful years! Now I had never doubted my early conversion; I had always firmly believed in the Lord Jesus Christ, that He had died for my sins, and that He was in Heaven with God the Father. But now I learned that He had, by His Spirit, been with me all the time.

I read on and discovered the second part of the secret—namely, that if I would enjoy His fulness and power and fellowship, I must yield myself wholly to Him. What pangs of mingled desire and unwillingness I then endured as I realized that my sins and ambitions and self-will must be renounced. Mile after mile the train sped through the gathering darkness, while there at my side

stood the Presence, gently speaking and pleading with me to present myself to Him: At last I began to yield; one sin after another was frankly confessed and renounced, and with each confession and renunciation there came to my soul a measure of light and blessing. But the book went on to tell me that my ambitions must also be given up. Again I hesitated, for, I reasoned, those ambitions were all legitimate and proper. But I yielded again and began to lay them aside, one after another, until I came to the final one, the cherished one, and then I halted while the train rolled along mile after mile and while I kept the Blessed One waiting. How patiently, how lovingly, He dealt with me! Surely "irresistible grace" was at work that evening. No longer able to withstand his tender insistence, and casting the last fond ambition from me, I tremblingly yielded myself, soul and spirit and body, to him. What then ensued cannot be told in words. He who had been waiting all those years for my surrender, quickly, blessedly suffused my entire being with Himself. Oh, perfect love! Oh, joy, beyond compare! Oh, peace that passeth understanding!

I need not go on and give the details of the transformation in my life and plans—of the call to the Gospel ministry—of souls saved—of victory! How the Bible became a new and wonderful Book to me! How those long-forgotten passages of Scripture lying dormant in my mind began to come to me with all their latent powers! How sins that had mastered me again and again now fell away before the Master who was with me all the time! There have been many mistakes and failures during these thirteen years, but from that moment to this He has been consciously recognized as Guest, and Host, and Guide, and Companion, and Saviour, and Lord!

I am learning the third part of the great secret—abiding in Him. Only lately has come the experience of my completely leaving to Him the matter of daily, hourly victory. I am learning to keep myself out of the way and to give Him the right of way in my life.

"The Three Fold Secret of the Holy Spirit," by James H. McConkey, is the book mentioned in the above testimony. It will be sent free to any one who will write for it to Silver Publishing Co., 1013 Bessemer Building, Pittsburgh, Pa.

### BIBLE SUNDAY.

On the second Sunday in Advent, at the Church of the Epiphany, Rev. Dyson Hague, taking as his text the words of Isaiah, "The word of our God shall stand forever," showed how the Bible, after being persecuted, derided, exploded, killed and buried by its enemies, including the German rationalist critics, stands forth to-day as the Book of the day. Its prophecies have been verified through ages of history, and its truths have been vindicated by the astounding events of the great time. Every problem that comes up, not merely in the spiritual affairs of mankind, but in politics, social questions, and even in military affairs, must yield to the authority of the Word of God if a right solution is reached. We are of the earth earthy, but He who gave this revelation is from above and therefore above all. When the war broke out one of the greatest of the princes of India wired to King George: "What command hath my King for me?" This should be the model of each man's obedience to the authority of God's Word. He warned the people against that form of socialism which ignored and rejected the Bible, or any authority except their own will. Even democracy could not save the world unless it was founded on the Word of God.