

A NOTEWORTHY WAR MEMORIAL

PROTESTANTS and Roman Catholics alike may note with satisfaction a form of War-Memorial to be adopted by Perth County and city of Scotland, and we shall not be surprised to learn that subscribers include people of all branches of the Christian Church. Scotsmen the world over, whose generosity is not the less genuine or far-reaching in good causes, though they are so often associated (in story) with exaggerated thrift, should find pleasure in contributing to this fund to which donations are invited.

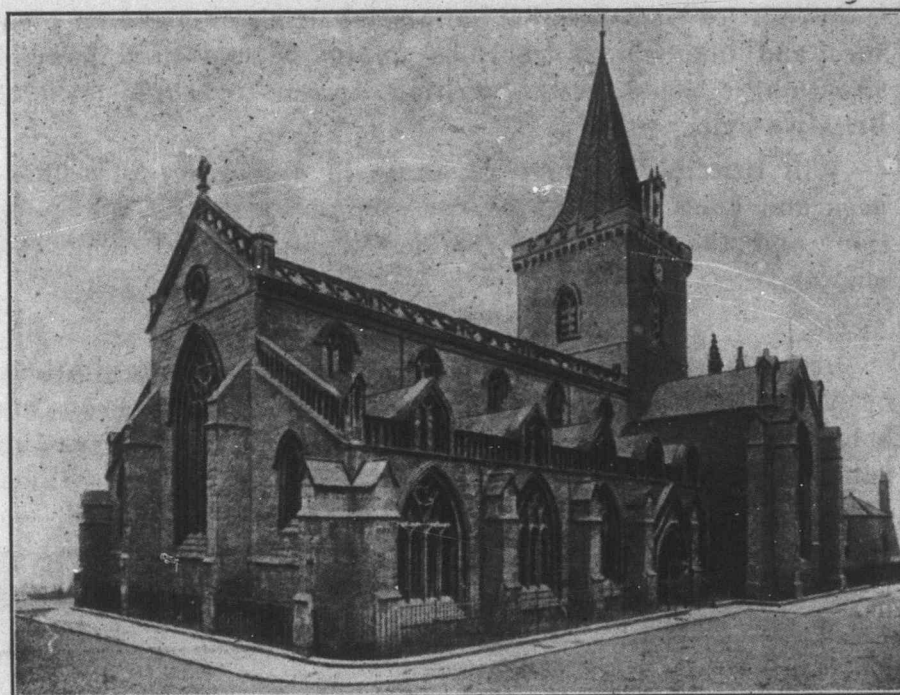
The memorial involves a real measure of "Restoration" in one of the most ancient Scottish churches. In recent generations the Church of St. John in Perth City has been divided for the use of three separate congregations—those of the East, West, and Middle "Parishes" and each of the three divisions contained unsightly "galleries." About a score (or more) of years ago the East Church was renovated, the galleries being removed. It is now proposed to restore the entire building to its original grandeur, and to place within it a memorial roll of the men of the shire who fell in the Great War.

Perth or "St. Johnstown" is one of the oldest cities in Britain, having been the capital of Scotland before Edinburgh. The "Fair City" of later times, is well known to readers of Scott's "Fair Maid of Perth." The "Fair Maid's House" is still extant and is at one end of a lane or "Wynd" which still bears the name of "Hal' o' the Wynd"—borne by the doughty champion in Sir Walter's novel. Nearby, too, citizens or visitors may read beside a small belfry the legend in that setting so suggestive to the reflective mind—"The curfew tolls the knell of parting day."

The writer happens to have memories of St. John's, but intimate acquaintance with the church is not needed to justify our bringing before Scotsmen in British Columbia, the world-wide appeal made through the press in the names of the Duke of Atholl, H. M. Lieutenant County of Perth, Lord Provost Scott, and Mr. Alex. Macduff, chairman of the Executive Committee. Donations are to be sent to Mr. Robert Keay, City Chamberlain, Perth, Scotland. If any readers of this magazine care to contribute through this office, we shall be glad to acknowledge such contributions and forward them to Mr. Keay. We purposed noting a guinea as a contribution which we hoped would foot a B. C. list, but we have put over that sum into securing the accompanying engraving of the church. It was carefully prepared in Vancouver from a picture in "Picturesque Perthshire," by Mr. J. E. A. Steggall, M.A. Trin. Coll. Cam., from whose interesting book we quote:

"St. John's is one of the earliest stone churches in Scotland. Originally magnificent and extensive, it was granted in

1227 to the monks of Dunfermline, under whom it fell into disrepair. Bruce began a restoration which ceased when he died in 1329; it was repaired again by 1450 and remained



St. John's Church, Perth, Scotland.

complete until at the time of the Reformation it fell the first victim to the destructive zeal of Knox."

Even those who may sympathize with the "zeal" will regret its "destructiveness." It is so much easier to destroy than to construct.

It should be added that St. John's Church has a notable chime of bells which in these later generations not only call citizens to the House of Prayer and Worship on Sundays, but are made to peal forth arrestingly on week-days. During the week tunes connected with "the Auld Scotch Sangs" are heard from them, and to those who hold dear that Scots dialect which may be held as much "British" as the original "English" tongue, St. John's chime can convey much solace and suggestion.

The present proposed restoration of the ancient Church is one exemplary form of War-Memorial, and merits the practical support of Britons—and Perth and Perthshire people particularly—in all parts of the British Dominions.

NOTE:—"Impressions of Pacific Coast Presbytery," and other notes concerning this department are unavoidably held over.—Ed. B. C. M.

AN INSTRUMENT

What various hands may use that little quill,
What various ends that little quill may serve—
Childhood's soft touch its simple task fulfil,
To draw a square, or trace a dotted curve.

Business may add what it has lost or gained,
Or palsied Age sign all its goods away,
While what it wrought in other spheres has waned,
It may survive within a poet's lay.

What various powers may use a human life—
One, Plunder-laden, is by Death surprised,
One proves a hero in a nation's strife,
One stands when Duty's force is mobilized.

Rusted, unused, aside this one may stand,
While that may be God's very voice or hand!

Alexander Louis Fraser.

Halifax, N. S.

DOES ADVERTISING PAY?

(Insurance Monitor.)

A. & F. Pears, the English soap makers, were spending about a quarter of a million dollars annually some fifteen years ago, and they were selling each year a good many million dollars' worth of soap. Everyone knew about Pears' soap—the name was familiar in the farthest corners of the globe, but the board of directors decided that they would get along without advertising because they were selling all that their factories could produce. They did no advertising during the following six months, and in that six months lost 35 per cent. of their total business. It cost them six and a half million dollars in additional publicity to get back where they had left off. This shows how quickly the public forgets when advertising is withdrawn. It illustrates the need for constantly repeated advertising.