

CHURCHES SHOULD BE LIBERAL ADVERTISERS

Press of the Country Fair and Sound — Some Editors Preach Better Gospel Than Some Ministers — Publicity As Important to Religion As to Business, Says Eminent Methodist.

Milwaukee, Wis., June 14.—The secular press of America "is untrammelled, fair and sound, and therefore a great ally of the Christian churches," Rev. J. T. Brabner Smith of Chicago, of the division of publicity, committee on Conservation and Advancement of the Board of Benevolence of the Methodist Episcopal Church, told the convention of the Associated Advertising Clubs of the World here today.

"There is no controlled American press either by any particular church or by any particular business. It is ridiculous to say that any certain denomination controls the American press."

"Many of the leading newspapers, both editorially and in their news columns, are at present preaching the gospel as clearly as it is being preached in any pulpits. There are editors and writers who convince us that many of the editors are prophets, and some of them with a prophetic vision which outclasses many of the preachers in the modern pulpits. This is a true and faithful saying."

"Editors could well afford to give more space for news and churches could well afford to spend more money for advertising in the church in the society is of great publicity value. Roger Babson has asked the question, 'Supposing we had no sons of preachers?' Preachers' sons were once called 'the worst brats in the parish' but Roger Babson discovered that out of 100 leaders in America thirty-seven came from the homes of poor country preachers."

"Churches co-operate with newspapers in order to secure first information and to study advertising. The Methodist ministers of New York are planning a six week's course in church advertising, taught by New York advertising men. In this way the ministers and laymen will obtain the services of expert advertising men and they will also give them some valuable information regarding the successful art of advertising."

"Rev. Oliver Kane has been pastor of the Methodist church at Kearney, Neb., for four years and in that time he has quadrupled the membership. How did he do it? 'By advertising,' he says.

"Among the preachers who are buying space in the newspapers is an imminent Methodist clergyman in Detroit, Mich. He began his pastorate with a small congregation and also with the outlay of \$1,500 for advertising. With persistent advertising and with 'delivering the goods' when people came into his church he overflows his church; the increase in loose collections pays for the advertising and there is money left for other churches."

"In the New Testament we read of one man, Zachaeus, who could not see Christ because of the 'press' meaning of course the press of the crowd. This incident is constantly quoted by many church men.

"Editors and newspapers, like preachers and churches are held accountable for their utterances by their auditors. The Bible says 'they have their reward.' This often comes when the preacher ceases to move his congregation to action by his highest good and he becomes a 'sounding brass or tinkling cymbal.' This applies just as forcibly to the editor and the newspaper. There are

NEW IRISH CONSTITUTION GIVES FULL FORCE OF LAW TO THE ANGLO-IRISH TREATY

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Article 64—Ministers, who are members of Parliament, shall alone be responsible for all external affairs, whether of policy, negotiation or executive acts. The Executive Council shall meet as a collective authority, but each Minister shall be responsible to the Chamber for his department.
Article 65—Provides that the Council shall prepare an annual government budget.
Article 66—The court shall compose courts of first instance, and of final appeal, the Supreme Court, and also of courts of local limited jurisdiction.
Article 67—Gives the Irish Supreme Court appellate jurisdiction on all decisions of the high courts. Its decisions shall in all cases be final and conclusive and shall not be revised, or be capable of being reviewed by any other court, tribunal or authority whatsoever, provided that "nothing in this Constitution shall impair the right of any person to petition for appeal from the Supreme Court to His Majesty-in-Council or the right of His Majesty to grant such leave."

Zam-Buk

WOODSTOCK

Woodstock, June 14.—Mrs. F. B. Armour of Middleton, N. S., is the guest of Mr. and Mrs. J. Rankin Brown.
Mr. G. A. White, of Shadac, spent the weekend at the home of Mrs. W. W. Winklow, who has been spending the past two weeks in Montreal, returned home on Friday.
Mrs. Wilfred Broadfoot, of Middleton, N. S., is visiting her parents, Mr. and Mrs. George Balmain.
L. J. Lochary, of Buffalo, N. Y., is spending a few days with his brother, Rev. F. W. Lochary.
Mr. Roy Balloch of Maryland, U. S., is visiting his mother, Mrs. R. W. Balloch, and his sister Mrs. W. L. Carr.
Mrs. G. M. Slipp, who has been visiting in Margerville, returned home on Saturday. Her son, G. Wendall Slipp, arrived home from Toronto this week.
Mrs. and Mrs. Harry Watt and son Donald, who have been spending a month with Mr. Watt's parents, Mr. and Mrs. J. Watt, left on Tuesday on their return to their home in Ponoka, Alta.
Miss Elva Stairs is visiting her sister, Mrs. A. Vanwart, Victoria street, Alberta, where she will represent the provincial nurses' organization at the meeting of the Dominion Nurses' Association in Edmonton.

SACKVILLE

Sackville, June 15.—Mrs. Ernest Smith, who has been spending some time in Lowell, Mass., with her daughter, Mrs. Johanna, has returned home. She was accompanied by her sister, Mrs. King, of Belerica, Mass., who will spend the summer here.
Mrs. Donald Sutherland, of Pictou, is spending a few days here with her parents, Mr. and Mrs. Aubrey Smith.
Mrs. Thomas Brown, of Granby, Quebec, is visiting in town, guest of Mrs. J. M. Palmer, Mt. Allison Academy.
Mrs. Marion Ryan left Monday for Wolfville and Grand Pre, where she will visit friends and relatives.
Hostesses at the golf tea on Saturday afternoon were Mrs. Herbert M. Wood and Miss Nina DesBarres.
Dr. and Mrs. Line, spent a few days in Halifax last week.
At the regular meeting of the C. G. I. T. of the Methodist church, held last Monday, the girls presented their leader, Mrs. George S. Wry, with a beautiful hymn book, with her name engraved in gilt on the cover. Mrs. Wry, who has been leader of the organization ever since it was formed is retiring from office for the present, but it is hoped that after a few months rest she will be able to resume her work. The members of the same her work. The members of the C. G. I. T. fully appreciate the interest in the society by their leader, and look forward to her resuming office again in the near future. It is understood that Miss Wry will have charge of the C. G. I. T. for the present.

Mr. and Mrs. Gordon Avar have returned from their wedding trip to Boston and New York.
Mr. Alfred Taylor, of Mt. Allison University, Sackville, has accepted a position with the T. Eaton Co. Moncton, for the summer vacation.
Mrs. McKinnon spent the weekend with her sister at Nappan, N. S.
Mr. and Mrs. Roy Smith, spent Monday at Parrsboro, N. S.
Mrs. G. F. Palmer, who has been visiting Mrs. Joseph Wood, at last week for Moncton where she will visit Mrs. W. J. Weldon.
Dr. Borden left this week for Sydney, where he will attend the Nova Scotia Conference.
Mrs. Kenneth Palmer spent a few days in Halifax last week, guest of Dr. and Mrs. Allison.
Miss Violet Rogers, of Mt. Allison, spent a few days in St. John last week. Miss Rita Ayr is visiting in Albert county, guest of Mrs. E. O. Barbour.
Mrs. J. M. McIntyre left Monday for Sussex and St. John, where she will visit friends and relatives.
Miss Muriel Taylor of Moncton, spent the weekend at her home here.
Mr. Rex Wiggins, who has been attending McGill University, has returned home for the summer holidays.
Messrs Robert Ford and Thomas Horsler are spending a few days in St. John this week.
Mrs. and Mrs. Claude Brown, Mrs. Randolph Cox and Mrs. John R. Johnson, of Logville, who were en route on a motor trip to New Glasgow and through the Annapolis Valley, were in town on Monday, guests of Mr. and Mrs. Edgar Ayr.
In the recent examination in medicine at McGill, James Murray Kinman, who graduated in Arts at Mount Allison University in 1918, gained honors in all subjects of the fifth year and

was awarded the prize given for highest standing in the work of the fifth year.
Mr. and Mrs. Charles E. Palmer, of Rexton, N. B., announce the engagement of their youngest daughter, Jennie, to Mr. Willard Boisford Carver of Aulac, marriage to take place the latter part of June.
Mrs. Bulyes, who has been visiting her brother Dr. J. M. Palmer returned to her home in Gagetown, last week. She was accompanied by her daughter who has been teaching at Mount Allison Academy.
Mr. and Mrs. Carey Robinson are spending a few days on P. E. Island.

Halifax Explosion Wrecked Her Nerves
The reader will, no doubt, remember when a few years ago there was a collision in the Halifax, N. B., Harbor and one of the munition ships was blown up, causing great loss of life and laying a large portion of the city in ruins, and causing a great deal of suffering and distress among the inhabitants.
Mrs. Winfield Dill, now of Windsor, N. S., was living in Halifax at that time and went through this trying experience and she writes as follows: "I was living in Halifax at the time of the explosion, and it wrecked my nerves so that I could not do my housework. I would take such nervous spells I would be under the doctor's care. I saw Milburn's Heart and Nerve Pills advertised, so I took two boxes, and they helped me so much I took six more, and now I am completely relieved. I can recommend them to anyone suffering from heart and nerve trouble."
To all those who suffer from nervous shock we would recommend our

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as the best remedy to tone up the entire nervous system and strengthen the weakened organs. Milburn's Heart and Nerve Pills are the original heart and nerve food having been on the market for the past 27 years. Price, 50c. a box (per all dealers, or mailed direct on receipt of price by The T. Milburn Co., Limited, Toronto, Ont.)



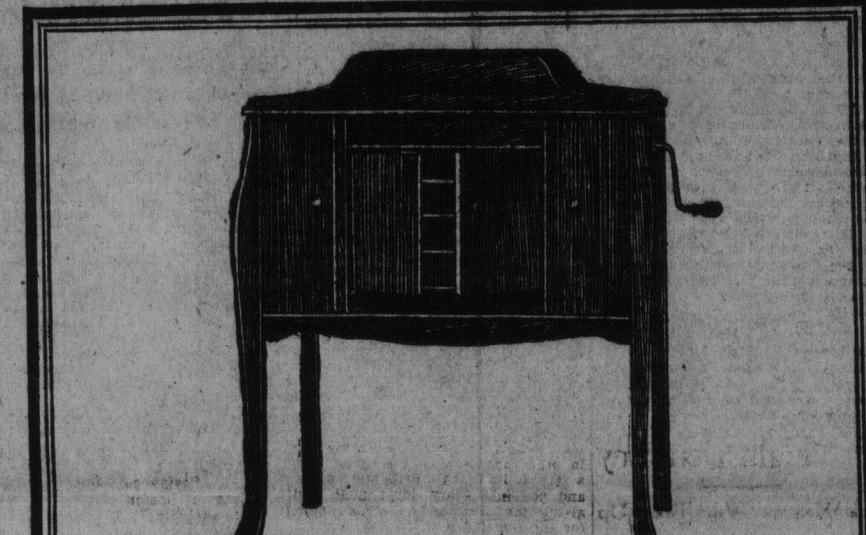
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You would like the children to play as well as be dressed up in their pretty coloured trims, wouldn't you? But their clothes get so grimy and have to be washed so often. To preserve their freshness and pretty shadings, the way in which they are washed is of the utmost importance. Wash their little dresses the LUX way—so simple and easy.

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Castoria is a harmless substitute for Castor Oil, Paregoric, Drops and Soothing Syrups. It is pleasant. It contains neither Opium, Morphine nor other narcotic substance. Its age is its guarantee. For more than thirty years it has been in constant use for the relief of Constipation, Flatulency, Wind Colic and Diarrhoea; allaying Feverishness arising therefrom, and by regulating the Stomach and Bowels, aids the assimilation of Food; giving healthy and natural sleep. The Children's Comfort—The Mother's Friend.

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