

"METHODIST NATIONAL CAMPAIGN"

IN CONNECTION WITH THE INTER-CHURCH FORWARD MOVEMENT!

Financial Objective \$5,000,000 "THANK OFFERING"

AIMS

- 1--To enable the Church to meet the demands of the re-construction period at home and abroad.
- 2--To make more adequate provision for its retired Ministers and Ministers' Widows and Orphans.
- 3--To equip for the Ministry 500 returned soldier Probationers, who answered the call of King and Empire, in the great struggle to maintain righteousness in the world.

NEWFOUNDLAND CONFERENCE ALLOTMENT \$112,000.

Campaign Week, April 12-16.

Conference Executive:

Hon. Chairman—REV. GEO. J. BOND, B.A., LL.D.
Gen. Chairman—A. MEWS, ESQ., C.M.G.
Gen. Secretary—H. N. BURT, ESQ.
Gen. Treasurer—JOHN LEAMON, ESQ.
Conf. Organizer—REV. M. FENWICK, D.D.
Chairman of Minute Men—REV. DR. CURTIS.
REV. T. B. DARBY, M.A.

Finance Council Executive:

Chairman—ALBERT SOPER, ESQ.
Vice-Chairman—C. C. PRATT, ESQ.
REV. GEO. J. BOND, B.A., LL.D.
REV. MARK FENWICK, D.D.
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REV. T. B. DARBY, M.A.
ARTHUR MEWS, ESQ., C.M.G.
JOHN LEAMON, ESQ.
H. N. BURT, ESQ.
C. R. STEER, ESQ.
A. W. MARTIN, ESQ.
A. E. PARKINS, ESQ.

This is no mere namby-pamby movement for sentimental dreamers. It is an honest effort of the Church of Jesus Christ to meet existing conditions. It will not be an easy effort. What MAN asks for ease in a MAN'S job? The Church appeals to men of good red blood, of brawn and brain, of intellect and capacity. The Church gives to such a MAN'S task.

The Call is for THANKSGIVING for your own blessings, and for the help given by the strong arm of Him in the Great Victory.

The Call is for JUSTICE to our venerated Ministers who after toiling for thirty or forty years with inadequate salaries, have been retired from active work on a pittance that cannot keep body and soul together. The sum of \$1,500,000 is required as a capital amount, not so much to increase the pensions as to ensure that retired Ministers shall receive in full the amount which the Church sets down, and towards which they have themselves contributed during every year of their active work, instead of that amount discounted 20 per cent.

The Call is for BUSINESS CAPACITY, in the great Missionary Movement, and if you are a follower of John Wesley you believe in Missions. We have been merely playing at the business so far, but the present effort marks a new era. At the last meeting of the General Mission Board it was found that the requirements amounted to \$1,407,000.00, to meet which the Board had \$939,000.00 only. Present-day developments offer a better chance both in the Home and Foreign Fields for successful work. The World is calling aloud for Jesus Christ in its Religious, Social, Political, and Economic life.

The Call is for EDUCATION so that our Ministers and people may be fitted for the various spheres in life to which they have been called. Nothing is more needed in Newfoundland to-day than Education. Help is required by our seventeen Educational Institutions with over Five thousand students.

The Call is for LOYALTY—Loyalty to one's self, to the highest ideals, to the Call of the Church, and to Jesus Christ. Newfoundland Methodists have ever been loyal, and there are sufficient REAL MEN amongst us to provide that Newfoundland's part in this great movement will be achieved.

ARTHUR MEWS,
General Chairman.

City Campaign Council:

REV. GEO. J. BOND, B.A., LL.D.
REV. MARK FENWICK, D.D.
REV. LEVI CURTIS, M.A., D.D.
REV. T. B. DARBY, M.A.
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WILLIAM WHELAN, ESQ.
ALBERT SOPER, ESQ., Organizer.

A Mother of Journals and Journalists.

How a Commercial Traveller Has Revolutionised British Journalism—A Big Output from a Tit-Bits.

The two-thousandth number of Tit-Bits has just been published. Writing in that periodical on the occasion, Sir Frank Newnes, Bart., says:

"It is thirty-nine years since my father, the late Sir George Newnes, issued the first number. The two-thousandth issue must be a great event in the history of any periodical, and particularly in the history of a periodical like Tit-Bits, whose birth marked the beginning of a new era in journalism, the creation of one man's determination, faith, and original genius."

How It Began.

"When my father started Tit-Bits he had no experience whatever of the newspaper business. He was a commercial traveller, with next to no capital. But he was certain that he had hit on an idea that had in it the assurance of success. The Education Act of 1870 had added enormously to the number of people who wanted 'something to read.' This great public wanted to be interested and amused. They wanted to know things. And my father's idea was to produce a weekly paper that, in his own words, would 'elevate, instruct, and amuse.' He walked about Manchester for weeks, endeavouring to obtain the capital that he wanted with the offer of a half-share of all the profits that might be made. But his idea was new, and capitalists were shy. My father was undaunted. He knew that he was right. Others

might be sceptical. He was sure. He believed in himself.

"No one would help him. So he determined to bring the paper out by himself. With considerable difficulty he scraped together £200, and the first number of Tit-Bits appeared. He printed 5,000 copies, and organized his own gang of newsboys to sell them in the streets of Manchester. All the copies were sold in two hours, and the boys were clamouring for more. Another 5,000 were printed, and these were sold as quickly."

A Rapid Success.

"In one afternoon the success of Tit-Bits was assured. My father had been right. He did know what the public wanted. Within six months eleven rival papers were started, most of them only to die. Within a year he was offered £30,000 for his paper! From the beginning my father was eager to get into touch with his readers, and to this end he always gave his special personal attention to the Answers to Correspondents, which he regarded as one of the most important features of the paper. For over twenty years he read all the letters received from his readers, and dictated replies, and he thus became a helpful friend to thousands."

Two Young Men.

"Among the early contributors to Tit-Bits was a clever young journalist, then known as Mr. Alfred Harmsworth, now Viscount Northcliffe, the creator of the Daily Mail, the chief proprietor of the Times. He also noticed the immense popularity of the Answers to Correspondents in Tit-Bits, and he started a paper called 'Answers to Correspondents,' now known as Answers."

"Another great career began in Tit-Bits' office. Original prize com-

petitions have always been a feature of the paper, and have unquestionably been one of the chief reasons of its success. A position on the staff, with a salary of £100 a year, was once offered as a prize for the most accurate answers to a series of questions on miscellaneous subjects. The prize was won by Cyril Arthur Pearson, a young man who had just left Winchester.

"Mr. Pearson showed such ability and energy that he was very soon manager and assistant editor of the paper. Then he left my father to control a business of his own. He is now Sir Arthur Pearson, Bart., the Chairman of the Company that owns Pearson's Weekly, Pearson's Magazine, and a host of other periodicals, and he has earned the nation's gratitude for his wonderful work for soldiers and sailors blinded in the war."

Some Famous Competitions.

"Another famous competition was the offer of an eight-roomed house to the person who sent in the best short story, original or otherwise. The prize was won by a private soldier, and the house is still known as Tit-Bits Villa. Many will remember the 'Hidden Treasure' schemes that were so popular some fifteen years ago. Tit-Bits was the first paper to give its readers the chance of finding 500 sovereigns. The clues were given in a serial story, and Mr. Arthur Morrison, the writer, and I were the first men to hide money for this purpose. It makes one a little proud to recall how Tit-Bits has been the pioneer of new journalistic developments."

"Some years ago a woman wrote to my father that her husband had been killed in a railway accident, and that a copy of Tit-Bits had been found on his body. The man had been a regular subscriber to the paper, and his widow suggested that my father might do something to help her. The suggestion set my father thinking, and he evolved the idea of making every copy of Tit-Bits equivalent to a life insurance of £100. The idea has been adopted by dozens of other papers. The Tit-Bits insurance has since increased to £1,000."

"Many famous writers have helped to make the great reputation of our paper; and, as I have already said, three of the most distinguished modern journalists, the late Sir George Newnes, Lord Northcliffe, and Sir Arthur Pearson, have been intimately connected with its history. And to them I must add another well-known name—that of Lord Riddell—who for more than ten years has given the paper the advantage of his unrivalled journalistic knowledge and experience."

What Do You Think of This?

A grocer whom we asked to buy Del Monte Baked Beans said: "I have a lot of beans in stock which I can't sell and I won't buy any more until I get rid of what I have." Don't you think this grocer is unwise? He proposed to send his customer to his competitor for Del Monte Beans. He admitted that his customers won't buy the beans he has, he admits that they would buy Del Monte Beans if he had them in stock, and consequently when his customers want Del Monte Beans they will go elsewhere to get them. What will happen to this grocer if his customers buy ALL their groceries elsewhere?

Colin Campbell, Ltd.

The Editor of Tit-Bits.

One should not forget that the present Editor of Tit-Bits, Mr. Gallo-way Fraser, has occupied that post for some 25 years, and has thus made a record in London journalism which perhaps is only exceeded by Sir William Robertson Nicoll, the Editor of the British Weekly.

Sir Arthur Pearson's Two Young Men Sir Arthur Pearson recalls two

young men who have since achieved fame.

"At about the same time," says Sir Arthur, "I made the acquaintance of two very interesting young men. They called at the office one afternoon, and each handed me a manuscript for consideration. I can recall these manuscripts quite clearly. Both were written on ruled copy-book paper. One in very distinctive hand-

writing, not too legible, was called 'Some Curious Butterflies,' and its author was Alfred Harmsworth, now known the world over as Lord Northcliffe, and soon to start the publishing business which grew to such colossal dimensions."

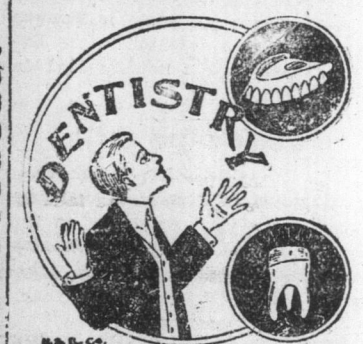
"The other manuscript, written with almost copper-plate neatness, was called 'Oddities of the Post Office,' and its author was Max Pemberton, whose brilliant books have been enjoyed by millions. Both articles were accepted and printed in Tit-Bits, and both authors were for a while regular contributors. Alfred Harmsworth wrote for the firm a most interesting and instructive hand-book entitled 'A Thousand Ways to Earn a Living,' which had a large sale."

Mr. Max Pemberton has just become Director of The London School of Journalism.

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