

NEWSPAPER ADS. FURTHER SPREAD OF GOSPEL

New York, June 21—Newspaper advertising to further the spread of the Gospel is strongly advocated by the publicity department of the Episcopal Church, which has brought out its recommendations, after a thorough study of the question of advertising, in a pamphlet entitled "A Handbook of Church Publicity," issued under the authorization of the National Council of the church.

"No one can look at the newspapers and magazines and doubt that it pays to advertise," said the Rev. Robert F. Gibson, Executive Secretary of the Publicity Department, and author of the text book. "Why should not this method of such proven efficiency be used for the propagation of the Gospel? Advertising is not necessarily sensational. It merely seems to be because we are not accustomed to it for church purposes."

One of the striking features of the book is Mr. Gibson's strong advocacy of the fullest use by the churches of the advertising columns of the daily press, not only for mere church notices, but for spreading the Gospel among the masses.

"We have thought of publicity in the newspapers as merely a method of giving public notice of a service or a meeting or making public the account of something that has taken place," says Mr. Gibson. "We have thought too much of building up the attendance at a service or of exploiting persons or organizations. We are only beginning to think of church publicity in the public press as evangelistic in purpose. The newspaper themselves are really far ahead of the churches in their recognition of this evangelistic opportunity. Many editors are convinced that the problems of the world will never be solved rightly until Christian principles are applied, and that, therefore, it is one of the functions of the public press to present and apply Christian principles."

"Advertising with an evangelistic purpose," says Mr. Gibson, "where the aim is to reach the unchurched, must be in the newspapers."

Mr. Gibson suggests a form of advertising to churches which will take the shape of a miniature sermon, "briefly interpreting some passage of Scripture or briefly applying some Christian principle." Sermonettes of a hundred words in length, with the name of the preacher and his church annexed, are also recommended.

Mr. Gibson's conclusions and recommendations are the outcome of a resolution adopted by the National Council at its Washington meeting last July.

Church promotion by radio, moving pictures, posters, etc., is also considered in the handbook.

TONY'S DEFINITION.

It was a foreign class composed of Slavs and one Italian. This unbalanced race distribution resulted in the little Italian boy being at the mercy of the others, and they were certainly aware of it. The teacher was examining this group in the use of words. After a few more or less successful answers she came to the word "disguise," and also to the little Italian's turn. "Now," she said, "I want to know the meaning of disguise. Tony, you give me a sentence with disguise in it." Tony gazed at the grinning faces of his classmates, who not so very long before had been teasing him, and replied with vehemence: "I hate dese guys."

—The Mail and Empire.

There is a stamp tax on cheques, drafts and overdrafts, but deposit slips are still free.

MURINE Night and Morning. Have Clean, Healthy Eyes. If they Tingle, Itch, Smart or Burn, if Sore, Irritated, Inflamed or Granulated, use Murine often. Soothes, Refreshes. Safe for Infant or Adult. At all Druggists. Write for Free Eye Book. Murine Eye Remedy Co., Chicago

Homes Wanted!

For children from 6 months to 16 year of age, boys and girls. Apply to H. STAIRS, Wolfville Agent Children's Aid Society

DROWNING ACCIDENT AT LAWRENCETOWN

BRIDGETOWN, July 7—Ben Prince, a popular young Lawrencetown man, was drowned shortly before noon today, and his companion, Willoughby Phinney, son of Dr. W. S. Phinney, of the same place, had a narrow escape from death, as the result of a canoeing accident. The young men, both of whom were expert swimmers, were out in their canoe shooting the falls over the power dam. Heavy rains had produced a tremendous volume of water in the Annapolis River and caused the water to race over the dam at a tremendous speed. Some three or four times, according to accounts given, they had negotiated the fall safely. On the last trip, the rear end of the canoe apparently swerved or struck a log or some obstruction and the two men were hurled out of the canoe and directly into the main body of descending water.

Separated, blinded by roaring boiling torrent, they fought for life. Finally, it appears that Phinney reached, or was whirled into, a shallower part of the maelstrom and secured a footing. Dazed and scarcely more than half conscious, it is stated he saw an arm raise once above the water, some little distance away. This was the last seen of Prince; and his body, carried down by the boiling stream, has not yet been recovered, though an all afternoon search has been carried on participated in by nearly the entire town.

Messages have to be sent to Margareville for fishermen's motor boats and some are expected up the river on the incoming tide, when greater efforts will be made to locate the body of the unfortunate young man.

Prince leaves a mother, one sister, Aileen; two brothers, Wilfred, of the United Fruit Companies, Kentville, and Gordon at home.

The tragedy has saddened the whole community.

SURE THING

The leading negroes of a Georgia town started a bank and invited persons of their race to become depositors. One day a darkey, with shoes run down at the heels, a gallus over one shoulder, and a cotton shirt, showed up at the cashier's window. "Mah name is Jim Johnson, an' I wants dat ten dollars." "Yuh aint got no money in dis here bank," said the cashier, after looking over the books. "Yes I has," insisted the visitor. "I put ten dollars in her six mont's er go." "Why, man, yuh sure is foolish. De intrist done et dat up long er go."

Minard's Liniment for sale everywhere.

BUT THEY WERE BROTHERS ALL THE SAME

A Congressman, the story goes, years ago was far from home and got short of cash. He had a Masonic charm on his watch chain, and noticed that a fellow-traveller in the smoker wore a similar charm.

He sat down by him and said confidentially: "Brother I am up against it. Lend me \$100 till I get home!"

His casual travel companion glanced at the charm, looked him over, and finally handed him the hundred which was promptly returned when the Congressman got home.

Recently the two men met at a gathering of Masons and recalled the incident. "Say," said the man who lent the money, "when you met me on the train I wasn't a Mason at all. I had found the charm and put it on my chain. You thought I was a Mason, however, and I was ashamed to have you think I wouldn't help a brother in distress. But I wasn't a Mason then."

"Just between us," was the Congressman's reply, "I wasn't either, I was wearing my father's watch."

Advertise in "The Acadian".

You are entitled to a real battery — one that gives uninterrupted service and lasts a long time. You will find the Exide even more than a comfort for its long life makes it a real economy

Exide
MADE IN CANADA
BATTERIES

G. K. COLDWELL
Wolfville, N. S.

HIS ORDER

The roughly dressed man in the fashionable restaurant studied the menu in vain, then pointed to a line on it and said to the waiter, "I'll have some of that, please."

"I am sorry, sir," the waiter answered, "but the band is playing it."

Keep all dead leaves and flowers picked off the sweet peas, pansies and other annuals. They will bloom more freely.

Game and fish depend on forest and stream. Both are destroyed by fire.

Minard's Liniment for Dandruff.

REGAL BREAD

Here is Health

Good bread is the healthiest food your family can enjoy.

REGAL FLOUR is made from the choicest Manitoba wheat and

It's Wonderful for Bread

Service With a Smile

We try to give the Motorist Real Service in a Courteous Way. Come to us with your troubles.

Queen and Premier Gasoline, Mobile and Polarine Oils, Tires, McLaughlin and Ford Parts.

E. J. WESTCOTT
Wolfville, N. S.

Remember

IMPERIAL POLARINE OIL (Light Medium Body) is the lubricant recommended for your Ford.



A Passenger You can't afford to haul —

Briefly, these are some of the results of using too heavy an oil for your Ford.

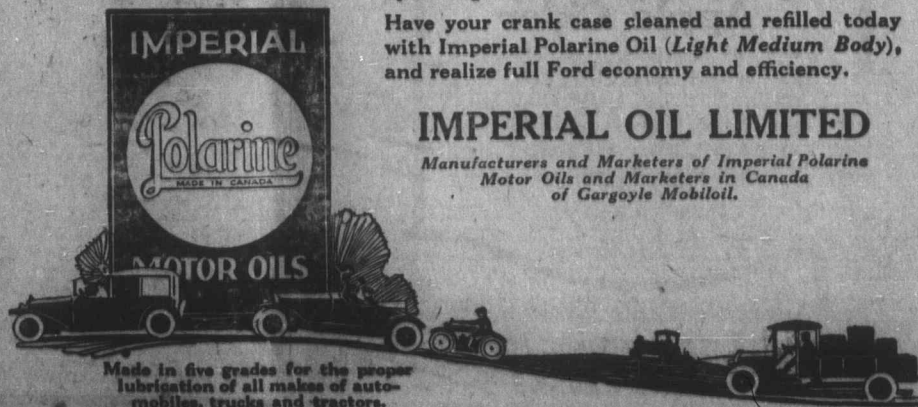
- (1) Engine drag and loss of power.
- (2) Improper oil distribution.
- (3) An overheated engine.
- (4) Excess carbon deposit.
- (5) Unnecessary friction and wear.
- (6) Large repair bills.
- (7) Rapid depreciation.
- (8) Excess fuel and oil consumption.

What is the remedy? Use Imperial Polarine Motor Oil (Light Medium Body), which is especially adapted to the mechanical requirements and operating conditions of your Ford engine.

Have your crank case cleaned and refilled today with Imperial Polarine Oil (Light Medium Body), and realize full Ford economy and efficiency.

IMPERIAL OIL LIMITED

Manufacturers and Marketers of Imperial Polarine Motor Oils and Marketers in Canada of Gargoyle Mobiloil.



Made in five grades for the proper lubrication of all makes of automobiles, trucks and tractors.

Professional Cards.

Eaton Brothers
Dentists
Dr. Leslie Eaton, D.D.S. / University of Pennsylvania
Dr. Eugene Eaton, D.D.S. / Pennsylvania
Tel. No. 43.

V. PRIMROSE, D.D.S.
(McGill University)

With
F. PRIMROSE, M.D., D.D.S.

M. R. Elliott, M.D.
(Harvard)
Office Hours:
1.30 to 3.30 P. M. 7 to 8 P. M.

G. K. Smith, M.D., C.M.
Grand Pre, N. S.
Office in residence of H. P. KINNEY
Hours: 1.30 to 3.30 P. M.
7 to 8 P. M.

G. C. NOWLAN, LL. B.
Barrister and Solicitor
Money to Loan
"The Acadian" Building, WOLFVILLE

R. B. BLAUVELDT,
(LL. B.)
BARRISTER & SOLICITOR
Realty & Insurance
Money to Loan at Current Rates.
Fruit Company Building, Wolfville
Phone 172. Box 146.

W. D. Withrow, LL. B.
BARRISTER, SOLICITOR
NOTARY PUBLIC
Money to Loan on Real Estate.
Eaton Block - Wolfville
Phone 284. Box 216.

E. A. CRAWLEY
A. M. Eng. Inst. Canada
Civil Engineer and Land Surveyor
Registered Engineer and Nova Scotia Provincial Land Surveyor
WOLFVILLE, N. S.

O. D. PORTER
Auctioneer for Wolfville and Kings County

DR. J. T. HOTCHKIS
Veterinary Surgeon
WEBSTER ST. KENTVILLE
Phone 10

J. F. HERBIN
OPTOMETRIST, OPTICIAN.
Eye examination, and fitting, lens cutting. Herbin Block (Upstairs)
Phone 83-13, House, 73-13.
Day service, and Tuesday, Thursday and Saturday evenings.

FRED G. HERBIN
Watch, Clock and Jewelry Repair Work
HERBIN BLOCK, - Upstairs

M. J. TAMPLIN
Accounts Checked, Books Written Up, Balance Sheets Prepared, etc.
WOLFVILLE, N. S.

WHEELWRIGHT and CARPENTER
All kinds of Repairing, Window Sashes, Frames, etc. Shop work in general.
G. W. BAINES, East Main St.

D. A. R. Timetable
The Train Service as it Affects Wolfville

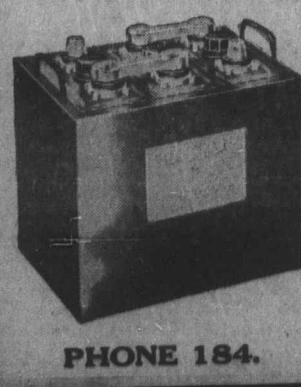
No. 96 From Kentville arrives	8.16 a. m.
No. 95 From Halifax arrives	10.05 a. m.
No. 98 From Yarmouth, arrives	3.20 p. m.
No. 97 From Halifax, arrives	6.17 p. m.
No. 99 From Halifax (Tues. Fri., Sun.) arrives	12.18 a. m.
No. 100 From Yarmouth (Mon. Wed., Sat.), arrives	4.28 a. m.

COAL!

HARD COAL
SOFT COAL
COKE
KINDLING

A. M. WHEATON

TITAN BATTERIES



J. F. Calkin
Distributor for Nova Scotia
Batteries Repaired and Charged
ACETYLENE WELDING
WOLFVILLE
PHONE 184.