

CHURCHES AND ADVERTISING.

The fact that the Conservative Episcopal Church of the United States, has announced its intention of carrying on an advertising campaign sets the seal on a policy other denominations have adopted with success.

In a Handbook on Church Advertising Francis H. Case points out that the Northern Baptists of the United States of America expended more money in display advertisements in the spring of 1920 than any denomination ever before appropriated for newspaper and magazine space in one year; and as to the results, he quotes the director of this publicity, L. S. Wilkinson, as saying: "If the results were measured coldly and from the standpoint of money alone, that appropriation would rank as one of the wisest a religious body ever made."

As to the general importance of Church Advertising Mr. Wilkinson is further quoted: "Only lack of constructive effort on the part of the advertising profession can delay the day when religion will tell its story from the educational and inspirational standpoint, from month to month and week to week, in the great organs of written salesmanship. A campaign of common-sense sermonizing in the press, on a scale surpassing any industrial display campaign, is certainly within the range of events which the advertising man brings to pass."

"It is the glory of the Church that the argument of efficiency alone will never convert the Church wholeheartedly to advertising as a major tool. The question which I have had constantly to face in the development of the advertising idea among Baptists is: 'Is it Biblical?' Does it follow the basic principles of the New Testament, or is it some material substitute for the proper way of advancing the Kingdom of Christ?"

"This attitude is a problem the advertising man must face. If industry had to be sold, painstakingly and with infinite skill, is it not natural that the Church, which feels it has a sacred trust, should demand that it be shown in the matter of ultimate spiritual gain?"

"That which is most likely to hold back the progress of church advertising is the attitude that religion and religious leaders are out of date and that advertising is the summation bonum which will save the Church. If a man holds to those beliefs, he should, in justice to himself, his profession, and the Church, devote his energy to some other section of the advertising field."

"For the Church has the divine fire within it. It is the highest expression of the idealistic impulse in man, the spirit of aspiration that distinguishes him from the lower orders. Advertising must, to achieve full fellowship, come to the Church not with a boast to improve, but with a sincere and humble desire to be of service. Advertising owes the Church far more than the church will ever owe advertising, and if you are skeptical enough to doubt that, note for a while how consistently the unselfish ideal set forth in the Sermon on the mount illuminates the higher levels of industrial display copy."

There are two kinds of thieves: Plain thieves, and those who take THE ACADIAN and know that they don't plan to pay for it.

Minard's Liniment used by Physicians

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.

THE PUBLIC ROADS.

(From Yarmouth Light) The Highway Board of Nova Scotia is spending millions of money being supplied by the public of Nova Scotia.

The Board is building macadam and gravel roads, even the gravel roads costing about \$12,000 to \$15,000 a mile and up in places.

Is the Board experimenting or has it studied the experiences of road building for hundreds of years? Two thousand years ago the Roman Empire put down stone roads that its legions might, disregarding weather, march to war. Some of those roads are there now and in good condition.

Roads of other forms of material and construction were put down in this country in more recent years, and the auto and the truck have ploughed and harrowed them. Most of the roads, recently built have been of an untested kind, and built in the shiftless sort of way. The frost and the water have thrown them into ridges and the rains have undermined them.

The tar and oil wear away under summer suns or fail to hold the great trucks, as they have not enough solid rock under them. The same condition is being seen all over the continent. The Rochester, N. Y., Times-Union remarks as to the matter: "Some Macadam roads in this State have been rebuilt three times before the original bonds were even partly paid for. For years to come the tax-payers of this State will be paying for roads that long since were worn out. Building more Macadam roads will only increase a burden which grows greater and greater as the repair bills come in."

Traffic on the highways has become so heavy that Macadam roads will not stand up. It is useless to build them. There is no doubt whatever but that it requires a cement highway to stand up under the traffic of modern times, which is constantly getting heavier. To build a highway with a good broken stone foundation and cap it with concrete right-ly graded is to make a road that will cost only a few dollars per mile each year to keep in repair. To build any other kind yet fully tried is to invite oneself to pay for it three or four times and to pay heavily for repairs.

What is the date on the label of this paper, friend subscriber? If it is a date in advance of the present we are grateful to you; if not, please take this reminder. Increased cost, make it more necessary that subscriptions be paid promptly. If you have not received a "dinner" it is because we are very busy. Thank you.

Bathing suits when worn through the streets must be concealed by an outer garment. Why pick on bathing suits.

CANADA'S APPLE CROP

MONTREAL, AUG. 26—Unless the fruit growers of Quebec and Ontario adopt more modern methods of packing, grading and marketing, their fruit, they are extremely likely before long to find that British Columbia apple growers will have made serious inroads on their trade—inroads which have already got well under way, not only from British Columbia but also from the Western States.

This was the warning given the Pomological and fruit growing society of the province of Quebec yesterday, by Prof. W. T. Macoun, of the experimental farm, Ottawa, in the course of an address on "Impressions of western activities."

FORMER VICE PREMIER OF GERMANY MURDERED

BERLIN, AUG. 26—Mathias Erzberger, former Vice Premier and Minister of Finance, was murdered today. Herr Erzberger was assassinated near Offenburg, where he was sojourning with his family. His body contained twelve bullet wounds.

Herr Erzberger had left Badgriesbach, where he was taking the cure, in company with the Reichstag Deputy Diez for a foot tour of the Black Forest. An hour later both men were confronted by two youths who separated them, and then emptied revolvers into Herr Erzberger who was killed by shots in the head. Deputy Diez also was wounded.

WILL LOWER FREIGHT RATES.

An early move toward lowering of freight rates on Canadian Railways is expected as the result of recent developments. It is understood that a conference of the railway executives with the board of railway commissioners will take place in the near future, when a decision as to the amount and date of the reduction will be reached.

That there will be a reduction is certain, the only question at issue being the amount of the reduction and the date of which it will become effective.

Advertise in The Acadian Hay - Fever SUMMER COLDS, ASTHMA, spoil many a holiday. RAZ - MAH

Positively stops these troubles! Sneezing, weezing, coughing, weeping eyes aren't necessary unless you like being that way. \$1.00 at your drugist's, or write Templetons, Toronto, for a free trial. Sold by A. V. Rand.

KENT TAILORING CO., Ltd. LADIES' TAILORS FIT AND WORKMANSHIP GUARANTEED CALL AND GET OUR PRICES I. S. BOATES, Manager.

Apple Boxes We make Apple Boxes of all kinds in Shook form for both GREEN APPLES and EVAPORATED APPLES. This year you want particularly to ship your better grade apples in BOXES and get the HIGHEST PRICES. Having the largest Box Plant in the Maritime Provinces we charge genuinely moderate prices considering the quality of our boxes. Write for prices NOW stating quantity required. Wilson Box Company Ltd. ST. JOHN, N. B.

SHORT STORIES

(From the Ottawa Citizen.) A lady was entertaining a party of friends, and she undertook to concoct a Welsh rabbit. She surrounded herself with the necessary tools and ingredients, but found one of the latter missing. "Where is the cheese?" she demanded. Just then her husband appeared in the doorway. "Here I am, my dear," he responded meekly.

But another good short one is of the American profiteer who decided to buy a Scotch castle. In going over the place he found inscribed over the oaken fireplace: "Gang east, gang west, But hame is best. 'I like the castle all right,' remarked he to the agent, 'but that ad. for ham has to come down.'"

AIRPLANES IN FOREST PROTECTION

By a co-operative arrangement between the Air Board of Canada and the Dominion and provincial forest services, air-planes are being tested this season in five provinces in the work of forest surveying and forest protection. The provinces in which airplanes are operating are Quebec, Ontario, Manitoba, Alberta and British Columbia. The use of machines of different types, tested under different conditions, will by the end of this season give an immense amount of information in regard to the usefulness of airplanes for this work.

ACADIA COLLEGIATE & BUSINESS ACADEMY WOLFVILLE, NOVA SCOTIA

A Residential and Day School for Boys and Young Men NINETY-THIRD YEAR BEGINS SEPT. 7th THE COLLEGIATE DEPARTMENT offers Matriculation Diploma Courses preparatory to Arts, Medicine, Law, Engineering, etc. THE BUSINESS DEPARTMENT offers Diploma Courses in Commercial subjects, Stenography, Typewriting, etc. THE MANUAL TRAINING DEPARTMENT provides instruction in Wood Working, Iron Working and Mechanical Drawing. A Strong Staff of Experienced Teachers. Students' Residence, Modern in Equipment. Charges very moderate. For illustrated Catalogue write to Principal W. L. Archibald, Wolfville, Nova Scotia

Canadian National Railways OCEAN to OCEAN THE NATIONAL WAY ACROSS CANADA "CONTINENTAL LIMITED" Leaves Montreal 9.00 p.m. daily, for Ottawa, North Bay, Cochrane, Winnipeg, Saskatoon, Edmonton and Vancouver. DIRECT CONNECTION FROM MARITIME PROVINCES By Maritime Express, leaving Halifax at 3.10 p.m. (Except Sundays) arriving at Montreal 7.40 p.m. the day following. Ocean Limited, (Daily) Leaves Halifax 7.40 a.m., Arrives Montreal 9.20 a.m. the day following, connecting with Grand Trunk International Limited. For Detailed Information Apply to Ticket Agent, or Write H. C. MacFARLANE District Passenger Agent. - Halifax, N. S.

EXHIBITION. Hants, Kings and Annapolis Counties Exhibition will be held in WINDSOR, N. S. Oct. 4th, 5th and 6th, 1921 3 DAYS. 3 BEST FRUIT COUNTIES. Good show of Horses, Cattle and Poultry, as well as Fruit, Vegetables, Grain, Plants and Flowers. There will be an exciting OX PULLING CONTEST on Thursday, Oct. 6th. \$2,000 given in Regular Prizes. \$500 given for Special Prizes. Write for Prize List to P. M. FIELDING, Secretary.

Professional Cards.

Eaton Brothers Dentists Dr. Leslie Eaton D.D.S. University of Pennsylvania Dr. Eugene Eaton, D.D.S. Pennsylvania Office formerly occupied by Dr. McKenna. Tel. No. 43.

V. PRIMROSE, D.D.S. (McGill University) With F. PRIMROSE, M.D., D.D.S.

Blauvelt & Withrow Barristers, Solicitors Notaries Real Estate and Insurance. Herbin Block, WOLFVILLE, N.S.

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

W. GRANT, M.D., C.M. Office: Gaspareau Ave. Opposite Acadia St. Office hours: 10 to 12, 2 to 4. Phone 256

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.

COAL! HARD COAL SOFT COAL COKE KINDLING A. M. WHEATON

FURNESS LINE Regular Sailings Between Halifax, St. John's and Liverpool, Eng. Halifax-London, Eng. Every facility for Export of Apples Passenger Service Halifax St. John's Liverpool Apply to Furness Withy & Co., Ltd. Halifax, N. S. St. John, N. B. Sydney, N. S. Montreal

HARVEY'S AT PORT WILLIAMS Is the Place to Go for YOUR Plumbing, Heating, Sheet Metal work, Pumps of all kinds, Power Sprayers, Hand Sprayers, Potato Sprayers, Hose, Spray Guns, and all kinds of fittings and repairs. Satisfaction guaranteed. Phone 100-11. IRON BED, full size with brass caps, all Steel SPRING and Reversible MATTRESS 3 PIECES COMPLETE \$21 FREIGHT PREPAID to your station. This is only one example of our Big Values. Write for complete CATALOGUE. It will save you Dollars. VERNON & CO., Furniture and Carpets. TRURO, N. S.

We Sell and Recommend WOOD'S COFFEES The High Grade "Start the day right", with a cup of our Fragrant and Delicious "Stuyvesant Coffee" W. O. PULSIFER, PHONE 42