ADVERTISING BY CHURCHES

Striking Sermon Preached by Rev. Dr. Dwight Marvin, of Detroit.

Believes the Church Should Use Al Legitimate Means for Development-Its Obligations to The Press.

Under this caption the Detroit Free Press has an editorial in which reference is specially made to a recent sermon preached by the Rev. Dr. Dwight E. Marvin at Ashbury park.

The Free Press editorial, apart from its special reference to Dr. Marvin's sermon, makes some general observations on advertising which are worthy of consideration. The Free Press begins by pointing out the success that has come to business men in Detroit and elsewhere who have pursued a course of judicious newspaper advertising, and then continues as follows:

"There are many who fail to appreciate the benefits of advertising, however, and who plod along a lifetime without extending their business as it might be, the predominant feeling being that they would waste their money by such an investment. There are others ever ready to take advantage of the liberality of publishers without thought of making returns for favors freely bestowed; who apparently never stop to consider that the cost of publishing a live daily paper to-day is something that they have little or no conception of, and that none is published for amusement or as toys, without hope of reward. There are some professions whose ethics would be violated by the insertion of a paid newspaper advertisement in behalf of one of their membership, yet every one of whom stand ready to take, or even seek, all the free advertising that may be procured, and the oftener their names appear in the newspaper in a creditable connection the broader their smiles and the more

sought after their services; but re-compense for their boom-never! "What business should be advertised? We may answer, any or all that is legitimate and worthy of ex-tension. The business of a newspaper, so far as its subscribers are concerned, is to gather and publish the news, and the more thoroughly it does this, presenting the result of its re-search in attractive and digestible form, the greater its circulation. As newspaper's value as an advertising medium increases, and the use of its to inform these subscribers of where they may obtain what they need, with qualities and prices, etc., by direct purchase or exchange, the publication and delivery of such information through the newspaper being paid for. *A knowledge of the benefits of newspaper advertising is spreading beyond the confines of business, and it is worthy of note that the rights of the publisher are becoming recogniz-ed in a quarter not heretofore given to admissions of this kind. For instance, in a recent sermon at Ashbury Park the Rev. Dr. Dwight E. Marvin said: 'Churches do not advertise as

they should, illustrating by the in-creased space taken and the more attractive and careful advertising by the merchant of to-day as compared with the simple announcement he was satisfied with twenty-five years ago, while the church contents itself with no change from its methods of reliance upon the brief statements given in the Saturday paper. This he deprecates, asserting that 'churches that spend money in advertising not only in the daily papers, but through various methods employed in known and reaching the people. He designated the church as 'God's earthly business centre, where He bestows upon men the greatest gifts,' and urged fair business dealing on its in all worldly matters, refusal to ask patronage and give nothing in He expressed his belief that any church has a right to expect the support of the daily press, as 'the newspaper is the church's handmaid to assist in advertising the divine king-dom.' At the same time Dr. Marvin insisted that it was degrading to the church to ask for all kinds of complimentary notices and reviews of in-significant meetings and entertain-

address as follows: stood that the publisher of a daily paper is under no obligation to advertise the church without pay or spread its fame and receive therefor only criticism. As a vender of news and an educator of the people, he is under obligation to tell the news, speak the truth, and teach monality, but that does not put him under-bonds to print paragraphs lauding the minor activities of the church.

"Whether the spread of the gospel may be extended, or an increased saving of souls reached, through church

ments as puffs, closing his remarkable

advertisements specially designed to that end, we do not propose to dis-cuss, contenting ourselves with the suggestion that there is much food for thought in the declarations of the reverend gentleman herein refer-red to."

Howling Dog-What was that you gave the professor for a genuine In dian war dance? Wriggling Wolf-Oh, a few antics of

that cake walk I learned when I

trave'led with the show! "He's a veterimary surgeon, but since the automobile began to replace the horse, he has turned his attention to dogs and other small anomals."
"Literally, then, his practice is going to the dogs, chi



When a woman gives up it is because she has gone to the utmost limit of strength and endurance. It is a marvel how women will stagger on under the daily household burdens when the whole

body is racked with pain.

For the nervous, run-down condition which so many women experience, as a result of overstrain in household cares, result of overstrain in household cares, there is no medicine can equal Dr. Pierce's Golden Medical Discovery. It strengthens the weak stomach by curing diseases of the organs of digestion and nutrition. It purifies the blood of poisons which cause rheumatism and other painful diseases. It nourishes the nerves, and builds up the body with sound, healthy flesh.

There is no alcohol in "Golden Medical Discovery" and it is entirely free

ical Discovery" and it is entirely free from opium, cocaine and all other nar-

Accept no substitute for the "Discovery." There is nothing "just as good" for weakness, nervousness and debility. for weakness, nervousness and debility.

"I want the whole world to know what Dr. Pierce's medicines have done for me." writes Mrs. Helen Hardgrove, of Bangs, Knox Co., O., "I had many of the ills of woman's life. My langs and throat troubled me besides, and I had rheumatism. About a year ago I had to give up work I was so bade. I had heard so much about your medicine I thought I would try it. I took four bottles of your 'Golden Medicai Discovery' and 'Pellets,' and by the time I had taken half of the first bottle I began to gain, and kept on getting better. And now I have no more of my old aliments and am entirely cured of rheumatism, I feel like a new woman."

Dr. Pierce's Common Sense Medical

Dr. Pierce's Common Sense Medical Adviser is sent free on receipt of stamps to pay expense of customs and mailing only. Send 31 one-cent stamps for the book in paper covers, or 50 stamps for cloth binding. Address Dr. R. V. Pierce, cloth binding. Address Dr. R. V. Pierce, Buffalo, N. Y.

********* World of Sport

Cincinnati 7, Brooklyn 8. Chicago 0, New York 3. St. Louis, 3, Boston 4. Pittsburg 3, Philadelphia 2.

American League. Philadelphia 5, Baltimore 11. Washington 3, Boston 2. Cleveland 1, MilwauLee 11. Chicago 6, Detroit 2.

Eastern League. Hartford 7, Montreal 3. Rochester 10, Providence 9.

PUG INDICTED FOR MANSLAUGH-TER.

London, May 13 .- The grand jury to-day found a true bill of man-slaughter against John Roberts, the publist, who fatally injured William Smith in a boxing contest at the Na-tional Sporting Club; the referee, Douglass; Manager Bettison, of the National Sporting Club, and others concerned in the fight. The recorder recommended this course, so that the courts might finally decide whether such competitions are genuine contests for points or prize fights.

TOURNAMENT IN JULY. The Western Ontario Bowling Association held a meeting of the executive in London yesterday afternoon. The following clubs were represented:—Clinton, Goderick, London, Mitchell, Mitchell, Petrolea, Seaforth, Walkerton, Windsor, Woodstock. It was decided to hold the sixth annual tournanament in July, commencing on Tues-day, the 23rd at two o'clock. The interest in lawn bowling continues to grow rapidly, not only in Lendon but in all towns of Ontario. Five or six new clubs have organized this year all of whom will likely affiliate with the W. O. B. A., And this year's tour: nament, from the present outlook, promises to far exceed anuthing that has been held before.

McKAY'S CORNERS.

Miss Nellie Hutchison is visiting Mull during the week. Rev. McLaren, of Blenheim, wa visiting in the village to-day.

Mr. Delmage, of Ridgetown, was today interviewing a number of our citizens about the erecting of a pair of public weigh scales, in the village.

SECURITY

Carter's Little Liver Pills.

Must Bear Signature of



to take as sugar.



CURE SICK HEADACHS.

He represents C. Wilson & Co., of To-Dr. Davis, and Mr. Faber, of Cheshire, England, were in the village, calling on Rev. Mr .Robertson and Dr.

G. E . Booth is spending a few days

A football club has been, organized and are prepared to do battle with all comers.

Richard Jewell and James Clark

Rocket in Chatham each disposed of a horse in Chatham on Saturday last, at a good figure. Dunc. Leitch and Geo. McCann, car-

penters, are seriously indisposed the past few days.

Dr. McRitchie was in Ridgetown
yesterday on professional business.

Miss Annie Hutchison assists Mrs. G. E. Booth in the store as clerk during Mr. Booth's absence.

TO ERECT TABLETS TO DEAD COMBADES

Hxp c ed That the Movement Will be Warmly Taken up all Over South Af-ica-

Ottawa, May 15. - A circular has been received in the city from Pretoria, South Africa, containing the notice of the calling of a meeting for the purpose of discussing the formation of a Canadian society, having as its primary object the erection of memorial tablets over the graves of the deceased Canadian soldiers, and for other matters of a social nature. Mr. Howard C. Symses, of Aylmer Que., who sends the notice, says that the meeting was held and there were fourteen present who decided what to do. A memorial fund was started and £25 subscribed by those present. He says,-"We also appointed correspond-ing, local and employment committees. I think it will be a good thing for all. Of course it is expected that the movement will be taken up all over South Africa, the headquarters of the society being at Johannes-

RICH AND PRETTY HUNDREDS WOO

A Charming Young Widow From Kalamazoo-- I am no Fake but Ever True-Writes one who can Boast of not a Few.

Windsor, Ont, May 15 .- Four hun dred men have proposed marriage to Mrs. Ethel Costello, a pretty young widow, of Kalamazoo, Mich., since she became heiress to a fortune of \$300,000 ten days ago, and proposals are still coming in by every mail.

Among the aspirants for the widow' hand is Ernest C. Robb, a prominent fur merchant, of Winnipeg, Robb's letter, which is apparently written in good faith, explains that after hearing of Mrs. Costello's good fortune, he felt immediately "drawn towards her," and has never ceased thinking of her since. He says he "cannot refrain from penning a few brief lines telling

of my admiration and love," The letter then continues: "First of all, I wish to impress upon you the fact that I am not a fortune hunter, but a man who is seeking the companionship of a dear woman like your-self. I have money, as I am a fur dealer, and in the past few years have made my fortune. If you will only take my word you will see how honestly sincere I am to make the matter plain. I wish to marry you, and if you have faith in my words, send me \$50 as a guarantee, and I will immediately come to you. I am no 'fake' gentleman, but a sure one." Mrs Costello says she has no intention of marrying again, her first ven-

WHY MGR FALCONIO LEAVES CANADA

ture having proved unhappy.

Sconomy in Pontifical Budget the Reason-Reported Opposition of Catholics in Dominion Unexpected

London, May 15 .- The Rome correspondent of the Daily Chronicle, who is a recognized authority on news from the Vatican, telegraphs to that paper an explanation of the reasons for the coming transfer of Monsignor Falconio from Ottawa to Washington. Some complaint had reached Rome from Canada that the Catholics of the Dominion were dissatisfied at being deprived of special representation by a papal delegate, and the correspondent states that this reported opposition of Canadian Catholics to the suppression of the Papal delegate

there has surprised the Vatican. The sole reason of the change was purely to effect an economy, owing to the fact that the state of the Pontifical budget at the present time necessitates a reduction of expenditure.

It is acknowledged in Rome, however, that the Canadian Cathelics are the more justified in their disapproval as they have recently acquired a special palace at Ottawa for the delegate's residence.

It seems that the Vatican acted without having first obtained suf-ficient information, but as Cardinal Martinelli will not leave Washington for a year or so it is felt that the matter may yet be arranged to the satisfaction of Canadian Catholics.



Consumption.

Lung disease is a terrible handicap for a man to have in this life You feel like one who has been condemned to die. Some nervy fellows can take their fate stoicly, but to most it is a fearfully depressing destiny.

Take Powley's Liquified Ozone. There's many a young man with holes in his lungs, which have been healed, who has been saved by this preparation. The condensed oxygen makes it a possibility for you to recover. It forms flesh. The antiseptic effect of the condensed oxygen from Powley's Liquified Ozone stops the germ attack very quickly. Eat all you can of wholesome food and the preparation will do the rest.

Powley's Liquified Ozone is 50c and \$1 a bottle, at all druggists. Write the Ozone Co. of Toronto, Limited, 48 Co.borne street, Toronto, for health literature, free.

Powley's Liquified Ozone.

SEE DATES BELOW.

J. Y. EGAN, Rupture Specialist. 326 W. Richmond St. P.O. 539, Toronto,



CURES EFFECTED WITHOUT AN OPERATION,

THE MOST RELIABLE and Successful Authority in the treatment of Rupture without an operation. He who makes a specialty of one department must certainly be more experienced and capable than those having "many irons in the fire." Stop wasting time and money in useless efforts elsewhere, but go to one whose life-long study has taught him what to do. Have you not had experience but go to one whose life-long study has taught him what to do. Have you not had experience enough to justify you in adopting some change for the better? If you ever intend to be cured, now seeking my advice; because after having been treated by many who failed to cure you, you have become discouraged. This is the very time you should make one more than the take a case, become discouraged. This is the very time you should make one more than the take a case, leave the property of the property of the total that science, honesty knowledge and experience will accomplish, knowing and bring to bear on it all that science, honesty knowledge and experience will accomplish, knowing that the exertions of these never fall to bring their just reward in due time. THE FACT THAT YOU may not be (AT PERSENT) in a financial way able to have yourself properly attended to—should not may not be (AT PERSENT) in a financial way able to have yourself properly attended to—should not valuable circular with fuller information, etc.

VARICOCELE (faiser rupture of the scrotum) men of all ages suffer from this terrible affliction in some way,—there is no other affliction to which man is heir that so completely units him for the duties for pleasures of life) as Varioccele—the universal tendency of these conditions is to grow worse and more complicated.

VARICOCELE (faiser rupture of the scrotum) men of emale). If you suffer consult

worse and more compilicated.

VARICOSE (ruptured or congested veins of the limbs, male or female). If you suffer consult

Pacialist and be successfully treated. All letters of enquiry, containing stamp, will have prompt
strention. Letters should be addressed J. Y. Egan, Specialist, P.O. Box 539, Toronto, Out.

SARNIA-May 23rd and 24th. CHATHAM-Garner House, Saturday and Sunday, all day and evening, 2 Days Only, May 25th and 26th. RIDGETOWN-May 27th and 28th.

> ST. THOMAS-29th and 30th. Consult Specialist Early

********************* HE IDEAL BICYCLE is one that will stand up to its work, run well, wear well, look well; giving the maximum satisfactory service and pleasure with the maximum amount of trouble and expense. Such a Bicycle is the CSESCENT, and the array of Crescent riders all over the world-sincere in their convictions, unbiased in their opinionsare a living testimony that Crescents con-

tain all the qualities that give the above results. For this season they show marked improvement, and will be found more practical and adaptable in mechanical details than ever before

Call at Our Show Room and See Them

Wm. Gray & Sons Co.

I Just Received a Large Shipment of

Gold Watches

14k Keystone, 25 Years Guarantee, for \$8.00. Don't forget the place-Sign of the Big Clock.

A. A. Jordan

That Persistent **Tickling Cough**

That sticky secretion in the throat s air passages, that sense of tights across the crest—"danger signals!"

Gunn's Cura Cough

and be on the safe side. It s a remark-able cure for all the ROAT and LUNG AFFECTIONS. Pleasant to take, be-ing composed of Wild Cherry, White Pine, Balm of Gilead Bud. Blood Roct. Etc. 25c a Bottle at

Central c. H. Gunn Drug Store

Cor. K ng and 5th

The Search for Work

This is an age of specialists. The man who can do something better than anyone else is always sure of remunerative employment. He doesn't search for work: than anyone else is always sure of remunera-tive employment. He doesn't search for work; employers search for him. We teach the theory of engineering and the trades to men and women already at work. We qualify young people to support themselves while learning. Write for free circular:

Salaried Positions for Learners

W. J. Brown

Roem 19, Victoria Block,

Mitchell

Ricycle

Is fully guaranteed and sells for

\$40

-At The-

Planet Office

... Disappointed ...

For the benefit of those who came during the week for opal goods and Chinaware at sale day prices, John McConnell will sell, on

Saturday, May 4th

nst., at the same price as we sold on the 20th of April. Remember, after the 20th of April. Remember, areas sale day goods advance to the usual retail price. We will also sell during the day dinner sets, tea sets, and chamber sets at out rate prices.

Groceries for the Day

7 lbs. cooking figs, 25c.
Dried peaches, 10c per lb.
15c, glass jar baking powder, for 10c.
Six bars Sweet Home Soap, 25c.
Corn starch, 6c. per lb.
1,000 parlor matches for 5cts.
1 lb. fresh ground coffee, 15c.
1 bottle good pickles for 9c.
1 lb. baking powder with meat saw for 35c.

John McConnell

Minard's Liniment for saie Every-