$\frac{\text { Mase mo }}{\text { MT. Jox BuILETIN }}$ Our Council Proceedings For January


A VALENTINE BRIDGE TEA

## Proverb Contest

FUN FOR ALL

## $\$ 10.00$ IN CASH

TO THE CLEVER WINNERS
PROVERB RULES Each week for a period of eight weeks The Bulletin
will print one of a series of cartoons representing some Contestants solve the picture puzzles by writing the proverb that the cartoon suggests or illustrates in the blanks below the pictures.
The prizes, totaling $\$ 10$ in cash, will be awarded those The prizes, totaling
sending in complete or near complete e picture sets with
the the best and most appropriate answers to the picture published, and either paying therir own subs six month In case of ties neatness and originality will be considered.
Cartoons should not be sent to the paper until the Only one answer may be given to a picture. Only one member of a family will be given a prize, he award going to the person in The answers may be written in pen, pencil, printed PRIZE LIST
First Prize
$\$ 5.00$ in Cash Fecond Prize
Third Prize


The Proverb Answer I

My Name
(Save Until Eight Cartoons Appear)

## ADVERTISING

is now the life of trade, according the adv the Internation who me tising Association delegates at this meeting heard number of interesting, things Among these was the statemen by Charles Stelzle, New York expert, to the effect that if churches do not advertise their ware spiritual upbuilding and moral and humanity-they cannot hop to arouse interest among the mos es and fulfill the obligations plac ed upon them as parties to the general spiritual movement. "advertising is greater than an single moral force we know of to changes for the betterment of lif itself, changes which fuse into social and political life of the na
It is now generally admitted by economic forces everywhere tha advertising is the most importan
development of modern business And it is also coming to be realiz ed that newspaper advertising is the best kind of paid publicity. In the convention just mentioned the
delegates who were advertising experts, agreed that newspaper ad vertising affords the best publicity
medium for the churches and all

