

SPECIAL NOON DAY SERVICES

TO BE HELD IN THE

CHURCH OF GOD

Landisville, Penna.

SERVICES DAILY, 12 O'CLOCK NOON

Monday, April 15

Devotions.....Victor Starr
Speaker.....Rev. Bert Behrens

Tuesday, April 16

Devotions.....Erna Swarr
Speaker.....Rev. Walter Pugh

Wednesday, April 17

Devotions.....Donald Mease
Speaker.....Rev. Ziegenfuss

Thursday, April 18

Devotions.....Dorothy Blessing
Speaker.....Rev. Robert Comely

Friday, April 19

Devotions.....Mary Melissa Minnich
Speaker.....Dr. A. P. Stover

Religious News In This Community

NEWS PERTAINING TO ALL THE CHURCHES IN MOUNT JOY AND THE ENTIRE SURROUNDING COMMUNITY

All the church news in this column is published gratis and we solicit the news of your church. Ask your pastor or someone to mail or bring this news to the office every Tuesday afternoon.

Donegal Presbyterian Church
Rev. C. B. Segelken, D. D., Pastor
Church School 9:30 D. C. Witmer, superintendent.
Christian Endeavor 10:30 A. M.

Reformed Mennonite Church
Rev. Christian S. Nolt, Pastor
There will be services in the Reformed Mennonite Church in Landisville next Sunday morning at ten o'clock.

Trinity Evan. Congregational Church
Rev. John R. Waser, Pastor
To-night, Wednesday, pictures will be shown on the Passion of Christ. This will begin at 7:30 in the church.

First Presbyterian Church
Rev. C. B. Segelken, D. D., Pastor
Church School 9:30. H. S. Newcomer, superintendent.
Morning worship and sermon 10:30. Evening Worship and Sermon 7:30. Service Wednesday Evening 7:30. Choir rehearsal Thursday evening.

Church of God
Rev. G. F. Broske, Minister
Sunday School 9:30.
Preaching 10:30.
C. E. 6:30.
Evangelistic services 7:30 P. M. Everybody welcome.
Prayer service Wednesday evening at 7:45 P. M.

Newtown U. B. in Christ
H. M. Tobias, Pastor
Sunday, April 14
Sunday School 9:15 A. M.
Emanuel Myers, Superintendent.
Morning worship at 10:00. Communion service.
Mrs. Salem Gamber, President.
Prayer service Wednesday evening at 7:00. Clayton Risser, leader.
You are invited.

Florin United Brethren in Christ Church
Rev. J. W. Funk, Pastor
Prayer meeting Thursday evening at 7:30.
Sunday School 9:30 A. M.
Morning worship 10:30 A. M.
Junior C. E. 5:15.
Intermediate C. E. 5:45.
Senior C. E. 6:30.
Evening worship at 7:15 P. M.

Trinity Lutheran Church
Rev. George A. Kercher, Pastor
Palm Sunday Services
Morning Service and Reception of new members by Confirmation and Baptism 10:30 A. M.
Baptismal service 11:45 A. M.
Vespers with the cantata, "Olivet to Calvary." Maunday, 7 P. M.
Holy Week service daily 7:45 P. M.
Confessional service Good Friday at 7:45 P. M.

St. Mark's United Brethren in Christ
Rev. O. L. Mease, S. T. D., Pastor
Sunday School at 9:00.
Morning worship at 10:15 A. M.
Y. P. S. C. E. at 6:30.
Evening worship at 7:30 P. M.
Prayer service Wednesday evening at 7:30 P. M.

The Methodist Episcopal Church
Rev. Robert H. Comly, Minister
Sunday, April 14
Sunday School 9:30 A. M.
6:30 Epworth League.
Evening worship 7:30.
Wednesday, April 17th, 7:30 P. M. Special Holy Week Service.
Services for Mount Joy will be conducted as follows: 1st, 3rd, and 5th Sundays of every month in the morning at 10:30; the 2nd and 4th Sundays in the evening at 7:30. The friends will please clip and preserve this notice for future reference.

Methodist Church
Salunga, Pa.
Rev. Robert H. Comly, Minister
Palm Sunday, April 14
Sunday School 9:30 A. M.
Morning worship 10:30 A. M.
Thursday, April 18, at 7:30 special Holy Week service: Receptions, baptism, communion.
Services for Salunga will be conducted as follows: the 1st, 3rd and 5th Sundays of every month in the evening at 7:30; the 2nd and 4th Sundays in the morning at 10:30. The friends will please clip and preserve this notice for future reference.

St. Luke's Episcopal Church
Rev. Albert K. Hayward, Minister in Charge
Special Lenten Services
7:30 P. M. Wednesday evening, the Penitential Office and Sermon "How shall we interpret the Cross" by the Rev. Albert K. Hayward.
7:30 P. M. Friday evening, Evening prayer and sermon by Rev. Albert K. Hayward.
April 14, Palm Sunday
9:15 Church School.
10:30 Morning prayer and sermon.
7:30 Evening prayer and address.
Services Holy Week
There will be a Service each day. On Monday, Tuesday, and Thursday Evening Prayer will be said in the church at 4 P. M.
On Wednesday the Penitential Of-

MRS. WALTER GREINER WAS HOSTESS TO BIBLE CLASS

The Sisterhood Bible class of the United Brethren Sunday School met on Thursday evening at the home of its president, Mrs. Walter Greiner, with the vice president, Mrs. Howard Longenecker in charge of the meeting.

The devotions were conducted by Mrs. O. L. Mease reading from John 14 beginning with the 7th verse; the prayer by Mrs. Mease; Reading, Easter, Mrs. Frank Musser; Reading, My Guest, Mrs. Christ Herr; secretarial report, Miss Virginia Greenawald; Offering and adjournment.

The Sixteeners Association has de-sired the United Brethren ladies to again prepare their meals on June 15 as heretofore.

The hostess served dainty refreshments to Mrs. H. N. Nissly, Mrs. H. Longenecker, Mrs. John Booth, Mrs. Darwin Pennell, Mrs. Eli Ebersole, Mrs. Frank Musser, Mrs. Abner Hershey, Mrs. Martin Gerber, Mrs. O. L. Mease, Miss Maggie Haines, Mrs. Joseph Witmer, Mrs. Maude Edwards, Dorothy and Pauline Edwards; Miss Virginia Greenawald, Mrs. Earl Myers, Mrs. Christ Herr.

Choir To Sing Olivet To Calvary

The sacred cantata "Olivet to Calvary" by J. H. Maunday will be sung by the choir of Trinity Lutheran church on Palm Sunday evening at 7 o'clock. The solo work will be done by Mr. P. Franck Schock, tenor; Mr. Jay Eicherly (baritone) and Miss Jeanne Schock (soprano).

"Olivet to Calvary" recalls simply and reverently scenes which mark the last few days of the Saviour's life on earth; The rejoicing of the multitude with hosannas and palms the view of Jerusalem from the steep of Olivet, the lament over the beautiful city, the scene in the Temple, and the lonely walk back over the Mountain at night, form the chief features of the first part.

PART II opens with the Supper of the Passover, at which Jesus washes his disciples' feet, and gives to His friends the new commandment of love for one another as the signs of true discipleship. From this the scene passes to the infinite paths of the Garden of Gethsemane, the sudden appearance of the hostile crowd, Jesus forsaken by His Disciples, His utter loneliness among ruthless foes the tumult before Pilate in Judgment Hall, the Passage of the Cross, the tragedy and triumph of Calvary.

At the morning service at 10:30 the class of catechumens will be received into church membership through the sacrament of Holy Baptism and the rite of Confirmation. The special music will be a quartette with an obligato solo, The Palm Trees by Faure-Norris, and two anthems by the choir, Great Peace Have They—Rogers—Deis and Fling Wide the Gates from The Crucifixion by Stain er.

RETURNED MISSIONARIES WILL SPEAK ON SUNDAY

Rev. and Mrs. Walter O. Winger, with their entire family of eight, who have spent the past twelve years in active service in South Africa under the Brethren in Christ Church, will speak Sunday evening in the Newtown United Brethren church. Services will open at 7:30. They will also speak Sunday evening at Manor Brethren in Christ church, one mile south of Mountville. Rev. and Mrs. Winger just returned last week. Everybody is invited to hear them.

CLARENCE WEAVER, BARBER, HELD FOR COURT TRIAL

Clarence K. Weaver, thirty-nine, of 67 West Main Street, this borough, charged with felonious entry and larceny was jailed for court following a hearing Saturday before Justice of the Peace Elwood S. Grimm, of Elizabethtown.

Weaver was prosecuted by State Trooper Charles Harbold of the Columbia sub-station. According to the officer, Weaver broke into the barber shop of Jesse Tobias, 59 East Main street, last Monday night and stole barbers' tools valued at \$65. Entrance to the shop was gained thru a window in the rear of the building.

FILED SUIT FOR \$50,000.00 AGAINST JOHN HAINES

John and Mary Neidlinger, of Pine Grove, filed suit for \$50,000 against John Haines, of Columbia, for the death of two of their children who were killed by a truck reputedly owned by the defendant.

The children—a crippled girl, nine, and a boy, eleven—were on their way to school last December 31 when struck.

William Haines, of Newtown, the driver of the truck and brother of its owner, was acquitted of manslaughter charges.

Two Days Snow Fall
Monday and Tuesday the ground was covered with an inch of snow in this section. The snow fall was accompanied by sleet, hail and rain. Although the temperature hovered around 36 to 40, as far as can be learned the fruit is not frozen.

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Picked From Card Basket

PERSONAL MENTION ABOUT THE COMERS AND GOERS AROUND HERE DURING THE PAST WEEK BY OUR SOCIAL REPORTERS

Miss Betty Fuller spent Saturday at Elizabethtown.

Mr. and Mrs. Mark Basehor and daughter, Nancy, and Miss Florence Heisey spent Saturday at Lancaster.

Mr. and Mrs. John Heisey, of Lancaster, visited the former's parents, Mr. and Mrs. Elmer Heisey on Sunday.

Mr. and Mrs. Isaac Eshleman, Mrs. Annie McGill, Miss Sibilla Helman visited Miss Mary Feist, at Salunga on Sunday, who was ill the past three weeks but is able to be on duty at McGill's restaurant on East Main Street.

Passed to The Great Beyond

(From page one)
Services were held at the home Monday afternoon and later at the Manheim Brethren in Christ church, Interment in Kreider's Brethren cemetery, near Manheim.

Mrs. Warren P. Keech
Mrs. J. Annie Keech, wife of Warren P. Keech of Manheim died in St. Joseph's hospital after three weeks illness.

Kenneth E. Ruhl
Kenneth E. Ruhl, three days, son of Arthur and Esther Ebersole Ruhl, died at his home in Rapho twp. near town, at 4 A. M., Monday of complications. He is survived by his parents, and his grandparents, Mr. and Mrs. Philip Ruhl, Mt. Joy RD 2, and Monroe Ebersole, Florin.

Private funeral services were held at the home at 2 P. M. Tuesday with burial in Kraybill's cemetery.

Mrs. Mary Ann Ames
Notice of the death of Mrs. Mary Ann Ames, nee Bechtold, of Goshen, Indiana, has reached eastern relatives. Mrs. Ames passed away at her home in Goshen on April 5, funeral services conducted Tuesday, April 9. She was a daughter of the late William Bechtold and Elizabeth Brubaker, the latter being the widow of John Martin, before having married Bechtold. Andrew Martin, of Mt. Joy, Pa., is a grandson of the first marriage. The Ames and Bechtold families lived for sometime in Illinois, later in Indiana. Originally they were from the Mt. Joy community.

Mrs. Susan H. Wolgemuth
Susan H. Wolgemuth, 82, died at her home in Rheems Monday after an illness of eight weeks of a paralytic stroke. She was the widow of Martin N. Wolgemuth, and was the daughter of the late Rev. John and Hattie Wolgemuth of W. Donegal township.

Mrs. Wolgemuth was a life long resident of Rheems, and was a member of the Brethren in Christ church for sixty years. She is survived by two sons, Harry and John Wolgemuth, Elizabethtown; and two daughters, Mary, wife of Rev. S. Shearer, Rheems; and Anna, at home. Six grandchildren and eight great grandchildren also survive.

Funeral services will be held Thursday afternoon at 1:30 o'clock at the home and at 2 o'clock at the Cross Roads Meeting House, near Mount Joy, with interment in the adjoining cemetery.

Bishop L. O. Musser, pastor of the Brethren in Christ church of which she was a member; Rev. Jacob Martin and Rev. Nathan Eshelman, both of Elizabethtown, will officiate at the services Thursday. Friends may call Wednesday afternoon after 4 o'clock at the home.

Horse Helped Elect President
"Old Whitey," the horse ridden by General Taylor in our war with Mexico, was a political symbol in his day which helped elect his master to the Presidency.

Gilded Worries
"Great wealth," said H. H. the sage of Chinatown, "does not bring me happiness, but it enables them to gild their cares into the semblance of magnificence."

Volcanoes of Mexico
All the great volcanoes of Mexico, dead and active, extend in a "battery" from Pacific to Atlantic, approximately along the nineteenth parallel.

Clock Directs Time in 4 States
A grandfather clock in a Philadelphia electric company directs the time for 8,000,000 people in four states and the District of Columbia.

Normal Atmosphere
Normal atmosphere contains oxygen, nitrogen and a certain quantity of moisture varying, of course, with the temperature.

Idleness in India
Idleness in India is an absolutely essential ingredient of everyone's idea of holiness, and giving to beggars is a religious duty.

Wedding Rings Long in Use
The wedding ring was in use among the ancient Hindus. The betrothal or engagement ring was used in ancient Rome.

It Gets Uncle Eben's Goat
"I don't mind being cheated," said Uncle Eben, "as much as I do being laughed at by de man who did it."

POULTRY FACTS

MAKE CHANGES IN POULTRY HOUSES

Farmers Insulate the Walls and Ceilings.

By R. E. Gray, Extension Poultryman, Ohio State University—W. A. Service.
Farmers are looking to the comfort of their hens this winter. They find it pays. Egg production is more constant during the cold winter months. Many farmers have reduced the cubic content of their chicken houses, and others have installed heating systems to be used when the weather is so cold the water in the houses freezes.

False ceilings are installed to cut the cubic capacity of the houses. Some are made with wire netting above, in which straw is stuffed. Other farmers employ a good insulating material.

Because warm air rises, it is the roof that needs to be insulated. Some poultrymen also insulate the walls in their poultry houses, some with straw held in place by wire netting, others with commercial insulating material.

Still others go further, modifying the window arrangement by eliminating the bafflers formerly recommended and fitting all of the openings with glass windows or glass substitutes.

Poultrymen also are worrying less about damp floors in their poultry houses. Results recently announced by experiment stations point to temperature control as more important than keeping the house thoroughly dry.

When the temperature in the house becomes so cold that the water freezes in the drinking fountains, brooder stoves are recommended. The stove should be surrounded with wire netting to keep the litter away.

Incubator Eggs and Baby Chicks Subject to Codes

Even incubator eggs and baby chicks are subject to codes. The outstanding feature of the proposed 1935 hatchery code is the development of a national breeding and disease eradication program in the poultry industry of the United States. This program is under the direction of the secretary of agriculture.

The purpose of the code is to prevent unfair competitive practices and misleading and deceptive methods of advertising, and to promote the best interests of the industry in all possible ways. It is also aimed at aiding workers in the hatcheries by specifying the hours of labor and wages. Also, an attempt is made to protect the buyer against misrepresentation and fraud.

Hatching Chicks

In the day to day operation of the incubator there is perhaps nothing more important than frequent and regular turning of the eggs. The more turning the better, at least up to four times in each 24 hours. Turning is more effective during the first half than during the latter half of the incubation period. This suggests that it should be begun early. It is considered sound practice to continue turning until the eggs begin to pip. One should not be in too much of a hurry to remove the chicks from the incubator. They should be given time to become thoroughly dry. Chilling at that time constitutes a serious handicap. If the hatch is good the moisture from hatching chicks may be enough to chill them.—Successful Farming.

Fish Oil Aids Production

Two years experimental work at the Dominion experimental farm, Scott, Sask., has shown that pilschod (fish) oil added at the rate of 2 per cent to the laying mash of equal parts by weight of oat-chop, barley chop, bran, shorts and beef scrap, has increased egg production 31 per cent over the production from pullets fed the same mash without the oil. Cod liver oil, fed at the same rate, increased production 26 per cent. Where fish meal was used to replace beef scrap in the mash, the production remained practically constant and no objectionable flavor was detected in the eggs. When bran and shorts were replaced by ground whole wheat, production was increased by 3 per cent.

Sex of Wild Geese

The way to tell the difference between a male and female in wild geese is by the shape of the bill. The males are usually much larger than the females, longer necked, and coarser bodied. The male always keeps his head up higher than the female, and is usually "on guard" so far as protection to the flock is concerned. When the male and female mate in the spring the noise made by either one is of equal proportions. The markings are identical on both male and female.

Thin-Shelled Eggs

Produce eggs with thick shells by eliminating from the breeding pen each year all birds that lay thin-shelled eggs and feeding the layers plenty of oyster shells or other forms of calcium carbonate (the shell being composed largely of calcium carbonate) and plenty of vitamin D (such as is found in cod liver oil) or give the birds access to adequate sunlight, because a lack of vitamin D often results in thin-shelled eggs, says the Wisconsin Agriculturist.

He might have been a statesman at home, but on the ship he was just another seakick passenger. Cheer up, sir, the steward said, consolingly. You're not dead yet. No, he groaned. It's only the hope of dying that keeps me alive.

Your husband has a new suit. No he hasn't. Something's different. It's a new husband.

Classified Column

WANTED—100 Robert Fulton Coffee Bags. Apply to Friendship Fire Company, Mount Joy, Pa. apr.10-11

FOR SALE—Frame House, All condition, all conveniences, 2-car Garage, corner property. Possession any time. Apply to Mrs. Amos Bender, Mt. Joy. apr.10-11

FOR RENT—Building facing on alley, for storage purposes, also orange garage. Call 102J. FOR SALE—Two sectional bookcases, two sections each. Also Mahogany Dining Table and Chairs. Call 102J. apr.10-21

FOR SALE—Good used Coal & Gas Range. Priced right. May be seen at Penna. Power & Light Co., Mt. Joy. apr.10-11-p

FOR SALE—RUSSET SEED POTATOES, were certified last year. Price 50c per bushel delivered in 10 bushel lots. J. G. Baker, Manheim R. 2. Phone 1R2 or 35W Manheim. apr.3-21

WANTED—WALNUT BUTTS Call J. G. Baker, Manheim, R. 2. Phone 1R2 Manheim. mar.27-11

NOTICE—Black Diamond Coal Company, Egg, Stove and Nut—\$7.25, Pea Coal \$6.65. Call Landisville 93R3. mar.20-41

LAWN MOWERS SHARPENED—with a real lawn mower grinding machine by T. J. Brehm, 213 N. Hanover Street, Elizabethtown, Pa. mar.20-41-p

FOR SALE—IRISH COBBLER POTATOES, Second Grade 30c, First Grade 50c. Will deliver. A. H. Zercher, Mount Joy Phone 916R21. mar.20-11

TO BE SOLD—A nice home corner Marietta and Lumber streets, Mount Joy, 7-room Frame House with all conveniences, Frame Stable, large lot, possession almost any time. Price according to the time. Call or phone Jno. E. Schroll, Mt. Joy. 41

Photo Finishing by mail to all the U. S. A. Your next roll of films developed and 8 high quality prints 29 cents (cash) Capital City Photo Service, 408 Market St., Harrisburg, Pa. mar.28-11

ABOUT AN ACRE OF LAND on a hard road, has cistern, well of water, sewer line, etc. Will make an oil station, road house or dwelling. No. 449. Jno. E. Schroll, Mt. Joy. Phone 41J. 11

SMALL STORE ROOM FOR RENT—No better location in town. Just the thing for business on small scale. Rent reasonable. Vacant now. Apply to Jno. E. Schroll, Mt. Joy. Phone 41J. 11

FINE HOME FOR SALE—A very substantial well built and modern dwelling on West Donegal Street, Mt. Joy, all conveniences, excellent heat system. All in good repair. Vacant now. Price a trifle over half the cost of erection. No. 452. Jno. E. Schroll, Mt. Joy. Phone 41J.

BEAUTIFUL COUNTRY HOME—Very modern in every way, 7 rooms, enclosed French porch, heat and electric, 2-car garage, 2 poultry houses, 6 acres large woods or woodland. Priced to sell. No. 453. Jno. E. Schroll, Mt. Joy. Phone 41J.

COWS—COWS—COWS PUBLIC SALE

of BUSHY STOCK
Thursday, April 18, '35
Starting at 1:30 P. M.
At My Place of Business on WEST HIGH STREET
MANHEIM, PA.

21 Head Pure Bred Canadian Holstein

COWS and HEIFERS
All accredited and blood-tested. In this lot of cows you will find some of the best cows ever shipped out of Ontario, Canada, cows that will produce 75 lbs. of milk a day, and have good records back of them; will hear them on day of sale.

15 Head of Juniata County COWS
Mostly Fresh and Close Springers.
A real lot of high-testing cows.

Free Delivery—
Be sure to attend this sale, for there will be bargains, as they are all sold for cash.
Conditions will be made known by
A. R. MUMMAU

J. R. Mummau, Auct. apr.10-21

PUBLIC SALE WEDNESDAY, APRIL 17th, 1935

On the premises, situated three miles southwest of Elizabethtown, along the Bainbridge road, in West Donegal township, the following personal property, viz:
FARMING IMPLEMENTS
Consisting of one-horse Wagon, Buggy, one-horse Plow, Scorer, one-horse Scorer, Single Cultivator, Single-horse Corn Shelter, Wheelbarrow, Grindstone, Bag Wagon, 12-foot Ladder, 16-foot Ladder, Forks, Shovels, Hay Rake, Grass Scythe, Digging Iron, Lawn Mower; also some Lumber, bundle of Shingles, Vinagar Barrel, Work Harness and Buggy Harness.

CARPENTER TOOLS
Consisting of Planing Bench, Pike Poles, 2 fifty-ton Screw Jacks, Boring Machine, Clamps, Vice, Broad Ax, Cross-cut Saws, Cut and Rip Saws, Hatchets, Hammer, Chisels, Brace and Bits, Drawing Knife, two Tool Chests, large Iron Trough, and other articles.

HOUSEHOLD FURNITURE
Chests, Bedroom Suite, Chairs, Bed, Washstand, Carpets, Book Case and Bed, Sinks with top, Wood Chest, Refrigerator, Tables, Oil Heater, 6 Chests, Iron Kettle, Copper Kettle, large Stone Crock, Small Crock, Meat Bench, Glass Jars, two Feather Beds, some Comforts, Picture Frames, Set of Dish-ware, Hat Rack, Organ, Marble-top Table, Jardinieres, Cook Stove, Oil Burner, Stove and Oil Heater for chickens, Tubs, Wash Machine, Pots, Pans, Waffle Iron, Milk Strainer.

Sale to commence at one o'clock P. M., when conditions will be made known by
ELLEN B. SHANK

Walter Dupes, Auct. H. L. Gise, Clk.

Walter Dupes, Auct. H. L. Gise, Clk.

Walter Dupes, Auct. H. L. Gise, Clk.

An Invitation

This is an invitation, not an appeal for help. It is cordially extended to you by the people of St. Luke's Church. It has not been inspired by the minister. It goes out to you from the pew rather than from the pulpit.

If you have a church affiliation in this town please pass this invitation to someone who has not.

If you have no church affiliation in Mount Joy we cordially invite you to worship with us at St. Luke's, where you will be welcome to a free seat at any service.

We have a minister who is a man of God. He is as good a companion as he is a preacher. We invite you to meet him and hear him preach.

We have a vested choir of sixteen young people whose singing will be an inspiration to you. Music is a vital and stimulating part of our worship. Once you hear us you will enjoy it more than you anticipate. We should be delighted to have you do so.

But there is a deeper reason for this invitation. We who attend St. Luke's find it a place of associating where in some mysterious way we gain fresh strength to stand up and "take it" in the daily strain of life, so that we may run and not be weary, walk and not faint. Through it our faith is renewed in the good things of this life as well as those of the life to come. Somehow our association there helps us endure "as seeing Him who is invisible." These are realities that here in Mount Joy in the year 1935 give us encouragement and refreshment. Put this invitation to the test and see for yourself what St. Luke's can help you find. This will be helpful to you and to us all.

We invite you to St. Luke's because we ourselves have found in it spiritual aid and refreshment which should not be for ourselves alone. We can sincerely, in the name of our common Lord, bid you welcome to the place where we seek Him, and where perchance you can find Him anew.

St. Luke's Episcopal Church, Mount Joy

Economy Shoe Store

39 W. High St., Elizabethtown, Pa.

SPECIALIZING IN
Samples and Slightly Damaged Shoes
Made in Elizabethtown
Also Some Other High Grade
LADIES' SLIGHTLY DAMAGED SHOES
A Little Store With Big Values Open Evenings

ADVERTISING

Advertising and not competition is now the life of trade, according to the advertising experts who met to attend the International Advertising Association convention. The delegates at this meeting heard a number of interesting things. Among these was the statement by Charles Stelzle, New York expert, to the effect that if churches do not advertise their "ware"—spiritual upbuilding and moral betterment for both the individual and humanity—they cannot hope to arouse interest among the masses and fulfill the obligations placed upon them as parties to the general spiritual movement.

Another speaker declared that "advertising is greater than any single moral force we know of today. Advertising brings about changes for the betterment of life itself, changes which fuse into the social and political life of the nation."

It is now generally admitted by economic forces everywhere that advertising is the most important development of modern business. And it is also coming to be realized that newspaper advertising is the best kind of paid publicity. In the convention just mentioned the delegates who were advertising experts, agreed that newspaper advertising affords the best publicity medium for the churches and all church activities.

Advertising Is No Longer A Theory It Is A Science. And It Pays