

It's good tobacco!



THE BIG PLUG 20¢



MASTER MASON has a great big hold on thousands of men--because it's really mighty fine tobacco. The minute you light up--you know you've struck the best of them all. It packs perfectly and burns evenly right to the very bottom. Big plug for economy--and so it won't lose its freshness. Demand it always.

Rock City Tobacco Co. Ltd.

MASTER MASON PLUG SMOKING



"I never thought running a car cost so little"

That's what many folks say when they learn that the average cost of operating an Overland is only \$4 weekly--the price of a couple of theatre tickets. Reckoning 5,200 miles a year, here are the items of the average Overland driver's expense for running his car a week:

Gasoline (4 gals.) at Toronto price.....	\$1.46
Oil (1 pint).....	.25
Distilled water for battery, and grease....	.08
Tires.....	1.00
Incidentals.....	1.21
<b>Total</b> .....	<b>\$4.00</b>

Think of the economy of this car, averaging 26 to over 30 miles to the gallon of gas! Think of its saving in upkeep, due to Triplex Springs that protect both car and passengers from road shocks!

As little as \$825 buys the 5-passenger Overland touring car, completely equipped with electric starter to speedometer. As little as \$4 weekly pays for its operation. Take a demonstration ride to test its comfort and you'll recognize it is the soundest automobile investment.

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E. H. Rayner  
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Bruce Stewart Co., Ltd.  
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Overland  
Touring \$825

Roadster - - \$ 825  
Special Touring 1000  
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Sales Tax Extra

Willys-Overland Limited

Head Office and Factory - TORONTO, CANADA

Branches: Toronto, Montreal, Winnipeg, Regina



Sunday School Lesson

Lesson III April 16, 1922

Easter Lesson

The Golden Text: "The Lord is risen indeed."—Luke 24: 34.

The Lesson Text, John 20: 19-31.

The Time—A. D. 30.

The Place—Jerusalem.

The Lesson Text Illumined

(These notes on II Kings 12: 7-15 are provided for those who wish to study the regular lesson instead of the alternative Easter lesson. No notes are provided on the familiar passage used for the Easter lesson.)

7. King Jehoshaphat.—The same as Josiah in ch. 11: 2. Notice that here the king rather than the priest gives the order; cf. II Kings 11: 14 in which we read that the priest took the initiative, but, of course, there was an obvious reason then for his doing so. Called for Jehoiada the priest. It appears that though the priests had been originally entrusted with collecting the Temple dues they had failed to prove negligent, and a new method had to be devised. Why refer to the king? The loyalty of the sacerdotal order was thus openly rebuked. Take no more money from your acquaintance. That is, the voluntary offerings of the people. V. 4.

When faithfully administered no money is more acceptable to God than voluntary offerings; without which it is useless to construct temples. Cf. Ex. 26: 5, 6. "Glad givers, faithful workers."

8. And the priests consented, knowing that the state possessed the authority, and that they as representatives of the king were not only delegated authority. It was so also in the time of Ahab, who seeing an Assyrian altar that he had built in Damascus, sent of Uriaah the priest the fashion of the altar and ordered an altar like it to be made in Jerusalem. Cf. Ec. 10: 10.

9. Jehoiada the priest took a chest. Also in obedience to the king's command, as we learn from II Chron. 24: 8. Set it beside the altar, on the right side. That is, at the gate of the house of Jehovah, as stated in II Chron. 24: 7. The two statements are not at variance, as the brazen altar of burnt offering was outside the Temple in the court, before the porch. The natural position for such a chest would be near the entrance.

10. Much money in the chest. The new scheme worked admirably. One stimulated the other, they "provoked one another" to good work. Cf. Heb. 10: 24. The king's scribe, the royal secretary, the secretary and the high priest, together opened the chest and counted the money. This prevented all suspicion. "No man who regards his own reputation will consent to handle public money without someone to stand over him and see what he does with it. Accurate accounts are as essential to Christian work as spirituality and enthusiasm." The history of church treasuries warrants vigilance on the part of church officers.

11. That had the oversight. That is, the concubines, the 12. Masons and the hewers. The explicit mention of the various classes of artificers engaged in repairing the Temple, gives the account refers to a different class was more necessary than the renewal of the utensils.

13. But they were not made, thus gathered; whereas spoons were made out of the Temple collection. One must be careful to note what vessels for ministrations were permitted—account, in II Chron. sets specified in II Kings there were vessels "were not made" as in the house of Jehovah "were made", spare, or such vessels were of the money collected collected as needed at that time. The Temple chest. There is no mention of the Temple chest. There is no mention of the Temple chest. There is no mention of the Temple chest.

14. Repaired therewith. The repairing of the house and ornaments, however, for each house.

15. They reckoned not with the men. . . . for they dealt faithfully. There seemed to be a hint in these words that the priests had formerly not dealt faithfully. "If the forward business of the house of God were always guided with a much practical reasonableness as Josiah brought to bear on it there would be fewer failures or sarcasms of the critics." (Maclaren)—Prof. G. A. Robinson, Ph. D., D. D.

The advertising agency of A. McKim, Limited, announces that Mr. William Findlay, business manager of The Toronto Globe will join their organization on May 1st, as a member of their Executive Board, which now consists of Messrs W. E. Souerest, C. Pearce and H. E. Stephenson.

The firm of A. McKim, Limited, founded by the late Anson McKim, 32 years ago, is the pioneer advertising agency in Canada. Its offices are located in Montreal, Toronto, Winnipeg, Hamilton and London, England. In the development of general advertising for more than a generation it has been in the forefront at all times but at no time more than at the present. Through its complete knowledge of all phases of marketing in Canada and its long experience with advertising problems of all kinds, the McKim agency numbers among its clients many of the leaders in Canadian industry and trade.

The policy of A. McKim, Limited, always has been to keep pace in their own organization with developments in advertising as the most potent force in building business for those who have commodities or service to sell. In pursuance of this policy, the addition of Mr. Findlay to the Executive Board has been made. He will bring added strength and experience to an organization already strong and widely experienced.

An outstanding figure among newspaper business managers not only in Canada but in the United States, Mr. Findlay became known as Vice-President and Manager of The Ottawa Free Press. The amalgamation of the business of that newspaper with The Ottawa Journal was carried out by him with conspicuous success.

During the past three years, while he has been business manager of The Toronto Globe, the advertising and circulation of Canada's National Newspaper attained a new high-water mark. Despite other business Mr. Findlay has always remained closely in touch with general advertising and is recognized as an authority not only on newspaper practice, but upon the many phases of securing the maximum results for advertisers through harmonious co-operation of the jobbing and retail trades.

Mr. Findlay has occupied many offices in newspaper and other associations. At the present time he is one of the committee in charge of the Bureau of Advertising of the American Newspaper Publishers' Association and is Chairman of the Canadian Advisory Committee of the Audit Bureau of Circulations. As a member of the Executive Committee of the Canadian Goods Roads Association and a director of the Ontario Motor League for many years, Mr. Findlay has been closely identified with the development of highway transportation and the building of permanent roads in Canada.

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CORNS

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Doesn't hurt a bit! Drop a little "Freezone" on an aching corn, instantly that corn stops hurting, then shortly you lift it right off with fingers. Truly! Your druggist sells a tiny bottle of "Freezone" for a few cents, sufficient to remove every hard corn, soft corn or corn between the toes and the calluses, without soreness or irritation.

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Ru-ber-oid Roll Roofing was the first, and for many years the only, ready roofing on the market.

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Ru-ber-oid quality is the roofing standard of the world. It is essential to look for the Ru-ber-oid trademark on the label—otherwise you cannot be sure of getting the long-lived roof that Ru-ber-oid Roll Roofing can be depended upon to give.

Ask any builder or architect, or the dealer in your town who displays the Ru-ber-oid sign, to tell you about Ru-ber-oid Roll Roofing.

Ru-ber-oid Board is a superior wallboard at the usual price. Look for the Crimson Core. Ru-ber-oid Latite Shingles lay tight and stay tight because they are locked on.

The Rogers Hardware Co., Ltd.

ROLL ROOFING



Frost Fence Prices Down

WE are as keenly interested in your prosperity as though we owned shares in your farm. The more prosperity you enjoy, the more Frost Fence we sell. You and we are "in the same boat".

Today Frost Fence prices are the closest to pre-war prices of anything you buy

When you heard about prices of raw material coming down you looked for us to drop ours too. Our factory was then full of raw material bought by us at the high prices. So we had to choose whether we would keep our prices up (while yours for your farm products were down)—or take a loss. We took the loss—and a big one it was.

But it turned out just as we expected. It was good business to take this loss, knowing as we did your faith in Frost Fence, and that you would buy more of it when the price was brought within your reach.

Your increased business in time wiped out that loss—and our mutual good faith, you see, has been justified.

Today we are maintaining these low prices—as close as possible to pre-war figures—by improved methods of production, by new big capacity machinery, by new-found ways to eliminate waste, by the lower prices now prevailing for raw materials and by the closest margin of profit of any line you buy.

Frost Fence value has no equal if you want a fence to stand up against weather, stock and every other kind of fence enemy years after others are gone. If you have waited for low fence prices, wait no longer. See the Frost dealer, or write us direct.

Frost Steel and Wire Company, Limited, Hamilton, Canada  
Galvanized and Bright Wire—Hay Wire and Bale Ties—Woven Wire—Farm, Factory and Ornamental Fences—Galvanized Gates—Manufacturers' Wire Supplies.

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