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The Church Nobody Knows

Condensed from Collier's, The National Weekly (June 4, '27) Bruce Barton

The salvation of the modern world depends upon the mutual understanding, and reaction upon each other, of business and the church. Unless business discovers and holds steadily before its eye a spiritual ideal, unless the church learns some of the lessons that business has been forced to learn under keenly competitive conditions, neither will measure up to its new opportunities.

I present five lessons which the church could learn from business:

1. In one important respect the church can learn honestly from business. When the directors of the largest business of its kind in the world came into control, the concern had on its balance sheet tremendous inventories of raw materials, which were carried at cost though the current market was much lower; it had a number of plants built to manufacture products that had proved unprofitable or unsuitable for the line. In the

first year of its new management that great company wrote off its books more than 38 million dollars. The result was no dividends for that year. I asked one of the directors why it wouldn't have been wiser to spread the write-off over a longer period.

His answer was emphatic. "We wanted to clear away everything about which there could be any possible doubt. Then we knew that what was left was solid, and on that we could begin to build."

That is the habit of sound business. It is not the habit of the church. There is hardly a church-membership roll that does not carry as active members a large percentage of people who are no longer active. Yet their names swell the misleading totals which give the impression that the church is gaining, when one has only to drop into a Sunday morning service to learn the contrary.

In my own business we are called upon to study the sales problems of manufacturers. Our first objective in such a market survey is to uncover grief. The manufacturer knows the strong points of his position. He asks us to find his troubles. And when we come back to him with criticisms and complaints, we present the report with no sense of embarrassment. It may not make good reading, but there is no suspicion that we are unfriendly.


The church could hardly make such a survey, for people like to tell a pastor what he likes to hear. But an outside organization could, and the results would be illuminating given though they were confined to a dozen communities. "What does every man in this town think of the church? Why is he not availing himself of its service? Why does he not contribute to it? How could its service be modified to appeal to him?"

Such a survey would bring out much that would be unpleasant reading. But when it was finished the church too would know its problems and on what exactly it had to build.

2. The church does not have as much faith as business. The officers of a great corporation know that at any hour the scientists in their research laboratory may announce: "We have discovered a new and better process. It will mean the junking of 20 million dollars' worth of your present machinery." Do the executives try to shield themselves from that possibility? No, they try to provoke it. They are absolutely sure of one thing only, and that is CHANGE. They have only one fear—that the future may spring upon them suddenly and find them unprepared.

Business KNOWS that tomorrow is going to be different; the church is AFRAID that it may be. It trembles at anything that looks like change, and sticks to the old methods, believing them sacred because they are old. Surely the church can afford to be as brave as business.

3. Business is endlessly flexible and adaptable; the church is peculiarly rigid and unadaptable.



Lower Expense Ratio

Remarkably low for a new company last year, the expense ratio of The Maritime Life has dropped a further 10% the first half of this year.

The expense ratio is now lower than that of many long established companies.

The MARITIME Life

LARGER PROTECTION LOWER PREMIUMS

T. W. BENTLEY, Manager for Prince Edward Island
Charlottetown, P. E. I.

THE MARKETS

MONTREAL, Que., July 29.—The export trade in Canadian grain in the Montreal market today was quiet, the demand from foreign buyers being only for off loads of wheat and barley in nearby positions. The only demand of importance in the domestic market was for a few loads of No. 3 Canadian western barley and a fair sized lot of Argentine corn changed hands for domestic account. The undertone to the spring wheat flour market was easier but there was no change in prices. The demand was quiet. Only a small trade was done in winter wheat flour but prices were steady.

Owing to the continued scarcity of some lines of millfeed and the good inquiry from outside source a very firm feeling prevailed in the market but there was no change in a fair trade was done in standard grades of rolled oats and prices ruled steady.

A moderate amount of business was worked in all grades of eggs and prices were firm at the late advance. The receipts were 434 cases.

There was some demand from outside speculators for carlots of eastern creamery butter today and sales of extras were made at 34¢ to 34½¢, but apart from this the trade was quiet and values were unchanged. The receipts were 31,274 packages. Local and foreign demand for cheese continued dull and prices were again easier. Western grades were quoted at 18½¢, 19¢ and eastern 18½¢ per pound. The receipts were 5,110 boxes.

OTTAWA, July 29.—(Eggs) Apart from a slight weakness reported from Nova Scotia there is no outstanding change in the condition of the egg market in Canada today.

TORONTO.—The market is firm. Dealers are quoting country shippers extras 33 to 35, firsts 30 31, seconds 22 to 28.

MONTREAL.—The market is strong and higher. Receipts are light.

WINNIPEG.—The egg market is steady. Dealers are paying country shippers for ungraded eggs extras 28, firsts 26, seconds 21.

EDMONTON.—Prices to retailers are extras 37, firsts 35, seconds 28.

CALGARY.—The egg market is unchanged. Local demand fair and weather showery.

VANCOUVER.—Eggs on this market unchanged.

MONTREAL has placed orders for two cars at extras 31 and 31½ shipment this week.

SAINT JOHN.—Market is firm. Prices unchanged. Good demand for firsts and seconds. Prices to country shippers are unchanged at extras 33 firsts, firsts 30, seconds 25 delivered.

HALIFAX.—This market is weaker under heavier receipts and poorer quality.

Winnipeg Labor Group Hostile To Maritimes

(Historical)

During last session of the Dominion Parliament, a Mr. A. A. Heaps, M. P., one of the Labor group from Winnipeg, paid his respects to the Maritime Claims in Characteristic style. After pouring out the vitals of his wrath upon Sir A. R. Duncan, Chairman of the Royal Commission, in regard to his recommendations on the Maritime Claims, opened fire on what he was pleased to call "preferential" claims of the Maritime Provinces. "The Commission, he stated, in the investigation, heard all that had to be said by the representatives of the Maritimes and their demands for 'preferential' treatment from the rest of Canada, but not a word did they hear in rebuttal, of the evidence submitted by the Maritime Provinces."

We quote him again as follows:— "This rebate of 20% which will have to be borne by the National Treasury, will amount according to the best information available to about \$3,000,000 per annum. In addition, they are to get a very largely increased annual subsidy from the Dominion Government as well as other concessions running into large sums of money."

The 20% rebate is something new in the Dominion political matters and is creating within the confines of Confederation preferential treatment.

Before very long there is no doubt that other parts of Canada will be asking for similar favored treatment, and there is no saying where principles of this nature may lead to in the Dominion.

Other provinces which may now make the demand for similar treatment to the Maritimes would be entitled to the same consideration as given to others.

What has happened is that we have given preferential treatment to one part of Canada at the expense of the rest.

There is another aspect in connection with the whole situation which might perhaps be referred to. In the claims made by the Maritimes they pointed to the greater prosperity of those living in Western Canada than in the Maritimes, and if they would look deep in the economic causes they would find that in the West we are suffering just as they are in their own provinces.

The answer to the latter part of the foregoing criticism is not far to seek, and if the greedy critic from Winnipeg felt disposed to be fair, he should know that the scope of the Commission only included the Maritime Provinces. It did not include the west or any part of it. It is evident therefore, that Mr. Heaps would not object to pocketing the western preferential claims, and then demanding a share of the Maritimes claims as well. According to this line of reasoning one might well ask:—

"Is this Shakespearean drama?"

This Labor champion also appears to be a very recent addition to the population if he does not measure up to Shakespeare's description from the fact that he has no remembrance of the Crow's Nest Pass Preference, and has also forgotten the long history of grants and bonuses handed out to the people of the country. Those were the golden days, not for the Maritime Provinces. It was then that they proved their sterling worth by their patriotism and generosity.

This western Oracle appears to be leading the Labor group nowhere if we are to judge by his opinions on the Maritime question. He was appointed to adjust a sectional difference to run amuck and assume the duties of the Parliament at Ottawa in regard to Legislation. It is well that his "group" does not control the public affairs of the country, but it is not a desirable lead for the Labor group to follow if they hope for a fair deal from their fellow countrymen, who believe in stable government, progress and evenhanded justice.

This high authority is also endeavoring to excite trouble among the Labor group by setting up a claim for a share of the recent little time with our own people, alone. It is for this reason, and no person is opposed to the labor because religion is dying out, that the Sunday morning service is maintained with so much effort. On Sundays we hunger for the open air. Such intellectual hunger as we have has a thousand feedings in places. We buy books, magazines, newspapers, as the pastor does.

"Thus the church becomes reduced to its primary function. It is no longer necessary as a social center; it is no longer an intellectual headquarters. It can be and should be still a headquarters for spiritual inspiration, an oasis of reverence, a river of peace."

4. Business checks up on itself frequently to be sure that it still is headed for its original goals. Has the church not somehow managed to get itself turned around so that the emphasis of Jesus is reversed? To the natural, normal human frailties of men and women, the frailties that arise out of the fleeting moment of happiness in this rather cruel world. Jesus showed an amazing pity and forgiveness. But He denounced with words as bitter as any that have ever been spoken the sins that make life harder for other people, the respectable, profitable sins—error and selfishness and oppression. For these He had no forgiveness.

5. Any business is terribly concerned if there be the slightest depreciation in the quality of the men who enter its ranks. There can be no permanent business with poor men. A hundred years ago the best men in every college class headed for the pulpit; it was the place of power. Fifty years ago some of the best men became

Western Guardian

—THE PRESBYTERIAN Church of Malpeque, will hold a sale of fancy work, quilt mats and antiques on Wednesday, August 2nd on the Church grounds. Tea tables will be set at 2.30. 8199-7-30-31

—HOME BREW—A man from Northam, appeared before Mr. J. L. Palmer, J. P., on Wednesday charged with making beer, contrary to the Customs Act. He pleaded guilty and was fined \$50 and costs.

—NORTH BEDEQUE—Services in North Bedeque United circuit will be conducted on Sunday (July 31st) as follows:—North Bedeque, 11 a. m.: Freetown, 3 p. m.: Travellers Rest, 7.30 p. m. Rev. H. R. Raynor of Nova Scotia will preach.

—UNITED CHURCH MALPEQUE—Sunday, July 31st, 1927. 10 a. m. Sunday School; 11 a. m. Holy Communion—Sermon by Rev. James A. Ramsay, B. A. of Moncton, N.B.; 7.30 p. m. Evening Worship—"A Star on a Road." The Minister, Rev. D. M. Grant will preach in the evening. Messrs. T. W. Bentley and A. R. Gillis of Charlottetown will sing. All welcome!

—NEW STATION—Mr. Rogers, Engineer, and Mr. Fuller, Architect of the C. N. R., Moncton, held a conference yesterday morning with the members of the Summerside Town Council and the Summerside Board of Trade at the New Station. Certain changes were suggested to the interior of the station, and not included in the present specifications, and the suggestions were received and it is hoped will be acted upon. When the new station is erected it will be one of the nicest on the system and should be in keeping with the other excellent buildings of the town.

—CAR STEALING CASE—A native of Yarmouth, N. S., but who came here from Massachusetts comes up before Mr. J. L. Palmer, J. P., and Mr. Alex. Campbell, J. P., this morning charged with stealing an automobile from a resident of Bloomfield. According to the story the arrested man came here with a Studebaker Touring Car with a Massachusetts number, entering by way of Ontario, and sold the car to a man in Bloomfield. After selling the car he asked for the loan of it promising to return it the next morning. When the car was not returned enquiries were made and the accused was arrested at Pictou, N. S., after having crossed on the Halifax. A warrant was issued by Mr. J. L. Palmer, J. P., upon the request of the purchaser and the alleged thief brought back to Summerside where he is now in the Prince County Jail. Further particulars will be brought out at the trial this morning.

PERSONALS

—Miss Eileen Conroy of the New England News Co., Boston, Mass., is visiting her parents, Mr. and Mrs. F. N. Conroy, Tignish.—T.

—Rev. Patrick Walsh, Charlottetown accompanied by his parents motored to Tignish on Tuesday.—T.

—Miss Zita Hogan, Boston, Mass. is visiting her home in Tignish.—T.

—Mr. R. J. Brown and his mother Mrs. Brown, Bayside, are visiting Dr. and Mrs. Johnston, Tignish.—T.

—IMPORTANT VISITORS.—During the past week Tignish was visited by His Excellency Governor Healy and party consisting of Rev. A. J. McIntyre, Charlottetown, Rev. J. J. McDonald, Summerside and Rev. Dr. Gauthier, Palmer Road. This was His Excellency's first visit to Tignish and in recognition of our distinguished guest the flags were raised on stores and public buildings. While in Tignish the party was hospitably entertained by Rev. Dr. McLellan.—T.

"BOSTON BILLY" WILLIAMS IS CONVICTED OF \$30,000 JEWEL ROBBERY

MINEOLA, N. Y., July 29.—James P. Monahan, better known as "Boston Billy" Williams, the "Gentleman" burglar, was sentenced to fifty years in Sing Sing prison on today for participating in the \$30,000 jewel robbery at the Jess Livermore estate.

Take the typical Sunday morning service as an example. It originated in times when people lived on farms, far from one another. It was lonesome work and gave little chance for intellectual development. The pastor, the one man of letters in the community, was their newsgiver, their librarian, their whole intellectual bill of fare.

Conditions have changed. We are crowded in offices and factories; forced into the closest kind of contact with everybody EXCEPT the members of our families. Our hunger on Sunday is not forgregatation but separation, for a claim for a share of the recent little time with our own people, alone. It is for this reason, and no person is opposed to the labor because religion is dying out, that the Sunday morning service is maintained with so much effort. On Sundays we hunger for the open air. Such intellectual hunger as we have has a thousand feedings in places. We buy books, magazines, newspapers, as the pastor does.

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Eastern Guardian

—SOURIS TEA WEDNESDAY August third. Everyone welcome. Come and enjoy yourself. 8118-7-26-61

—PROMINENT VISITORS.—Rev. G. C. Henry accompanied by Mrs. Henry and their two young sons of Indiana are visiting in Montague, the guests of Mr. and Mrs. Lester B. Mellish. Mr. Henry will preach in the Beach Point Christian Church on July 31st, at both morning and evening services, and at Montague Christian Church on August 7th at 11 a. m. and 7 p. m. More than ten years ago, the Henrys were in charge of the above churches for about two years. They were beloved by all, and are being warmly welcomed back, for a brief visit of two weeks duration. Rev. Mr. Henry is at present pastor of Howard Park Church, New Albany, Indiana, where God has used him to build up a strong and influential congregation to work for Him in that corner of His vineyard. Mr. Henry is also visiting his parents at New Glasgow Nova Scotia while on his vacation.

WEAK MEN

Take Our Herbal Remedies Book on Skin Diseases, New Treatise on Chronic Diseases by Herbal Remedies, Pamphlets on Loss of Blood and Ailments of Men, Booklet on Female Ills and advice free by mail. 50 years experience. (Without criticizing or disparaging your doctors write before being used.) Treatment by mail our specialty.

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Special Sale of Handsome Silks \$1.50 Yd.

This is a Great Value.

At the silk counter we are clearing a lot of very attractive silks, in Taffetas, Petite Reine, Valencia, Fancy Armure, Coatings Satins, Paillette de Chine and the like. This lot includes fabrics ordinarily selling at \$1.98 to \$2.50.

SUMMER CLEARANCE SALE BARGAIN AT ONLY \$1.50

1 piece Black Rayon Silk, 85c for 59c. Fancy Checked Fuji Silks, \$1.25 for 98c. Bordered Taffeta Dress Lengths, special \$13.95 for \$6.98

BIG TABLE FULL OF WASH GOODS WORTH TO \$1.50

49c

In this clearing lot there are some of the finest Wash Goods Bargains that you ever saw in the store.

There are Normandy Voiles, "Silk Gingham," striped and checked broadcloths, fancy voiles and crepes, striped and checked Rayons—

.49

CLEARING OUT Crepes and Rayons WORTH TO \$1.50

89c

This lot includes a fine range of fancy crepes and Rayons, ranging from \$1.00 to \$1.50, many patterns, all tasteful, wearable and very attractive.

.89

Here is an outstanding value in Broadcloth and Percale Shirts for the week-end \$1.98

A really notable line of shirts for men, picked up by our buyer at a saving price—which makes it possible to give you a very attractive bargain. There are percales, printed fabrics and broadcloths, all in attractive patterns, some in stripes, others in broken checks, and the like. But all good. Sizes 14 to 16 1-2

Men's Work Shirts, in blue Chambray, Khaki and Navy Duck, good summer weight, Week-end Special 2 for \$1.75 **.89**

Men's Broadcloth and Percale Shirts, shown in new attractive patterns of stripes, broken checks, etc. Week-end Special **1.59**

Men's Balbriggan Combinations, all sizes from 34 to 44, short sleeve and long leg, as well as long sleeve and leg. Week-end Special **.98**

Men's Nainsook Combinations, athletic style, size 34 to 44; cool, easy, comfortable. Week-end Special **.98**

10 Tempting Bargains from the Men's Store— Week-end -- for Boys and Men

Flannel Trousers in grey, biscuit, and powder blue shades, all finished with cuff. \$3.50 to \$9.75. Friday and Saturday—20 per cent off.

Men's and Young Men's Summer Suits in grey and fawn Flannels and light grey Tweeds, single and double breasted models, all sizes. Regular \$22.00 to \$30.00. Friday and Saturday 20 per cent off.

Men's Palm Beach and two-piece Golf Suits in fancy grey and fawn Tweeds. Sizes 36 to 40. Worth to \$22.50. Friday and Saturday **\$10.00**

Men's Khaki Moleskin Pants, heavyweight fleece lined, belt loops and cuffs. All sizes. Friday and Saturday **\$2.00**

Boys' light Shirts in fancy stripes, separate and collar attached styles. Sizes 12 to 14 collar. Friday and Saturday 59

Boys' light Tweed Suits, also some grey flannel Suits with short or long pants. D.B. models. Worth from \$7.00 to \$14.00. Friday and Saturday, to clear at 20 per cent off.

Boys Cotton Jerseys, all sizes, 30

Boys' Khaki Pants, long legs .98

Boys' Sailor Straw Hats. . 98

Children's Straw Hats at 20 per cent off.

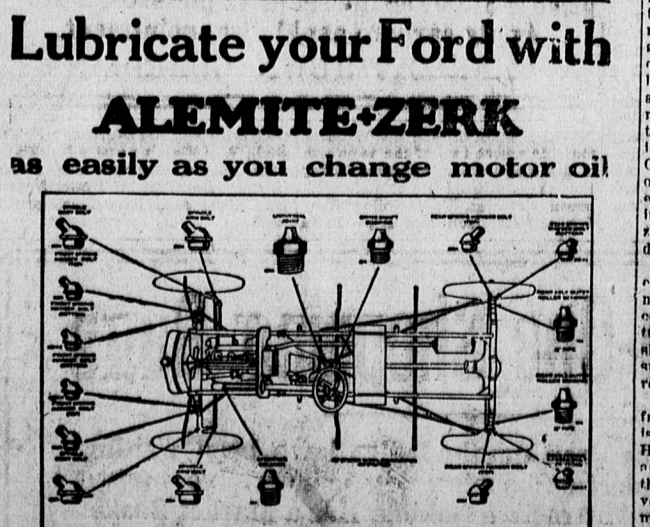
Men's Straw Hats in sailor and Fedora shapes, also a few genuine Panama Hats. Friday and Saturday at 20 per cent off.

Men's Tweed Caps in brown, grey and fawn. All sizes. . 98

Men's fine Tweed Caps in fancy greys, fawns and light Tweeds. Plain and eight-piece tops. All sizes \$1.29

Lubricate your Ford with ALEMITE-ZERK

as easily as you change motor oil



Complete Set of 17 fittings and a compressor, - \$9.75

You'll be surprised at the saving! Invest \$9.75 in an Alemite-Zerk Set for your Ford and you will save many times that in reduced repair bills. You can install it in a few minutes with a hammer and a pair of pliers. Then lubricate every 500 miles—a 5-minute job. We'll be glad to show you how.

Look for Alemite Dealer's Yellow Sign

A. HORNE & CO., CHARLOTTETOWN, TAYLOR SERVICE STATION, SUMMERSIDE.

Maritime Distributors.—Brown, Putnam, Ltd., Saint John.

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A good way to keep lemons fresh fectly dry sand at the bottom of nating layers of sand and water and juicy is to put them in cold an earthenware jar, and on this until the jar is full of water and keep them well covered place a layer of lemons, putting the finishing with the sand. Keep them in the air in a net, being careful they do not touch. Cover will keep good for months. Careful they do not touch each them with another layer three other. Or again, put a layer of per-inches deep, and continue in alter-