

“Thanksgiving,” “Our Homes,” “Our Churches,” “Christian Soldiers,” “The Children of America,” etc.

The lessons are evidently the fruit of careful study and experience. They have been used with children and found successful, the editor assures us. “Yet,” the teacher is wisely warned, “you are not to teach the lessons, but through the lessons teach the children.” The lessons and materials are simply the means, the end is to minister to the spiritual needs of the children. Failing in this there can be no true success. The book wisely studied and used by the teacher will be a valuable aid in a much needed service.

G. B. E.

Handbook of Church Advertising. By Francis H. Case. The Abingdon Press, New York. 186 pp. \$1.25 net; postage 10 cents extra.

This is among the best of the many recent books on church publicity. Mr. Case is thoroughly conversant with the essential principles of good advertising as applied in the business world and with fine understanding of the needs, the strength and the weaknesses of the churches he proposes publicity plans that are effective and at the same time appropriate to that which is being advertised. The chapters on “Who Shall Have Charge of the Church Advertising?” “What to Advertise,” “Channels of Publicity” and “Making Type Talk” are unusually valuable.

C. S. DOBBINS.

The Vacation Religious Day School. By Hazel Straight Stafford. The Abingdon Press, New York. 160 pp. \$1.00 net; postage 10 cents extra.

The feeling that the Sunday school, as at present organized, is hopelessly inadequate to meet the need of popular general religious education, has been growing in intensity. At the same time it has been fully recognized that it is the only effective