

Teaching Training Essentials. By H. E. Tralle, M.A., Th.D. Philadelphia, American Baptist Publication Society. 140 pp. 25 cents.

This is Part I of a First Standard Course and contains the "Sections on The Pupil," ten lessons; "The Teacher," seven lessons; and "The School," eight lessons. Though in paper binding, the contents are worthy of the author of *Sunday School Experience*. Each lesson consists of a brief, clear treatment of the topic, "Writing and Discussion" or tests for the pupil, and "What others Say" or a select bibliography.

BYRON H. DEMENT.

Ten Dont's for Sunday School Teachers. By Amos R. Wells, Philadelphia, The Westminster Press, 1913. 74 pp. 25 cents.

A neat pocket edition containing clear and pointed prohibitions and suggestions valuable to Sunday School Teachers in cultivating the true spirit of work and the best methods of instruction.

The Westminster Superintendent's Service Book. By E. Morris Ferguson. Philadelphia, The Presbyterian Board of Publication and Sabbath School Work. 71 pp. 35 cents.

Hints to Superintendents, Orders of Services, both weekly and quarterly, are given in the Service Book which is suggestive to all, though prepared especially for Presbyterians.

2. CHURCH EFFICIENCY.

Church Publicity: The Modern Way to Compel Them to Come In. By Christian F. Reisner. The Methodist Book Concern, New York-Cincinnati, 1913. 421 pages. \$1.50 net.

The author of "Social Plans for Young People" and "Workable Plans for Wide-awake Churches" has done preachers and the public a much needed service by adding this work to his list of publications. "I am glad to hear that you are getting up a book on Church advertising" said W. F. Cochran, of Baltimore, who has expended large sums of money for publicity in the inter-

est of the Anti-Saloon League, to the author when the work was in preparation, "it is an uncultivated field." "For years," says Dr. Reisner, "I have made a specialty of progressive church plans, buying every book discovered on the subject. I found nothing on church advertising except the book by Charles Stelzle on 'The Principles of Church Advertising.'" No man, minister or layman, as the author sees it, can successfully advertise the church services unless he gives himself to it vitally, and thoroughly understands the business. It requires something of a specialist to catch the spirit, find the language and employ the forms and methods that will win a substantial and fruitful hearing for the Church. It was with this conviction growing through sixteen years' pastorate in aggressive cities, where ingenious and tremendous efforts were necessary to get a hearing, that the writer gathered up the materials and the courage needed to put out a book on church advertising. His conviction was and is intense that the church must wake up and employ 'publicity methods.' "The output," he says, "however crude, is from the heart."

The book is bound to carry conviction, if not with all, certainly with many. It will inspire and inform laymen as well as preachers to get up and be doing in this direction. It will put new courage into the heart and new light into the mind of soul-savers as to how to go about their work to make it most widely effective.

Some will object to the book, object to the whole business. We commend to such the following: A minister objecting said, "I don't believe in advertising; it is the devil's method." A hearer commenting on the preacher, said: "What a good friend the devil has in that preacher! What a lot of work he saves the Old Boy by not allowing his church to advertise!" It is a method the devil uses, but it is not *his*.

The devil has been allowed to pre-empt too many useful methods. "John the Baptist, Jesus and Paul were all called sensationists in their days," the author quotes Dr. C. S. Long as saying; and then he adds: "Under no circumstances can a church justly retain its name and maintain its power, if it fails to give

men news from God." Jesus commanded, "Go out and compel them to come in!" The church too often rocks itself to sleep with dreams and affirmations of its indispensability. God will not use the salt, if the salt have lost its savor. When the church ceases to perform its saving function, it is good for nothing but to be cast out and trodden under foot of men, and God will let it die.

We dare not content ourselves with the emptiness or the semi-emptiness of our churches. If there is a legitimate way to fill them for the hearing of the word, let us search until the way is found, and work to exhaustion, if need be, in giving the way a full test. A Christ-like passion for souls prompts it. Dr. Goodell, of New York City, launching out in a revival meeting in Calvary Church, said he proposed that, under God, success should come or "there would be a funeral in the parsonage." Success came. Rev. George H. Combs, pastor of the great "Christian Cathedral," Kansas City, once expressed himself as "conservative about advertising." In a sermon lately he said: "What would you think of a business institution down town that spent \$350,000 in building and stock, manned it or womaned it with clerks and made an allowance of \$300 a year for advertising?" Then he added, "I am asking the members of this church for \$5,000 to be spent each year for publicity, so that we can better use the power and the opportunity we have." It was forthcoming; and who that knows the work and influence of that church will question if it pays?

The author asserts that he would not dare spend his time and strength at this task if he did not believe that it was to result in advancing the Kingdom of God. The reviewer earnestly believes it will have that effect.

GEO. B. EAGER.

Stewardship Among Baptists. By Albert L. Vail, author of "The Morning Hour of American Baptist Missions," "Baptists Mobilized for Missions," etc. Philadelphia: American Baptist Publication Society, 1913. xi+140 pages. 50 cts. net.

The author has given us a brief historical account of the attitude of Baptists in America to this subject. Then there is