AR SSB

NCORPORATED

J. N. PRESTRIDGE,

BOYCE WATKINS.
VICE-PRESIDENT AND TREASURER

THOS. A. JOHNSON
SECRETARY AND BUSINESS MANAGER

EDITORIAL DEPARTMENT Booksellers, Printers, Publishers and Stationers

660 SOUTH FOURTH AVENUE
LOUISVILLE, KY.



January 18-1912.

Dr. J. M. Frost, Nashville, Tenn.

Dear Brother:

Yours of loth with enclosure of "Content vs. Content" received. It is a capital article and gets better toward the end. In fact toward the end you do some of your very best writing and I take the liberty of repeating about the last half. In your ticism is this, that your too homiletical mind has rounded out the whole thing to the incorporation of matter which is commonplace in your writing and which prefacing your new message weights it down. I fear you have lost many readers of the Herald, of the higher sort, who concluded after glancing at the first few paragraphs that you were repeating the message of your books. I have come to the conclusion that a newspaper article ought to be a clean rifle shot. Now forgive me.

You are digging in a rich vein and one that few Baptists had any conception of even a decade ago. Such thinking goes far to bring on a new era. It does much to drag the paptists away from their rut of dealing with the mere facts of "eis" and "ex" and "close communion". No wonder the world has laughed at us for contending for such things without giving the glorious reasons therefor.

Shoot again and again and again.

I am so glad you explained to me in Sampey's office the S.S. situation. If the trouble gets into the papers I wish you to give such a clear statement to my readers.

Fraternally yours,

Dictated, not read.

J. n. Preetridge