

Ex-Press Agent Finds Himself When He Blazes Program Trail For Lord

By HAL BOYLE

NEW YORK.—(AP)—The Rev. Everett C. Parker used to be a press agent for Chicago livestock shows.

Now he's an advance agent for the Lord—a radio. He sparks religious publicity over the airwaves.

"This means something," he said. "That's why I'm doing it. The other thing—his former work as a press agent—only meant money."

At 36 this energetic minister is director of the Protestant Radio commission. This organization of the nation's leading Protestant church groups is spending \$172,000 this year for 800 religious radio programs to be heard over some 1,000 stations.

The programs are organized by Rev. Mr. Parker and a staff of three. Now he decided to embark on this unusual career: is quite a story.

"I had no particular religious background—and in college I lost any religion I had left," he said.

He sold doughnuts from door-to-door, worked as a chef in a Chicago cafeteria, then started a publicity firm. Then he became program director of a Hammond, Ind., radio station.

How Career Started

One day the owner asked him to go out and find a commercial sponsor for a Lenten program.

"How can anybody sell a religious program?" Parker demanded.

"Well, try it anyway," said the owner.

Parker finally got a utilities company to act as sponsor. With his flair for drama, Parker made the program a popular feature. It lasted 43 years and was sponsored by a laundry and a cemetery, as well as by the utilities company.

"I found out the influence a church has on a community, and the things a minister can do that no one else can do," Parker said. "So I decided to make the whole thing—go into the ministry myself."

He was graduated from the Chicago Theological seminary magna cum laude. Awarded a fellowship in religious radio, he spent a year with a network. He was offered a permanent post with it but decided his real wish was to devote himself to the ministry.

In the three years since then he has become a leading authority in religious radio, and held workshops at several universities to teach the subject to other ministers.

Blazes Program Trail

"Our job isn't those who already go to church," he said. "We



OUT OUR WAY

By J. R. Williams

try to reach those who don't go."

The Rev. Mr. Parker has been a trailblazer in creating religious programs that avoid dull sermonizing but carry a real spiritual impact because they deal with problems close to the hearts of listeners. One of his innovations is a TV puppet show that tells Bible tales for children.

The best writers in radio write the programs for him at a fraction of their usual price. But he insists on paying them, also insists on paying actors on the programs their union minimum.

"We paid Ingrid Bergman \$32 for one show," Parker smiled. "On a commercial show she'd probably get \$5,000."

No money is paid for station time. Most stations are glad to air the programs as a public service.

The minister himself could earn a top salary in the field of educational radio. But he's happy in the job he chose.

"Yes, very happy," he said. "I feel that our country must have religion to survive. Countries that don't have it eventually fail."

You might be interested in how I came upon this story. I got it from two press agents for the Protestant radio commission. Both are Jewish.

"They do the work free," said the Rev. Mr. Parker.

Each year the earth rotates on its axis about 366 1/4 times.

Three Traffic Violators Pay City Court Fines

Three traffic violators paid fines in municipal court Saturday. Judge Ira B. Riddle reported, they included:

Boyd N. Carr, 41, Wilbur, \$5 for driving automobile with four persons in front seat; Melvin Dale de Dobbelaire \$2 for excessive noise from muffler, and William Harlow Wagner, \$2 for wrong way on one-way street.

Thomas B. Hastings, 24, 839 Cecil street, posted \$15 bail on a speeding violation this morning. Chief of Police Calvin H. Baird reported.

The next total eclipse of the sun, visible in New York, will come on Oct. 26 in the year 2144.

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Ford To Continue Production Save On Lincoln Model

DETROIT.—(AP)—The Ford Motor Co. has thrown a note of cheer into the auto industry's steel-darkened picture in announcing it would be able to continue nearly full production in all divisions but Lincoln throughout this month.

Earlier the company had planned to shut down its huge Rouge plant between Nov. 11 and 15. That might have meant quick paralysis of the vast Ford system.

Emergency operation of Ford's own steel mill at the Rouge factory and "encouraging news in the press" on the steel situation made the new plans possible, a statement from executive Vice President E. R. Breech said.

Breech reported the company would continue the production of Fords and Mercurys at slightly reduced schedules all this month. Lincoln output will be halted Nov. 11, he said, but should be resumed in December.

Because of the move, about

100,000 Ford workers who had expected to be laid off within two weeks will be getting their paychecks for the rest of the month, at least.

The Ford announcement came as Chrysler Corp. closed its Dodge, De Soto and Chrysler divisions because of a lack of steel, idling about 35,000 of its 91,000 Detroit area employees.

Chrysler has said it hopes to continue manufacture of Plymouths and Dodge trucks "as close to Thanksgiving as possible." General Motors Corp. has an-

nounced no shutdown plans, but recently placed a few of its plants on a four-day week.

The planet Jupiter is larger than all the other planets combined.

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