



Business *needs* Religion

I am an executive. I have wide contacts with people in a fair-sized industrial establishment. I am convinced that it is possible to apply the principles of religion in business as well as elsewhere. I do not subscribe to the false and outmoded doctrine that business is something apart from man's moral and spiritual relations.

Experience has taught me that it is much easier to deal with people, either as employees or in other business relations, when moral and ethical considerations form the background of discussion. Morals and ethics do not constitute the whole of religion, but they are the outgrowth of religious concepts.

I have been amazed to observe how quickly the average person responds to the motives of right and justice, and how readily he accepts the spiritual background of human life.

These experiences have served to strengthen my own spiritual nature, and have taught me how powerful a factor religion is in the life of man. They have caused me to have a higher regard for my church and a deeper appreciation of its service and influence in the community.

And beyond all this is the peace and satisfaction I derive from a sense of the presence and power of God, in my own life and in the lives of others.



THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend and support the Church of his choice. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to Church on Sunday.

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E. E. Keister, Strasburg, Virginia
Script and suggestions for this series of advertisements
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This advertisement contributed to the cause of the Church by the following patriotic citizens and business establishments:

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698 Willamette

VALLEY PRINTING & STATIONERY CO.
76 West Broadway

JERRY'S BAKERY
Public Market

CHASE GARDENS
58 E. Broadway

LOYALL R. RUGH CO.
1029 Willamette

MILLER'S
840 Willamette

MONTGOMERY WARD
1059 Willamette

EUGENE HOTEL
222 E. Broadway

FIRST NATIONAL BANK
896 Willamette

WILLAMETTE STREET MARKET
1167 Willamette St.

OREGON DAILY EMERALD