

Advertising The Church

"Should churches advertise?" Well, why not? It's modern, and it brings results."

There we have the attitude of the Reverend E. V. Silvers, pastor of the First Christian church of Eugene. He advertises; he's glad of it, proud of it, and he suggests newspapers advertising as a means of saving some moribund ecclesiastical organizations.

"Certainly there are persons averse to church advertising," said Mr. Silvers. "but the interesting thing about it is that he active, wide-awake, red-blooded people of a community are for it—you see it's the long-coated boys themselves, ministers who are wondering why their congregations are not busy during the week talking over the text announced a couple of Sunday ago—they are the ones that are against it."

Mr. Silvers, minister, business man and live wire of an unlimited number of volts, leaned forward in his study chair at the church and tapped the palm of his left hand. Many of these long-coated individuals maintain that advertising lessens the dignity of the church, that it's too sensational, rubbish! Advertising pays—and that applies to the church. And when there's clean, sensible, truthful advertising the broad-minded people are not against it."

The Reverend Mr. Silvers, dressed in a plain business suit, paused. Plainly legitimate publicity for the church is one of his hobbies. His eyes fairly sparkled with enthusiasm when he offered what he considers a solution to two big problems today confronting the church.

"One thing that every minister hopes to do is to infuse Christianity into business," he said. "Another thing that he ought to do is to refuse business into Christianity. Advertising helps. It is simply applying business methods to the church."

"Take the business man. He doesn't hesitate to let the public know of his commodities—why should the minister? We want the people to come to church. Advertising gets them. If anyone doubts this he should have an opportunity to notice the attendance slump which follows a week in which no advertising is done."

It was obvious that Mr. Silvers rather feared he might not put his point over as he would wish. He is a forceful talker, and he drives facts home with a bang.

"I like to advertise for the same reason that I like to wear a business suit in the pulpit," he continued. "Preachers are not things apart, floating somewhere between heaven and earth. Time was, maybe, when they themselves believed they were, but no more."

"Today the preacher is entering more and more into the business world. A few years ago, Maynard, the 'flying parson' would have

been criticized as degrading the pulpit, but people are coming to realize that a minister can do far more by going in and, in a sense, competing with the world. That's the way I see it, and, 'tho' youthful appearing Mr. Silvers raised his head, 'meets it that way, I propose to mix in.' He smiled.

Subject to the criticism which naturally followed, the initials at the end of a minister's advertisement. Mr. Silvers has been putting his initials before the public in black and white for 12 years. It was not until five years ago, however, that he came to a positive conclusion that as a minister the newspaper was best. Starting with placards and posters at the very beginning of his career, he finally graduated into the newspaper field and at present uses more space in the Eugene paper than any other minister.

"And it's a self-supporting proposition," Mr. Silvers pointed out with a half smile. "In fact, the people pay for getting themselves to church. Further elucidating, he said that the extra contributions of persons brought by an attractive appeal in a paper, offset the cost of the advertisement."

Relative to the drawing power of an advertisement, Mr. Silvers said: "In most ways, church publicity is the same as that of any business. The size of space purchased or the frequency with which it is used will often not count as much as the mere attractiveness of the copy or the fact that the sermon announced is of an unusual nature."

"Shortly before the nation went dry, for instance, I advertised that my text would be, 'The Funeral of John Barleycorn—Wear No Mourning.' The space in which this an-

nouncement appeared was comparatively small, but on the Sunday in question the church was packed. Mr. Silvers says that he has never had a very large audience, commonly numbering about 100, and he never asked for not received special rates. While he was in Stockton, Cal., he explained, he used the papers for announcements, paying as little as 6 cents an inch. In the larger cities he believes, it takes longer to get results, on a town the size of Eugene, the way of attendance can be seen to rise from week to week, depending on the size, content, and general attractiveness of the advertisement."

One of the biggest advantages of advertising, Mr. Silvers contends, is psychological one. "When you keep everlastingly at it," he reasoned, "and the name of a certain church is continually before the public eye, it's bound to bring results. If a person decides he wishes to go to church on a Sunday evening and has no particular preference, nine times out of ten he will go to the church whose name and text have appeared in the paper, due to the fact that he unconsciously thinks of that church first."

Not content with his own views concerning advertising, Mr. Silvers has made an extensive study of it among volumes which he has on the

subject are "Church Publicity" and "Wide Awake Plans for Wide Awake Churches," both of which were written by the Reverend Christian Reiser, pastor of a Methodist Episcopal church in New York City. They contain many helpful hints, Mr. Silvers said.

Stacks of letters from various types of persons from many parts of the United States and even Canada have been received by Mr. Silvers, commending and criticizing his ideas. Many who are not radically against advertising in the church believe that the personal element should not enter in—that a message should be the only thing mentioned and that the preacher's name should never be used. Emphasis is laid on the beauty of a church is also considered of value by some persons, Mr. Silvers says. A descriptive phrase, "the beautiful church with the revolving cross," used by a Kansas City church recently brought down considerable criticism, he said.

"I do not believe that advertising detracts from the gospel message," Mr. Silvers declared in summing up. "and in Eugene the results from my ads in the newspapers have been marvelous. And let me offer a personal opinion: I do not believe that using an 'ad' one Sunday and

none the next, helps much. I believe that if one is to get results, he must keep everlastingly at it."

About that wonderful Pitt Ointment that stops quickly and generally cures the itching piles, in particular. This is sold and fully guaranteed by Silverthorn's.

Silverthorn's
FAMILY DRUG STORE
LA GRANDE, OREGON.

Ride with ease; the new Overland Four way.

Campholatum for croup, for throat, easing pneumonia, for cold in throat and chest. Sells for 35c, 50c, at Silverthorn's.

Silverthorn's
FAMILY DRUG STORE
LA GRANDE, OREGON.

If it breaks we'll weld it with our new oxy-acetylene welding outfit. Union Motor Company.

That cough or cold in the head can be ended easily by Hyam's. No stomach dosing. Breathe it through the nose and mouth. Money back if not satisfied.

Dr. J. L. Ingle and **Dr. Margaret Ingle**, Osteopathic physicians, members of the La Grande National Bank building.

The Observer furnishes and prints extra Wrappers.

BE THE EARLY BIRD

AND SELECT YOUR CHRISTMAS CARDS WHILE THE STOCKS ARE FRESH AND THE CHOICE IS WIDE. OUR GREETING CARDS ARE ESPECIALLY ATTRACTIVE.

NEWLIN BOOK AND STATIONERY CO.

Cleaning and Pressing

Called for and Delivered

If we do it, it is done right.
LET US PROVE IT.

—SEE MY WINDOW—

The Wardrobe
WOOD W. BERRY



Multnomah

Hotel

PORTLAND, OREGON
Most comfortable and
Five Minutes From
Anywhere

\$1.50 AND UP

home-like hotel in Portland.

Garage in Connection.

LOOK YOUR BEST ON—

Thanksgiving

Our dry cleaning and pressing department can put your clothes in proper trim.

An occasional cleaning is good economy too. It adds to the life of the goods.

STANDARD LAUNDRY CO.

Phone 56

La Grande, Oregon

SHOOTING MATCH

Grace McAlister's
... Place ...

Two Miles East of La Grande, on Cove Road

TUESDAY

Nov. 25

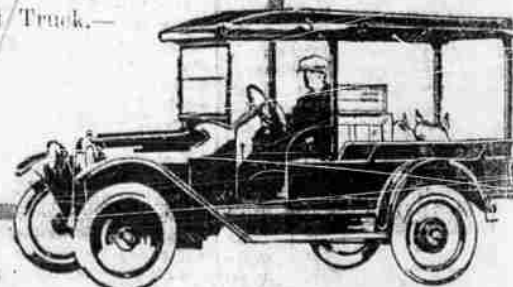
**BEEF CHICKENS
MUTTON DUCKS
TURKEYS GEESE**

Lunch on Grounds
Come and Have a
Good Time

I. C. KENNEDY W. R. CLAPP

CHEVROLET
Light Delivery Wagon

1200 lbs.—f. o. b. La Grande, \$875
CHEVROLET, Light Truck.



Chevrolet Light Delivery Wagon, \$735, f. o. b. Flint, Mich. With Two Extra Seats, \$770.

Wallowa Milling & Grain Co.

Neighborhood Club Minstrels



FEATURING THE 1919 POL
LIES OF THE CITY OF
LA GRANDE.

Tuesday, November 25

High School Auditorium—8:15

Admission—Adults 50c

Children 35c

RESERVED SEATS AT SHIP
VERTHORN'S SATURDAY