

CHURCH ADVERTISING MOVEMENT GAINING; CONVENTION IS HELD

Some of Leading Clergymen
of Country Link Selves
With Discussion.

AD CLUBS ARE ASSISTING

By October 1 It Is Expected That One
Hundred Churches Will Be
Enrolled in Project.

Philadelphia, July 22.—About two months before the Philadelphia convention of the Associated Advertising Clubs of the World occurred, the program committee appealed to Rev. Christian F. Reiser, D. D., the pastor of Grace Methodist Episcopal church, New York city, with the request that he organize a departmental program on church advertising for that convention. Almost immediately he responded and began to secure the consent of various advertising specialists to appear and handle special assigned subjects. No such convention as this had ever been held. Some church leaders still hold a view that it is harmfully sensational to employ modern methods.

Subject Taken Up.
The daily papers immediately took up the subject and thus added a strong arm in helping publish the fact that church advertising would be considered for the first time at this convention.

A letter was sent to every Ad club in the country suggesting that an honor roll be formed to contain the names of all the Ad clubs who brought ministers to the convention. Cedar Rapids, Iowa, was so determined to be No. 1 on this list that as soon as the notice was received they telegraphed and so really became No. 1. Other Ad clubs to bring clergymen were:

Richmond Advertising club, Richmond, Va.; Advertising club of Denver; Auburn Ad club, Auburn, N. Y.; Des Moines Ad club, Des Moines, Ia.; Birmingham Ad club, Birmingham, Ala.; Advertisers' club of Milwaukee; Milwaukee, Minneapolis Advertising Forum, Minneapolis, Minn.

Ad Club Attends Church.

The Milwaukee Ad club published 20,000 copies of the address which was delivered by the Rev. Paul B. Jenkins, pastor of Immanuel Presbyterian church of that city, giving the various methods used to advertise the churches there and distributed these 20,000 copies among all the delegates and in every church in the city. Sunday morning the Ad club came to Milwaukee in two cars. Arriving there on Sunday morning they marched in a body to the church where Dr. Jenkins spoke.

The Poor Richard club of Philadelphia responded immediately when the proposition was made and though they were heavily burdened with the expense of local entertainment, agreed to underwrite the expenses. The local committee concerted in every way to make the church advertising conference a great success.

Rev. D. E. Welge, pastor of "The Friendly Church," of the Atesian Lutheran church of Philadelphia, and one of the most gifted advertising men in the country, threw himself heartily into the campaign. He and Rev. George H. Birkley, superintendent of the city missions of the Methodist church.

Interest Is Gaining.

At first a small lecture room in the Medical university was assigned, but this was soon discovered to be too small and hence the new trainers for religious success held their first convention in the University of Pennsylvania gymnasium located on Franklin field. The conference gathered Tuesday morning at 10 o'clock and was opened with prayer by Rev. Floyd Tomkins, pastor of Holy Trinity Episcopal church, Philadelphia. The chair, Rev. Christian F. Reiser, D. D., then explained the origin of the movement which led to the conference and showed that advertising was as old as man. Noah read the sign of God's removed displeasure in the rainbow. The word "advertising" appears in the Bible back in Genesis 24:14.

Miracle Is Recalled.

George Jackson, a theological teacher, tells us that the "miracles" were the church bells which he and his disciples to draw people to hear him preach. Paul wrote letters and sent them about to the churches. Luther wrote his teachings where everybody could read them. The greatest modern disciples of righteousness, namely Bryan, Roosevelt and Billy Sunday are skilled publicists. The church has been behindhand in its proper use of the modern method of getting customers, which is pointed and effective advertising.

W. Frank McClure, advertising manager, Redpath Chautauqua, then explained the plan followed by the Chicago Ad clubs in organizing the first convention for church advertising which was held in Chicago under local auspices in the early spring.

Out of this convention grew the Church Advertising club, which is affiliated with the regular Chicago club. A \$5 payment gives to the member the privileges of the club, for which others pay \$50. By October 1st 100 churches will be enrolled in this auxiliary.

Seven Hundred Items Gathered.

The president of the theological department of the University of Chicago conferred with Mr. McClure concerning a course of lectures on Church Publicity in the school, as also did the Moody school.

One clipping bureau gathered over 700 items concerning this one conference. The parent Chautauqua, located in Westfield, New York, arranged for a lecture course of advertising this year. Charles L. Steitz is now on a number of Chautauqua circuits and conducts an advertising conference with ministers in each city, reaching in one season 120 towns.

Much Good Results.

President H. S. Houston then spoke of the high value of the church advertising group to all of modern advertising, since it is dedicated to righteousness which could not live without the church's support. He declared that this conference was the most stimulating one in all departmentals that he had attended and pledged the Advertising association's most enthusiastic support to any plan that might be made. He afterwards agreed to serve on the executive committee of the organized church department.

Bounty for War Babies.

Petrograd, July 22.—(I. N. S.)—According to the latest newspapers, the German commandant at Libau has announced that the German government will give a bounty of \$4.75 for a boy and \$3 for a girl born of a Lettish mother and a German soldier-father.

WOMAN'S LIFE WAS ONE OF GOOD ACTS



Mrs. Idis Ebbert Chalfoue

Mrs. Idis Ebbert Chalfoue, wife of Frank Chalfoue, grain handler of this city, died suddenly Friday, July 14, at Walla Walla, Wash., where she was visiting her sister, Mrs. J. R. Phillips. Mrs. Chalfoue was 47 years old. She was a member of an Oregon pioneer family of '62 and a member of the Christian church. To those who knew her best she was a most unusual and noble woman, esteemed and loved by all. She lavishly bestowed favors and kind deeds on all with whom she came in contact. She loved the good in all phases of life and her influence was uplifting. She was a naturalist, very artistic and loved all God's handiwork. The many beautiful floral offerings were carnations, being in harmony with her request.

E. F. Mulkey, lifelong friend of the family, assisted by Mrs. George F. Alexander, soloist, was in charge of the services. Besides Mr. Chalfoue she is survived by her mother, Mrs. George W. Ebbert of Monmouth, Or.; two brothers, H. M. and E. M. Ebbert, and five sisters, Mrs. Harriet Goodman of Eugene, Mrs. Bell Phillips of Walla Walla, Mrs. Cattie Bristol of Junction City, Or.; Mrs. J. L. Hastings of Portland and Mrs. Lulu Geddes of Hereford, Or.

Special Patriotic Sermon Announced

Dr. John H. Boyd to Deliver Last of
Series; He Will Take Vacation After
Today.

Today is the last Sunday in which Rev. John H. Boyd, D. D. will be in his pulpit at the First Presbyterian church, before his summer vacation. At 10:30 a. m. Dr. Boyd will deliver his last regular sermon, and the eighth number of the "Pulpit of the First Presbyterian Church," containing the printed sermon entitled, "Some Larger Aspects of Patriotism," will be distributed to those who desire copies. This is the special patriotic sermon preached by Dr. Boyd, July 2, which attracted such wide comment for its large and timely message.

At 7:45 p. m. a special musical service will be held in the auditorium of the church. This service is in recognition of the long term of service which Dom J. Zan has rendered to this congregation in the capacity of baritone member of the choir.

On next Sunday morning and evening, Dr. A. A. Berle, noted educator and author from Cambridge, Mass., will fill the pulpit of the First Presbyterian church. Dr. Berle has been brought from the east to lecture in the summer school of the University of Oregon.

Conference Is Held Before Camp Fire

Girls of J. O. C. Sunday School Class
of Central M. E. Church Camped at
Alder Creek Near Milwaukee.

The J. O. C. Sunday school class of Central Methodist Episcopal church, a class of young women, is maintaining a camp and conference at Alder Creek near Milwaukee. Mrs. William Perkins, the teacher, is chaperone and has charge of the program.

The girls have prepared papers on topics of interest and each evening will hold campfire meetings. They have planned not only for a good time, but for help instruction.

Miss May Chapler of the Y. W. C. A. is expected to spend a day with them, speaking on some phase of the work.

On Friday they will entertain the J. O. C. class of First Methodist Episcopal church and on Sunday the Epworth league of Central Methodist Episcopal church.

Special Services Today.

Rev. Alexander Beers, pastor of the First Free Methodist church, will occupy his pulpit today both morning and night. Mr. Beers has chosen for his morning subject "Job, the Four Square Perfect Man—His Trials and Triumphs." The pastor is making a special study of this remarkable book of the Bible. The church quartet will sing before the sermon in the morning, and Don McPhee will render a solo in the evening.

"New Earth" Lecture Topic.

"The New Earth" will be the subject tonight of Elmer Catlin's lecture at 7:45 at the gospel-tent on the corner of Twenty-third and Northrup streets. Tomorrow evening there is Bible study led by Dr. Albert Carey on Revelation and Tuesday evening Mr. Catlin speaks on "What the Fall of Turkey Means to the World." The meetings are free to the public.

Cow Was "Nervous Or Athirst," Plaintiff

Animal Landed in Damage Complaint
Drank Poisonous Fluid; Called "Cow
of the Eternally Feminine Gender."

Birmingham, Ala., July 22.—A damage suit has been brought against George Freeman, an inspector employed by Morgan county, by T. J. Holt, alleging the "untimely end of a cow of the eternally feminine gender," as the result of imbibing too freely of poisonous fluid used in dipping vats for the eradication of cattle

ticks. The complaint filed is extraordinary in its verbiage. The bill recites that plaintiff claims \$100 damages because of the death of the cow,

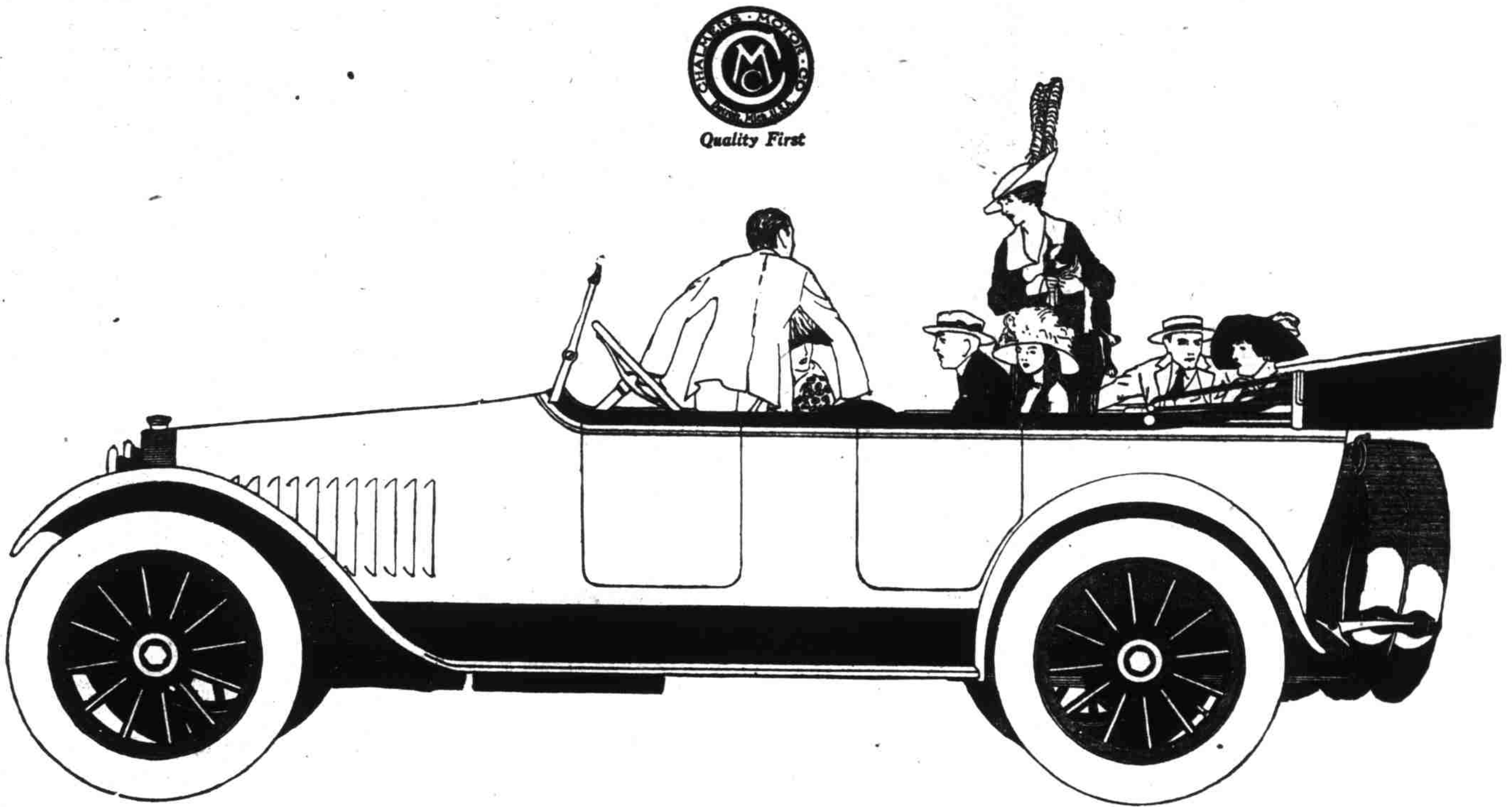
which was "of good birth, gentle breeding and lovely disposition," and the bill adds:

"And the plaintiff avers that at a certain spot in Morgan county was located an institution, poisonous concoction or mixture, compound, broth or liquid in which cattle were required

by the laws of the land to be dipped and ducked and disinfected of all chiggers, ticks, mites and other vermin which a triumphant scientific re-

search had discovered to infect such animals." The bill recites the sad story of how the cow, "being nervous or

athirst," sought to quench her thirst and "put the institution out of commission by swallowing the contents," so that within 60 hours the cow died.



Now for 1917

Another new 3400 r. p. m. Chalmers, 7 passengers, 122-inch wheelbase, supreme beauty, \$1280 Detroit
And the original 3400 r. p. m. Chalmers, doubly refined, amazing performance, 115-inch wheelbase, \$1090 Detroit

Picture a giant of rare strength and ability, and clothe him in fine garments—and you have a mighty good picture of this new Chalmers—

the 1917 3400 r. p. m. Chalmers with the 122-inch wheelbase, double cowl body and French pleated upholstery.

A good day's work was done when they made it. They took as a base the 1916 3400 r. p. m. Chalmers. A car that had 1,000,000 miles of record behind it. And a service mark of 99.21 percent perfect.

They didn't touch the 3400 r. p. m. power plant. They stood pat there.

And on this magnificent chassis they laid a body that surpasses the ordinary man's power of expression.

To describe this gorgeous body is like trying to describe a Rocky Mountain sunset. It's impossible.

You get an optic sensation that fills the mind with a picture you'll never forget.

Lines—ladies, they're so severely modern that at first the Chalmers people thought they'd have to change them—too far ahead of the procession.

But Mr. Chalmers finally said to go ahead. And he was right, because the first one that sailed up the avenue stopped traffic.

Men driving cars actually drove up ahead in front to see what car it was.

And performance—gentlemen! There's never been but one that could touch her—her 3400 r. p. m. sister.

She performs with a laugh. She has never refused me a hill. She has never failed to answer my every whim.

3400 r. p. m. is the reason.

But what I like most about her is the perfectly corking body.

I'm going to tell about one little feature of the body, and then you'll have to come and find the rest out for yourself.

It's about the upholstery. Now, there's been reams written and tons talked about upholstery. Some one once measured it in inches. Another described it in curlicue springs. Some one else reduced it to "real hair."

I don't know the thickness of it—and care less; but when I get in the tonneau and sit down I have a feeling that I never want to get out.

It fits the fat man as well as the thin man.

They're long pleats—French pleats—(which say goodbye once and for all time to the "button and biscuit" kind).

She's a real car, gentlemen, and a wonderful value—\$1280 Detroit. You put away in your wardrobe the equivalent of four good suits of clothes, a couple of pairs of ten-dollar shoes, and a Knox hat when you lay down the money for her. You save about \$275.

Don't let me forget to call attention to her smaller sister—

the 1917 3400 r. p. m. Chalmers with the 115-inch wheelbase.

Because she's a 3400 r. p. m.'r, great on the hill, smooth in traffic, full of spunk any time any day.

She's just like her 1916 predecessor. Neither you nor I could tell the difference. And you're dead sure when you buy her because her record is as clear-cut as a cameo—1,000,000 miles of use with a service record of 99.21 percent perfect.

Both cars are ready. If you haven't seen them you've missed a day's treat. Better than going to the art gallery.

H. L. KEATS

H. L. KEATS AUTO COMPANY

Broadway at Burnside Street, Portland

Basche-Sage Hdw. Co., Baker, Ore.
M. A. Rickard, Corvallis, Ore.
Geo. Clamfield, Dallas, Ore.
E. R. Feller, Donald, Ore.
Fred S. Ashley, Enterprise, Ore.

Pacific Auto Co., Eugene, Ore.
S. G. Hughes, Forest Grove, Ore.
Independent Garage, Heppner, Ore.
F. H. Gaulke, Joseph, Ore.
A. W. Walker, Medford, Ore.

T. E. Hulery, Moro, Ore.
Gorst & King, North Bend, Ore.
Bell-Wyman Implement Co., North Yakima, Wash.
J. R. Childreth, Pendleton, Ore.

Virgil Conn, Paisley, Ore.
A. E. Kent, Roseburg, Ore.
Halvorsen & Burns, Salem, Ore.
L. B. Larson, South Bend, Wash.
Johnson & Willerton, The Dalles, Ore.