

ADVERTISING HELD POWERFUL ALLY TO WORK OF CHURCHES

Truthful newspaper advertising and common-sense publicity have transformed the First Christian church of Eugene from a small organization to one of the largest in the state, have resulted in putting the church on a firm financial footing and have helped bring an average of more than 250 new additions to the church each year during the tenure of Dr. E. V. Stivers, its pastor.

These statements were made by Dr. Stivers in his sermon last night on "Fighting the Devil With Publicity." He outlined several of the successful methods of other churches in advertising Christian work. These included electric signs, used by downtown churches in New York; billboards; movies; window cards; circulars and newspaper advertising.

The church that tries to operate on a penny basis may expect penny results," said Dr. Stivers. "One great lesson needed by the world is that the church is not a charitable institution, but that it gives value received for money invested. There are more business and professional men in the church today than ever before in the world's history."

"One of the chief objections formerly lodged against the newspaper method of church advertising was that people did not read the ads. This of course has been long exploded. Time and time again I have experienced in this line, and the result that the splendid results have been derived from this kind of publicity."

"Those who have lived in Eugene know something of my own experience in newspaper advertising—and the growth of the church since I have been minister. I began in a very modest way, in the face of criticism on the part of my own members and of the city, and especially on the part of my brother ministers. Yet we have built up one of the most largely attended Sunday evening services in the state of Oregon, and every department of the church has felt the impact of this kind of publicity."

"I can say to you frankly that consistent, continual, sane, truthful advertising has been one of the most important factors in the transformation of our church. Of course, when folks come they must not be disappointed, but the advertising gets them there."

Dr. Stivers declared if he were to suggest a great need or slogan in the church today it would be "Business in Christianity, and Christianity in Business." There are few churches, he said, that get returns for the money invested in physical equipment. A building, for example, costing \$100,000 often spends little or nothing on advertising, and a business concern that did such a thing could not last. Big business spends 0.000 million dollars annually in the United States alone for advertising. If the church would spend a little money in advertising the great work it is doing, it would bring tremendous results."

"The idea seems to be that the church, because it is a divine institution, has nothing to advertise," said Dr. Stivers. "But the church really has been advertising practically all her history. Church bells, tower chimes, steeples, were the methods in the past. And the reason for this kind of thinking is, that we fail to realize that the most logical, reasonable and important matter in the world is that which concerns the spiritual life of the race and prepares humanity for that immortality in which the human race has universally believed."

"As you travel along the highway, certain phrases are seen on the fences, rocks, hillsides and bridges. Signs that read 'Prepare to Meet God' or 'Where Will You Spend Eternity?' 'Jesus Saves,' and such like. They are not at all desirable in church publicity. They breathe of fanaticism. When we read these we immediately conclude that a religious crank was the author."

"Church advertising must be dignified. For example, the week before Easter a few years ago, I advertised in half-page ads in Eugene papers the program for Easter. The headline in that ad was 'He is not here. He is Risen,' then the announcement of the sermon and music for the day. The suggestion that folks should attend the Lord's house on that day, and the closing statement, the same as the headline. This dignified advertisement brought the crowds, and caused many people to attend the great Easter service who never attend church at other times."

"My firm conviction after years of advertising in church work is that the best means of advertising is in the newspapers. It adds dignity to your cause, it reaches the greatest number of people, and it links the church with the greatest influence in the world today, outside of the church itself."

Many Attend Tent Meeting Opening

By H. W. HALL
The tent meetings at Sixteenth and Williams streets, under the leadership of Evangelist C. O. Bonham started off very auspiciously yesterday afternoon with a splendid attendance, in spite of the inclement weather.

In opening remarks, Mr. Bonham stated that he hoped to see an old fashioned revival break out here, one that would be helpful to every church and every individual.

The testimony service was largely taken up with what the evangelist called "a shower of quotations" from the word of God.

The story of Elijah and King Ahab was told in the evangelist's interesting way and likened these two Bible characters to two classes—the Apostate class and the Anointed class.

He stated that during his campaign in Eugene he wished to make two outstanding appeals, i. e., back to the words of God and back to the works of God.

It was announced that prayer meetings would be held each morning at 9 at the tent and services each night beginning at 7:45.

GREER-CALLAHAN
Buys Furniture
Phone 33

SOCIETY AND CLUBS

By MARIAN LOWRY

Mrs. A. R. Tiffany is this evening entertaining the P. E. O. Sisterhood at her home, 2015 Potter street.

An affair of interest for tomorrow will be the luncheon to be given by the Delta Pi girls at the university chapter house at one o'clock honoring Mrs. F. W. Benson, housemother of the organization.

Miss Anne Whiteaker will be hostess to members of Alpha club at her home tomorrow afternoon.

The Ladies' auxiliary of the Eugene chamber of commerce is to meet Wednesday evening at seven-thirty o'clock in the chamber of commerce rooms. There is to be a program and cards. Mrs. C. J. Daniel is heading the committee in charge for the evening.

Of interest to the college group is the announcement of the ex-agent of Miss Mary Alta Kelly and Malinda T. McLean which was made known the past week-end in Portland. Miss Kelly is the daughter of Mr. and Mrs. John W. Kelly of Portland. Miss Kelly is a graduate of the University of Oregon and a member of Delta Gamma sorority. Mr. McLean is a well known business man of Portland.

Friends in Eugene will be interested to learn of the engagement of Miss Betty H. Banker and Maurice A. Kenney which was announced recently. Miss Banker is a former resident of Eugene but is now living in Portland. She is the daughter of Mr. and Mrs. G. W. Banker of Dayton, Ore. Mr. Kenney is a senior in the University of Oregon medical school in Portland. The wedding is to be an event of June.

On Friday evening the Birthday club members, their husbands, and a few invited guests were delightfully entertained at the home of Mr. and Mrs. George Boggs. The rooms were beautifully decorated with tulips, snowballs, and rhododendrons for the occasion, and the evening was pleasantly spent by the group. An interesting feature of the evening's program was the reading of two poems by Mrs. Louise Kellums who wrote and dedicated them to Mrs. Boggs. A luncheon was served at a late hour. It is with deep regret that a host of friends are bidding goodbye to Mr. and Mrs. Boggs who are soon to leave to make their permanent home in California. Those present for the party Friday were: Mrs. Kellums, Mrs. Sally Danner, Mrs. Cassie Hyde, Miss Addie Laird, Mr. and Mrs. Andrew Hill, Mr. and Mrs. W. T. Sherman, Mr. and Mrs. C. P. Barnard, Mr. and Mrs. Jesse Wells, Mr. and Mrs. J. M. Williams, Mr. and Mrs. J. H. Daniels, Mr. and Mrs. J. W. Poley, Mr. and Mrs. A. G. Brauer, Mr. and Mrs. Grant Grey, Mr. and Mrs. E. V. Stivers, Mr. and Mrs. J. H. Finch, Mr. and Mrs. C. F. Gaudy, Mr. and Mrs. Peter Nelson, Mr. and Mrs. E. B. Odham, and Mr. and Mrs. Boggs.

SANTA CLARA, May 11.—(Special)—The Santa Clara Needle club was entertained by Mrs. George Bond in her new home Thursday afternoon. The rooms were tastefully decorated with poodles and Solomon's seal, and at four-thirty o'clock the hostess, assisted by Mrs. Jack Hart, served luncheon to the following guests: Mrs. Vivian Baller, Mrs. Frank Baker, Mrs. Delores Johnson, Mrs. Alta Johnson, Mrs. Jessie Baller, Mrs. Bob R. Jerry, Mrs. Nal Robertson, Mrs. Will Robertson, Mrs. Jack Hart, Mrs. Walter Myers, Mrs. Wynn, Mrs. Mattie Bond, Miss Hershey, Mrs. Puckett, Mrs. R. W. Lehnart and the following members: Mrs. E. C. Hart, Mrs. M. Hart, Mrs. Hugh Smartt, Mrs. E. R. Danner, Mrs. C. P. Hart, Mrs. Glen Robertson, Mrs. Ross Guiley, Mrs. Otto Arndt and Mrs. C. D. Cherm.

CORN CLUBS TESTS FOR LANE PLANNED

Two boys and girls clubs organized in Lane county are eligible to compete in the corn contest to be held this year by the Portland Union Stock yards company. The Blue Mountain club of five members under the leadership of Mary Ellen Benson and the Coburg club of 17 members led by R. L. Stoneberg. Individual members and other clubs that may be organized during the present month will also be eligible, according to Arnold Collier, county club leader.

The corn contest is open to any club of Oregon, Washington and Idaho and cash prizes, totaling \$450 have been offered. A corn club member must plant not less than one acre of corn and it is necessary to enter the contest before August 1. Accurate records of work done, cost and yield are required.

Lane county is in the northwest district of Oregon, which for the purpose of the contest consists of all counties north of Douglas and west of the Cascades. Five prizes of from \$8 to \$10 are offered for individual winners. A \$50 prize for a championship exhibit of 50 ears and a prize of \$15 for a story and record of the corn test. The championship exhibit will be determined by competition between the best products of the various state districts.

Trout Eggs Taken For State Waters

Taking of the first rainbow trout eggs of the season under the direction of the state fish and game commission has been completed at the Diamond lake station. The crew made their way to the station on snowshoes and cleared the trail. The first take consisted of 800,000 eggs. It is reported. The egg taking in Lane county will soon be under way. It is reported.

By June 1 the Diamond lake road will be open, so that the first haul of eggs, which will then be ready for shipment to the state hatcheries, may be hauled out. Taking of eggs will continue until about June 10, by which time it is expected that more than 17,000,000 eggs will have been shipped.

Cottage Grove man Victim of Illness

Percy A. Rogers of Cottage Grove, died Saturday at the Eugene hospital, at the age of 49 years.

Besides his widow, Mrs. Ida Rogers, he leaves a daughter, Ethel. Mr. Rogers was a member of the Modern Woodmen of America.

Funeral services were held from the Mills chapel at Cottage Grove Sunday afternoon at 2:30 o'clock.

CALL FOR COUNTY WARRANTS

Notice is hereby given that all County Warrants in and including Register No. 9176, dated April 6, 1925, will be paid at the County Treasurer's office on Tuesday, May 12, 1925.

Interest will cease on that date.

EDNA WARREN
County Treasurer.
No. 1848-Tues day-m12

For information about
RAILROAD TRIPS
PHONE 140
Oregon Electric

Valley Printing Co.
Over U. S. Nat. Bank
WEDDING AND BUSINESS
ANNOUNCEMENTS
COMMERCIAL AND SOCIAL
PRINTING
FOR QUICK SERVICE CALL 470

**PUBLIC DANCE
DREAMLAND
HALL**
Every Wednesday and
Saturday Night

INTEREST GROWS IN SUMMER CAMP

Three Eugene citizens are authorized to accept enlistments for the citizens' military training camp at Camp Lewis, Wash., from June 19 to July 18, announces Corporal C. E. Pritchett, United States army recruiting officer.

Those who may accept enlistments or furnish information to applicants in addition to the recruiting officer are as follows:

J. M. Williams, 800 Williams street, Captain Carlton Spencer, registrar, University of Oregon.

Captain Lamar Tooez, 1257 Nineteenth avenue east.

"We are receiving inquiries from a number of Eugene youths who probably will help to fill Lane county's quota of 17," says Corporal Pritchett. "Any man from 17 to 30 is eligible, and no previous military training is required. The course includes preliminary military training, physical education, athletics, and essentials of military drill."

Scout Leaders to Take Course Here

Training courses for Boy Scout leaders in the study of scoutcraft are to be held each Friday evening under the direction of C. R. Clark, newly appointed scout leader for Lane county. All features of scout activity will be taken up at these meetings, according to Mr. Clark. The outdoor program of scout work, fires and camping methods used on hikes, recreational methods of teaching scouting and other phases of the scout program will be discussed. Two of these sessions have already been held and much interest has been manifested by the scoutmasters and assistants.

NOTICE
Moved to Park street in United States National Bank Building, first door south of 8th street.
FRANK J. BERGER, Realtor

McDonald Theatre

TONIGHT ONLY

Barbara La Marr

—IN HER LATEST AND MOST
FASCINATING FEATURE

"The Heart of a Siren"

Prolog

The McDONALD
presents its premier stage
specialty

"FOUND: SALLY"

featuring
Mildred Baldwin
Hugh Winder
Sam SobleSPECIAL
STAGE
SETTINGNIGHTLY
AT 7:25
—9:20EVENINGS—30c
MATINEES—20c
CHILDREN—10cDue to a Mistake of the Film Exchange in
Mis-Shipping Film

len in division, which no one but a mother can solve, and that is this: A mother is the only person in the world who can divide her love among a house filled with children, and each child still have all her love. We honor mothers because of their unselfish lives.

"The thoughts of mother strengthen the life of the individual. We are stronger to meet temptation, when we remember the battle she fought for us and the suffering she endured."

"Take away from our nation the influence of Christian Motherhood and you have destroyed the foundation upon which our civilization rests. Were I to make a criticism, and I am not in the habit of criticizing very much, it would be that there is a danger in some present day writers, of undermining the sacredness of the marriage relationship, and the importance of the home influence."

PORTLAND FAVORS RADIO AGREEMENT

Radio dealers of Portland are enthusiastic over the proposed Pacific Northwest Radio Trade association, and are anxious to combine forces with Eugene dealers when they organize this week, reports O. V. Hummel, who went to Portland last week as joint officers of the Portland dealers' association.

G. F. Johnson, who is president of the Portland association, stated he was in favor of the formation of a northwest organization, with branches in all the principal cities, and was glad to see the idea suggested from Eugene. Dick Haller, announcer for the KGW broadcasting station, also spoke for the plan, and stated that The Oregonian was behind the move.

Mr. Hummel left for Roseburg this afternoon to get the assurance of the dealers' co-operation from that city.

SUPERVISOR GIVES CAMP FIRE HINTS

There is no state law requiring that camp fires be put out with dirt, explains Nelson F. Macduff, in answer to inquiries made during American Forest Week. A mistaken idea seems to exist, however, about the efficacy of throwing dirt on a fire, he says. The forest signs read "Be sure your fire is out and then bury it."

"Putting dirt on a campfire is of no value unless you change the dirt," says Mr. Macduff. "In the old days the settlers covered their fires with ashes to hold the coals and protect them over night. That is precisely what happens when the camper buries his fire without changing the dirt. It holds the fire in like an oven."

"It is too bad there is not some way to train the city camper in the rules of the outdoors and the campfire, just as he must, for the safety of life and property, learn the traffic and sanitation laws of the city. He should know that it is wrong and intolerable to throw down the lighted match or cigarette in the forest, just as well as he knows he must not throw tin cans and old clothing into the street at home. He should learn the etiquette of the forest just as he does the drawing-room."

"The smoker would not throw his match or cigarette stump or empty his pipe on his host's rug or table cover, but, without giving it a thought, the same smoker will toss a burning match or ashes on the floor of his host—the forest—where it threatens property worth millions and even human lives."

SCOTTISH RITE ATTENTION
There will be a meeting of the Scottish Rite bodies May 12, 7:30 p. m., for work and final arrangements for the Medford reunion.

ORDER V. M.



LARRY EVANS' POPULAR "POST" STORY—

THE PAINTED LADY

A drama of the tropics and of a man's strange romance with a woman who played with hearts—until she lost her own.

Featuring
Dorothy Mackaill
George O'Brien

And a big laugh!
"DEMON
ALLEY"

with the gang of
kid comedians

INT'L NEWS

Le Roy
DeVANEY

at the
WURLITZER



Not Forgetting
Any
Night
25c
Matinee 20c

FOR CORRECT TIME PHONE 172

Schaefer's Bros
A BILLY DEPARTMENT STORE



GIRLS' 7 TO 14

Gingham Dresses Exceptionally Priced

98c

—Splendid wash dresses that mothers will appreciate because of their durability. Plaids, checks and plain colors allow a varied selection.
—Sashes, pockets, embroidered motifs, contrasting trimmings are the varied uses in their embellishments.

(2nd floor)

SHOWING NEW

Pointed Heel Silk Hose, Pair \$1.19

BETTER STILL, 3 PAIRS \$3.00

—The decree of Fashion that ordered shorter skirts set manufacturers to quick thinking. Shorter skirts meant hose that would be more prominent and must be made at attractive and pretty.

—These are shown in such smart shades as almond, nude, dawn, also black.

—Many startling ideas have come forward—and aside from these we have many more styles in women's hosiery which border along novelties.

TWO 10c LOAVES FRESH BREAD 15c



The finest of materials handled with thoroughness and delicacy. A shop of careful service where experience and courtesy helps to keep you well pleased.

—Mr. Before and After

"Cleaning and Dyeing Service at
Your Door."

Electric Cleaners

Phone 300

Olive St., Between 8th and 9th
RAYMOND TORREY

Properly Fitted and Accurately Adjusted Eye Glasses

Means Eyesight Insurance

—Grinding lenses to properly correct bad eyesight is a science.
—To adjust them to the face so as to best perform their function and to blend with the facial contour is an art.
—In the art and science of eye-glass fitting, we are specialists. No detail is too small for our most experienced attention.

Service First

Dr. Sherman W. Moody
OPTOMETRIST—EYESIGHT SPECIALIST
231 WILLAMETTE ST. EUGENE, OREGON