

# Religious Leaders Reappraise Broadcast Evangelism Effect

By LOUIS CASSELS  
UP Staff Correspondent  
Washington — Religious leaders are being forced to reappraise the bright hopes they once held for reaching America's unchurched millions through television and radio.

## Dr. West Begins Series on Prayer

Dr. D. Kirkland West will deliver the first in a series of four sermons on prayer at the First Presbyterian church at the 9:30 and 11 a.m. services Sunday.

The subject will be "Lord, Teach us to Pray." Subsequent sermons will be "Does Prayer Change Things?", "I Can't Pray Because—" and "After This Manner Pray."

During this Sunday's church service, Robert Lichti will tell of experiences as a recent delegate to the Westminster Fellowship national assembly at Grinnell, Iowa recently.

The high school and college age group will meet at 7 p.m. The high school group will hear Miss Ruby Rown speak on her trip to Albuquerque, N. M., and her participation in a high school work camp for Christian youth. The General Fellowship for college age people will hold a discussion on "Sacraments of the Church." Pat Rukovina and Donna Witter will lead the group.

Churchmanship classes are held each Sunday through August, with Dr. West teaching.

## Recent Graduate Speaks at Phoenix

Phoenix — Gordon Baugh, young 1956 graduate of Princeton Theological Seminary, will be the speaker at morning service of the Phoenix Presbyterian church for the next two weeks.

Baugh's home is in Cannon Beach, Ore., and for the past year he has been director of Christian education at a Presbyterian church in Seattle.

## Wednesday Program Set by Temple Baptist

A new program of family activity is being planned by Temple Baptist church for each Wednesday evening beginning Aug. 7.

Woman's missionary society, girls' auxiliary, and Sunbeam meet at 7 p.m. At the same time, the men's brotherhood and the Royal Ambassador, an auxiliary of the brotherhood, will meet.

These will be followed by a prayer meeting for the entire group at 7:45 p.m., and at 8:15 p.m. the Sunday school teachers and officers will meet for weekly preparation. Choir practice is held afterwards. Also in the new schedule, the women's missionary society will meet once each week instead of twice monthly.

## FOUR SQUARE SPEAKER

The Rev. Marlan Mathewson, of Salmon, Idaho, will be guest speaker at the evening service at Foursquare church Sunday. The service begins at 7:30 p.m.

## ADVENTIST SPEAKER

W. E. Atkins will be guest speaker at the 11 a.m. service at Medford Seventh-day Adventist church Saturday. His subject will be "Stairway to Paradise."

## PRESBYTERIAN TOPIC

Ashland — "The World is Love" will be the topic for the 11 a.m. worship service at First Presbyterian church here Sunday.

## 'HIGH COST'

Central Point — The "High Cost of the Highest" will be the sermon theme at the First Presbyterian church here at 9:45 a.m. Sunday.

## 'SONGS' SUBJECT

"Songs in the Night" will be the topic at the 11 a.m. Sunday service at First Baptist church.

sion"—audience surveys show that getting people to tune in a religious broadcast is almost as difficult as getting them to attend church.

Equally discouraging to churchmen is evidence that religious broadcasts are relatively ineffective in winning converts, even among those who listen to them regularly. One survey of 3,599 families, sponsored by the National Council of Churches, turned up only one person who said he was converted through the direct influence of a television program.

Officials of major denominations are now taking a hard second look at the whole field of religious broadcasting, in an effort to find out where the trouble lies.

Can Stand Improvement  
The first conclusion they have reached is that the quality of most religious programs can stand a great deal of improvement.

"There has been a tendency to substitute pious intentions for professional skill in producing religious broadcasts," said one official. "Churches cannot expect to hold their own in the highly competitive struggle for television audiences simply by labeling a broadcast religious and asking people to watch it out of a sense of duty."

Dr. Ralph W. Sockman, New York Methodist minister whose "National Radio Pulpit" sermons are broadcast over 100 NBC stations each Sunday morning, told the United Press that "religion has not yet found out quite how to use" mass communications media, particularly TV.

## White Branch Camp Opens on Monday

The White Branch youth camp sponsored by the Oregon Pacific district of the Church of the Nazarene will begin Monday, Aug. 5.

The camp is situated on the McKenzie river highway, near the river, 65 miles east of Eugene.

The Boys' and Girls' camp is open to young people 9 to 15 years of age. The Youth camp is open to those 14 to 24 years of age.

Devotions and classes are conducted in the mornings, with the afternoons given over to recreation.

Cost for a week at camp is \$11 for the Boys' and Girls' camp and \$14 for the Youth camp.

## Great Lives Theme For Young Methodists

The theme of the Sunday evening Methodist Youth Fellowship of First Methodist church meetings for the next three weeks is Lives that Remind Us.

Aug. 4, the topic is the life of John R. Mott, associated with the YMCA movement; Dr. Frank Laubach, who has waged a fight against illiteracy with a phonetic language method, will be the subject for Aug. 11, and the Aug. 18 subject will be the work of Sarah Gakko, who taught in India.

MYF meets at 7 p.m. each Sunday at First Methodist church.

## Assembly of God Bible School Begins Soon

Daily vacation Bible school starts for First Assembly of God church Monday and continues every day except Saturday until Aug. 16.

All children in the age group four to 16 are invited to attend the school. Theme is "Pioneering with Christ." Classes will be held from 9 a.m. to 11:30 a.m.

The Rev. Hazel Youngman and the Rev. Mildred Howard will arrive from Lodi, Calif., to conduct the school. They have 20 years of children's Bible school teaching experience.

## Television Broadcast Features Faith Theme

The story of a junior high school janitor who loses his son in an accident overseas will be shown on the Faith for Today program over KBES-TV at 1:30 p.m. Saturday, Aug. 3.

The program is sponsored by the Seventh-day Adventist Churches of North America.

## ANNOUNCING! ORAL ROBERT'S Million Soul Crusade

August 16-25  
State Fair Grounds  
Salem, Oregon  
See and Hear the Power of the Gospel of Jesus Christ

much more difficult than preaching from a pulpit to a congregation.

"You have to use colorful words, words that the listener can 'see' in his mind," he said in an interview. "You must avoid long abstract discussions and put in frequent light touches."

But no matter how hard you try to make the sermon interesting, 15 minutes is about as long as you can hold an invisible audience.

Simply putting a regular church service on the air—the type of program which takes up a large proportion of all broadcast time allocated to religion—is, in Sockman's opinion, a largely futile form of evangelism. Such a broadcast, he feels, may be welcomed by shut-ins who would like to attend church in person if they could, but it is not likely to woo many potential converts away from the Sunday papers.

In an effort to develop a different kind of religious broadcast that will appeal to the millions who never attend church, the Broadcasting and Film Commission of the National Council of Churches has been experimenting with several types of programs. It has produced dramatic shows with underlying spiritual themes; panel programs in which newspapermen interview church officials of controversial subjects; and "man to man" talks by articulate clergymen on specific problems of everyday living.

Dr. S. Franklin Mack, executive head of the commission, believes that an indirect approach—such as a dramatic show which heightens an awareness of ultimate values in life—may be far more effective in securing a religious response among the unchurched than an explicitly religious broadcast, such as a sermon.

"For the non-Christian, or the careless, indifferent Christian," he said, "our aim should be to stay awake, to disturb complacency, to great tensions that can be resolved only by moving toward Christ and the church."

## Rev. John Bright Of St. Mark's Receives Transfer

The Rev. John Bright, curate at St. Mark's Episcopal church, Portland, last month by the Rev. W. F. Carman, bishop coadjutor, will assume duties Sept. 1, succeeding the Rev. Bernard Geiser who is retiring.

Mr. Bright will give his last sermon at St. Mark's at the 9:30 a.m. service Sunday. The 11 a.m. service has been cancelled.

He has been curate at St. Mark's since he was graduated with distinction from the Church Divinity School of the Pacific in June 1955. He was ordained a deacon that same month and was ordained to the priesthood by the Right Rev. Benjamin D. Dagwell, bishop of Oregon, in January 1957. He was presented for priesthood by the Rev. George R. V. Bolster, rector of St. Mark's.

The local curate was born Sept. 1, 1927, in Portland and was graduated from Princeton university in 1950 with a bachelor of arts degree in English. Following his graduation he taught for a year at Governor Dummer academy in Massachusetts, besides working in a hospital and doing sales work in Portland.

## Harvest Day Festival Set by C. Pt. Church

Central Point — A special harvest day festival is planned for the last Sunday in August for the Central Point Church of Christ.

A Bible school picnic will be held in the city park after the morning service that day. These are special features planned in connection with the second half of the national Band Wagon contest for Bible school promotion. The church Bible school is now 40 per cent increased over August of last year.

## Crisman Family Returns From Visit

The Rev. Clayton Crisman and family of Medford Friends Church have returned after a two week vacation visiting relatives and friends in the Portland area.

Last Sunday, about 10 couples from the young marrieds Sunday school class joined in an annual picnic at Casey park. The Sunday school is looking forward to Saturday, Aug. 10, when the all-Sunday school picnic is planned.

The Rev. William C. Piper will continue his series of sermons on the life of Job at the First Christian church Sunday morning. The topic will be "The Art of Slander." At the evening service, Mr. Piper will talk on "Sowing and Reaping."

## First Christian Church

"The Friendly Church"  
Welcomes You  
TO ALL SERVICES  
Bible School — 9:45 a.m.  
Morning Service — 10:50 a.m.  
Youth Meeting — 6:30 p.m.  
Evening Service — 7:30 p.m.  
9th and Oakdale • Medford, Ore.

## Adventist Pastor Transferred West

Elder Melvin Tompkins, former associate pastor of the Medford Seventh-day Adventist church, is being transferred to St. Joseph, Mo., to assume ministerial duties there.

For the past two and a half years he has been pastor of the Brookings, Gold Beach, and Port Orford churches.

Under his leadership, work on a new church school building has begun at Brookings. He will take over at the new St. Joseph church and another smaller one nearby in Missouri.

Elder Tompkins is married, and has two children, Claudia Carol, 10, and Randy Scott, five.

## Church People Attend Meeting in Portland

The Rev. and Mrs. Harold H. Jones of the First Church of God here are attending the Oregon State camp meeting of the Church of God in Portland from today until Sunday.

Mr. Jones was to lead a conference for senior youth at 10 a.m. today. Theme for the conference is "Using My Bible."

Dr. Joutet Bray will preach in the 11 a.m. worship service of the local church Sunday, and at 7:30 p.m. the Rev. Edward Hoover will bring the evening message.

## Eastwood Baptists Hear Miss Walker

Eastwood Baptist church will have a guest speaker for its 11 a.m. Sunday service.

She is Miss Sara Louise Walker, until recently state missionary for the Oregon Baptist convention. She will be route to a new field of work as Christian center missionary in Phoenix, Ariz.

The Eastwood pastor, Rev. Richard M. Jones, is on vacation for the month of August.

## Troughspeaks At Roseburg Sunday

The Rev. George A. Troughspeaks, associate minister of the First Methodist church will deliver a sermon at the Roseburg Methodist church Sunday at 11 a.m.

Sermon title will be "Communicating the Gospel." Mr. Troughspeaks substitutes for the Rev. H. James Jenkins, Roseburg, who will be in Portland for the opening of a new church building there.

Mr. Troughspeaks will be accompanied by his wife and family.

## Only One Service Held This Sunday

Sunday school at 9:45 a.m. will be the only service held at Pilgrim Holiness church here this Sunday, due to the annual camp meeting of the Pacific Northwest District of Pilgrim Holiness church held at Salem.

The meeting closes Aug. 4. On the weekend, some members of the local church plan to attend the camp. Delegates from here will be the Rev. Sherman Moore and Mrs. Harry Daugherty.

## Elder Trude Named To Conference Group

Elder John D. Tuttle, pastor of the Medford Seventh-day Adventist church, has been named to the nine-member conference committee of the Oregon conference of Seventh-day Adventist churches.

Howas appointed during the biennial business session at the camp meeting at Gladstone park. Elder Trude will remain at the camp grounds for a few days, though the meeting is over tomorrow. He is scheduled to return to Medford Wednesday.

## SERMON TITLES

Central Point — "Confession in the New Testament" Church will be the theme for a sermon at 10:45 a.m. Sunday at the Church of Christ in Central Point. At the 7:30 a.m. service, the sermon subject will be "The Baptism of the New Testament Church." Special music by the choir and orchestra will be featured.

## SCHOOL CONTINUES

Ashland — Vacation Bible school for children of the First Methodist church here continues Monday through Friday for the next two weeks. Classes are for kindergarten and grade school children.

## SERMON TOPIC

Ashland — "Let Not Our Hearts Be Ashamed" is the topic for the 11 a.m. sermon at First Methodist church in Ashland.



MISSIONARY SPEAKS—Dr. William D. Bray, missionary in Japan for the past five years, will speak at the 9:30 and 11 a.m. services at First Methodist church Sunday. His subject will be "Christianity in Japan."

## Dr. William Bray, Missionary, Speaks At First Methodist

Dr. William D. Bray, for the past five years missionary professor of the New Testament in Japan, will speak at both services at the First Methodist church here Sunday.

Services are at 9:30 and 11 a.m. Subject will be "Christianity in Japan."

Dr. Bray has been working in the Kwansai Gakuin School of Theology at Nishinomiya, Japan. He was accompanied by Mrs. Bray and the couple's three children. His wife led three Bible classes and took part in other student activities on the campus.

Dr. Bray is a graduate of Medford high school and attended Southern Methodist University in Dallas, Tex. He finished graduate work in theology in 1939, then served as pastor in Turrell, Ark.; Tigard; and St. Helens, with some time spent as chaplain in the army.

Dr. and Mrs. Bray studied three years at the University of Chicago in preparation for missionary duty in Japan. It was at Chicago that Dr. Bray received his Ph. D. degree.

The Brays are visiting at the home of his father, Dr. Joutet P. Bray, 317 Lozier Lane. They plan to take four months additional study at the University of Chicago before returning to Japan.

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The meeting closes Aug. 4. On the weekend, some members of the local church plan to attend the camp. Delegates from here will be the Rev. Sherman Moore and Mrs. Harry Daugherty.

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## MEDFORD CHURCH DIRECTORY

"For this is the message which you have heard from the beginning, that we should love one another." I John 3:11.

ASCENSION LUTHERAN CHURCH  
ELC  
Pulman Bldg., Fifth and Grape sts.  
Elvin S. Tollefson, pastor  
Sunday:  
11 a.m. — Divine worship.  
BETHEL ASSEMBLY OF GOD  
1729 North Riverside  
L. D. Krause, pastor  
Sunday:  
9:45 a.m. — Sunday school  
11 a.m. — Worship service  
6:30 p.m. — CA youth service  
7:30 p.m. — Evangelistic service  
Wednesday:  
7:30 p.m. — Bible and prayer hour

CENTRAL CHURCH OF CHRIST  
608 North Central ave.  
Dexter Williams, minister.  
Sunday:  
9:45 a.m. — Bible school  
11 a.m. — Morning worship  
6:30 p.m. — Study classes  
7:30 p.m. — Evangelistic services  
Wednesday:  
7:30 p.m. — Calling night

CHURCH OF CHRIST  
1056 Court st.  
Sunday:  
9:45 a.m. — Radio program KMED  
10:30 a.m. and 8 p.m. — Worship services  
Wednesday:  
8 p.m. — Bible study

CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS  
648 South Ivy st.  
D. E. Nelson, bishop  
Sunday:  
9:30 a.m. — Priesthood  
10:30 a.m. — Sunday school  
11:30 a.m. — Sacrament meeting  
7 p.m. — Evening service  
Tuesday:  
7:30 p.m. — MIA  
Wednesday:  
10 a.m. — Primary

COMMUNITY CHURCH  
West Main at Orange  
Joseph A. Bowdoin, pastor  
Sunday:  
9:45 a.m. — Sunday school  
11 a.m. — Morning service  
7:45 p.m. — Evening service  
Wednesday:  
7:30 p.m. — Prayer meeting and Bible study

CONGREGATIONAL CHURCH  
200 Oakwood dr.  
(1 block south of East Main on Grove-lane ave.)  
Thomas McCamant, minister  
Sunday:  
10 a.m. — Sunday school  
10 a.m. — Church worship  
Wednesday:  
7:30 p.m. — Prayer meeting and Bible study

COUNTRY CHURCH  
Midway Four Corners, Table Rock rd.  
Ernest E. Rall, pastor  
Sunday:  
10 a.m. — Sunday school  
11 a.m. — Morning service  
6:30 p.m. — Young people  
7:30 p.m. — Evangelistic service  
Thursday:  
7:45 p.m. — Bible study and prayer

EASTWOOD BAPTIST CHURCH  
(American Baptist)  
North Keene Way dr. at Ridgeway  
Richard M. Jones, pastor  
Sunday:  
9:45 a.m. — Church school  
11 a.m. — Morning worship, communion  
6 p.m. — Dine-a-mite and youth fellowship  
Wednesday:  
7:45 p.m. — Hour of prayer

FIRST ASSEMBLY OF GOD  
1108 W. Main st.  
Robert E. Cull, pastor  
Sunday:  
9:45 a.m. — Sunday school  
11 a.m. — Morning service  
6 p.m. — Evangelistic service  
Tuesday:  
6:30 p.m. — Orchestra practice  
7:30 p.m. — Choir practice  
Thursday:  
7:45 p.m. — Bible study and prayer

FIRST BAPTIST CHURCH  
(Conservative)  
North Central at Fifth  
James W. Neely, pastor; Haddon Robinson, assistant  
Sunday:  
9:45 a.m. — Sunday school  
11 a.m. — Morning worship with sermon  
6:30 p.m. — Youth choir practice  
6:30 p.m. — Baptist youth and adult league  
7:45 p.m. — Evening evangelistic hour. Fireside afterwards.  
Wednesday:  
7 p.m. — Midweek service

FIRST CHRISTIAN CHURCH  
Ninth at Oakdale  
William C. Piper, minister  
Sunday:  
9:45 a.m. — Sunday school  
10:30 a.m. — Morning worship  
6:30 p.m. — Christian Youth fellowship  
7:30 p.m. — Evening worship  
Wednesday:  
11 a.m. — Christian Women's Fellowship  
7:30 p.m. — Boy scouts

FIRST CHURCH OF GOD  
Haven and Holly sts.  
Darold H. Jones, minister  
Sunday:  
9:45 a.m. — Sunday school  
11 a.m. — Morning worship  
7 p.m. — Upper room prayer hour  
7:30 p.m. — Evening service  
Tuesday:  
7 a.m. — All-Church social.  
Wednesday:  
7:30 p.m. — Prayer meeting and Bible study  
Thursday:  
2 p.m. — Missionary prayer meeting.

FIRST CHURCH OF THE NAZARENE  
320 North Holly st.  
Raymond Hurn, pastor  
Sunday:  
9 a.m. — "Gospel Hour" KMED  
9:45 a.m. — Sunday school  
10:30 a.m. — Morning worship  
6 p.m. — Youth groups, junior church  
6:30 p.m. — Evening worship  
Wednesday:  
9:30 p.m. — Family prayer meeting  
8:30 p.m. — Choir practice  
Thursday:  
11 p.m. — Prayer and fasting  
2 p.m. — Kathryn Dixon chapter.  
Saturday:  
7 p.m. — Prayer at church altar

FOUR SQUARE CHURCH  
East Jackson and Biddle rd.  
R. J. Mathewson, pastor  
Sunday:  
9:45 a.m. — Sunday school  
11 a.m. — Morning worship  
6:30 p.m. — Berean, Crusader and children's church  
7:30 p.m. — Evangelistic service  
Wednesday:  
7:30 p.m. — Bible study and prayer

FREE METHODIST CHURCH  
1266 South Peach st.  
J. M. Root, pastor  
Sunday:  
9:45 a.m. — Sunday school  
11 a.m. — Morning service  
7 p.m. — Family hour  
7:45 p.m. — Evangelistic service  
Wednesday:  
7:45 p.m. — Midweek prayer service.

FULL GOSPEL TABERNACLE  
600 Western ave.  
(McAndrews rd. at West Jackson st.)  
Van McCoy, pastor  
Sunday:  
10 a.m. — Sunday school  
11 a.m. — Morning service  
6:30 p