

PUBLICITY HANDBOOK

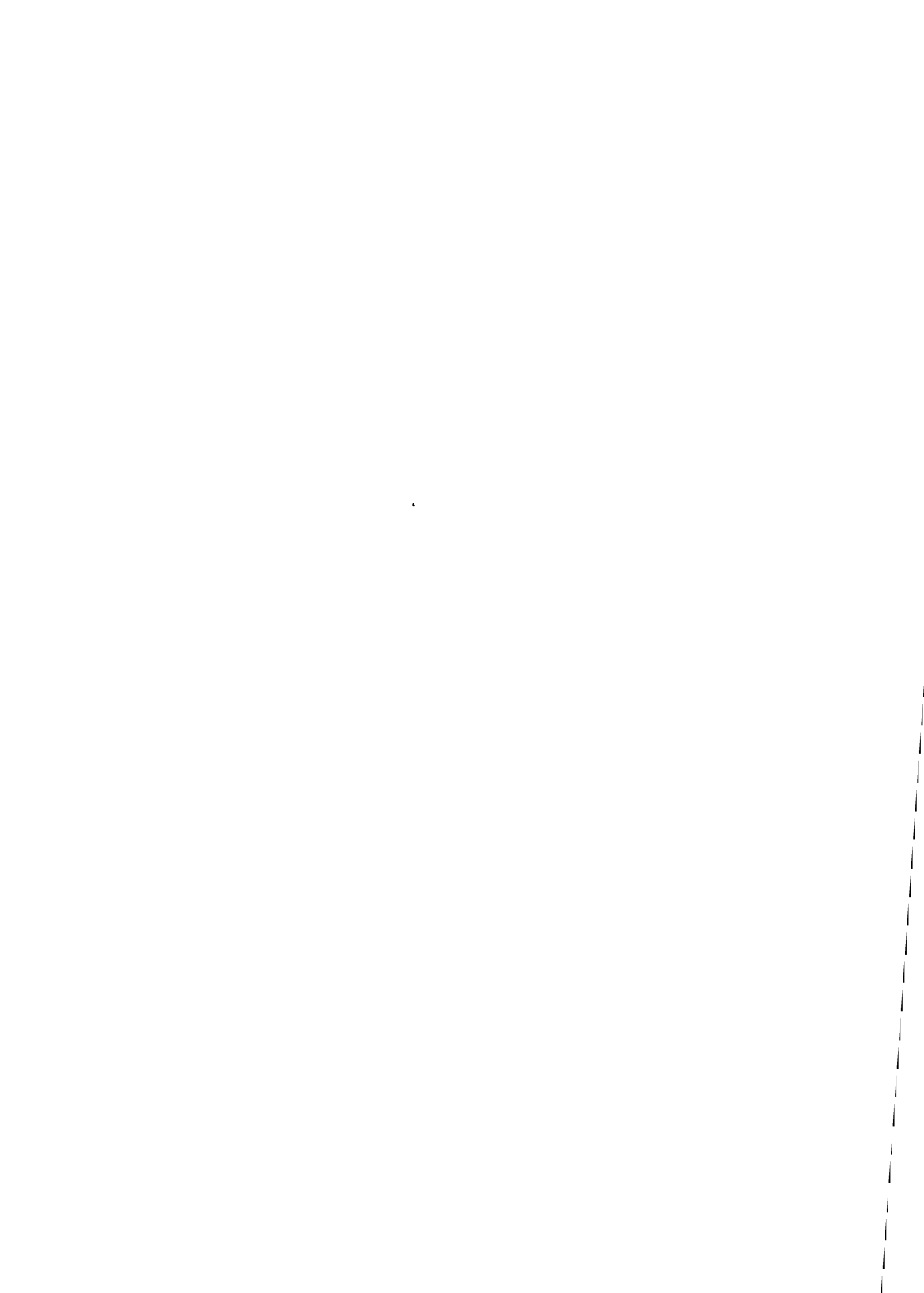
FOR

SOUTHERN BAPTISTS

A manual of publicity methods
for assistance of pastors, evangelists,
publicity committees and
other denominational representatives
in promoting Christian work.



PUBLICITY DEPARTMENT
CONSERVATION COMMISSION
Baptist 75 Million Campaign
NASHVILLE, TENN.



FOREWORD

THE Gospel is Good News, and its hope in redeeming the world is realized in making the Good News known. God directed men, under His inspiration, to write sixty-six books, or letters of light, for the information and inspiration of the world. God is the greatest publicity director in His universe. He has published His works in the light of the sun by day and the moon and stars by night. His prophets were publicity agents.

The divine purpose in erecting the printing press and the material it employs was to make known the Good News. God sent John the Baptist as the advance agent of Jesus Christ, and then sent out Jesus in His ministry and in His death on the cross, as the Father's great publicity director, announcing eternal and universal redemption. Jesus, in turn, appointed twelve apostles, equipped them, and sent them forth to publish the Good News. He gave them miraculous power in order to advertise this news and impress it upon the world. The very hope and heart of the gospel is publicity. Every preacher, every teacher of Christianity in all the world, is in a sense an advertising representative of God to publish the good tidings of peace.

In the secular world much has been made of publicity. While the armies and navies of the Allies bore the brunt of the task of winning the world war, they were materially aided by publicity, and especially by the publication of the clear-cut utterances of President Wilson as the spokesman for the world. But for publicity given to the World War, by means of which the American people were led to see how their own destiny and that of civilization were involved, this country would never have entered the conflict.

The churches of Jesus Christ have not yet come to realize the value of publicity. This manual is an effort to bring the leadership of Christianity, especially among Southern Baptists, to see the need, the value, and the far-reaching and permanent results of the propagation of the truth of God by means of a wide and sane publicity. There are happening

daily in the churches and other Christian institutions, and in the experiences of Christian people, incidents, marvelous and glorious in their news value, in their uplifting effects upon the lives of others, which, if known, would greatly help advance the Kingdom of God, but which, because of our lack of appreciation of the value of publicity, go unheard of because unheralded and unused. This ought not to be. There should be in every church, every association, in every state, in every educational and benevolent institution owned by Baptists (and what applies to Baptists might apply equally to other Christian bodies), and every mission compound on the foreign fields a publicity representative who knows news values and newspaper methods and how to get news items concerning the Kingdom of God before the people through the columns of the papers.

It is hoped our Baptist leaders especially will give serious attention to this important matter and not only place a proper valuation upon publicity as related to religious work, but make provision for carrying out publicity work in their respective spheres.

“How beautiful upon the mountains are the feet of him that bringeth good tidings, that publisheth peace, that bringeth glad tidings of good things, that publisheth salvation, that sayeth unto Zion, ‘Thy God reigneth.’”

L. R. SCARBOROUGH.

Seminary Hill, Texas.

CHAPTER I

PUBLICITY AN AID TO THE BAPTIST PROGRAM

In the complete culmination and full fruition of the Baptist 75 Million Campaign every loyal Baptist is vitally and compellingly interested. In the case of the secretaries of the general boards and other agencies of the Southern Baptist Convention and the several state conventions, as well as among the enlistment workers, college presidents, heads of Baptist institutions, pastors and others charged with special responsibility, this matter is one of the deepest concern. It is with a view to suggesting to these special representatives of the denomination how they can increase the efficiency of their institutions and churches and promote the consummation of the five-year program of Southern Baptists by means of an adequate publicity program that this handbook on publicity methods has been prepared.

Without the publicity given the original drive for funds in the 75 Million Campaign, through the columns of the denominational and secular papers, hundreds of thousands of our people would never have been reached with the Campaign message and the magnificent response of \$92,600,000 to the Lord's work would never have been obtained. The payment of these pledges is even more essential than was the securing of them, but unless the issues and achievements of the Campaign are kept before the people through a continued and an intensive publicity program, thousands of subscribers will become indifferent in the matter of redeeming their pledges in cash, and many will make little or no effort to pay what they have promised.

During the original Campaign for subscriptions there was a general publicity director at the Nashville headquarters, a state director in each of the states, and an associational director in the majority of the associations.

With large profit to the general interests of the Campaign and local causes within the states and associations, such a program could be continued throughout the life of the five-year Campaign period and as a permanent proposition for the future. To this scheme of organization, however, there should be added, wherever practicable, a publicity director or committee for the local churches.

Publicity, properly handled, would make it possible to enlist many new people in the work of the churches, increase the number of persons hearing the Word of God proclaimed from the pul-

pits, and promote the advancement of the Kingdom of God, both in the communities where the churches employing it are located and out to the ends of the earth.

Every Baptist educational institution from academy to seminary, every Baptist hospital and orphanage, and every other denominational interest should charge some one with the duty of keeping Baptists and the people generally informed on the major news developing at such institutions. Such a policy would not only keep the people who contribute financially to the support of these institutions informed on what the institutions are doing, but by calling the names and work of the institutions to the constant attention of the people generally it would make new friends and increase the support for such institutions. All this publicity work should be so co-ordinated that there would be no conflict or duplication anywhere, the papers would not be surfeited with material, and the best interests of the denomination and the Kingdom of God conserved.

Such a program could be put on with but very small expense to the local churches, the associational, state or general boards, or the various institutions concerned. Publicity representatives of the local churches and associations would be glad to serve without financial remuneration; state directors could handle some other needed work and thus reduce the cost for a publicity program considerably; regular employes of hospitals and orphanages could be trusted with this publicity work without any additional cost; while in educational institutions competent students could be found who would be glad to do this work for their tuition and the remission of other fees. In a few of our larger cities, however, where Baptist churches are numerous, we believe those churches might with great profit co-operate in the employment of a competent publicity representative for full time.

OTHER DENOMINATIONS ACTIVE IN FIELD

Other denominations, having realized the value of a publicity program as an asset in promoting their general work, have provided for extensive work along this line, and their action in this matter is already bearing fruit in the larger success of their various activities. Roman Catholics, Episcopalians, Presbyterians, Methodists, Northern Baptists, Lutherans, Disciples, and possibly other denominations, have made definite entries into the publicity field, while it is generally known that much of the rapid recent growth of the Christian Scientists, Mormons, Seventh-Day Adventists and others is attributable to publicity methods of various kinds. The growth of Southern Baptists is due largely to their evangelistic efforts. We would not discontinue our evangelistic efforts for the sake of

a publicity program. What we propose is to make our evangelistic work and all our other efforts for the advancement of the Kingdom of God more productive of results by calling to our assistance the powerful force of a well-planned, co-ordinated, aggressive, and sane publicity program.

WHAT A PUBLICITY PROGRAM INVOLVES

What, then, is the publicity needed?

Briefly stated, publicity is making known the pertinent facts about any individual, commodity, institution or movement. Church or religious publicity, therefore, consists in acquainting the whole people with the program and activities of a local church, or group of churches associated together for the more efficient promotion of their common ends, and with the principles which a church or association of churches espouses in the matter of doctrine or belief. Such publicity, efficiently employed by Baptists, would inform the world at large as to who the Baptists are, what they have done for the world in the past, what they are doing today, what their program is for the future, and the distinctive principles which differentiate them from other Christian bodies or peoples. If the Baptist program, work and principles were kept constantly before the people, many of those who were thus led to think *about* the Baptists would come in time to think *with* the Baptists. No further proof of this statement is needed than the fact that other denominations have abundantly demonstrated its truth by their experience.

Alongside the program of securing the cash on subscriptions to the 75 Million Campaign there loom up those other tasks of enlisting the unenlisted Baptist churches of the South, enrolling in the Sunday schools the vast army of young people who are today receiving no sort of religious instruction, and seeking to win to Christ the millions of unsaved people who are within the personal reach of the white Baptists of the South. Something of the extent of these problems can be realized from the statement that something like 8,000 or 9,000 Baptist churches of the South are unenlisted; approximately 4,000 white Baptist churches of the South are pastorless; while practically every community within the territory of the Southern Baptist Convention offers large opportunity for work in enlisting young people in the Sunday schools and winning the lost to Jesus Christ.

The Home Mission Board and the various state mission boards are, through their enlistment and evangelistic agencies, doing a large and worthy work in enlistment and evangelism, but a publicity program, instead of discounting what these agencies are doing, would serve to reinforce them and make our associations and many of our local churches much more effective in the work of

evangelism and enlistment than they have ever been before. Full, accurate and interestingly presented information on the needs of the Kingdom of God and what is being accomplished in its extension in the world will go far toward enlightening and enlisting both churches and individuals that have not entered enthusiastically into the Master's service heretofore, while the press and other publicity media are among the most valuable aids in reaching the masses of the unsaved with the gospel appeal.

PUBLICITY AIDS LOCAL CHURCHES

In the proportion that our local churches are strengthened, as a general rule, will the entire denomination and its program prosper. For that reason this handbook is directed largely to helping the local churches understand the value of a publicity program and how such a program can be inaugurated and carried out.

The primary object of local publicity in religious work is to so inform and arouse the people that they will attend religious services where the gospel message is proclaimed, heed the gospel call, and co-operate in the activities of the churches in promoting the Kingdom of God. This kind of publicity has been tried with marked success in so many places that there remains no doubt that when intelligently and continuously employed it will prove exceedingly helpful.

By all odds the greatest medium of publicity known today is the newspaper. It is read by practically everybody. Many people depend upon it for their information upon almost every topic of the day. They are so accustomed to looking to the newspaper for everything in the way of information and suggestion that they have ceased to feel the need of attending churches for religious instruction even, for many papers now carry sermons, helps on the Sunday school lesson and other religious contributions.

In the Gospel of Jesus Christ the churches have the greatest news in the world, the news of salvation from sin, and the world needs this news as it needs no other, and needs it quite as much now as at any time in its history. Many thousands of people in the South, as elsewhere, do not attend church services where this news is proclaimed, however, and one of the objects of church publicity is to present the gospel invitation so strikingly and effectively through the columns of the newspapers and elsewhere that many people who are not accustomed to attending church will be led to do so and there hear proclaimed the gospel which, if accepted, will make them free.

In every human soul there is an element that is inherently religious, and if that religious nature is reached soon enough before the life becomes too deeply involved in opposing influences, the

chances are good for inducing the individual to heed the call to give God the right of way in his or her life by surrendering that life to Him. Millions of people are not heeding the religious appeal simply because they have not heard it, and they have not heard it because they have not attended the churches where the religious appeal is sounded. The churches have not given the appeal loudly enough, widely enough, persistently enough and attractively enough to reach and command the ear of the unsaved.

Many people will read religious news in the newspapers when they do not attend church, and these usually form their opinions on all current matters from what they read in the papers. Occasional news stories in the papers will acquaint the people of a community, city or state with what a church or group of churches is doing or proposes to do for the social, moral and spiritual development of the people, and will enlist for the church or churches a sense of sympathy and co-operation in proportion to the force of the appeal and the number of people reached by it. Verses of Scripture, employed in religious news stories and advertisements in the papers, have frequently been instrumental in leading men and women to accept Jesus Christ as their personal Savior.

In practically every community the churches are failing to live up to their largest opportunities for service by not using legitimate methods of publicity to draw the people to the church services and enlist them in the Christian life and work. By reason of the importance of having churches in a community they should be the best-known institutions there. Their location should be familiar to every man, woman and child. How far this is from being a fact one can readily ascertain by inquiring in almost any city for a particular church. Hundreds of people pass by church buildings daily for an extended period of time without noting what particular churches they are or learning anything of what is being done there. It is easy to find numerous persons living within the very shadow of church buildings who do not know even the names of the churches, much less anything of their general services or work. For such a situation the churches are to blame for not letting their lights shine more brightly. Picture shows and other places of amusement are not crowded altogether because of the character of entertainment they offer. These institutions would not be patronized by near the crowds that attend them at present if they did not advertise extensively and attractively.

WOULD CHRIST APPROVE PUBLICITY FOR THE CHURCHES?

Would Christ approve publicity for the churches? Did He leave us any message about advertising the churches and their work? There were no printing presses, newspapers, billboards, electric signs, street car posters, or other similar media of publicity in Christ's day, and it is natural that He made no reference to them. But when we recall that our Lord did not hesitate to attract attention to His work by turning water into wine, feeding the hungry thousands, healing the lame, restoring sight to the blind, hearing to the deaf, health to the sick, and life to the dead, it is difficult to believe that if He were on the earth today He would refuse to employ so excellent an opportunity for getting His message before the masses of the people as the newspapers and other advertising media present.

Jesus commanded His disciples to "go out into the highways and byways and compel them to come in." He reminded them, also, that "there is nothing covered up that shall not be revealed; and hid that shall not be known. Wherefore, whatsoever ye have said in the darkness shall be heard in the light; and what ye have spoken in the ear in the inner chambers shall be proclaimed upon the housetops."

Furthermore, our Lord had a first-class advance man in the person of John the Baptist, and in the apostles who accompanied Him on His ministry he had a corps of first-class reporters who, under the inspiration of the Holy Spirit, wrote and thus preserved to all succeeding generations the remarkably full and inspiring accounts of Christ's movements and messages while on the earth. That Christ did not want His followers to live in obscurity is indicated in His caution, "Even so let your light shine before men that they may see your good works and glorify your Father who is in heaven"; while the failure of Christians to employ modern methods in the propagation of the gospel was rebuked by the Master when He said, "For the sons of this world are for their own generation wiser than the sons of light."

Southern Baptists believe that in their doctrines, church polity and program of world evangelization Baptists more nearly than any other body of Christians embody the full teachings of Jesus Christ and the inspired writers of the New Testament. But for the most part Baptists have been a very modest people. They have shrunk from rather than courted publicity. There is a vast difference between seeking publicity for selfish purposes and in employing publicity methods for the propagation of the gospel and the work of the Lord Jesus Christ. In this handbook the author is advocating the employment of all legitimate media of publicity for

the promotion of the Kingdom of God in the world, and from his own experience he knows that such media can be so employed with large results.

Within the territory of the Southern Baptist Convention there are approximately 4,000 newspapers whose columns are open to legitimate Baptist news and publicity, but perhaps not more than one in a hundred of them is being used by our local churches regularly in letting the people of their communities know what the Baptists are doing. It is the duty of the Baptists of our various local communities to get in touch with their papers, provide them with the real news originating within their congregations, and also use some of the advertising space of the papers in which to tell the non-Baptist readers some of the distinctive beliefs and achievements of Baptists.

PRESS READY TO CO-OPERATE WITH THE CHURCHES

Many people have the mistaken idea that because the columns of the newspapers are not filled with religious items the papers do not care for news concerning the activities of the churches. The truth of the matter is, the papers are delighted to get live church news, though the responsibility for bringing the papers into touch with what the churches are doing lies with the churches. There is scarcely a paper in the country worthy the name but would be glad of the opportunity to present to its readers live, constructive news about the work of the churches as local congregations and of religious denominations as a whole.

The charge has frequently been made that the press is unfair to the Baptists, and that it is impossible for Baptists to get space in the news columns of the secular papers. The charge is absolutely untrue. Every newspaper whose columns Baptists would like to enter with their news judges the news value of items by the number of persons likely to be interested in those items, and as Baptists have the largest membership of any denomination in the South, it naturally follows that matters affecting any considerable number of Baptists will constitute news in the eyes of Southern editors. That the papers of the South are entirely friendly and cordial to the Baptist cause, insofar as carrying the news affecting it is concerned, is fully demonstrated by the fact that during the drive for funds of the 75 Million Campaign in 1919 the newspapers of the South carried hundreds of thousands of columns of news and publicity matter concerning this forward movement and some of them even contributed some of their advertising space for display advertising. The Associated Press and other news distributing agencies carried numerous items about the progress of the Campaign from time to time.

If other denominations have succeeded in getting more publicity in the secular papers than has been accorded Baptists, it is due to their alertness in going after this publicity rather than any special favoritism on the part of the publishers. Baptists of the South can get all the publicity they need if they will go after it in the right way. To obtain this publicity, however, it will be needful for the pastor and possibly other leading representatives of the churches to establish friendly relations with the publishers of the papers, see to it that the papers are kept informed on the news developing at the churches through publicity representatives or committees, that this news is furnished as soon as it happens, and that it is presented to the papers in good form. Representatives of the churches should maintain pleasant relationships with the papers after the initial acquaintance is made and show appreciation of the courtesies extended by the papers from time to time.

WHAT PAPERS WANT IN WAY OF NEWS

Church news, in order to be accepted for publication, must be able to hold its own in competition with the news of every other character and from every section of the globe. Newspapers are published primarily for the purpose of making money through printing the news. They strive to fill their news columns with those happenings of the day which have the largest news value for their readers. The value of every news item is determined by the number of persons interested in it, and only those items of church news which are of interest to a large number of people will find their way into the news columns of a well-regulated newspaper of large circulation. It follows naturally that news affecting a particular church or denomination is of the largest value in that community where that church or denomination has a large membership.

Constructive local news, such as the coming or resignation of a pastor, the building of a new house of worship, enlargement of the church plant to take care of growing congregations or enlarged activities, the task assumed by a church in a general religious program such as the 75 Million Campaign, the putting on of a local program calculated to greatly extend the influence and service of a church or Sunday school, or the summary of a year's work such as is embodied in the associational letter, is nearly always acceptable to local newspapers, while human interest stories from the religious field are frequently more effectively displayed and widely read than regular news items because of the larger human appeal which they carry. The story of the North Carolina widow, supporting four orphaned grandchildren by her own labors on a rocky, hillside farm, but who, hearing of the 75 Million Campaign, walked 11 miles to the little suburban church where she held her

membership in order to give thirty cents—all the money she had—to this cause, went all over the United States and was widely commented upon in the editorial columns of the country. A wide-awake publicity representative or committee can find real news and human interest stories in practically every congregation that is live enough to be entitled to representation in the news columns of a newspaper.

Papers are willing, as a rule, to accept occasional stories of reasonable length upon the work of the denomination as a whole as well as of local churches, though in such cases it is generally desirable to link up the work of the denomination with that of the local church, as papers always prefer to use a local end to such stories if it is possible to find one. Sermons have a news value when there is something of popular interest or appeal in their message, or when the personality or popularity of the preacher is such as to make practically anything he says of interest to a considerable number of people. Papers should not be asked to carry material having no news value.

WHO SHOULD BE CHARGED WITH PUBLICITY WORK?

Should a pastor be the publicity representative of his church? There may be many instances in which he should, but these do not exist in those congregations which have lay members who can do this work acceptably. The ideal arrangement is to assign this duty to some young man or woman who is either employed in the newspaper business or has had newspaper experience, and thus knows what the newspapers want and how to present it to them in acceptable form. Where such a person is not available, a young man or woman of education and a sense of news, and who is sufficiently alive with energy and enthusiasm to keep abreast of everything that is being done in the church and in close touch with the newspapers will probably make the most efficient publicity representative. The publicity representative should confer frequently with the pastor, board of deacons, Sunday school superintendent, and other leaders on various phases of work which need to be given emphasis in the publicity matter. At the same time the publicity representative should keep informed on all general Baptist movements and activities and should seek to make his work promote the general purpose and program of the denomination as well as of the local church.

Where publicity work is to be confined to providing the newspapers with news items concerning the work of the church, this duty will most often be best discharged by one person, for the division of responsibility frequently leads to the shifting of responsibility. Where an advertising campaign is to be conducted, how-

ever, it is best to have a capable committee named to have the oversight of it. Where a church decides to enter the advertising field it will be necessary to set an objective for the campaign, determine the best methods for reaching that objective, decide upon the extent and character of the advertising to be employed, and probably provide the funds for such campaign. In the determination of these questions the counsel of several thoughtful persons will be needed. Other things being equal, an experienced advertising man will probably make the most successful chairman of such committee, though the writer of the advertising copy should be himself a Christian and a man conversant with the work and program of the church. Where an experienced advertising man is not available for the position from among the members of the congregation, the man most nearly approaching such qualifications should be named. It will be well for publicity representatives and committees to bear in mind, however, that practical newspaper men in both the editorial and advertising departments will be glad to offer helpful suggestions in the preparation of news and advertising copy if such assistance is sought.

It will be helpful in securing and retaining the services of publicity representatives in the churches and associations if such workers are chosen at the annual election of other officers and given formal recognition with the officers. And while experience has demonstrated that the best results in handling news for the local churches have been obtained where that responsibility has been committed to an individual, some churches have found it desirable to have a publicity committee rather than just a publicity representative. In the case of a publicity committee the writer would suggest that one member of it, usually the chairman, assume the responsibility for getting the news in the papers, though the other members will co-operate in keeping him in touch with the activities of the various departments of the church, serve in distributing denominational and evangelistic tracts, missionary and educational literature, and in securing subscriptions to denominational papers and magazines, provided such subscriptions are not provided for in the church budget. Where a live, consecrated committee can be formed for this work some very helpful results can be obtained.

A live country pastor, who lived on a field thirteen miles from a railroad and preached to his congregation every Sunday, sent a weekly news letter to his county newspaper, and the publisher gave the pastor compensation in the form of four inches of space each week in which the pastor advertised his services.

And while the suggestion that a layman or woman might best serve as publicity representative of a local church has been offered, some pastors prefer to handle the publicity themselves and have been very successful in their efforts. Pastors have the advantage

of knowing the program of the church and the denomination better than most of their members, and where their contact with the newspapers is of the right kind it will prove helpful to them in carrying out their work. If a pastor has prestige in a community the papers will probably accept communications from him more readily than if brought in by another. Certainly the pastor should know how to get publicity of the right kind and if his time will permit, there is no reason why he should not look after it. The majority of pastors have so many other demands upon them, however, that they are not able to give the attention to this matter that it deserves, while there are some phases of church work to which a sense of modesty would forbid their giving publicity. The plea of the author is that the publicity work be done, the local pastors and their advisors being left free to determine upon the most feasible plan to obtain this result.

CHAPTER II

HOW TO GET NEWS MATTER INTO THE PAPERS

To be successful as the publicity representative of a local church or of a denominational agency one should call on the editors of his community, ascertain what they want in the way of news from the congregation or denomination represented, how the news articles should be prepared, when and to whom they should be delivered, and then comply with those instructions rigidly. The publicity representative's standing with the papers will be enhanced if he is a good mixer, is always prompt with his material, keeps in a good humor, thanks the papers for favors shown, never complains if for any reason his matter may be crowded out, and, while mixing freely with the members of the news staff, never overstays his welcome or gets in the way, and shows his appreciation of the paper's courtesies further by informing it of any news he may hear outside of his particular sphere.

Publication of news copy will be facilitated by observing the following rules:

1. Submit only such matter as is fresh. Material that is out of date is not news.
2. See that all copy is easily read. Use typewriter if possible and leave ample space between lines for correction. Write on only one side of the paper.
3. Use simple words, brief sentences and short paragraphs.
4. Tell all the essential facts of the story in the first paragraph as briefly and in just as interesting manner as possible. If the remainder of the copy should be cut out, the reader would still have the heart of the story, and many people have not time to read more.
5. Leave plenty of space at the top of the first page for the writing of headlines, but do not undertake to furnish these headlines yourself. Nothing will more clearly mark you an amateur.
6. Study the style of the papers to which you submit your copy and make your copy conform to that style as nearly as possible.

7. Be accurate. Never sacrifice your facts for interest, but present them in as attractive and brief fashion as possible.

8. Write for the man of the street, avoiding clerical and other technical expressions. The average man is not highly educated, but he understands plain English.

9. Never show favoritism among the papers. Treat all of them alike.

10. Do not suggest to the editor what should or should not be published. It is presumed he holds his position by virtue of his knowledge of news.

11. Never editorialize in news copy. If expression of opinion is necessary to tell the whole story, then quote within quotation marks some responsible person upon the point involved.

12. Never belittle yourself in the editor's estimation by asking favors to which you are not entitled. Never ask for the insertion in the news columns of matter that should be paid for as advertising.

13. After having gained the confidence of the paper, never abuse it by offering doubtful material, such as that which advocates a particular theological doctrine, reflects upon another congregation or denomination, or is calculated to cause a controversy of any character. Special theological doctrines may well be advocated in the advertising columns, but not in news stories.

14. Get copy to the papers as early as possible. For afternoon papers copy usually has the best chance at publication if handed in by 8 a.m., and for morning papers not later than 5 p.m. For weekly papers, early Monday morning is usually an acceptable hour. The general run of copy for the next issues of the papers has not usually begun to come in at the hours indicated and early matter is generally very acceptable, provided it is newsy. These suggestions apply, of course, to routine copy. Where real news develops later than the hours indicated get copy on it to the papers as early as possible. If you know in advance that a news story

is going to develop, but it cannot be anticipated sufficiently to send in an advance account of it, notify the city editor or whatever member of the staff is accustomed to handling your copy, and assure him you will furnish the news at the earliest possible moment. And having made such a promise, let nothing prevent your keeping it. It is far better to miss a meal or lose an hour's sleep occasionally than to disappoint so valuable an ally as the newspaper.

IF PHOTOGRAPHS ARE DESIRED CONSULT PAPER'S NEEDS

The average pastor or other church worker seeking publicity for the church and its services likes to have the pictures of individuals and buildings appear in the papers. This is a perfectly natural desire and as a general proposition a picture or illustration serves to attract attention to a story or advertisement. Publicity representatives of churches frequently fail to live up to the possibilities of their usefulness, however, in the failure to provide the papers with the right kind of pictures and cuts for making the most effective illustrations.

It frequently develops that when a new pastor or a visiting evangelist comes to a city he brings with him cuts that are not adapted to the newspapers there, if he brings any cuts at all, the chances being that the cuts are such as have been used in some denominational paper that employs a flatbed press and are of too fine a screen to permit their use in papers using a rotary press and, therefore, have to subject all cuts to the stereotyping process. In most cases the editors will reject such a cut at the outset, but in the event a trial is made the result will be a big black spot instead of a likeness of the person or object it is intended to represent. The best solution of the matter is for the publicity representative to procure in advance good photographs of whatever subject he wants to use, call on the editor and ascertain if he can use them, and, if so, what size and screen should be employed in making the cuts. Having learned the paper's requirements, the publicity representative should have an engraver make the cuts according to the specifications and place them at the paper's disposal at the expense of the church. In the larger cities, the papers will be willing to stand the expense of having the cuts made, provided good photographs are offered and the story involved will bear the use of pictures, while in the small towns the fine screen cuts can frequently be used by the papers. But it is the duty of a publicity representative to ascertain exactly the requirements of the paper

or papers he is serving in the use of pictures and then comply with those requirements fully. The representative who seeks diligently to accommodate the papers will find the papers delighted to oblige him where possible.

SOME PRESENT OPPORTUNITIES OVERLOOKED

An excellent opportunity for more effective publicity that is frequently overlooked by the local churches lies in their weekly bulletins and bulletin boards. The weekly bulletin is too generally employed chiefly as the carrier of bare, routine announcements, while the bulletin boards are even more prosaic in the messages they bring. The weekly news bulletin published by a local church should be made as bright and sprightly in its contents and make-up as the best newspaper by dressing up the news which it carries in the most inviting clothes. If a thing is worth saying, it is worth saying well.

Then the church bulletin offers an excellent medium for giving the members of the congregation and other persons worshipping there needed information not alone upon the work of the local congregation, but what Southern Baptists as a whole are doing for the physical, moral, mental and spiritual uplift of the world. Few Southern Baptists know that their Foreign Mission Board is now seeking to administer the Bread of Life in a territory inhabited by one-fourth the population of the globe. Instead of making a routine announcement that a medical missionary from China or Africa will speak at a particular service, let it be set forth in the bulletin that this missionary is the only doctor to serve a population of several million helpless heathen, and that in his lecture he will seek to tell how he is seeking to meet this enormous responsibility.

A little ingenuity and thought will likewise enable the keeper of the church bulletin board to give to that instrument a new interest and power. In August, 1920, when a shipload of Southern Baptist missionaries were spending Sunday in Vancouver, B. C., preparatory to sailing for the Orient on Tuesday, the First Baptist Church of that city, where many of the missionaries were due to worship, placed a large and attractive announcement of the visit of the missionaries on its bulletin board, employing red "box-car" letters for emphasis. The effort was so striking that a reproduction of the bulletin board is given on page 38. As a result of this announcement and display advertisements in the newspapers the big auditorium of the church was filled at both services on a summer Sunday, a result that is out of the ordinary. Similar effort by other churches will produce fruitful results.

CHAPTER III

BAPTISTS SHOULD USE PAID ADVERTISING

While the newspapers are glad to give reasonable space to news items concerning the work of denominations and local churches, there are many things connected with the forward program of Southern Baptists about which the Baptists themselves and the public at large should be informed through the advertising columns of the denominational and secular papers. All statements of Baptist doctrine, offered for the information of the general public, should be paid for at regular advertising rates. Likewise, all denominational and local church appeals, when printed in secular papers, should be handled on a strict advertising basis, while in the case of the larger congregations in the larger towns and cities the brief routine notice of the church services in the church announcement column of the newspaper should be supplemented with a display advertisement in a good position in the same issue of the paper that carries the routine announcements. Many churches carry the display advertisements on the amusement page of a paper. They in this way reach the attention of a class of people who do not ordinarily attend church.

Religious advertising has passed the experimental stage. Hundreds of churches in all sections of the country have demonstrated that the right kind of advertising increases not only the attendance upon the churches, but makes it easier to win people to Jesus Christ and to church membership as well. That advertising is the greatest single medium for reaching and convincing the people is demonstrated by the fact that dealers in every character of goods, purveyors of every character of service, amusement places and practically every other institution that bids for public patronage has found it to excell all other agencies in getting the crowds. When the tobacco interests of America are spending more than \$16,000,000 a year in advertising in the hope of inducing the people to buy tobacco (the bulk of their advertising is aimed to induce our boys and young men to smoke cigarettes), and the motion picture houses are spending many times that much to induce our people to patronize them, it is high time the churches were waking up to the need of setting forth the claims of the gospel upon the people through the channels of the papers, and getting these people out to the churches to hear the gospel proclaimed and to participate in the worship and service of God.

The routine announcement column in the average newspaper carrying church notices is scarcely more than a church directory for those who already have the habit of church attendance. The

object of paid display advertising by the churches is to attract the attention of that vast army of people who do not go to church at present, but who should do so, and who could be induced to do so if their interest were sufficiently aroused. Display advertising of the compelling kind is the best medium known, with the possible exception of personal solicitation, for arousing that interest.

But the general phases of the work of the local churches, as well as the regular services, will frequently justify the carrying of display advertising in the papers, and in the case of special campaigns for church attendance, evangelism, money raising, etc., such advertising is especially desirable because it always produces good results if properly done. Display advertising, where saneness and spirituality are combined with life and attractiveness, is one of the most effective aids known in evangelistic campaigns.

For general denominational purposes the denominational and secular papers and magazines offer about the only medium for general display advertising that can be recommended, but the local churches can frequently employ post cards, posters, billboards, electric signs and other media to good advantage in calling attention to their regular and special work, including revival meetings, provided the programs undertaken by the churches are sufficiently large to justify the expenditure of the sum of money required to carry out such advertising. But where it is felt that only one medium of advertising can be employed, then the medium chosen should be the best of them all—the newspaper.

POINTS FOR EMPHASIS IN ADVERTISING PROGRAM

The general boards of the Southern Baptist Convention, the state mission boards and other general denominational agencies generally conduct advertising campaigns only at special periods when the success of their programs depends upon arousing and enlisting the denominational forces in support of those programs. A local church, however, may want to advertise throughout the year. In this and all other cases a church should know the people of the community in which it is located before the advertising campaign is launched, have a definite aim which it seeks to accomplish through the advertising, and adapt the nature of the advertising to that end. Money put into spasmodic, aimless advertising is thrown away. If a church desires to enter upon an advertising program, it should determine in advance to carry that program forward for a sufficient length of time to determine its efficacy. The author is convinced that if a local church will advertise consistently and intelligently for a year, it will see the wisdom of doing so permanently.

But where will the money for an advertising program be obtained? some ask. The money may be provided for in the regular

budget in the event the finance committee or the board of deacons deems this a wise expenditure of local funds. In case it cannot be obtained in this way, it may be possible to induce a few men of the church to advance the money until such time as the majority of the members of the church are convinced of the wisdom of advertising. Another plan for raising the funds is to induce some organized adult class in the Sunday school to become responsible for financing the publicity program. Many pastors testify that the loose change in the collection plates has increased in sufficient quantities, after their churches began to advertise, to more than defray the cost of the advertising. In such an event the advertising program becomes an investment from a financial standpoint, which is the least of all considerations.

A few years ago Dr. C. F. Reisner, prominent pastor in the Methodist Episcopal Church, and a student of religious publicity, felt the need of a book for pastors and others dealing with various phases of such publicity, but finding no such book in the market, wrote one himself entitled "Church Publicity," which any pastor or other worker interested in the subject will find very helpful. Before writing the book, and in order to base what he wrote upon the actual experience of pastors and others who have done church advertising, the author wrote various leading pastors of many denominations, asking them if they had tried advertising their services, and, if so, with what results.

ADVERTISING PAYS FOR ITSELF

Here are some of the replies which the author received:

"We spend \$1,200 a year for advertising, keep our church jammed with 3,000 people, get an average of \$200 a Sunday in loose collections over and above all regular contributions. The \$25 a week spent for advertising brings in \$100 at least, so we make \$75 a week on the proposition and have the additional people to preach to besides."

"Spent \$60 on publicity in October and received \$400 in contributions and pledges in special offerings outside the regular weekly contributions."

"My increase has been tenfold or more of the expense, and then the results are incomputable."

"Would say that experience would demonstrate the fact that when advertising is wisely done, it more than pays for itself in extra collections, aside from the influence of reaching more people."

“The consequent increased collections pay for the advertising. Then you have the advantage of having more people to preach to without any extra expense.”

Upon some of the other results of advertising the following replies were received:

“Attendance is better; and we can never know in this world the good results of the printed sheet, many of which do good while they do not lead to church attendance.”

“An advertisement, like a tract, may turn the course of some person’s life. We make a mistake in measuring the results by the collection plate. They will yield returns some day to the kingdom of God.”

“Keeping the church in the people’s mind keeps them thinking about religion.”

“Advertising has greatly helped in my work, even increasing the attendance forty per cent.”

“It aids in securing an audience and adds to the membership in proportion to the ability of the preacher to present the gospel of Jesus Christ as the Divine Savior from sin.”

“My own experience has proven that by following up the advertising with personal work, the membership has been increased one-third in less than three years.”

Dr. Reisner employs the title “The Homelike Church” in advertising his own services, and tells in his book how six young men were led to Christ after being attracted to church services through advertising.

One of the most striking instances of the power of publicity in evangelistic effort is reported in a pamphlet entitled “Seven Years of Newspaper Evangelism in Japan.” An evangelist in Japan has been using advertisements in the secular papers to advertise Christian doctrines and has thus succeeded in interesting many people who would never have heard him preach. In the province in which this man labors the papers go to one-fourth the people. As a result of the advertisements carried in the secular papers 7,500 applications have reached the missionary’s office for fuller information respecting the gospel, and 120 persons have been led to make public profession of faith in Jesus Christ. It is safe to presume that many who were impressed did not communicate with the missionary. To all seekers after the truth who are reached through the advertise-

ments in the secular papers a monthly religious magazine is sent six months without cost. The results of this follow-up work have been very gratifying.

But at the same time this missionary is advertising the gospel in a few papers, distributors of a certain brand of American cigarette are advertising that cigarette in every city and town in Japan. Pointing one day to the advertisement of the cigarette, a Christian statesman of Japan said: "If America would put as much money into the advertisement of Christianity as the manufacturers have put into the advertisement of that cigarette, the gospel of Jesus Christ would be placed in every hamlet of this empire within five years."

REQUISITES OF A GOOD ADVERTISEMENT

An authority on advertising has said something like the following in his effort to instruct others in the preparation of successful advertising copy :

"For an ad to have any value it must be seen; therefore, make it conspicuous. Before an ad can get results it must be read; therefore, make it simple. But for its reading to be followed by action it must be understood; therefore, make it plain. Finally, to obtain the desired result from the reader the ad must be believed; therefore, make it sincere."

To these four fundamental suggestions the following others may be added, a few of them amplifying some of the fundamental ones for the fuller guidance of those not used to writing advertising copy:

1. Make all advertising copy constructive. It should inform, interest and inspire the reader.
2. Aim all advertising at something definite. If the desire is to get the people to Sunday school, the morning worship or the evening worship, let that particular interest of the church be played up as a leader with only an incidental reference to other services.
3. Put a "punch" into your copy. To this end employ catchy headlines, simple words and short sentences.
4. Make the ad so cordial and inviting that when the reader reads it he will respond to its appeal.
5. Study the content of your ad carefully before reducing it to writing. Many ads fail because of a lack of thoughtful preparation. Anybody with money can buy ad-

vertising space, but it takes brains to fill that space with a convincing message.

6. Don't crowd your space with copy. A few choice words, attractively displayed and with lots of white space around them, will be far more effective than several times as many words jammed into the same space.

7. Make a study of striking ads in good newspapers and magazines, and in writing your copy see to it that it lends itself readily to effective display.

8. Revise your advertising copy several times, seeking to improve it each time until you are assured it is the best copy you can produce.

9. Where advertising is to be done regularly or even for a brief period, pains should be taken to change the copy often. This will require effort, but it will be justified in results. Readers soon tire of seeing the identical copy in an advertisement and then cease to read it. Much of our denominational advertising in the making of appeals has been characterized by this defect.

10. Feel free to ask advertising writers to criticise your copy, especially if they be identified with papers in which the ad is to be placed. The Publicity Department of the Conservation Commission, 161 8th Avenue, North, Nashville, Tenn., will be glad to assist, in any way it may, pastors, evangelists, publicity committees and other denominational agencies or representatives in planning their advertising programs, reviewing their copy, and offering general suggestions. This service will be gladly given without charge.

11. A display ad is an excellent medium for carrying to many people who do not attend church, as well as to those who do, a spiritual message that may lead them to God and to lives of useful service. Do not overlook this opportunity.

12. Ads should be written with a view to advancing the kingdom of God in the world. To this end the writer of religious advertising copy should pray for divine guidance in the preparation of the message he employs.

ADVERTISING SHOULD BE REGULAR

Pastors, publicity committees and others should bear in mind that it is not necessary to employ a vast amount of space each time an advertisement is carried in order to get results. A small space used regularly is much more productive of results than a full page used only at long intervals. If bright, snappy copy is employed regularly and frequently, readers of the paper will soon begin to look out for the advertisements so as to learn what the writer has to say, what his church is going to do next, or what his pastor is going to preach about.

While the writer believes a local church can get the best results as a general rule from carrying its individual advertisement, in case a church does not feel like undertaking an advertising program by itself it is frequently possible to induce other Baptist churches of the same city to join in a co-operative program of publicity. This has the advantage of making possible the purchase of a larger space each week, a space that will permit the carrying of a distinctive Baptist message and include the names and locations of the co-operating churches as well. Where there is only one Baptist church in a community it may co-operate advantageously with churches of other denominations of that community in "Go to Church" campaigns and other publicity programs in which all the churches have a common goal to reach, in the event the single church does not feel able to enter the advertising field on its own account. As a general rule, however, if there is a real need for display advertising on the part of a single church, the needed funds can generally be provided without going into a co-operative agreement with other churches.

SPECIAL CONTRACT IS DESIRABLE

When a publicity committee, pastor, or other representative of a local church gets ready to begin an advertising campaign the advertising manager of the paper to be employed should be consulted and a definite contract obtained. Most papers make a special rate for religious advertising, and where this is the case a church representative need feel no hesitancy in taking advantage of that concession. Where such a rate is not given, however, the regular advertising scale should be paid. Under no circumstances should a paper be asked to contribute its space to a church for advertising purposes. Advertising space is the newspaper's stock in trade, and the church which poses as a beggar cannot command the respect that should belong to an institution representing God in the world.

Some churches have found it to their advantage to employ the want columns of the newspaper rather than the regular advertising

space for the insertion of their paid notices. A church ad in the want columns of a large paper that is said to have produced large results read as follows, this ad appearing in the papers of Friday and Saturday:

“Wanted—1,000 people to fill the First Baptist Church on Sunday evening. Mrs. Susan Lord Brandegeee, cellist, and Henry E. Bonander, organist, will present a half hour’s recital of sacred music before the evening service. Seats free. Apply to ushers.”

There appears no reason why this form of advertising might not be used more generously by the churches with gratifying results. Where no special musical program is offered, the subject of the sermon, the cordiality of the welcome, or some other feature might be given emphasis.

Again, some churches are using paid reading notices in the regular news sections of the papers for announcing their services with good results, and samples of such notices are given in the advertising section of this handbook.

But before an advertising campaign is launched by a church or group of churches a careful study should be made of the community to determine its greatest needs. Having determined what those needs are, the advertising should be so planned as to meet them.

All religious advertising should be dignified and serious and such as will cause no one to hold religion and the churches in light esteem. Nothing that smacks of farce comedy or the vaudeville show has any place in religious advertising, for such will tend to make sensible people think less rather than more of religion. Christ employed unusual methods to bring the people to Him that He might give them the Word of Life, but never for a moment did He resort to methods that robbed His message of its dignity and sanctity.

WHAT ADVERTISING OUGHT NOT TO BE

Some examples of what religious advertising should not be were pointed out in a recent issue of *The Continent* by a layman who says he spent six months in Los Angeles, observed the church advertisements in the city papers and found among them the following: “Has God Got Your Number?”, “The Wild West Man,” “The Man in the Moon,” “Pussy-cat, Pussy-cat, Where Have You Been?” and “A Wonderful Invention—Lunch Box, Hand Mirror and Bath-tub in One.” The writer declares the authors of these advertisements are Baptists, Presbyterians and Methodists, and all of them prominent in their respective denominations.

Religious advertising should not be overdone. Nothing should be claimed in an advertisement that is not actually delivered. If a

local church is heralded as a "homelike church," every effort should be employed to see to it that no stranger or homesick or distressed person ever enters that church without being made to feel that he is among his friends.

In the hope of helping persons who have had no previous experience in writing advertisements to prepare acceptable advertising copy the author has incorporated in the next chapter some suggestive advertisements on the general topics of Baptist doctrines, evangelism, denominational interests, local work, and general information concerning Baptist affairs. With these suggestions as a basis, the writer is confident that pastors, evangelists, publicity committees and others will be able to work out their own advertising copy in such a way as to give that copy an interesting and compelling message along any line upon which they may choose to write. The handbook should not be depended upon entirely, however, for originality and personality are among the most potent factors in successful advertising.

Where a regular advertising campaign is put on an effort should be made to give considerable variety to the general lay-out and make-up of the copy. This precaution makes the copy restful to the eye of the regular reader and is much more likely to catch the eye of new readers from week to week. Again, the originality and versatility exhibited indicate that brain work is employed in writing the copy, and even people who are averse to using their own brains like to see brain power exhibited in the work of others. Advertising that is worth doing at all is worth doing well.

CHAPTER IV

SOME ILLUSTRATIVE ADVERTISEMENTS

By reason of the limited size of the pages of this handbook the author has been compelled to violate his own suggestions in the matter of effective display by putting much more copy into a small space than ought to be employed in actual advertising. The purpose in this was to indicate the nature of contents for such advertising campaigns as are able to employ larger space than these pages afford. Where the nature of the campaign is such as to require as much copy in an advertisement as appears in the majority of the ones contained in this handbook considerably larger space should be procured, for there is sufficient copy crowded into many of these small pages to occupy a half or even a whole page in a religious or secular newspaper.

The author wishes to repeat his previous declaration that advertising space should not be crowded with copy, for such a course makes it impracticable to obtain the best display of the matter, and attractive display is the greatest single drawing factor in an advertisement. These advertisements are offered solely as suggestions on content and form of layout. The space employed in actual advertising will be regulated by the needs of the case and the funds available for this purpose, and when the space has been fixed the copy should be written to fit it.

The general literature upon religious publicity is very limited as yet, but if any reader is desirous of making a further study of the question he will find the following books helpful:

“Church Advertising, Its Why and How,” by W. B. Ashley, J. B. Lippincott Co., New York.

“Church Publicity,” by C. F. Reisner, The Pilgrim Press, Boston.

“Principles of Successful Church Advertising,” by Chas. Stelzle, Fleming H. Revell Co., New York.

“Publicity and Progress,” by H. H. Smith, Geo. H. Doran Co., New York.

For convenience the illustrative ads have been grouped as follows:

	Pages
Local Work	30-38
General	39-43
Doctrinal	44-46
Denominational	47-56
Evangelistic	57-62
Local Cards	63-64

A Homelike Church

Where the lonely forget their loneliness, the burdened forsake their sorrows and the distressed banish their cares in the cordial fellowship of sympathetic Christians and in the worship and service of God.

We crave the opportunity to serve all who need help.

FIRST BAPTIST CHURCH

LEONARD W. DOOLAN, Pastor.

“The Oldtime Religion”

As the best solution of all our present-day ills will be discussed by Dr. J. W. Gillon in his Sunday morning sermon at the

FIRST BAPTIST CHURCH

A cordial invitation is extended to all to attend this and the various other services of this church.

Good Music

Comfortable Seats



OUR INVITATION*

To all who mourn and need comfort—to all who are weary and need rest—to all who are friendless and want friendship—to all who are homeless and want sheltering love—to all who pray and all who do not, but ought—to all who sin and need a Saviour, and to whosoever will—this church opens wide the door and makes free a place and in the name of Jesus, the Lord, says,

“WELCOME”

AT THE

IMMANUEL BAPTIST CHURCH

A serious effort is made to serve all who are in need or distress, seeking thus to imitate the example of our Saviour who “went about doing good” while He was on the earth.

If you need our ministries, come and let us help you. If you do not need assistance, then come and worship God with us and find true happiness in helping serve others less fortunate than you are.

The theme of tomorrow’s sermons will be:

11:00 A.M. “Who Is My Neighbor?”

7:30 P.M. “Christ, Man’s Only Saviour.”

RYLAND KNIGHT, Pastor
1608 West End Avenue

Pastor’s Telephones:
Office, H. 1724; Res., H. 206

*From the Bulletin of the First Baptist Church, Dallas, Tex.

Sunday's Best Recreation

Lies not in a few hours with the newspaper, your favorite magazine, a work of fiction, a stroll through the parks, a trip into the country or a game of golf.

These things are excellent in their place and season, but if one is seeking the finest recreation which Sunday has to give he will find it rather in doing those things for which the Sabbath was created, the worship and service of God.

Communion with God on the Lord's Day brings new strength of body and mind as well as soul, for God's Word tells us, "My God shall supply all your needs."

Business and professional men, driven at a rapid

pace throughout the week, along with busy, tired housewives, need to relax on the Lord's Day and, giving their bodies a chance to rest, renew their spiritual strength by communing with God face to face.

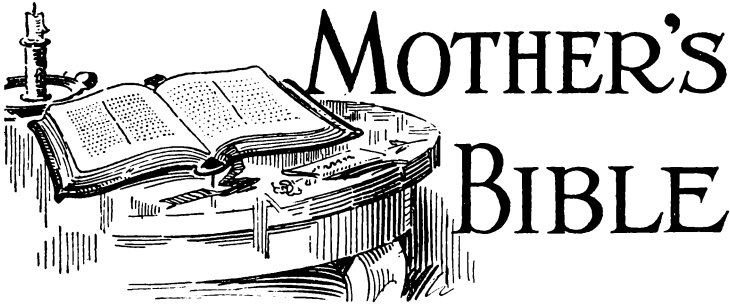
"Where two or three are gathered together in My name, there am I in the midst of them," God has assured us, and where God is, new strength and grace and peace and joy are always available.

Will you not be one of those gathered together in God's name at your church tomorrow?

God is anxious to help you solve all your problems.

Won't You Give Him a Chance?

**Associated Baptist Churches
of Atlanta**



A SAFE GUIDE FOR THE NEW YEAR

There's a dear and precious book,
Though it's worn and faded now,
Which recalls the happy days of long ago,
When I stood at mother's knee
With her hand upon my brow,
And I heard her voice in gentle tones and low.

New Year's resolutions are helpful largely as they are lived up to.

The Baptist churches of New Orleans offer the suggestion that a study of Mother's Bible during 1921 will help you in keeping all your other good New Year resolutions.

It will point the way to new sources of help and strength and comfort and cheer which you have not known before.

Why not get better acquainted with the old book, the same yesterday, today and forever?

It forms the text-book of the Sunday school and all our other services.

Why not approximate the man your mother expected you to be by learning more of the teachings of her Bible with us?

Baptist Churches of New Orleans

Sunday School 9:30 A.M., Preaching 11 A.M.-7:30 P.M.

Getting Rid of World Weariness

workday world is there something finer and better that you are entirely missing?

The indications are you need to slacken your pace a bit.

You need to take your mind off business for at least one day in seven and give your overstrained nerves an opportunity to relax.

You need to take your mind off the perplexing problems of the shop and office and give the brain an opportunity to rest a bit.

Forgetting the things of this world

Baptist Churches of Richmond

"Come unto me all ye that labor and are heavy laden and I will give you rest. Take my yoke upon you and learn of me; for I am meek and lowly in heart and ye shall find rest unto your souls. For my yoke is easy and my burden is light." (Matt. 11: 28-30.)

Ever have a case of nerves?

Ever feel that you would give almost anything for a brief respite from the maddening pace at which you are driven?

Are you convinced that you need to call a halt at times and take your bearings again before you dare go farther?

In the push and grind of the

world for a brief period, let us suggest you try an hour apart tomorrow in the house of prayer.

God's house is a refuge from the storms of the world where the great Heavenly Father has promised to meet all who seek Him in sincerity and truth.

Come out tomorrow and with God's people sit open-souled to the voices of another world.

"Ho, everyone that thirsteth, come ye to the waters, and he that hath no money; come ye, buy and eat; yea, come, buy wine and milk without money and without price." (Isa. 55: 1.)



A Christmas Message

FOR

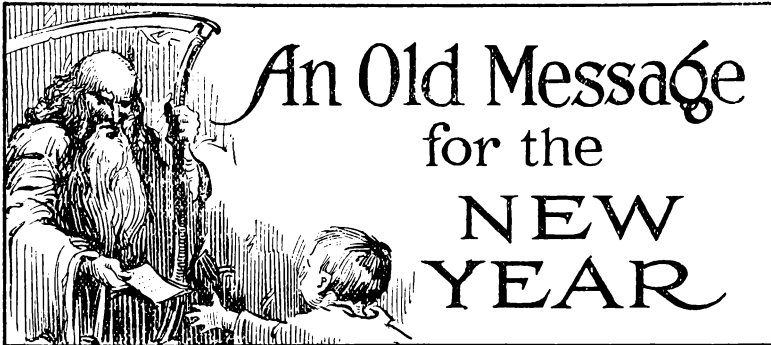
CHARLESTON

When the spokesman for the delegation of angels that hovered over the Judean hills two thousand years ago, announced to the startled shepherds, "Be not afraid; for behold, I bring you good tidings of great joy which shall be to all peoples," he laid the basis for the Christmas message which we bring the people of Charleston today.

Ever since that eventful night this Christ about whom the angels sang has been healing broken hearts, comforting troubled minds and ministering to every need of trusting humanity.

And now as we come to the anniversary season of His birth, our wishes for all residents of Charleston, and all people everywhere, are that they may come to know our Lord and Savior more perfectly; that they may come to trust Him more fully; that they may come to abide in Him more completely; and having imbibed more fully of His Spirit through association with Him, may find in serving Him through serving the world, that usefulness and happiness and peace "that surpasseth all understanding."

Associated Baptist Churches
OF
CHARLESTON



An Old Message for the NEW YEAR

A Word with the Baptists of Little Rock

As you lay your plans and make your resolutions for 1921, dear Baptist friends, we would urge upon you the consideration of the claims of your churches.

Increasing demands upon them for the larger extension of the Kingdom of God in the world demand increased support, and you, as Baptists, should ask yourselves if you are doing your duty to your local churches.

What do you owe to the churches? You owe to them all the blessings and beneficent influences with which you are surrounded today. The city would not be a fit place to live in if there were no churches here. Silently through the centuries these organizations have gone about their duties ministering to the sick, the sorrowing and the needy; fighting evil forces and seeking to promote truth and righteousness among peoples everywhere.

Their ministers and other workers have sacrificed much that you and the others of us might enjoy in privileges which a Christian civilization bestows.

During 1921 the Baptist Churches of Little Rock will seek to fully enlist every Baptist in the city in the forward program of the denomination as it concerns Christian service in the city, in the homeland and out to the ends of the earth.

Wouldn't you like to have a part in a world program of uplift?

Then if you are a Baptist, but are not identified with any local church, will you not start the New Year right by placing your membership with some local church?

Associated Baptist Churches of Little Rock

OUR NEW YEAR WISH FOR THE CITY

That every citizen shall, during 1921, come to know God, whom to know aright is life everlasting.

That iniquity shall be banished from our borders and that every boy and girl, every man and woman, shall have fullest opportunity to live the highest life.

That all of us, as fellow citizens, shall come to know each other better and, finding true happiness in service, bear each other's burdens.

That co-operating together, all of us shall strive to make Little Rock a cleaner, healthier, happier and safer place in which to live and love and serve.

The Child in the Home



You would not exchange him for all the cattle upon a thousand hills nor all the gold of Golconda.

For him you gladly labor, sacrifice and serve from a sense of pure love, "hoping not to receive again."

But are you really providing him with all the best things in life by surrounding him with a spiritual atmosphere in the home and with such religious instruction as his young plastic mind is able to receive?

A Good Start

in this direction would be to enroll him in the Cradle Roll Department of the Immanuel Baptist Sunday School, 17th and West End.

Classes for All Ages

and good teachers for all classes are provided.

Come with us tomorrow and bring the children with you. You are never too young nor too old to be helped by our school.

H. L. STRICKLAND, Supt.

THE SMILE THAT WON'T COME OFF

Is the smile that has its foundations underneath the surface, deep down in the heart.

No heart can be truly happy that is not right both with God and one's fellowman.

Bringing people into a right relationship with God and their fellows is the constant task of the churches.

Let us help you solve your problems.

FIRST BAPTIST CHURCH

Allen Fort, Pastor

Sunday School, 9:30 a.m.

Preaching at 11 a.m.—7:30 p.m.

APPROACHING PERFECTION

Absolute perfection is not possible in this world, but it is both the privilege and the duty of every person to maintain this as an ideal and reach it as nearly as he can.

Development of character is one of the aims of church attendance, and every service of this church is planned in the hope that all who attend will receive a real blessing.

FIRST BAPTIST CHURCH

J. R. Jester, Pastor

Sunday School, 9:30 a.m.

Preaching at 11 a.m. and 7:30 p.m.



Where a bulletin board carries a news message in a new way manner.

What Has Christianity Done?

It has transformed the lowest orders of society into the highest civilizations that are known today.

Institutions of helpfulness have been extended by it to the ends of the earth.

A new day for womanhood and childhood and the oppressed of every class has been ushered in wherever it has been firmly implanted.

The golden rule, the doctrine of equal rights and self-determination for all nations and individuals are some of its by-products.

It is seeking to make vital throughout the world the motto of the Great Master: "I came not to be ministered unto, but to minister."

In its work of healing afflicted bodies, informing uninformed minds and ministering to the physical and spiritual needs of all classes and creeds, Christianity is entitled to the support of all good citizens.

And while Christianity needs you, what is more vital, you need that right relationship with God which Christianity, properly embraced, will bring.

Let us kindly suggest that without further delay you give the true religion a chance in your life.

If you would know more of the workings of this religion, more about how to obtain it, then come to any of the

BAPTIST CHURCHES OF BALTIMORE.

For a directory of the Baptist Churches of the city,
see the Classified Announcements in another column.

Would you be willing to rear a family in any community from which the influence of godly people had been withdrawn?

Would you be content to live, even if you had no family, in a community where people never prayed for the forgiveness of their sins, for guidance in the paths of righteousness in the future, and for blessings upon their fellows?

Would you be satisfied to dwell in a city where everyone sought only his own weal, taking no thought of others, and where the making of money and enjoyment of sensual pleasures were the people's only pursuits?

But had it occurred to you

that if no one went to church there would be no church and there would come moral and spiritual desolation?

And had you ever thought that if no one went to church any more than you do there might be no church?

Whatever may have led you to stay away from church heretofore, it is undoubtedly a lame excuse that would not pass muster in the realm of heaven.

Think what you owe the churches and what little you have paid, not in money altogether, but in service. The churches need your money, but God wants you.

Go to Church Tomorrow!

Would You
Live in
Houston If
There Were
No Churches
Here?

Nine Reasons FOR Going to Church

Theodore Roosevelt, than whom there have been few greater Americans and Christian statesmen, gave the following reasons why people should go to church:

1. In this actual world, a churchless community, a community where men have abandoned and scoffed at or ignored their religious needs, is a community on the rapid down grade.

2. Church work and church attendance mean the cultivation of the habit of feeling some responsibility for others.

3. There are enough holidays for most of us. Sundays differ from other holidays in the fact that there are fifty-two of them every year—therefore, on Sundays go to church.

4. Yes, I know all the excuses. I know that one can worship the Creator in a grove of trees, or by a running brook, or in a man's own house just as well as in a church. But I also know as a matter of cold fact the average man does not thus worship.

5. He may not hear a good sermon at church. He will hear a sermon by a good man who, with his good wife, is engaged all the week in making hard lives a little easier.

6. He will listen to and take part in reading some beautiful passage from the Bible. And if he is not familiar with the Bible, he has suffered a loss.

7. He will take part in singing some good hymns.

8. He will meet and nod or speak to good, quiet neighbors. He will come away feeling a little more charitably toward all the world, even toward those excessively foolish young men who regard church-going as a soft performance.

9. I advocate a man's joining in church work for the sake of showing his faith by his works.

There are plenty of other reasons why people should attend church, but it is not needful that all of them be enumerated here. We are convinced that a fair trial of church attendance will convince any open-minded man or woman that it is worth while. **MAKE YOUR START TOMORROW.**

PUBLICITY COMMITTEE

Associated Baptist Churches of Birmingham

Do You Need the Church? AND Does the Church Need You?

Did you ever feel, Mr. Reader, that you do not need the church, that you are as good as the church members, and that you do not care for the minister, the sermons, or the services?

But had it ever occurred to you that for two thousand years Christianity has been blazing the trail of civilization, and that the peace, order and public safety of today are among its by-products?

Do you know that Christianity is the greatest single force in the world and the chief factor in making the

world a fit place in which to live?

Have you ever stopped to think that but for the uplifting influences of Christianity as espoused by the churches, we would still be living in an age of ignorance, superstition and physical and moral degradation?

Has it ever dawned upon you that the churches have done more to promote education, opportunity, a square deal, civic righteousness and personal purity than all other forces combined?

And while you may think

you do not need the churches—though you do—has it ever occurred to you that the churches, in their work of serving the community and world at large, need you?

All that is good in the community and in the world came through the instrumentalities of the churches. You would not live in this community forty-eight hours if there were no churches or religious influences here.

Why not reciprocate by attending the church of your choice tomorrow? God will speak to you there if you will give Him a chance.

If the President Should Come to Chattanooga Tomorrow

You would be at the station early to catch a glimpse of him. Your morning paper, minor matters at your office, your favorite magazine, your visit to the golf course, your ride into the country would all be laid aside for such a privilege.

The Ruler of the Universe, who transcends in majesty and power and glory everybody and everything we can conceive of, will be in the city tomorrow, for He has promised that "where two or three are gathered together in My name, there am I in the midst of them."

SO WHY NOT

Go to Church Tomorrow

And not only worship God, but meet Him face to face, seek His forgiveness for past sins and His sustaining grace for the tasks, trials and responsibilities that lie ahead of you?

How to Become Lovable

Would you like to know how to improve your disposition?

How to gain strength for every trial and temptation?

How to rise above every circumstance that confronts you?

How to see good in everybody and God in everything?

How you may learn to love everybody and be loved by everybody in turn?

Then you will want to hear a series of six sermons on "Character Building," by the pastor of the Baptist Temple, beginning Sunday evening, January 2, at 7:30.

A homelike church for all who love God or would like to learn to love Him.

You'll miss something worth while if you miss one of these discussions.

Begin with the beginning.

Do We Need A New Religion?

Probably no other moral question has been asked oftener than this during the past few years.

Baptists answer it in the negative. What they believe is needed is a new emphasis upon the old religion.

They find that the truth as enunciated by Jesus, His apostles and other inspired writers of the New Testament was sufficient to save men's souls and lives in that period and are convinced that those same principles, applied in their purity and simplicity, are able to meet men's spiritual needs today.

Briefly summarized, those principles are:

1. All men have sinned, and no unredeemed sinner can see God's face.

2. Spiritual regeneration, through repentance and faith in Jesus Christ, is necessary to salvation.

3. Churches should admit to membership only converted, baptized persons.

4. Man must make his direct, personal approach to God, without any earthly mediator.

5. Jesus Christ is the supreme and only sovereign in all matters of the soul.

6. Every man must give a direct, personal account of himself to God.

7. Church and state must be absolutely independent of each other.

8. Full religious liberty must be guaranteed to all, Jew and Gentile alike.

9. Self-determination in all matters of religion, for all individuals and churches alike, must be assured.

10. The Bible, without any subtraction or amendments, is the only authoritative guide for Christians.

The People Called Baptists

What Do They Believe?



Here are some of the principles of belief for which Baptists stand:

1. **Jesus Christ is man's only Saviour.**
2. **Spiritual regeneration, through faith in Jesus Christ, is necessary to salvation.**
3. **Church membership should be composed of only converted and baptized persons.**
4. **The direct personal approach of man to God without any earthly mediator.**
5. **The supreme sovereignty of Jesus in all matters of the soul.**
6. **Man's direct personal responsibility and accountability to God.**
7. **Absolute independence of church and state.**
8. **Full religious liberty for all, Jew and Gentile alike.**
9. **Self-determination in all religious matters for all individuals and churches without any overhead direction or control.**
10. **The Bible, without any subtractions or amendments, the only authoritative guide for Christians.**

Believing that these principles are fundamental and that their fuller acceptance by the people generally will result in a wider spread of a spiritual religion that saves men's souls and their lives as well, and promotes a saner and more stable society, the Baptist churches of Atlanta invite careful consideration of these principles by all men and women who want to know and follow the truth.

Truth Needs No Revision

Holding that the Bible is the inspired Word of God and, hence, needs no subtraction or amendments to make it applicable to the needs of the world today, Baptists accept it as offering the only plan of salvation and the sole rule of faith and practice for Christians.

From the Bible Baptists have deduced the following fundamental Christian principles, to which they invite the careful consideration of all people everywhere:

Only through faith in Jesus Christ can men be saved.

The New Testament is the only law of Christianity.

Every individual must answer to God for himself.

Man must have perfect freedom of conscience and be permitted to worship God or not without dictation from church or state.

Each local church is a spiritual democracy.

Baptism and the Lord's Supper are to be observed as commanded in the New Testament, but they are symbols only and have no saving efficacy.

Salvation comes only by grace, through faith in Jesus Christ, and is, therefore, individual.

Believing these doctrines are true and fundamental, and are particularly needed at this time when there is so much discussion of the need of a reconstruction of religion, Baptists are glad to offer these ancient but true and tried principles as the only basis upon which the religious life of the world can be reconstructed.



Every Southern Baptist Should Know

That there are co-operating with the Southern Baptist Convention 25,305 local churches, with 2,961,348 members; 17,686 Sunday schools, with 1,835,936 pupils; 925 district associations.

From 1900 to 1920 Southern Baptists increased in

numbers 84.1 per cent; number of churches, 33.4 per cent; number of Sunday schools, 82.1 per cent; number of Sunday school pupils, 187 per cent; in their gifts to missions and benevolences, 945.3 per cent, and in their gifts to all purposes, 594 per cent.

Operate on World Program

The Foreign Mission Board now seeks to serve 451,000,000 people in sixteen foreign countries.

It has 705 churches, and 72,738 members, 1,000 Sunday Schools, with 51,000 pupils, 408 foreign missionaries, 269 ordained natives and 548

unordained natives.

5 colleges for men, 17 schools for girls, 20 academies for boys, 500 elementary schools and 11 theological seminaries with over 18,000 pupils.

10 medical plants.

7 publishing houses.

While Foreign Fields Cultivated The Homeland Is Not Overlooked.

The Home Mission Board has a total of 1,700 workers whom it supports entirely or in co-operation with the State Mission Boards.

Enlists the weak, needy churches and helps them build houses of worship.

In addition to its work among the foreigners and negroes of the South, it is carrying the gospel to ten tribes of Indians.

Served 910 churches and organized 20 new ones last year.

Maintains 40 mountain mission schools with 6,152 pupils.

Won 57,000 recruits to the local churches last year, 33,576 of this number being by baptism.

Its budget for church building gifts for this year is \$806,000.

The Unfinished Task of Tennessee Baptists

Did you know, Baptist men of Tennessee, that there are 215,000 white Baptists in this State?

Did you know that of this number only 50,000 are fully co-operating with our organized work, leaving 165,000 who are doing very little for the advancement of the kingdom of God in the world?

Or did you know that there are 1,000,000 men, women and children ten years of age and upward in this state who are not Christians and not affiliated with any church?

What shall we do about it?

By reason of our large numbers—the Baptists have a larger membership in the state than any other denomination—we have a larger responsibility in the matter of remedying this situation.

The spring and summer months of 1921 have been designated as a period for special evangelistic services in our churches, and our Baptist people throughout the state should see to it that as nearly as possible every man, woman and child who is not a Christian is given a personal invitation to accept Jesus Christ.

This task will be made easier if we call to our assistance the 165,000 unenlisted Baptists, for they will help us win others, and we will be better prepared for winning others after our experience in bringing into full Christian activity those of our number who have permitted their talents to lie dormant all these years.

God has promised to go with us and bless our labors if we go in His name.

**With God as
our partner,
Baptists of
Tennessee, let
us hasten to
the task.**

LLOYD T. WILSON, Cor. Secy.

Are Baptists Poor?

Time was when Baptists were poor, but that time is no longer here.

The annual income of American Baptists is \$4,000,000,000, according to the U. S. Census and the income tax returns.

Last year 43,000 Baptists paid taxes on aggregate incomes that exceeded \$200,000,000; another group of Baptists, numbering 5,405, paid taxes on incomes of more than \$5,000 each, making an income of more than \$80,000,000, while a third group of Baptists, "employed in gainful occupations," had an income of \$800,000,000.

If all the Baptists of America gave only one-tenth of their incomes to the Lord's work, our denominational treasuries would have at their disposal \$40,000,000 a year.

Baptists Are Amply Able

To Pay All They Have Promised to God Through the

Baptist 75 Million Campaign

And this is their season for doing so. The second year of the campaign closes with May 1, 1921.

Here is what God's Word says about paying pledges: "When thou vowest a vow unto God, defer not to pay it; for He hath no pleasure in fools: Pay that which thou vowest." (Eccles. 5:4.)

HOW GOD DOES HIS WORK

The Secret of Lincoln's Power

Abraham Lincoln once revealed, in a letter to a friend, the secret of his power.

"I hold myself as an instrument of Providence," the great liberator said. "I love my own views and purposes. I have my convictions of duty and my notions of what is right. But I am conscious at every moment that all that I am, and all that I have, is subject to the control of a Higher Power."

Did you ever stop to think how God does His work in the world?

It is done largely through human agencies. But before a man or woman can be used most effectively by God, his or her life—body, mind, heart, talent, time, yea, and money, too—all that one is or possesses—must be dedicated to God.

In other words, in order to become God's most effective agents in the world we must become His stewards, recognizing His ownership and first claim upon all that we are and have.

God Needs More Stewards

During the months of March and April, Southern Baptists are called upon to recognize anew God's claim upon all they have and are and render an account of their stewardship to Him by

Paying Their Just Debts

These debts involve unpaid subscriptions to the

Baptist 75 Million Campaign

What

We Owe to God

"Ye are not your own, for ye were bought with a price."

"Honor Jehovah with thy substance and with the first-fruits of all thine increase; so shall thy barns be filled with plenty and thy vats shall overflow with new wine."

"But first they gave their own selves to the Lord."

"When thou vowest a vow unto the Lord defer not to pay it; for He hath no pleasure in fools: pay that which thou vowest."

God Has Never Failed You. What Right Have You to Fail Him?

Day of Prayer for Kentucky Baptists

There is a shortage of Christian laborers everywhere. Practically 4,000 Baptist churches in the South are without pastors.

Many of our churches are giving large money for the spread of the gospel in the world, but few of them are giving their young men and women to go and carry this gospel to other lands.

Our denomination needs more trained Sunday school, B. Y. P. U. and W. M. U. workers, more Christian doctors and nurses, more Christian teachers and preachers who will dedicate their lives to some special form of God's service at home and abroad.

Believing that God will hear and answer prayer and in obedience to the command to "pray ye the Lord of the harvest to send forth laborers into His harvest," all Kentucky Baptists are urged to assemble in their local churches on December

8 and pray God earnestly to recruit the ranks of His workers among us.

For our prayers to be answered there must be cooperation with God. We must be willing for God to come into our homes and call our sons and daughters, even call us ourselves, if we pray in sincerity and in truth.

And while we pray for more laborers to be sent to represent us in the ministry, on the mission fields and in other phases of special service, we must be ready to back up these representatives with our sympathy, our prayers, our cooperation and our money.

While we pray that others may be led to give their lives to God's service, let us not fail to surrender ourselves to God for whatever service He would have us to do.

Remember our God is able to supply all our needs.

O. E. BRYAN

Secretary of Kentucky State Board of Missions

Where Does The Money Go?

FOR FOREIGN MISSIONS: Or extending the kingdom of God in foreign lands. Southern Baptists now have for an audience one-fourth the population of the world. These people need not only the gospel preached to them, but the Christian religion interpreted to them as well through the ministry of service, healing for their diseased and maimed bodies, education for their darkened minds, and relief for their orphans and other dependent ones.

FOR HOME MISSIONS: Giving the gospel to the foreigners, Indians and negroes in our midst; building up spiritual interests in destitute places; aiding needy congregations in building houses of worship; maintaining mountain schools, and otherwise seeking to make the South Christian and efficient.

FOR STATE MISSIONS: Providing needy communities with missionary pastors and evangelists through supplementing the salaries of pastors in those fields, enlisting and developing backward congregations and promoting Sunday School, B. Y. P. U. and women's work.

FOR CHRISTIAN EDUCATION: The better equipment of our Baptist academies, colleges, universities and seminaries for their task of training the 32,000 young people in their student bodies. From these institutions come the vast majority of our recruits for the ministry and other special Christian service.

FOR BAPTIST HOSPITALS: Fourteen such institutions are already administering to the physical needs of Southern people in the name of Jesus Christ and ten others are in the course of establishment.

FOR ORPHANAGES: Southern Baptists maintain 17 orphans' homes where dependent fatherless and motherless children are cared for in comfort and trained for lives of usefulness without cost and without regard to creed or sect.

FOR MINISTERIAL RELIEF: Southern Baptists are now paying their dependent, retired and disabled ministers the small sum of \$200 per year. The success of the campaign will enable these retired servants to draw \$500 per year on which to live in their declining days. This sum is not large, but it will help materially.

When Southern Baptists planned their 75 Million Campaign it was intended it should make possible a liberal support of the seven causes listed above.

With faith in God and confidence in our Baptist people that they would pay their pledges promptly, our various general agencies enlarged their activities in accordance with the Campaign program.

With our work enlarged we cannot afford to retrench or relax our efforts, for God has warned us against the folly of the man who, having put his hand to the plow, turneth back.

By May 1, the end of the second year of the Campaign, the Baptists of this state will owe two-fifths of their subscriptions, or \$6,400,000.

Of this amount \$. has already been paid. Our remaining task is \$.

Let us do the large and worthy thing by God's work by paying our pledges promptly.

"Them that honor me I will honor," says God.

F. S. GRONER, Corresponding Secretary



The Eyes of the World
ARE TURNED UPON
SOUTHERN  BAPTISTS

Not within a generation have the eyes of the religious world been watching so closely the movements of any single denomination as they are now fixed upon Southern Baptists.

Refusing to enter into any and all union movements and having launched their own work upon a large scale by subscribing \$92,000,000 with which to carry this program forward for five years, our people have attracted wide attention from all parts of the world.

But this watchfulness is not born altogether of curiosity.

Many Needy Peoples

of this and other lands are looking to us to help them, out of our abundance, meet their problems of physical, mental and spiritual need.

With their enlarged field Southern Baptists now have a fourth of the population of the world for an audience. Shail we fail to give these listening people the Word of Life and those ministrations of love and mercy which they so sorely need?

Not only the eyes of the world, but

The Eyes of Jesus Christ

are upon us, also.

From His throne in heaven He is looking down to see if we are going to keep the vows we made when we promised to pay in cash certain sums that will enable our representatives to minister to the needy ones of earth in the name of Him who gave His life for us.

We were not slackers when the welfare of our country was at stake.

Can we afford to be any less loyal when the progress of the Kingdom of Heaven is at hand?

We practiced self denial to buy Liberty Bonds. Let's pay our pledges to the Baptist Seventy-five Million Campaign.

BAPTISTS ARE A GROWING PEOPLE

larger proportionate gain than any other large denomination from 1906 to 1916.

While most other denominations were experiencing a loss of membership in 1919, Southern Baptists made a net gain of 93,000.

During evangelistic efforts in 1920, approximately 175,000 new members were admitted to Southern Baptist churches by baptism alone.

But there's no time for resting on our laurels.

At least one billion people in the world have not yet heard of Jesus Christ.

In the territory of the Southern Baptist Convention there are approximately 18,500,000 men, women and children ten years of age and over who are not Christians and are not affiliated with any church.

The Baptist 75 Million Campaign plans to reach millions of the unsaved at home and abroad and promote every interest of the Kingdom of God.

Southern Baptists Have a World Program

With the enlargement of their foreign mission program in Europe, Syria and Armenia and the Far East, Southern Baptists have important work on every continent and are seeking to minister to one-fourth the population of the globe.

In 1820 there were approximately 250,000 Baptists in all the world.

By 1920 that number had increased to approximately 8,600,000.

A corresponding growth during the next hundred years will give the world a Baptist strength of 200,000,000 or more.

According to the 1916 U. S. Religious Census, Baptists made a

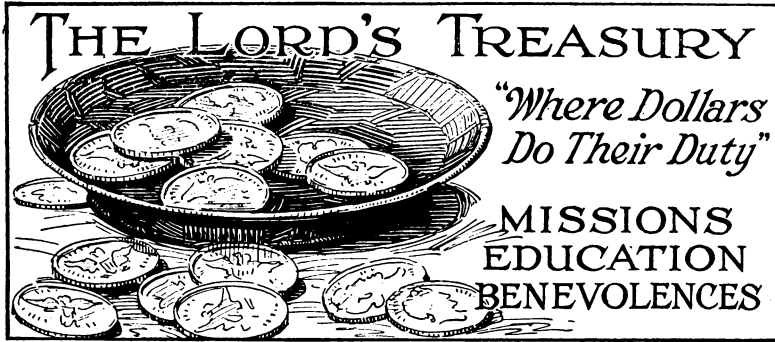
It is accomplishing this task in the proportion that the pledges are redeemed in cash.

Having made our vows to God, let us honor Him with our payments, even as He favors us by promptly fulfilling all His promises to us.

On May 1, 1921, two-fifths of all campaign pledges will be due. Let no one default on God.

Baptists Must Support Large Program

Having refused to go into any union or co-operative effort looking to world evangelism, on the ground that we feel obligated to give the whole gospel to the whole world, Southern Baptists must now make good on their obligation or stand discredited before men and God.



Dollars invested in providing an annuity for aged ministers, homes for dependent orphan children, hospitals for the relief of sick and suffering, Christian schools where young men and women will be taught Christian ideals of character and service, along with the arts and sciences; and missionary work that begins in our own needy communities and extends out to the ends of the world, bring abundant returns in that they make this world a purer and better place to live and provide for us "treasures laid up in heaven."

All these items are included on the program of the

Baptist 75 Million Campaign

the second year of which closes May 1, 1921. This work upon which Southern Baptists have entered will prosper only as we keep it going with our cash and offerings.

**Failure to pay
pledges will re-
tard the Kingdom
of God.**



**No Loyal Bap-
tist will willingly
become a stum-
bling block.**

ARCH C. CREE
Executive Secretary

If God Should Fail

For a single hour to keep his watchful, loving eye upon us, the

World Would Go to Smash

But God is not going to fail, for His watchfulness never permits Him to slumber or sleep.

Have we any right to fall down on a God like that?

Yet that is what Southern Baptists are doing when they fail to pay their pledges to the

75 Million Campaign

These pledges represent sacred vows to support God's work for a period of five years, and we are defaulters in the eyes of God if we do not employ every effort to pay those pledges promptly.

Louisiana Baptists will owe on May 1, 1921, the sum of \$.....

God expects every Louisiana Baptist to do his whole duty in this vital matter.

EDGAR GODBOLD,
Corresponding Secretary.

When a Man Needs God

In the hour of temptation, when the forces of evil are trying to accomplish the downfall of a man, he needs the support of Him who "was tempted in all things like as we are and yet without sin," and is therefore able to succor all them that are tempted.

When trial and tribulation of every character come, man needs the sustaining grace of Him who assured the Apostle Paul, "my grace is sufficient for thee."

When one finds himself lonely and friendless he needs to learn of that Friend "who sticketh closer than a brother" and who is "able to supply all your needs."

Or when prosperity and worldly success crown man's efforts, he still needs God to temper his soul in order that he may not become vain and selfish and that his success may enable him to reach out and find true happiness as well by serving others.

Bringing men to God is the supreme object of the

FIRST BAPTIST CHURCH

Seventh and Broad Streets

A cordial welcome to all our services is extended to all who would know God.

Sunday School 9:30 A.M.

Preaching 11 A.M. and 7:30 P.M.

Big Business and Big Faith

A Striking Testimony

"I commit my soul into the hands of my Saviour, in full confidence that, having redeemed it and washed it in His own most precious blood He will present it faultless before the throne of the Heavenly Father; and I entreat my children to maintain and defend at all hazard and at any cost of personal sacrifice the blessed doctrine of the complete atonement for sin through the blood of Jesus Christ, once offered and through it alone."—From the will of the late J. Pierpont Morgan.

Few men have been more successful in big business than the late J. Pierpont Morgan, and few have been able to give a clearer, more convincing statement of their religious convictions.

But all business men, whether large or small, need to know the cleansing power of Jesus' blood, which, alone, is able to wash away their sins.

Without faith in Jesus Christ it is impossible to save one's life to the largest usefulness and happiness in this world or one's soul in the world to come.

If you would know more fully the one and only plan of salvation, the one prescribed by God Himself, come to the revival meeting at the big tent, Main and Akard Streets.

Daily services at 10:30 A.M. and 7:30 P.M.

Rock of Ages

Rock of Ages, cleft for me,
Let me hide myself in Thee;
Let the water and the blood,
From thy wounded side which
flowed,
Be of sin the double cure,
Save from wrath and make me
pure.

While I draw this fleeting
breath,
When my eyes shall close in
death,
When I rise to worlds unknown,
And behold Thee on Thy throne,
Rock of Ages, cleft for me,
Let me hide myself in Thee.

Your Wife's Religion

If founded upon a personal saving faith in Jesus Christ, will save her own soul but it can't save you unless you first embrace it for yourself through repentance and faith.

The direct personal accountability of each soul to God is clearly and emphatically taught in the Bible, which is our only guide. Every man must repent of his sins and trust Jesus Christ for himself if he would see God.

Good works, moral conduct and good intentions, while commendable, have in them no power to save the soul.

Hear What God's Word Says on the Subject:

"The soul that sinneth, it shall die." (Ezek. 18:4.)

"There is none that doeth good, no, not so much as one." (Rom. 3:12.)

"By the works of the law shall no flesh be justified in His sight." (Rom. 3:20.)

"Except ye repent ye shall all likewise perish." (Luke 13:3.)

The Plan of Salvation

in all its aspects, as set forth in the New Testament, is being explained daily at the revival services at the

Grace Baptist Church

Services at 10:30 A.M. and 7:30 P.M.

"Come thou with us and we will do thee good."

After Death What?

A series of sermons dealing with the future status of the soul, and where it will spend eternity, will be delivered at the revival services at Central Baptist Church, beginning Sunday, September 15, at 11 A.M.

Among the topics that will be treated are the following:

Does Death End All?

Is There An Intermediate State?

The Resurrection.

The Final Judgment.

Heaven and Who'll Go There.

What Will the Saints Do in Heaven?

Hell and Its Inhabitants.

How Shall We Prepare for Heaven and Escape Hell?

These are topics of vital concern to all men and women everywhere. Sooner or later all of us must face the issues which they raise.

If you would hear the plain, straightforward presentation of what the Bible, our only guide, tells us about these essential things, you should hear every sermon of the series.

Come and Bring Your Friends

Good Music.

Cordial Welcome.

The Meanest Man in Macon

Is not too low down in the scale of life for God to reach and save him through His infinite love and grace.

God hates **sin**, but he loves the **sinner** and has provided a way whereby the vilest creature can be cleansed from his sin and made to walk in newness of life.

God Cannot Lie

and here are some of His promises to sinners: "Though your sins be as scarlet, they shall be as white as snow; though they be red like crimson, they shall be as wool." (Isaiah 1:18.)

"The Blood of Jesus, His Son, cleanseth us from All sin." (1 John 1:19.)

"Whosoever shall call upon the name of the Lord shall be saved." (Rom. 10:13.)

How one may have all his sins pardoned and all the stains and scars which these sins have left on his soul removed by the power of God is being fully set forth by

Dr. Len G. Broughton

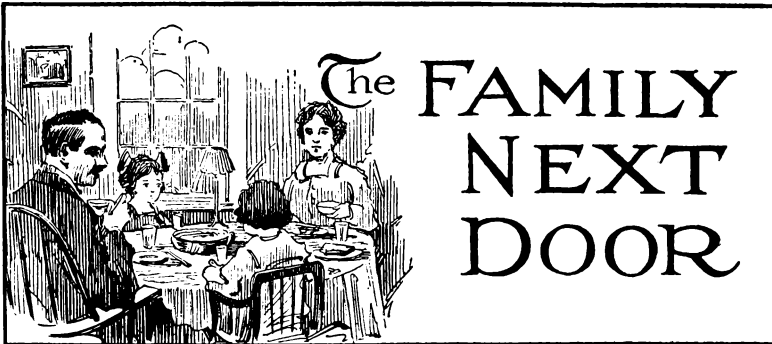
an evangelist of wide repute and large success, in daily services at the

FIRST BAPTIST CHURCH

C o m e !

Morning Service at 10

Evening Service at 7:30



What Do You Know About Them?

Much concerning their ancestry, social standing, financial status and perhaps a lot of other things which were just as well unknown.

The weather, politics, baseball, society, the movies, the remainder of the neighbors and other topics you probably discuss with them freely.

But have you ever mentioned to them

Life's Highest Problem

that of a right spiritual relationship with God?

If not, why not?

Probably you have not let your light as a Christian shine properly before them and are ashamed of yourself.

But that is no excuse. Hear what God's Word says on the matter: "Lo thou, son of man, I have set thee a watchman unto the house of Israel; therefore hear the words of my mouth and give them warning from me. When I say unto the wicked, Thou shalt surely die, and thou dost not speak to warn the wicked from his way; that wicked man shall die in his iniquity, but his blood will I require at thy hand. Nevertheless, if thou warn the wicked of his way to turn from it, and he turn not from his way; he shall die in his iniquity, but thou has delivered thy soul." (Ezek. 33:7-9.)

The simultaneous revivals in progress at the Baptist churches of Waco afford you an excellent opportunity for getting right with God yourself and thus preparing you for winning your unsaved neighbors and friends to Christ.

Services Are Held Daily at 10:30 A.M. and 7:30 P.M.

One Throne That Never Totters

While crowns have crumbled in rapid succession as they have been trodden under foot by the onrushing armies of democracy in recent years, there is one King who is more firmly entrenched than ever, whose subjects are increasing in numbers daily, and whose kingdom is being rapidly extended to all parts of the world.

And His Name Is Jesus

Phil. 2:10: "Wherefore God also highly exalted Him and gave unto Him the name which is above every name; that in the name of Jesus every knee should bow, of things in heaven and things on earth and things under the earth, and that every tongue should confess that Jesus Christ is Lord to the glory of God the Father."

And here is this King's invitation to all men to come to Him: "Come unto me all ye that labor and are heavy laden and I will give you rest."

If you would know more about how to become a member of this King's kingdom, how to find rest for your soul, and a peace and happiness for this life and the life to come, attend the

City Wide Evangelistic Services

now on at the Baptist Churches of Beaumont. Daily Services at 10:30 A.M. and 7:30 P.M.

Good Music—Helpful Sermons—Cordial Welcome



**DON'T
STAND
AROUND**

Improve the
time.
Find a Seat
at our various
Sunday services.

**Belmont
Baptist Church**

Belmont Blvd. at
Compton Ave.

SERVICES WORTH YOUR WHILE

SUNDAY SCHOOL 9:30 A.M.

Interesting Bible Study for every
age from 1 to 100 years.

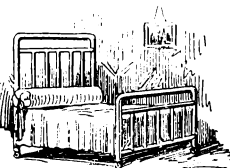
Public Worship of meditation, pray-
er, song and instruction from the
Word of God, 11 A.M. and 7:30 P.M.

Baptist Young People's Union, Jun-
ior and Senior, at 6:30 P.M.

Our services are means of inform-
ing the mind, refreshing the soul and
bringing true worshipers into closer
contact with God. "Come, thou, with
us, and we will do thee good."

**Free Pews—Good Music
Cordial Welcome**

DON'T GO TO



SUNDAY NIGHT

Until You Have Heard

DR. W. W. HAMILTON

Home Board Evangelist

at the

FIRST BAPTIST CHURCH

11:00 A.M. "The Road to Heaven."

7:30 P.M. "The Road to Hell."

FREE SEATS

APPLY TO USHERS EARLY



THIS



IN MIND

Friday Evening, December 31st, 1920

On this occasion every member of the

Third Baptist Church

is requested to be in the church parlors from 7:30 to 9:30 for the purpose of greeting each other and the pastor and officers of the church and thus becoming better acquainted in preparation for

Bigger Things for God

in the New Year. 1921 will be a great season if we'll start right. That's the aim of this reception.

Refreshments

Bright Music

Good Cheer



STEP IN !

To the

Evangelistic Services

AT

Broadway Baptist Church

Every night this week

Evangelist Finney promises a worthwhile message on the following themes:

Monday Night: Does God Forget?

Tuesday Night: What God Remembers.

Wednesday Night: A Day of Reckoning.

Thursday Night: Paying Our Debts.

Friday Night: Heaven and Its Reward.

Saturday Night: Hell and Its Punishment.

Special Music at Each Service