MINISTER'S COLUMN

Why not advertise my Church? What have I to advertise at my Church? How shall I advertise my Church?

Three curt questions. You should think about them seriously, then answer them. General Charles Miller, a millionaire of Franklin, Pa., used to say to his Bible Class, "I talk up my town everywhere I go. Occasionally I persuade a new family to locate in our town and I have switched two business firms to locate with us."

Advertising is the art of gaining publicity. Its beginning was very early in the human race. We read in the Bible of men crying from the house-tops in the streets certain wares, games and religions, high days.

The ten commandments were made public by being written on stone and attention called to them. A circus coming to our city is heralded by the display of bills in shop windows and great billboards, long before the day of arrival.

From the ancient crier in the market places to the tinkling bell of the scissor grinder and on to the blazing electric signs that dazzle the eyes has been a long chain of evolution.

Now, sir, you ought to advertise your Church, because you mean business, you purpose to advance the cause and do an increased business in the church. And what have we to advertise? Is it a Bible Class? Tell it wherever you go. A good choir? Then drop the hint, the finest group of good folk that assemble anywhere. Anything else to speak about in your Church? With a spirit of enthusiasm tell it out.

Paint, pop-corn, real estate, earth, sky and sea are advertised, and then we forget the Church. We just hope it will move along, but we seem timid in using twentieth century methods in advancing the greatest business on earth.

The third question, how shall I advertise? In Akron during the present depression, when failures right and left seem to be the order of the day, a certain man took over a restaurant, a restaurant that was nigh unto death, just about ready to pass out. For five months that restaurant has been a thriving beehive, partition leading into the adjoining store room been taken down, thirty more tables installed in that room, clean food, good food, low prices prevail. The proprietor told me good cheer, hearty welcome, optimism, come again did it. They drove out gloom, discouragement, long faces, failure and crabbing were shown the door and told to skiddoo. Now the people, hundreds of them, happy, content and satisfied and still they come and this is the answer.

Let us advertise the church.

GEO. M. HULME, Minister

CHURCH CALENDAR

- BIBLE SCHOOL
- SUNDAY—9:30 A. M.
- MORNING WORSHIP
- SUNDAY—10:45 A. M.
- CHRISTIAN ENDEAVOR
- SUNDAY—6:30 P. M.
- CHURCH NIGHT
- FRIDAY—JUNE 8TH
- CHILDREN'S DAY
- SUNDAY—JUNE 13TH
- LADIES' GUILD
- WEDNESDAY—JUNE 16TH
DARROWVILLE PATRIOTIC SERVICES

Continuing a custom that has been an annual event for the past fifty years or more the community at Darrowville held a Patriotic Memorial Service last Sunday afternoon, May 27th.

Our honorary Deacon, Mr. Frank Howe, who has been a resident of Darrowville since 1890, was the presiding officer.

At 2 o'clock with Grange Hall filled the meeting opened—a song, a prayer and then the address by George M. Hulme on the subject of "Patriotism and Memorial Lay." Rev. Hulme prefaced his address by the statement that his father was a soldier of the 17th Maine Volunteers, was wounded three times in the war and was honorably discharged after more than three years of service.

The speaker's father lived to be ninety-four years of age, and was totally blind the last twenty years of his life, blindness being caused directly from wounds in action.

Many figures of interest were given by the speaker such as the cost of the Civil War which was three billion dollars, the most expensive war of history up to that time—400,000 of the northern army were killed or died of disease, 250,000 of the southern army were killed or died of disease—27,000 at Gettysburg of Mead's army and 40,000 of Lee's. One in every six of the boys in blue never returned and one in every four of the gray.

All wars up to the World war cost the sum total of $24,000,000,000.00. The World War cost the staggering sum of one-hundred forty-four and a half billions of dollars. It cost each person in the United States $2 7-8 cents per day, or $80,000.00 per minute for the whole country, which for the duration of the war amounted to $11,390,000,000.00. If all the money in the whole country was gathered in one pile there would be a little more than $7,000,000,000.00. England's cost of the World War was $30,000,000,000.00 or one-fourth of the entire wealth of the British possessions.

There were eight million killed in the World War, twelve million were wounded.
EVERY THING for the GARDEN
BULK SEEDS
Vegetable Plants ··· Flower Plants
Fertilizers ··· Evergreens
SILVER LAKE GREENHOUSE
CALL US FOR ARTISTIC FLORAL DESIGNS
WA. 8914

The speaker declared that civilization has reached a golden age and knows it not. That in the midst of plenty and superabundance we are more distressed than ever before. That in a few hours each day we can produce all the food for the whole race, and all the clothes and all the vehicles needed for transportation.

The speaker suggested that we cancel all war debts of all nations, build a new civilization, outlawing war, all cities to have less than one hundred thousand inhabitants, do away with all denominational lines and have a Community Church as a center of worship for every town.

One of the most interesting incidents of the day was the presence of the only surviving veteran of the Civil War, living in or near Darrowville, old Mr. Seasons, 97 years of age, this venerable and

VOTE FOR
C. W. STAHL
AT PRIMARY
August 7th
REPUBLICAN TICKET

VOLUNTEER FOOD STORE
Try our FAIRMOUNT BETTER TUB BUTTER
WATCH OUR VOLUNTEER SPECIALS for FRIDAY & SATURDAY
Quality Meats
Stow Market
J. I. FISHER, Proprietor
Phone WALbridge - 5821 ······· STOW, OHIO
GOVERNMENT SPECIFIED PAINT
$2.75 per Gallon
Weight 19 lbs. per gallon

The STOW HARDWARE CO.
Phone WA. 8842

highly respected veteran stood by
request thus granting the assem-
bly the privilege of honoring one
so worthy and so long spared
among the living.

After the address the services
were continued with a parade to
the cemetery, where graves were
decorated. Music was furnished
by the Hudson Band.

NOTES

If brevity is the soul of wit, this
column might be considered hu-
morous, but really it is a sad af-
fair.

Plan to attend Church on Sun-
day.

WANTED—Three or four more
good violinists for the Bible
School orchestra (no reflections
on the present musicians.)

C. M. Woodring is finally mov-
ing to Stow this week. The Men's
Bible Class will have to go over
sometime in June for a house-
keeping.

Mrs. Wheeler's parents, Mr. and
Mrs. F. E. Miller, visited in Stow
this last week.

Miss Grace Neville, one of the
Stow teachers, will conduct a
kindergarten this summer. Do
you have any little folks who
should attend?

How about having Church Night
meeting at one of the homes?

Ruth Eileen Monteith has near-
ly recovered from her burns.

Buddy Montieth has recovered
from the measles.

The Young Peoples Society of
Christian Endeavor are planning
a social hour one week from this
next Sunday evening. The Bible
School orchestra will play two se-
lections Sunday, namely, "Little
Arab and Little Marie."

SUNDAY
MORNING
WORSHIP
10:45
o'clock

SAND = GRAVEL
CEMENT --- LIME
Sewer Pipe, Building Tile
E. M. Guise Coal & Supply Co.
Munroe Falls, O. WA. 3921