 CHURCH TO AID SCHOOL
FOR BAPTIST WORKERS


GREATER ADVERTISING
BY CHURCHES URGED



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The Church and The
Newspaper-No. 2
How shall the Church adverposters of the circus? By "barkers" stationed at the doors shouting the attractions to be found

The kind of advertisement depends upon the kind of business to be promoted. The business man carefully chooses his advertising medium. He knows that the advertisement that is not read is valueless. He proclaims his wares in a fashion that will be noted.

The Church must take a leaf from the book of successful busi-ness-it must advertise in daily newspapers read by churchpeople. The Public Ledger is unique in this respect.

