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## THE BULLETIN

MOUNT JOY, PENNA


## ADVERTIIING

Advertising and not competition now the life of trade, according to attend the International Advertising Association convention. The delegates at this meeting heard a number of interesting things. Among these was the statement pert, to the effect that if churches do not advertise their "ware"spiritual upbuilding and mora betterment for both the individual and humanity-they cannot hope o arouse interest among the masses and fulfill the obligations placed upon them as parties to the A. spit Avortising is greaker declared that ingle moral force we know of to day. Advertising brings about itself, changes which fuse into the social and political life of the na-

It is now generally admitted by economic forces everywhere that advertising is the most importan evelopment of modern business And it is also coming to be realiz ed that newspaper advertising he best kind of paid mentioned th the convention just mentioned perts, agreed that newspaper ad vertising affords the best publicity medium for the churches and all church activities.

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