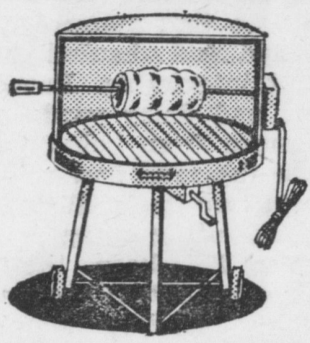


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- 99c Girls' Jamaica Shorts . . **67c**

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by Dr. Geo. W. Crane

The Worry Clinic

Contrast Dr. Pierce with Rev. X, for both have had the same numbers of years in the pulpit and both graduated from the same theological seminary. Yet Dr. Pierce is a superb orator while Rev. X is a delight to Satan become his dull sermonizing empties churches. Preachers, send for the booklet below.

CASE P-418: Dr. Robert B. Pierce, aged 45, is the dynamic pastor of the Chicago TEMPLE.

Rev. X is the same age and graduated from the same theological seminary, but he holds a tiny pulpit. Want to know why?

Well, I heard these two clergymen on successive Sundays.

Rev. X used the sermon title "Jesus-the Light of the World."

That is a religious axiom, long admitted by the parishioners, so it lacked novelty value.

Dr. Pierce, however, spoke on "A Nudge from God" which is more likely to stimulate curiosity.

And, ideally, a sermon topic, like the heading of an advertisement, should "sell," not merely "tell."

Rev. X focused his talk exclusively on the far distant past. So he never even mentioned a member of the audience.

Nor did he refer to a single current event, either in his village or the U.S.A. or even the world.

He ignored the newspapers and magazines and indulged in what is called a "diarrhea of words but a constipation of ideas."

Thus, he defined and re-defined his topic. He spent 35 minutes stringing together mere sentences that said nothing. He was intoxicated with his own verbosity, meaning, he was drunk with the sound of his own syllables.

But Dr. Pierce used the narrative formula that Jesus gave us and thus strung together 14 stories in his 30-minute sermon, each of which was interesting, dramatic and advanced his central theme.

He thus told us how God "nudged" Moses into action by using the flaming bush. And how St. Paul was nudged enroute to Damascus.

Dr. Pierce told how St. Augustine woke up to his purpose in life, as well as St. Francis of Assisi, plus John Wesley, Dr. Albert Schweitzer and others.

Dr. Pierce then referred to a current TV program and used it to clinch a point.

He also paid tribute to his father (a famous clergyman) and his mother, both of whom were sitting in the congregation that morning.

Dr. Pierce then described his own recent experience when he stopped to chat with a crippled beggar on Chicago's Madison Street.

He explained the beggar's dejection because people would give him money instead of buying his pencils, and then, as the beggar sadly phrased it:

"They don't want to look at me, so they turn their eyes away."

Dr. Pierce injected two jokes, of a relevant sort, that made the audience laugh and thus relieved the tension when he had them with a lump in their throats.

Dr. Pierce used the "rebound technique" which I was also taught at Northwestern University School of Speech, in which you get a larger reaction to humor as well as pathos by using this contrast strategy.

Dr. Pierce is one of the 25 leading orators in American pulpits.

Rev. X, though possibly of the same I.Q. and with the very same seminary training, is still a very second-rate speaker.

In fact, he is helping EMPTY churches, as are many other preachers who are too stubborn to analyze and imitate Bishop Sheen,

er superb pulpiteers.

Any normally alert person can soon become an interesting speaker so send for my booklet "Public Platform Strategy," enclosing a stamped return envelope, plus 20c.

Poor pulpit speakers are the devil's delight: Smug clerics, beware.

(Always write to Dr. Crane in care of this newspaper, enclosing a long 5c stamped addressed envelope and 20c to cover typing and printing costs when you send for one

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Tans you safely, in or out of the sun, all year 'round. And it won't dry out your skin because it contains emollient skin conditioners which actually help healthy skin retain its natural moisture balance.

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