

A third general committee that may very wisely be formed will be the committee on canvassing. Your whole region should be divided into districts, and canvassers should visit every house and every place of business. They would better carry visiting cards on which should be printed the following, leaving a space for the names to be written below :

We should be glad to see some member of your family for a few minutes. We have called to present you with a special invitation to the special religious services soon to commence in this city.

This should be done the week before the meeting. I need not say that you should get efficient workers to do this. Your canvassers should have one or two meetings for prayer and conference before commencing their work. Furnish them attractive invitations, which they are to give to the people where they call, personally if possible. When the residents do not wish to see them, they may leave the invitations without a personal interview, but when it is possible, let them try to leave a spiritual impression from the call. Keep your committee and canvassers organized, so that they can be ready for further work if desired.

Another committee which should be organized, and whose work should be distinct from that of the canvassing committee, is that of the advertising committee. They should understand distinctly that advertising is not only to convey information but to make people realize the importance of what you are about to do. There is an old saying that the first time a man sees an advertisement in a newspaper he doesn't notice it, that the second time it catches his eye, the third time he reads it, the fourth time he reads it with greater interest, and the fifth time he goes and buys the article described. You should not state anywhere how long the meetings will continue, unless the duration is to be for a very short time, when it should be distinctly stated "For one week only" or for "Four days only" or for whatever length of time the meetings are to continue. If they continue several weeks it would be desirable, however, to emphasize your advertising for the last week. Make your announcements for only a few days at a time, not more than one week in advance. Enlist the editors and reporters of all your newspapers; furnish them matter that will awaken public attention for the last month or two previous to the commencement of your meetings; see that reporters attend all the services, if possible. If not, get the papers to print what you furnish, and see that complete reports are printed in every issue, even if you have to write them yourself or hire some one to do it for you. Furnish an accurate and complete announcement every day, including Sunday, to all your principal papers (this does not mean Sunday papers). Send invitations to pastors and congregations to assist you as it may be possible for them, by their presence and by their methods. Use a great deal of judgment in the bulletins announcing the meetings. This includes all sorts of posters, placards, etc., which your ingenuity can devise and your judgment commend. Street-cars furnish a valuable medium when you can secure their use, both inside and out. Bulletin-boards, the size of a newspaper page, should be placed in prominent positions in your community, and are very economical and efficient. Placards in stores, factories, saloons, hotels, railway stations, etc., and posters and bill-boards in the country regions are also advisable.

Do not try to put too much on any one poster or placard. Make them all different; people can get details from other sources. The work of the large announcements is to attract attention, so that "he who runs may read." I have never found the use of handbills and dodgers of any value, except in small towns and villages, and ordinarily you would not be allowed to use them in the streets of a city. The issuance of tickets for special services, however, is the very best form of advertising. Some especial subject can be announced or some particular class can be invited, and the entire house or a block of seats reserved for them and the tickets distributed freely, through your congregation and workers, etc, tell-