

How to Market

NOW we have the problem of getting "Sawdusto" into the homes of the people. We might all start out to peddle the product, but that would be a 2 by 4 method and would never cover the whole of Canada. Being all very wealthy men, we can easily subscribe \$100,000 apiece. How much would that be? Of that amount we could afford, say 1/3 for advertising expenses after allowing for our factory, raw products and other expenditures.

Well, we lay a plan. On the 25th of November in every newspaper and magazine in Canada, the people will read about "Sawdusto." They will see it pictured on the bill boards, on the hotel bills of fare; their grocer will display it in his windows; they will get a sample package at their homes.

To effect all this, salesmen must be selected to interview the dealers and to get their co-operation. One man will be put over these men. He will be sales manager and he must get the sales or get out. He will figure out their trips, their salaries, their expenses, their sales, and will supply them with bracing letters that will keep them going full steam.

Then we go to an advertising agency with a box of "Sawdusto" and tell them its chief points of interest. They will write the copy for our advertisement, forward it to the leading newspapers and magazines, check it over carefully, and watch the results. Or it may be for us to open our own advertising department, and employ an experienced copy writer to boost "Sawdusto."

The General manager would be responsible for results. He would hold each department manager responsible for results. The department manager would in turn look to his assistants for results, and finally every clerk, salesman, stenographer, book-keeper and office boy would be held responsible for results.

Similar planning is needed by the church to-day, as she stands in a different position from that of three or four centuries ago.

Billy Sunday was asked by the Toronto Delegation, who were visiting Buffalo: "Supposing we put in the organization you have, could we not get the same results without Billy." He replied that a revival must swing around a personality, that had always been the case and always would be.

While what he says must be true to a certain degree, yet I believe a great deal can be accomplished without the evangelist, but adopting his methods.

Successful Advertising

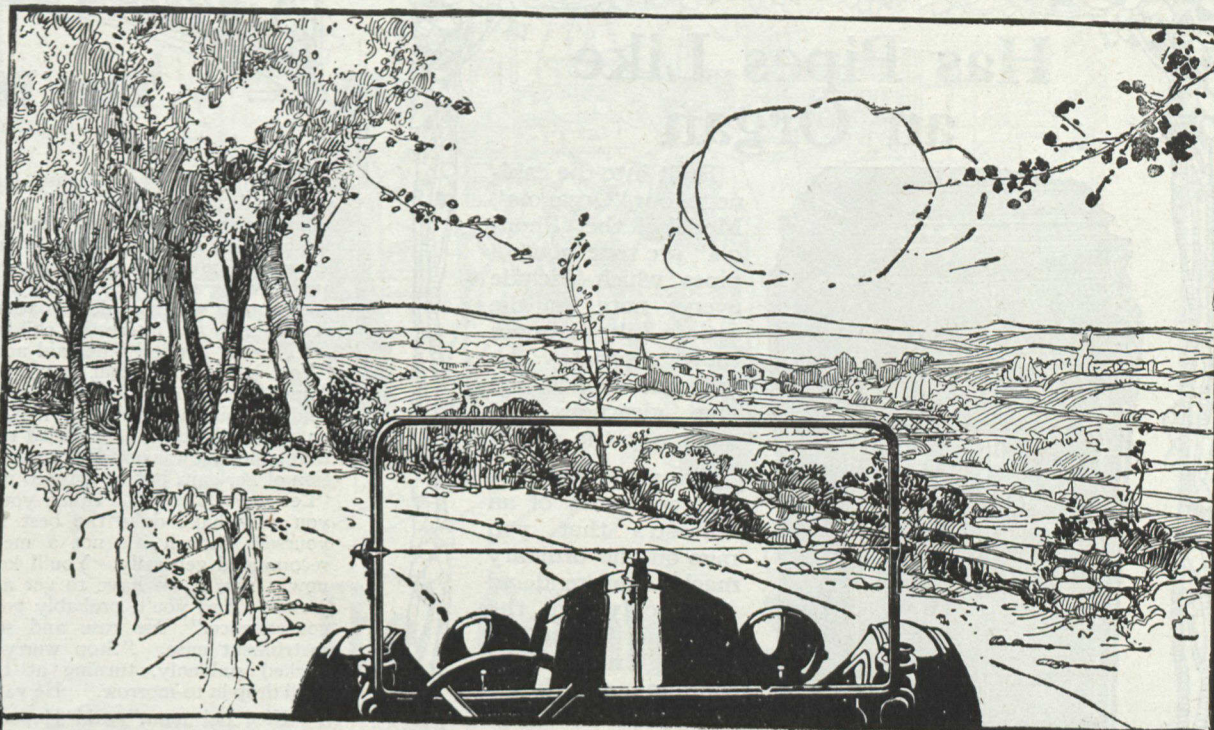
THE great object of all advertising is to get people to talk about a certain thing. There are various ways of accomplishing this besides those that I have outlined. In a revival meeting the conversion of some well known citizen or some notorious character will often do more for the success of the meetings than all the money spent in printed matter. Certainly the conversion of people is the best advertisement that a church can possibly have. It is on the principle of "A satisfied customer is our best advertisement."

Open air preaching could be organized and systematically carried out in different parts of the city by such ministers and laymen that would volunteer for this service. In that way the church would reach those who will not go within her doors. It is too bad that we leave all the open air work to the Salvation Army or some such organization. This work is really interesting and is productive of wonderful results, even though they cannot be seen at the time.

Do you not think that such a campaign could be entered into with every promise of success, even without an evangelist? Suppose a church employed some trained organizer like George Warburton who organized the Committee of One Hundred to undertake such a campaign in the various cities, do you not think it could be worked without a great evangelistic? It looks as if it would not have the objection commonly raised about evangelists, that they stir up interest while they are there, and that after they are gone, the interest subsides, and in some churches cases are even worse off than before. At least I think it would be well worth while trying.

The first thing that should be done in preparing for an evangelistic campaign is to call all the heads of the various organizations connected with the church together to talk over the matter of the campaign. In fact, after the necessity and importance of the work has been brought before them by the minister, or some layman, it would be well to turn the meeting into a prayer and testimony meeting, that the whole arrangement may be born and steeped in prayer, and guided by the Spirit of God.

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Get Behind the Wheel of a Ford and Drive

TRY it just once! Ask your friend to let you "pilot" his car on an open stretch. You'll like it, and will be surprised how easily the Ford is handled and driven.

If you have never felt the thrill of driving your own car, there is something good in store for you. It is vastly different from just riding—being a passenger. And especially so if you drive a Ford.

Young boys, girls, women and even grandfathers—thousands of them—are driving Ford cars and enjoying it. A Ford stops and starts in traffic with exceptional ease and smoothness, while on country roads and hills its strength and power show to advantage.

Buy a Ford and you will want to be behind "the wheel" constantly.

Ford
THE UNIVERSAL CAR

Runabout -	\$475
Touring - -	\$495
Coupe -	\$770
Sedan - -	\$970
One-Ton Truck	\$750

F. O. B. FORD, ONT.

Ford Motor Company of Canada, Limited
Ford, Ontario

BABY'S OWN SOAP

For Nursery Use

you cannot take chances on Soap. Four generations of Canadians have enjoyed the creamy, fragrant skin healing lather of Baby's Own Soap—the Standard in Canada for nursery use, on account of its known purity.

Baby's Own is Best for Baby—Best for You.



ALBERT SOAPS, LIMITED, Mfrs., • MONTREAL

DUSTBANE

Makes housecleaning just half as hard, for it keeps the dust down and assists the broom to leave a bright, clean, shiny, surface. Use it in your home.

