

The Printing-Press and the Sunday-School.

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ADVERTISING THE SUNDAY-SCHOOL.

"THE men who advertise" are the men of push, and energy, and success. The people who read and note their advertisements are the prompt, quick-sighted, and thrifty class who deal intelligently, and likewise profitably. At the possible risk of seeming unorthodox I will say that the Churches which advertise freely always have a full house, so far as my observation has extended. Why is it that these things are so? Is there anything unwise, unsound, or unscriptural in advertising? Is not this a species of the wisdom of this world which meets, inferentially at least, with Scripture commendation? Can it be possible that the devil, or the followers of mammon, have any patent right upon ink and paper, and the colors and devices of the printer's art? Must our Church service, and especially our cheerful and joyous children's service, be hid from sight and muffled in sombre surroundings, the sittings "exclusively reserved" for the favored souls in their immediate vicinity? Such, at least, is not my understanding. "To do good and to communicate" is a grand maxim of Bible truth, and, we are told, "with such sacrifices God is well pleased." *I know no more effective way of communicating information than by the help of printer's ink.*

A noble, successful Western brother, who for years has annually expended hundreds of dollars in advertising, says he cannot do without it. It has aided wonderfully in the growth of the great mission school and church which thrive under his supervision. He neglects no other worthy means, but advertise he will and does, frequently, thoroughly, and with success. As I write, word comes from a brother in our own city that the open air meeting of the past Sabbath was attended by a crowd of people, a very large part of them coming as the result of *two dollars invested in white paper and printer's ink.* Next time (as he is a Presbyterian) he

will use *blue* paper he says, and follow with other colors, setting forth upon his handbills a cordial invitation to the Sabbath services. If you want to fill a store with customers you can advertise and do it, provided you offer fair inducement. If you want to fill a Sunday-school with pupils, in an ordinary location, provided it is a good school and has reasonable advantages, you can advertise and do it. There is power here in the press. It is strange that it has not been more thoroughly and effectively used by the Sunday-school. I would have the Sunday-school advertise steadily, persistently, by means of various ingenious devices, as well as by simpler methods. I would invoke the aid of bright colors, of bronze and gold, and would charm the eye by the attractions thus produced. I do not say that I would adopt the huge pictures of the circus proprietor, or the mammoth hand-bills of the showman, though, when rightly used, large pictures and handbills are excellent.

But, with less pretension and expense, in a hundred beautiful ways, we may advertise the Sunday-school. In a multitude of shapes and styles, using a multitude of phrases, and never forgetting to make large use of Gospel words, which are the best and most attractive, we can sow the field with winning invitations, full of Christian persuasiveness. I would have it so that no child or youth, or man or woman, could say there had not been such invitations, warm, pressing, and urgent, meeting them at every turn and in every place of sojourning. I would have the Sunday-school pupils circulate the advertising material of the school, and would make every little child the bearer, of a Sabbath-day, to parental hands, of a Gospel message couched in the language of friendliness. I would further arrange for notices in the hotels, railway depots, stores, and places of commercial resort, so that a "wayfaring man" need not err in knowing, not merely that the Gospel is being studied, but the time and place of all such exercises. I would so judiciously and freely advertise that a stranger need not seek in vain to find a Sunday-school, or at least to discover the whereabouts of its superintendent; and so arrange that he need not pore over the pages of a directory