One afternoon in August, 1961, I heard on my automobile radio these words, "Don't let this hot weather get you down! Stop in a filling station and refresh yourself with a cold Coca-Cola! Take a couple of cartons home with you!"

Memory took me back to 1943 when Bishop Arthur J. Moore was preaching for a week at Peachtree Road Methodist Church. To publicize his coming, I, as pastor, used speeches, verbal announcements, bulletins, posters, cards, letters, newspaper articles, paid advertisements, editorials, and zone meetings. After his coming, however, I ceased advertising.

Attending our services was Dr. Samuel C. Dobbs, one-time Director of Advertising for the Coca-Cola Company. Because our church was not packed one evening, Dr. Dobbs said to me, "You have not advertised sufficiently." Proudly I told him what I had done. "But," he said, "you should not have stopped; every day during the meeting the newspapers should carry ads and excerpts from the bishop's sermons."

Then he said, "If we should cease advertising Coca-Cola for a single day, our sales would fall off terribly."

A cynic might say, "There's no use talking about Coca-Cola now; everybody knows about it; if anybody wants it, he will go and get it." Some thoughtless Methodists say, "Everybody knows where our church is; if anybody wants to attend, he will come!"

Just as there is need to keep Coca-Cola before the people in order to maintain and increase sales, so there is need to keep the Church before the people in order to maintain and increase interest.

Jesus said, "Ye shall be My witnesses!" He expects you, Druid Hills member, to live such a good life that people, seeing you, will be drawn to Him. He urges you to pray regularly for your Church. He pleads with you to talk to somebody every day about your Church and to invite somebody every week to go with you to your Church.

Our November, 1961, program is excellent! Take pride in helping to publicize it. Your influence as an enthusiastic advertiser of your Church will be far-reaching! Try it and see!

Sincerely,

[Signature]