

## IN NEWS, FREE PRESS

## Teaching Ads Placed in Detroit

DETROIT — Teaching articles, sponsored by members of the Church of Christ, will appear in the Pictorial sections of both the Detroit News and the Detroit Free Press Sunday, April 11.

The Detroit News Pictorial section, known as "SUNDAY," will carry an article titled "You Can Understand The Bible" while the Free Press Pictorial section known as the "DETROITER" will carry an article titled "Life's Greatest Question."

These two Sunday supplements have a combined circulation of 1,525,000.

Plans are now being laid to publish a series of teaching articles in the Detroit News which has a circulation of 950,000. The cost per ad will be about \$240 dollars per week for a three column by six inch article.

**Ads Proven Successful**

Many of the articles that will appear in the News have already been printed by the Melus Newspapers in the downriver area and in the Detroit Free Press.

Among the articles that have appeared have been "You Can Understand The Bible," "Attend The Church Of Whose Choice," ". . . There Is No God . . ." "You Can Be Just A Christian," "This Is A Rose," and "Understanding Differently."

The undisputed success of newspaper advertising as a medium of selling and as a molder of public opinion has been clearly

demonstrated by secular advertisers.

National industrial and business concerns tend to confirm this annually by designating more funds for newspaper advertising alone than the combined funds budgeted for television, radio, and magazines.

Basically, there are only two kinds of advertising: passive and active. Passive advertising in a church ad announces facts such as the time of services, location of church building, name of minister, and sermon topics.

**Becky Tilotta Plans Mexico Work**

HOBBS, N. M. — Elders of the Taylor Street congregation in Hobbs have announced they will sponsor Becky Tilotta, formerly of Houston, Tex., in teaching work among the women and children in Mexico City.

In Mexico City Mrs. Tilotta plans to write literature for little children, train teachers, train women to do mission work, train the Mexican women in their role as Christian wives, and publish a magazine for women concerning mission work.

She will be working with the Central congregation in Mexico City where Harris Goodwin is the evangelist. She plans to work in Mexico three years.

Such church ads are small and stereotyped—the total information barely exceeding that found in the Yellow Pages of a telephone book.

Secular advertisers discovered long ago the value of active advertising, that is, the selling of ideas. Since the religion of Jesus Christ is essentially a religion of ideas, it follows that active advertising principles must be energetically and skillfully employed to promote the greatest cause of all.

These articles published by Christians are of the highest type in attractiveness, in quality of illustrations and in message content.

Mail has been received from more than 75 Michigan cities with the largest portion coming from Detroit. More than 350 readers have asked to be enrolled in a Bible Correspondence Course.

Fifteen congregations together with many interested individuals have contributed toward this work. Seven congregations are supporting on a weekly basis. Among the Congregations that support this work on a regular basis are Allen Park, Dearborn Heights, Eureka Heights, Lincoln Park, Riverview, Vinewood, Wyandotte, and West Dearborn.

The other congregations that have contributed to this work are Livonia, West Side, Royal Oak, Dearborn Valley, Northwest, Dearborn-Chase Road, Trenton, and East Detroit.

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