

**THE ABINGDON RELIGIOUS
EDUCATIONS TEXTS, CHRISTIAN
CITIZENSHIP SERIES. HANDBOOK
OF CHURCH ADVERTISING**

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The Abingdon religious educations texts, Christian citizenship series. Handbook of church advertising by Francis H. Case

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FRANCIS H. CASE

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The Abingdon Religious Education Texts
David S. Downey, General Editor

CHRISTIAN CITIZENSHIP SERIES

NORMAN E. RICHARDSON, Editor

HANDBOOK OF CHURCH ADVERTISING

BY
FRANCIS H. CASE ✓



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EDITOR'S INTRODUCTION

THE science of advertising, applied to the problems of church publicity, is not only a legitimate and fascinating subject; it has come to be a practical necessity. The task of bringing the work of the church to the attention of all the people of the community is an essential factor in the success of the church. Other and competing institutions have been quick to take advantage of the technique of advertising as perfected by experts. Such institutions are getting the crowds. Their increased patronage is due not to superior service always, but to shrewd adoptions of the principles and methods of advertising.

The purpose of the author has been the preparation of a handbook which will be of greatest service to the busy pastor or committeeman who is facing immediate and practical problems. Many principles and practical suggestions included in the treatise have been wrought out in the experiences of successful religious publicists. Whenever practicable the original phrasing has been preserved, for it reflects the personal attitude as well as the thoughts of those who have felt strongly about this matter. The backlying principles of sociology, psychology, and scientific management have been kept in the background. The chief concern has been with their application to the particular problems of placing the church effectively before its entire and rightful constituency.

This volume has a distinct place as one of the Abingdon Religious Education Texts. Church publicity is essentially an educative project. There are certain