

## The Campus Corner

### NEW TESTAMENT ADVERTISING

In the time of Christ modern methods of advertising were unknown: there were no newspapers, radio commercials, billboards, skywriting aeroplanes. But the cheapest and perhaps most effective form of publicity was existent then as now. The scriptural phrase "noised abroad" (Luke 1:65) speaks of the method, which today we call "word-of-mouth." Fortunately, talking does not cost anything; but how much it can accomplish. When people start talking, public opinion nods its head.

A few days ago when some of our students returned from their vacation, they brought glad reports, "I have a student for Bethany." They had done a job which the publicity manager could not have done; they made contacts impossible for him to make. One of the students said that she told a young friend how much Bethany had done for her. Priceless publicity.

Highway reader, there is a service you can render. There is someone near you who does not know that there is such a school as Bethany. Your recommendation should mean something. Could you not say that Bethany is a growing school? Statistics prove it. (The total enrollment for the present year has been forty-eight, compared to thirty-five the preceding year and thirty-one two years ago.) Could you not say that Bethany makes a very significant contribution to each of her students? The students witnessed to this truth in a recent chapel service. Could you not say that Bethany has a well-qualified faculty? A comparison with other schools of its type and size indicates it has. There are many other facts to be "noised abroad," but surely someone has told you. We have made some suggestions only.

New Testament advertising is at your disposal. You can afford to use it; we cannot afford to lose it.

### JOHN WESLEY'S PHILOSOPHY

John Wesley, founder of Methodism, was once asked by a lady, "Suppose that you knew that you were to die at twelve o'clock tomorrow night, how would you spend the intervening time?"

"How, Madam?" he replied. "Why, just as I expect to spend it now. I should preach this night at Gloucester, and again at five tomorrow morning. After that I should ride to Tewkesbury, preach in the afternoon, and meet the societies in the evening. I should then repair to Friend Martin's house, who expects to entertain me, converse and pray with the family as usual, retire to my room at ten o'clock, commend myself to my Heavenly Father, lie down to rest, and wake up in Glory."—Christ for the World's Messenger.

**"I FEEL PRESSED IN SPIRIT TO DO SOMETHING FOR GOD, I HAVE HITHERTO LIVED TO LITTLE PURPOSE, MORE LIKE A CLOD THAN A SERVANT OF GOD, NOW LET ME BURN OUT FOR GOD."**

—Henry Martyn.

## Rally Day - What Then?

By Rev. Paul F. Elliott

Too frequently the special effort put forth for a rally day runs into a dead-end street. Because of this, the desired lasting results are not obtained. Rally day is only a means to an end. Rally day is the means of contacting new people and of bringing to your members a renewed interest in the Sunday school. But unless these new contacts are followed up systematically, the chances are that the harvest of rally day will never be safely stored. A hip-hip-hurrah herding of folk into the building on one day will not do the business that needs to be done.

One main objective of the rally day is based upon a regard for the individual, which sees in him far more than another "nose" to be counted. It is one thing to find a prospective scholar and have him visit your Sunday school on rally day, and it is quite another to have that Sunday school scholar return on the following Sunday, enroll in your Sunday school, and become a regular attendant.

A successful Sunday school rally day will find several new prospects, but if our efforts end here the rally day will be meaningless. If, after inviting people to our special rally day service, the cards bearing their names and addresses are left stacked up in a corner of the pastor's study to gather dust, our visitation efforts will mean little to the Sunday school. The followup of the rally day is more important than the rally day itself or the rally day build-up. It will be a successful day only if these visitors are made into regulars. There will be a post-rally slump unless you plan otherwise, but if you plan beyond rally day you can avoid much of the slump. Every new contact should be visited by the pastor, the teacher, and the Sunday school superintendent again and again, until that person or family becomes regular in the Sunday school. Personal contact will do more to change visitors into regulars than any plan I know. Since these visitors were in your service on rally day it indicates that they are interested. You have an opening now to visit them. It is your duty to call on them and pray with them.

It takes patience, wisdom, and tact to be a fisher of men. There must be a definite plan to follow up these new contacts in order to hold as many of them as possible. I heard a man say, recently, that he was visited nine different times in as many weeks. Perseverance won the day and he is now a member of the Sunday school and of the Pilgrim Holiness Church. Prayer, purpose, perseverance, and perspiration in your followup program will pay big dividends in Sunday school work. Here are a few methods whereby we may conserve rally day gains:

1. Each contact should be visited by the pastor or a Christian worker of the church.

2. Each teacher should feel his responsibility to see that each visitor is enrolled in the class and becomes a regular member of the class.

3. In following up the visitors, a special effort should be made to secure the mother, father, brothers, and sisters, or other relatives in the home, for the Sunday school.

4. A consistent effort should be made to make the Sunday school as interesting and spiritual as possible. Make it a Sunday school that they will not want to miss.

## The Bookshelf



### NO NEED OF SUN

By Ruth Strahm Hoiem

You will not be "let down" when you read this book. Written by the associate pastor of a Wesleyan Methodist Church, it is true to the ideals and doctrines of the people called the "holiness people."

"No Need of Sun" is the story of a young woman called "Betty" who attended Bible School four years in preparation for missionary work in Africa, then had her application rejected by the missionary board. Through her "valley" experience, Betty found a closer walk with God "where there was 'glory' even when the sun did not shine." Then the God-given plan unfolded.

So much doctrine is unobtrusively woven into the story that it is not an ordinary fiction book.

Note some excerpts sent to the author by readers.

**Rev. Randolph Nicholson**, pastor at Doaktown, N. B. says that he would "highly recommend" the book to young and old "and would earnestly desire that our young people be given the opportunity to read it."

**Dr. J. R. Swauger**: "I feel you have made an unusual and very valuable contribution to Holiness literature."

This 350-page book with durable cloth binding sells for \$3.00 in Canada and United States.

As this book is on the shelves of the Bethany Bookroom, it may be in your home in two or three days.

### SIGNS OF A SANCTIFIED HEART

Here are some signs of a sanctified heart:

A spiritual wide-awakeness.

A warmness of spirit towards all people and to the means of grace.

A simple honesty in testimony.

A relating of goodness of God instead of aches and pains.

A sweet disposition, not a disgruntled one.

Always looking up, out, and forward.

A gentle spirit, quick to encourage, slow to condemn.

A readiness to put the best construction upon all things.—Selected.

5. Postal cards, letters, telephone calls, and personal visits from one of the members of the church will make them feel the friendliness and the warmth of your Sunday school. Too many come two or three Sundays and then suddenly lose interest. This is where we need perseverance and patience. By all means, let us have some.—Pilgrim Holiness Advocate.