

MAMMOTH PUBLICITY PLAN ANNOUNCED

CHURCH PLAN GROWTH SHOWN

Philadelphia Architect is Chosen to Prepare Plans for Proposed Edifice

PRESENT SITE O. K.

Church Members Unanimous in Praise

After a previous committee, which was known as the Church Development committee, had considered the possibility of increasing the capacity of our church plant proper, by means of the alteration or enlargement of the existing building, and had reached the conclusion that it was impracticable to meet our growing need by that method, and after the recommendation of that committee to that effect had been concurred in by the Church Council and adopted by the church, the present committee, known as the Church Building Plan committee, was appointed. At the same time a resolution was adopted to the effect that the plans of the church, for increasing its capacity, should take the form of a new building, rather than any alteration or enlargement of our present building.

Present Site Practical

The first question considered by the Church Building Plan committee was the question of the site for the new building. Before giving serious consideration to any new location, we felt it our duty to consider whether it would be possible to erect a new church building, of the proper capacity and suitable architecture, on the present property. It soon developed that even in the consideration of this preliminary problem, it would be necessary to have the professional advice of a church architect, preferably to one who would ultimately be the one for the new church building. As a result of our consideration of the question of the choice of an architect, Mr. Charles Z. Klauder of Philadelphia was selected, and, with the approval of the Church council and of the church body he has been retained as our architect. Mr. Klauder came to Winnetka, carefully examined the site, and after he had submitted three schemes, illustrating possible uses of the site, in connection with the erection of the new church building, and certain drawings which he submitted to us in that connection, and after several conferences with him, the committee concluded that a new building of adequate size and suitable architecture could be erected on the present property.

The committee then gave its careful consideration to the question of the use of some other location rather than the present one. At least three other possible locations were thoroughly considered. Certain positive and physical objections to each of these other sites were encountered, and the conclusion of the committee was that they were of such a serious nature, as to make their use, either undesirable and impracticable or quite impossible. There were other and strong reasons which the committee felt impelled it to recommend the use of our present site, and as the committee had become convinced, from its investigation of the matter, that this was both possible and practicable, that plan was finally recommended and adopted.

To Have Plans Soon

The last conference with our architect was held about a month ago. At that conference the Church Building Plan committee requested the presence of the members of the Church Building Finance committee and the Board of Trustees. The architect is now engaged in the preparation of sketches which will illustrate the recommendations he desires to make, with reference to the type and style of building which he feels will meet our needs and fit in with our location and surroundings. We anticipate that these sketches will shortly be submitted to us, and after a careful consideration of them, and a further conference with our architect and the other committees which have this new building project in hand, our committee will be in a position to make definite recommendations to the Church council, concerning the structure which we feel will not only be one of which we need and want, but will be one

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Hundreds at Big Church Dinner



—By Staff Photographer

One of the largest gatherings in the history of the church was assembled for the annual dinner Wednesday of this week. This view from the stage was taken unnoted by a staff photographer of Winnetka Squawk while the Advertising Men's sketch was in progress.

The remarkable speed displayed in transferring this photograph to the printed page is evidence of the dispatch with which the organization behind Winnetka Squawk functions, and only one of the reasons why Winnetka Squawk is justified in laying claim to the title, "The North Shore's Greatest Newspaper."

ATTENDANCE AVERAGE SHOOTS UPWARD FAST

By CHARLES T. THORNE

Our regular morning attendance was 13,454, an average of 258 1/3. A gain of 1,075 over 1923 and a gain of 20 each Sunday on the average. In addition to this Mr. Davies had 5,244 at his services in Matz Hall and our Church Guild had 430 babies in the assembly room. This makes a grand total of 19,128, or an average of 368 altogether for each Sunday morning in 1924.

It has always seemed to me that the best way to determine the attendance would be to take the slim Sundays when most of us either stay away or are not at home. For instance, from June 15th to September 7th our average was only 137, which is very much better than any year on our records. That would leave an average of 302 for the other 39 Sundays. That keeps us all very busy to look after, as it is very near the end of our rope in this church and of course everyone wants choice seats.

Our largest attendances were:

Easter 868, a gain of 3 over 1923 for all departments. Children's day we had 1,016; total in all departments of the church and school of that number, 633 were children. 216 more than 1923. The two Anniversary Sundays we had 553 the first one and 500 the second.

We also had 558 at our Christmas services. On Anniversary Sunday 630 children marched and had special services at the church.

If you feel this church is large enough for such crowds, we would be pleased to have you take care of them.

We had 34 fine Sunday mornings, 10 cloudy mornings, 5 rainy mornings, and 3 snowy mornings.

In 34 years we had 1,227 fine Sunday mornings, 243 cloudy mornings, 140 rainy mornings, and 67 snowy mornings.

Women Keenly Devoted To Scripture Studies

By MRS. BURTON H. ATWOOD

A group of earnest women being of one mind as to their need for Bible study met together last fall and organized a class for this purpose. Each Sabbath morning we have met at 9:30 in Room 9 and, under the able leadership of the Rev. Ralph A. Morphet, studied and discussed the Life of Christ. A text-book of Ernest D. Burton has been followed.

The increasing number of women in attendance at these sessions is sufficient proof of their success in filling the need, which has long been felt among the women of our church. The truths as we learn them there are so practical that we are greatly helped in our daily living and our one great desire now is that more women may know of and take advantage of this opportunity for study, fellowship and blessing which is open to all.

CHURCH SCHOOL OVER-CROWDED

Effective Work Accomplished by Children

By "CHIEF"

There is nothing spectacular about the Church school. It meets with the regularity of Sunday morning. It is trying to mold character, to give a knowledge of the Bible, to help youth to think religiously, and to form the habit of worship. One of the fine tributes paid this school was by a graduate who, when asked by her mother "What is the most important thing you got out of the Church school?" said, "The ability to think." The pupils are brought face to face with the fact that they are in this world as partners with God in building His moral and social world in terms of religious living.

You have in this school at present 766 boys and girls. They are just like you, without your years of experience, only more honest and with a wider range of knowledge than you had at their age. Some forget their lessons as easily as you forget the text of last Sunday's sermon.

School Overcrowded

The school is in a far worse crowded condition for class work than you are for worship in the church. One class meets in a poor basement room, another in a storage room off the basement, while one started in the kitchen, then met for a while in the men's wash room but is now well fixed. There are ten classes of over 30. One running as high as 56 pupils. This is exclusive of any Primary or Kindergarten classes. The best working unit is a class of 12 to 15. The real reason that some classes are not divided is because we have not the room. This dilemma has two horns upon which to hang your hat. Either you must provide more room or you must demand week-day instruction.

Sixty-five teachers are helping you train your children. Most of these teachers are trained men and women.

Parents Cooperative

It is a great satisfaction to know that the great mass of you are back of this school. Only a few cause their children to be late because of their failure to get up on time, or because of an unfortunate habit formed in the parent's own childhood as is indicated by one mother who admits she can never get any place on time, and says "How can you expect my child to!" Only two or three did not see to it that their children had Bibles, and these arranged this matter when it was brought to their attention.

We are trying to furnish you with report cards. This of course means extra effort for the teachers. We hope

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LARGE CROWD ENJOYS ADVERTISING COMEDY

Play Depicting Inaugural of New Publicity Campaign for Church Follows Annual Dinner of Winnetka Congregational Church

More than 400 members of the Winnetka Congregational church crowded Rudolph Matz hall to capacity and over at the annual church dinner and business meeting held at the Community House this evening. A comedy skit written by Howard H. Hoyt, which was based on the letting of the contract for the publicity campaign to be carried on by the church was presented by the advertising men of the community, who were in charge of the program this year.

Immediately after the dinner, when all the tables had been pushed back and chairs drawn into position in anticipation of the reading of the yearly reports on church work, which is a feature of such an occasion, Mrs. Mary Keyes Beard announced from the stage that the finance committee had appropriated a sum of money to be used for advertising purposes, and had placed the account in the hands of an agency. This was the signal for the beginning of the play, although that was not apparent at the moment.

Winnetka Squawk Wins

From the audience a young man who said he represented the Winnetka Squawk hurriedly ascended the stage and asked Mrs. Beard with what agency the account had been placed. She declined to tell him at first, but finally whispered the secret into his ear.

This was the cue for the curtain to rise revealing the office of Bunkem & Soakem, the advertising agency. The President, cleverly played by Howard Hoyt, was shown seated at his desk, busily at work looking through papers and dictating letters to his stenographer. At this point the real action started. The President was besieged by advertising men representing various publications which were bidding for their share in the anticipated huge appropriation. There were numerous conferences to work out the stupendous campaign about to be undertaken. Finally, when nearly every detail had been attended to, a conference of the heads of the various church committees and the executive staff of the agency was called.

It soon developed that the purpose of the church was not to gain more members, as was supposed by the agency executive, but to stimulate interest in getting a larger church so that the present congregation could be adequately cared for. Hardly had the executive recovered from this blow when the climax was reached with the announcement that the church publicity appropriation was \$12.90. When "the tumult and the shouting had died," Mr. Breeze, representative of the Winnetka Squawk, was called in and asked to get busy on the new campaign with all speed, which resulted in the insertion of the church advertisement to be seen on page 2 of this issue.

Life Gets a Laugh

The audience's appreciation of this snappy little comedy was in direct ratio to its size—in other words, there was quite a lot of both audience and enthusiasm. One of the big laughs of the show, which would have "gone over" big at any variety house in Chicago, occurred when the representative of Life tried to convince the space buyer that the latter should advertise in his publication. Another character who always brought a chuckle was the office boy, played by Charles T. Moon. The whole cast was particularly competent and well fitted for the parts and many persons in the audience were heard to inquire if Mr. Hoyt is a professional playwright and if not, why not.

A practical touch was lent to the affair by the reading of annual reports by the various committee heads of the church. These reports were worked into the plot so that they appeared a part of it, but they were the bona fide reports and as such are printed elsewhere in this issue.

Present Large Cast

Following was the cast of characters:
Office Boy Charles T. Moon
Stenographer.....Mrs. Alfred Freeman
Representative of the Winnetka.....
Squawk Charles Matz
Agency Executive.....Howard H. Hoyt
Publishers' Representatives
.....Sam Smart, R. H. Davis
Space BuyerMyron T. Harshaw
Copy ManLloyd Faxon
Merchandising Expert.....Sherman Goble
ClientA. E. Bryson
ArtistEarl Huhl
(Continued on next page)

Local Wedding Dazzles North Shore Society

One of the interesting events of the current social season was the wedding last week of Miss Seraphina Bump, eldest daughter of Mr. and Mrs. T. Tennyson Bump of Skokie Valley Road, to Mr. S. Rowles Kling, Winnetka's most eligible bachelor. Much merriment took place prior to the ceremony, one of the best events being a boat race in the basement of the bride's home. The house being located at the extreme end of Elm street lends itself beautifully for such events. The bride was a rare vision as she appeared for the wedding. She wore pink tulle over crape while the groom was dressed in the conventional blue serge over union. A unique feature of the affair was the presence of the bride's father who arrived late having been delayed by an important business engagement at the Morris Plan Bank. After an extended honeymoon in Sicily, Cicero and Hammond the happy pair will be at home in a charming apartment above the Winnetka State Bank.