

— OUR NEW NAME IS — B. S. THOMPSON & CO.

(LETTER BELOW EXPLAINS WHY THE LORD'S NAME WAS LEFT OUT)

The Prizes Are Awarded The Same As If The Lord's Name Had Been Included In The New Name

— FIRST PRIZE —

A NEW JANSEN SPINET PIANO GOES TO
Mrs. E. W. Harrison — Whiteville, N. C.

— SECOND PRIZE —

A NEW \$223.50 3-PIECE LIVING ROOM SUITE
GOES TO
Mrs. H. A. Turner, Fair Bluff, N. C.

— THIRD PRIZE —

A \$212.00 MAHOGANY BED ROOM SUITE
GOES TO
Mrs. J. F. Freeman, Bladenboro, N. C.

For submitting the name nearer the name we had intended using we intended the new name to be

"THE LORD & THOMPSON CO."

The name submitted was The Lord-Thompson Co. There were a good many names submitted similar to this, but the winner came the nearest to it. We only had to add the word "and". On all others we would have had to make at least 2 changes in the wording.

EXCERPTS FROM LETTERS ON WHY THE LORD'S NAME SHOULD APPEAR IN THE NAME OF THE BUSINESS

WHY WE SHOULD PUT THE LORD'S NAME IN BUSINESS

For His wonderful love and Mercy to us, we need His partnership in all we do. Since the Lord is a co-partner in the business, He deserves to have His name included in the firm's name.

In the name of our God we will set up our banners (a quotation from one of David's Psalms). Through the ages men who have exalted the name of the Lord have found Him to be the greatest partner.

I think your business partner deserves recognition. There can be but one just reason that you are wanting to use the Lord's name—that is you intend to be fair and square in your dealings with your fellowman—otherwise you would be using the Lord's name in vain.

In as much as you have taken the Lord in your business as a partner, I think His name should be incorporated in the style of the firm.

I like the name "Lord" best because it includes the Father, Son, and Holy Ghost. If it was not for the Lord you would not have anything. I think it is wonderful for you to let the public know the Lord is a stockholder in the business.

This act on your part goes to show that you are not ashamed of Christ. If we are ashamed of Him here, He will be ashamed of us later.

I think the Lord will be glorified by having a business which will promote His good works.

Putting the Lord's name in business gets it on a solid foundation. When people pass by and see the Lord's name on your store, they will know without a doubt that you have not left the Lord out of your business.

I believe in putting God first, if you are a Christian you are a son of God. It enhances the value of Christian religion by showing it is not just a Sunday-go-to-meeting thing, with only spiritual values, but that it is a workable, every-day business affair.

I believe in including Him in all things even though it is just a little thing like naming a store after Him. The little things for Christ are going to count in the world to come.

I can't think of a single good reason why you should not incorporate the Lord's name in your business.

All that we are and have we have received as a trust. In giving Him the credit—as you are doing—it is only fair that His name should be in the business—to show people that your firm is doing something to glorify the Lord and that the profits are going to be used for the Lord's work in this world.

God is forgotten all too often these days. If His name is used in the name of the business, I am sure it will make Him glad to know He was not forgotten.

To incorporate the Lord in a business is only using good business tact. There is no other sure way for success.

I think the Lord's name should be used in the name of your business because He is a stockholder, because of the sacredness that will reach far and near to the homes of your many customers who remember why your place of business was named after the Lord.

It seems very fitting to include the Lord's name in some way in your new business. I think people should know about it.

I think you have a real spiritual value in your plan to incorporate the Lord's name in the name of your business. Whether it is a business or an individual, the basic fact in the enrichment of life that is truly life is stewardship, so for your business you are saving: All it is, all it has, all it can do, is a trust from the Lord, to be used for its highest good, for the blessing of mankind, for the glory of the Lord, and for the advancement of His Kingdom.

I think this is one of the greatest things that could be added to your business. After all, the Lord owns it all.

I think your idea a good one. I commend you for it. By taking your Lord in business with you, you will be serving your Lord and your fellowman with a seven-day-week religion, going from your church on Sunday into your store on Monday with your Lord, to service Him all week.

Except the Lord build the house, they labor in vain that build it. So make Christ the head of the house. First in all business and walks of life.

Take Christ as the head of your business. He owns the world and all that dwell therein—the silver is His, the gold is His and the cattle on a thousand hills.

Closely connecting the Lord with your daily business in name and an actual partnership is a wonderful method of bringing Christian religion into our daily lives.

It is a new move but so forward. Who knows but what this will pave the way to a greater realization of the nearness of God to those who trust Him.

God is the Father and you are His son, therefore I submit the name Father & Son Store.

God being the Supreme Being and ruler of the universe it is only fitting that He should be so honored by a firm who recognizes Him as its partner.

You should take pride and joy in your business being associated with the Lord's name.

I think it is a grand thing to name your new store in the name of the Lord. It is good to know that in this chaotic age there are people still who recognize the Lord's ownership of this world's goods and who are not ashamed for the world to know that He has first place, not only in our church worship but everyday of the week. Naming your business for the Lord in reverence makes Him a living symbol.

I think the name of the Lord should be used in the title of the business in which He is a major stockholder, because of the challenge it presents to others to affiliate themselves with God in their everyday and business life. A person isn't really a Christian until he has made God his partner for all seven days in the week. In seeing the store's name will naturally arise in the mind of the passerby the question, Am I doing my part towards making this God's town, God's world? Am I giving to God His full share of the world's goods with which He has blessed me?

I believe the example of publicly acknowledging Him as a business partner will mean more to the city of Whiteville than any amount of money.

He is worthy of having the praise as a partner in the firm as tho He was a person on earth. I think you have a wonderful reason for incorporating the Lord's name in your business. In your explanation you have made it clear that the Lord is your Shepherd and that you wish to share your all with Him.

God's name should always be placed first because He is not satisfied with second place in any ones life or business. Whatever name you use, put God's name first.

Since God is a co-owner, He merits this honor. Not a part but all we have, everything that is good cometh down from the Father of Life.

If the business men and women would follow your lead in taking the Lord into their business, the world would certainly be a much better place in which to live. You deserve a lot of credit for knowing that there is someone that has the ways and means to help the Lord and is taking the advantage of it in this way for the whole world to see.

Surely God should share and wants to be a partner in the work He has called us to.

It shows the willingness and courage to put God first in all things. When people see and read some name of the Lord on your store they will feel close to Him.

In incorporating the Lord's name in your business, you are openly professing your trust, faith and partnership with Him. Too many men have found it easier to be religious than to be good, and too many good men have been content to define themselves in terms of what they don't do. You know that He has been your partner and in this way you are openly declaring to the world at large that He is a stockholder in your business. This is a fine example to give to the younger generation starting out in life. The life that really counts is that which has been instrumental in bringing others to Christ.

THE WINNING LETTER

Fair Bluff, N. C., July 12, 1948

DEAR SIR:

I think the name of the Lord should be used in the title of the business in which He is a major stockholder because of the challenge it presents to others to affiliate themselves with God in their everyday and business life. A person isn't really a Christian until he has made God his partner for all seven days in the week. In seeing the stores name, will naturally arise in the mind of the passerby the question, am I doing my part towards making this God's Town, God's World? Am I giving to God His full share of the worldly goods with which He has blessed me?

Yours truly,

MRS. H. A. TURNER.

Why The Lord's Name Was Left Out

We have received much more mail from this contest than was anticipated. Judging from the replies including reasons both for and against using the Lord's name in the name of the business, there are a great many people who are strictly opposed to the use of the Lord's name in this manner for various reasons. Some think the business is only trying to commercialize on the name, others think it is only showmanship of piety, others that it is for sensational advertising, while some think the motive is good, but that the Lord's name should not be used in connection with business. Among the replies however, about eight were in favor of the idea to one opposed to it.

During the contest period I learned from other sources also that so many Christians were opposed to it until I decided to give up the idea of using the Lord's name. I am of the same opinion as to begin with that I believe God would be pleased to have His name associated with any of His people in anything they do. It would be one of the greatest delights of my life to have His name appear before mine on the place of business I operate, but if it will offend my fellow Christian and cause him to think I am using the Lord's name in vain and am too careless with the name they so highly esteem, then I very willingly submit to their protest. It is however, a great disappointment to me as I was trying to honor Him the best I knew how. He is your Lord as well as mine and if you think I am handling such a great name too lightly then I go give up the idea that I cherished so much.

I did not have anything in mind when the unusual idea was presented to my mind for the first time about two months ago, but to do a little more for the Lord than I was required to do. I have made this a policy during my past twenty-eight years as a Christian. I am a great believer in the adage "If you never do more than you get paid to do, you will never get paid for more than you do." I have worked this principle into serving the Lord.

I intended placing the Lord's name into the business for the same reason that I decided to pay the Lord more than one tenth of my income which was all that the Lord required. I decided to go a step further and pay two tenths—and twenty-five years ago I promised Him that I would pay Him three-tenths. There was no way to commercialize on this, as I have never published this statement before. I intended putting His name in the business for the same reason I have been having a devotional service in the business for the past twenty-five years by reading from the Bible and having prayer with our employees and such customers who might be in the building at the time each morning, and for the same reason that I have not taken any medicine nor carried any insurance for my protection or the Business for the past twenty-five years. I did this for the sole purpose of doing a little more than was required of me. I could name a good many things of the same nature but it would appear that I was trying to make a display of piety.

About eighteen months ago the idea occurred to me to take the Lord in business with me by giving Him an interest in the business. Soon after then I began setting Him up in the business as a partner and now His interest in the business is about \$90,000.00. It is my intention to keep increasing this investment until He becomes one-half owner. In addition to this, I intend also to keep giving liberally of the income I receive from my own individual investment in the business. All the profits from this partnership investment will go to the Pentecostal Holiness Church of Whiteville, N. C.

Knowing that one day I will be called up before the Lord to give an account of my stewardship while on earth, it is my sole aim to make the record as good as I can and this is the real motive back of it all. If on that day I am fortunate enough to hear this short sentence—"Thou hast been faithful over a few things"—Then my purpose will have been accomplished. If I fail to hear this, then I will have been a complete failure and will be terribly disappointed. Believe it or not this was the real motive back of it all.

In conclusion, I wish to express my appreciation for the large number of replies to these advertisements and for the expressions for and against the idea in question. As soon as the credit slips can be printed you will receive one by mail and also an acknowledgement of your entry.

B. S. THOMPSON.

The winning letter is lengthy there fore we are only printing excerpts from it, showing the reason that won Third Prize.

WHY WE SHOULD NOT PUT THE LORD'S NAME IN BUSINESS
I cannot feel that it is within human privilege to equal oneself with the Lord, in making Him a publicized partner in business, unless one knows that he can act for the Lord under all conditions exactly as He would Himself and with the imperfections and limitations of man. That would seem to me impossible. I feel very much as John The Baptist, when he said he was not worthy to unlodge the latchets of his shoes and would hesitate to link His name with my own in material and competitive business. It seems to me that He would shrink from the publicity involved. After His greatest works of healing, He charged the person that he tell no one.
MRS. J. F. FREEMAN, Bladenboro, N. C.

EXCERPTS FROM LETTERS ON WHY THE LORD'S NAME SHOULD NOT APPEAR IN THE NAME OF THE BUSINESS

WHY WE SHOULD NOT PUT THE LORD'S NAME IN BUSINESS
The Lords name should not be used in your business because He does not care about His name being stamped on furniture stores.

I don't like using the Lords name in your store, because Christ said make not my Fathers house of merchandise.

I question the wisdom of incorporating the name of our Lord in business. He already owns all business enterprises as well as everything else. The earth is the Lords and the fullness therein. Incorporating the Lords name in business would be inconsistent and would imply that the Lord does not own your other business.

With all due respect to you and your purpose in this new business, I will have to say that I think it would be very unwise to associate the name of our Lord with it.

In using the name of God, Lord or any name applied to the Deity, great care is necessary in order to avoid irreverence. Terms applying to God should never be used flippantly or even carelessly. The name of a business might become very common and casual. Therefore I think it might be best not to include Gods name in the business name.

I do not think you should use the Lords name in connection with your business because He is the greatest ruler of all the world and His name should be connected with Heavenly things and not the everyday things of life. We should not try to connect Him with the lower things of life.

You will be breaking the third commandment. I don't think God would be pleased with a money making enterprise in His name unless the profits were all for Him. I don't think He would like for us to tell man what we have given or the things we intended to give. That is between you and God.

It will cause unbelievers and fault finders to say that you are bragging and trying to make gain for yourself by using the Lords name as a drawing card.

Is nothing to be kept sacred? Not even the name of the Lord? In this day and time and especially in this great country of ours, there seems to be a complete disregard of all sacred things. To me the name of Our Lord and Saviour Jesus Christ is the most sacred thing we have left in the world today and to incorporate it in a business is sacrilegious and sounds too much like commercializing on something we should think of in all reverence. There has already been too much of this sort of thing done at Christmas and Easter.

Sure the Lords name should be in our business but not on a sign. The Lords name in this way would be very unethical, unorthodox and exceedingly unfair to your fellow merchant. It would not approve of the Lords name in this way. I have not heard of the first one speak in favor of it. Could you be sure the Lord is in your business. Then are you sure the Lords share would be used as the Lord would use it. The Lord makes us responsible for the use we put our talents, money and lives to. The public would feel that the use of the Lord's name in this way was for personal gain. They will not feel like the Lord is in the business when you are close on them, or when a tire goes bad and you fail to replace it. Too it seems that you would have to give away a lot of merchandise when people did not have the money. Millions claim the Lord and the proper place for Him is in our lives and not on a sign heralding the sale of merchandise.

My Lords business is saving souls and not selling merchandise. I would hate to go by a store and see His name on soearthly a business as a merchant when He sells nothing but gives to all.

Sir if you old someone some furniture and they failed to pay for it would be forced to take the furniture and maybe the family cow or something of the sort then if you had the Lords name involved people would say look there! out the Lords name in it and doing things like that. Besides our Lords name is Holy and should not be used to draw people into a store to buy things.

God is Holy, He is a supernatural being. It would be sacrilegious to address the Lord with our business without someone associated in business as Dear Sir or Gentlemen.

A great many customers including myself would be shocked by the lack of reverence we should be likely to do our shopping elsewhere. It seems entirely alien to the nature and teachings of Jesus to include His name in any money making enterprise, especially one in which poor people are sometimes mortgaged to their last fryng pan. There is no precedent among the followers of Jesus nor any Biblical characters for using His name in such a way. I must protest against His name being used in the business.

Render unto Caesar the things that are Caesars and unto God the things that are Gods.

Our greatest blessings come when we serve God for love and service alone and not for show—Even tho your motive might be good the people of the world can not bring into the blessings of Gods kingdom better by love and service than by observing His name incorporated into a business firm. Man is imperfect and with the Lords name in the business people might often mistake your mistakes and feel like a business incorporated with God should be perfect. Even tho God is a partner in the business, the business is directed by the wisdom of man. Such a name would be a target for sarcasm and irony by the people of Satan. Many would perhaps sneer and make fun.

I do not believe the Lords name should be included in the name of your store however I think He should be given credit for the success of the business. I don't think the word "Lord" should be used as that could be mistaken for a partner with a surname "Lord".

Will not such an innovation impress the general public that it is but a case of showmanship in piety? Will not some consider it a sacrilegious use of the name of the Deity? There might be others to regard it as a presumptuous attempt to draw trade under the guise of religion. If a man is sincerely religious and practices the principles of righteousness, there will be no need for him to advertise it on his windows or over his door by using Gods name; for the public will be quick to discern it through fair dealings and transactions in relationship to his fellow man.

Avoid using the name of the Lord too boldly in commercial affairs. You should not incorporate the Lords name in the newname of your store because God is such a great Father compared to man. I do not think it would be doing His justice to belittle His name by having it appear on such a small thing as a store. There are lots better ways to pay tribute to His name.

Always keep the Name of God Holy. That is my answer. Using the name of God for a business can never bring that business to Gods level: it can only lower God to the level of worldly things in man's opinion. Regardless of how scrupulous a business man may run his affairs, there are times when his business and himself are accused of unfair dealings, dishonesty, or fraud. What a calamity to add one lota of stigma to His name. He will glory in the good work done in His name—not in having his name in Neon signs or printed on a plate glass window.

God has no earthly business. He is a spirit and has no earthly desires as we do. I don't believe He would want His name in an earthly business. Thou shalt not take the name of the Lord thy God in vain" and God made the laws and we should keep them. The Lords name should not be used in any way except in a spiritual way. If it is it is used in vain.

If your store had a name with the Lords name in it, it would cause the Lords name to be spoken in vain so many times. I think His name should be used only in a religious form.

If you are a willing and obedient servant of the Lord it is not necessary for you to put His name in the name of your business. If you live the life others will see and know. It is a very true saying "actions speak louder than words".

You will do more harm than good. It is sacrilegious, almost blasphemous. If you sell on credit and then take back what you have sold the Lord's name should not be in the business.

I would consider this very sacrilegious because business is business and religion is religion—each in its proper place. The public would consider this very unbusiness-like and would look down on it.

Columbus County has seen its first neon sign on a church of God—must we now see his name on a new business establishment.

While the Lord was here he did not ask that His good deeds be publicized. He did them for His heavenly Father and humanity and not for public recognition. If God had wanted a business established in His name I feel like His only Son would have been privileged to establish it. It seems that you have lost the faith and are seeking only the things that money will buy—I am not seeking a prize but wanted you to know how the public feels about your advertising your business and giving in the name of the Lord, just for your own vanity.

NOT A CENT DOWN & NOT A CENT TO PAY UNTIL SEPTEMBER

B. S. Thompson & Co.

FORMERLY KNOWN AS

Columbus Motor Co. - Furniture Store