

# BRUCE BARTON

...writes of "THE MASTER EXECUTIVE"

Supplying a week-to-week inspiration for the heavy-burdened who will find every human trial paralleled in the experiences of "The Man Nobody Knows."

## POWER IN WORDS

If you were given the task of advertising to the world that God cares enormously for one human life—no matter how wayward and wrong the life may be—how would you phrase a message more memorable than the parable of the lost sheep? How simple; how sincere; how splendidly crisp and direct Jesus told it. Benjamin Franklin in his autobiography — that first



great American "success story" — tells the process through which he went in acquiring an effective style. He would read a passage from some great master of English, then lay the book aside and attempt to reproduce the thoughts in his own words. Comparing his version with the original, he discovered wherein he had obscured the thought, or wasted words, or failed in driving straight to the point. Every advertising man ought to study the parables of Jesus in the same fashion, schooling himself in their language and learning the four big elements of their power.

First of all they are marvelously condensed, as all good advertising must be. Charles A. Dana, once issued an assignment to a new reporter on the New York Sun, directing him to confine his article to a column. The reporter protested that the story was too big to be compressed into so small a space.

"Get a copy of the Bible and read the first chapter of Genesis," said Dana. "You'll be surprised to find that the whole story of the creation of the world can be told in 600 words."

Two men spoke on the battleground of Gettysburg sixty years ago. The first delivered an oration of more than two hours in length; not one person in ten who reads this page can even recall his name. The second speaker uttered two hundred and fifty words, and those words, Lincoln's Gettysburg Address, are part of the mental endowment of almost every American.

Many noble prayers have been sent up to the Throne of Grace—long impressive utterances. The prayer which Jesus taught his disciples consists of sixty-eight words and can be written on the back of a post-card. Many poems and essays have been penned by writers who hoped they were making a permanent place for themselves in literature; but the greatest poem ever written consists of one hundred and eighty-eight words. It is the Twenty-Third Psalm.

666

LIQUID - TABLETS - SALVE  
666 Liquid or Tablets used internally and 666 Salve externally, make a complete and effective treatment for Colds.

Most Speedy Remedies Known

LAND SURVEYING  
Rural and Urban - Work Guaranteed  
JACOB C. SHEARIN  
R. F. D. 1 Roanoke Rapids

## Mitchell Leaving Court



Charles L. Mitchell, former chairman of the National City Bank of New York, photographed as he was leaving court during the last days of his trial. He was charged with fraudulent actions to evade payment of more than \$850,000 in income taxes.

## County Receives First Installment Check For Relief

Raleigh, June 7.—Halifax county receives this week the first of four installments of \$3,500.00 allotted to the county for June relief. The Governor's office of Relief sending the checks out June 6, to be followed by the three other installments as the month passes.

North Carolina will have \$651,300 available for June, about 13 percent less than was requested from the Reconstruction Finance Corporation, and about 20 percent less than the \$866,000 received for May.

"Reports from all sections of the State indicate a considerable improvement in employment," the report said. The lesser amount available is expected to be sufficient to take care of the more pressing needs, especially in view of the general reports of improvement in employment.

Mayor O'Brien, of New York, never goes to a barber shop. He has the barber come to his office.

As far as can be learned, only one New York cigar store can boast of a wooden Indian.

## Muscle Shoals Boss



Arthur E. Morgan, president of Antioch College in Ohio, is the man selected by President Roosevelt as chairman of the Tennessee Valley Development project. Mr. Morgan first gained national attention in flood control work in North Carolina, Mississippi, Louisiana, Arkansas and Ohio. He gave up engineering to head Antioch College in 1920.

New Yorkers throw away every year 70,000 tons of newspapers.

Almost over night felt hats will disappear in New York and straws take their place.

## Prominent Jurists Will Speak At Bar Convention In July

Clarence E. Martin, president of the American Bar Association, of Martinsburg, W. Va., and Gilmer Korner, former member of the Federal Board of Tax Appeals, Washington, will address the annual convention of the North Carolina Bar Association, to be held at Wrightsville Beach July 6-8. Harriett Newman, New Hanover representative, will welcome them and D. E. Hudgins, Greensboro, will respond. Ray Farris, Charlotte, will speak for young lawyers. President Kemp D. Battle, Rocky Mount, will preside.

The Saturday morning session will overlap the meeting of the Young Democrats and many young lawyer Democrats will doubtless plan to attend both conventions and spend the week-end on the beach.

## HOME FOR VACATION

The following girls who have been attending college are home for the summer: Misses Essie Watkins, Margaret Dunning, Virginia Bell Vincent, Maria Long, Rosa Heath Long, Betty Gray Long, Priscilla Mullen, Virginia Ogletree, Lillian Bell Jenkins, Josie Chase and Mary Patterson.

Henry Ford  
Dearborn, Mich.

May 29, 1933

## WOMEN'S CONTRIBUTION TO THE MOTOR CAR

There is some doubt that people care to hear very much about what goes on under the hoods of their cars.

The driver knows that "driving qualities" are not accidental; they are put there. How the manufacturer creates or evolves those results may not interest him. He judges entirely by the results he gets in driving.

Well, it is not essential to talk "shop"; let us talk Results.

**Smoothness.** Drive the Ford V-8 and you will find that the engine runs with surpassing smoothness, due to its design and the extra precise methods of its manufacture.

**Power.** There it is, 75 horsepower (we could say 80) at the drive-shaft for the driver's use. With less weight to pull around, the mettle of this car—its life-like response—is rather remarkable.

**Economy.** Our V-8 develops more power on a gallon of gasoline than any car we have made. Mileage is partly a matter of individual driving, but under average conditions the Ford V-8 does 17 to 20 miles a gallon. Of course, car economy is not only a matter of fuel. Ford V-8 has that too, but it is also economical in the complete sense—initial cost, operation, maintenance.

**Appearance.** This is woman's contribution. The motor car must not only be useful, but also good-looking. View the Ford V-8 and you will not need our comment on its fine appearance.

**Comfort.** This also is woman's concern. In 30 years she changed the motor car from a wagon to a coach. Comfort is a quality made up of numerous ingredients. There is no comfort without a quiet, smooth-running engine. We have all the other ingredients too,—color, good taste, quality, ease, safety, roominess and convenience.

Henry Ford