o . . the first line of which reads, "The Holy Bible" and which con tains Four Great Treasures

A MISUNDERSTOOD BOOK in the Bible, the book of Revelation. It is a much abused book. The first thing necessary is to for-

get most that you have read about it. It is not a program of coming events. It has in it nothing about the next presidential election in the United States. Its chief character is Nero., Indeed, the book is so simple it is hard to make readers believe its true explanation.



Remember, first, that in the interval between the Old and the New Testaments apocalyptic literature became enor mously popular. There was a flood of books with dragons and grotesque animals representing peoples or nations or events. The Jewish imagivery late book of the Maccabaean ment. period, and much more dramaticalflorid material.

letters of encouragement to the (Next Week: Ten Great Men)

churches in Asia Minor. The let-THERE remains the last book ters are in the opening chapters of Revelation. But John wanted to say something else and to say it in a way that would not get the people who had the letter in their possession into trouble. So he adopted the popular cryptic form which makes up the balance of the book. It should be studied through an opera-glass and not a microscope. There is no use asking what is the meaning of every hair on the tail of each fantastic beast. But the three ideas are plain as a pike staff. Those ideas

First: Do not be afraid of the persecutions that originate in Jerusalem. That city will soon be in trouble with Rome and not able to persecute Christians.

Second: Do not be afraid of the emperor of the mighty city on the seven hills that now is ruling the world; that city has trouble of its own coming, and it is not far off.

Third: Hold to your faith, for it will survive. Jesus Christ is greatnation revealed in this style, which er than Nero, and His religion will is illustrated in a part of Daniel, a last longer than the Roman govern-

How amazingly his great dream ly in Revelation. At one time it came true! The Roman Empire fell, seemed that all other literature in and the one power that could the Christian church might be avail to save it, not from the drowned out by the flood of this pagans but to the future through the pagans, was not the political Just after Paul and Peter were or judicial power of Rome or the killed, John, the apostle, was ban- culture of Athens. That which ished to the island of Patmos. He saved civilization when Jerusalem was not yet the aged apostle of was destroyed and Rome sacked love; he was a hot-headed "son by the vandals was nothing more of thunder" and he wanted to write or less than the Church of Christ.

> is one of the few great industrialists who doesn't have to consult a board of directors or consider the desire of stockholders for dividends before going ahead with his own original ideas. HOUSING for workers I am interested in the project,

which several of the big steel companies and mining companies have under joint consideration, for the building of several thousand "com-There is one individual in the wood construction, to replace the United States whose net income, on dingy and dilapidated hovels in

of the landscape was the row up-What I am really concerned on row of dingy wooden "company

clear the site for a great reser-These Government figures that voir. I hope the new "company

In the financial world of New FORDLANDIA . . . and rubber York, however, a good many peo-Who says the days of adventure ple know something of the money have passed? I can't imagine any power and wide influence of these more interesting adventure than thrifty people. I knew one of their that of the American explorers and financial leaders, the late John W. engineers who have been clearing Young, who married Lilian Nordica, the world over. Get then trees and the jungle in the upper Amazon world-famous singer, and was the druggist. country to build the new colony of head of a big trust company. The "Fordlandia." Millions of acres are biggest financiers in New York being planted to rubber trees, to and London valued Mr. Young's insure a permanent supply for advice. He looked after the in-

for folks is being converted into I look for a revival of the sound something resembling an earthly common-sense influence of the paradise, to hear returning travel- Mormons in financial affairs, since Marriner Eccles, who was a Mor-Once more I take occasion to mon missionary in his youth, has applaud the far-seeing vision and become Governor of the Federal





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Pepper Sauce, 10c size......5c TOMATOES (red-ripe, hard pack)6e PORK & BEANS5c Van Camps Hominy (it's good) 5c TOMATO JUICE6c Kraut Juice No. 3 cans.....8c TOMATO SOUP6c TRIPE, 2-lb. cans......18c Sausage, Armour's, 2-lb. can 19c Cooked Pork-brains with gravy14c Large Tablet & Pencil5c White Sterilized Soft Tissue, 10c size.....5c Stick-on Soles with heel taps, 25c kind10c & Puddings) 10c size6c Tetley's Orange Peko Tea, 10c size.....5c PICKLES, 10c size.....5c PIMIENTOS, 10c size.....5c RAISINS, large box for5c MAYONNAISE (Brookfield) 5c Pt. Bottle Lemon or Vanilla. .9c Van Camps' Vegetable Soup .. 6c -And Many Other Bargains.

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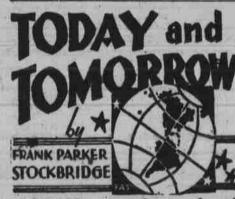
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which he paid taxes for 1933, was which many workers now live. above five million dollars. I don't They are talking of spending know his name; the Federal In- \$150,000,000 to start with. That will come Tax Bureau didn't give it out build a lot of \$3,000 houses, which with the figures it published the can be sold to the workers on other day. And, personally, I don't payments of about \$21 a month, care who he is nor envy him his and will go a long way toward ly fit the hips and flare gracefully millions. It seems likely to me making life more comfortable in that he is one of the very rich men the steel and mining communities. who spend most of their incomes In a little New England cottonon efforts to help make the world mill town where I lived when I a better place to live in. There was a boy the most dismal feature are a good many such.

about is not that there were 46 houses," all just alike, and as unpersons with incomes of more than attractive as one could imagine. \$11,000,000 in that year, but that the But mill-hands who earn \$9 or \$10 number of individuals reporting a week could rent these houses for taxable incomes of less than \$25,000 \$5 a month and couldn't afford dropped off materially. The folk anything better. hardest hit by the depression have Those houses stood for more not been the very rich nor the than 100 years, and were torn very poor, but the in-between mid- down only a few years ago to

dle class and wage earners. show total taxable incomes of about houses" will last as long and be 11 billion dollars in one year, from more comfortable and better-looking. one thousand to five millions for MORMONS and wealth each of nearly four million income New York newspapers found extaxpayers, make a lot of the talk citing news in the fact that the about "redistribution of wealth" Church of Jesus Christ of Lattersound silly. If all of those in- Day Saints, which most folk call comes were equally divided among the Mormon church, is setting up the entire population of the United a missionary unit in New York States it would amount to only City. There is no great novelty \$80 a year per person. And it in that. The Mormon church sends wouldn't be long before wealth missionaries all over the world, but would again be concentrated in the doesn't talk much about its achands of those who know how to tivities in public. accumulate and use it.

American motor-car builders, and a vestments of this wealthiest of all huge area that was uninhabitable American religious organizations. lers tell about it.

the enterprise of Henry Ford. He Reserve Board.