

"THE MAN NOBODY KNOWS"

By BRUCE BARTON

New And Inspiring Picture Of Jesus.

INSTALLMENT XXV

His Advertisements

He was, as we say, "many sided." And every man sees the side of his nature which appeals most to himself.

The doctor thinks of the great physician whose touch never failed, who by some mystery preceded modern science in its still imperfect knowledge of the relation of the spirit to health. The preacher studies the Sermon on the Mount and marvels that truths so profound should be expressed in words so clear and simple. The legislator remembers only that he denounced the rich; and the communist that his disciples carried a common purse. Lawyers have written in praise of his pleading at his trial; and the literary critics of every age have cheerfully acknowledged his mastery.

I am not a doctor, or lawyer or critic, but an advertising man. As a profession advertising is young; as a force it is as old as the world. The first four words ever uttered, "Let there be light," constitute its character. All Nature is vibrant with its impulse. The brilliant plumage of the bird is color advertising addressed to the emotions of its mate. Plants deck themselves with blossoms, not for beauty only, but to attract the patronage of the bee and so by spreading pollen on its wings, to insure the perpetuation of their kind.

The spacious firmament on high And all the blue ethereal sky, And spangled Heavens a shining frame, Their great Original proclaim. It has been remarked that "no astronomer can be an atheist," which is only another way of saying that no man can look up at the first and greatest electric sign—the evening stars—and refuse to believe its message: "There is a Cause; A God." I propose in this chapter to speak of the advertisements of Jesus which have survived for twenty centuries and are still the most potent influences in the world.

Let us begin by asking why he was so successful in mastering public attention and why, in contrast, his churches are less so? The answer is two-fold. In the first place he recognized the basic principle that all good advertising is news. He was never trite or commonplace and had no routine. If there had been newspapers in those days, no city editor could have said, "No need to visit him today; he will be doing just what he did last Sunday." Reporters would have followed him every single hour, for it was impossible to predict what he would say or do; every action and word were news.

Take one single day as an example. The four gospel narratives are not chronological. They are personal records written after his death, not diaries in which entries were made every night. Thus we can not say of most of the incidents: "This happened on such and such a day." The four stories repeat and conflict and overlap in one place, however—the ninth chapter of Matthew—we have a detailed account of a single day's work. One of the events was the calling of Matthew himself to discipleship; hence we have every reason to suppose that the writer's memory of this particular day must have been more than usually reliable. Let us look at the twenty-hour schedule; see how it relates with front-page news.

The activity begins at sunrise. Jesus was an early riser; he knew the simplest way to live more than an average life is to add an hour to the fresh end of the day. In waking, therefore, we discover the boat pushing out from the shore of the lake. It makes its way across and deposits Jesus and his disciples in Capernaum, his favorite city. He preaches at once to the house of a man, but not without being disturbed. The report spreads in the town that he is in town, and before he can finish a breakfast he has collected outside the town a poor palsied chap among whom his work is at hand.

Having slept soundly in the open air, he meets the call with quietness. The smile that carried him into even the most hopeless heart spreads over his face as he stoops down toward the palsied man. "Son of good cheer, my son," he says, "your sins are all forgiven." "Forgiveness! Indeed. The respectable members of the audience look back with sharp disapproval at a blasphemous phrase," they say. "Who authorized him to forgive the functions of God? He has no right to decide whose sins shall be forgiven?"

He would rather than heard of such a thing. He never courted publicity but he never dodged it; and at last the fame arose out of the reports of his verbal vic-

tories. Men have been elected to office—even such high office as the Presidency—by being good-natured that they never made an enemy. But the leaders who are remembered are those who had plenty of critics and dealt with them vigorously.

"What's the objection?" he exclaimed, turning on the dissenters. "Why do you stand there and criticize? Is it easier to say, 'Thy sins are forgiven thee,' or to say, 'Arise, take up thy bed and walk?' The results are the same." Bending over the sick man again he said: "Arise, take up thy bed and go into thine house."

The man stirred and was amazed to find that his muscles responded. Slowly, doubtfully he struggled to his feet, and with one great shout of happiness started off, surrounded by his jubilant friends. The critics had received their answer, but they refused to give up. For an hour or more they persisted in angry argument, until the meeting ended in a tumult.

Can you imagine the next day's issue of the *Cape Fear News*, if there had been one?

PAISIED MAN HEALED

Jesus of Nazareth Claims Right To Forgive Sins
Prominent Scribes Object
"Blasphemous," says leading citizen.

"But anyway I can walk," healed man retorts.

Front page story number one and the day is still young.

INSTALLMENT XXVI

An Urgent Call

One of those who had been attracted by the excitement on the morning of this day was a tax-collector named Matthew. Being a man of business he could not stay through the excitement, but slipped away early and was hard at work when Jesus passed by a few minutes before noon.

PROMINENT TAX COLLECTOR JOINS NAZARETH FORCES

Matthew Abandons Business to Promote New Cult
Gives Large Luncheon

Front page story number two. The luncheon itself furnished the third sensation. It was not at all the kind of affair with a religious teacher would be expected to approve. Decidedly it was good-natured and noisy.

No theological test was applied in limiting the invitation. No one stood at the entrance to demand: "What is your belief regarding the birth of Jesus?" Or, "Have you or have you not been baptized?" The doors were flung wide, and, along with the disciples and the respectable folks, a swarm of publicans and sinners trooped in.

"Outrageous!" grumbled the worthy folk. "Surely if this teacher had any moral standards he never would eat with such rabble." They were shocked; but he was not. That he had condemned himself according to their formula worried him not a whit. His liking for folks overran all social boundaries; he just could not seem to remember that some people are nice people, proper people, and some are not.

"Come, come," he exclaimed to the Pharisees, "won't you ever get over nagging at me because I eat with these outsiders? Who needs the doctor most—those that are well or they that are sick?"

"And here's another thing to think about," he added. "You lay so much stress on forms and creeds and occasions—do you suppose God cares about all that? What do you think he meant when he said: 'I will have mercy and not sacrifice?' Take that home and puzzle over it."

DEFENDS PUBLICANS AND SINNERS

Jesus of Nazareth Welcomes Them At Lunch

Rebukes Prominent Pharisees
"Creeds unimportant," he says. "God wants mercy, not sacrifice." A fourth big story. You may be sure it was carried into hundreds of homes during the next few weeks, and formed the basis for many a long evening's discussion.

As the meal drew to its close there came a dramatic interruption—a ruler of the city made his way slowly to the head of the table and stood silent, bowed by the terrible weight of his grief. That morning he had sat at his daughter's bedside, clasping her frail white hand in his, watching the flutter of the pulse, trying by the force of his longing to hold that little life back from the precipice. And at last the doctors had told him that it was useless any more

to hope. So he had come, this ruler, to the strange young man whose deeds of healing were the sensation of the day.

Was it too late? The ruler had thought so when he entered the door; but as he stood in that splendid presence a new thrilling conviction gripped him:

"Master, my daughter is even now dead," he exclaimed, "but come and lay your hand on her and she will live."

Jesus rose from his seat, drawn by that splendid outburst of faith and without hesitation or questioning he started for the door. All his life he seemed to feel that there was no limit at all to what he could do, if only those who beseeched him believed enough. Grasping the ruler's arm he led the way up the street, his disciples and the motley crowd hurrying along behind.

They had several blocks to travel, and before their journey was completed another interruption occurred.

A woman who had been sick for twelve years edged through the crowd, eluded the sharp eyes of the disciples and touched the hem of his garment. "For she said within herself, 'If I may touch his garment, I shall be whole.'" What an idea. What a personality! His must have been to provoke such ideas. "My daughter is dead, but lay your hands on her and she will live."—"I've been sick for twelve years; the doctors can do nothing, but if I only touch his coat I'll be all right." How can the artists possibly have imagined that a sad-faced weeping could ever inspire such amazing ideas as these!

The woman won her victory. By that touch, by his smile, by the few words he spoke, her faith rose triumphant over disease. She "was made whole from that hour." (To be continued.)

(Copyright 1925 by Bruce Barton)

QUITS KISSING WIFE AND CURES HAY FEVER

Austin, Texas.—A Texan has cured his hay fever by stopping his long practice of kissing his wife several times a day. The cure was reported by a prominent Houston physician in response to a letter sent out to more than 100 physicians by J. M. Curto, state entomologist, who asked for information as to prevalence and cause of hay fever.

The Houston physician said his patient had been a long sufferer from hay fever and that he believed the man's malady was caused by a peculiar brand of face powder his wife used.



"It is not nearly so important for one to get there first as it is to be able to stay there after having arrived."

In the practice of our profession the fundamentals of dignity, courtesy and experience are of paramount importance.

PALMER'S
Funeral Home
AMBULANCE SERVICE
PHONE 61—DAY OR NIGHT.

Poultry Wanted!

- PRICES AS FOLLOWS:—
- Hens .. 22c lb.
 - Fryers 22 and 25c lb.
 - Cocks 10c lb.
 - Turkeys 27c

IDEAL ICE & FUEL COMPANY

West Graham Street, Shelby, N. C.



CHRISTMAS GREETING CARDS

PLACE YOUR ORDER NOW
Beautiful Line of Individual Cards. Made To Order With Your Name Engraved. Envelopes to Match.
PHONE THE STAR OFFICE, NO. 11, AND A REPRESENTATIVE WILL CALL AND SHOW YOU SAMPLES
STAR PUBLISHING COMPANY

SCHEDULES

Inter-Carolina Motor Bus Company

Shelby to Charlotte—7, 9, 11, 1, 3, 5, 7:30—Charlotte to Shelby—8, 10, 12, 2, 4, 6.
Kings Mountain to Charlotte—7:30, 9:30, 11:30, 1:30, 3:30, 5:30, 8:30. Direct connection made in Kings Mountain for Spartanburg and Greenville in the morning—One hour lay-over in the afternoons.
Bessemer City to Charlotte—7:45, 11:45, 1:45, 3:45, 5:45, 8:45.

Gastonia to Charlotte, leaves every hour on the hour, from 7 a. m. to 8 p. m. Connection made there for Rock Hill, S. C.; Spartanburg, Greenville, Cramerton, Lincolnton and Cherryville, York and Clover S. C.

Gastonia to Shelby—On the odd hours, making connections for Rutherfordton, Hendersonville, Asheville and Statesville.
Gastonia to Cherryville—8:30, 12:10, 4:10, 8:10.
Cherryville to Gastonia—7:15, 10, 2, 6 p. m.

Charlotte to Rock Hill—8, 10:30, 4:15.
Bus leaves Spartanburg 6:15 p. m. Connection at Kings Mountain, Charlotte.

Telephones:
Charlotte 2671; Gastonia 1051; Shelby 450; Shelby to Rutherfordton—8 a. m. and 1 p. m. Rutherfordton to Shelby—9:30 a. m. and 3:15 p. m.
Shelby to Asheville—10:00 a. m., 12, 2, 4, 6, p. m. Asheville to Shelby—8, 9 and 11 a. m. and 3, 4 p. m.
Shelby—7:20 a. m.; 10:00 a. m.; 1 p. m.; 4:30 p. m.
Lincolnton—8:30 a. m.; 11 a. m.; 3:00 p. m.; 6:30 p. m.
Schedules Subject to Change.

BEWARE!

OF BOGUS BALLOTS IN Tuesday's Election



Vote For L. Spurgeon Spurling A Native of Cleveland County For District Solicitor.

Democrats, rally to the cause and to the colors. Certain Republicans have had printed and circulated bogus ballots purporting to be Democratic ballots with the name of Hon. L. Spurgeon Spurling left off, the purpose being to cause you to overlook this important office. All of the other counties in the district are Republican or closely divided politically and the Republicans hope to cut Spurling's majority in his home county which is overwhelmingly Democratic and thereby sneak in a Republican Solicitor.

Mr. Spurling is a native of Cleveland, a brilliant and able young man. It is up to Cleveland Democracy to give him a big majority in order to offset the Republican vote in other counties. Watch your ballot. See that it is an official ballot which you can obtain only from the election officials at the polling places on election day.

See that your ticket is headed L. Spurgeon Spurling for 16th District Solicitor. These and these only are official Democratic ballots.

O. M. MULL,
Chairman Democratic Executive Committee, Cleveland County.