

"THE MAN NOBODY KNOWS"

By BRUCE BARTON

New And Inspiring Picture Of Jesus.

INSTALLMENT XXVII

Advertised By Service

Again he moved forward, the crowd pressing hard. The ruler's residence was now in plain sight.

"Give peace," he cried with a commanding gesture. "The maid is not dead, but sleeping."

They laughed him to scorn. Brushing them aside he strode into the house and took the little girl by the hand.

Front page stories five and six. A woman sick twelve years, and healed! A child whom the doctors had abandoned for dead, sits up and smiles!

He was advertised by his service, not by his sermons; this is the second noteworthy fact. Nowhere in the Gospels do you find it announced that:

Jesus, of Nazareth Will Denounce The Scribes and Pharisees in the Central Synagogue Tonight at Eight O'clock Special Music.

His preaching was almost incidental. On only one occasion did he deliver a long discourse, and that was probably interrupted often by questions and debates.

The church, which covets advertising and receives little, is much more fruitful in such good works than the man on the street suspects. Most of our colleges were founded under its inspiration.

The door-bell rings at breakfast time; it rings at dinner-time; it rings late at night—and every ring means that some one has come to cast his burden upon the parsonage.

A man comes blinded by his greed or hatred or fear—he opens his heart to the pastor, and goes away having received his sight. A parent whose child is dead in selfishness, comes leading the child by the hand.

These are Jesus' works, done in his name. If he were to live in these modern days, he would find a way to make them known—to be advertised by his service, not merely by his sermons.

One thing is certain: he would not neglect the market-places. Few of his sermons were delivered in synagogues. For the part he was in the crowded Temple Court, the city centers where goods were bought and sold.

It means that we ought to do more "preaching" one of them exclaimed. Street preaching is not all that Jesus did. The places in which he worked were small and leisurely; the market-places were a gathering place where he came at some time—market-places for all merchandise and for ideas.

Five of the Virgins were wise, and five were foolish. They that were foolish took their lamps, and took no oil with them.

for years at Fifth Avenue and Thirtieth Street, and only one in a hundred thousand people would ever know that he lived.

No; the present day market-places is the newspaper and the magazine. Printed columns are the modern thoroughfares; published advertisements are the cross-roads where the sellers and the buyers meet.

Afterward came also the other Virgins, saying, "Lord, Lord, open to me!" But he answered and said, "Verily, I say unto you, I know you not."

Watch, therefore, for ye know neither the day nor the hour wherein the Son of man cometh. Illustrate that with a drawing by a distinguished artist; set it up according to the best typographic art in a magazine with a hundred other pages—will it not attract attention?

He would be a national advertiser today. I am sure, as he was the great advertiser of his own day. To the minds of these who hurry through the bustling ages, he too would send his call.

What shall it profit a man if he shall gain the whole world and lose his soul; or what shall a man give in exchange for his soul? This would be his challenge in every newspaper and magazine; and with it would be coupled an invitation to share in the joyous enterprise of his work.

A very successful publisher has a rule that no photograph shall ever be printed in his newspapers unless it contains human beings. You and I are interested most of all in ourselves; next to that we are interested in other people.

What do they look like? How old are they? What have they done and said? With unerring instinct Jesus recognized, and used this trait in human nature. One of the most revealing of all verses to those who would understand the secret of his power is this: "All these things Jesus spake unto the multitudes in parables; and without a parable spake he not unto them."

A parable is a story. He told them stories, stories about people, and let the stories carry his message. He might have adopted very different methods—many teachers and would-be leaders do. He might have dealt in generalities, saying:

"When you are going about your business, be as kind as you can. Be thoughtful of the other travelers on the highways of life. Take time to look for those who have fared less fortunately; lend them a helping hand whenever you can."

I say he might have uttered such generalities. But if he had done you suppose that they would ever have been remembered? Would the disciples have recorded them? Would our ages ever have heard his name? He was far wiser in the laws and habits of the human mind.

Instead of the commonplace phrases written above, he painted this striking picture: A certain man went down from Jerusalem to Jericho and fell among thieves.

There's your illustration and your head-line! If you had lived near Jerusalem or Jericho; if you often had occasion to use that road, wouldn't you want to know what happened to that unfortunate traveler? "They stripped off his garment," the parable continues, "and wounded him, and departed, leaving him half dead."

But he crossed over carefully and passed by on the other side. A certain respectable Levite also appeared. "His own fault," he sniffed, "ought to be more careful." And he too passed by. Then a third traveler drew near, and stopped—and the whole world knows what happened—Generalities would have been forgotten. But the story that had its roots in everyday human experience and need, lives and will live forever.

It condenses the philosophy of Christianity into a half dozen unforgettable paragraphs. The parable of the Good Samaritan is the greatest advertisement of all time.

Take any one of the parables, no matter which—you will find that it exemplifies all the principles in which advertising text books are written. Always a picture in the very first sentence; crisp, graphic language and a message so clear that even the dullest can not escape it.

Ten Virgins Went Forth to Meet A Bridegroom A striking picture and a striking head-line. The story which follows has not a single wasted word.

Five of the Virgins were wise, and five were foolish. They that were foolish took their lamps, and took no oil with them.

But the wise took oil in their vessels with their lamps. While the bridegroom tarried, they all slumbered and slept. And at midnight there was a cry made, Behold the bridegroom cometh; go ye out to meet him.

Then all those Virgins awoke, and trimmed their lamps. And the foolish said unto the wise, "Give us of your oil for our lamps have gone out!" But the wise answered, saying, "Not so; lest there be not enough for us and you; but go ye rather to them that sell, and buy for yourselves."

And while they went to buy, the bridegroom came; and they that were ready went in with him to the marriage; and the door was shut. Afterward came also the other Virgins, saying, "Lord, Lord, open to me!" But he answered and said, "Verily, I say unto you, I know you not."

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WACO MENTION OF WEEK-END

Enjoyable Hallowe'en Affair—Timely Talk On Sunday School Equipment.

(Special to The Star) Waco, Nov. 2.—The entertainment under direction of Waco high school faculty was carried out in detail Friday night when Hallowe'en spirits was featured in high success.

The last number of the program was a dance by Little Miss Bobbie and Master J. C. Limerick, costumed as Pierrot and Pierrette dancing. The Valentine depicting the audience with their fairy like grace in dancing. Being accompanied by Miss Helen Harrison, music director of Waco high school.

The Woman's club assisted with a candy and cake booth adding much to the proceeds which go to benefit of high school. Bingo was played and the real Hallowe'en spirit was manifested.

Mr. A. V. Washburn filled the pulpit Sunday and proved an able lecturer in behalf of Baptist people in the Southland and in North Carolina to arouse in regard to better Sunday schools and better equipped church buildings, thereby doing greater things for God's glory. He and Mrs. Washburn began the training classes Sunday night and will continue through this week. Everybody invited.

The many friends of Mrs. Nida Miller regret to learn of her continued illness but a speedy recovery is hoped for. Mr. and Mrs. M. M. Hoyle, of Lincolnton, were guests of relatives here Sunday.

Mrs. Sam Southard and handsome young son, Sam, Jr., have returned to Florida to join Mr. Southard after spending the summer here. Mr. Victor Ford, of Charlotte, is spending the week-end with his parents, Mr. and Mrs. J. L. Ford.

Mrs. Zeb Cline delightfully entertained a number of guests from Waco and others including the school faculty, Saturday night with a Hallowe'en party. Games were played and delicious refreshments were served by Mrs. Cline assisted by her attractive daughters, Miss Clayton Cline, Messrs. Nelson and Marvin Hoyle Putnam spent week-end with Messrs. Edwin and Lamar Cline.

Mrs. A. F. Whitworth was a Shobly visitor Saturday. Miss Nida Elliott the attractive daughter of Mr. and Mrs. Hoyle Elliott is spending the week-end with her parents.

Mr. and Mrs. Mert Dover, of Shelby, visited relatives here Sunday. Miss Madge DePriest one of Waco's efficient teachers spent the week-end with her parents in Shelby.

Miss Helen Harrison, teacher of music in Waco high school attended the wedding of her brother in Lexington Saturday, returning Sunday. Mrs. Maymie Erwin and son, Mr. Charles Erwin, of Forest City, were guests of relatives here Sunday.

No Speeches En Route. Washington, D. C.—President Coolidge has let it be known that he will not talk while en route to Kansas City for a speech on Armistice Day, although he has been especially urged by St. Louis to make an address there.

Why? asked Smith. Narrow fur bindings are very good on some of the dresses designed to wear with odd wraps.

Arkansas Lady Says She Has Never Found a Better Laxative Than Theford's Black-Draught.

Mineral Springs, Ark.—"We use Black-Draught in our family of six children," says Mrs. C. E. Nutt, of this place, "and we find it a good bowel regulator. I give it to my children for colds and constipation, or any other stomach disorders, and it certainly is very helpful. I have never known it to fail them. Where there are so many children, it is a good idea to keep a laxative on hand, and Black-Draught is what we use."

"I have taken it myself for indigestion. I would feel dizzy, have gas and sour stomach. I would also feel a tightness in my chest. I took a good dose of Theford's Black-Draught when I felt that way and it would relieve me. I would feel better for days." "My husband takes Black-Draught for biliousness. He says he has never found its equal. When he has the tired, heavy feeling, he takes Black-Draught night and morning for a few days and he doesn't complain any more. I sure do recommend Black-Draught." Get a package of Black-Draught, today. Costs only one cent a dose. NC-175

SALE OF PROPERTY FOR UNPAID TAXES Default having been made in the 33, I will sell at public auction to the highest bidder for cash on payment of taxes for the years 1924 and 1925 in the town of Shelby and in special school districts No. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100.

1924 City Taxes Sanitary Market 51.57 (J.C. Crocker, owner) Colored Vance Jolly, bal. 6.72 1925 Taxes R. L. Alran \$ 9.25 J. D. Burnett 36.25 Dr. J. F. Beam, bal. 31.88 G. W. Bivens 7.39 Mrs. Bertha Bumgardner 9.15 Marvin Caus 17.00 O. O. Champion 18.75 Ambrose Costner 5.31 Davis Curtis 14.19 Mrs. H. B. Ellis 31.88 O. J. Fortenberry 7.9 J. F. Green 1.06 R. N. Grayson 24.56 Robt. Grant 6.18 E. G. Graham 28.75 Herman Hays 6.60 Wm. Heafner 3.15 W. J. Howell 4.40 A. J. Johnson 26.25 W. J. Jones 51.38 Frank Ledbetter 14.31 L. V. Lee 18.13 Elias C. Lee 9.04 O. C. Lewis 45.75 J. G. Navey, bal 7.74 R. L. Mode 56.06 Otto McDaniel 10.13 W. D. McRae 32.56 B. F. McSwain 17.63 W. N. McSwain 2.64 C. C. McSwain 4.06 Lester Parks 34.81 W. D. Pool 5.28 W. H. Putnam 15.00 J. W. Roberts 63.06 Jno. B. Shubert 9.50 W. B. Smith 11.75 Charlie Spake 30.13 Wm. G. Spake 37.06 T. C. Tate 26.69 D. F. Willis 19.44 J. B. Wilson 30.88 F. N. Wood 19.29 Colored Walter Abrams 16.25 Clem Allison 4.06 Geo. Blanton, bal. 8.44 T. S. Burchett 4.00 John Brown 9.90 Will Eaker 12.21 Wm. Ellis, bal. 8.00 Lena Ellis, bal. 2.50 Janie Fronberger 14.63 Laurence Gaston 8.88 Sam Grigg Estate 2.13 John Hoskins, bal. 20.63 Sam Hunter, bal. 1.63 Vance Jolly 27.04 Ellen Levis, bal. 4.00 John London 12.09 Frank London 18.75 W. W. London 2.25 A. D. Lord 7.44 W. W. Price 11.88 Neff Ramsaur 10.25 Coleman Robinson 10.75 Rebe Roberts 1.50 John Rodgers 12.31 James Wallace 13.69 J. S. Wilson 10.13 Geo. Green 17.63

33rd School District Tax F. G. Ellis 12.34 Geo. W. Griffin 15 Jarvis Hamrick 43 Jno. Hays 39 Walt Latham .02 Mrs. S. C. Magness 16.38 C. A. Morrison 8.40 W. H. McSwain 18.20 Bert McSwain .65 Marion Russ 1.13 Mrs. E. C. White 22.73 T. Spake 2.06 Will Putnam 81.93 O. M. SUTTLE, City Tax Col.

CHILDREN'S ILLS Arkansas Lady Says She Has Never Found a Better Laxative Than Theford's Black-Draught.

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Theford's BLACK-DRAUGHT Purely Vegetable

Buy Your Suit And Overcoat Here And Save Money NEW SUITS, NEW OVERCOATS, AT REAL SAVINGS TO YOU. TAILORED BY SCHLOSS BROS., SAMUELS AND OTHER STANDARD TAILORS. \$15.00 ... SUIT OR OVERCOAT ... \$12.00 \$18.00 ... SUIT OR OVERCOAT ... \$14.40 \$20.00 ... SUIT OR OVERCOAT ... \$16.00 \$22.50 ... SUIT OR OVERCOAT ... \$18.00 \$25.00 ... SUIT OR OVERCOAT ... \$20.00 \$27.50 ... SUIT OR OVERCOAT ... \$22.00 \$30.00 ... SUIT OR OVERCOAT ... \$24.00 \$35.00 ... SUIT OR OVERCOAT ... \$28.00 Nix & Lattimore CLOTHIERS, HATTERS and FURNISHERS



Blanton-Wright Clothing Co. IF YOU WANT THE VERY LATEST IN MEN AND YOUNG MEN'S CLOTHING WE HAVE IT. We receive each week the latest thing in Young Men's Clothing and can give you styles and colors to please any man. If you want to be dressed correctly buy your clothing from us—and save at our moderate prices. Priced at ... \$17.50, \$25.00, \$32.50 and \$39.50 Some With 2 Pairs Pants. — MEN'S SHOES AND OXFORDS — Big shipment of new fall and winter Shoes and Oxfords for the young chap is here. All lasts and leathers—\$5.00, \$6.00, \$6.50 and \$9.50 — WINTER UNDERWEAR — These cold days call for winter underwear. We have the well known Wilson Bros. Union Suits, medium and heavy weight and a garment that assures a perfect fit. PRICED AT ... \$1.50, \$2.00 and \$2.50 — SWEATERS AND LUMBERJACKS — Sweaters and Lumberjacks made in a big range of patterns. Light and heavy weight. — \$4.95, \$5.95, \$6.50 and \$8.50 — Blanton-Wright Clothing Co. — SHELBY'S BEST MEN'S STORE —