

BRUCE BARTON

Writer of "THE MASTER EXECUTIVE"

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 could 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 observed 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 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 a 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 that 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.

WEAKNESS OF GENERALITIES

"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 Jesus might have uttered such generalities. But if He had, do you suppose that they would ever have been remembered? Would our age 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 very road, wouldn't you want to know what happened to that unfortunate traveler?

"They stripped off his raiment," the parable continues, "and wounded him and departed, leaving him half dead." Pretty soon a priest came by and seeing the victim said to himself: "That's a shameful thing, the police ought to do something about these outrages." 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 soon forgotten. But the story that had its roots in every-day 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 on 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.

Here is another one: What Happened to the One Lost Sheep

What man of you, having a hundred sheep, if he lose one of them, doth not leave the ninety and nine in the wilderness, and go after that which is lost until he finds it?

And when he hath found it, he layeth it on his shoulders rejoicing. And when he cometh home, he calleth his friends and neighbors, saying unto them, "Rejoice with me; for I have found my sheep which was lost."

I say unto you, that likewise joy shall be in heaven over one sinner that repenteth, more than over ninety and nine just persons which need no repentance. . . .

Stratford News

This community was saddened last Friday by the death of Mrs. Luther Wiles. Mrs. Wiles, who was 47 years old, had been suffering from a serious ailment for some time. The funeral services were conducted at the home of her brother, Mr. George Sturgill, by Elder Charles Kilby, and interment was made in the family cemetery. She leaves a husband, mother, two brothers, and three sisters. All who knew her, loved her.

Decoration services at Shiloh Sunday were well attended. Short and interesting talks were made by Revs. William Andrews and L. A. Hampton and by the pastor, C. W. Russell. The floral offerings were beautiful.

Mrs. Charles Sanders, who underwent a very serious operation at Long's Hospital in Statesville three weeks ago, is expected home Wednesday. Her husband and little daughter, accompanied by Mr. and Mrs. L. E. Hendrix, left here Sunday to bring her home.

Mrs. John Reeves Watson, who has been very ill recently, went to Elkin Hospital Monday for examination. She was accompanied by Mr. Watson and her father, Mr. W. M. Irwin.

Mrs. W. E. Cox, who has been suffering from a broken hip, is improving.

Mr. H. J. Estep is recovering from a recent illness.

Piney Creek News

Much interest is being shown in the Sunday school at this place. Fifty were present last Sunday. Everybody is invited to attend each Sunday.

Ava Ruth, Ellajean, and Don Halsey spent Wednesday night with Mrs. Garnett Halsey at Cox's Chapel. Messrs. Lonnie Busic and Hale Halsey, of Galax, Virginia, spent the week-end with their parents.

Miss Inez Parsons has returned home from Brevard where she has been attending school.

Mrs. Colonel Cox, who has been visiting her mother, Mrs. G. W. Halsey, returned to her home in Detroit, Michigan, last Monday.

Mr. and Mrs. John C. Halsey, Daily and Nancy Halsey, visited Mr. and Mrs. A. M. Edwards in Galax Sunday.

Miss Geneva Halsey left last week for High Point, where she has employment.

Miss Marie Halsey has returned home after spending some time with her grandparents at Grassy Creek.

Twin Oaks News

Mrs. Stella York and daughters, Ruby, Grace and Alma, and Leo Irwin motored to Richmond to attend the graduation of Mrs. York's daughter, Elsie, who graduated from the Johnston Willis hospital as a nurse. They then spent a week visiting relatives in Burkesville, Keysville, Green Bay and other points, returning Saturday.

Mr. and Mrs. Joe Irwin, of Stratford, spent Sunday with relatives here.

Mack Atwood has moved into his new dwelling recently constructed. Center Wooten, of Welch, W. Va., was visiting friends here Sunday.

A large number of county and out-of-county people attended the decoration at Shiloh near here Sunday.

Clarence Cox, of Galax, was a pleasant caller in the village Sunday.

Whitehead News

Masters Robert and Kenneth Cleary of Akron, Ohio, are spending a few weeks with their grandparents, Mr. and Mrs. W. M. Cleary.

Mr. and Mrs. Glenn Joines are the proud parents of a son.

The little children of Mr. and Mrs. Rufus Wagoner are slowly improving from recent illness.

All who are interested in the cemetery at Union are requested to meet there on June 15 for the purpose of clearing off the graves.

Correction

Mr. W. R. Skaggs is superintendent of the Roaring Gap Fish Hatchery and not Mr. Wallace, as was stated last week. The Times is glad to make this correction.

The P. H. Hanes Knitting company, of Winston-Salem, one of the largest underwear concerns in the world, Monday announced an in-

crease ranging from 10 to 12½ per cent, which will be effective next Monday.

FOR SALE
Danish Mall Head Cabbage Plants 10c per hundred. Petunia plants 5c per dozen.
MRS. J. K. ANDREWS
Glade Valley, N. C.

Smithey's Store

WE BUY YOUR PRODUCE AT THE HIGHEST MARKET. BRING IT TO US!

Queen of the West Flour 100 pounds	\$2.50
Loose Oatmeal, Pound	3c
Rice, pound	3½c
2 lbs. Good Pure Fresh Coffee, lb.	25c
Vinegar, Loose, Gal.	19c

We are searching for higher markets for all your produce. Keep posted on our prices. We hope they will be better for next week.

Smithey's Store

SPARTA, N. C.

WIN A PRIZE!

Boys and girls, now is the time to win that watch, knife, pencil, flashlight, or radio you have been wanting.

Beginning the day you receive this notice and until midnight July 5, the ALLEGHANY TIMES is offering to any boy or girl, man or woman the following prizes for a few hours work in getting subscriptions to The Times at \$1.00 per year, new or renewal:

These new Philcos are among the best on the market. Winners of these sets will get them fully equipped and installed free of charge. They are on display in the showroom of the Alleghany Motor Sales Company. Go in to see them.

Boy's \$1.50 Watch	5 one year subscriptions
Girl's \$5.00 wrist watch	20 one year subscriptions
Boy Scout Knife	2 one year subscriptions

The above prizes are on display at Warren's Hardware Store

Boy's or Girl's Shaeffers Fountain pen	10 subscriptions
Flashlight, value \$1.50	4 subscriptions
Eversharp Pencils	2 subscriptions

The above prizes are on display at the B. and T. Drug Store

New Philco Radio, electric six-tube cabinet set, value \$50.00	120 subscriptions
New Philco Radio, electric six tube table set, value \$30.	80 subscriptions
New Philco Radio, battery, six-tube cabinet set, value \$75.00.	180 subscriptions
New Philco Radio, battery, six-tube table set, value \$55.00.	125 subscriptions

CASH MUST ACCOMPANY ALL SUBSCRIPTIONS

Subscriptions must be turned in weekly

INDEPENDENCE THEATRE

FRIDAY-SATURDAY, JUNE 9-10

with

"What No Beer"

BUSTER KEATON—JIMMY DURANTE

COMEDY

Admission 15c-25c

SPECIALS

—AT—

EDWARD'S GENERAL MERCHANDISE STORE

MEN'S WOOL HATS	85c
MEN'S DRESS SOCKS, PAIR	9c
TENNIS SHOES	39c UP
BROADCLOTH, GOOD GRADE, YARD	10c
BROOMS	15c
WASH PANS	9c

Highest Prices Paid for Produce

Visit our store when in town. We appreciate your business.

GLENN EDWARD'S STORE

Ennice St.

Sparta, N. C.

DANCING

We are not dancing on a tight rope to attract people to our store. We rely on—

SERVICE AND PRICES

FULL LINE OF DRUGS

Prescriptions filled by Registered Druggists
Ask Your Doctor

CURB SERVICE

Bathing Caps 15c and 25c

B. & T. Drug Co.

SPARTA, N. C.