

Four Great Facts

By REV. PARLEY E. ZARTMANN, D.D.,
Secretary of Extension Department,
Moody Bible Institute, Chicago

TEXT—But now is Christ risen from the dead. I. Cor. 15:20.



The blustering winds of March remind one of the phenomena of spring; the trees bursting into bud and leaf and bloom; the lawns putting on their coats of green; the birds rejoicing in the triumph of the sun; the warmth of a new life pulsating in nature; spring is a fact.

These natural phenomena lead one's mind up to that more profound event the day on which we will sing our alleluias, for our Christ is risen from the dead. "Blessed be the God and Father of our Lord Jesus Christ, which according to his abundant mercy hath begotten us again unto a lively hope by the resurrection of Jesus Christ from the dead." And as I sit and think of the glorious heritage to which the church has attained by the resurrection of the Christ, four great facts impress themselves upon me. Let us meditate on them.

I. He is risen. "Vain the stone, the watch, the seal." What a jubilant shout was that as the once terrified disciples now greeted each other, "He is risen." Fat to flight is every fear, rekindled is their hope for the gospel, and henceforth they go forth in the animation of this fact preaching the power of his resurrection. That Christ is risen is a monumental fact, it is the foundation of all Christianity. No, let me rather say that it is the key-stone of Christianity; for without it the beautiful arch would go to pieces and the entire fabric would be in irretrievable ruin. What an awful condition we are in, if Christ be not risen; (1 Cor. 15:14-19). Life is fruitless, faith is rootless, hope is wretchedness, sin is without atonement, night without promise of day, death without assurance of resurrection, earth without promise of heaven, humanity without redemption, no Savior, no Lord, no King, no life eternal; nothing but waste and woe and wretchedness. What a dismal picture! But, blessed be God, Christ is risen from the dead, and that fact changes everything, drives away the darkness and gives promise and guarantee of eternal day and eternal joy.

II. He lives. "Lives again our glorious King." The angels said to those early seekers at the tomb: "Why seek ye the living among the dead; he is not here." No dead Christ for us; no speculative basis for our creed and no dead principle for our life, but a risen and a living Christ, a Christ alive forevermore, a living God who has promised to be with us even unto the end. Oh, what a joy to have the Easter life pulsing in us! What inspiration to know his promise is true, "Because I live ye shall live also." "God hath quickened us together with Christ."

III. He reigns. Once he was holden of death (and the powers of darkness were jubilant over destruction of Jesus), but it was only that his triumph might be more glorious and complete, and that he might make us heirs of his glory. And now he is victor and conqueror and king. He has led captivity captive. Jesus reigns. He is now king—oh, may he soon be king of kings. He is in our hearts the only Potentate. Is this Easter Christ your lord and king? Give him the throne of your heart, the service of your life, that you may have the victory over yourself and may know the fullness of joy of the life ruled by Jesus. "Bring forth the royal diadem, and crown him Lord of all."

IV. He intercedes. What a climax in all the precious truths of this Easter time! Our risen, living, reigning Lord "ever liveth to make intercession for us." We were without strength, we were ungodly, aliens from God and enemies of his kingdom; and until Jesus went to the right hand of the father as our advocate we had closed to ourselves the way of approach to forgiveness and blessing and peace. But Jesus Christ is "able to save for evermore them that come unto God by him, seeing he ever liveth to make intercession for them." Therefore, we can rejoicingly shout that nothing shall be able to separate us from the love of God as it is in Christ Jesus our Lord. Note the rest of that intercessory prayer, "Father I will that they also whom thou hast given me may be with me where I am." Could infinite love do more than this? and can I do less than accept this wonderful gift of God's grace to be with him.

"Far from a world of grief and sin, With God eternally shut in." And this makes Easter in the soul and crowns the life with Easter flowers a. . . fills the world with Easter perfumes. Tremendous thought—Jesus ever liveth to make intercession for us. Hence, for me the seal is broken, I am risen from the dreadful and rayless sepulcher of my old self, I live the life of Jesus Christ.

TEMPERANCE NOTES

(Conducted by the National Woman's Christian Temperance Union.)

DECLINE IN USE OF LIQUOR

Amazing Decrease in London of Use of Wines and Spirits—Much Credit Given Mrs. Henderson.

"A Woman's Diary" in The Queen newspaper the other Saturday declared that: "Temperance is a sign of the twentieth century. No one who knows their London—that is, of the West End and the smart restaurant—can fail to be impressed by the amazing decrease in the use of wine and spirits. Champagne, port, and other expensive wines have almost disappeared; even at suppers the ever-present mineral water is by no means inconspicuous. The woman of today has become a water drinker, or, in strict truth, a drinker of barley water or lemonade. Diet cures, the care of her complexion, and a desire to lead the simple life have brought about this transformation. It does one good to see that children and young girls are now total abstainers. Even the smart girls who go about in London seldom or never drink wine, but content themselves with lemonade, and this even at ball suppers in the early hours of the morning."

In reply to assertions occasionally seen in the press that Washington society women are drinking more every year, Mrs. John B. Henderson, wife of a former senator from Missouri, is quoted as saying that both men and women drink less than when she first went to Washington. "Some of the smartest women in town do not serve liquor at all, and even in the diplomatic corps the use of liquor is not so general as it was a few years ago," she declared. "I have not served wines at my dinners for many years. The substitution of fruit juices and mineral water no longer causes remark. I attribute the decline in the use of liquor to the general interest in hygiene. Strict observance of the laws of health is distinctly fashionable. Women are cultivating health, strength and beauty, and they forego any indulgence that would overthrow the rules of health."

Some years ago Mrs. Henderson, whose palatial home was one of Washington's social centers, caused all the wines in her cellars to be emptied into the gutter, and her influence has been no small factor in bringing about the change in sentiment.

DO NOT ADVERTISE SALOONS

Booster Never Makes Prominent Mention of Number of Drinking Places Town Could Boast Of.

Did you ever know of a town or county or state which deliberately advertised itself as being possessed of numerous saloons and places where liquor could be purchased? Did you ever read a "booster" that enumerated at the head of its column, or at the foot, the number of saloons of which the town advertised could boast? An employer never puts in his advertisement for help, "Drinking man preferred." On the contrary, advertisements appear even in the liquor journals for sober and abstinent employees, and to quote the Battle Creek Enquirer, "The argument that a wet county is better than a dry county never goes past campaign use—it never gets into community advertising."

FRAUGHT WITH UNTOLD RISKS

Chance of the Next Generation Looking at the Alcohol Question in Its True Light.

If we can safeguard the young to the utmost, and not only keep alcohol away from them, but make them realize from early years the terrible ill that it brings to body and soul, then there may be some chance of the next generation looking at the whole subject in its true light, and our children's children may realize that abstinence is not fanaticism or asceticism, but rational self-control in respect to something which is fraught with untold risks.—Sir Thomas Barlow, Physician to the Late King Edward.

Grand Jury on Liquor Business.

The grand jury of Christian county, Illinois, on December 30 last, embodied in its report the following paragraph:

Be It Resolved, That we deem it high time this nation dissolved partnership with this family-wrecking and soul-destroying business, as sevenths of our findings are caused directly or indirectly by the use of liquor.

Boys Neglected.

"You legislators pass laws for the protection of the birds and the skunks—why not protect the boys also?"—Mrs. Florence D. Richard, president of the Ohio W. C. T. U., at a legislative hearing on the license question.

Brewer's Hope.

The church people can drive us when they try, and we know it. Our hope is in working after they grow tired, and continuing to work 365 days in the year.—New York Brewer.

Advertising Talks

PERSONAL APPEAL BEST FORM IN ADS

Most Direct Advertising Copy Brings Best Returns on Investment.

By B. F. WILLIAMS.

Advertising is the art of influencing people to act as the advertiser wishes them to act.

The most successful advertising is usually the most direct, personal appeal of man to man.

The forms of advertising are manifold and the results varied.

That probably explains why so many corporations have their president or manager or chief engineer of a fictitious personality talk for them in their advertising. They have learned that this form of appeal is most effective, so they get a personality interwoven with the copy, introducing the portraits and perpendicular proportions.

Many Imitators. Advertising form is largely a matter of imitation; and we have progressed by easy circles from the ubiquitous business card to the "reason-why" stage, in which every other word was underscored with a chopped-up one-point rule, or to the "conversational" style, the pictorial—and various epidemics of illustrative technique such as the arrow or the Coles Phillips designs—and just now we are holding our breath until some fellow strikes a new note, so we can all be first to imitate it.

Advertising is largely imitative because people are imitative and we are a nation of hero worshippers and nothing is so dead as a broken idol or an abandoned advertising motif.

For several years, clothing advertisers have followed the style of one or two leading advertisers. So with automobile advertising, and department store advertising, and the textile advertising and piano advertising.

Ask your printer. He knows. The fur coat maker wants a catalogue like the leading house in the fur coat trade puts out.

The retail merchant wants the style and frequently the text of the Philadelphia or Los Angeles merchant. Really it's hardly safe to "crib" a Los Angeles Times ad, because one or two other fellows are liable to come out with it in the same paper. Copy is "Cribbed."

The astute newspaper solicitor sells many an advertisement by practicing the low of suggestion, which is akin to hypnotism, only more deadly. Show Mr. Little Dealer in any line the beautifully written and illustrated advertisement of Mr. Big Dealer in the same line, spring the trap and the victim is caught.

The universal desire for success or even the imitation of success causes a vast expenditure without adequate consideration.

There is relatively little study of the market, little study or devising of selling plans to fit the needs of the business, little thought as to the advertising policy of the house, little realization of the function of advertising, except where a competent advertising man is employed, and small profit to the erstwhile advertiser.

Too many advertisers regulate their appropriation by the supposed expenditure of their leading competitor. Too many advertisers go into certain mediums because competitors are in them. Too many advertisers use sectional or national mediums when their distributor is only local or sectional. They are paying a high rate for wasted circulation that can do them no possible good. Too many small advertisers devote nearly all of their appropriation to space in the daily papers, farm press and periodicals in a vain effort at "keeping up with Lizzy," to the serious impairment of their followup, which if rightly balanced and conducted should "bring home the bacon."

It is said that some solicitors can talk better unhampered by facts.

In the face of this confession, thus pulling and pushing of conflicting interests, is it any wonder that a campaign now and then miscarries, to the eternal waste of perfectly good money?

The advertiser who keeps ever burning before him the bright light of hope and remembers that advertising is the direct means of telling his story to the people, not of impressing his competitors, is going steadily forward toward the goal of a trade that no man can take away, and a trade work or good will that is invaluable.

Advertising is as much for the little fellow as for the great corporation. The further one pushes it, the more perfect his organization, the greater the capital invested, the more powerful it becomes, of course, but if rightly conducted, it can have the smallest beginnings and develop naturally side by side with the business it is helping. It is a giant for a giant; but it goes hand in hand with the child, if the child has ability and ambition.

WINTHROP COLLEGE SCHOLARSHIP and ENTRANCE EXAMINATION.

The examination for the award of vacant scholarships in Winthrop College and for the admission of new students will be held at the County Court House on Friday, July 4, at 9 a. m. Applicants must be not less than sixteen years of age. When Scholarships are vacant after July 4 they will be awarded to those making the highest average at this examination, provided they meet the conditions governing the award. Applicants for Scholarships should write to President Johnson before the examination for Scholarship examination blanks.

Scholarships are worth \$100 and free tuition. The next session will open September 17, 1913. For further information and catalogue, address Pres. D. B. Johnson, Rock Hill, S. C.

Notice to Stock Raisers

My handsome combination stallion and also my registered jack will make the spring season at my farm near Clark's Hill. This is a splendid opportunity for the farmers to grow some fine horses and high priced mules.

The best of care taken with mares sent, but I am not responsible for accident.

Terms: \$15 to insure mares in foal.

Jas. H. Garrett.

Constipation Cured.

Dr. King's New Life Pills will relieve constipation promptly and get your bowels in healthy condition again. John Supsic, of Sanbury, Pa., says: "They are the best pills I ever used, and I advise everyone use them for constipation, indigestion and liver complaint." Will help you. Price 25c. Recommended by Penn & Holstein, W. E. Lynch & Co.

The Ideal Pressing Club

Neat Cleaning And Pressing.

We can please the most fastidious person. All kinds of repairing and dyeing. We make a specialty of cleaning and pressing—ladies coat suits and skirts—and do the work nicely. We appreciate your patronage. Guarantee satisfaction.

FRANK MAYNARD, Prop., Beaver D. Mill St., Edgefield, S. C.

GOWANS King of Externals

Stands supreme under every test. Feel secure, keep Gowans in the home. Gowans always conquers Croup and Pneumonia and your doctor assents.

Gowans Preparation was used on my child when it was desperately ill with Pneumonia. Immediately after the second application my physician called and finding so great an improvement ordered its continuance. The child recovered rapidly. G. J. HECKLE, Druggist, 924 East St. Allegheny, Pa.

BOY-TO-DAY! HAVE IT IN THE HOME All Druggists. 51c. 50c. 25c. GOWAN MEDICAL CO., c. Guaranteed, and money refunded by your Druggist.

Guaranteed Eczema Remedy

The constant itching, burning, redness, rash and disagreeable effects of eczema, tetter, salt rheum, itch piles and irritating skin eruptions can be readily cured and the skin made clear and smooth with Dr. Hobson's eczema ointment. Mr. J. C. Eveland, of Bath, Ill., says: "I had eczema twenty-five years and had tried everything. All failed. When I found Dr. Hobson's eczema ointment I found a cure." This ointment is the formula of a physician and has been in use for years, not an experiment. This is why we can guarantee it. All druggists, or by mail. Price 50c. Pfeiffer Chemical Co., Philadelphia and St. Louis.

FIRE INSURANCE

E. J. NORRIS, Agent
Edgefield, South Carolina

Representing the HOME INSURANCE COMPANY, of New York, and the old HARTFORD, of Hartford, Connecticut.

The HOME has a greater Capital and Surplus combined than any other company.

The HARTFORD is the leading company of the World, doing a greater Fire business than any other Co.

See Insurance Reports

PRUDENTIAL LIFE

"HAS THE STRENGTH OF GIBRALTAR."

E. J. Norris,

FIRE AND LIFE INSURANCE.

Feed Economy Animal Regulator
It is a safe forward general purgative. It softens the bowels, relieves the stomach, and restores the appetite. It is a safe forward general purgative. It softens the bowels, relieves the stomach, and restores the appetite. It is a safe forward general purgative. It softens the bowels, relieves the stomach, and restores the appetite.

W. E. LYNCH & CO., L. T. MAY, JONES & SON, TIMMONS & MORGAN, Edgefield, and S. T. EUGLES, Trenton

CORTRIGHT LIGHTNING-PROOF ROOFING

It is not only lightning-proof but fire-proof and storm-proof, too. CORTRIGHT METAL SHINGLES last as long as the building and never need repairs.

Just the thing for town or country buildings, because they meet every condition of comfort, beauty and security.

For Sale by Stewart & Kernaghan

Early Arrivals

We are daily opening up new Spring goods and invite the ladies to call and see our early arrivals, particularly our

Laces, Embroideries and Wash Goods

We are showing a very strong line of these goods at low prices.

J. W. PEAK

Don't Read

If not interested. But you are obliged to be interested where money is to be saved in the purchase of necessities of life both for yourself and livestock. We are now in our warehouse, corner of Fenwick and Cumming streets, two blocks from the Union Passenger Station where we have the most modern warehouse in Augusta with floor space of 24,800 square feet and it is literally packed with Groceries and feeds from cellar to roof. Our stock must be seen to be appreciated. Our expenses are at least \$450.00 a month less since discontinuing our store at 863 Broad street, and as goods are unloaded from cars to warehouse, we are in a position to name very close prices. If you really want the worth of your money see or write us

ARRINGTON BROS. & CO.

Augusta, Ga.