

Miscellaneous.

WRITING FOR THE PRESS.

A good article for a newspaper is a thing of its own kind, not so easily produced as perhaps many imagine. It demands art and skill. What is it in some of its leading qualities?

First of all, it has a good title—short, terse, and eminently suggestive. In this respect it is well advertised. Whether an article will be read or not depends very much upon its title. One can generally make a tolerably fair guess at its character, even before reading it, by simply reading the title. This is the first thing upon which the eye falls, and the first to make an impression. Hence the title should always be well selected.

Next to the title comes the *idea* of the article—mainly one, and but one; and that, too, sufficiently important to give an ample occasion for a few well-written paragraphs. A newspaper article is not a book, with a series of elaborate chapters, or an exhaustive essay; but, rather, a brief monograph for cursory reading, to be read at least once, and perhaps never read again. The writer must make his impression with the first blow, not expecting to get a second chance at the same reader. For this purpose he wants but one positive and central idea, sufficient in itself and sufficiently developed to do the work of the moment in the moment. This idea he should have well in hand when he starts, knowing what he wants to do with it, and not trusting to mere luck and chance as to what he shall write. It should also be a *living* idea—one that can be worked up into a vigorous and impressive article; and one, too, that has relations to the present status of things. A living dog is always better than a dead lion. An opportune article that is timely, and says just the right thing at the right time—thus hitting the nail on the head—tells upon human thought.

The greatest possible *directness* in approaching the idea is a third quality of a good newspaper article. Such an article wants no exordium, and needs no peroration. The better way is not to skirmish with the reader, or dig trenches toward him; but to pitch the main thought into his face immediately, and then keep pitching it at him for a few moments, and then come to a dead pause—making no apology for the abrupt beginning, and none for the ending, and always having the good sense to make the fewest possible references to one's self. Write to the reader as if you were talking to him, and both were in a hurry, and neither had any time to waste upon mere formalities. This will always please him best.

Short articles are always the ones most likely to be read; and, of course, long ones are those most likely to be unread. One column is better than two, and sometimes half a column is better than either. Two columns need a very weighty theme and a first-class writer. On this subject every writer may judge of others by himself. Seldom has he the time or patience to wade through a long article; and what is true of himself is equally true of nine men in ten. The writers who write for the greatest number of readers generally do not exceed a column of an ordinary sized newspaper. They know when to stop.

The style of newspaper writing should be simple and compact, progressive in the order of thought, stating a few ideas very clearly, and suggesting a great many more. The people are the readers; and what they want is plain Saxon English, full of meaning and well put together. There is a choice among words; and, of course, the best words are always those that will do the most execution. Long and involved sentences, loaded with allusions unintelligible to most persons, and that too without any suitable arrangement into paragraphs are not the thing for the popular mind. They do not make a readable article.

Absolute *honesty* and *sincerity* of heart in the writer are quite essential to a good article. These qualities will make his rhetoric spontaneously eloquent. The words he uses, and the figures he employs, will glow with the fervors of his own spirit, and awaken corresponding fervors in others. The reader will instinctively feel that he is dealing with an earnest mind. Genuine feeling is half the battle in writing a good article.

And now, all ye newspaper writers, we beg you to have a little compassion on type-setters and proof-readers. Write legibly. Write on but one side of a sheet. Spell your words correctly, and be sure to put capital letters where they ought to be. Punctuate your sentences according to the best approved system. Divide the matter into paragraphs according to the nature and current of thought, and not leave this to the printer to do. Attend to these things; and we promise you the type-setters and proof-readers will not only be grateful, but also give your articles to the reading public just as they are written.—*The Independent.*

TWO WAYS OF READING THE BIBLE.

In Stanley's Life of that saintly man, Dr. Arnold, there is a letter from a Mr. Price, who was associated with Arnold at Rugby, who knew him perhaps more intimately than any other person, and whose reminiscences of him are both instructive and entertaining. Speaking of the way in which Dr. Arnold read the Scriptures, Mr. Price makes a distinction which seems to us worthy of note. We quote from page 195 of the first volume:

"It must be borne in mind that there are two methods of reading Scripture, perfectly distinct in their object and nature; the one is practical, and the other scientific; the one aims at the edification of the reader, the other at the enlightening of his understanding; the one seeks the religious truth of Scripture as bearing on the inquirer's

heart and personal feelings, the other the right comprehension of the literary and intellectual portions of the Bible."

Dr. Arnold's method was practical. He felt the Bible. It was to him the bread of life more than of thought—if indeed the profoundest thought does not spring from the truest life. We think that the practical and the scientific ways of studying the Bible are compatible—that the one may help the other. But we have known persons who did not blend them—who studied the Bible as German critics have studied the Iliad—for its curiosities rather than its beauties—to be amused rather than to be moved. Hence so much of heartless rationalism. Only those who feel the Bible can understand it. The letter without the spirit killeth. None but Christians can understand Christianity. Neither the practical nor the scientific way of studying the Scriptures can be thorough, except as the two blend. Yet the root of all true Scripture interpretation is the heart in sympathy with Scripture truth.

LORD BROUGHAM'S FAVORITE HYMN.

His life was a battle (as his countryman, John Knox, not unlike him in many things, always described his to be), how profoundly peaceful was his end! He simply lived life out. Death has been called the "brother" of sleep; in his case there was no distinction; he died in sleep, he slept in death. It was, literally, a death-sleep. Touching contrast to that sleepless, perturbed life! But before his death—for some years, as I understand—he had also enjoyed an inward peace, which I shall not disturb by attempting to define what it was; indeed, I do not know beyond the general statement; I do not seek to know. Suffice it to me that he had returned round (one of those beautiful cycles we sometimes see in a long life!) to the simple faith and feelings of his childhood. One of the narrators of the circumstances of his death, writing from Cannes, relates, with apparent knowledge, that he had long derived peculiar pleasure in listening to the hymns sung in the English church at Cannes, and that he asked the clergyman to add one, a favorite of his own, to the number. It was the hymn sung at his funeral. The words are given, and the singing of it, it is said, always produced in him visible emotion. And what, do our English readers think, was this hymn? No other than a Scottish paraphrase with which Henry Brougham had been familiar in his childhood. These Paraphrases were collected by the Church of Scotland just about the time he was born, in St. Andrew's square, Edinburgh, and were read and admired in all families, coned in the schools, and sung in the churches. Who can doubt that little Henry had often repeated this same paraphrase on Sundays at his mother's knee, an excellent and admirable woman, the niece of Principal Robertson, the historian?—that he had often heard it resounding through the arches of St. Andrew's church, to the grand ancient tunes, St. Paul's, or Montrose, or the Martyrs' Long, long years rolled between,—years of proud science, of vaulting ambition, of debates like thunderstorms, of passions like those of a tiger, of worldly intrigue, worldly vice perhaps, perhaps also seasons of incredulity, of indifference to the spiritual instincts in man. Then behold the snows of high ninety winters lightly sprinkled over that still firm, massive head; look into those eyes, still meteoric with something of their former wild fire, yet softening now, and brooding as the great era of mortal change approaches. See the terrible orator, at whose voice senates have trembled, sitting quiet and benign in the little chapel at Cannes. Hear the choir uplift their voices, strengthened by the devotion-breath of organ. Lo, the great old lord at Cannes becomes again the child of St. Andrew's square; the angels of his youth are whispering in his aged ear:

Let not your hearts with anxious thoughts
Be troubled or dismayed;
But trust in Providence divine,
And trust my gracious aid.

I to my father's house return;
There numerous mansions stand,
And glory manifold abounds
Through all the happy land.

I go your entrance to secure,
And your abode prepare:
Regions unknown are safe to you,
When I, your friend, am there.

Thence shall I come, when ages close,
To take you home with me;
There we shall meet to part no more,
And still together be.

EARNEST PREACHING.

I have been reading an article on the Elocution of the Pulpit, in *Montauban Review Theologues*, written by Adolphe Monod. It is one of the best things I ever read on the subject. He makes elocution depend on the inward conception and feeling. The work must begin from within.

The great reason why we have so little good preaching is that we have so little piety. To be eloquent one must be earnest; he must not only act as if he were in earnest, or try to be in earnest, but be in earnest, or he cannot be effective.

We have loud and vehement, we have smooth and graceful, we have splendid and elaborate preaching, but very little that is earnest. One man who so feels for the souls of his hearers as to be ready to weep over them, will assuredly make himself felt. This is what makes him effective—he really feels what he says. This made Cookman eloquent. This especially was the charm of Summerfield, above all men I ever heard. We must aim, therefore, at high degrees of warmth in our religious exercises, if we would make an impression upon the public mind. Oh! that the preachers we have were inspired with greater zeal! Without any increase of numbers, the very men we now have, if actuated with burning zeal for

God, might work a mighty reformation in our country.—*J. W. Alexander.*

THE UNITAS FRATRUM.

The Moravian Church is divided into three Provinces, viz.: The American, all the churches in the United States; the Continental, all on the Continent of Europe; and the British, those in Great Britain and Ireland. Each Province has an ecclesiastical organization of its own, and manages its own provincial affairs, but the three Provinces are confederated as one Church, in respect to general principles of doctrine and practice and the work of Foreign Missions, by a General Synod, which meets at intervals of not less than ten years, in Berthelsdorf, Saxony, which is the seat of government, where the "Executive Board" of the Foreign Mission has been located for more than one hundred years past. The chief glory and renown of the Moravian Church have been its truly missionary spirit, having been the first to carry the Gospel to the Greenlanders (A. D. 1735), and the inhabitants of South Africa (A. D. 1727).

In the Foreign Mission congregations there are, according to the statistics by the Moravian, 31,801 baptized adults; 9,503 candidates for membership; 4,401 "New People," recently brought under Christian influence, and 23,096 baptized children—total, 70,311. To carry on this work there are 371 male and female European Missionaries and 1,052 native assistants of whom over 100 are ordained ministers. There are 238 schools for the heathen, in which there are as far as reported 23,756 scholars.

The *Diaspora* is a home missionary work on the Continent of Europe, recognized and allowed by most of the Established Churches, and it is estimated that about 75,000 persons are in connection with this work. The number of communicant members in the United States is a few less than 15,000 in all, and in Great Britain and Ireland there are a few more than 10,000. The self-denying spirit and simple manners of this people have endeared them to Christians of all persuasions.

LET THE FACT BE KNOWN

far and wide, that the best place to buy Ready-made Clothing is the place where you can get the most for your money, and the best quality of goods, and the most stylish and the most fashionable (not old stock), and we can supply a single suit or a ship's cargo.

- Wool Cassimere Working Pants, \$3.50
- Wool Cassimere Trousers, 4.00
- Wool Cassimere Vest, 1.50
- Wool Cassimere Sack Coat, 10.00
- Wool Cassimere Sack Coat (fine), 12.00
- Wool Cassimere Sack Coat (super), 15.00
- Wool Cassimere Sack Coat (extra), 18.00
- Wool Cassimere Sack Coat (very fine), 20.00
- Wool Cassimere Sack Coat (first quality), 22.00
- Wool Cassimere Sack Coat (superior), 25.00
- Wool Cassimere Sack Coat (best quality), 28.00
- Wool Cassimere Sack Coat (extra fine), 30.00
- Wool Cassimere Sack Coat (superior quality), 32.00
- Wool Cassimere Sack Coat (very superior), 35.00
- Wool Cassimere Sack Coat (first class), 38.00
- Wool Cassimere Sack Coat (superior class), 40.00
- Wool Cassimere Sack Coat (very superior class), 42.00
- Wool Cassimere Sack Coat (best class), 45.00
- Wool Cassimere Sack Coat (extra class), 48.00
- Wool Cassimere Sack Coat (superior class), 50.00
- Wool Cassimere Sack Coat (very superior class), 52.00
- Wool Cassimere Sack Coat (best class), 55.00
- Wool Cassimere Sack Coat (extra class), 58.00
- Wool Cassimere Sack Coat (superior class), 60.00
- Wool Cassimere Sack Coat (very superior class), 62.00
- Wool Cassimere Sack Coat (best class), 65.00
- Wool Cassimere Sack Coat (extra class), 68.00
- Wool Cassimere Sack Coat (superior class), 70.00
- Wool Cassimere Sack Coat (very superior class), 72.00
- Wool Cassimere Sack Coat (best class), 75.00
- Wool Cassimere Sack Coat (extra class), 78.00
- Wool Cassimere Sack Coat (superior class), 80.00
- Wool Cassimere Sack Coat (very superior class), 82.00
- Wool Cassimere Sack Coat (best class), 85.00
- Wool Cassimere Sack Coat (extra class), 88.00
- Wool Cassimere Sack Coat (superior class), 90.00
- Wool Cassimere Sack Coat (very superior class), 92.00
- Wool Cassimere Sack Coat (best class), 95.00
- Wool Cassimere Sack Coat (extra class), 98.00
- Wool Cassimere Sack Coat (superior class), 100.00

WANAMAKER & BROWN'S POPULAR CLOTHING HOUSE, 909 ARCH STREET, PHILADELPHIA.

WESTON & BROTHER, MERCHANT TAILORS, 900 ARCH STREET, PHILADELPHIA.

REMOVAL FROM N. E. Corner of Seventh and Walnut Sts. TO No. 908 WALNUT STREET.

E. O. THOMPSON, FASHIONABLE TAILOR.

GRIFFITH'S Patent Double Self-acting Archimedes and SMOKE CONDUCTOR.

Edwin S. Johnston, Wall Paper and Linen Window Shades.

HOOFLAND'S GERMAN BITTERS AND HOOFLAND'S GERMAN TONIC. The Great Remedies for all Diseases of the LIVER, STOMACH, OR DIGESTIVE ORGANS.

HOOFLAND'S GERMAN BITTERS. Is composed of the pure juices (or, as they are medicinally termed, Extracts) of Roots, Herbs and Barks, making a preparation, highly concentrated, and entirely free from alcohol.

HOOFLAND'S GERMAN TONIC. They are both equally good, and contain the same medicinal virtues, the choice between the two being a mere matter of taste, the Tonic being the most palatable.

These remedies will effectually cure Liver Complaint, Jaundice, Dyspepsia, Chronic or Nervous Debility, Chronic Diarrhoea, and all Diseases arising from a Disordered Liver, Stomach, or Intestines.

HOOFLAND'S GERMAN BITTERS. HOOFLAND'S GERMAN TONIC. PHILADELPHIA, P.

DEBILITY, Resulting from any Cause whatever; PROSTRATION OF THE SYSTEM, induced by Severe Labor, Hardships, Exposure, Fevers, &c.

PERSONS ADVANCED IN LIFE. And feeling the hand of time weighing heavily upon them, with all its attendant ills, will find in the use of this BITTERS, or the TONIC, an elixir that will instil new life into their veins, restore in a measure the energy and ardor of more youthful days, build up their shattered frames, and give health and happiness to their remaining years.

NOTICE. It is a well-established fact that fully one-half of the female portion of our population are seldom in the enjoyment of good health, or to use their own expression, "never feel well." They are languid, devoid of all energy, extremely nervous, and have no appetite.

WEAK AND DELICATE CHILDREN. Are made strong by the use of either of these remedies. They will cure every case of MARASMS, without fail. Thousands of certificates have accumulated in the hands of the proprietor, but space will allow of the publication of but a few. These, it will be observed, are men of note and of such standing that they must be believed.

TESTIMONIALS. Hon. Geo. W. Woodward, Chief Justice of the Supreme Court of Pennsylvania, writes: Philadelphia, March 16, 1867.

Hon. James Thompson, Judge of the Supreme Court of Pennsylvania, writes: Philadelphia, April 28, 1866.

From Rev. Joseph H. Kennard, D. D., Pastor of the Third Baptist Church, Philadelphia.

From Rev. E. D. Fendall, Assistant Editor Christian Chronicle Philadelphia.

CAUTION. Hooffland's German Bitters Remedies are counterfeited. See that the signature of C. M. JACKSON is on the wrapper of each bottle.

CHARLES M. EVANS, Proprietor. Hooffland's German Bitters, per bottle, \$1.00. Hooffland's German Tonic, per bottle, \$1.00. Hooffland's German Bitters, put up in quart bottles, \$1.50 per bottle, or a half dozen for \$7.50.

INSURE YOUR LIFE IN YOUR OWN HOME COMPANY

THE AMERICAN OF PHILADELPHIA, S. E. COR. FOURTH & WALNUT STS.

\$2,000,000. INCOME FOR THE YEAR 1867, \$893,089 28.

Losses Paid Promptly. DIVIDENDS MADE ANNUALLY, thus aiding the insured to pay premiums.

Fifty per Cent. of the amount of PREMIUMS received each year. Largest Liberty given for travel and residence.

ALEXANDER WHILLDIN, Geo. Nugent, Hon. Alex. G. Catfall, Henry K. Bennett, Isaac Hazlehurst, George W. B. Mingle, Hon. James Pollock, L. M. Whilldin, John W. Wannamaker, Albert C. Roberts.

ALEX. WHILLDIN, President. GEO. NUGENT, Vice-President. JOHN C. SIMS, Actuary. JOHN S. WILSON, Secretary and Treasurer.

HOME Life Insurance Comp'y, 258 Broadway, New York.

Assets, \$1,500,000—9000 Policies in Force.

Its Principles, Stability, Mutuality, Fidelity. ADVANTAGES. An organization strictly first class.

Officers and Directors. A. A. LOW, A. A. Low & Bros., 31 Burling Slip, N. Y. I. H. FROTHINGHAM, President. I. H. FROTHINGHAM, Treasurer. GEO. C. RIPLEY, Secretary.

AGENTS IN PHILADELPHIA. J. B. CLAPPIN, H. B. Clappin & Co., 140 Church street, N. Y. S. B. CHITTENDEN, S. B. Chittenden & Co., N. Y. J. S. SOUTHGATE, Pres. Atlantic Bank, N. Y. C. DUNNAN, Sec. South Brooklyn Savings Institution. JNO. G. MERRIN, Police Commissioner. LEWIS ROBERTS, L. Roberts & Co., 17 South street, N. Y. JOHN T. BROWN, 25 Pierpont street, Brooklyn. JOHN T. BROWN, 25 Pierpont street, Brooklyn. JOHN T. BROWN, 25 Pierpont street, Brooklyn. JOHN T. BROWN, 25 Pierpont street, Brooklyn. JOHN T. BROWN, 25 Pierpont street, Brooklyn. JOHN T. BROWN, 25 Pierpont street, Brooklyn.

ESLER & COLTON, Cor. 4th & Library sts. Agents Wanted.

STRICT ECONOMY IN MANAGEMENT. PROVIDENT LIFE AND TRUST CO., OF PHILADELPHIA.

OFFICE No. 111 SOUTH FOURTH STREET. Organized to extend the benefits of Life Insurance among member of the Society of Friends. All good risks, of whatever denomination solicited.

NEW CHRISTIAN SETTLEMENT, Atoe, New Jersey, 18 Miles from Philadelphia, 90 miles from N. Y. at junction of the Camden and Atlantic and Raritan and Delaware Bay Rail Roads.

Improved and unimproved lands desirable for country market gardening are offered for a Christian Colony situated near the depot, Church and school grounds. In a very elevated region, fever and ague unknown. Provision made for superior educational facilities. Church connected with the 4th Presbytery of Philadelphia; (N. S.) For particulars address, GEO. W. HANCOCK, Agent, Atoe, Camden Co., N. J.

GENERAL GRANT PRESIDENT. Geo. W. Hancock, Agent, Atoe, Camden Co., N. J. Vines and fruit trees planted and taken care of experienced cultivators.

EDGEMOND SCHOOL, PRINCETON, N. J. Boys thoroughly prepared for College, or for Business. Next Session begins Aug. 26. For Circulars address, REV. T. W. CATTELL, Princeton.