



THE HOUSE WHERE THE WINDOWS ARE ALWAYS LIGHTED

EVERY one of us knows this house. It stands like a landmark in every town. It is always pointed out to strangers. Every man, woman and child in the community knows the way to it.

The family who live here are not always the richest nor the oldest the town can boast; but they are the family the town is proudest of.

In times of danger, of difficulty or sudden need, the lights here are always shining.

When a panic came and the savings of hundreds of working people were threatened—it was the man in this house who went to the president of the bank and offered to stand by to the limit of his personal fortune. When an epidemic swept the town—the women in this family were foremost in giving aid. Their sons were the town's first volunteers in the Great War.

For the men and women, the sons and daughters who come from this house are born and bred to a tradition of *service*. Rich in integrity—steadfast to obligation—they have an influence and standing that money alone cannot buy.

The community is poor that cannot point to such houses, such families in their midst; these are the people who make the backbone of American life; who give standards, ideals, new impulses to the people among whom they live.

It is to families like these that the editorial policy of the *Christian Herald* is directed.

In their homes the *Christian Herald* is more than a magazine—it is a family institution.

Because it reaches the most vital thing in their personal life. Because it interprets, as no other magazine in America today, the religious ideals of the nation—practical Christianity, as it is influencing industry, politics, education, community and national affairs.

Because it represents the broadest, most progressive elements in the Church.

Three hundred thousand American families rely upon the *Christian Herald* as a guide in daily conduct, a stimulating influence upon public thought—a constructive force in every American community.

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