

# THE SOWER

A Weekly Department of Religious and Secular Thought Contributed by REV. JAMES A. TURNER, Pastor, M. E. Church, Patton, Pa.

## METHODISM AND BOOKS

Everyone knows that the old-time circuit rider "circulated the books" as zealously as he preached the gospel. His saddlebag carried more literature than raiment. But what is not so well known is that John Wesley was not only an omnivorous reader but a writer and publisher of books;

he trained his preachers to sell books and he taught both preachers and people to read books. A preacher who would not read was dropped. Wesley sent that sort back to its bricklaying, thatching, cobbling, hedging, and ditching.

To cultivate in his young men a taste for reading he once declared, "I will give each of you, as fast as you will read them, books to the value of five pounds." Pump-priming is not a modern invention!

The first and most characteristic institution of the Methodists was a Book Room. Some space in the Foundry, their earliest London meeting-house, was set apart for "the books,"

and a Book Steward was placed in charge. As this antedates all Boards, missionary and otherwise, it establishes the priority of the Publishing Agent as the first appointee to "detached service."

The early Methodists enjoyed their religion. If a preacher "had a good time," in the pulpit, his hearers spoke out in meeting and let him hear their "Amen's." Hence scoffers called them noisy — "shouting Methodists."

READING Methodists would have been a fitter description. Their leader was the first man in any country to make the Press an effective weapon for his Holy War. Before his time religious books had been ponderous, expensive, and read by a few intellectuals. Bunyan had proved that small volumes in the language of the common people might "go like the wind;" and Wesley followed up this discovery by issuing scores and hundreds of tracts and booklets — regular "five-and-ten" merchandise — and scattering them broadcast, on the principle that the machine gun does greater execution than the Big Bertha.

He dealt not merely with religion and morals. Among the over four hundred publications which bear his name as author or editor are a dictionary, a history of England, an anthology of English poetry, and "digests" of scores of great works. Pilgrims' Progress, Paradise Lost, Thomas a Kempis, journals, biographies, scientific treatises, and even a manual of household remedies. Primitive Physic, one of the most curious and amusing books in the literature of medicine.

When Wesley and his century were both young, literature was in the doldrums. It had lost the feeling and fancy of the Elizabethan Age and had become pedestrian, prosy, and mechanical. But toward the close of the century it blossomed forth again in what is called the Romantic Movement, in which imagination and movement had full play.

What had happened? Recent students advance the theory that the profound moving of the waters by Wesley and his preachers largely accounts for this revival, though unintentional on their part. The upswing of a nationwide movement, which began with "strangely warmed hearts" and expressed its surging emotions in jubilant song, really started something beyond and outside of the Methodist Societies.

It stimulated excitement in a hushed-up age. It talked intently and sang lustily of love — love divine, of course. It throbbed with passion and was haunted by mystery. Thus a taste for imaginative and exciting reading spread through the whole community; and, lo, the Romantic Movement was born, with Keats, Shelley, Coleridge, Blake, Byron, Scott, and the rest! An amazing literary revolution, from the machine-finished couplets of Pope and Dryden to the splendors of Childe Harold and the spell of the Rime of The Ancient Mariner!

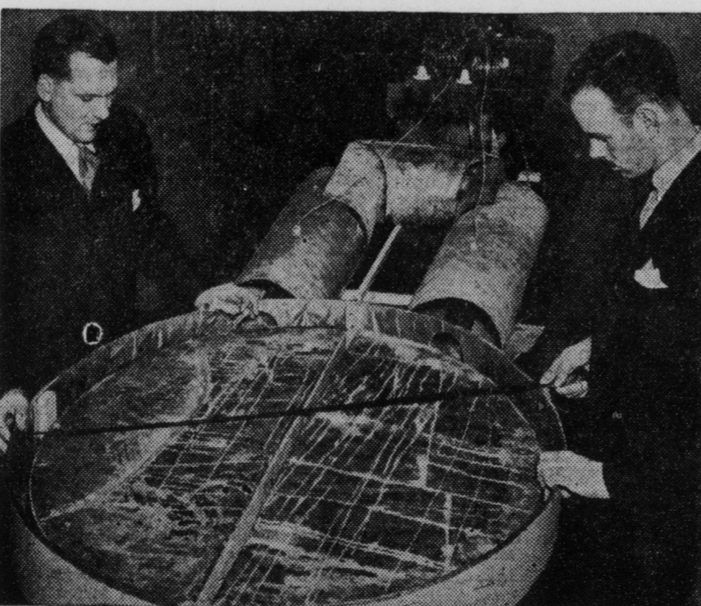
Methodism, and books are inseparable, and always have been. For a century and a half, since 1789, The Methodist Book Concern has faithfully, brilliantly, and successfully carried on the work of producing and circulating books and periodicals.

Its product was never rarer or better suited to the current needs of pastors and people than it is today. Abingdon Books are read by Christians of every communion; Church School Literature is provided in tempting dress and amazing variety at a price comparable to Wesley's "Religion in Life" is recognized as the ablest of Christian quarterlies, and The Christian Advocate, issued in numerous editions, is the most widely circulated Protestant church paper in the world. From the Christian Advocate.

### Spangler Lad Hurt

Calvin Leish, 13 son of Mr. and Mrs. Edward Leish of Spangler, suffered a fracture of the left leg about 8 o'clock last Thursday evening when he was struck by an automobile driven by Charles Grillo of Spangler. The lad was playing with some companions on route 219 and is said to have darted into the path of the automobile. Mr. Grillo removed the boy to the Miners' hospital where the patient's condition is satisfactory.

### Scientists Bombard Atom at Indiana U.



Scientists have long regarded the atom as the smallest indivisible particle of matter, but now the atom is under attack through the use of atom smashing apparatus, known as cyclotrons. Physicists at Indiana university, Drs. Allan Mitchell, left, and Franz Kurie, through careful measurements of the vacuum chamber model to be installed in cyclotron at the Hoosier institution, have determined that its yield in radio-active substances will be nearly three times greater than the total supply of existing radium.

### CHAIN STORE GROWTH PARALLELED RISE OF QUALITY FOOD NAMES

Development of standard quality, branded foodstuffs paralleled the rise of chain stores in the United States. Mr. C. A. Brooks, vice president of the Central division of the Great Atlantic and Pacific Tea Company, said this week in reporting on the "Parade of Progress" promotion of nationally known grocery brands by the A & P.

"Until mass distribution, as practiced by chain stores, came into being eighty years ago, there were few nationally known food brands," Mr. Brooks said. "Individual retailers bought from local manufacturers and wholesalers and sold locally, and the consumer moving from city to city had no standard names of quality goods to guide her. In each new city she had to learn anew the quality of the various local brands."

According to Mr. Brooks, George Huntington Hartford inaugurated the method that changed this situation when he opened the first store of what is now the Great Atlantic and Pacific Tea Company in New York in 1859. In launching the system of mass distribution, Hartford standardized the quality of his goods, Mr. Brooks said, because the reputation of his growing organization depended on uniform quality.

Mr. Brooks said that in 1859, when Hartford opened his first store, the time was ripe for such a move. A network of railroads was spreading across the nation, linking distant cities; newspapers were expanding and developing the technique of advertising. With these developments came the growth of the great grocery manufacturers, turning out products of a standard quality and promoting them, at first sectionally, and later nationally." Meanwhile, he said, the A and P following its policy of insisting on high quality, was educating buyers to the value of brand names in determining the quality of foodstuffs, and other chain stores adopted like policies.

As a result, Mr. Brooks continued, there came into being an army of brand conscious customers, who tended more and more to buy by name. "As mass distribution cut the cost of handling standard quality brands, the market of potential consumers became wider," Mr. Brooks said. "As a result producers were able to reduce their costs by shaving down the margin of profit and depending on quantity distribution."

Following the world war the trend toward name buying increased even more sharply, he said. "In striving for quality merchandise the A and P promoted its own nationally known brands," he continued. The A and P imprinted the name of Ann Page preserves on the consciousness of the nation and made Bokar coffee, Quaker Maid and White House products recognized as standard quality brands.

"Today in the 'Parade of Progress' the A and P is cooperating with manufacturers in again bringing home to the public the quality standards of nationally known brands," Mr. Brooks said, "standards hailed by consumer leaders as protecting the average housewife in her daily purchases of food."

### SAY CROP OUTLOOK 'VERY FAVORABLE'

Harrisburg — The joint federal-state crop reporting service announced last week that winter wheat, rye and pasture prospects are "very favorable and farm granaries are well supplied with grain and forage for the last lap of the feeding period."

At present, the report said, most sections in the state have a reserve moisture supply and, "if normal precipitation continues, a favorable crop season appears ahead. The winter has been generally quite open throughout the state and, while temperatures have been severe, they have not remained low for periods long enough to cause widespread damage to fallown crops."

With exception of a few areas in the central and southeastern sections, the report stated condition of winter grains is generally very good.

### PATTON METHODIST EPISCOPAL CHURCH

James A. Turner, Pastor Church School 10 A. M. Preaching 11 A. M. and 7:30 P. M. Epworth League 6:30. Mid-week Bible Class, Wednesday, 7:30 P. M.

The greatest thing the Bible does is to make us wise unto salvation. Nature in all the blossoming loveliness of spring and the many-splendored, singing glory of summer has no answer to the question "What must I do to be saved?" Only the Bible tells us that the Creator is also the Redeemer — that He delighteth in mercy — that He can forgive and restore. In the Bible alone does God draw near to us in Jesus Christ and declare to us in Him His will for our salvation.

The difference Bible study makes is that it gradually forms within the mind a confidence in the godwill of a Father God; a settled belief in right doing; a power of resistance to sorrow and wrong doing; and a quiet faith in immortality which none of the events in life can destroy. Read and study it, I say, listen to its words, many-toned and melting, knowing that a book which grew out of a lofty spiritual life, if obeyed, will produce in us the kind of life which produced it. We shall know it is inspired because it inspires us.

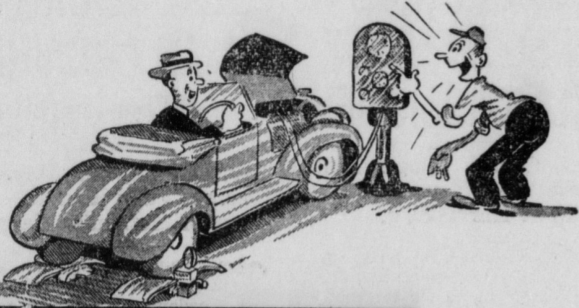
REPAIR PARTS for all plows.—L. Binder, Hastings, Pa.

### HAPPY REUNION



When Jerry McDonald, six, moved from Chicago to New York, neighbors promised to send his Boston terrier on to him. When they failed to do so Jerry's mother notified Chicago police, who took possession of the dog and shipped him to the boy's home in a big crate. The reunion was a happy one.

GENERAL WORK wanted. Inquire Joseph Martin, General Del., Carrolltown, Pa.



## first aid for sick cars

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Guessing is bad business! We save you money and save our time by testing your car on our "Indoor Proving Ground"—the remarkable Bendix-Feragen Chassis Dynamometer. You can SEE exactly what work is needed—and after we've done the work, you can SEE for sure that it's well done.

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Here's one shop where there's no driving of your car through crowded traffic to GUESS at carburetor adjustment, ignition system efficiency, valve timing and seating, combustion, back pressure, power, pick-up, fuel consumption, compression, cooling efficiency and chassis noises. We check all this, and more, with speed and accuracy—it's part of our service. And we PROVE our work on the same machine—the Bendix-Feragen Chassis Dynamometer. Drive in and see this remarkable equipment we've installed to serve you better.

### BUY A DYNAMOMETER TESTED USED CAR

A VERY FINE SELECTION OF LATE MODEL CARS AT VERY ATTRACTIVE PRICES

## WESTRICK MOTOR CO.

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BUY BENDIX PRODUCTS

## A NEW Banking SERVICE!

# Bank Money Orders!

A MODERN NEW SERVICE FOR THE TRANSFER OF FUNDS. RATES ARE LOW. SERVICE IS QUICK.

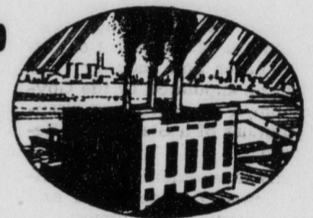
Less Inconvenience and Red Tape in Handling. The Ideal Method for Handling Your Payments If You Don't Carry A Checking Account.

COME IN — WE'LL GLADLY EXPLAIN THE LOW RATES AND SERVICE.

### First National Bank at Patton

## What Happens

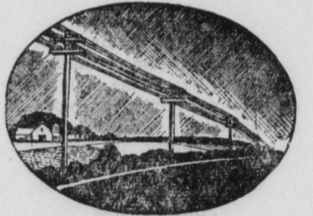
### When You Snap An Electric Switch?



Just a touch of your finger and the switch puts millions of dollars worth of property and hundreds of employes to work—FOR YOU! That little switch is one of the best friends you have.

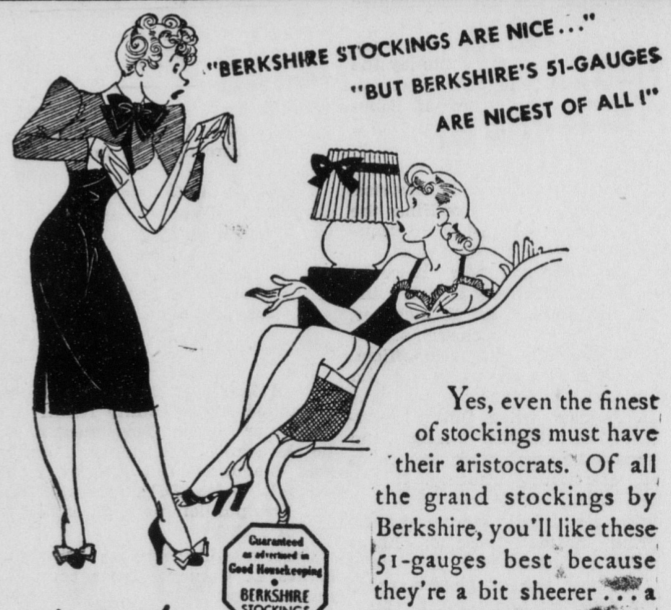
To your home electricity has brought comforts, conveniences, health and more time for the family. To industry it has brought better working conditions and greater efficiency.

This is your electric service — at the touch of a switch.



## PENNSYLVANIA EDISON COMPANY

No Other Dollar Buys As Much As the Dollar You Spend For Public Utility Service.



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Berk twist The Sheer Crepe Stocking By BERKSHIRE

Yes, even the finest of stockings must have their aristocrats. Of all the grand stockings by Berkshire, you'll like these 51-gauges best because they're a bit sheerer . . . a bit more luxurious . . . a bit longer-wearing. The special patented twist and counter-twist of the threads (called Berk twist\*) plus added stitches, increase their beauty and wearability.

### FANNIE C. WETZEL, CARROLLTOWN, PA.