

Up to the Minute!



It took the radio to develop a new idiom in the English language.

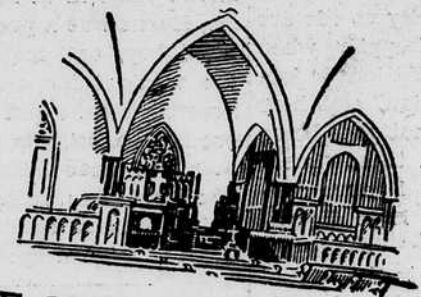
Up to the minute would have been a ridiculous expression forty years ago, for even with telegraphy and high-speed presses, it was many an hour before the latest news reached an eager and expectant world.

But, today, with the flick of a dial we can have our news *up to the minute*. And since that is our demand, books and fashions and advertising, and just about everything else that affects our lives, must also be *up to the minute*.

How odd, then, that the world's best seller is still a Book written centuries ago by inspired men! And strange, too, that the world's strongest institution is still the Church, founded two thousand years ago by One whom men crucified!

And yet, it's not surprising. For the Bible and the Church fulfill the needs that are common to men of all centuries. They reveal the truth that gives meaning to life, the hope that gives courage to struggling souls, the faith that gives light to darkened lives.

The Bible and the Church will always be *up to the minute*; for in a world of constant change they, alone, point men to life's single unchanging reality . . . GOD.



THE CHURCH FOR ALL . . . ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend and support the Church of his choice. They are: (1) For his own sake. (2) For his children's sake. (3) For the sake of his community and nation. (4) For the sake of the Church itself, which needs his moral and material support. Plan to go to Church on Sunday.

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E. E. Keister, Strasburg, Virginia
Script and suggestions for this series of advertisements
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This advertisement contributed to the cause of the Church by the following patriotic citizens and business establishments:

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