

GOT THE
**HOT CIGARETTE
HABIT?**



**BREAK THAT
HABIT WITH
KOOLS**



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MAKE **Easter** THE BEGINNING

*Particularly appropriate for Lent is this thoughtful
message about the birth of the Christian Church.*

by the Rev. William F. McDermott

EASTER COMES again—
this year on April 21. The
nation's 300,000 churches
might well ask: Is it to be a
triumph or a tragedy?

Its triumph lies in the
empty tomb—the stone rolled

away, the angel proclaiming,
"He is not here; for He is
risen." The tragedy is in the
practice of hundreds of
churches that make Easter
the end of intensive worship
rather than the beginning!

Lent is historically a period
of fasting and self-denial in
preparation for Easter. In the
early Church it was just that
—a quiet, meditative, self-
denying period. Then at East-
er the Church burst forth in

the joy of the Resurrection,
and the days that followed
were times of climactic up-
building, not letting down.

The Church's magnificent
opportunity lies in making
Easter the start of supreme

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And it's packed right in the box!*



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buy a better all-purpose
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