



*Handsome
new editions,
dedicated salesmen,
and a resurgent interest in religion
have made the Book of Books more
popular than ever.*

by Kevin V. Brown

Photo by Mort Shapiro

RECENTLY, at a sales luncheon held for promotional purposes, representatives of an advertising agency were given Bibles as gifts.

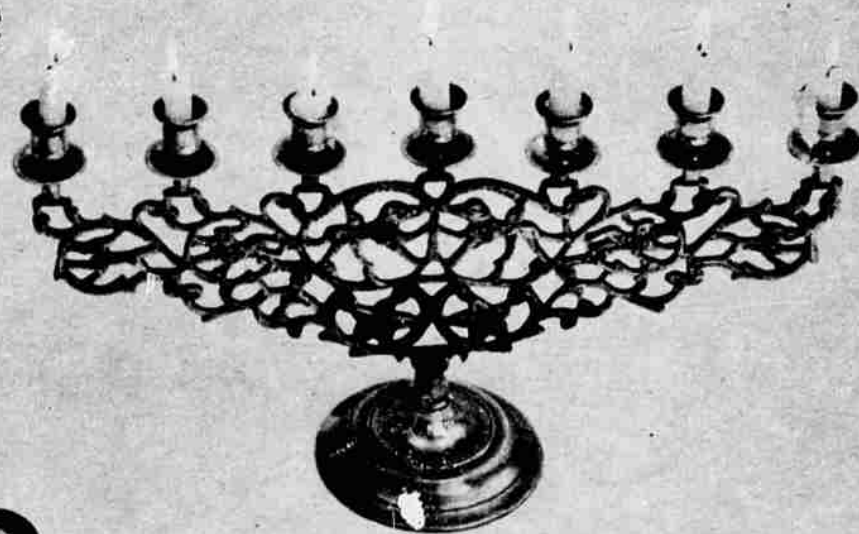
"I thought it was a strange thing to be giving away at a business meeting," one of them said later, "but I took it home and started looking at the pictures. I've never seen anything as fabulous! It was so beautiful I gave it to my mother and bought another for myself."

In Wisconsin, a former schoolteacher selling Bibles door-to-door was turned down by one family. She reluctantly made ready to leave, saying, "If you won't buy a Bible, at least say a prayer that I sell one in the next house." The family agreed, and when the sale was made the woman came back to thank them. Impressed, they also bought one.

Another Bible salesman was stopped at the switchboard of a large industrial corporation. The girl said, "I don't think our president, Mr. Harris, is interested."

"I think he would be," said the salesman, glancing around the sumptuous office. "I don't believe Mr. Harris

Everybody's Buying the Bible



Handsome art and supplements highlight new Bibles. A Catholic edition (left) features a full-color section explaining the Mass; a Protestant Bible (center) has reproductions of famous religious masterpieces; and a Jewish one offers a beautiful family-record section.

