

# THE CANADIAN THRESHERMAN AND FARMER

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D E C.

## "The Greatest Thing in the World"

1913

### OUR GUARANTEE

No advertisement is allowed in our columns until we are satisfied that the advertiser is absolutely reliable and that any subscriber can safely do business with him. If any subscriber is defrauded E. H. Heath Co., Ltd., will make good the loss resulting therefrom, if the event takes place within 30 days of date advertisement appeared, and complaint be made to us in writing with proofs, not later than ten days after its occurring, and provided, also, the subscriber in writing to the advertiser, stated that his advertisement was seen in "THE CANADIAN THRESHERMAN AND FARMER." Be careful when writing an advertiser to say that you saw the advertisement in "THE CANADIAN THRESHERMAN AND FARMER."

**B**Y INSTINCT OR REASON or by some resistless force that is neither instinct nor reason, every living creature from the moment it enters life is moved by one impulse: to make itself comfortable, to find a way or make one to that point of experience in which it realises complete satisfaction. From the very lowest in the scale of brute instinct to the very noblest we know of in human intelligence, there is in everything that possesses the principle of life a very definite idea of the *summum bonum* (the supreme good). It may be a very coarse and elementary or it may be a very refined and complex thing this idea of "complete satisfaction," but whether simple or complex, coarse or refined, it is omnipresent and very definite.

**MAN'S GREAT HEART-HUNGER** is never satisfied. Whether the objective is that of a lofty purpose, or takes the shape of a mean and sordid ambition, it is the fact that the heart's desire is never quenched. If the moving principle is

that of the most single-minded philanthropy that ever entered into social life, the more the real philanthropist gathers in to his heart, the more is his desire inflamed; he weeps, not like Alexander "for more worlds to conquer," but because his own limitations cannot take in more of the good that is in his own little world. Still more insatiable is the hunger that is ruled and fed by the unbridled passions.

**EVERY AGE MAKES ITS OWN** restatement of the eternal verities. As a recent art critic has put it: "the old religious painters sought to glorify their sacred personages by painting them superbly dressed in rich interiors. The artist of our day, however, brings to his work an unflinching realism. The element of the miraculous or abnormal is being entirely suppressed. In the modern representations of the Christ life, the Master enters the humble home of the peasant in the spirit of His promise—"Behold, I stand at the door and knock. If any man hear My voice and open the door, I will come to him and will sup with him and he with Me." Kind, simple hearts everywhere, bid him welcome, and in the setting of the ordinary commonplace details of a poor man's home, He shares the simple fare of these humble folks who know Him at once for their Friend, and the whole atmosphere is charged with love.

**OUR GENERATION**, probably no generation has given a finer and simpler statement of the supreme good in human life than was given by the late Professor Henry Drummond in that wonderful thesis which all the world knows by the name which stands at the head of these columns: "The Greatest Thing in the World." To characterise or give an "exposition" of this remarkable pamphlet would be as ridiculous as to seek to decorate the lily, or paint the rose a

more brilliant hue. We read it when it was issued many years ago; we have read it scores of times since then, and we found that it had lost none of its freshness when we read it half-an-hour ago before proceeding to write this little Christmas note.

**OUR CHRISTMAS MESSAGE** is the assurance that readers of "The Canadian Thresherman and Farmer" cannot more effectively get into tune with the Christmas spirit than by reading this little brochure. If it is not within reach, let them write to this office and we will see that if the desire is there to appropriate all that Drummond's labor of love means to the hungry soul, it shall not go unsatisfied. "The Greatest Thing in the World," can be read in half-an-hour by any person, and once read—well, the outlook for the reader is of such a nature that it may prove to be the greatest and most agreeable surprise of that reader's life.

**ONE NEVER THINKS** of orthodoxy or heterodoxy—of Calvinism or any other "ism," when reading it. It is a universal experience in human life, gathered up and presented by a master mind in the way that all master minds present the truth—in such a simple and unencumbered style that a child can grasp it, the most illiterate can follow it with the same appreciation of its mighty meaning and force that its author felt. It is the one interpretation of the "eternal verities" that every creature can assimilate and live by—the simple fact that God is Love and that the greatest thing in the world is Love.

**WE HEAR A LOT ABOUT "SERVICE"** in these days as if service were the golden key to all men's hearts, but service, one has recently said, is frequently but a trick. It is like offering apples to your friends. They eat your apples and leave you out, but love them and they will never cease to love and serve you, and your services will never carry the sting of suspicion. They will ring with the full tone of the real metal.

**ON THE THRESHOLD OF CHRISTMAS**, let us all "loosen up" for a fresh baptism of this wonderful solvent of all hardness, misapprehension, and the suspicion that eats into the vitals of society like a canker. It is the only reading of "reciprocity" that will appeal to the nations. It is the only thing in the world that can make men and women successful and happy. If the thousands of institutions which have been started and the millions of smart epigrams they have coined to embellish their "secrets of success" could all be boiled down together in one great cauldron, the last refined essence of their virtue might be easily accommodated in that little "alabaster box" and labelled in the heart blood of the Magdalen who offered it with the gentle name of Love.

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