

THE EDITOR'S DESK

Personality

It was once considered the very genuine product of personal character sincere outward expression of the best inward feeling. Personality ought always to reveal the individual as he is—without superficiality or sham.

Traits of character alone must weave the web of realism and serve to represent the man.

In short, personality must be the sincere outward expression of the true inward self.

Unfortunately, nowadays it is nothing of the kind.

Men have seized up the "idea" and have put it to commercial purpose at the costly sacrifice of realism.

In our very modern world, personality has come to mean that "charming" manner, adopted and designed to deceive innocent folk into believing that which all too often is the opposite of the true. In other words, according to modern standards, it is play acting.

The mask is put on and the part is played and if the insincerity is not detected, then is success attributed to a WINNING PERSONALITY. It is the sad story of practiced deception.

Some years ago, in the days of our early ministry, a well-dressed 'gentleman'—with a brief case and an Oxford accent—came one day into our study. With plausible confidence he assured us right at the start that the purpose of his visit was solely in our own interest. He was at our service. What he would not do to help one called to service in the Church of God. . . . especially us about whom he had heard so much. Studied flattery calmly followed and in our conceit we rather liked it. (He was a 'charming' fellow.) We proceeded to swallow the bait, hook, line and sinker and ended up by signing our name right on the dotted line. And the result of our conversation with that gentle mannered, personally interested, personality pirate cost us five dollars a month for a whole year.

High pressure salesmanship is simply a branch of applied psychology on the inflated personality plan. If the business of the world is to be built up on false standards of untruth and misrepresentation, then someday honest folks will get wise to the deceptions and wiles of 'professional' personality and just one more blow will be dealt to the confidence which men ought to have in one another.

A display of naturalness and absolute sincerity may not always produce 'winning' personality but it will produce character. This is the only sort of basis upon which human relationships can be substantially established.

We have the right to expect sincerity and reality in every dealing . . . unless we really like being fooled.

Christ demanded realism in character. That was why He unmasked Judas at the Last Supper. The men he called to be His followers were mostly rough outspoken fishermen but they were staunch and reliable. And our Lord Himself sought to gain the favor of none by affected charm.



ELECT
**C F. (Cliff)
READ**
YOUR ALDERMAN—WARD 3

THE UNCONVERTED AUTO

An old man said: "I don't like the Sunday automobile. It hasn't got sense enough to turn in when it comes to the church."

"In my boyhood days the old family horse seemed to know Sunday as surely as the preacher did."

"It would have taken some argument and some larruping to get Dobbin past the hitching-post at the meeting-house. He was a pretty good monitor for the young folks."

"But today the automobile goes humming along—just warming up about the time it nears the church: and it seems such a pity to stop and let her cool down."

"It's getting too easy to slip past religion."

"And one reason is that the Sunday automobile hasn't got horse sense."

—Exchange.

Becomes Children
Aid Worker

DETROIT, Mich.—Eugene Jackson a graduate of the Atlanta School of Social Work, Atlanta, Georgia, has begun his duties as case worker with the Children's Aid Society of this city, according to a very recent announcement.

Before entering the Atlanta School of Social Work, Mr. Jackson received his Bachelor's degree from Howard University, Washington, D.C., and taught in the public school system of Birmingham, Alabama.

He rang true as the Divine Champion of Righteousness and it is upon the pattern of His life alone that our civilization must be founded.

Re-elect Alderman E. C.



KILLINGSWORTH

— IN —

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