A profound impression was made upon the editors by the essay of Rev. Dr. J. O. Atkinson, of The Christian Sun, whose subject was "Should a Beligious Weekly Enter the Domain of Politics, and If So, to What Ex-

"For two reasons," said he. "a re-ligious weekly should not enter the do-main of politics. The first reason is be-cause of the fact that when it enters, like those who entered Dante's Informa as to their hope, it leaves its religion behind, and the second reason is bebehind, and the second reason is be-cause the very fact that it enters politics is good evidence that it had no religion to leave behind. This is not said to the detriment of polior to the derogation of religion. politics-religious editor, or the us-politics editor is neither a religious politics euror politician nor a religionist. He monstrosity. A religious man may edit a political paper, and a politi-cian may sometimes edit a religious paper, in rare instances and for brief seasons, be it said.

RELIGION IS THE REAL BUSINESS "In fairness to both, let us get at the line of cleavage. I find it here; the editor of the religious weekly has a more serious and constant business than this of politics. The real business of mankind is not politics, but religion. In the heat of political heavais you see men engaged in ectacular and passionate play. In e quiet, orderly life of the individual, you see him about the serious business or religion. The politician live who can, year in and ear out draw audiences and collect congregations to discuss politics; men take annual, perpetual, may verily, eternal interest in that which pertains to their religion. It is the deeper, saner, safer side of man which the religious editor is striving and strug-gling constantly to reach, deal with and influence for man's further betterment and God's everlasting glory. ORIGIN OF RELIGIOUS WEEKLY.

"The first religious weekly was born just 100 years ago. It came into the world-was there a cause or a mere coincidence?-contemporaneously with the advent of the modern movement for missions. Denomina-tional colleges. Church charities, or-phan homes and retreats for the worn and weary came into the world less than 100 years ago. So much has been accomplished since the birth of the religious weekly that one cannot doubt that it was divinely called into existence. The religious weekly has been called to the service of God for the betterment of man's moral and economic condition; a watchman on the walls, a voice of warning, a trumcalling to battle-the through which the tollers for truth and righteousness might speak one to Shall this high aim and lofty purpose whereunto it was born. prostituted to the play, passion and pastime of men engaged merely in this Peeting, fretful game of poli-

INFLUENCE ON SOCIETY. The speaker quoted the following to show the influence of the religious

"The initiation of the religious journalism introduced a force in human so-ciety that has been blessed of God in the spread of truth and the education of society in moral and religious ideals. The weekly religious paper as not only been a potent positive educator, in that which is good, but vent the security of false ideas and rile practices in Christian civilization. The religious paper has always stood for decency, morality, honesty and re-ligion. It has always opposed so-cial indiscretion, commercial deception and civil hypocricy. This has laid a check upon the secular thought and aided materially in elevating the tone and moral standard of the press. All this has wrought out a comparatively clean literature, and expanded the application of moral and ethical principles. The religious paper holds a place in the world of print similar to that of the Church in human so-ciety. All of human society is not religious in the real spiritual sense; but all of society is improved by the Church and the standard of right which the Church sets up and tries to maintain. The ramifications of primary and central forces cannot be fully traced; but in a general sense, we can see that they act like con-stitutions in civil States or like engines in great mills. Temperance, education, reforms, benevolent institutions, all had their first advocates in religious journals."

corruption on every hand; oppression abounded, slavery prevailed, tyranny was rampant and oppressive, yet as to even one of these He opened not His mouth. He did not abuse rulers, decry corruption in high places, or preach politics. He left the matter of measures to men. But, be it said, to His everlusting glory and eternal wisdom, He went boldly, fearlessly, but patiently after men, without fear, falting or favor and influenced them for truth, virtue and integrity. And from He life influence and terroling from His life, influence and teaching, there came a manhood, nay verily, a stalwart, noble yeomanry, who in the power of their might and in His name, made corruption too hideous to be borne.

PARTIBAN AND RELIGIOUS PA-PER CONTRASTED.

PER CONTRASTED.

"The partiesn paper deals with man as he is; the religious paper shows man what he may become. The partisan paper feeds and fans the fickle ambition of man; the religious paper tells of high and holy aspirations that may be attained. The partisan paper treats of man here; the religious paper is dealing with ian for the hereafter. In the wise providence of God, both have come to serve a most noble and glorious purpose. The partisan paper through right measures is leading us to be right men; the religious paper through the right men are leading us to better methods. And these two combined, with ever-increasing powers and influence, are making for a better state, a nobler manhood, and a brighter, happier world in which to live."

The subject assigned Editor R. F. Beasley, of The Monroe Journal, was "The Editor and His Subacribera."

The thought that the editor displayed his real self in his paper and through his paper to his constituents was fully developed. Said he: "It in agreed that the richest usset of a valuable newspaper is intangible, but real, something known as its good will. The physical effects of any newspaper plant of the first water is

another franchise, monopoly nor special privilege. Anybody may become a competitor. What is necessary for the creation and maintenance of this attitude, which is a paper's most valuable possession, and without which it cannot survive? I think the answer is found in the subject assigned to me. I shall speak of conditions that surround journalism as we know it in North Carolina, the paper that has a known editor whose personality is the chief characteristic of the paper. No one will contend that journalism in our State is not still personal. The hired editor and the impersonal writer, quits necessary and right in their places, have not yet a place in North Carolina. There is not a paper in our borders whose influence has respect that is not dominated by one perfectly well known personality.

READER'S RESPECT NECESSARY

READER'S RESPECT NECESSARY

and to augment his profits. The sine qua non are a fair degree of sense and a full measure of honesty on the part of the editor. Though few men gree good judges of wisdom, most are good judges of honesty and hence the second requirement must be possessed to the full by the editor who sessed to the full by the editor who would be worthy of the name. I use the word honesty as a generic term, embracing fairness, courage, justice and even generosity, as well as other evidences of manilness. An editor must be courageous, possess that higher form of courage which simply means the determination to set of men is more severely tried opinion on this important issue.
than the editor's, and the best battles "I am afraid." said he, "that some than the editor's, and the best parties are fought with himself alone. The liberty of the press of to-day makes so away prejudiced against a partitit true that the courage not to do is often finer strained than that to do only one side of the case has been presented through the papers already the must fight against the sins both presented through the papers already the pa an unjust thing knowingly is worse naper on the other side of this questhan to leave unsaid a thing which duty says should be voiced was going to be presented. I couldn't MUST GUARD AGAINST PAKIRS.

"The full power of publicity is just "The full power of publicity is just now beginning to be understood and with it the number of men, concerns and enterprises that are attempting to use dishonest methods in creating public opinion is legion. They approach the editor from every unexpected standpoint, but he must keep faith with the public. Here we are reminded of the dictum of Charles A. Dana; Never print an advertisement as news matter; let every advertisement appear as an every advertisement appear as an advertisement; no sailing under false colors. While the editor owns his property, he does not own the right to speak for his community, to represent it before the world and thereby to demand its support. Those things are given to him in proportion to the use he makes of them, in the proportion in which he shows his ability

NOT MERELY A MONEY-MAKER. "Any editor who regards his paper much of a private affair as to wish it to make money except as a result of more fully serving its public mission is not living up to his opportunities and has put his calling upon the plane of mere merchandise. And while I have made honesty and its correlatives the first consideration necessary to secure the respect of his subscribers, an editor is under further obligations by reason of his implied contract. That is the obliga-tion to use due diligence in making editor is bound to consecrate his energies, his ability, to the task of giving his readers the best there is in Personal ambition, self-aggrandizement and all other forms of selfishness must resolutely be left behind.

"And now, I think that the editor having proven himself, the editor will find his readers cling to him for the worth they have found. The old paper is to them a familiar face; its voice is the counsel they can trust; its influence has moulded their character unconsciously; its beliefs are their beliefs; its God their God, and they will live and die with it" MR. MARTIN DEFENDS HIMSELF

A paper that was given rapt attention was that read by Mr. H. C. Martin, editor of The Lenoir News, who had for his subject. "Should a Newspaper Be Non-Partisan?" He stated in the beginning that he would deal only with the papers in the deal only with the papers in the smaller towns, excluding the dailies altogether from his discussion. He drew a distinction between the term "non-partisan" and the term "neu-tral." Said he: "The paper that tral." Said he: "The paper that commends a political opponent where commendation is justly due, and at the same time censures a political friend where censure is justly due, is CHRIST'S ATTITUDE TOWARD CORRUPTION.

"I think even now and with all reverence and profoundest admiration of the Man of Galilee. In His day and time, there was gross political corruption on every hand; oppression abounded, slavery prevailed, bytanny good graces of its political friends, but that time has passed. The American people believe in fair play and in according to every party its just deserts. The paper that does this is held in higher esteem than the one that does not. Every newspaper, worthy of the name, exists for something higher and nobler than the mere success and rise of some political party.

"In my experience of conducting a non-partisan paper for ten years I have found that it is very atisfactory from a financial standpoint. Democratic and Republican dollars are of equal value to me. During the last political campaign I handled an average of two columns per issue for both the Democratic and Republican chairmen of my county at regular advertising rates, in which they exploited the virtues of their respective parties. I do not believe my paper lost any of its prestige and influence by this course, and I know it lost nothing financially.

"Again, business men of all politi-PAYS FINANCIALLY.

"Again, business men of all political parties will patronise the advertising columns of a non-partisan paper, while the 'party organ' in
small towns can only hope to get the
patronage of its political friends. It
cannot consistently solicit the business
of the people it denounces in its editerial columns.

HAS REEN CRITICIPAT

HAS BEEN CRITICISED. "I am fully aware that this post-tion is open to criticism and some-times harsh criticism. I, myself, have been made the target of some of the 'sharpshooters' of the North Carolina regiment of newspaper men. Some of the able 'gunners' in this presence;

during the last campaign. train their guns on me for a season, usi such projectiles as 'Get off the fence. Be Fish or Fowt.' Don't try to car water on both shoulders, etc. I this my course did more to win votes f good government than theirs d While it is always pleasant to ha While it is always pleasant to have the endorsement of the brethren in the position one takes, a little mild criticism is not without its value and should be appreciated accordingly.

TOO MUCH POLITICS. "I take it that no thoughtful man will deny that there is too much poli-tics in this country, especially partisan politics, for every two years or oftener, the State is stirred to fever heat by an election, and the partisan politician aided by the partisan press causes estrangements and breaches in a community and sometimes even in a family. A chilling and blasting effect is produced on all kinds of busi-ness and the upward and progressive movements of the country are temporarily, at least, checked. The frequent and intensely hot partisan campaigns have, in my humble judgment, done much to retard the upbuilding "To command the respect of the individual reader and the public, the pains have, in my humble judgment, exemplifications of certain elemental characteristics is necessary in a newspaper. After he has secured the respect of his readers, there are many attributes that are dillor must have

attributes that an editor must have All hall the non-partisan (may his in order to increase his influence, to make his paper more widely read and to augment his profits. The sine of peace, May we see in the moonlight, within

Making it rich like a lily in bloom, An editor sitting by the table old. Turning out copy, both spicy and

And may the face of this good man,

Be the honest face of a non-partisan. MR. DANIELS PROTESTS. After a few announcements, Mr. Josephus Daniels, editor of The Raleigh News and Observer, arose the statement that he wanted to reply to some of the things which had been do at any cost regardless of conse-quences. Perhaps the courage of no spoke briefly, but vigorously of his

> read. I have been waiting to hear a naper on the other side of this queskeep my seat. I want to say that there are partisan papers in the State rate of one cent for each two ounces with as much conscience as an inde-

Postmaster General A. L. Lawshe, of Washington, whose subject was "The Postoffice Department and the Legitimate Publisher." Mr. Lawshe's coming was looked forward to with a maximum of interest by the members of the association, and to say that he measured up to the expectations of his most optimistic friends but faintly expresses the sentiments of those who heard him. Mr. Lawshe is an expert in postoffice affairs, as his position amply testifies, and at the same time, by reason of the fact that he was a successful newspaper man himself for many years, he is keenly alive to the peculiar needs and problems confronting newspaper workers. His remarks therefore could not have been other than rned was that of Third Assistant

entertaining and instructive. Mr. Lawshe presents a fine appearance on the floor, is an easy speaker and possesses that happy faculty of knowing just how to deliver an address so that it will not fall heavy upon his hearers. Tall, erect, with clear eye and lofty forehead, and deliberate and concise in his manner, he could hardly be anything manner, he could hardly be anything manner. head, and deliberate and concise in his manner, he could hardly be anything other than a forceful and interesting speaker. Aside from his other capabilities, he possesses a keen sense of humor, which he showed to marked advantage in his address yesterday.

The law does not define a "legitimate subscriber," "free circulation" or a "nominal rates.

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The law does not define a "legitimate subscriber," "free circulation" or a "nominal rates.

A NEWSPAPER MAN HIMSELF. Mr. Lawshe, in his opening remarks, referred to his early exclass mailing privileges arose," said periences as printer's "devil," compositor, job printer and country editor rying of expired subscriptions for the purpose of indicating that indefinite periods and from the old he is familiar by practical experience with matters which affect publishers' interests, and to show that he has no prejudice whatever against the newspaper business. He assured his hearers that his sympathies are with the legitimate publisher and that in his administration of all questions connected with the secondclass mailing privilege he would endeavor to deal fairly with those who are trying to do clean business in a clean way, and who would not intenviolate or abuse any privilege granted to him under the stat-

The speaker briefly stated the rates of postage fixed by Congress on the various classes of mail matterthe first-class rate of two cents for each ounce or fraction thereof on written matter or matter sealed against inspection; the third-class

Editor of The Concord Times, and Secretary and Treasurer of the North

God just as surely as any religious weekly. What is politics? Some look upon politics as a mere machine and they term partisan editors vile and vicious. I say that politics is statesmanship, and I believe that journal-ism should stand for party views. What is an independent editor? Horace Greely was the greatest indepen-dent editor in this country, and yet at once the most partisan editor in America. Who are the great editors of the State? They are such men as Major Hale, sitting there, who has been issuing a partisan paper for a long term of years, but who has not allowed a political boss ever to dictate to him. ALL ADDRESSES SPLENDID.

The addresses at this session of the onvention were of an exceedingly high degree of excellence. The au thors showed themselves to have the comprehensive view of their work necessary to the production of clean and untrammeled newspaper literature. The essays reflected the ability which The essays reflected the ability which the editors of North Carolina are known to possess, and which can be seen to flash daily, weekly and semi-weekly from the columns of their papers. There was no better attestation of their appreciation than in the fact that their fellow-laborers sat with patience and listened to the production of a programme unbroken production of a programme unbroken by music or such a diversity of en-tertainment. The applause was hearty, and was not of that kind which is sometimes adjudged to be perfunc-tory. It originated in a deep-seated

The session which opened at \$:30 o'clock continued until 12:30, adjournment then being taken for lunch. The

ment then being taken for lunch. The assembly room of the Selwyn was comfortably filled at the close of the session, many ladies being in evidence. Every facility and convenience had been provided by Manager Edgar B. Moore. Stretched across one end of the hall was a big sign bearing the words, "Welcome, North Carolina Press Association."

The association re-convened at 2:30 o'clock, the only feature of the programme being the address of Third Assistant Postmaster General A. L. Lawshe, of Washington. This, as announced, was to be followed by a trobley ride over the city and suburbs, President E. D. Latta, of the Charliotte Consolidated Construction Company being host. The exercises at the Presbyterian College concluded the day's programme.

pendent paper and are doing just as ter other than newspapers and pegreat a work in their respective riodicals admitted to the second-class fields. They are doing the work of privilege, including books, circulars, etc., and the fourth-class rate one cent per ounce or fraction thereof on all matter (usually merchan-dise) not embraced in the other classes. The first, third and fourthclass rates are for the general pub-

RATE A SPECIAL PRIVILEGE. The publisher of a newspaper or periodical admitted to the second-class enjoys a rate of postage for his product not accorded to any other citizen or class of citizens, or to any other industry—a general rate of 1 cent per pound and a free rate with-in the county of publication under prescribed conditions.

The next lowest rate of postage is hat granted to the general public on mailings of newspapers and other periodicals which have been admitted to the second-class at the rate of 1 cent for each 4 ounces or fraction thereof. The next cheapest rate is that on books and other printed mat-ter, of 1 cent for each 2 ounces or

The statistics of the Postoffice Department show that there is an average of 42 scaled letters to the pound. The business public and the people senerally therefore pay at the rate of \$4 cents per pound on their letters; they pay an average of about 10 cents per pound on mailings of books and other printed matter, and about 20 cents per pound for merchandise, the government gaining over the ounce rate by reason of taking ad-vantage of the fractions of an ounce

THE EXTENT OF THE FAVOR. The extent of the privilege or favor conferred upon the publishers of legitimate newspapers and periodicals by the special rate of one cent a pound is disclosed in the fact that newspapers and periodicals enjoying the second-class mailing privilege constitute 67 per cent. of the matter carried in the mails, but yield selfgar B. Moore. Stretched across one and of the hall was a big sign bearing the words, "Welcome, North Carolina Prem Association."

The association re-convened at 2:30 to be a circular the letters. The association re-convened at 2:30 to clock, the only feature of the programme being the address of Third Assistant Postmaster General A L. Lawshe, of Washington. This, as announced, was to be followed by a trolley ride over the city and suburbs, President E. D. Latta, of the Charlotte Consolidated Construction Company being host. The exercises at the day's programme.

ADDRESS BY HON. A. L. LAWSHE, Unquestionably the event of the day of far as the addresses were considered weight.

The cost of transporting and han-

been other than hearing granted to the publisher.

The statute in substance provides

regulations which under another law he is authorized to make.

"Two great abuses of the second-100 per cent. sample-copy privilege -that is, for every copy of his paper sent to a subscriber the pub-lisher, under the old regulations, was allowed to mail a sample copy at has taken out of the mails since Janthe second-class postage rate of 1 uary 1, millions of copies of publicent per pound." cations whose "circulation" for ad-THE DESIRE OF THE DEPART-

Mr. Lawshe explained that the polcy of the department is to cure, so far as possible under existing law, some of the gravest abuses of the second-class mailing privilege, while imposing the least amount of inconenience and annoyance to legitimate publishers—those who do not at-tempt to evade the spirit and pur-pose of the law by padding their subscription lists with free subscriptions, fake subscriptions, expired sub-scriptions, etc., for the purpose of securing a wider field for the circulation of advertising matter at increas-

On account of the special rates accorded to mail matter of the secondclass, it should be the cheerful duty of every publisher enjoying these rates to faithfully comply with the terms of the law, and a reasonable construction thereof, under which the privilege is granted. Moreover, he should not only refrain from joining hands with the abusers, but on the contrary he should stand firmly with the department in its efforts to rid the second-class mall of its abuses and thus justify the continuance of a low rate of postage to legitimate publishers and, indirectly, to the people. With such support the efforts now being put forth will succeed; without it, failure and continued annoyance and embarrassment to legitimate publishers are inevitable

A REASONABLE LIMIT. The essential features of the new postal regulations fix a reasonable limit for the carrying of expired subscriptions and reduce the samplecopy privilege to 10 per cent, of the mailings of a publication to subscribers. It is believed that the end sought is being accomplished, not only without real hardship to legitimate publishers, but, on the contra-ry, judging from the expressions of approval received from them, with beneficial results.

The legitimate publisher is recog-nized as a public servant in the best sense of the term. He often does a vast amount of real work for his community for which he receives little or no reward. This fact appears to have been taken into considera-tion by Congress when it fixed this postal status in the law governing second-class mail matter, which confers a special privilege upon the legitimate publisher.

Mr. Lawshe's predecessor, advo-cated an advance in the second-class rate to 4 cents per pound, on the ground that it was approximately the ost of the service rendered.

Notwithstanding the startling facts disclosed in the figures presented, the speaker defended the present rate of postage on legitimate news-papers and periodicals, and indicated the opposition of himself and Post-master General Meyer to an increase provided the legitimate publishers of the country stand with the depart-ment in its efforts to cure abuses, A GREAT EDUCATIONAL FAC-TOR.

The pound rate for newspapers and periodicals which meet the re-strictions of the statute was defended on the ground that they are the one great educational factor of our country in their true intent and purpose as recognized by Congress in framing the law. Furthermore, sec-ond-class matter originates, a vast-amount of first, third and four-class mail matter. That fact, however, should not be made the excuse for allowing all sorts of abuses. The conditions surrounding second-class postage were intended to directly favor the legitimate, and at the same time protect it from the illegitimate

The rule which obtained for number of years prior to January 1, 1908, in regard to the mailing of sample copies, was that with each issue of his paper a publisher was entitled to mail sample copies in number equal to the number of his subscribers. Many publishers were maintaining by reason of this old rule a tremendous "circulation" and there-by obtained high advertising rates because of the fact that they mailed an enormous quantity of sample copies—a number beyond all the bounds of reason when the legitimate purposes for which sample copies may be sent are considered—to obtain from the recipient a subscrip-tion to the paper, or to induce him to advertise in or become an agent therefor. Such sample copies in the past have been circulated largely for advertising purposes rather than for legitimate subscription purposes. THE SAMPLE COPY PRIVILEGE.

Thousands of publishers have not used the sample copy privilege to any appreciable extent, and others have used it to the extent of 100 per cent. of a circulation already padded to the limit. The normal newspaper and periodical publisher has used the privilege only to the extent of a lit-

tie over 2 per cent.

Under the old regulation the mails were flooded with millions of copies of papers—consisting of sample copies and copies to those whose subscriptions had long expired—which obstructed the mails and accumulated in the postoffices because underliverable.

iverable.

In the light of the facts above set forth it has been concluded that no justifiable or legal exception can be taken to the new rule, which provides in substance that sample copies to the amount of 16 per cent of the weight of copies mailed as to subscribers may be mailed at the second-class rate of 1 cent per pound. A rule of this sort does not harm the

legitimate publisher, because the actual test showed that the norma publisher does not indulge in the extension of the extens sample copy privilege to the extent now provided for. The rule does, however, strike a serious blow at the publisher whose chief aim has been to extend and pad his so-called circulation for advertising purposes. THE EFFECT OF THIS RULING.

Mr. Lawshe gave some truly start-ling figures indicating the extent to which sample copies had been circu-lating for advertising purposes, and the decrease brought about by the new regulations, and invited atten-tion to the fact that the benefit of this new rule to the normal publishers is made thoroughly effective by providing that the sample copy privi-lege shall be cumulative during a period of one year—that is to say, the unused quota of the sample copy priv-liege stands to the credit of the pub-lisher throughout the year, thus en-abling him to increase his circulation at times when it is most desirable. This cumulative leature was not allowed under the old so-called 100 per cent. sample copy rule. If the 10 per cent. sample copy rule does not serve the needs of the publisher, additional copies of his publication to any extent he may desire will be accepted for mailing at the transient second-class rate-1 cent for four ounces or fraction thereof-which is the rate charged the general public on mailings of newspapers and other periodicals.

The new regulation limitiag sample copy privilege heretofore granted, seems to have been accepted in good faith by all concerned. hardly any protest against it has been received by the department. It cations whose "circulation" for advertising purposes, was swelled to the

The Postoffice Department has not attempted heretofore to deal by regulation with the practice on the part of some publishers of mailing for an indeficite period papers to persons whose subscriptions have long expired, which practice has been taken advantage of by many publishers whose odvertising rates are based on a certain "circulation" which must be maintained, and no ruled upon that subject were promutgated. However, such rules were found necessary and have now been made under which a reasonable time will be allowed publishers to recure renewals of subscriptions, but unless subscrip-THE RULING EXPLAINED.

copies mailed on account the shall not be accepted for mailin the second-class postage rats of cent a pound, but may be maile the transient second-class por rate of one cent for each four or fraction thereof, prepaid

The attitude of the department to-ward the legitlimate publisher is not one of hostility, and in framing the regulations an effort was made to protect as far as possible the legiti-mate publisher, while at the same time curtailing the abuses which have been perpetrated in the past by publications which seem to be de-signed more for advertising purposes, for free circulation and for circula-tion at nominal rates than for the tion at nominal rates than for the dissemination of information of a public character in response to a bona fide demand on the part of the pub-In framing the regulation governing expired subscriptions several factors or elements were considered; Time, frequency of issue, the more or less intimate relation existing between publisher and subscriber as justifying credit with knowledge of responsibility, etc. Like treatment under

A FURTHER EXPLANATION. The regulation does not require payment of subscriptions in advance. as some newspapers have stated. It merely provides that subscriptions not "expressly renewed" within a given time, which varies according to the frequency of issue of the publication, may not be counted "legitimate list of subscribers" quired by the law, and that coples sent to such delinquent subscribers may not be accepted at the pound

SOUTHERN STANDARD OF SATISFACTION

HOGLESS LARD

Nature made it and made it right,—the just-right cooking-fat for all purposes,—the economical substitute for butter. There's no indigestible hog-fat in it. It's the pride of the South, -her leading agricultural contiibution to the international food-purity.

THE SOUTHERN COTTON OIL CO NEW YORK SAVANNAH-NEW DRLEAMS ATLANTA CHICAGO

Why Not Mix **Brains With** Your Eating?

> If you mix brains with your eating

you will be interested in the cost and nutritive value of your food.

Shredded Wheat contains the greatest amount

of muscle-building, brainmaking material in the most digestible form and at the least cost. A food for the outdoor man and the indoor man for the invalid and the athlete.

For breakfast heat the Biscuit in oven, pour milk over it (hot milk in winter) and a little cream. If you like the Biscuit for breakfast you will like toasted TRISCUIT (the Shredded Wheat wafer) for luncheon or any meal with butter, cheese or marmalade. At your grocers.