

SAUNDERS

**EFFICIENCY LEAVES
NOTHING To Be DESIRED**

IN

SALESMANSHIP

Note how Saunders grows as the years pass by. In 1913 our business increased 31.84 per cent over 1912. In 1914 our business inceased 21.38 per cent over 1913. :-: :-:

A HEALTHY GROWTH THERE'S A CAUSE SERVICE

The firm to write, wire or phone to for market information, and to ship to for satisfaction

Geo. W. Saunders

Live Stock Commission Company

FORT WORTH, TEXAS; SAN ANTONIO, TEXAS

"THE ATTITUDE OF THE PRESS TOWARDS RELIGION.

At the regular meeting of the Y. M. C. A. last night Dr. H. T. Mussleman spoke to a good house on "The Attitude of the Press Toward Religion." Dr. Mussleman is an able and interesting speaker. He is the editor of two Texas school magazines, the "Texas School Journal" and the "Rural School Advocate."

Every student should understand the position of the press on the question of religion.

In the word "press" Dr. Mussleman includes all the daily, weekly and monthly papers and magazines that are published. There is a great difference in the treatment of religious matters by these classes of publications.

Ten years ago the daily newspapers paid very little attention to religion or to religious meetings. Finally, however, the press began to realize that there might be some interesting news in religion. It was found that the daily press must have sensatonal news to satisfy their readers. The first men to attract much attention were the Evangelist Chapman and his clown-singer. At first only a few lines were given to them in the newspapers, but later they took some pictures of the singer in his comic poses, and actually gave them as much as a whole two-column write-up. Billy Sunday was the next man to attract much attention. When he jumped upon the pulpit and shouted that "some men are so low down that they will have to take an aeroplane to get to hell," that was real news, and the leading Sunday papers wrote him up, devoting many

pages of their supplements to the evangelist and his work. This only serves as an example of what the daily press considers "news." Now the daily papers take special note of religious gatherings, such as big conventions. As a rule, the editors of the daily papers are not great church men. They are not opposed to religion, but are indifferent, or only friendly.

The weekly papers do not very often refer to religious matters. They do not use as much sensational news as do the daily papers. The country weekly could exert a great influence if properly used. But often the editor neglects religion in his columns, evn though he may be a good church man.

Our sanest, most thoughtful and best work along religious lines comes in the monthly and semi-monthly magazines. It is the class of work that is read by our leading men of all professions.

One of the startling facts of today is the lack of church attendance. Once the church used to be the most potential factor in the molding of a community, but now this power has been largely shifted to the press. Therefore, it is imperative that the papers deal with religion in a broad, open-minded way, in order to counteract this growing dimunition n church attendance.

Religion should be a part of one's education, and the press is a dominate power in the education of our people. Therefore, it is up to us to see that religious matters find a regular space in our papers. It behooves you then to get close to your editor and to influence him in developing the religious department of your own paper.

"And there," said the high-browed young man to the sweet thing, "is Taurus, the Bull."

"Oh, gee!" she exclaimed, "I didn't know that astronomy was so up to date. That word is found everywhere, isnt it?"

Whereupon the young man sighed as the wind passing gently through the pine trees.

Wanted—A nap in C. E. 4. See H. P. Stocton.

Holmes Bros.

If Its Cold Drinks and Candies. Ours Is Best.

VICTOR

TALKING MACHINES

AT

HASWELL'S BOOK STORE

Bryan, Texas

We Invite Your Patronage

Eastman Kodaks and Athletic Goods