NEWSPAPERS CUT PAGES

Increase in Advertising Rates Recommended

Speaker at Newspaper Convention Urges Publishers to Revise System.

NEW YORK, Nov. 15.—Increased advertising rates and reduction in the size of newspapers were urged by Farnklin P. Glass of Birmingham, Ala., president of the American Newspaper Publishers' association, at a special meeting here to consider the newsprint shortage.

"Every paper," he said, "should agree to cut down its average number of pages, both week-day and Sunday, by a considerable percentage, and then hold its advertising volume to a fixed number of pages. This would probably necessitate an arbitrary reduction of at least 33 per cent in volume of business.

"Radical advances should be made in advertising rates. The percentage of increase should be such as to hold back the sluice of advertising that has poured into our offices and bids fair to continue during the next year."

Declaring that English newspapers during the war reduced their size by one-third, but so advanced rates that most of them earned more than before the war, Mr. Glass declared:

"It is plain that proper restriction of advertising space would not work any financial hardship here."

Mr. Glass urged that newspaper publishers seek more harmonious relations with newsprint manufacturers and in connection with the convention of the American Pulp Paper association, which is meeting simultaneously in the same hotel urged that conferences be inaugurated to see "if some fair, broad-minded policy of doing business cannot be devised."

To increase the manufacture of paper, Mr. Glass suggested that the convention urge passage of the water power bill now pending in congress, and that an arrangement be made with the Canadian government to bring pulp to American mills without prohibitive restrictions on the Canadian side.

He said that a three weeks' tour in the east and Canada, during which he talked with print manufacturers and brokers, convincing him that publishers themselves "are mainly responsible for this wild market and for the shortage."

An extraordinary volume of advertising, he said, had resulted in the consumption of surplus stocks.

"If the situation is not met with co-operation and sacrifce," he said "it is certain that weaker papers will beforced to suspend. The fault is not with the mills. They have maintained a 100 per cent production; perhaps more than normal. We cannot look to them for prompt relief. We must depend on ourselves."

Mr. Glass said newspaper advertising rates always have been too low and that an advance of 25 or 30 per cent would not be enough because cost of production had increased 100 per cent in the last year.

Christian Science Society.

Sunday service at 11 a. m. Subject, "Mortals and Immortals."

Sunday school at 10 a. m.

Wednesday evening meeting at 8 o'clock.

The reading room is open to the public Monday, Wednesday and Saturday from 2 to 5 p. m.

All are welcome to attend our services.

Corner First and Washington.

BAPTIST CHURCH NEWS
Baptist Church.

Programme for all-day meeting:

10:00 a. m.-11:00 Sunday school.

11:00-12:00 church service. Address by George Henry Harrison, Pastor.

12:30-2:00—Basket dinner in the church basement for members.

2:30-3:00—Devotional service led by J. W. Oliver.

3:00-4:00—Addresses by Adjutants Purdy and David Lorco.

7:30-9:00—Church service. Address by David Lorco and George Henry Harrison.

Everybody welcome to these services.

PRESBYTERIAN CHURCH

James Aikih Smith, Minister

Bible school at 9:45 a. m., Mr. H. S. Eakin, Supt.

Public worship at 11 a. m. The minister will speak on "From Demoniac to Missionary."

Thee theme of the evening sermon will be "The Forgotten Vow." This is a continuation of the message of two weeks ago. All other engagements are side-tracked this week for the great Union Bible conference under the direction of Dr. White of Albany. All evening services beginning Tuesday at 7:30 p. m. will be held in the Presbyterian church. Day sessions in the Y. M. C. A.

Sunday Morning.

[illegible]

BURE-BRED ENTRIES MANY AT STOCK SHOW

PORTLAND, Nov. 15.—Entries of pure-bred stock to the number of 3,000 have been recorded for the Pacific International Livestock Exposition, at Portland opening on November 17. These entries come from all the Pacific Coast states and from Michigan, Minnesota, Wisconsin, Missouri, Arizona and British Columbia. A leading feature of the big stock show will, of course, be the beef and dairy classes in which there are 1200, indicating an assemblage of the very choicest exhibits that will mark a new epoch in the history of western affairs.

The new pavilion of the Pacific International Livestock Exposition at Portland, Or., just completed for the ninth annual show, opening on November 17, covers 7 1-2 acres of ground and cost upwards of half a million dollars. Three thousand pure-bred animals have been entered in the lists for premiums which aggregate $75,0000. The Western Dairy Products show and Dairy Instructors convention, with manifold demonstrations, lectures, and practical instruction in judging, will be held in the same building during the livestock exposition.

Benefits of Walks.

Through a daily walk in the open air, the hair may be made to grow, it is said, and this as a result of improved circulation. The skin may be improved, both in color and texture, if it is, in conjunction with this exercise, properly cleaned. The figure may be greatly improved. These blessings, with the calming of troubled nerves already mentioned, ought to make any woman, young or old, an advocate of this form of exercise.

The Seats of the Mighty.

A certain captain went calling upon the village belle. The old man kept a very vicious housedog, and upon the occasion of the officer's call the dog was untied. When the fearsome canine had finished with the captain the seat of the latter's trousers was missing. His brother officers, joshing him about his predicament, asked if the girl was worth risking his anatomy in that fashion. The captain replied: "Maybe not, but I have always been willing to give up my seat to any lady!"—Judge.

Most Elephants Are Cowards.

Only about twenty-five out of every 1,000 elephants in India can pass the tests for courage which are put to them before they are used in tiger hunting.

"Carpet-Bagger."

It is said that the term "carpet-bagger" was first applied to political adventurers in America. It was designed to describe a needy political adventurer who wanders over the country pandering to the prejudices of the ignorant in order to be to get into office. He was so called because he was regarded as having only enough property to fill a carpet bag.

Have Eye for the Future.

Be for yourself what you admire seeing the other man do. He takes time to get ahead. His mind is his most precious treasure. No pains are too much to bestow upon it. You watch him grow and admire his pluck. You even speak the word that boosts him. Why not apply his principles to your own life? Make the hours count. Take detours now that you may ride an easy road later.—Exchange.

Fish Live in Ice.

During several months of each year some of the great rivers of Siberia are frozen solid to the bottom, but the fishes imprisoned in the ice maintain their vitality and resume their active life when the ice melts in the spring.

To Start a Clock.

The stopping of a clock may be due to clogged wheels. Thoroughly saturate a piece of white cotton with kerosene oil and place it inside the clock case. Probably at the end of a week the cotton will be black with dust that has been loosened by the fumes of the oil and the clock will run as well as ever.

North American Moose.

The best moose hunting in eastern North America is found in the Canadian province of New Brunswick. The best in the United States is in Maine. Moose are believed to be holding their own if not increasing. Ernest Thompson Seton, the naturalist, estimates that there are about a million moose in North America.

Some Distance.

Hewitt—Times have changed.

Jewett—Yes, it is a long way from grandfather's clock to a wrist watch.

Observation of Oil Belt Philosopher.

A scientist has just discovered that fish are intelligent. We had observed also that they don't bite on everything that comes along.—Baxter Citizen.

Mystery Solved.

Her eyes were red, and she explained that she had been to a wedding. "I always cry more at a wedding than I do at a funeral—it's so much more uncertain."—Boston Transcript.

Use Salts in Dry Battery.

An experimenter has succeeded in successfully substituting crystals of Rochelle salt for dry cell batteries in telephone circuits to transmit and amplify sound.

Sinfulness Reacts.

Never let a man imagine that he can pursue a good end by evil means without sinning against his own soul! Any other issue is doubtful; the evil effect on himself is certain.—Southey.

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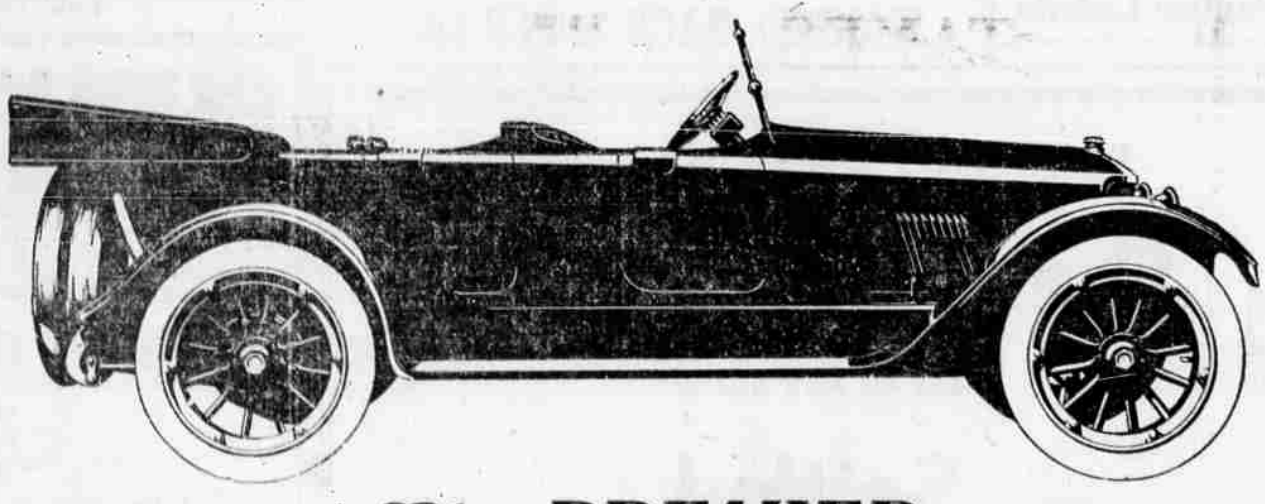

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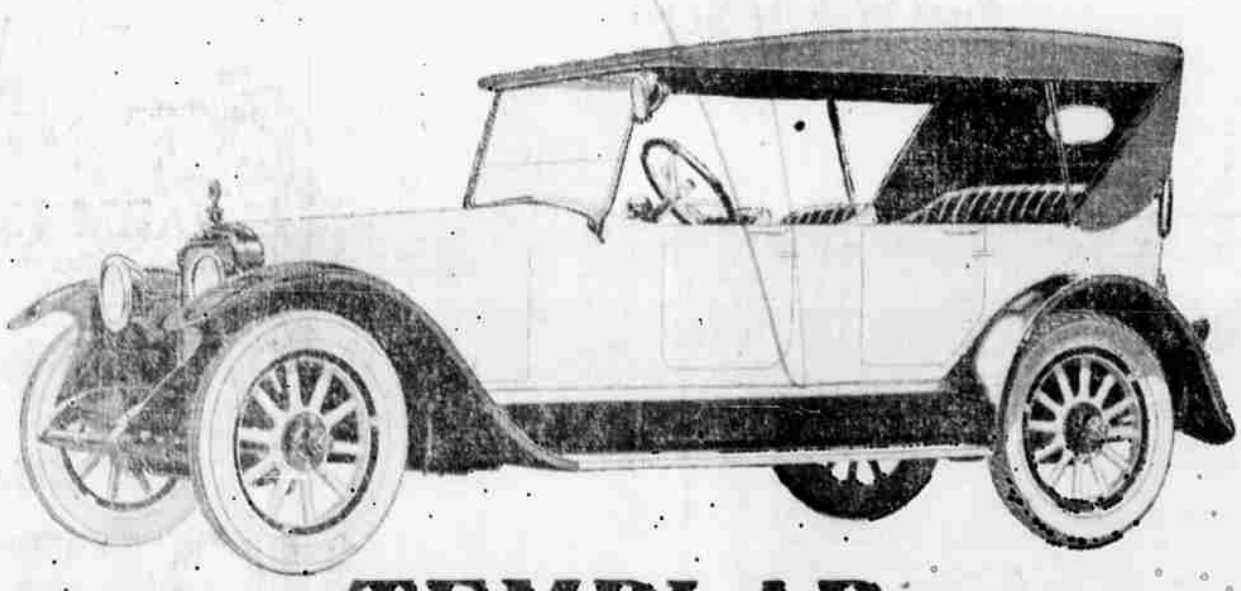

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