



NEWSPAPER'S SIDE OF FREE PUBLICITY

(From a Philadelphia paper.)

Were Philadelphia to pay at commercial rates for all the free advertising which the newspapers now contribute gratis, the annual outlay for that item would exceed the whole cost of the police department.

There is never a single copy of any of those papers printed on any day of the year which does not contain from one to twenty items, either so-called news or editorial, that is a gratuity handed out for the common welfare and from which the paper directly or indirectly receives not a penny of profit.

The people of this city never expect a shipyard to do anything but build ships. A locomotive plant has done its duty when it constructs railway engines. A hat factory, flour mill, clothing factory, bank, store, trolley road and telephone is not reckoned upon to give its time, service or capital for boosting any enterprise except its own.

But a newspaper has dozens of requests every day to print or to urge, to command or to damn, to beg or to promote something out of which the owner of the paper can derive no financial benefit. He is expected to employ his capital in that way for the common welfare.

A newspaper has but two possible sources of income. One is from the sale of the paper and the other from the sale of advertising space.

Whatever in the paper does not attract readers to buy is not a profitable thing for the owner financially.

Whatever in the paper takes up space where an advertisement might be printed is a direct and immediate loss. Very little of what is called "civic boosting" ever brings to a newspaper a single reader. Certainly no begging proposition does.

Armenians always require "relief," so it seems, and the papers are expected to print columns of appeals. But no person would ever think of buying a newspaper just to read an article asking him to contribute money to some one 6,000 miles away.

An account of a prize fight, baseball game, murder, election, elopement in high social circles, a horse race, a battle or a hot debate in parliament would sell papers. Readers would buy to see that sort of thing.

Keep Your Shoes Neat  
**2 IN 1**  
WHITE  
Shoe Dressing  
CAKE OR LIQUID

Yet the Philadelphia papers give daily many columns of space on white paper that costs them dearly to the boosting or begging or promoting propositions. And let Philadelphians remember that such is not the case everywhere.

The journal which for a century and a quarter has been regarded in all parts of the world as the greatest newspaper published is The London Times. But so far as booming anything in London goes, the Times might as well be printed in Tokio. It devotes but little of its resources and capital to that sort of thing.

It may be contended that it is a newspaper's legitimate business to urge and beg and boost. But it is not more the function of a newspaper than of a magazine and magazines thrive by publishing only such articles as their editors believe the public wishes to read.

The magazine tries and does secure circulation by interesting its readers and so gets advertisements. It publishes no Belgian, no Polish, nor Armenian appeals; never urges better street paving and cleaning; does not coax people to contribute for the support of hospitals and colleges; makes no demonstration for saving babies, swatting the fly or any of those things which daily newspapers are constantly asked to help.

Every newspaper gives more of its service free than almost any other institution that is not an endowed charity, while at the same time it voluntarily, for what it deems to be the public good, refuses to accept profitable advertising. Who can estimate, therefore, the sum total of such a policy, day in and day out, adhered to by our newspapers?

DID THE DUCKS GET OUR APPLES?

The old negro was asking for credit at the village store.

"How comes it, Rastus, that you are asking for credit already; didn't you ship a carload of melons north just last week?"

"De ducks got 'bout all dose melons, sah," was the mournful reply.

"What do you mean the ducks got 'em?"

"Well, you see, exclaimed the old man, 'I sent dose melons up no'th an' dey deducks da freight, an' dey deducks da packin' charges, an' dey deducks da storage charges, an' dey deducks da commission, an' dey deducks da government tax—yes sah, de ducks got 'bout all dose melons; dat's how comes it!'"

In a small town there isn't much to do except wonder which of the local boys will marry this year's school teachers.

—Winnipeg Free Press.

COSTUMES FOR BATHING SEASON

Amid the sparkle of the waves and the sand and the eyes of the beach-nymphs at Greater Boston beaches this summer will be a new sparkle—the sparkle of earrings.

Long drop earrings, oriental fashioned dangling from beneath the edges of bandana-like bathing caps, is the latest acquisition to the fashions at the beaches.

The early bathing girls who have braved the waters of Nantasket thus early have worn them. And fashion experts predict that earrings will prevail among all the women bathers this summer.

It would seem, however, that what the ears have gained in the nature of adornment has been lost to the torso—meaning, that early indications point to brevity, discreet brevity, in ladies' one-piece bathing suits.

With the foregoing theory in view, stern moralists are wearing an even sterner visage than usual because of the announcement the ladies' necks also will be adorned.

Necks, Dame Fashion tells us, will be adorned with scarfs, vari-colored scarfs, similar to those that adorn the necks of the Tremont St. flappers. The bathing scarfs will be made of thin rubber, however, but will be long and will trail fantastically in the water when the ladies swim.

Whether or not the torso part of the bathing costume will be deprived still further to provide the scarf isn't stated.

Dainty sandals, snappy garters to hold the equally snappy socks complete the bathing costume of fashion as revealed by the early comers at Nantasket.

"Bathing suits will be embroidered in bright shades, either of silk or wool," declares a fashion expert. "Usually they will be of wool, however, for it is more in keeping with jersey cloth. Large figures and large designs will give the 1922 bathing girl more of an oriental touch than ever."—Boston paper.

"Now, Tommy Smith," said the school-teacher one morning, "what is the half of eight?"

"Which way, teacher?" asked the youngster cautiously.

"Which way!" replied the astonished lady. "What do you mean?"

"Well, on top or sideways, teacher?" said Tommy.

"What difference does that make?"

"Why", Tommy explained, with pitying air, "half off the top of eight is nought, but half of it sideways is three."

Minard's Liniment used by Physicians.

CHIMES OF NORMANDY

(From The Windsor Tribune.)

The "Chimes of Normandy" by the Wolfville Opera Company was a success from every standpoint each artist taking the part assigned to them particularly well. Miss Evelyn Duncanson as Serpette was particularly pleasing. Her stage presence was unusually good. Of Messrs. Silver and Mason well known here no mention is needed as their fame is already established among us.

The part of Germaine taken by Miss Mona Parsons was well rendered while the part of Gaspard, the miser, Mr. Evans handled the difficult role with much skill. The dancing specialty was most enjoyable and received many encores.

The limited space does not allow special mention to each member. The Notary and Bailii parts were also well rendered by Mr. Rand and Stackhouse. Much could be said in praise of the chorus who showed marks of talent, grace and training.

The costumes were very attractive and the audience went to their homes well pleased with the evening's entertainment.

CRICKET

The earliest mention of cricket is in the writing of one John Derrick, who in 1593 wrote that "he and his fellows did runne and play at cricket." But in the Bodleian Library at Oxford there is an

old picture of a monk bowling a ball to another monk, who is about to strike it, and the date of that is two hundred years earlier.

BEING BUSY

If you were busy being true To what you know you ought to do, You'd be so busy you'd forget The blunders of the folks you've met. If you were busy being right, You'd find yourself too busy quite To criticise your neighbour long, Because he's busy being wrong.

—Rebecca Foresman

Keep Minard's Liniment in the house.



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- Birdie—Fox-Trot Frank Westphal and His Rainbo Orchestra 85c
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