

NEWSPAPERS CANNOT BE RUN AS SUBSIDIZED ORGANS

Success Cannot Be Attained Except When Paper is Independent

Editorial Policy of Most Newspapers is Independent and Free From Political Influence

Madison, Wis., August 8.—"How is news service affected by the constantly increasing cost of the news paper plant; the increasing proportion of total newspaper revenue derived from the advertisers, and the non-journalistic interests of the capitalist owner?" was answered in a paper prepared by Don C. Seitz, of the New York World before the national newspaper conference.

"The first question I am asked is: How is news service affected by the constantly increasing cost of the newspaper plant? To begin with," said Mr. Seitz, "this is a false premise. The cost of the newspaper plant is not constantly increasing except as the news value of a publication makes it necessary to expand. Newspaper machinery, while expensive primarily, is enduring only relatively. When measured by efficiency, while costly in the initiative, they are extremely economical from a standpoint of production. Otherwise, how would it be possible to produce the grams, and the various bureaus. The such as dominate the field in New York and Chicago? The cheap newspaper is only cheap because its mechanical coordination is economical.

Birth of Newspaper Costly

"There is no cheap and easy way left, of course, to start a great daily, but this is only because the field is so thoroughly well guarded by its present possessors.

"It is the cost of the news service and not the cost of the plant that makes starting a newspaper difficult. Three-fifths of the cost of operating a modern daily are what might be called overhead charges. I mean by that news service, editorial writers, pictures, cables, and all the various bureaus. The mechanical side only represents two-fifths of the remainder.

"The second query: How is the service affected by the increasing proportion of total newspaper revenue derived from the advertisers? Only the common practice of selling newspapers for 1 cent has had the effect of cutting down the proportion of the revenue. I should say that in a normal, energetic establishment the advertising would be about two-thirds of the revenue, leaving about one-third to come from the circulation.

Margin of Profit Small

"The margin of profit on a 1 cent newspaper is, of course, slightly over cost of white paper. The does not pay, however, to the Sunday paper, which is an important adjunct of all large dailies, and where the circulation profit remains an extremely important factor. But the advertising it must be remembered, comes only with the news paper's success as a newspaper.

"The theory that timber lars in the guise of advertising solicitors and circulation fakers go out and impose upon the business public and thus secure the advertising which appears daily is another delusion.

"Advertising is about the closest kind of a business proposition. The large department stores spend their money in exact percentages laid against the value of their wares, usually about 7-12 per cent. of their gross business.

Editorial Policy Independent

"Perhaps the framer of the question had in mind the thought that the increasing advertising in some way molds the opinions, news service or editorial energy of the paper.

"This is another foolish thought. If there is merit in proportion, and I think there is, the more business a newspaper gets, the stronger it becomes; more powerful and more independent. It is giving value received to the advertiser, and does not trundle to him or dispose itself to secure his business. In short, it commands and does not obey.

"If the theorists would think logically for a few minutes they would see the correctness of this proposition. The strong newspaper acquires its power on a basis of public confidence. The advertiser finds a constituency which has faith in its newspaper much more productive of business results than a subsidized sheet could possibly find.

"Not only do advertisers not run the policy of newspapers, but they seldom or never try.

Personal Requests Ignored

"It is some five years since I have had an advertiser ask me to do anything even in his personal interest, unless perhaps to print a wedding notice, or the mention of some social affair, and in this I rather think the editors treated him more shabbily than if it had been some one else.

"Good editors are not interfered with on great newspapers. If they were there would be neither good editors nor great newspapers.

"The third question asked: 'How is news service affected by the non-journalistic interests of the capitalist owner?'

"This is one of the shibboleths that come piping regularly out of Wisconsin. In my wide range of newspaper acquaintance I do not know any capitalist owners, nor do I know any successful newspapers that are not owned by themselves.

"It is not possible for a newspaper to be successful run in a private interest. The newspaper is a public concern, and when it ceases to serve the public, it ceases to be a successful newspaper. A good many men have tried to start newspapers or have bought newspapers with the idea that they could in some way manipulate them to a private interest. The result has always been disastrous.

Must Be Independent to Succeed

"This is about capitalist ownership interests me mildly, because I would like to know what it is based upon. Who are the capitalists? Where are their interests? Who are their interests? Who are the editors whose minds are perverted? What reporters are compelled to write against their will? It would be interesting to have a list made for further analysis.

NOTICE HOW THE BIG BUSINESS DEPENDS ON THE

Want Ads for better help for increased opportunities for labor of all kinds in every department?

Friday Bargain Day

Brings its usual good measure of conspicuous economies—Just such bargains as scores of thrifty individuals will only too gladly appreciate.

Store Opens 8.45 a. m. Closes 6 p. m. Saturdays 9.30 p. m.

PRYCE JONES

GROCERY PHONE 1492 (CANADA) LIMITED PHONE EXCHANGE 1191.

STORE CLOSURE EVERY WEDNESDAY AT 1 P. M.

Boys' Suits \$4.50

School reopens in about a month, and you'll want your boy to be trim and neat for the occasion—don't you think it would be a good idea to pick his school outfit from these clearing lines? They're all well made garments, and worth from 25 per cent. to 35 per cent. more than the sale price; some of them have two pairs of pants and matching all sizes for 7 to 15 years in the collection. Take your advantage choice for..... \$4.50

Special reductions on Wash Suits and Hats.
K. & E. Blouses..... 59c
Fawn Color Paramatta Raincoats, for boys 8 to 12 sizes..... \$5.50
Venetian Cloth Raincoats, suitable for all seasons..... \$5.75 to \$6.75

Clearance of Untrimmed Hats Friday

Almost given away; never in millinery history have fine goods been sold at the prices we are now offering them—a new hat to finish the summer will be a welcome change—and at Friday's prices no one need hesitate to secure one. Children's untrimmed shapes in tuscany, navy blue, green, and black, regular \$1.25 selling for..... **50c**
Children's rustic straw sailor in cream or black, reg. 90c for..... **38c**
Ladies' rustic straw turbans, colors brown, navy, tuscany and black, regular \$1.50 for..... **25c**

Fancy Drapery Departments

The Friday bargains offered in this department (representing only a limited quantity of this season's goods) are at prices which utterly disregard initial cost or value.

Remnants of Ribbons—Quarter price.
Remnants of laces—Quarter price.
Remnants of Allovers—Quarter price.
Remnants of Embroideries—Quarter price.
Remnants of wide Embroideries—Quarter price.
Ladies' lisle and taffeta gloves, a few only, black and white, pr. **10c**
Ladies' gloves, mixed numbers, 50c qualities,..... **25c**

Real "Tan Nappa" gloves soft quality, all sizes, one or two dome fasteners, special **\$1.15**
Ladies' hose, a few dozen only, dark tan, lace lisle hose, 9 and 9 1-2, special, pr. **15c**
Children's hose, a few dozen only, black and white, medium weight cotton with lace design throughout, special price to clear this good wearing stocking of which there are only 6, 6 1-2, 7, 7 1-2 sizes, per pair..... **10c**

NOTIONS

"Verabest" hat fastener, an excellent contrivance to do away with dangerous hat pins and trouble, will hold the hat firmly on the head in the roughest of weather, comfortable, and will not disarrange the coiffure, only a small quantity left, special price to clear, pair..... **5c**

Most Remarkable Values Ever Offered in Silk Princess Slips

Our stock of these useful and handsome garments has dwindled down to from three to six of each price or color—we have therefore decided to make a clean sweep of them and start the new season with an entirely fresh stock. Their usefulness at most any season makes the purchase of one or several a particularly good investment, and, just a hint—with one of these in a pretty color your summer lingerie, and muslin frocks will serve for afternoon as informal party gowns right through the early Fall season.

Made of good quality china silk, in pink, sky, helio, canary and yellow, lace trimmed, correctly cut and fashioned, reduced to clear Friday as follows.

Regular \$6.00 and \$7.75 for..... **\$4.75**
Regular \$8.50 for..... **\$5.95**
Regular \$12.50 and \$13.50 for..... **\$9.75**
Regular \$18.00 for..... **\$12.75**

Friday Bargains in Women's Ready-to-Wear Section

Tweed Coats Values to \$12.50 Special \$5.00
3S only, semi-fitted, full length models, in tweeds and other fashionable fabrics, here is a rare chance for purchasing an early Fall coat at a great saving, your choice Friday for **\$5.00**

White Lingerie Dresses \$2.50 to \$2.95 Values for \$1.39
75 lingerie dresses, made of extra quality sheer lawn, one piece models, nicely trimmed with embroidery panels and lace edging, extra value at \$2.50 and \$2.95. Choice..... **\$1.39**

House and Street Dresses, Values to \$5.00 for \$2.89
Friday morning we offer a large collection of beautiful dresses, suitable for immediate wear made of gingham, percale, lawns, and American percale, all stylishly made and trimmed, wonderful value at \$5.00. Your choice **\$2.89**

Oddments in Tailored and Lingerie Blouses \$3.75 and \$4.50 Values for \$1.95
Stocktaking brought to light quite a number of oddments in tailored and lingerie waists—most of them crushed or somewhat soiled, but otherwise as good as ever—they're all stylish models and worth 2 and 3 times the sale price. They should be cold before noon Friday at..... **\$1.95**

Black Silk Waists \$3.95 and \$4.50 Values for \$1.49
5 dozen, black taffeta silk waists, extra quality silk, nicely trimmed with fancy guimp and pin tucks, snap **\$1.49**

Black Sateen and Morette Underskirts \$1.25 and \$1.50 Values, Friday 89c
10 dozen black sateen and colored morette underskirts, splendidly made with good deep flounce, your choice..... **89c**

Friday Bargains in House Linens

Linen Glass Cloth—red or blue check, 23 inches wide, reg. 15c yd. Friday bargain, yd. 10c
Roller Crash—Very heavy quality all linen with red striped border, 18 inches wide, regular 17 1-2 yd. Special Friday bargain, yd. 12 1-2c
Twill Sheeting—Good grade cotton that will wash easily, and wear thoroughly well, 2 yards wide, reg. 40c yd. Special Friday bargain, yd. 29c
Cream Table Damask—All linen in splendid floral designs, 58 inches wide, reg. 50c yd. Special Friday bargain, yd. 39c

Friday Bargains in Men's Clothing

Friday is the day when a few dollars at this store will get you the greatest measure of clothing values. We wage a constant war on odd and depleted lines, and Friday of each week is devoted to their clearance. Today there will be:

Smart \$25 to \$30 Suits for \$21.95
These are expertly tailored goods in gray and brown, pure wool English tweeds and worsteds, guaranteed to fit and give full satisfaction. Friday only..... **\$21.95**

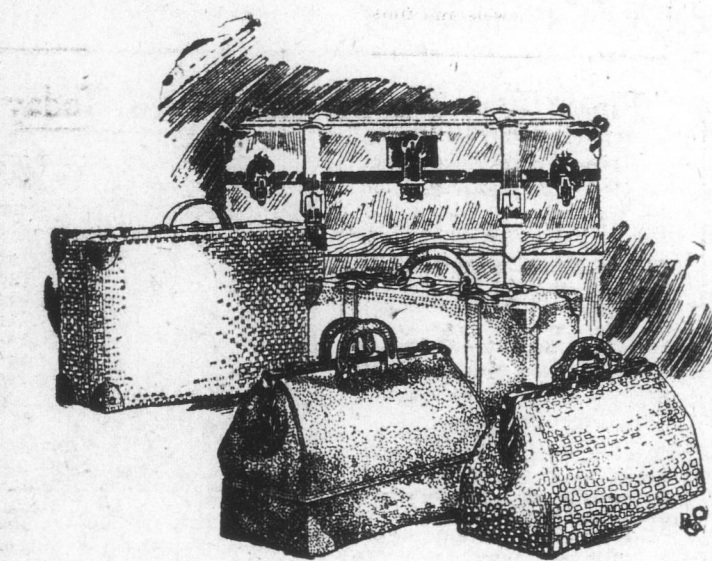
Also very stylish, \$22.50 to \$25.00 suits, for..... **\$19.39**
A limited number in green and brown, all wool tweeds, perfect fitting. Today only..... **\$19.39**

New Flannelettes

The constant demand for these useful fabrics is such that we are sometimes hard to put to it to maintain adequate supplies. Just now, however, we are particularly well stocked in white and cream flannelettes, large new shipment, English manufactured. They're of course the soft, well napped kinds that you like so well for children's underwear, sleeping garments, etc.; all widths and prices.

Trunks, Suitcases, Club Bags, Etc. 33 1-3 Off

Be your needs merely a club bag or suitcase wherein to throw a change of linen and a tooth brush, or a trunk of such strength and durability as will come unscathed through a tour of the world, you can get it at this liberal discount. Make whatever comparisons you like, you'll ultimately decide that Pryce Jones is the best place to buy baggage.



33 1-3 Per Cent. Discount

Off Trunks, Wardrobe Trunks, Steamer Trunks, Hat Trunks, Men's and Women's, Personal Trunks, Suit Cases, and Club Bags or every description.

\$60.00 trunks, suit cases or club bags for..... **\$40.00**
\$45.00 trunks, suit cases or club bags for..... **\$30.00**
\$30.00 trunks, suit cases or club bags for..... **\$20.00**
\$21.00 trunks, suit cases or club bags for..... **\$14.00**
\$18.00 trunks, suit cases or club bags for..... **\$12.00**
\$12.00 trunks, suit cases or club bags for..... **\$ 8.00**
\$ 9.00 trunks, suit cases or club bags for..... **\$ 6.00**
\$ 6.00 trunks, suit cases or club bags for..... **\$ 4.00**
\$ 4.80 trunks, suit cases or club bags for..... **\$ 3.20**
\$3.60 trunks, suit cases or club bags for..... **\$ 2.40**

Makers' Surplus and Sample Handbags at Scarcely One-Fourth Their Value

Here is a special sale event that provides values of such an unenvied nature as to be almost incredible, but an inspection of the goods involved will substantiate all we claim.

How did we come by the goods? Why, fairly enough. Fact is, the manufacturer's agent from whom they were purchased was glad to let us have them at most any price for they're surplus and sample lines which he wanted to clear in readiness for the next season's business.

There's only one drawback to this—the quantities are limited—only 600 bags in all—but every woman who secures one will have obtained the bargain of a lifetime. All newest shapes and leathers, all perfectly fresh and new. Regular values up to \$12.50. Sale Price..... **\$1.95**

"Madam Cairns" spikeless skirt holders and blouse retainers, combined, no spikes to injure the materials, will retain waists made of the most delicate fabric, without tearing, special price..... **30c**
Folding garment hangers handy for packing in grip or trunk, is useful to both ladies and gents, very low price, per set..... **25c**



Tea—"Pryce" blends are becoming more widely known and more popular daily. 3 lb. canisters, **95c, \$1.10, \$1.35**

To further introduce this tea purchasers of one can of above are entitled to one 20 lb. bag of B.C. sugar for **\$1.15**

Symington's Imported Soups—A real luxury, easily made, 2 for 25c

Doles Pineapple Juice, reg. 40c bottle, our price 25c.

Huntley & Palmer's Biscuits, all varieties, 33 1-3 off.

New Strawberry Jam, whole fruit, 1 lb. jars, 29c; 5 lb. jars 79c.

GOOD GROCERIES

It's the precautions we take against impure foods that makes housekeepers feel safe in buying here. Back of that are the lowest prices found anywhere.

Canned Delicacies—Carried fowl, curried rabbit, jugged hare, etc., per can..... 65c
Tinned rabbit, containing whole rabbit, minus head, per can..... **50c**
Imported Bottle Jellies, with wine, for invalids, per bottle..... 50c
Plain, per bottle..... **35c**

FRUITS for SALADS
No. 1 Peaches, per case..... **95c**
Direct local supplies of
CELERY, TOMATOES, GREEN ONIONS, CARROTS, BEETS, LETTUCE, ETC., FRESH DAILY

Provisions.
Hams—Finest obtainable, half or whole, per lb. 19c
Finest Canadian Cheese 2 lbs. 35c
Bacon—Finest English cured, fore ends, about 12 lbs., per lb. 17c
All prime cuts, lb. **25c**
Direct Grocery Phone 1492

SCOOP, The Cub Reporter The City Ed. Catches a Trout in the Nose-(Not the Trout's) By 'HOPP'



THE ALBERTAN

V. M. DAVIDSON, PR. MGR.
A. MOORE, ASST. PR. MGR.
W. W. CHEELY, CIRC. MGR.

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Per Year..... \$10.00
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FRIDAY, AUGUST 9, 1912

HEADS IN

The homely maxim, if the habit of the timid does not give us offense does not give our heads so deep in the Tory intellect. Obstinately blind to the province of Saskatchewan Empire, once more summed up the "corpse" of the recently disturbed the peace to celebrate its obsequies. In common with all the faith of the trade restriction may be excused for policy of larger markets. General election the supply number of voters in questioning submission of the demand that he should serve to the ends of might will give cause for organ of the manufacturer with that journal for an issue in the hope that it in September might be given for off that it might please the matters to remove the remains of the dead. We credit it with more intelligence in the supposition this date it devotes no valuable space to an obituary. The vigorous kick in the "dead horse" on which victory cannot surely be pressed on "The Mail" month journals were a their admission that the Saskatchewan afforded that the supposedly remarkably good health they had buried their the object of their aver the heels they had the that the joke was "on" We cannot believe flippant as to make a and are therefore forced respectable old ostrich vision of the sand which recent futile subterfuge as might be expected, deeper than the other recovery of its vision.

UNDESERVED

In view of the habit side of the water, of some when the decision upon questions appeal Canada are not in accord the protest entered by not ultimately.

The complaint has that this final court of favor of wealthy corporations. Speaking of the town of North Toronto company, the Toronto too much of the privy should step in on behalf when the parliament remiss in its duty and of municipalities. If it an elective body, and of house cleaning for fire, they would seem capacity.

Even Toronto San to misapprehend the f Not only is it too much undertake the task to it would be absurd to stance would be imp like the inferior decisions which it revis sole purpose of decid matter in dispute be private corporation is settlement, it is con with law. The me ment between the t only question that th does this mean?"

There can be little documents, the indiv as intelligent men, at the folly which leav men without a pro