



BERTY



SUNDAY NIGHT

NEWS AND NEWS

Publishing a newspaper is a business proposition just as much as running a grocery or a bank or a drug store. A newspaper must pay its bills, meet its pay roll and ought to have something left over at the end of the year just as any other business does.

Unlike almost every business a newspaper is called on for a sort of public service for which no payment is expected to be made—that is, by the person asking it. Recognized as the medium for getting information to the public the effort is almost daily made to use it for getting over some special information with some news value, but of more particular interest to the person who asks for its publication. News is wanted by a newspaper at all times. News is sought for, hunted out, run down. Thousands of dollars are spent by individual newspapers every year for news and papers will fight for the opportunity to print news first. But when news comes, as it so often does, with the scent of some special interest or self seeking, then the newspaper becomes chary and holds off.

The question "What is news and what is not news?" is often a hard one to answer. Some years ago a national weekly published the definitions of news submitted by editors from all over the country and there were almost as many different ideas expressed as there were men to express them. However, the definition is phrased though, editors will generally agree whether the particular item is or is not news, and if there is any suggestion of putting news over for the purpose of advertising they will say it is not news.

The point was well brought out in a recent letter from the editor of a California paper from which we reprint the following paragraphs:

"It is true that by boosting the interests of the San Joaquin Light and Power Company in our columns we would be rendering a public service. But it is also true that by promoting Mellin's Baby Food, we would be offering a similar constructive service to the public. By urging the use of Nuxated Iron we would be offering a public service; by advocating the wearing of the Munsion Last Shoe we would be doing a public service. By advocating these things and a thousand others—the use of electricity included—we would be rendering public service, and public service as you and I and every other ethical newspaper man with professional ideals knows is the primary purpose of every properly conducted newspaper.

"However, as in the case where John's fist hits George's nose, public service leaves off where private gain begins—at least this is true so far as the Parlier Progress is concerned. When news, or so-called news, or plain uncamouflaged propaganda reaches the Progress editorial desk, the first question with us is, not, 'Does it benefit the public?' but rather, 'From what motive was this prompted?—Was it primarily from a motive of public service or was it from a motive of private gain?' And if we decide that the matter in question, whatever it may be, has been prompted merely from mercenary in-

terest, we send it back to where it came from and generally we inclose our advertising rate card.

"Furthermore, we make no distinction in our judgment between the matter sent us by paying advertisers and the matter sent by non-advertisers. We do not sell our editorial birthright—that of independent news criticism—for a mess of 'ada.' We figure that we are selling our advertising space and not our news columns and that our advertising space is worth every cent that we take for it. We don't throw in our news space with our advertising space any more than the merchant throws in for nothing a pair of trousers with every pair of shoes that he sells."

That's a pretty good platform for any newspaper.

Eastern Dealers Wait on Manufacturers Who Are Influenced by Government Auctions

General Wood started from one town to another on a handcar the other day, but the Lord blew up a storm and chased him back. The general, we presume, would term it "executing a masterly withdrawal in pursuance of previous plans."

Why couldn't we herd all of the presidential candidates together and parcel the four year term out between them? Even at that we might get more than we want of any one of them.

Ever see a bunch of angry cats sitting around in a circle and spitting at each other? It reminds us of the status quo in dear old Washington.

Of course, it is possible that the German revolution was stirred up by the foreign correspondents for the purpose of furnishing copy for a day. But we doubt it.

Yes, our friends the candidates are all good men and true. But perhaps the white house doesn't want a g. m. and t.

Now, of course, the thirsty can always go on a tear and celebrate their

last drunk by keeping sober. The Lord has showered mankind with many blessings. But some men are not content with a shower—they want a deluge. The seamy side of life, it appears, has ceased to be merely a seam. It is a whale of a crack.

RABBIT SKIN FOR SEAL SKIN COATS

Bunnies Being Trapped For Their Furs by Millions in Australia

It is not such a far cry, so to speak, between milady's beautiful fur coat and the significance of a cabled order from Australia received last Saturday by a local firm to have made and shipped there 200,000 rabbit traps, the shipment through Vancouver, B. C. today to Australia of 50,000 of these traps by another local house and the fact that 1,000,000 rabbit skins are passing through this port every month from the Antipodes to eastern American cities, says the San Francisco Bulletin.

Rabbit skins by the million are being dyed in the United States now and many of them are used in making imitation sealskin coats. Before the war all of these skins were shipped to and dyed in Belgium and France.

The skins have jumped in price 600 per cent since 1915 and the food price of the rabbit frozen carcass has also taken a sky flight.

There is such big money in the rabbit, which is commonly spoken of as the Australian pest, that the animal is being caught in millions of traps in order to preserve its skin in good shape and to conserve its carcass as food.

The local people receiving the order for 200,000 traps telegraphed to New York state, where exists the only plant in the United States making them, to fill the order and received this reply today:

"There are orders for 2,000,000 traps ahead of yours and cannot promise you a delivery within six months."

Local furriers at the recent big fur skin auction in St. Louis paid 60 cents per rabbit skin. In 1915, 10 cents was deemed a high price for such a skin. Six millions of them were sold in St. Louis then at prices of \$2 and \$3 for bundles of five.

M. M. Haverson of Melbourne, who is spending this week between the St. Francis Hotel and the Hotel Del Monte, said at the former hostelry today that there are 18,000,000 rabbit skins in the Antipodes waiting shipment to the United States and Europe and 6,000,000 frozen rabbit carcasses.

"The rabbit has turned out to be a veritable gold mine, as it were, to the Australian rancher and farmer, and now it is being made a regular business to catch the animal in hundreds of thousands of traps. I should estimate 3,000,000 of the latter are already in use."

The former kaiser is becoming useful in his days of isolation. He spends practically all of his time in sawing wood.

We are already face to face with the supreme court decision that incomes from stocks are exempt from the income tax. Stock brokers are heralding this fact as an inducement in the sale of stocks, and are quite bold in the matter. But don't get the idea that Uncle Sam will not be able to raise enough taxes to keep the old ship afloat. There are plenty of goats left to squeeze—goats who have taxable property, but no stocks.

Spent Most of Her Time in Bed

Would Still be Unable to Get About But For Tanlac Says, Tacoma Woman

"During the past six months I spent most of my time in bed, and had it not been for Tanlac I would still be unable to get around," said Mrs. Catherine Ambrose, 1401 South Fortieth street, Tacoma, Wash., recently.

"A little over a year ago I had a severe attack of flu," continued Mrs. Ambrose, "and while I had stomach trouble before this attack of flu I got a great deal worse, and I became so badly run-down that I had pains all through my body. I had no appetite and I was never actually without a pain of some sort in my stomach, no matter what or how little I ate, I would bloat so badly, with gas after every meal I would be in misery and have great difficulty in getting my breath. I suffered from constipation and my kidneys troubled me a great deal. There was always such severe pains across the small of my back I could hardly bend over. My head would ache until I could hardly see, and at times I became so dizzy I had to catch hold of something to keep from falling. In addition to my other troubles I had rheumatism in my right side so bad that for six months I could barely get around, and most of this time I spent in bed. My nerves were in a terrible condition so that the least little thing upset me and I scarcely slept any at all, but would just roll and toss from one side of the bed to the other all night long, and in the morning would be completely exhausted. I lost so much weight and was so weak it was all I could do to get about at all, and it was simply impossible for me to do any of my household work."

"I could hardly believe any medicine could do me any good so you can imagine my surprise when I began to get better while taking the first bottle of Tanlac. I have taken six bottles now and have a splendid appetite and can eat anything I want without having a sign of pain or being troubled with gas or suffering in any way. I am never bothered with constipation or my kidneys and never have a headache or become dizzy anymore. I have gained several pounds in weight and have regained (my strength until I now do all my household work with the greatest ease. The rheumatism has entirely left me and I can get about as good as I ever could. Tanlac has simply given me new life and energy and I will always praise it."

Tanlac is sold in Burns by Reed Brothers, and in Crane by Vale Trading Co. —Adv.

Have you ever studied the traits of character of people you know? If so you have been both amazed and puzzled at what you have discovered. For instance, you have noticed that some men are kind and gentle with their wives and yet give their dog a vicious kick upon the slightest provocation. Others are gentleness and consideration itself to their dogs, but are gruff and brutal to their wives. A few you will find who are considerate of all people and all things—but only a few. Perhaps you are one of the exceptions.

PLEASELY PLAIN FROM BRIM TO SOLE



From the brim of her transparent hat to the tip of her new French-lace pumps this young lady is Eastered a la 1920. Her frock of tulle with its full over-drape on the short skirt has the same hand-embroidery design as that used on collar and cuff of suit.

JOHN D. PLAYS GOLF ON 81ST BIRTHDAY



America's richest man, John D. Rockefeller of Standard Oil, has just celebrated his 81st birthday. He played a round of golf at his winter home at Ormond Beach, Fla. —Here these two new pictures.



In 2000 Counties This Month

The Forces of the Church of Christ Will Gather To Face the Facts

IN 2000 counties in the United States the pastors and laymen of 30 great denominations will meet in conference this month.

It is the kind of conference that generals hold before a critical engagement; that business men hold before entering a new market. A conference of judgment, not emotion; a clear-eyed facing of the facts.

A Survey that Business Men Must Admire

For more than a year hundreds of workers have been quietly engaged in making a scientific survey of the mission fields, and of America county by county.

The facts developed are startling. No such picture of America's religious situation has ever before been drawn.

On the basis of these surveys thirty Protestant denominations are uniting in a

Nation-Wide Cooperative Campaign

Each of the thirty denominations has its own "Forward Movement" organized and officered. The Interchurch World Movement is the clearing house for all of these.

It is the agency which the churches have created to avoid duplication, to foster cooperation and make sure that every man and dollar render the utmost service possible.

The month of April will be devoted to making the facts of the survey known to America; in the week of April 25th-May 2nd, will come a united simultaneous financial campaign.

Whether You Are Inside the Church or Out

To every man and every woman who loves his country, these 2000 county conferences are vitally important.

For the facts developed by this great survey show vividly what forces are at work in America—and what kind of a country this country is to be.

See that the pastor of your church appoints delegates. Any pastor can tell you the conference place and date. Or write direct to the

INTERCHURCH WORLD MOVEMENT

45 WEST 18th STREET, NEW YORK CITY

The publication of this advertisement is made possible through the cooperation of 70 denominations.

WE CAN SELL IT FOR YOU

Nearly everyone has SOMETHING they would like to sell—if they could only find a buyer. There IS a buyer for your article somewhere, and WE CAN FIND HIM OR HER.

What have you to sell? A farm or a house and lot, a horse or cow, a pig or a threshing machine, a poodle dog or a pet canary, it's all the same—SOME ONE WANTS IT and will buy it if you get in touch with them.

There's no article too large or too small for us to sell, for we talk through our display and want ads to EVERY ONE WHO WANTS TO BUY.

Try it. Your purse is never so full but what it can make room for a little more.

THE TIMES-HERALD