SINGLE COPY TWO CENTS.

-NEWSPAPER ACT IS DECLARED VALID BY THE SUPREME COUR

Publicity Law Enacted as Part of Postoffice Appropriation Bill is Upheld.

OPINION IS BY JUSTICE WHITE He Holds Regulations Are Not General Legislation.

PROPERLY PART OF BILL Congress Has Power to Prescribe Rules for Second-Class Mail.

LOW RATE MADE FOR PURPOSE

Intention is to Provide for Circulation of Current News, and Only Papers that Do This Should Have Privilege.

WASHINGTON, June 10 -- As interpreted by it, the supreme court today upheld the constitutionality of the newspaper publicity law, enacted as a part of the postal appropriation act of 1912.

The particular section attacked was to bar newspapers and periodicals from the mails until the editors or owners filed with the postal authorities semi-annual sworn statements giving the names of the editors, owners, stockholders and bondholders and the average daily circulation, and thereafter immediately published the statement. It also forbade, under penalty of a fine, the publication of paid-for articles without marking them "advertisement.

A bitter fight was made against the law. The Journal of Commerce and Commercial Bulletin of New York led. It sought to have the United States district court of southern New York enjoin the act, on the ground it was unconstitu- where they hang men." tional. The objection then raised was that the law abridged the freedom of the paper business. The government defended pitied." the law as a regulation of the use of the second class mail privileges.

The New York court sustained the validity of the law in this case, as it did that brought by the Lewis Publishing the law affects more than 35,000 publications in the United States.

Chief Justice White interpreted the obsectionable regulations as being not a restriction of the freedom of the press, but merely as affixing additional conditions for admission of newspapers to the special privileges of the second class mails.

Opinion of the Court. In the course of his opinion he said: "Was the provision intended simply to supplement the existing legislation relative to second class mail matter, or was it enacted as an exertion of legislative power to regulate the press, to curtail its power to regulate the press, to curtail its reedom and under the assumption that Railroads and Union there was a right to compel obedience to command of legislation having that object in view to deprive one who refused to obey, of all right to use the mail service?

"When the question is thus defined, its solution is free from difficulty, since by its terms the provision only regulates second class mail watter and the exclusion from the mails for which it provides is not an exclusion from the mails generally, but only from the right to participate in and enjoy the privileges accorded by the second class classifica-

The court declared further that the requirement that newspapers should disclose their true owners was in line with the "great public purpose which induced congress to continue in favor of the publishers of newspapers, at vast public expense, the low postal rate as well as other privileges accorded by the second class mail classification." To emphasize this, the court quoted from the report of the committee stating that the intention of the legislation was "to secure to the public 'in the dissemination of knowledge of current events,' by means of newspapers, the names not only of the apparent, but of what might prove to be the real and substantial owners of the publications and to enable the public to know whether matter which was published was what it purported to be, or was, in substance, a paid advertisement.

Speaking particularly o fthe clause reguiring the marking of paid-for articles as advertising, Chief Justice White said from the bench that this requirement was cognate with the policy of the government from its following to make the expenditure of vast sums to afford low mail rates to newspapers bring some ade quate returns to the public.

Reasons for Conclusion. "The reasons which cause us to thin this to be the case are these

"(A) Because the provisions is part of a postoffice appropriation sot, therefore give rise to the inference that it concerns the general subject of mails, there being an entire absence of anything justifying even a surmise, if such a point of view could be indulged in under any circumstances, that congress was intentionally exerting power not delegated to it and consciously violating an express probi bition of the constitution and for that reason clothed its exertion of powers in

the disguise of postal legislation. "(B) Because the text makes clear the fact that the legislation was addressed to the regulation of second class mail and was shaped in contemplation of the John H. Calder, a women's suit manu- daughter was seriously wounded long established law and regulations governing that class. This result become apparent when it is observed that the Ford is Appointed provision makes it the duty of the publisher to 'enter' his publication since by practice and regulation providing during a long period of time, it had some to pass that the word 'to enter' had exclusive relation to a duty to be performed in order to obtain benefits of the second class classification.

"In the absence, therefore, of express indication to the contrary, no other conclusion is possible than the word was assed with reference to its received official and administrative significance. In fact in view of the history which we have given of the development of the second class classification and reasons which led would have no meaning whatever."

Penitentiary Seems to Impress Them Most of All.

VISIT THE GRAPE JUICE FARM Say that Chancellor Avery Makes Them Feel Small and the Governor Makes Them

Still Smaller.

Eighth grade pupils of Pacific school, who saved their gum and candy money in order to make a trip to Lincoln to study LURTON state institutions, generally agree, in Banker, that the penitentiary is a lonesome place, the museum is interesting,

and that W. J. Bryan has a "grape uice" garden at Fairview. "The trip was a little more interesting thus moving picture shows," says Rebecca Bercovici, in her written report of the trip. "We met Chancellar Avery. who made us feel pretty small when we were introduced. The most interesting thing I saw was the thigh bone of a lizard. We met the governor, who made us feel smaller than Chancellor Avery

did. Agnes Robinson: "The conductor was the same on the train we returned on. He said we looked quite different from what we did in the morning when we got on the train."

Irene E. Mason: "I found the trip to be very interesting and was somewhat surprised to find so many young men in the pentitentiary."

Anna Green: "We shook hands with the governor and visited the state treasury, where I had in my hands for the first time about \$100,000,000." Pierce Rogers: "It is not what we did

n Lincoln, but what we saw." Madeline Roberts: "We went to the pentitentiary. All the men there looked very innocent."

Fred Petsold: "We then left for the penitentiary, which was a large piece of land covered by a stone wall. Inside of postmaster general from enforcing the this was a red shed over in the corner, Rose Singer: "I didn't pity the men in

press by seeking to regulate the news- suffer on their account that should be the attitude of the two governments.

George Mehan: "All those wonderful sights wrere interesting, but the auto ride was enjoyed the most."

Alfred Pattivino: "At the museum we company of New York. It is said that to swallow a man or an ox at one time." Vernal Wyckoff: "Seeing the university nakes one want to go higher and higher

John Krecek: "We had the best time we ver have had." Edith Welch: "In the penitentiary were dark dreary tables all chained down."

Pearl Wyckoff: "I handled a \$10,000 bill Rasmus Anderson: "We reviewed Fairview park, also Hon. W. J. Bryan's home with his grapevines in the foreground, from which he receives his annual supply of grape juice of which he drinks."

Officials Ask Change in Arbitration Law

WASHINGTON, June 10 .- An amendnent to the Erdman act backed by the heads of sevedal great railroad systems, the chiefs of the principal railroad labor organizations, the National Civic Federa tion and others was introduced today by Senator Newlands.

It is designed to meet the objections to the Erdman law which was raised in the Jere Knode Cooke recent wage dispute between the locomotive firemen and eastern railroads, by enlarging the board of arbitration to six members. The law now provides three. A commissioner of mediation and conciliation would be created, who, with two other government officials, to be appointed by the president with the ratification of the senate, would constitute a board of mediation and concilation. The board would name disinterested arbitrators to act with arbitrators chosen by employers and employes.

The proposed amendment relies upo coluntary arbitration. While it covers only controversies arising between in terstate railroads and their trainmen, both the railroad officials and the brotherhood officials are willing to have the shopmen included if the latter wish.

Raises Money on Forged Checks to Go to Ball Games

LOS ANGELES, Cal., June 10 .- William H. Calder, 20 years old, who describes himself as "some base ball bug," and who is under arrest here, confessed today that his love for base ball caused him to forge checks in New York to the him employers, members of a prominent New York law firm.

Calder said he went to Chicago first to attend the Frank Chance day coremonies. "It was the greatest day of my life," he declared. Then he attended neveral games in Detroit. Heading westward he sized up the Western league situation in Denver and came to Los Angeles, where he said he attended every game since his arrival ten days ago. York for trial. He said his father was

Public Printer

nominated by President Wilson today to be public printer.

WASHINGTON, June 10 .- Cornelius J.

Ford of New Jersey, a labor leader, was

MISS KNOEDLER OF CHICAGO ENGAGED TO OMAHA MAN

CHICAGO, June 10 .- (Special Telegram) nounce the engagement of their daugh- the house. Sheriff Prater this afternoon to this system of entry, unless the sig- ter to Frederick Browns Wallace of said he believed there was no need of pificance of the word be given to it, it Omaha. No date has been set for the searching for the murderer through a

PUPILS TELL OF LINCOLN CHARLTON MUST GO BACK TO ITALY TO FACE MURDER TRIAL

Supreme Court Says Fermer Omahan Shall Return to Answer Charge of Killing Wife.

DELIVERS O PINION

their reports to the principal, Miss Linzie No Error Committed in Excluding Evidence of Insanity.

the governor makes them 'feel small," TREATY NOT BECOME VOID If Extradition Not Granted, Crime

> Would Go Unpunished. SLAYER REMEMBERED HERE

People of City Recall Seeing Him Running About Streets in Knee Breeches, a Mere Stripling, Long Ago.

WASHINGTON, June 10 .- Porter Charlon must return to Italy to answer the charge of having murdered his wife in June, 1910, at Lake Como. The supreme ourt so decided today.

Justice Lurton began delivering the supreme court's opinion in the Porter Charlton extradition case as soon as the court assembled. He said first that no error had been committed in excluding evidence of insanity at the habeau corpus proceedings in the lower court and that no error was committed in making the formal demand for Charlton because it was not necessary to the demand at the extradition hearing.

After discussing the insanity plea the ustice took up the main point in the case, whether, under the treaty of 1868 an American citizen could be extradited to Italy for a crime committed there, particularly since Italy will not extradite its subjects for crimes here. Justice Lurton reviewed at length the

rrespondence between the United States the penitentiary. It is only the ones who and the Italian government regarding He pointed out that it was conceded that crimes committed in Italy were not justiciable in the United States, so if extradition were not granted the criminals would go unpunished. Crimes committed saw a great boa constrictor which is able in the United States he added, were justiciable in Italy. According to international law, he held that the treaty by reason of Italy's course had not become void, but merely voidable at the option of the American government. The executive department having walved its right to annul the treaty, the justice concluded, nothing remained for the court to do but to enforce its decision.

> Resided in Omaha. The Paul Charlton family resided in Omaha up to twelve years ago. Many the man now charged with atroclous murder of his wife, as a mere stripling, running around Omaha in knee breeches. boys when the family left here. Paul noon. Charlton, while in Omaha, was a mem-(Continued on Page Two.)

and Miss Floretta Whaley Are Married

STAMFORD, Conn., June 10. - Jere Knode Cooke and Floretta Whaley were married by a justice of the peace in the parlors of a local hotel today. The unfrocked Episcopal clergyman and his Judge Joel Reed of the supersor court a bee will recommend the removal of recertified copy of the decree of divorce in favor of Mrs. Marinda Clarke Cooke, who was the wife of Cooke, a necessary Death of Militant preliminary to the application for a marlage license in this state.

Mr. Cooke obtained a formal signed or der which he took to Clerk Fuller of the Hartford county superior court and received from the latter officer the desired copy of the decree.

Cooke and Miss Whaley obtained a eturned to their home in New York. The divorce decree granted to the for-Floretta Whaley, with whom Cooks brought in a verdict today of 'death by extent of nearly \$1,000. The victims were ago. Two children have been born to crowded with suffragettes. them since that time. Since his expuision from the ministry Cooke has been King George's entry, has not yet recovworking as a house painter in New York.

Axe Murderer at Work in Missouri

HARRISONVILLE, Mo., June 10.-Arthur Kellar, a rallway employe living Young Calder will be taken to New here, was murdered with an axe in his home here last night and his 7-year-old blow aimed at Mrs. Kellar struck the side of the bed and awakened her. Mrs. Keller said she leaped from the bed, and, struggling with the murderer, drove him from the house and then gave the alarm to her neighbors.

> Nathan Kellar, brother of the murdered nan, testified at the inquest that Arthur Kellar had a life insurance policy for \$1,000 and that his wife was the bencficiary. There was also am insurance policy of \$1,000 on the life of Margaret. wounded daughter. It was testified that the Kellars had quarreled frequently.

Authorities who examined the Kellar me and vicinity said they found no -Mr. and Mrs. Philip Lee Kneedier an- footprints either at the front or back of posse.

The Al-Bar-Ben governors have definitely decided to continue the rest fair feature of our carnival week. The Sec'nails upon the governors now to PUT UP THE BARS once and for all time AGAINST ANY MORE GAMBLESQ CAMES on the our-NOTHING DOING!

One "A+ raction" Not Wanted

OUT OUT THE STREET FAIR GAMBLING

wit for the men by rowett.

General Committee Also for Initiative and Referendum.

VOTE ON PENALTIES CHAPTER

Committee Will Recommend a Plat Eight-Mill Levy, Which Will Increase the Amount of Taxes Raised.

An initiative, referendum and recall provision for the new city charter will Omana people remember Porter Chariton, be reported by the general committee of five, of which Victor Rosewater, president of the convention, is chairman, when He had two brothers and all were more the charter commission meets this after-

This report will recommend that a petiber of the firm of Montgomery, Charlton tion of 15 per cent of the total vote cast & Hall, a prominent law firm of Omaha at the last election be required on a reat that time. Mr. Charlton, the father call, referendum or initiative petition. If of the boy whose case has just been de- this report is adopted and becomes part nded, was regarded in Omaha as a man of the charter it will reduce the number of legal attainments, and generally an of signatures necessary to a recall petiauthority regarding international affairs, tion by haif. The referendum per cent is Some twelve years ago the father was slightly increased. The initiative remains

the same. Members of the general committee of five have agreed upon this provision. SERBS AND BULGARS FIGHT After submission to the convention this afternoon it will probably be laid over for

a week The convention will vote on the "pen alties chapter" of the charter this afternoon. This part of the charter was submhitted by the general committee at the last meeting.

Alfred C. Kennedy, chairman of the finance committee, will report, this being the last committee to report. The committee will recommend a flat 8-mill levy, bride came here last night after a trip to which will increase the amount of taxes Hartford and to Willamantic to get from raised by the city annually. The commitstrictions on the use of the city funds

Suffragette Due to Misadventure

EPSOM, England, June 10.-The coronarriage license as soon as the license ner's jury inquiring into the death of lerk's office opened today. Justice of Miss Emily Wilding Davison, the milihe Peace Francis S. Tipper read the tant suffragette who died on Sunday parriage service. Mr. and Mrs. Cooke from the effects of injuries sustained during the running of the Derby last Wednesday when she rushed onto the ner Mrs. Cooke named as co-respondent course and stopped the king's horse. eloped from Hempstead, L. I., six years misadventure." The court room was Jockey Jones, who was riding Anmer,

> ered from his injuries and was unable to attend the hearing. The evidence given by Miss Davison's

nind was unbinged. The coroner said the evidence showed that the deceased had no intention of taking her own life, but only of disturbing the race. The jury, he said, might the government at Sofia to arrange for also dismiss from their minds that she a meeting of the premiers of the two had singled out the king's horse

The National Capital

Tuesday, June 10, 1013.

The Senate. investigating committee Lobby investigating committee continued hearings.

Democrats of finance committee considered changes suggested in tariff bill.

Senator Lewis introduced a bill to give interstate Commerce commission control over all stock issues of raliroads and other common carriers.

Senator Newlands introduced bill to amend Erdman act in manner suggested by raliroads and labor organizations.

The House.

RECALL FOR THE CHARTER Federal Mutineers Capture American Town of Pearson

EL PASO. June 10 .- Pederal mutineers. led by Maximo Castillo, took the American lumber town of Pearson, Chlhuahua, after an all day fight yesterday, said railway advices received here today. The 150 federal soldiers of the garrison were captured. Castillo has announced for the Vasquez Gomez revolutionary cause, operating independent of the Heerta federals and the constitutional

insurgents. Pearson is located southwest of Junez below the border on account of the proximity of Castillo's band, said to number

no more than 200 men. Four hundred constitutionalists from the Olinaga district are reported to have reached a point opposite Fort Hancock Tex., fifty miles east of here. They expect to attack Guadalupe and San Ygnacco, border towns protected by small garrisons of rural police from Juarez.

Number of Men Killed in Battle Near Makres.

SERVIAN POSITION IS STATED

Premier Says His Country Must Retain All Territory Now Occupied by Its Troops -- More Fighting Probable.

LONDON, June 10 .- Many Servians were killed today in a serious encounter between Servian and Bulgarian troops near the small town of Makres. News of the encounter came in a special ditpatch to the Belgrade Mali Journal forwarded here. Further conflicts are expected in the same vicinity as the Servians on Monday sent a note to the Bulgarian commander giving him until 7 o'clock in the evening to evecuate the town of Volodan, failing which the Servian general declared he would bombard Italp, now occupied by the Bulgarians.

Servin Makes Demands. BELGRADE, Servia, June 10.-The Servian minister of war today declared that the question of war or peace between Bulgaria and Bervia would be decided in two or three days. Servia, he said, must retain all the ter-

ritory which has been occupied by its troops and the European powers must persuade Bulgaria to modify the treaty of alliance entered into with Servia before the war with Turkey. Otherwise, he concluded war was certain. Railway communication between Servia

brother and others showed there was and Bulgaria has been stopped and the nothing to indicate that Miss Davison's Servian newspapers assert that the Servian minister to Bulgaria is about to quit Bofia. The Servian cabinet today decided to

send a firm final note to Bulgaria, asking countries.

HENRY RICHMOND VISITS FRIENDS IN WASHINGTON

(From a Staff Correspondent.) WASHINGTON, June 10 .- (Special Telwith his brother and sister until his father starts for his new position as governor of the Panama canal zone. Mr.

eentractors of Omsha, are in the city workers, in session here.

FREIGHT CUT IS IN SIGHT

STREET FAIR

CONCESSIONS

Railway Commission Likely to Carry Out Program.

LONG WAITED FOR DECISION

Several Orders Bearing on Subject Held in Abeyance Pending Decision of Supreme Court of United States.

From a Staff Correspondent.) LANCOLN, June 10 .- (Special)-The decision of the supreme court on the Minnesota rate cases was the cause of much satisfaction around the state house Chairman Clarke handed out to the

traffic bureau reading: "Congratulations. Plain to be see Nebraska commission's theory of divi-sion of expenses had a strong influence According to Mr. Taylor of the com-

mission will go into the freight rate schedule very thoroughly with the idea of making a reduction on freight rates. it it can be done. Profuht Cut is in Sight. At the time of the hearing or inves-

tigation of the railway commission, it was given out that in case the Keckley freight rate bill was defeated and the supreme court decision was favorable to state regulation, the commission would dake up the matter and if the investigation would warrant it would make in all probability from 10 to 25 per cent reduction of freight rates.

In the office of the attorney general, Mr. Martin was absent in Omaha on business connected with the insurance department of the state, but Deputy Ayers

gave out the following statement: "The opinion strikes a blow at methods by state valuation departments, railroads have no ground to compisin, Justice Hughes says, if they are allowed a value for their lands equal to the fair average market value of similar lands in the vicinity. The state commissions, in their valuation departments, have almost uniformly added a "severance" value, based on the damage necessary if the lands were taken now. This practice is condemned in the opinion.

"Justice Hughes apparently thinks little of the revenue basis used by the railroads in the apportioning of receipts and expenses. He says the division should be made according to the use made of the property, and that this use cannot be determined by the return, (Continued on Page Two.)

Princeton Sends Out Large Class

PRINCETON, N. J., June 16.-Princeton commencement exercises were brought to a close here today with the 166th annual graduation ceremonies in Alexander hall, at which 255 members of the graduating class received their initial degrees. In addition nine honorary degrees were conferred, masters' degrees were awarded to forty, doctor of philosophy degrees to thirteen and electrical engineering to three.

Among the honorary degrees, that of doctor of laws, the highest which the university is able to confer, were bestowed upon Count Johann Von Bernstorff, the egram.)-Henry C. Richmond, clerk of German ambassador to the United States, the Nebraska house, is at Washington and on Dr. Francis Landey Patton, who today. On his trip from Nebraska he was president of Princeton from 1888 to was accompanied by Richard L. Met- 1902, and whose resignation as president calfe, ir., who expects to remain here of Princeton Theological seminary was

recently announced. The diplomas were given to the mem bers of the graduating class by President Richmond left for Connecticut tonight John Grier Hibben of the university, who to visit his father for about ten days, presided at the exercises. Of the 255 mem-Charles Kirkland, Herbert Rogers, John bers of the graduating class 123 received H. Hussie and Mr. Carter, sheet metal the degree of bachelor of arts, eightynine received bachelor of letters, twentyattending the convention of sheet metal three bachelor of science and twenty civil engineers.

MANY LECTURERS HOLDING THE SACK FOR J. L. M'BRIEN

Fail to Get Speaking Dates for Which They Give Their Notes.

FIFTY ARE ON THE LIST McBrien Sells the Notes to Various

State Banks. SOME HAVE ALREADY PAID

Others Refuse to Pay for What They

Did Not Receive. ELOCUTION LESSONS

Judgment is Taken Against One Omaha Minister Who Befused to Settle When Called Upon by the Bank,

A gigantic nest of "note snekers," as they call themselves when confidentially conversing, is gradually being unearthed in the persons of something over fifty prominent persons in the state who gave their notes to Jasper L. McBrien of Lincoln for various amounts something over a year ago. They regard themselves as "note suckers" because McHrien did not deliver value received, but did not hesitate to take their notes and sell them at the various banks. It was easy. Mc-Brien organized what he called the National Lyceum bureau with headquarters at Lincoln. He was the whole company and he offered to make dates for some of the men in the state who thought they could lecture. He contracted to make a given number of dates for a man at a given price per lecture. Then he contracted to take 25 per cent of the proceeds for his commission. He then took the would-be platform lecturer's note for his season's commission in advance.

Well, the lyceum bureau fell through. He did not make the dates for most of them. He sold the notes just the same. He looked up the office of the lyceum bureau, and went to teach school at Hagvard, Neb.

Walk Up and Pay. Then the banks began to call up the signers of the notes, asking them to come in and pay up. At first these fellows flew into a rage. Then one by one they marched up to the desk at the bank and paid, because they did not want a fuss which would reveal the avidity with

which they took the balt.

Among those who signed these notes for from \$150 to \$250 and who did not like their names to be dragged into the open on a sucker deal were: Governor Chester H. Aldich, ex-Mayor Don L. Love of Lincoln, President A. O. Thomas, of the Kearney normal; Richard L. Metcaife, editor of The Commoner; Rev. J. R. Gettys of David City, H. F. Carson, superon the Mexican Northwestern railway, this morning. n the railway commis- intendent of the Anti-Saloon league, Lin-All traffic remains closed on either line sion everybody was wearing a smile and coin; Rev. Harry F. Huntington, Pawnewspapermen a telegram received from Delsell, State Superintendent J. W. Pow-E. J. McVann, manager of the Omaha era of Missouri, Prof. Edward L. Rouse of Peru, Rsv. C. N. Dawson, B. C. Marcellus of Crete; R. W. Eaton of Lincoln, Rev. A. J. Northrup, formerly of Lincoln; Rev. H. H. Harmon, Deputy State Superintendent R. L. Elliott, Rev. H. O. Prichard, Benthany; Rev. E. J. T. Connely, Randolph; Rev. C. E. Austin, Ohioa; Dr. W. A. Clark, Kirksville, Mo.; G. A. Gregory, Lincoln; Rev. W. G. Brown, Samuel Zene Batten of Des Moines, formerly a pastor of Lincoln; C. H. Bright, Rev. George H. Abbott, Omaha: Charles M. Skiles, Rev. Edward Hislon of Omaha, Judge Arthur G. Wray of York, Frank Harrison, Lincoln; Frank Pilger, Pierce; Rev. L. D. Young, Rev. I. B. Schreckengast, assistant chancellor of Wesleyan university; Dr. A. L. Bixby, poet laurente of Nebraska: Prof. A. III Turner, formerly of Hastings college; Rev. J. D. M. Buckner of Aurors, Rev. F. M. Eisson of Fremont, Rev. C. W. Pool, Rev. F. H. Sanderson, Prements Prof. J. A. Beatty of Bethany, W. K. Fowler, former state superintendent, Lincoln; Rev. Bryant Howe of Cozad, Rev. Alexander Corkey of Wayne, W. M. Baich, Superintendent C. B. Moore of Osceola, Rev. Frank L. Loveland, formerly of Omaha; Rev. Milton Bryant Williams of Omaha, Rev. Harry Royce of Cedar Bluffs, Rev. A. D. Harmon of Omaha, George Crecker, Lincoln; Rev. H. B. Collins of Austin, Rev. A. Harmon, Superintendent Byron E. Dill of Wilber.

> One Makes Good. There wa sone other that signed the note, but his proposition paid out in the (Continued on Page Two.)

How Newspapers Can Aid Advertisers

A former advertising manager of one of the largest durg concerns in the United States, in a forceful speech before a New York club, said newspapers were in a position to render advertisers valuable cooperation.

It was his experience that salesmen were not able, generally speaking, to report conditions in local fields as they should be re-

The editor of the local paper, he maintained, was best qualified to supply national advertisers with reliable information concerning his particular locality.

This is a subject worth thoughtful consideration by publishers generally, and it should also bring to the mind of the national advertiser the universal usefulness of the daily newspaper-the one medium of communication with everyone, everywhere.