

Newspaper Publicity Upheld

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The decision of the Supreme Court holding the newspaper law constitutional will be welcomed by every newspaper which is applying to its own business the standards of good faith and square dealing the press has been preaching to the business world generally.

Men who lie about their circulation, who defraud the advertiser, are just as guilty of obtaining money under false pretenses as is the cheap swindler who palms off a brass watch on a farmer under the pretension that it is gold.

The newspaper must live up to the code it applies so austerely to others' practices. If any advertiser can be prosecuted and sent to jail for swindling the public the publisher who defrauds the advertiser should occupy an adjoining cell.

The present law should be amended so that it will be obligatory on the editor, owner, or publisher to sign the affidavit personally, so as to prevent the employ-

ment of a scapegoat, paid to be prosecuted.

So long as newspapers do not live up to their own standards of probity and openness in these business matters as well as editorially, they are self-condemned and deserve contempt, distrust and want of public influence. And since government has undertaken in the name of the square deal to protect the individual from irresponsible banking, from drug fakes, from impure foods, from lottery and get-rich-quick cheats, it may and should see to it that the honest advertiser and the reading public and the honest newspaper are protected from the unscrupulous newspaper which will not respect the straight code of honorable enterprise.

Over sixty millions a year are paid out annually in advertising. This huge expenditure should be protected from exploitation. Such protection would inhere to the benefit of business and to the public and to responsible newspapers.