

Newspaper Publicity For The Commonwealth Land Party

A RECORD has been kept at party headquarters of the notices which appeared in various papers throughout the country commenting on the activities of the Commonwealth Land Party.

In addition to notices with comments on or extracts from the Platform and reports of the National Convention sent broadcast over the whole country by the News agencies, a total record of 244 clippings have been received, some of these illustrated with pictures of the candidates.

In Arizona, though not on the state ballot, the sample ballot for Yavapai County received from Mr. Vyne proves that the existence of our party was made known to all those who saw that ballot in the newspaper which covers that section, and to all who read their ballots while voting. This is the most conspicuous instance we know of indicating the amount of publicity that can be obtained with the least possible achievement in the way of securing candidates, as there was but one name on the ballot—that of Mr. N. A. Vyne for State Senator.

In New York State, though not on the state ballot, we had several candidates in N. Y. City and these appeared under our party name in six papers on October 28 and in six on October 29. The eight papers that published these ballots included all the leading dailies of this city with an enormous combined circulation.

The short tour of William J. Wallace, our candidate for President, resulted in several of our best notices, conspicuous alike for position, space and matter, with some good pictures. The death of William McCabe, our candidate for Governor of New York, was reported in all the leading New York City papers and some outside; and all of them emphasized his candidacy and his early association with Henry George.

In Ohio where our work was more thoroughly organized and more generously supported with the assistance of Mr. J. C. Lincoln, our candidate for Vice President, than in any other state, there must have been many news notices which we have not received.

Of the individual achievements in newspaper publicity a notable instance is the splendid work done by C. Le-Baron Goeller of Union, N. Y., our candidate for Lieut. Governor, who composed a series of 7 uniquely interesting and convincing advertisements which appeared in twelve successive issues of the *News-Dispatch*, a weekly paper of Endicott, N. Y., in uniform spaces 6x10 inches. The first of these appeared August 20 and the last on November 5.

From a study of the clippings we believe that they represent less than a quarter of those published. The agency that issued Mr. Wallace's photo in a story with

all the other candidates sent them to several hundred papers, many of which doubtless made use of it and some of which failed to reach us. The "spreads" in Cleveland and St. Louis resulting from Mr. Wallace's visit to those cities were copied in smaller papers throughout other parts of Missouri and Ohio.

Such magazines as *Collier's*, *Woman's Home Companion* and *The Arbitrator*, all of which have corresponded with us; *Literary Digest*, *Public Opinion*, the weekly and semi-weekly editions of big papers such as *New York Times* and *Boston Evening Transcript*; and all publications that pretended to review the complete political situation, must have made some mention of our activities. So we believe that 1000 news notices, exclusive of advertisements and published ballots, is a reasonable estimate of the total publicity secured by the COMMONWEALTH LAND PARTY throughout the United States since its National Convention last February.

—L. W. TRACY,

A Criticism of our Colleges

(Gerrit J. Johnson in *Grand Rapids Herald*)

THE football games at our colleges and universities are a success. The University of Michigan has built a new addition to its stadium and still thousands are turned away. The Michigan Agricultural college just dedicated a new stadium. We all realize that athletics are necessary but should we not also realize that most of our taxpayers who have to pay the bills get plenty of exercise without stadiums?

One of the M. A. C. professors reports that thousands of children in Detroit do not get milk. The professor hastens to say that family income has nothing to do with it. Of course, that is what professors are supposed to say, but this professor does not say why the families of the well-to-do in Detroit all get milk. I think it safe to say that 80 per cent. of taxes that go to maintain our colleges come from the people who produce milk and from those who need more milk. May I ask why these institutions are so run that the man who produces the milk and the man who needs the milk are not enlightened as to why they are both starving to death? Reports from the American Bankers' Association show that at the age of 65, 54 out of every 100 American citizens are either in the poor-house or ready to go there.

What do our college students learn about life? What is being a sport? A sport is one who can sit alongside of another and slowly see him starve to death and then yell rah! rah! rah! This coming winter there will be thousands of Michigan farmers who will have to get along without the necessities of life and there will be thousands of workers in our cities who in zero weather will buy coal by the bucket. Yet in the face of this the University of Michigan puts a ban on politics. Can there be anything more