

# Ex-Kaiser's Story of His Reign and Fall

## War Memoirs of David Lloyd George

Continuing the publication of the personal records of the most conspicuous figures in the Great War, begun with Ray Stannard Baker's compilation of the papers of ex-President Wilson, *The New York Times* announces that it has secured the Memoirs of the former German Kaiser and the War Memoirs of the British Prime Minister, David Lloyd George.

From The New York Times  
Friday, Sept. 15

### NEW YORK TIMES BUYS WAR MEMOIRS OF LLOYD GEORGE

In Conjunction With Chicago  
Tribune, It Pays Record Price  
for the American Rights.

POUND STERLING A WORD

The Premier's Probable Total  
for World Rights, and He  
Gives it All to Charity.

HE IS NOW BUSY WRITING

Being All the Work Himself—Will  
Describe Critical Times in  
the War Period.

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By Wireless to The New York Times.

LONDON, Sept. 14.—A contract between the Right Hon. David Lloyd George, M. P., of 19 Downing Street, London, and The New York Times, acting in conjunction with The Chicago Tribune, for serial rights in the publication of the work comprising the war memoirs of the British Prime Minister has now been signed by Mr. Lloyd George, and a duplicate of the contract is on its way to the United States to receive the signatures of the other contracting parties.

Reports in irresponsible quarters that the matter had been settled some time ago can be dismissed as baseless. The contract has just been signed and delivered.

That it is the biggest contract of its kind need hardly be stated. The Prime Minister will receive a total sum for his memoirs which will not fall very far short of one pound sterling per word, and every penny of the profit he is going to distribute in war charities. The figure \$50,000 has been mentioned in public print as the price to be paid, but that was more or less intelligent guesswork and represents only part of the total sum which the world is willing to pay for the interest of reading the personal records of the great war by the one statesman who played a great role from Aug. 4, 1914, to Nov. 11, 1918, and still remains at the head of affairs in his own country.

Prices Double Those Ex-Kaiser Got. The interest shown by Continental Europe in Mr. Lloyd George's memoirs has been extraordinary. Curtis Brown, Limited, the well-known international publishing bureau, which is acting as the British Prime Minister's literary agent, states that the demand for the memoirs both in regard to serial publication and book rights is unprecedented in the history of publishing. It is safe to say the work will be translated into the language of every country which owns a printing press. South America jumped at the opportunity and most of the rights of publication in that part of the world have already been or are being disposed of. Every country in Europe is making contracts for serial and book publication. Even Bulgaria and Finland have applied.

It looks as if a total more than \$500,000 will be attained, not one cent of which will be retained by the Prime Minister. Nearly every contract so far made has been exactly double the corresponding contract made for the ex-Kaiser's book on the war, and the deal is by far the largest ever made for a

The Memoirs of the Ex-Kaiser  
*Will Begin Next Sunday, September 24, in*  
**The New York Times**  
*and Continue Daily and Sunday for 30 Days*

The memoirs of William II., deposed German Kaiser, will be more widely circulated and will arouse more critical comment than any series of articles ever before published. They will appear simultaneously throughout the world, in leading newspapers of the United States, as well as in France, Great Britain, Italy, Japan, Australia, South Africa, Scandinavia and the Teutonic countries.

Exclusive rights of publication for New York, New Jersey, Eastern Pennsylvania, Delaware, Maryland and the District of Columbia have been acquired by The New York Times.

Criticism of the ex-Kaiser's opinions and statements will be voiced all over the world by editors, historians, soldiers and statesmen. The best of these expressions will be reproduced in The New York Times, and, in addition, its own criticisms will be published with the instalments of the memoirs.

The misrepresentations and misconceptions of William II., the most colossal failure in history, will be pointed out to our readers as his account proceeds. But it is not for completeness or accuracy of fact that this narrative deserves consideration. It presents in one respect a truthful and permanently valuable revelation. The world has always been insatiably curious about the men who have posed as its rulers by their own prowess or by the caprice of fate; and in this autobiography it will find, exposed by his own hand, the vanities and weaknesses that chiefly make up the character of a man, once hero to all the credulous, now hero only to himself.

The War Memoirs of Lloyd George  
have been purchased by The New York Times, in conjunction with The Chicago Tribune, and their publication will shortly follow that of the ex-Kaiser's story.

**Notice!** It will be necessary for readers of the ex-Kaiser's story to order The New York Times in advance. The interest in the serial and the controversies aroused by it will be widespread, and the newsdealers can only supply the demand by ordering ahead. Unsold copies of The New York Times are not returnable, and newsdealers act accordingly.

*The Ex-Kaiser's Story Begins Next Sunday, September 24, and Continues Daily and Sunday Until Completed*  
In the Philadelphia territory the Memoirs can be read only in The New York Times