Friday, June 17, 1921.

NEWSPAPER MAKING

Experienced Publisher Talks Sense About the Business.

(From the Southern Newspaper Publishers' Bulletin.)

Publisher Edgar G. Harris of the Laurel (Miss.) Leader, a member of the S. N. P. A., bears evidence that he has not only had experience in starting a newspaper, but has a line on the experience of others. In a recent editorial Mr. Harris gives some pretty gcod advice on the subject and as it contains some facts that publishers may desire to use, it is herewith reproduced:

Starting a Newspaper.

A friend of ours who wants to take a hand in state politics asks us to tell him "how much it will cost to establish a newspaper.

In our reply, we said: "You can start a handset weekly paper for \$4,000 or \$5,000. If you expect to install a typesetting machine, the plant will cost you \$8,000 to \$10,000. To start a small daily it will be necessary to invest three or four times the last named amount."

And these estimates, you will note, are for "starting" a newspaper. Establishing a newspaper is an entirely different matter. It may be necessary to spend three or four times the cost of the plant before the paper ever pays dividends. In fact, it may never pay. This depends largely on the field and on the good sense and judgment of the publisher.

One good weekly newspaper is sufficient for any town or city of less than 5,000 population. One good daily is ample for any city of less than 30,-000. The daily newspapers manage to exist in Jackson and Vicksburg. Several small fortunes have been spent in trying to establish a second daily in Meridian. Similar efforts have been made in Hattiesburg and Natchez, but without success.

Another fact which newspaper -men should bear in mind is that no weekly paper has ever been made to pay in a city which has a daily. This has been tried in Jackson, Vickesburg, Meridian, Hattlesburg, Greenwood and several other Mississippi cities and failure has resulted in each instance.

The man who wants to embark in the newspaper business can save a lot of worry and hard-earned money by buying a location where there is an actual demand for such a publication. But the poorest excuse in the world

for starting a newspaper is the desire to boost some political candidate, or to discuss the "isms" of some particular faction. Real newspaper men have come to know that candidates are a liability rather than an asset, and that the politician who uses a newspaper to further his own selfish interests doesn't care a rap what becomes of it after he is elected:

The journalistic graveyard is jam full of political newspapers.' And yet, every now and then we find some misguided patriot who is willing to spend his own good money in an effort to do the impossible.

MAN MURDERED WIFE

Because She Waved at Men on Pass-

the Fourth of July. Naval observatory scientists who have "picked up" the celestial visitor declared last night that while the body passes closest to the earth today (10,000,000 miles away) the tip of the tail will prove most in-teresting to the average whicher. The comet will not be visible to the naked eye today but around the Fourth of July lively times are anticipated. Then the tip of the tail will probably flip a few billion shooting stars to the carth.

FIRST BAPTIST

FIRST PRESBYTERIAN

Rev. E. E. Gillespie, Pastor.

TRINITY METHODIST.

Herald Monday.

If this happens, as predicted by Prof. Asaph Hall of the naval observatory himself a discoverer of comets, Inde-pendence day fireworks celebrations will be put in the shade .- Washington

Examination blanks. Scholarships are worth \$100 and free AT THE CHURCHES tuition. The next session will open September 14th, 1921. For further in-Sunday Worship-Sunday school at 10 a. m. B. Y. P. U. at 4 o'clock p. m.

. 4 2t 48

NOTICE OF SALE OF

Sunday Services—Sunday school 10 a. m. Morning service at 11. Ju-nior C. E. at 4 p. m. Young Peoples C. E. at 7 p. m. Evening service at 8.30. THE undersigned, as Highway Commissioners for Broad River Town-ship, York County, South Carolina, will offer for sale Fifty Thousand Dollars of Bonds, Broad River Township,

Rev. J. K. Walker, Pastor. Sunday Services-Sunday school at 10 a.m. Morning service at 11. Evening service at 8.00 o'clock.

CHURCH OF THE GOOD SHEP-HERD. Rev. T. T. Walsh, Pastor.

Sunday Services-Sunday school at 10 a. m. Morning service at 11 o'clock.

ASSOCIATE REFORMED PRESBYTERIAN.

Rev. J. L. Oates, Pastor. Saturday morning service at 11 Sabbath Service—Sabbath school at 10 a. m. Morning service at 11, followed by communion. Evening service at 8 o'clock.

CHARLOTTE STREET BAPTIST CHURCH

Rev. F. A. Liles, Pastor. Sunday Services—Sunday school at 10 o'clock. Morning service at 11. Evening service at 7.45 o'clock.

Special Hotices. At Olivet. at 3 p. m. J. K. Walker, Pastor. Preaching At Hebron. Preaching at Hebron at 3.30 p m J. L. Oates, Pastor. At New Zion. Preaching at New Zion Sunday Morning at 11 o'clock. B. B. Black, Pastor. Clover Circuit. King's Mountain Chapel-Sunday school at 10 a. m. Preaching at 11 a. m. St. Paul-Preaching at 3 p. m Clover-Preaching at 7 p. m.

J. G. Huggin, Pastor. Union and Clover. Clover—Sunday school at 10 a.m. Preaching at 11. Union—Sunday school at 3 p.m. Preaching at 3.30 p.m. N. A. Hemrick, Pastor.

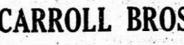


MARRIED-In Yorkville at the home of the bride's father, Mr. J. B. Pegram, Wednesday evening at 6 o'clock, Miss Frances Louise Pegram to Mr. W. N. Weaver of Andrews, Rev. E. E. Gillespie, officiating. At the home of the bride's father,

Dr. T. N. Dulin, in Bethel township, Wednesday afternoon, Miss EMILY thing real good. Timothy Hay.

last year.

the BEST.



SHIRLEY MASON-

ALICE BRADY-In "The Land of Hope." The story

ccasion York, S. C.

FOR RENT



Indian Head-At ...

for this week only-At 69 CTS. FEINSTEIN & KRIVIS



er he had warned her not to do so, James Craney early Monday killed her at their home near Irondale, a Bir-Rock Hill, Wednesday afternoon, Miss mingham suburb. He later surrender-ANNIE CLAIRE HUTCHINSON and ed to a policeman and is in jail in Birmingham, Ala.

"I killed her and I intended to do it. I don't care what happens to me now," sheriff's officers declare he told them.

Dessie Craney, 19, had been his wife for three years, he said. He declared that he had warned her against other men and that she ran from the house Monday and waved at a man on a passing A. G. S. freight. A quarrel followed.

Shortly afterwards another train passed, and Craney says his wife again ran out and waved.

Then, he confessed, he grasped a shot gun and levelled it at her. She selzed the muzzle, fought with him for a few minutes and then started to run. Craney fired a charge of shot into her side and the girl fell dead.

NEW STYLES IN FURNITURE.

French Industry Wants Ideas to Distinguish This Epoch.

A new style in furniture was demanded by representatives of the French furniture industry at the furniture congress recently held in Paris, France.

Architects are blamed by the president of the Furniture Makers' association for the continued production of false Louis IV, Louis XIV and other styles of antiques. They design interiors to go with such furniture and, naturally, the manufacturers have to meet the demand, he says.

The president proposed that the teachers in the fine arts school should begin the campaign for a modern original style by inspiring original ideas under the general direction of a committee composed of artists, architects and furniture makers. .

Farms operated by negroes in 14 Southern states Including Delaware and Maryland in 1920 numbered 920,-976, an increase of 40,152 over 1920, or per cent. of all the farms in the United States, it has been announced by the census bureau. The total acre-age of these farms was 41,346,943, valued at \$2,239,062,790. Farms operatvalued at \$2,239,062,190. Farms operated ed by negro tenants totalled 702,215, an increase of 33,659, compared with ten years ago, or 44.1 per cent, of all tenant farms in the country. Farms operated by negroes in 1920 by states included: Virginia, 47,690; North Carolina, 74,849; South Carolina, 109,005; Georgia, 139,176; Florida, 12,954; Kentucky, 12,624; Tennessee, 38,181; Ala-bama, 95,200; Mississippi, 161,001; A-kansas, 72,275; Louisiana, 62,036; Arkansas, 72.275: Louisiana, Oklahoma, 18,737: Texas, 78,664.

Fireworks on the Fourth .--- Winnecke's comet may help us celebrate

. And the second second second



MAIN STREET ROCK HILL, - - - S. C. May 20th, 1921.

.....

an filmeri

in print to 2