

YORKVILLE ENQUIRER.

ISSUED SEMI-WEEKLY.

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VIEW AND INTERVIEWS

Brief Local Paragraphs of More or Less Interest.

PICKED UP BY ENQUIRER REPORTERS

Stories Concerning Folks and Things Some of Which You Know and Some You Don't Know—Condensed For Quick Reading.

"The best bid we could get for moving common earth in connection with our road operations a year ago," said Mr. W. T. Beaumgard, chairman of the King's Mountain Township road commission Wednesday, "was 69 cents a cubic yard and we had to make that bid ourselves to establish a price. The lowest bid submitted to the West Road Commission for this same work, I notice was 25 cents, which seems to indicate that things are getting back to normal with a vengeance.

For Final Readjustment.

Information has been received by S. C. Groesbeck, local supervisor of the Columbia office of the Federal Board of Vocational Training, that an extensive campaign is to be conducted in this district during the next two weeks by the bureau of war risk insurance to make final adjudication of all claims for compensation due disabled ex-service men. Personal letters and circulars are being mailed to all disabled former ex-service men whose rating is undetermined, urging them to report for an examination so that their cases may be properly adjusted. The Federal Board of Vocational Training is assisting the bureau of war risk insurance to establish the status of all outstanding cases of disabled ex-service men. Former disabled ex-service men who have not complied with former requests to report to a public health officer for examination, are urgently requested to do so. Cases of soldiers who are due a government compensation for injuries incurred during their army service will be speedily settled for after an examination by the public health physician and receipt of his report in Atlanta at the compensation and claim division of the bureau of war risk insurance. The following is an official request from the bureau of war risk insurance to all disabled ex-service men who have been requested to report to the public health physician for examinations: The bureau of war risk insurance is carrying on a cleanup campaign to gather together at the earliest possible date all reports of physical examinations which have been requested of claimants, but for which they have not reported. It is absolutely impossible for the bureau to adjudicate a claim unless the claimant reports for physical examination when requested to do so. The bureau wishes to settle all claims as quickly as possible, but it is powerless to act without the co-operation of the claimant. The bureau, therefore, asks that all disabled ex-service men who have been requested to report for physical examination, to do so immediately, in order that their claims may be settled.

Famous Indian Fight.

In conversation with Prof. R. J. Herndon, of Yorkville a few days ago Views and Interviews was reminded that tomorrow is the 45th anniversary of the Battle of the Little Big Horn, more commonly known as the "Custer Massacre."

The battle of the "Little Big Horn" figures as one of the most notable in the annals of all the Indian fighting that has taken place in America, and more than usual local interest has been attached for the reason that a large part of the 7th Cavalry engaged had just previously spent some time in Yorkville, having been sent here in connection with the Ku Klux uprising.

Prof. Herndon, a native of Yorkville, and many of whose boyhood recollections were intimately connected with the old Seventh Cavalry, has made himself quite an authority on the Battle of the Little Big Horn. He has been over the battlefield, has talked at length with Curley, the Crow scout, who has corresponded with Miss Custer, with Capt. Godfrey and has been in touch with many other sources of information.

"The Seventh Cavalry," said Prof. Herndon, "included eleven troops, of which three were stationed in Yorkville. These were K, D and L. K was made up of Bay horses, D of Black horses and L of Sorrel horses.

"I remember very well Captain Godfrey in command of Troop K but I do not remember now who commanded the other troops. These troops went away from here at different times and Troop L was among those commanded by Custer and who suffered massacre. Troops K and D were under Benteen and escaped."

"You remember also that Capt. George D. Wallace, of this place, who was afterward killed at Wounded Knee in 1890, was at the Little Big Horn battle under Major Reno."

This account of the famous battle is clipped from the New York Herald of last Sunday.

"On June 25, the forty-fifth anniversary of Custer's last fight, members of the American Legion of Wyoming and Montana and 500 Indians from northwestern reservations will reproduce on the historic battlefield this memorable engagement between five depleted companies of the fighting Seventh Cavalry and 3,000 Sioux

Cheyennes and Blackfeet. To the United States in 1876, thrilled and shocked by this sudden disaster to its small army, the engagement was the Custer massacre. But today it is recognized as a battle, the battle of the Little Big Horn, in which the strongest nation of our wild frontier, backed by friends and allies, made its last supreme effort in the defense of what it considered its rights.

"No Indian battle has given rise to more controversies. Every white man directly engaged was killed. The red men alone were able to tell in detail what actually happened. The version of Curley the Crow, the scout, one of the last men to see Custer alive, was never wholly accepted. The accounts of Captain Benteen and Captain Godfrey, both of the Seventh, written with a considerable degree of impartiality and authoritativeness, were in parts questioned. The bitterness of the controversy around the part which Major Reno had in the disaster has not after forty-five years died out.

"Besides, the battle was the great tragedy in a general movement toward the suppression of the hostile activities of the rebellious Indians in the northwest, which called into the field such distinguished Indian fighters as Alfred H. Terry, George Crook, John Gibbon and Anson Mills, and such scouts as Sergeant Jimmie Flannagan, Louis Richard and William F. Cody. All of these entered in the controversy at one or more of its phases. The red participants in the fight denied the charge of the mutilation of the dead and praised the bravery of Custer and his men, but never gave a satisfactory account of the battle. An old Cheyenne, explaining how the white soldiers were wiped out, placed small pieces of twigs carefully in the ground, then, crushing them together by a swift motion, he ground them to bits in his palms and dropped them at his feet.

"It is the Indian version of the battle which will guide in its anniversary reproduction. Custer arrived at the scene of the battle on the night of June 24; he had intended to make his attack on June 25, but what he saw and the conditions which he found decided him to begin action on June 25. He advanced down a ridge toward the water; a deep coulee lay directly in front of him. On each side of the ridge was low ground covered with bushes, affording hiding places for his foe. The Indians, quickly seizing this advantage, swam the river, and concealing themselves along the ridge, waited until Custer and his command reached a knoll. Chief Gall gave the signal, and the Indians arose on all sides. The main fight, the Indians say, lasted not more than twenty minutes. When the smoke cleared away Custer and 211 of his men lay dead on the field.

"But overwhelming as this defeat appeared, it marked the beginning of the end of the Indian uprisings in the northwest. The war was renewed with stubbornness by the government and carried on with vigor by the army despite the terrible hardships of the campaigns; a few lines from General Charles King's report indicate what these were: "The order was issued; three horses to be shot each night in each battalion; and by that time most of them, like their riders, were scarce."

"Today we look back through the perspective of forty-five years upon the Indian wars of the '70s, upon the small force of fighting Regulars who cleared the way across the continent for the settler and home builder and guarded the wide frontier with no hope of honor if they were victorious and no hope of mercy if they fell. It was to them a thankless task, a perilous service, a war in which the soldier had little to gain and all to lose, a warfare, as General King expressed it, "which had absolutely nothing to hold the soldier stern and steadfast to the end but the solemn sense of soldier duty," and the American Regular proved himself self-worthy of the trust then as he did ever before and has ever since."

School Money for the Counties.

State Superintendent of Education J. E. Swearingen yesterday distributed among 46 counties the income derived from the permanent school fund in the hands of the state treasurer and the sum collected from the dispensary winding up commission. The amount available from this income is \$5,142.75 and from the dispensary balance, \$27,413.

Under the constitution of 1895 the proceeds of all escheated property must be added to the permanent school fund. The principal now in the hands of the state treasurer is a fraction below \$60,000, says Mr. Swearingen. The income is to be apportioned among the several counties on the basis of enrollment as shown by the last preceding report of the state superintendent of education.

The winding up commission of the old state dispensary collects from time to time funds on real estate sales. These collections depend largely upon business conditions. This money is also to be apportioned among the counties on the basis of enrollment.

The postponement of taxes, says Mr. Swearingen, has delayed school revenues in many counties. Several county treasurers report an exceptionally heavy number of executions. The distribution of these funds will, it is hoped, aid the schools in many counties to close the year free of debt.—Columbia State.

COMPULSORY EDUCATION

Full Text of Statute as Recently Amended.

BASED ON DESIRE OF MAJORITY VOTE

Teachers must Keep Record of Attendance and Report the Same to the County Superintendent of Education Before he Can Approve the Pay Warrants.

The new law regarding compulsory attendance has never been published in York county. The text of it is presented herewith for the information of the public.

An Act to Regulate School Attendance of All Children Within Certain Ages and Provide for the Enforcement Thereof.

Section 1. Be it enacted by the general assembly of the state of South Carolina: That every parent, guardian or other person having charge of any child between eight and fourteen years of age, inclusive, must send such child to a public, private or parochial school to a competent tutor, subject to the approval of the county superintendent of education, for four consecutive months, or eighty consecutive school days, during the scholastic year that the school attended is in session: Provided, That in case the term of any school is less than four months, or eighty school days, attendance for the full term of such school shall be sufficient to meet the requirements of this act, except as hereinafter provided.

2. Upon the written petition of a majority of the qualified electors residing in any district requesting the attendance of pupils on school throughout the full term, the County Board of Education shall order such attendance hereunder. This Act shall not shorten the period of school attendance in any district where a longer school term than four months is now maintained and attendance is required under the local option law.

3. That any child whose physical, mental or moral condition unfits it for attendance at school is exempt from the requirements of Section 1; That such child must be designated as unfit by a person competent to judge and appointed to do so by the County Board of Education.

4. That any child living more than two and one-half miles from any public, private or parochial school, and any child under twelve years of age living more than two miles from such a school, may claim exemption from the requirements of Section 1; Provided, That any pupil living within one mile of any regular route of a school wagon may not claim exemption.

5. That any private or practical school attended by any child between eight and fourteen years of age shall be first approved by the State Board of Education. Such school must give its instruction in the English language and it must teach such subjects as are required in a similar public school in South Carolina and be supervised by the County superintendent of education or supervisor of public schools.

6. It shall be the duty of the board of trustees of each school district to determine at what time the period of compulsory attendance shall start in their respective districts, and to post due notice thereof in at least three public places or by publishing in a newspaper circulating in their said district at least thirty days before the time so fixed for the period of compulsory attendance to begin. Every parent or guardian having charge of a child or children between the years of seven and fourteen years, inclusive, unless an attendance officer is maintained in their district, shall make a report to the chairman of the board of trustees of his or her district on the last Friday in July of each year, showing the names of all such children in their charge, the age, sex and race, and name and local address of the parent or guardian of each such child; and any parent or guardian having charge of such child or children who shall fail to make such report at the time aforesaid, or shall willfully make an incorrect report, shall be subject to such fine or imprisonment as is hereinafter imposed for non-attendance.

7. It shall be the duty of the chairman of the board of trustees of each school district to make a report of such children and to send a copy of the said report to the county superintendent of education of their respective counties not later than the 15th day of August of each year and also to supply a list of the names of such children to the respective teachers of the schools in which the said children should attend; Provided, That the board of Trustees of any school district or group of districts may nominate the county board of education or, in case of a special independent school district, as in the larger towns and cities, to the superintendent or supervisor of public schools for such district, an attendance officer for the district or districts, whose duty it shall be to take a census during the months of July and August of each year of all children in his or her district affected by this act and make such report as is hereinafter required to be made by trustees in districts where no such attendance officer is maintained and such other duties as are hereinafter imposed. Any child ineligible to attend the public schools shall be reported by the attendance officer or board

of trustees, as the case may be, to the county superintendent of education, who shall transmit such report to the executive head of the proper state school for such special child; Provided, That the county board of education of any county, with the written approval of the county superintendent of education and of a majority of the county legislative delegation, may employ for such period as they deem necessary, a county attendance officer to perform the services herein developed upon the district attendance officer, for all the districts of the county; and the expenses of such attendance officer shall be prorated among the districts of the county in proportion to the funds available for the support of the respective school districts.

7. The various county superintendents of education shall, at the time of making their regular annual report to the state superintendent of education, make a report of the number of children in their respective counties within the ages prescribed by this statute, the average attendance of such children, the total number of absences during the period of compulsory attendance showing number excused and the number of convictions under this statute and amount of revenue derived from penalties under this statute.

8. It shall be the duty of each teacher to make a monthly report of all absences, together with the excuses for such absences, if any excuses be given, showing which have been previously reported according to provisions hereinafter made in this statute, and which have been excused by the teacher and no teacher's pay warrant shall be approved by the trustees unless such report is attached. The trustees shall then consider the absences excused by the teacher, and if, in their opinion, the excuse is not sufficient shall so report to the superintendent of education, who shall proceed as in cases of unexcused absences. No county superintendent of education shall approve any teacher's pay warrant unless such report is attached, and in case of violation of this provision the county superintendent of education shall become liable on his official bond for the amount of any teacher's pay warrant or warrants approved by him receiving the said report.

9. That it shall be the further duty of each attendance officer to receive from the superintendent or principal of any school within the district or territory the name of every child between eight and fourteen years of age absent from school, and to ascertain from the parent or guardian of such child the reason for such absence. If such absence is due to any other than providential cause or causes or would seriously endanger the health of the child, such parent or guardian must be notified to appear before the nearest magistrate at a special time to show why he or she should not be punished for his or her neglect; Provided That the attendance officer may in his or her discretion, excuse any absence. A full record of such excused absences, together with the reason thereof, shall be filed monthly with the county superintendent of education.

10. That all attendance officers shall have the right to require a birth certificate or an affidavit as to the age of any child in his or her district or territory. They shall have the further right to visit any place of employment to ascertain if any child between eight and fourteen years of age is employed. These officers shall keep a record of all notices served and cases prosecuted, and shall make a full report of them once a month to the county board of education.

11. That any parent, guardian or other person having charge of any child subject to the provisions of this Act who willfully neglects or refuses to comply with the provisions, or any person, firm or corporation who shall induce such child to violate same shall be deemed guilty of a misdemeanor, and upon conviction thereof before any magistrate, be fined not less than five dollars, or be imprisoned not less than five nor more than ten days. All fines collected under this Act are to be paid into the school fund for such district in which said offense was committed.

12. It shall be the duty of each teacher, principal or superintendent of any school to notify at once the attendance officer, or the county superintendent of education, in case there be no attendance officer, in the said district, of the absence, unless within a week of such absence, written excuse is made which is, in the opinion of the teacher, sufficient, during the period of compulsory attendance, of any child between eight and fourteen years of age from school, and the teacher or principal or superintendent willfully neglecting or refusing to report any absence to the attendance officer or to the superintendent of education in case no attendance officer is employed, shall have deducted from his or her salary for the current month five (\$5.00) dollars for each offense, the same to be deducted by the superintendent of education; Provided, That when any child within the ages specified in this section shall have completed four months, or eighty school days, of consecutive attendance, it shall be given a certificate by the teacher showing such fact, and no further absences shall be reported against the said child, regardless of whether the period of attendance commenced at the time

DIGGING UP JERUSALEM

Some Age-Old Mysteries in Way of Solution.

UNDER THE DOME OF THE ROCK

Turks Would Not Permit Christians to Approach, Much Less Explore, the Places They Regard as Holy; But Now Christians are in Control to Do as They See Proper.

(Frederick J. Haskin.)

With Jerusalem out of Turkish power, an excavation beneath the celebrated Dome of the Rock, one of the mystery places of the world, is being planned. To scientists who read history in old foundations and bits of pottery, this Dome of the Rock has long been regarded as a tantalizing treasure trove.

Here, Solomon's temple undoubtedly stood until its ruined walls were buried beneath a mass of debris. Over this other temples were built and destroyed and the present Dome of the Rock was erected, so that the walls of Solomon's famous temple must be sought a hundred feet below the surface.

Further down still where the treasure vaults and secret places of the old temple were, science hopes perhaps to find some of the gold and jewels of the temple, or even the Ark of the Covenant. It is certain that unexplored subterranean passages exist in this area, and what is more likely than that the priests carried down their treasures to safety when the temple was threatened with destruction?

Until now there has been no chance for excavators to prove or disprove their theories. The Turks guarded the temple area with fierce strictness, holding it only a little less sacred than the sacred mosque at Mecca.

The reason for this extreme Moslem devotion was a great brown rock, 60x45 feet long and over four feet high, which figures prominently in Mohammedan history. From this rock, Mohammed is said to have mounted his horse, Al Burak, the lightning, and to have ridden off to heaven. The footprints of the prophet left a dent in the rock which any one may see to this day. The rock aspired to follow the prophet and started up a few inches but the Angel Gabriel put a finger on the surface and saved it to the children of earth. Hence another dent in the rock, also plainly visible.

This rock is further to be venerated the guides say, because it is the center of the earth, and 18 miles nearer to heaven than any other place. Here Noah's Ark rested after the flood, and here Abraham prepared to offer up his son as a sacrifice. Lest this is not sufficient local color, the guide adds that here too Jacob had his angelic vision.

Where Mohammed Prayed.

It is, moreover, a desirable place in which to pray. There is a record that Mohammed prayed here in a cavern beneath the rock, after which he decreed that prayers here were one thousand times as efficacious as those from less holy places.

All these associates and many more make every inch of the rock sacred to the Moslems: Back in the seventh century when the last of the Jewish temples had been destroyed and the place lay deserted and covered with refuse, the Turks cleared off the rock and built over it a beautiful building, with blue tiled dome, colored marble pillars, stained glass windows, and soft rugs on the floor. In this dim, octagonal-shaped hall, the rock has reposed ever since, guarded by screens of iron and wood.

Less than a hundred years ago, it would have meant death to a Christian or a Jew to venture inside the dome of the rock, as the building was called. And when feeling became less intense, so long as the Turks held Jerusalem, an unbeliever was permitted in the building only when accompanied by native guides.

With all precautions, the most devout of the Mohammedans protested against foreign interest in the holy rock. Two American women were shot at one day by a fanatic who resented their intrusion in the hollow beneath the rock where Mohammed prayed. Archeologists were regarded with special suspicion.

Scientists interested in excavations in Jerusalem tried every possible means to get permission to explore the ground beneath the big rock, but with scant success. The Turks opposed any digging because it was prohibited for any one to touch the rock. Once a year, at a special ceremony, a high functionary dared to dust off the surface and collect the dust, which was sold as a potent cure for sore eyes.

The regions below the rock, too, the Turks wished kept free from contamination. They did not agree exactly what was beneath the surface. Some believed that the rock must rest on the branches of a palm tree at the roots of which all the rivers of the world had their source. Others held that the rock was just over Paradise, and still others thought it led down to Hades. In any case, it was unanimously agreed among the Moslems that the rock was no place for a mortal to go poking round.

A Secret Exploration.

One bold attempt to solve some of the fascinating mysteries was made by several Englishmen some ten years ago. They found a curator who saw no harm in their digging around the place, provided the arrangements were

satisfactory to him and no damage was done. The scientists were allowed to dig and explore when the building was empty. It was a hazardous business, because all day long Moslems came to regard the precious rock. After a few hours work at night all traces of disturbed ground and all tools must be carefully concealed. With these disadvantages, the Englishmen made little progress before they were discovered. They fled the city at once, even while the irate Mohammedans were crying to the authorities for their imprisonment and death.

Another excavator received permission from the civil authorities to explore beneath the rock in the cavern where Mohammed prayed. But he got only a little way with his digging when antagonism became so intense that permission had to be withdrawn.

Now the restrictions of Turkish scrupulousness are removed. The temple area has as many historic and religious associations for the Christian and the Jew as it had for the Turk, but both of the former would like the temple mysteries solved. The ark of the covenant, even such fragments as might remain, after all these years, would be of infinite value to the Jews, most of whom have avoided the temple area for fear of treading over the spot where the ark or the law of Moses may be hidden. The tablets of the law were kept in the ark in the innermost part of the temple. The reason for thinking that they may be found here is that Jeremiah, the prophet, was said to have hidden the ark on Mt. Moriah, the hill on which the dome of the rock stands.

The seven-branched candlestick which was one of the most prominent temple furnishings is another missing relic. This candlestick was unlike befitting five feet high, of beaten gold and worth about \$25,000 in our money. After Titus sacked Jerusalem he is supposed to have taken it to Rome to be carried in his triumphal procession.

This is borne out by the carvings on the Arch of Titus in Rome showing the candlestick as it was carried. Whether it ever found its way back to Jerusalem is not known.

These are the most eagerly sought relics of the temple, but in addition there are all the gold and precious stones which the people of Israel poured into its vaults to be accounted for. The gold and silver alone collected before the temple was built are supposed to have been worth two or even three billions of dollars. Much of this wealth was no doubt seized upon by the plunderers of Jerusalem. But so many passages honeycombed Mount Moriah that archeologists think it not unlikely that some of the treasure was safely disposed of.

The old foundations are so deeply embedded in the ground that it will take much time and careful labor to excavate the area without injury to existing structures. In the end, if no treasure or ancient relics are discovered, at least the mystery of what the sacred rocks conceal need no longer puzzle either science or the Turk.

COOLIDGE TALKS SENSE

World Must Rely More on Spiritual Force and Be Less Selfish.

Spiritual values are the only reliance of the world in trying to meet present problems, Vice President Calvin Coolidge said in an address at the opening exercises of the centennial celebration of Amherst College last Monday. The work of the world will not be done, he said, "unless it is done from a motive of righteousness."

After recalling that Amherst College was founded for the purpose of "civilizing and evangelizing the world by the classical education of indigent young men of piety and talent," Vice President Coolidge said:

"Individuals and nations are at the present time afflicted with great burdens. As a result of the readjustment which has taken place during the last year, men find their resources very much impaired, with no corresponding reduction of their expenses. Often times both capital and credit have been fairly exhausted. The nations of the earth are struggling under a great load of debt incurred and resulting from the war. The raising of sufficient revenues to meet the cost of government is not only a grievous burden, but in some cases, has not yet been found possible.

"The question that confronts us on every hand, whether in the consideration of private or public interests, is how these burdens can be borne. It can scarcely be said that they should be borne solely in order to secure a resulting prosperity.

"The world must look for something more than prosperity in the present situation. The individual must look for something more than wages and profits for his compensation. Unless this satisfaction can be found by proceeding in the day of right and truth and justice, the search for it will fail. The material things of life cannot stand alone. Unless they are sustained by the spiritual things of life, they are not sustained at all. The work of the world will not be done unless it is done from a motive of righteousness."

Our Code.

In every line of journalistic endeavor we recognize and proclaim our obligation to the public, our duty to regard always the truth, to deal fairly and alk humbly before the gospel of unselfish service.

NEWSPAPER ETHICS

Missouri Publishers Would Draw Comprehensive Lines.

TRUTH BASIS OF GOOD JOURNALISM

Although the Newspaper is the Property of the Publisher the First Duty of the Publisher is to the Public and He Must Not Use the Confidence the Public Has in His Newspaper in Self Purpose.

(From The Publisher's Auxiliary.)
The meeting of the Missouri Press association held recently at Missouri university at Columbia, Mo., was not only largely attended, but the sessions were of unusual interest.

The most important matter before the association was the adoption of a code of ethics, which had been prepared by William Southern, Jr., editor of The Independence Examiner.
Declaration of principles and code of practice!

Preamble.

In America, where the stability of the government rests upon the approval of the people, it is essential that newspapers, the medium through which the people draw their information, be developed to a high point of efficiency, stability, impartiality and integrity. The future of the republic depends on the maintenance of a high standard among journalists. Such a standard cannot be maintained unless the motives and conduct of the members of our profession are such as merit approval and confidence.

The profession of journalism is entitled to stand side by side with the other learned professions and is far more than any other, interwoven with the lines of public service. The journalist cannot consider his profession rightly unless he recognizes his obligation to the public. A newspaper does not belong solely to its owners and is not fulfilling its highest functions if devoted selfishly. Therefore the Missouri Press association presents the following principles as a general guide, not as a set form of rules for the practice of journalism.

Editorial.

We declare as a fundamental principle that truth is the basis of all correct journalism. To go beyond the truth, either in headlines or in the substance of good journalism, to suppress the truth, when it properly belongs to the public, is a betrayal of public faith.

Editorial comment should always be fair and just and not controlled by business or political expediency. Nothing should be printed editorially which the writer will not readily acknowledge as his own in public.

Control of news or comment for business considerations is not worthy of a newspaper. The news should be covered, written and interpreted wholly and at all times in the interest of the public. Advertisers have no claim on newspaper favor except in their capacity as readers and as members of the community.

No person who controls the policy of a newspaper should at the same time hold office or have affiliations, the duties of which conflict with the public service that his newspaper should render.

Advertising.

It is not good ethics nor good business to accept advertisements that are dishonest, deceptive or misleading. Concerns or individuals who want to use your columns to sell questionable stocks or anything else which promise great returns for small investment should always be investigated. Our readers should be protected from advertising sharks. Rates should be fixed at a figure and never cut. The reader deserves a square deal and the advertiser the same kind of treatment.

Advertising disguised as news or editorial advertising, especially should show at a glance that it is advertising. It is just as bad to be bribed by the promise of political patronage as to be bribed by political cash.

To build up a competitor in order to tear down one's self is not good business, nor is it ethical. Newspaper controversies should never enter newspaper columns. Good business demands the same treatment to a competitor that one would like for a competitor to give to one's self. Create new business rather than try to take away that of another.

Advertising should never be demanded from a customer simply because he has given it to another paper. Merit, product and service should be the standard.

Subscription.

The claiming of more subscribers than are actually on the paid list in order to secure larger advertising prices is obtaining money under false pretenses. The advertiser is entitled to know just what he is getting for his money, just what the newspaper is selling to him. Subscription lists made up at normal prices or secured by means of premiums or contests are to be strictly avoided.

Our Code.

In every line of journalistic endeavor we recognize and proclaim our obligation to the public, our duty to regard always the truth, to deal fairly and alk humbly before the gospel of unselfish service.

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