

GREAT FALLS DAILY TRIBUNE

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EDITORIAL PAGE

A Daily Bible Thought

MY STRONG HABITATION:—Be thou my strong habitation, whereunto I may resort; thou hast given commandment to save me; for thou art my rock and my fortress.—Psalm 71:3.

THE STATE OF THE RAILROADS.

FOR nearly a generation now the railroads of the United States have been up against a hard game. The railroad stockholder has seen the values of his property decline and his dividends grow smaller year by year on the average. The investor of capital in railroads has seen it shrink pretty steadily from year to year as a rule. We have not the exact figures representing the decline in selling value of railroad stocks during the past twenty years, but it must represent many billions of dollars. Pretty nearly every man who put his money into purchasing shares of stock representing ownership of railroad property has lost money by the transaction. Many of them have lost nearly all they invested. The past record of railroad ownership investment is certainly not such as to tempt anyone to seek such investment for his cash.

During recent months two features of prominence have developed which affect our railroads. One of them is better earnings and a larger net sum available for dividends. This is almost entirely due to wage reductions and reductions in the force of men employed. The other is a growing demand for lower freight rates on the part of the public.

The wage question is still a matter of dispute. The railroads deem the reductions authorized insufficient. The employees have not finally accepted the reductions made. They are waiting to see what sort of decision they will get from the labor arbitration board on the question of changes in the rules of work on which their wages are based. They say if this later decision is also unsatisfactory they will go on a strike.

The wage reduction was not very radical, but the cut in the number of men employed has added still more to the wage saving shown. Still wages are more than all the other expenses of running a railroad combined. The wage bill of the railroads of the United States amounted to \$1,457,010,151 during the first six months this year or 54.44 per cent of their gross operating revenues according to tabulations made from statistics just compiled by the Interstate Commerce commission. This compares with \$1,707,770,698 or 62.29 per cent during the corresponding period last year. The total net operating income of the railroads during the first half of this year was \$174,062,167.

On the basis of the first six months (and balancing an increase in number of employees in the second half of the year against the reduction in wages which went into effect July 1) the railroad wage bill in 1921 will be \$2,914,000,000, or \$1,175,000,000 more than the total wages paid in 1917. The latest reports received by the commission from the rail carriers show that during the first four months this year there was a gradual decrease in the number of railroad employees owing to the necessity of retrenching because of decreased revenues resulting from the slump in traffic, but that in May and June there were increases. The average number of employees by months follows:

Table with 2 columns: Month and Number of Employees. January: 1,804,822; February: 1,676,543; March: 1,593,668; April: 1,542,716; May: 1,575,599; June: 1,586,143.

The total compensation paid employees during the first three months this year was \$757,325,356, according to the Interstate Commerce commission, while during the second quarter it was \$699,684,795.

The railroads have recently made some voluntary reductions in freight rates covering special articles in commerce, but the demand is for a horizontal reduction on all rates. Some people want them to go back to the rates in force before the war. As the railroads of the country taken as a whole are not yet earning the six per cent on their actual replacement value, some business men who favor freight reductions would be willing to sup-

plement their earnings under a lower freight rate by a government subsidy if that were necessary. Some would not be willing to have the government take any such step. They have good arguments to advance against it. Some take the ground that a radical reduction in freight rates would increase railroad earnings because it would stimulate business, but they want the railroad owners to take all the risk of loss if their judgment is not vindicated in results.

The present railroad situation in spite of better business and better earnings is far from pleasing. It illustrates well the contention of this newspaper that they cannot exist and prosper under government regulation. Lincoln said that the nation could not exist half free and half slave. The railroads are nine-tenths controlled by the government and ten-tenths owned by the stockholders, with the owners having practically nothing to say about what they shall charge for their services, how they shall finance their property, or what they will pay to their employees. No other business could prosper with such dual control. It is our conviction that either the stockholders must be given greater control of their property by the government, or the latter must take the place of the stockholders and finance the roads as well as control their operations.

THE RECENT ELECTIONS.

TWO special elections, one for a United States senator in New Mexico and one for a congressman in Massachusetts, have recently been held. They were both carried by Republicans by just about the usual party majority. Candor compels us to say that they were disappointing to Democrats who thought that there was a big reaction against the Republican party since the last election. In the Sixth Massachusetts district no one expected a Democratic victory, but the vote cast while lighter than usual shows no decided difference from the vote of a year ago in the relative standing of the candidates of the two parties. The same remark applies substantially to the senatorial election in New Mexico. This was to fill the vacancy caused by the acceptance of a government job of Senator Fall, now secretary of the interior. The Richmond Times-Dispatch, a Democratic newspaper, very fairly sums up the feeling of the Democrats outside of New Mexico over this election when it says: "What may be the significance of the New Mexico election? If Democratic politicians are candid they will agree in the first place that they miscalculated upon the dissatisfaction with the Harding regime. It is quite evident that there is no pronounced dissatisfaction up to this time with the new administration. There is profound and justifiable disappointment over the floundering of the present congress, but apparently this does not include Mr. Harding or the administrative organization of which he is the mainspring."

Turning to Democratic comment inside the state of New Mexico the Roswell Record thus sums up the results of the election: "The election was won by the Republicans for two main reasons. First, the majority of the voters of the state felt that the national administration as represented by Mr. Bursum should be given further time to develop its plans. Second, New Mexico normally has a Republican plurality and there were no outstanding reasons why any large defection should go to Mr. Hanna. The vote that might have elected Mr. Hanna to the senate went to Senator Bursum largely because of the disposition to give the party represented by Senator Bursum a fair opportunity to make good. The great lesson that must be drawn from Tuesday's election is that the voters are waiting to see how the Republican party handles the situation that confronts the country. If the New Mexico election means anything, it means that further time will be given the Republicans. On the other hand The Record is firmly convinced that the voters will demand some material results by the time of the congressional elections next fall."

One feature of the election that caused a good deal of comment was the effort of President Harding to influence the election in favor of his party. When Woodrow Wilson did the same thing the Republicans were shocked at the impropriety of a president seeking to secure the return of a congress of his own party. President Harding did not address the voters directly as did Woodrow Wilson, but he did the same thing by writing a letter to

Senator McCormick to be used as a campaign document in New Mexico. This causes the New York World to remark in sarcastic vein: "During the senatorial campaign in New Mexico the Republicans took great pains to explain that the campaign was only a local issue. Merely for form's sake President Harding appealed for mercy for Bursum in a letter to Senator McCormick. But now that the election in New Mexico is over and Senator Bursum has been elected, a wave of enthusiasm sweeps the Republican party. After all, it seems that the election of an obscure candidate in the southwest was a great national issue. The Harding administration has won a great victory. Its policies have been triumphantly vindicated at the polls."

\$300 CHECK WAITS FOR DESIGNER OF POWER CO. EMBLEM

Montana Corporation Wants Something Like N. P. Insignia for Itself.

Special to The Tribune. Butte, Oct. 7.—There is a check for \$300 coming to some ingenious Montana resident who will design for The Montana Power company a suitable emblem. For a long time this important public utility has been searching for an appropriate symbol of its activities. It has viewed with appreciation the distinctive trade mark of the Northern Pacific railroad and has not overlooked the commercial possibilities of the flaming skirts and ebony limbs of the well known Gold Dust Twins. Consequently, it is now reaching into the length and breadth of Montana for a snappy insignia of its own activities with all the zeal of the famous infant for Fear's soap, or an unadorned doughboy yearning for a congressional medal. To encourage home talent and to reward honest ingenuity, F. M. Kerr, vice president and general manager of the company, has just announced a \$500 trade mark competition open only to residents of Montana.

Offer Cash Prizes. "During the past year we have advertised extensively throughout the state," says Mr. Kerr, "and we believe the people of Montana are fairly familiar with our company and the kind of business it conducts. We have therefore decided to test the results of this educational campaign by inaugurating this trade mark contest. We believe that the intelligence and ingenuity of Montana people will yield a generous response to our appeal. At the same time, we are only too glad to repay their efforts by the giving of cash prizes. For the best suggestion we are offering a capital prize of \$300 followed by others ranging from \$100 to \$10 each. The contest will start immediately and is open until December 31."

Expert Judges Picked. In order that the best talent shall be available in judging the designs submitted, Charles M. Russell, the Great Falls artist, and George B. Palmer, of Butte, a well known advertising agent, are to act as judges in company with Mr. Kerr.

Man of 67 Found Dead; Body Is at Miles City

Miles City, Oct. 7.—Found dead at Hillside, about 50 miles north of this city, death evidently being due to heart disease, the remains of John Wiley, aged 67, were brought to this city and will be held pending the arrival of relatives from Columbus and Cascade. The body will probably be sent east for interment.

CONRAD COUPLE OFF ON TRIP EAST AND WEST

Special to The Tribune. Conrad, Oct. 7.—Mr. and Mrs. Roy Wilson left the first of the week for an extended visit. They will spend a few days in Winona, Minn., as guests of Mr. and Mrs. Rex Chappo, former Conrad people, on their way to Ohio, where they will visit their parents until in December, when they will leave for California, to remain till spring.

Try This for Indigestion. Foley Cathartic Tablets are just the thing for constipation. Their action is wholesome and thoroughly cleansing, without griping, nausea or inconvenience. They banish headache, biliousness, bloating, gas, bad breath, coated tongue and other symptoms of disordered digestion. Mrs. H. J. Marchard, 36 Lawrence St., Salem, Mass., writes: "I used Foley Cathartic Tablets for constipation with good results. I keep them in the house." Great Falls Drug Store.—Adv.

ACQUITTED IN CALF CASE. Special to The Tribune.

Conrad, Oct. 7.—The grand larceny case against Frank Gross, a charge of stealing a calf, resulted Saturday in a verdict of not guilty.

SON BORN TO BARNETTS. Special to The Tribune.

Conrad, Oct. 7.—A son was born Thursday morning to Mr. and Mrs. Jack Barnett. Mr. Barnett is county surveyor of Pondera.

GOES ON VISIT TO OMAHA. Special to The Tribune.

Conrad, Oct. 7.—Mrs. F. O. Wilson left on Sunday for a two-month visit in Omaha, where she will be the guest of relatives. She left on Sunday by way of Helena, where she will stay a short time with her daughter, Mrs. Mettler.

Committing Theft When Caught, Says Arresting Officer

Alleged to have been caught in the act of robbing a passenger coach in the Great Northern railway yards, Ray Durn, 22, a laborer, was arrested Friday night by Special Agent Ray Charnock and locked up in the city jail.

Insurance Company Is Given Judgments Against Defendants

Judgment by default in four actions was awarded the Equity Mutual Insurance Co. Friday by District Judge J. B. Leslie. Judgment was obtained against Theobald Kelling for \$200, against L. Z. Berg for \$140 and against F. E. Morse for \$105.

L. Onstad of Plentywood is named defendant in an action filed Friday by the Equity Mutual Insurance Co., in which judgment for \$60 is sought. It is alleged that Onstad defrauded in the payment of an assessment made against his policy.

Old Dame Nature Paints Up Sky in Midnight Prank

"Go out doors, look straight up and you'll get a story." This injunction, three times repeated over the telephone, took a hurrying sun cheater away from his desk at The Tribune, Friday, at midnight. The parties who called had been right. Nature had mixed a streak of light, as brilliant almost as sunlight, encircled overhead, extending from the northwest to the southeast. The phenomenon continued for at least half an hour and then gradually faded. Another glare arose back of the court house, then slowly sank back into the northeast.

PRINTER HELPS TO ELIMINATE ERRORS IN ADS

Ad Club Is Told That Compositor Uses Best Efforts to Avoid Mistakes. Giving the views of the printer on advertising copy to the Great Falls Ad club at Hotel Rainbow Friday, Walter Neubert, foreman of The Tribune composing room, asserted that the compositor gives his best efforts to the elimination of error in displays and that exercising care he prevents the mistakes of many advertisement writers from appearing in print.

"Advertising is a serious business," said Mr. Neubert, "and the merchant should devote the same thought and care to the preparation of his copy as he does to any other department. Frequently he scribbles something on a piece of cardboard, the back of a circular letter or a piece of wrapping paper, while his mind is on something else, and sends it over to the printer without reading it. Many times the result is a mass of hieroglyphics that cannot be deciphered and when it is impossible to find the writer there is nothing for the printer to do but use his best judgment. There is always someone who can write something that all the printers cannot read."

Condemns Wrapping Paper. "Printers probably have more trouble with advertising copy written on wrapping paper than any other one cause. Not only is the writing frequently illegible, but the huge squares of paper cannot be handled on the copy board of a machine without a loss of time. Writing of advertisements by men who know nothing about the business is another source of trouble for the printer. Usually he wants to crop a poster copy for a 10-inch space into a five-inch hole, but it cannot be done. Type is not made of rubber; it is always solid metal."

The printer is as anxious as anyone, and apparently more anxious than some advertisement writers, to avoid errors, and he can always be depended upon to give his best efforts to eliminate mistakes. He wants to help, but his opportunities are limited when his copy is written on a piece of wrapping paper, a piece of cardboard or the back of an envelope with a pencil—usually a thick one. To give the printer a chance, an advertisement should be written with a typewriter."

Must Have Reason To Buy. Mr. Neubert declared that to get results advertising copy must be well prepared. Merchants frequently advertise their goods without giving the public any reason for buying, the club was told. Different arguments are necessary when men are appealed to than when women are addressed. Men may be satisfied with generalities and stock phrases, but the woman demands details, values—and she wants to be shown, said the speaker. Mr. Neubert dwelt at some length on the value of white space in an advertisement, a subject that has interested the club at other meetings.

Mr. Neubert was introduced by W. C. Seales of The Tribune's advertising department; who stated that it has been computed that there is a chance for 7,000 errors in every column of newspaper reading matter. Mr. Seales traced the route of advertising copy from the time of its arrival at the advertising office to the press, recounting the different hands it necessarily passes through before it appears.

Americans Keep Lead in Series at Association

The Americans retained their lead in the fall athletic competition at the Y. M. C. A. Friday night by winning at volley ball over the Nationals in three contests. The score was 15-1, 15-3 and 11-15. Leavitt was the losing captain and Hull led the Americans. In the younger boy contests the Nationals gained a point on their competitors when the basketball players, under Rydell, were victorious over McElliot's five by a score of 5 to 4. The American total to date is 88 and the Nationals are 15 points behind. Forty-eight of the leaders' points are for attendance and the balance for games, while 43 of the Nationals' points are for attendance.

RANCHER ARRESTED IN QUEST FOR BORDER BAND OF RUSTLERS

Special to The Tribune. Havre, Oct. 7.—Orville Stanberry, rancher north of Havre, was arrested Wednesday by J. Q. Laswell, state stock inspector of Chinook, on a charge of grand larceny and brought to this city, where he is lodged in the county jail.

It is alleged that Stanberry had stolen a steer from the Wallace cattle ranch in Canada last week and brought the animal to his ranch on the Montana side of the boundary, where it is alleged that he butchered it and hid the carcass and hide in a nearby well. The place where an animal had been butchered was discovered by the authorities, which led to the arrest of Stanberry.

It is believed by the authorities that a conviction of Stanberry may lead to a clue as to who are the members of a gang of cattle thieves that have been confining their operations to northern Montana and Canadian ranches during the past few months. Numerous cattle and horses have been missing in this territory for the past few months, but this is the first arrest that has been made on that charge.

Pioneer's First Visit East of Mountains

Conrad, Oct. 7.—John F. Nowlan, of the Kalspell police force, is visiting

his daughter, Miss Mary Nowlan, who teaches the Kemper school, near Conrad. Mr. Nowlan is an old-timer in Montana, having come here in 1876. This is his first visit on this side of

the mountains since the country has been settled. He will return to his duties Sunday evening and will be accompanied by his daughter, who will spend a few days in Kalspell.

HYDRASTIA CREAM SKIN BEAUTIFIER Lapeyre Bros. Drug Store



EDMONSON'S DENTAL SPECIALISTS

Are prepared to care for all tooth and gum ailments in the most modern way known to dental science at moderate fees. X-RAY EQUIPMENT The Most Modern Office in the West DR. E. E. EDMONSON, DENTIST Over Lapeyre's Drug Store Entrance on Third Street South

The New October Victor Records at ORTON BROTHERS. Just drop in and ask to hear any record you wish whether you buy or not. Victrolas from \$25.00 to \$275.00 on easy terms. Mail orders given prompt attention.

New Winter Clothing At Lowest Possible Prices WE WERE AMONG THE FIRST TO LOWER PRICES, AND BECAUSE OF OUR CASH POLICY AND ENORMOUS BUYING POWER WE ALWAYS SELL AT LOWEST PRICES. ONE PRICE to Everybody and That Price THE LOWEST. IT PAYS TO TRADE AT J.C. Penney Co. 312 DEPARTMENT STORES 500 Central Avenue Great Falls, Montana. We Do Not Hold So-Called Special Sales Every Day is Sale Day With Us.

Special Purchase of Women's Heavy Cloth Coats. In velour sport coatings and bolivia cloths, with either fur or self collars. Colors are the new shades of tan and brown. \$19.75 and \$22.50

Women's Plush Coats of Exceptional Value. In Behring Seal, Silk Plush and Peco Silk Plush, showing the new bell cuffs, trim tailored belt and becoming deep collars of Plush or Fur. \$17.50, \$19.75, \$24.75 and \$29.75

SPECIAL PURCHASE Women's Skirts —The new heavy novelty stripe skirtings in the newest pleated models. \$4.98

Lamb Lined Overcoats for Men and Young Men. The new and popular dressy overcoats with lamb lining, Wombat collar, leather lined sleeves and either whip cord or moleskin shell. \$17.50, \$19.75 and \$24.75

Men's Leather Vests. Horsehide body and sleeves with whip cord shell. \$5.90. Men's Leather Vests. Lamb lined body, horsehide sleeves and whip cord shell. \$6.90

Boys' Overcoats. Made of Blazer Flannel, Chinchilla and Heavy Fancy Overcoatings, in all the new styles. \$5.90, \$6.90, \$9.90 and \$10.90

Men's Mackinaws. Heavy wool, in plaids and plain colors. \$6.90, \$7.90 and \$8.90. Men's Mackinaws. Heavy all wool and waterproof. \$9.90

Men's Leather Vests. Chamois skin body and sleeves, with moleskin shell. \$6.50, \$7.50 and \$7.90. Young Men's Slip-Over Sweaters. The new color combinations in heavy wool slip-over sweaters. \$5.90, \$7.50 and \$9.90

Boys' Mackinaws. Heavy wool, in plaids and heather mixtures. \$3.98, \$4.50 and \$4.98. Boys' Sweaters. Heavy wool in slip-over style. \$2.49, \$2.98, \$3.50 and \$4.50

Men's Sheep Lined Coats. 36-inches long Moleskin shell, belt all around, pelt lined and pelt collar. \$2.49. Men's Sheep Lined Overcoats. 50 inches long, pelt lined body and sleeves, sheep collar with moleskin shell. \$17.50

Men's Jersey Sweaters. Turtle neck, all wool, in navy blue color. Boys' Lamb Lined Coats. Moleskin shell, belt all around, lamb lined with either lamb or wombat collar. \$6.90 and \$9.90

Boys' Suits. In all the popular Fall and Winter shades, single and double breasted styles, in sizes 6 years to 18 years. The materials are the best you will have offered to you this fall at \$7.90, \$8.90, \$9.90 and \$10.90

Men's and Young Men's Winter Overcoats. Men and young men will welcome our splendid offering of handsome, roomy, warm and serviceable ulsterette style of overcoats. The prices are temptingly small, while the values are wonderfully big. Make your selection now while the display is complete. \$14.75, \$19.75, \$24.75 and \$29.75

Men's and Young Men's Suits All Wool—New Stock. The styles, conservative, semi-conservative, swag-gar single breasted, and double breasted two-button models. The materials are the new wool cassimere, unfinished worsteds and blue serges. \$22.50, \$24.75 and \$29.75