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For the sake of your heirs you are urged to come in and talk over the facts.

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Mr. Miller went much further and did not base his appeal for support so much upon what has been done as he did upon what remains to be done if the old time wasting and logrolling and easy come, easy go grade of State government is to be banished from the State Capitol. For it will take a man of courage, of willingness to work over-



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MILLER PITTS DEEDS AGAINST PROMISES

Reviews Administration's Achievements Under Seventeen Points.

ECONOMY BASIS LAID

Reduction of Taxation Begun by Applying Sound Principles.

WANTS TO FINISH TASK

Governor Says Smith Brought State to the Brink of Bankruptcy.

Special Dispatch to THE NEW YORK HERALD, SALAMANCA, Oct. 24.—What wins public confidence, hard won achievement or light hearted promises?

For this is the precise difference between his appeal to the people and Smith's canvass for votes, Gov. Miller said here to-night in Cattaraugus county, which calmly guarantees him a majority of 7,000.

With a further difference, that he accepts full responsibility for his every act of government, while Smith tours the State taking credit for every good thing under the shining sun and blaming all failures upon somebody else or upon the machinery with which all Governors must work. So Miller put his case before an audience of 1,000 Cattaraugus, who seemed to appreciate the solid value of the accomplishments which the Governor listed as the most important work of his two years.

He set out these performances as his "seventeen points of humane, efficient and economical government," the briefest possible summing up of what has been done to give all the people of the State a square deal, government to serve all instead of government to please a few.

Miller's Seventeen Points.

1. Mounting cost of Government stopped and reduced.
2. Order, method and sound business practices introduced into the administration of the State Government.
3. Political pull supplanted by the merit system in State service.
4. Quest for new things to tax stopped and reduction and equalization of taxation begun.
5. Common schools appropriation increased by \$2,000,000 a year.
6. Public health work improved, with resultant record of the lowest death rate in the history of the State.
7. Highway construction doubled, with roads kept in good repair, all from savings out of current revenue.
8. Barge canal completed and started toward real public service.
9. Ten million dollars appropriated for New York-New Jersey vehicular tunnel, and one million for Harlem River improvements to stop the glut and waste of produce.
10. Port Authority created to make New York the best instead of the poorest market in the world.
11. Farming and farm life made more profitable and attractive through better rural education, better roads and lighter taxes.
12. State institutions conducted with more regard than ever before for the health, happiness and welfare of the inmates.
13. More new social welfare legislation passed than ever before in the history of the State.
14. Water power developed on a business basis and water power interests brought under State control.
15. The coal situation met and hoarding and profiteering prevented.
16. Need for the relief of disabled ex-service men met by appropriating \$1,000,000, and by the formation of special units for their care in existing hospitals.
17. Legislative and administrative reforms effected to insure a square deal for the working man.

Much Work to Be Done.

Mr. Miller went much further and did not base his appeal for support so much upon what has been done as he did upon what remains to be done if the old time wasting and logrolling and easy come, easy go grade of State government is to be banished from the State Capitol. For it will take a man of courage, of willingness to work over-

WARD FINDS REGISTRATION UPSTATE REPUBLICAN OMEN

Silent Leader Breaks Reticence in Satisfaction Over Gains in Late Figures That Are Taken to Insure Normal Plurality Outside of City.

Satisfied that political conditions up-State are normal, meaning thereby that the Republican plurality of recent years is assured by the registration, the Republican leaders yesterday began preparing for a big finish for the campaign that will close into the Tammany vote here.

"I am quite pleased with conditions up-State; the registration is even better than I had expected," said William L. Ward, chairman of the executive committee and leader of Westchester, who seldom talks politics, rarely predicts what will happen and never brags. "I had figured on about a 10 per cent decrease in the figures as compared with last year," he added. "In 1921 there were municipal and local elections and in every city and community scores of candidates were fighting hard, working day and night to get out the vote, and there was much local interest. This year there is only the State election, and always when the State alone is electing its officials the contest is more or less detached from the community and interest lags, and at that the falling off is barely 7 per cent."

Registrations are trickling in much later than usual. Each report fortifies the hopes of the Republicans, who dispute the Democratic assertion that the drop in many communities means indifference or disgust of up-State Republicans. The total for Westchester was not reported until late yesterday. It showed 12,400 registrants, the figure as against 123,000 last year. Mr. Ward gave orders that the books should be cleared of all names which had been carried year after year in the non-personal registration districts.

That meant that more than 2,000 names were erased from the books. The same order went out through the State. Mr. Ward insisting that the registration officials must not carry names of persons who had moved or were dead just to make a good showing in totals.

Broome county was reported until yesterday as more than 4,000 behind its last year's figure. John Clarke, chairman of that district, was amazed when he arrived at headquarters and was called on to explain what had happened. He showed the figures of the official count which gives a registration this year of 32,600, against 34,000 last year.

"Don't worry about Broome county," Mr. Clarke told Mr. Ward and George K. Morris, State chairman. "We will give you our normal 12,000 for Gov. Miller."

Another report which caused surprise was from Syracuse, believed to have slipped badly. The corrected count showed the city had registered 6,301 this year, against 60,783 last. This was little more than 1,000 behind instead of the 5,000 first reported; Buffalo is 9,000 instead of 15,000.

"All we have to do is to get out the vote that is registered, and that will be done," Mr. Morris said.

The problem is how to cut into the shouting and burning of red fire cannot be taken hold of the campaign. The apathy here is so thick the politicians are unable to pierce it. All the shouting and burning of red fire cannot change the low registration figures, but the leaders will endeavor by mass meetings every night of the last week of the campaign get out the registered vote.

particularly touching upon benefits to women and children.

He wanted to complete the big job of building 2,000 miles of State highways, having already distanced the Smith administration in building and maintaining the roads that mean so much to the farmers.

This Governor will speak to-morrow night in Jamestown.

BELGIUM AND AMERICA HONOR PAUL C. TURNER

King Gives Cross and Pershing Announces Citation.

Paul C. Turner, a student at New York University, received notice yesterday that he has been named a Chevalier of the Order of Leopold by King Albert of Belgium, and at the same time he received a letter from Gen. Pershing notifying him that he has been cited for "exceptionally meritorious and conspicuous service."

Turner, who is 21, is taking the presidential course in Washington Square College of New York University. He went to France with Company G, Eighteenth Infantry, and became a Captain. He was a member of the Supreme War Council and was attached to the American commission to negotiate peace. He was a liaison officer between Belgium and the United States, which paved the way for the decoration from King Albert. He has received decorations from Montenegro and Rumania.

MILLS-METZ DEBATE AT JUNIOR LEAGUE

Congress Candidates Open First Political Meeting of the Club.

Young women of society had their first big political meeting yesterday in the clubrooms of the Junior League, 4 East Forty-fifth street, Ogden L. Mills, Republican candidate for reelection as Representative to Congress, and Herman A. Metz, the Democratic nominee, were the two speakers who were invited to tell the league members why they want to go to Washington and why they think they should go.

For an hour questions of the tariff, economies of the Administration and reduction of taxes were discussed by the two candidates, and when it was all over Mrs. Harrison Tweed, chairman, asked the young women if they would like to question the speakers. The only subjects they desired to receive further enlightenment on were prohibition and the bonus.

Mr. Metz, who followed Mr. Mills, was still standing when the prohibition broadside was fired, and he replied, "Personally I don't drink a drop and haven't in five years. But I do believe that any law that makes us a race of bootleggers and hypocrites ought to be wiped out. I am in favor of local option, but the Volstead act was a law passed not to be enforced. That's the fundamental trouble with prohibition. The whole thing is wrong and I think my opponent, Mr. Mills, will agree with me."

Mr. Mills said he held the same views on prohibition, and then the Junior League members wanted to know what both candidates thought of the bonus.

"I am against the bonus as it was presented the last time," Mr. Metz declared. "I don't believe that an able bodied man who offers his services to his country wants to be paid for it."

"I have always been opposed to the bonus," Mr. Mills answered. "But it will never come up in the old form again. The American Legion wants an adjusted compensation and if I am elected and called upon to vote on that question I shall certainly oppose any such proposition."

Members of the Junior League at the meeting were Mrs. William B. Gimstead, Jr., president; Mrs. Winthrop Aldrich, Mrs. J. H. Auchincloss, Mrs. W. Shuppen Davis, Miss Helen Lee, Mrs. George S. Franklin, Mrs. Fenton Taylor, Miss Betty Thompson, Mrs. Armitage Whitman, Miss Caroline Mitchell, Mrs. Arthur Swann, Mrs. James A. Edwards, Mrs. Douglas Gibbons, Mrs. E. Tappan Fairchild, Miss Adele Hammond, Miss Grace R. Henry, Miss Lucy Hewitt, Mrs. Charles H. Higgins, Mrs. Burton Lee, Mrs. Charles A. Lindsey, Mrs. Henry A. Murray, Jr., Mrs. Courtland Nicoll, Mrs. John T. Pratt, Mrs. Glen Root, Miss Mary Jay Schieffelin and Mrs. Charles McGhee Tyson.

From the Junior League gathering Mr. Mills went to speak at the house of Miss Esther Shoyer, 11 West Seventieth street. Miss Shoyer had issued invitations, some to her neighborhood tradesmen. More than forty persons were present.

Before Mr. Mills arrived Harold F. Riegelman, candidate for State Senator, discussed public school conditions.

Miss Helen Varick Boswell introduced the speakers.

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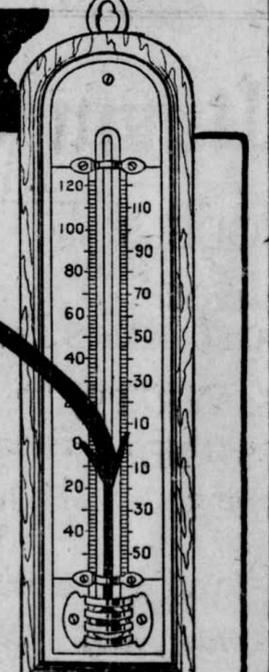
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5670: INTERMEZZO in Octaves, Op. 44, No. 4 Leichterichy	6340: ETUDE in F-minor, Op. 25, No. 2 Chopin
	6414: ETUDE, F, Op. 10, No. 8 Chopin

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BATTEN

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FOR every kind of advertisement there is a proper length, and this length can be determined in advance.

For instance, the thought that this advertisement is designed to convey will require about two hundred and fifty words, and set in twelve-point Caslon type, will, with its heading, signature, etc., occupy about twelve inches on three columns.

We know this because we have done work of this sort for years. Also, we know it for another reason that is not empiric.

There are certain facts that can be established about every advertising campaign before a line of copy is written. Advertising is usually based on the qualities of the thing advertised, the results of using it, or the results of lacking it. Different articles need to be presented in different ways.

Once a month, or more frequently, we issue a publication called Batten's Wedge. Each issue is devoted to a single editorial on some phase of business. If you are a business executive and would like to receive copies, write us.

The main avenue of approach may be pictorial or verbal; the appeal may be emotional or logical, direct or indirect.

Deciding these points is a matter of knowing the reasons why people buy things and why certain other people ought to buy them.

Knowing these facts, and quite a number of others of equal importance, enables us to arrive pretty accurately at what a group of advertisements should be like before any one begins to write them.

The forms and blanks which we have devised to outline these methods and to prevent mistakes before they are made, make an interesting study for any advertiser or any man who is considering advertising.

We will show them and explain them to any business executive whom they would be likely to interest.

George Batten Company, Inc.
Advertising

Boston 10 State Street
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