

## CAMPAIGN IS TAKEN OUT OF BOSSES' HANDS

People to Decide It for Themselves Tuesday, Says Observer.

By RAYMOND CLAPPER  
United Press Staff Correspondent

BOSTON, Nov. 2.—From one end of the country to the other every indication is that the people have taken this campaign out of the hands of professional politicians and are preparing to decide it themselves next Tuesday.

Popular feeling generally has been so aroused because of prohibition and religion that party organization and the painstaking drudgery of ward leaders and precinct captains are likely to count less in this election than is usually the case.

Hoover and Smith and their supporting batteries of stump speakers winding up the campaign with a spectacular barrage of argument.

Ward leaders and precinct captains are organizing their election day workers and arranging machinery to get their voters to the polls.

### Gain in Registration

But the interest of the voters is so tremendous that such preparations seem superfluous except where they are concerned with protecting party rights at the polls and supervising the count.

In 1924, a grand total of 29,000,000 votes were cast. This year it will be 35,000,000 to 40,000,000.

In some of the dignified residential suburbs around Boston, registration this year has more than doubled. Massachusetts registration has gone up an average of 22 percent because of the interest in the Hoover-Smith battle.

Almost every other state shows a considerable increase. Election officials are worried lest the rush of voters overtax facilities. Usually the problem is to get out the voters.

This year the problem is to take care of them.

### Alert Watching at Polls

Women everywhere are being urged to vote while the men are at work.

In many places employees will be dismissed at noon.

Some believe this interest will result in more alert watching at the polls with a consequent reduction in irregularities. In some southern states, Republicans will have watchers at the polls for the first time in years. Democrats will man the polls in some northwestern states more thoroughly than they usually do.

Irregularities on both sides may be held down for this reason.

However, the campaign cuts across party lines and in some Philadelphia wet Republican wards for instance there may be a disposition on the part of Republicans to give Smith every advantage and likewise in some dry districts of the south Hoover will get better treatment than any Republican presidential candidate has received before.

### Count Every Vote

"We have been assured that every Smith vote will be counted," one Philadelphia Democrat told the United Press correspondent recently in an elated manner which indicated that this assurance of a fair count constituted an unusual victory.

In the same way a Hoover dry leader in North Carolina said Hoover would get credit for all votes cast for him there, which was more, he said, than had always been the case.

All of which may imply conditions shocking to the average citizen, but which are taken as a matter of course among professional politicians.

The watchful eye of the federal government has recently cast upon Ohio, New Jersey and Texas will have a healthy effect upon the conduct of voting places.

## RADIO TAKES CAMPAIGN LOAD OFF POSTOFFICE

Literature Mailed to Voters Not So Heavy As in Former Years.

Increasing use of radio is being felt by the postoffice department, particularly during the present political campaign, Postmaster Robert H. Bryson said today.

While an increase of 5.76 per cent was shown in receipts at the Indianapolis postoffice for October, in comparison with the same month in 1927, Bryson said campaign literature mailed was not as heavy as usual.

This, he explained, is due to candidates speaking directly to voters over radio.

Stamp sales showed \$17,404 increase, due to campaign mail, and permit mail without stamps showed \$9,58 increase, indicating increased advertising matter.

### AD UTILITY TALKED

Official of Agency Says Advertising Makes Products Sell.

Advertising was termed one of the most vital factors in modern business by I. D. Carson, of N. W. Ayer & Son, newspaper advertising agency, in an address Thursday before the Advertising Club of Indianapolis at the Columbia Club.

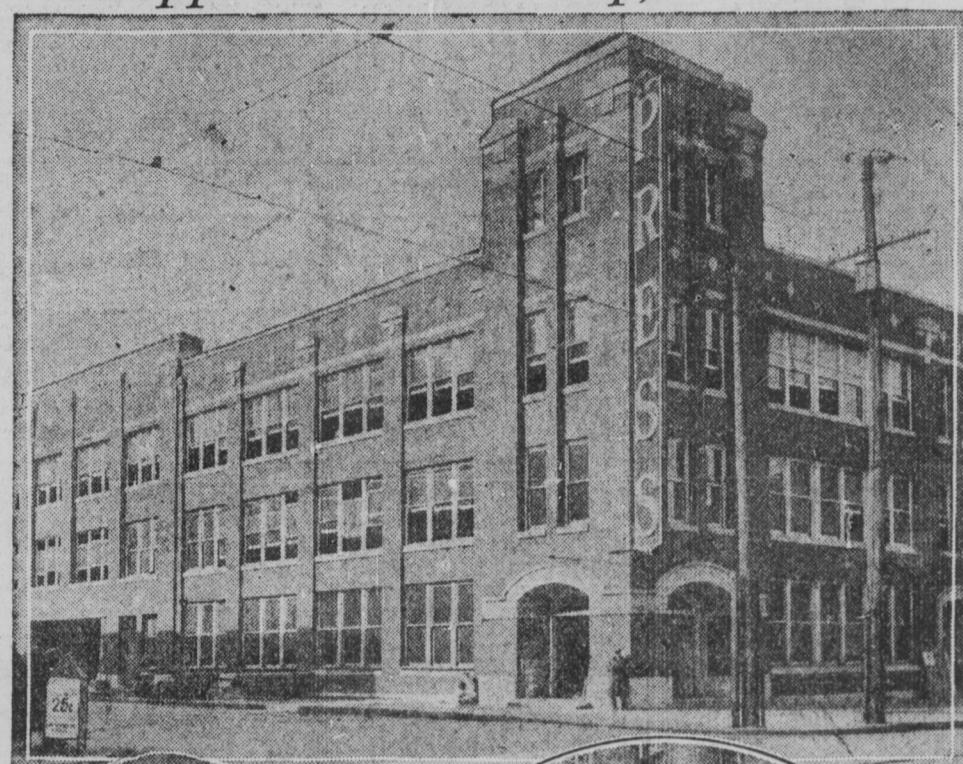
Carson defined advertising as an educational force to make people want certain brands of goods.

"Advertising," he said, "will make a product sell more readily but it will not bring repeat orders if the product is not desirable."

### Stage Veteran Is Dead

By United Press  
PAWTUCKET, R. I., Nov. 2.—James Henry Lewis, 79, long identified with the American stage and screen, died at his home here Thursday. Lewis had played with Mrs. Thomas Whipple, Edwin Booth, William Hodge and David Warfield in his stage days before he began his work on the screen, with the old Vitagraph Company.

## Cleveland Press, First Newspaper in Scripps-Howard Group, 50 Years Old



Here are the first and present homes of the Cleveland Press, which celebrates its golden anniversary today. E. W. Scripps, first editor and founder, is pictured below. An electric heating company now occupies the spot where the Penny Press got out its first issue.

### 1,500 Present and Former Employees to Celebrate Event Tonight.

Fifty years ago today, E. W. Scripps started The Penny Press in a small ramshackle building in Cleveland, the first of the twenty-five Scripps-Howard newspapers that form a powerful string from coast to coast.

Today The Cleveland Press is the largest afternoon newspaper in Ohio. While only seven men formed the first staff, more than 1,500 present and former employees are to gather tonight in Public Hall here to celebrate a half century of growth.

Hovering over the gathering will be the guiding spirit of the late founder, who with only \$10,000 capital and a great amount of faith started what has become one of the most powerful newspaper organizations in the world.

The story of The Cleveland Press is the story being "lived" in every one of the other twenty-five Scripps-Howard newspapers. It is a story of purpose, of indomitable will, of service, of faith and undying energy.

**16,000 First Copies**  
Fifty years ago today, The Penny Press sold or distributed free about 16,000 copies of its first issue. The population of Cuyahoga county at that time was 196,143.

Today The Press' average daily circulation is 217,000. The population of Greater Cleveland is about 1,200,000.

In pace with the great growth of the present fifth city, The Penny Press, one of the three first penny papers in the United States, has fought its way steadily to the front.

Today The Press, selling at 3 cents, is housed in a modern three-story brick newspaper plant that extends for half a block on Rockwell avenue at East Ninth street.

**Prints 216,000 Papers**  
The present equipment of the Cleveland Press will print, cut and fold 216,000 thirty-two-page news papers in one hour—a strip of paper 34½ inches wide and 644 miles long.

Sixty-five presses operate these twenty-five presses hooked together in two lines. Seven hundred nine employees work in a building so arranged that thousands of steps are

saved through the Press' efficiency and speed system.

In announcing the golden anniversary celebration of the Press, Editor Louis B. Seltzer referred to an article by E. W. Scripps which appeared on the first page of the Penny Press.

"What are your politics?" Scripps was asked by a Cleveland. He answered through the columns of his newspaper:

"We have no politics, that is, in the sense of the word as commonly used," he said. "We are not Republican, not Democratic, not Greenback and not Prohibitionist. We simply intend to support good men and condemn bad ones, support good measures and condemn bad ones, no matter what party they belong to."

"We shall tell no lies about persons or policies for love, malice or money. It is no part of a newspaper's business to array itself on the side of this or that party, or fight, lie or wrangle for it."

"The newspaper should simply present all the facts the editor is capable of obtaining concerning men and measures before the bar of the public, and then, after having discharged its duty as a witness, be satisfied to leave the jury in the case—the public—to find the verdict."

Says the Cleveland Press today: "This policy of 1878 is the policy of 1928 for the Cleveland Press."

**SEEK NEW BOULEVARD**  
Extension to Kessler Talked at Board Meeting.

Plans for extension of Kessler boulevard over the Fifty-ninth street route were to be discussed Thursday afternoon by the park board.

The board has revived the program for building a boulevard from Kessler to Millersville.

## WHAT A DOCTOR KNOWS ABOUT CONSTIPATION



There is a way of overcoming the tendency to constipation. And here is how you can PROVE it.

The next time your bowels need any assistance, don't take the first laxative that comes to mind. Take the one the druggist can assure you is made with CASCARET. Just as effective as using force, and it's good for the system. Indeed, it helps make good blood. For cascara is nothing but the bark of a tree. The Indians chew this bark, and live to an old age without day's sickness.

What happens when you cascara the bowels? They will usually function well for SEVERAL DAYS. One more dose—no larger, and perhaps smaller than the first—and the bowel's function of their own accord for a still longer time. Until you don't

feel the need of any aid of any sort for weeks-on-end.

So cascara is the natural and normal regularity. How different from things one must usually repeat on the morrow! Cascara is the ideal laxative; and the familiar little candy Cascaret is doubtless its ideal form.

Children beg for these tasty tablets, and many men and women wouldn't think of taking ANYTHING else for the purpose. And EVER drugstore has them.—Advertisement.

**CASCARETS**  
They Work While You Sleep!

## BOTH PARTIES 'CONCEDE' THEIR OWN VICTORIES

'Hoover Will Win,' 'Smith Next President,' Leaders of Camps Say.

By CARL D. GROAT  
United Press Staff Correspondent

WASHINGTON, Nov. 2.—"Victory" claims for next week's presidential election were in full swing today.

Both candidates have made their own predictions of victory, and both headquarters claim to be confident of success.

The Republican national committee privately claimed last week a "basic minimum" of 301 electoral votes for Hoover, and indicated today it might make a public estimate over the week-end.

This may be greater or smaller than the 301 which was chalked on the secret tally sheet in Chairman Work's offices last week. Some within the committee indicated today the trend would probably be to reduce the original estimate to a minimum claim of 275 to 285.

Keeps Tally Methods Secret

Meantime, Chairman Raskob of the Democratic national committee declared Thursday in New York, on the basis of national committee's reports, that Smith would have "at least" 268 votes—two more than necessary for election.

Raskob many weeks ago estimated Smith would have 308 electoral votes.

Neither committee has revealed details of how it arrives at its electoral totals.

One possible combination by which Hoover could receive 301 votes would be for him to win California, Colorado, Delaware, Idaho, Illinois, Indiana, Iowa, Kansas, Maine, Michigan, Minnesota, Nevada, New Hampshire, New Jersey, New Mexico, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, South Dakota, Rhode Island, Tennessee, and Kentucky.

In some of the states named above both sides claim victory and the list is not intended as other than a mere tabulation of a group that would yield 301 votes if they all went for Hoover.

The same applies to the following possible combination for Smith, yielding a 268 total if he were to win all named.

**Waging Close Fights**

The southern states of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Texas and Virginia together with Maryland, Massachusetts, New York, Missouri, Montana, Nebraska, Tennessee, Wisconsin, Kentucky, Rhode Island, Connecticut, and New Jersey.

What might be termed secondary, though sharply contested, battle-ground states are Tennessee, Kentucky, Wisconsin, Oklahoma, New Jersey, Rhode Island, Montana, and Connecticut with a total electoral vote of twenty-eight.

The campaign closes with both parties waging bitter and apparently close fights in Missouri, New York and Massachusetts—a group with eighty-one votes.

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