

## ENDURANCE CRAZE PUBLICITY STUNT

All Sorts of Schemes Devised  
to Get Names of Schemers  
Into Newspapers

Apparently it isn't what you do, but how long you continue doing it, that matters!

Besides being famous as the age of machinery and high-powered finance, the present century also enjoys the questionable distinction of being the "marathon" era.

From coast to coast, men, women and children are engaging in curious contests that require endurance but no intelligence. Jack Richardson of Kansas City, Mo., is only 14 years old, but his name recently was featured in headlines all over the country.

Young Mr. Richardson became an overnight sensation by climbing up a tree and sitting there for 125 hours which is some sit. Food was hoisted to him and Jack even had his haircut while on his perch.

Yet for real serious sitting, Jack, nevertheless, must yield first honors to Alvin "Shipwreck" Kelly. When it comes to good he-man sitting, "Shipwreck" is without a peer. Kelly's record is 23 days.

### Sits on Flag Pole

Just to make it more interesting, Kelly usually chooses a seat on the top of a flagpole. His wife, a patient woman, assists by sending him up victuals and reading matter. At least she knows where he is nights. Kelly, incidentally, gets paid for his "work" by companies who advertise their products in that manner.

In Hackensack, N. J., there is a non-stop bicycle riding team that has been on the go for 11 days at this writing. The team, composed of schoolboys, has already covered over 3,000 miles. In nearby cities other teams are trying to outdo the New Jersey lads' record.

The original marathon foot races took place in the days of the ancient Greeks. But the notion of endurance as a test of virility in such weird sports as flagpole sitting, non-stop bicycle riding, and tree-sitting belongs exclusively to us moderns.

A sharp-witted promoter named Doc Crandall was the first gentleman to apply the marathon idea to something besides sports.

### Crandall Started It

Mr. Crandall, a genius in his line, thought the public might delight in a long-distance continuous dancing contest. He put it on in New York at Madison Square Garden and when contestants, tortured by sleeplessness;

began to stagger and faint all over that sport coliseum — sophisticated New York flocked through the Garden's admission-gates, netting Mr. Crandall a tidy sum.

Later came such ridiculous contests in such popular occupations as uninterrupted talking, rocking chair rocking, card-playing and sleeping.

All of these had their share of publicity and then died down. The winners? The long distance champion sitters, talkers and poker kings after their brief spasms of fame, disappeared back to original obscurity.

### Publicity Is Motive

The publicity that attended their record-making achievements, in most cases, brought neither wealth nor movie contracts. But the newspaper headlines proved manna to their sculs. While they lasted they won plenty of press-notice which was exactly the object of the contests.

## Explains Sugar Tax in New Tariff Law; Sees No Bad Effects

One of the most severely criticized changes in the new tariff law is the slightly increased tariff on sugar, and all sorts of dire predictions have been made as to the effect of this tariff, despite the fact that sugar is cheaper today than it has ever been in this country, and lower than it was when sugar was on the free list, says the National Republic.

During the World War sugar production was encouraged in Cuba to the point that after the war it became a glut on the market. New York banks made huge investments in Cuban sugar plantations which suffered heavily in value because of the depressed sugar price.

The beet sugar and cane sugar industry is one of considerable importance in the United States, furnishing employment to thousands of farmers and wage-earners at wages far above those prevailing in Cuba. It is not desirable that we should be dependent entirely on foreign sources for sugar. Because of the great over-production in Cuba the competition from this source has become such that the American sugar industry could scarcely survive long competition under existing conditions. For that reason a slight increase in the tariff was deemed necessary.

Cuba has a preference of 20 per cent in the tariff over other sugar exporting nations, so that all our needs for sugar above the amount of domestic production is bought from that quarter. Because of our large purchases of sugar and other commodities in Cuba there is a large balance of trade against us in our Cuban transactions. Hence it cannot be claimed that we are dealing unfairly with Cuba in making a slight increase in the tariff. The new tariff has been in effect for some weeks, and sugar is still cheaper than we have ever known it.

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