

The Scranton Tribune

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When more will permit, the Tribune is always glad to print short notices from a reliable source.

THE FLAT RATE FOR ADVERTISING.

Table with columns: DISPLAY, Run of Paper, Reading Position, Price per Line.

For cards of invitation, resolutions of condolence and similar contributions in the name of advertising the Tribune makes a charge of 5 cents a line.

Twelve Pages.

SCRANTON, NOVEMBER 2, 1901.

THE REPUBLICAN TICKET.

State. Supreme Court—WILLIAM B. RUFFEL, Treasurer—FRANK H. HARRIS.

County. Judge—J. W. CARPENTER. Controller—E. A. HONER.

Coroner—DR. J. A. BOWERS. Surveyor—GEORGE E. STRAINSON.

Election Nov. 5.

When the Democrats went out of power in our state it left to the Republican party a legacy of almost \$10,000,000 of debt.

The Pennsylvania treasury, under Republican management, never lost a penny. No Democrat dare deny it.

Fishy.

IT IS NOT clear to the average man why Carpenter, who is a Republican and the appointee of a Republican governor to take the place of a non-partisan judge as Newcomb, who is a Democrat, or Hitchcock, who is a Prohibitionist Mugwump.

But, says the Times, he was nominated wrongly, and was formerly a partner of Elitz. Was it his fault that Hitchcock pulled out and thus left no reason for holding a general primary, there being only one candidate for each office? Because Hitchcock shied at a fair assessment, which Carpenter was willing to pay, and because Hitchcock is now trying to defeat Carpenter, must the bench be turned over to the Democrats and they have two common pleas judges to one Republican judge?

As to partner Elitz, didn't the late Judge Gunster have a law partner? Was it said of him that he would be owned by that partner? Didn't Judge Kelly have a law partner? Has any Republican ever insulted him by charging that Mr. O'Brien owned him? Nearly every man that ever sat on the Lackawanna bench had a law partner. That is no crime. And a very mean partner he would be who wouldn't do what he could to help the other member of the firm to a judgeship if opportunity offered.

Think of it, Republicans. You are asked to defeat Carpenter and elect Newcomb because Hitchcock is sore, because Carpenter had a progressive law partner, because Stone signed the ripper bill, because Lynett cannot get police protection from the bold advances of the "nymphs du pave." Did you ever hear of more absurd reasons for turning the bench of this county over to the Democrats?

Make no mistake. The game is too fishy. Carpenter will win. But as Republicans keep your own record clean and vote the straight ticket. That is the best answer to Democratic tomfoolery.

Misinformation.

ANOTHER inaccuracy in Colonel Boles' letter on the Hitchcock assessment, illustrative of the fallacy of his premises, is his statement as to the number of election booths used by the county. He says that according to information from the county commissioners the county owns more than two-thirds of them. As a matter of fact the county owns just 26 booths, as follows:

- Scranton, First ward, Third district.
Scranton, First ward, Fifth district.
Scranton, Second ward, Third district.
Scranton, Second ward, Fifth district.
Scranton, Third ward, Second district.
Scranton, Fourth ward, First district.
Scranton, Fourth ward, Second district.
Scranton, Fourth ward, Third district.
Scranton, Fourth ward, Fourth district.
Scranton, Sixth ward, Third district.
Scranton, Sixth ward, First district.
Scranton, Sixth ward, Second district.
Scranton, Sixth ward, Third district.
Scranton, Sixth ward, Second district.
Scranton, Seventh ward, First district.
Scranton, Seventh ward, Third district.
Scranton, Seventh ward, Second district.
Scranton, Eighth ward, Third district.
Lackawanna township, South district.
Lackawanna township, East district.
Lackawanna township, Southeast district.
Old Forge, First district.
Towaco, First ward.
Towaco, Fourth ward.

This leaves 141 districts in which booths have to be secured for primary

purposes by rental or other private arrangement. This list is taken from the records and certified by W. G. Daniels, chief clerk. The commissioners are at a loss to know where Colonel Boies secured different information.

It is easier to say that persons owning polling places should be compensated for half a day without compensation than to get them to acquiesce in that view. The same is true as to watchers and return judges. Now and then men are found willing to volunteer their services, but the laborer is worthy of his hire and has as good a right to expect pay as Colonel Boies has when he sells a keg of powder or when he used to sell a car-wheel.

Equally erroneous is the colonel's information that the election officers at last year's primaries were not paid. This is virtually a charge of embezzlement against the county committee. It has no basis in truth.

The trouble with these Municipal League gentlemen is that their intentions are better than their acquaintance with actual conditions. They are given to jumping at conclusions, and to thinking that those who do not look at things from their point of view are necessarily inferior. That is not a frame of mind which appeals to a cosmopolitan community.

The Schley case, like an ordinary trial at court, also furnishes startling instances of sudden loss of memory.

Stand Up and Stand Together.

SO FAR AS discussion of men and issues is concerned, the campaign of 1901 is now virtually closed. It has been a quiet canvass, with the usual off-year features. Novelty has been supplied by the Municipal League's attempt to dress Colonel Hitchcock in the garb of a martyr, for Newcomb's benefit, but this has been more than offset by the unanimity among Republicans. For a number of years our party has, unfortunately, been split asunder into factions and victory has had to be won often over organized opposition from within as well as from without.

This year there is no organized opposition within the party lines and not more than the usual personal disaffection. The ticket is a splendid one, thoroughly representative of the best traditions of the party; the organization is efficient and in superior condition; and there exists no substantial reason why Tuesday should not register a sweeping Republican victory.

This can be realized if the Republican voters of our county will stand up on election day and stand together. Why should they not? If they lay down the Democrats will win. If the Democrats win they will control the court house and that means that next year they will be in shape to make a strong fight to elect a congressman, a governor, members of the legislature and a majority of the county commissioners. If they win, they will not only have two of the three common pleas judges for nine years in spite of whatever may intervene, thus turning into Democratic channels all the powerful political influences inseparable from the judicial office, but they will be encouraged that Democrats now lukewarm will next year enter actively into the fight to further reduce Republican prestige, and every Republican looking for future advancement or interested in the triumph of Republican principles will be the loser. The Republican who votes to put Judge Edwards in the minority on the bench, to the his hands with two Democrats, commits an injury on his party which cannot afterward be undone. Equally indefensible on party grounds is Republican desertion of any other Republican candidate.

Many small artifices have been employed in this campaign to provoke Republican dissension. The ripper bill, Elitz had man QUAY, threadbare charges of Republican dishonesty, Hitchcock's imitation of injured innocence and a score of other petty tricks have been worked for all they were worth and sometimes for much more. But, after all, Republicans are not forgetful of the larger issues. They believe in their party and want it to win. They perceive that it cannot win in important years if pulled to pieces between times. As well expect a general to dismiss his soldiers between battles or to favor straggling and desertion. Politics, like war, has to be carried on systematically and the Republican who stays at home on election day when he feels lazy or flirts with the enemy every time some little thing doesn't go to suit him is as poor a citizen as the soldier who puts whim or prejudice above obedience and loyalty.

There is no better way to insure the success of Republican principles and policies of government than to beat at the polls those who are opposed to them. There is no better way to insure Republican victory than to accomplish Democratic defeat. The candidates on the Republican ticket this fall are good, true Republicans and able and clean men. In every respect they are the best of the party and Mugwumps who are trying to lick them, and in many respects they are better.

They stand on the Republican platform, represent Republican principles, are worthy of public confidence and should receive the loyal support of every Republican voter. That will elect them with many votes to spare, and that, we believe, they will get.

The New York justice who desires to release Johan Most on the plea that the publication of the incendiary article for

which he has been sentenced to prison was a plagiarism and that plagiarism is not a criminal offense, is evidently suffering from a malady that may be defined as "technicalism."

The efforts of Mr. Powderly to locate "Jaffee the Red," a noted anarchist, who is headed for this country, are commendable. While it is hardly necessary to dignify the unwashed disturbers by anti-anarchist societies or meetings, it is well that the nation's attention should be focused on the all who show their heads on this side of the ocean.

The fact that Edwin Markham has written a Thanksgiving poem for one of the magazines may be an indication that "The Man with the Hoe" found the potato crop all right this year, notwithstanding current reports of short-crops.

Jerome, the New York fusion candidate for district attorney, not content with flouting Tammany and the corporations, has also picked a quarrel with Tom Platt. Jerome is evidently electing for a licking.

H. E. Rich, of East Hampton, Conn., has a pumpkin vine 1874 feet long. At its base the vine is three inches in diameter and it has borne forty-three pumpkins. We believe this establishes a record.

Experiments with the segmental wire gun at Sandy Hook demonstrate conclusively that that instrument of destruction will be much more effective in the hands of the enemy.

General Bartolomeo Maso, the latest candidate for president of Cuba, is willing to throw himself into the hands of friends recruited from every political element of the island.

Those in charge of the Swallow trial are displaying commendable taste in refraining from bundling the press wire with extracts from "The Log."

So long as the freight car famine exists it will be impossible for the croakers to make us believe that the country has gone to the dogs.

The death lists resulting from the Louisiana race war show, as usual, that the blacks did all the dying.

TOLD BY THE STARS.

Daily Horoscope Drawn by Ajaxchus, The Tribune Astrologer.

Available cost: 25c a line, for Saturday, Nov. 2, 1901.

A child born on this day will find that it is not so easy to keep by a strap when riding on the street cars.

Recent news regarding the impendable Turk predicts that our friends of the leading house will soon encounter the unenviable lion.

Next to keeping one's temper at all times is the ability to conceal it.

Too many men form good resolutions that do not go into effect until tomorrow.

The modest individual often finds out too late that it is better for every man to be his own press agent.

A fool can often ask questions that will puzzle the wisest man.

There's room at the top for many who are disinclined to climb.

If you should the right of time, place your name on a probationary note.

Prosperity Is Yet at the old Stand

Special Correspondence of The Tribune, Washington, Nov. 1.

AMERICAN manufacturers are evidently quite as busy in 1901 as they were in 1900. At least this is a reasonable conclusion from an examination of the figures of the treasury bureau of statistics, which show that the total imports of manufacturers' materials in the nine months ending with September, 1901, were greater in value than those of the corresponding months of last year, although an analysis of the imports, article by article, shows that in many cases the prices per unit of quantity have decreased. This does not, however, indicate that in many cases the total quantity of value shows a decrease in the nine months of 1901 as compared with those of 1900, the figures of quantity for the same period show an increase.

For instance, imports of India rubber, when measured by value show a slight reduction in 1901 as compared with 1900, while the quantity imported in 1901, measured in terms of weight, was 5,000,000 pounds as compared with the same months of 1900. The tin, used in manufacturing the plates, shows a slight reduction in the imports of 1901 as compared with 1900, but in quantity there is an increase of over 2,000,000 pounds. Imports of manufactured goods show a decrease of more than \$70,000,000 in value as compared with those of 1900, but the quantity shows a material increase. Taking the grand total of value of imports of raw materials for use in manufacturing, the imports in the nine months of 1901, compared with those of 1900, were: For 1901, \$274,600,000; for 1900, \$271,000,000; while in the month of September alone the figures of the month in 1901 are \$27,750,000, against \$26,200,000 in 1900, an increase of 5.5 per cent. The total imports, however, for the nine months of 1901, were \$274,600,000, against \$271,000,000 of the total imports in September, 1900.

The following statement shows the quantities of the principal articles imported into the United States for use in manufacturing during the nine months ending Sept. 30, 1900 and 1901, respectively:

Table with columns: Article, Nine months ending with September, 1901, and 1900.

The following table shows the value of the principal groups of manufacturers' materials imported in the nine months of 1900 and 1901:

Table with columns: Article, 1900, and 1901.

TALKS BY THE PUBLISHER.

Two Results of Newspaper Advertising.

DOES newspaper advertising pay? The publisher, very naturally, says, "Yes," the merchants, many of them, are undecided, but the successful merchant is a user of large quantities of newspaper space. This, the undecided advertiser says, is not absolute proof that newspaper advertising was responsible for the success of such men.

Many business men are unwilling to spend money for advertising unless the returns can be counted—unless some material evidence can be shown that he has received something for his money. Such a man prefers, when he has an announcement which he wishes to make to the public, to order a circular printed, costing anywhere from \$10 to \$50 for 5,000 or 10,000. These are in the time delivered to his place of business and the packages of printed sheets show that he has received something for his money. He then uses his own time, or that of his clerks, to draw off a selected list of names of responsible persons from the city directory to whom the circulars are to be sent. Enclosures must then be addressed—a pleasing task; write 5,000 names and addresses and judge if it is not, five thousand one-cent stamps must be purchased, costing \$50 more, and after the circulars have been delivered to the postoffice the merchant realizes that he has received adequate return for his \$100 and has accomplished something out of the ordinary.

So he has, but he has not done nearly as much as a newspaper such as "The Tribune" does every day. It prints the announcements of merchants and delivers them into the homes of 10,000 people every morning. It charges nothing for selecting a list of the best people in Scranton and mailing them. It charges nothing for postage; it charges nothing for placing the announcements in the hands of nearly every member of the family, where it will be read just as carefully as the best circular ever printed, providing the announcement is of equal importance and attractiveness.

The merchant does not realize all this because he does not see all the tons of paper used, the hurry and bustle of hundreds of clerks and carrier boys, the preference he can see the opportunity to pay \$100 to reach 5,000 people one time, rather than pay the same amount of money to "The Tribune" where he can reach 10,000 people every morning for two months or more, with a different announcement every day if he wishes.

"Results," you ask. It is all advertising, whether by circular or newspaper. If your announcement reaches the right class of people, results are obtained. It is announced and how it is announced.

Result No. 1. As a result of advertising in "The Tribune" one case of current interest may be cited. The Proffitt & Fuller Co., of 140 Washington avenue, conducted a cooking school at their store recently at which Miss Emily M. Colling ably presided. The only newspaper in which announcements of the school were made was "The Tribune." Altogether fifty-two notices of space was used, costing \$13. Provision had been made for 100 people, but on the opening day it was found necessary to add sixty additional seats, and even then many were obliged to stand.

The lessons continued from day to day, the programme being printed each morning in the display advertising columns of "The Tribune," and the interest and attendance continued unabated. Do the people read the display advertising? Results would indicate that they do.

Result No. 2. To illustrate what is liable to happen to any man who persistently follows out a policy of newspaper advertising, the following letter will answer every purpose. This was handed to "The Tribune" by a Scranton man who evidently believes that the devoting of one-half a man's profits to advertising brings results. Is there a merchant in Scranton that would not risk nothing to duplicate Mr. Ayer's success? Read:

The liberty of Dr. J. C. Ayer, of Lowell, of a noble venture in advertising. There was a man engaged in the manufacture of a pill, not doing much from a kind of other pills which had been obtained at any drug store. In an ungenerous moment he made up his mind that he would advertise, not in the physician's style of the ordinary dealer, but in a comprehensive sort of way, to which he would reach every possible purchaser of pills. He started with the idea of placing half of his profits each year to advertising. The result might have been foreseen. He accumulated money so rapidly that he did not know what to do with it. When he had accumulated \$1,000,000, and had fully striven to do some other for his ever increasing profits, he would have made the astounding case of his vast business, and he was committed to an action for the same. How easily his calamity might have been averted, if he had stuck to the conservative method of many of our merchants, and retained from advertising he might have been quietly pushed through his business, instead of being loaded down with his uncounted millions. It is a dangerous experiment for a man who does not want to become rich to advertise; or, if he advertises at all, he must advertise gradually and at low intervals, but his profits should grow out of all proportion to his requirements, and he should not himself be loaded with wealth.

Advertising conducted on the principle of devoting half the profits of a business to it, we repeat, a dangerous experiment. It is possible as a fortune upon the advertiser so suddenly that the chances are even that he will not know what to do with his money. The multitudes of phobias, bankruptcy, nervousness and "slipping up" for the wholesale to meet a note are permanently denied to the man who advertises. The news was in Europe once a great advertiser who did not accumulate a great fortune, but those who desire to live unburdened by the cares of wealth, take warning.

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Advertisement for 'This Label' by Samter Brothers, featuring an illustration of a man in a suit and the text 'Means Smart Clothes' and 'That Delsarte Roll'.

Advertisement for 'Always Busy' by Lewis & Reilly, featuring 'Men's Working Shoes' and 'Cut Glass, Sterling Silverware'.

Advertisement for 'A Second-Class City with a First-Class Stock of Cut Glass, Sterling Silverware' by Merceread & Connell, featuring 'Allis-Chalmers Co.' and 'Atlantic City Hotels'.

Advertisement for 'FINLEY'S Fashion's Smartest Ideas in Silk Skirts' by Lackawanna Ave, featuring 'Merchandise' and 'Hemstitched Skirt'.

Advertisement for 'STOVES' by Gunster & Forsyth, featuring 'THIRD NATIONAL BANK OF SCRANTON' and 'Fall Underwear'.