

How Money Was Raised for Presidential Campaign

Both Democratic and Republican parties spent nearly \$2,000,000 each for expenses :: No longer able to gouge corporations, both sides appealed directly to the people for huge funds and succeeded



Henry Morgenthau, Chairman Democratic Finance Committee



Cornelius Bliss Jr. Republican Treasurer

HOW that it's all settled for another four years, you may be interested to know how the money was raised to conduct the world's greatest political show. Well, here is the whole story with everything exposed—secret passages, family ghosts, mystery, intrigue, lights, shadows, trapdoors and the rest of the stage property—

as told by a writer in the New York Sun: Presidential campaigns cost a great deal of money. The job of getting this money they call raising the wind. When the amount required is between \$1,500,000 and \$2,000,000 one can see that the office of treasurer of a national committee is no sinecure.

It was stated publicly the other day by Henry Morgenthau, who as chairman of the Democratic finance committee, was a sort of financial overlord of this end of the game for the Democrats, that the irreducible minimum of Democratic needs this year had been placed at \$1,500,000. Four years ago it was \$1,100,000.

The Republicans did not make public their own estimate of expenses. When the campaign was in its infancy they figured it out as about \$1,000,000. Later the amount was raised to \$1,500,000. And at a still later gathering of Republicans to discuss this question certain gentlemen of great political experience informed young Mr. Bliss that the high cost of campaigns would probably make it necessary this year to spend close to \$2,000,000 before November 7.

The reason why it costs more now to run a campaign is because everything is higher. The cost of printing has tripled, for one thing, campaign buttons cost twice as much, railroad fares are higher. And so it goes.

When the Republicans were looking around for someone to raise the wind this year their eyes fell upon young Mr. Bliss, for a good reason. His father was the Republican treasurer in three national campaigns. After some hesitation Mr. Bliss took the job, in which he has ever since displayed the one quality considered a prerequisite to a successful Republican treasurer—modesty.

Nobody but the campaign managers themselves ever heard much of Mr. Bliss around national headquarters. His office was on a floor below the chairman's. People who got off there by mistake thought they had wandered into the offices of a big up-to-date mercantile corporation. There were many clerks, many adding machines and many typewriters.

It was from these offices, where scarce a footfall was heard, that Treasurer Bliss raked the country for Republican money, not only in the form of large subscriptions when he could get them, but also in the form of \$10 subscriptions to what he called his sustaining membership fund. The contributor to this got a nice little certificate showing that he had been enrolled as a sustaining member of the G. O. P. This was Mr. Bliss' popular-subscription plan.

The scheme Mr. Bliss brought out was a development of one tried successfully by William Barnes when he was head of the state committee. This plan was to invite \$10 subscriptions to a special fund and in return hand out some little honorarium. Mr. Barnes succeeded in raising \$50,000 by this plan in the state of New York

alone when everybody was hard up. Mr. Bliss raised about half a million.

Under the Bliss plan local committees were formed in every town in the country. These committees did the work of collecting the \$10 subscriptions. To get these committees Mr. Bliss made up the biggest mailing list ever seen. He corresponded with every state chairman and through these officials got the county chairmen to draw up lists of possible contributors. When the lists were turned in appeals were made direct to those on the lists. The result is that shortly before election Mr. Bliss was getting frequently as much as \$4,000 in a single day's mail.

Of course, under this plan contributions were not limited to \$10, nor were contributions of a smaller amount spurned. All were welcomed, but it required \$10 at least to become enrolled as a sustaining member.

Whatever may have been the success achieved by Mr. Bliss, there were persons around Democratic headquarters in New York, just around the corner from the Republican shop, who were willing to bet that Mr. Marsh would beat Mr. Bliss to a frazzle in collecting money from the real "peepul." Out in Iowa, Mr. Marsh's home state, he has a record of being one of the greatest money-raisers ever seen.

The Marsh plan, soon in full swing, was nothing more than the good old "every-member-cavass" scheme which the churches out in Iowa resort to when they are falling behind in current expenses or want to make a bonfire of the mortgage. Marsh and his young men, some of them church workers, believed that if it could be worked successfully for a church it could be worked in the country as a whole for the Democratic party.

An essential feature of the every-member-cavass plan is team work. Anyone who has ever been waited upon with a request to subscribe to a church fund to burn the mortgage knows that not one person but two do the visiting. Confronted thus by superior numbers the prospect generally capitulates. To organize such teams in every town and hamlet of the United States was the task which Marsh and his Iowa hustlers set themselves to do. This is the way they did it:

The name of a good Democrat in every town was first secured. Then a communication was sent to him asking him to forward at once to headquarters the names of six or eight men in the town who would feel it an honor to be named as an auxiliary finance committee of the Democratic national committee, designating one man on the list to be appointed chairman.

By return mail each man so named got his credential, a little card bearing the pictures of Wilson and Marshall, and announcing that the Democratic national committee had been pleased to appoint him a member of its finance committee. With this card went a personal letter from Treasurer Marsh calculated to make the new member of the Democratic finance committee get busy. Here, for example, is one paragraph from Mr. Marsh's letter, which as a whole sounds like the follow-up campaign of a man selling patent clothespins:

"I wish I might visit with you face to face and impress you with the tremendous importance of this work. To my mind it is far reaching. We are absolutely dependent upon it for the money to carry on the campaign; moreover, it is im-

perative, because by having the citizen who loves his country finance the campaign we are keeping the government absolutely uninfluenced by persons who have ulterior motives. Through you and the other party leaders I plan to make a personal solicitation of everyone who can afford to give and who feels an enthusiastic interest in the re-election of President Wilson. This is a campaign for the people and it must be paid for by the people.

"Every patriotic and loyal person ought to give to the point where it really means something to a sacrifice to him. To one this might mean a thousand dollars or more; to another, it might mean \$500 or \$50 or a dollar. This is the spirit of giving which I hope you will inspire. I want to know the names and amount each gives and will keep a permanent card index record of this. I will classify cities by population and make a comparative record of the amount given by each. I feel certain you will see to it that your city is well up in this roll of honor."

But the real details of Mr. Marsh's every-member-cavass scheme were explained in still another communication from national headquarters, printed on pink paper. It was entitled "How to Do It," and is in Mr. Marsh's best style. Here is what it said:

"Success depends upon team work and upon getting into the game right away. To this end you and each of the other members of your committee are urged to adopt the following plan and stick closely to it:

"1. On the day you receive this letter make a list of every person you know, be he Democrat, Republican, Progressive or Independent—every forward-looking man and woman whom you know or believe to be interested in the re-election of Woodrow Wilson—and set opposite his name the amount you believe he can afford to give.

"2. Have your committee meet at once, compare notes, and together prepare a complete list of every possible contributor with the amount your committee estimates he should give.

"3. Transmit immediately to me personally a conservative estimate of the amount your committee believes we may count upon receiving through your efforts. We need this estimate at once; please see that it is mailed within three days after you receive this letter.

"4. Divide your committee into teams of two and three to canvass personally and collect this money. You can work more effectively in pairs than singly, for it is harder for a fellow to say 'No' to a committee of his neighbors than to one person.

"5. Apportion your list of prospective contributors among your subcommittees and make it the business of your committee to call upon each one of these prospects in person. Do not let this be hit-or-miss work, but do it systematically, and do it without delay."

As fast as these committees got any money they sent it directly to Treasurer Marsh. No matter how small his contribution each contributor received an engraved receipt and his name went on Mr. Marsh's card index, as a result of which honor he will probably get another appeal four years from now.

Shortly before election, Mr. Marsh invited some of his doubting friends into his office to see what these committees were doing. Piled high on his desk was the day's mail from these finance committees. Each letter inclosed either a check or had pinned to it real money.

Some chairmen could hardly write legibly, but attached to each letter there was the list in each case of the people who had contributed the amounts, running from 25 cents to \$500. In one day's mail the checks and cash contributions, Mr. Marsh said, amounted to more than \$20,000. In fact, the average day's receipts during part of October were about \$15,000.

DOOMED TO REMAIN

GUARDSMEN TO STAY ON MEXICAN BORDER.

PLANS FOR LASTING PEACE

According to German Chancellor that Country Will Take Lead—Railroads Will Attack the Adamson Law.

Western Newspaper Union News Service. San Antonio, Tex. — National guardsmen are not to be discharged from the federal service for any reason other than the "interest of the government," according to new instructions from Secretary of War Baker to southern department headquarters. It was admitted by officers here that this ruling practically closes the door to members of the national guard who are desirous of leaving the service for various reasons. The information also was given that it was impossible for the war department to say definitely when the various organizations of any particular organization of national guards would be returned to their home stations. Included in the order was the explanation that "the granting of all the numerous applications of business and professional men for discharge from the national guard would disorganize many militia units and seriously impair the efficiency of the service, and favorable action on any individual application would be a manifest discrimination against many soldiers similarly circumstanced and equally deserving of favorable consideration."

Will Attack Adamson Law

Chicago, Ill.—Suit to test the constitutionality of the Adamson law, similar to the cases filed in Kansas City has been started in the federal district court here by Jacob M. Dickinson, receiver for the Rock Island railroad. All railroads of the country are considering the filing of injunction suits attacking the Adamson law as was done by the Chicago, Rock Island and Pacific and the Atchison, Topeka & Santa Fe, according to Vice President Sewall of the Chicago, Milwaukee & St. Paul.

PLANS FOR LASTING PEACE

Germany Will Take the Lead According to Chancellor.

Berlin.—Chancellor von Bethmann-Hollweg has announced that after the ending of the war Germany will cooperate in an endeavor to find a practical means for procuring lasting peace by means of an international league. The semi-official Overseas news agency gave out the following account of the chancellor's address:

"The chancellor made before the reichstag main committee a most important speech about the questions of an international union for peace and connected with it the problem as to the origin of the present war. In doing so the chancellor replied to the speech made by Lord Grey, British foreign secretary, to foreign newspaper men in which he said that the origin of the present war must influence peace conditions, and that Germany would be entitled to ask for guarantees against future attacks if the present war really were forced upon Germany. Of course Lord Grey at once added that Germany's interpretation of the origin of the war was incorrect and that the war was forced on Germany."

State Newspaper Men to Meet.

Lincoln, Neb.—The Nebraska Press association will convene in this city Saturday of this week, in an adjourned session of the regular 1916 meeting. The meetings will be held at the Commercial club, following a reception Friday night at the same place, to visiting journalists, given by the legal fraternity of Lincoln.

Census Increase in Fifteen Years

Washington.—The population of the United States has increased 24,000,000 people in the last fifteen years and the number of beef animals has decreased 6,000,000 and sheep 10,000,000, while hogs have increased only 11,000,000.

Rumanians Gain Ground.

Berlin.—The Rumanians have gained further ground on the Transylvanian front in the Tuglhes sector, it is announced officially. Near Bodza pass Austro-German forces recaptured positions taken recently by the Rumanians.

Former Queen Very Ill.

San Francisco.—Liliuokalani, former queen of Hawaii, is very ill at Honolulu and may pass away at any time, according to information received here.

Aurora, Neb.—Followed by a funeral train of automobiles, more in length, the body of Silas R. Barton, late republican candidate for congress in the Fifth district, was conveyed to the Aurora cemetery and now rests beside his father. Masonic and United Workmen bodies took part in the funeral ceremonies. Business in Aurora stopped for a while in honor of its former citizen and hundreds of Hamilton county people attended the services at the grave. Mr. Barton was born and raised in Hamilton county.

THE STRICTEST ATTENTION

must be paid to the first evidence of weakness in the stomach, liver or bowels—Neglect only invites illness.

BE WISE IN TIME—TRY HOSTETTER'S STOMACH BITTERS

WHERE DEATH LURKS ALWAYS

Bullets Sing Without Ceasing, and Birds Sometimes, in "No Man's Land" on Battle Front.

But it is a wonderful thing, that strip we call No Man's Land, running from the North sea to Switzerland—500 miles. All the way along the line, day and night, without a moment's cessation, through all these long months, men's eyes have been glaring across that forsaken strip, and lead has been flying to and fro over it. To show yourself means death. But I have heard a lark trilling over it in the early morning as sweetly as any bird ever sung over an English meadow. A lane of death 500 miles long, strewn from end to end with the remains of soldiers. And to either side of it all through those 500 miles, a warren of trenches, dugouts, saps, tunnels, underground passages, inhabited, not by rabbits, but by millions of rats, it is true, and millions of living, busy men, with countless billions of rounds of death-dealing ammunition, and a complex organization as closely ordered and complete as the organization of any city in England.—From a British Officer's Letter in the Forum.

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The old family remedy—in tablet form—safe, sure, easy to take. No opiates—no unpleasant after effects. Cures colds in 24 hours—Grip in 3 days. Money back if it fails. Get the genuine box with Red Top and Mr. Hill's picture on it—25 cents. At Any Drug Store



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A blessing to those with weak stomachs, constipation, nervous indigestion and similar disorders. When the stomach and bowels are in working order general good health prevails. When not in working order, use Green's August Flower. 25c. and 75c. at all Druggists.

Too Great a Change. "How did you enjoy those two weeks on your farm in the country?" "Not as well as I expected. I suffered from a lack of my accustomed exercise." "Your accustomed exercise?" "Certainly; dodging delivery wagons, street cars, and automobiles, and jumping over holes in the street."

Business and Pleasure. He is a wise man who does not let his business interfere with his pleasure at all times!

The Reason. "How did they get into the scrap?" "Trying to preserve their neutrality."

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