

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

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-risers 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 unfinanced 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 of 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.

IN THE LIMELIGHT

FIRST AID TO BURLESON



John C. Koons, formerly chief inspector of the post office department, was nominated by President Wilson as first assistant postmaster general, to succeed Daniel C. Roper, who resigned from the department in order to assist the Democratic national campaign.

Mr. Koons, as first lieutenant to Postmaster General Burleson, will be acting postmaster general in the absence of his chief.

Mr. Koons entered the postal service 20 years ago as a railway mail clerk at a salary of \$1,000 a year. His ability and efficiency attracted the attention of his chiefs, and he was transferred to Washington and made a post office inspector. Under Postmaster General Hitchcock he was promoted to the position of chief of salaries and allowances.

The more recent promotions of Mr. Koons, which culminated in his selection as first assistant postmaster general, include his appointment to the parcel post commission, a committee of postal experts to work out regulations for the development of the parcel post. As a result of his work on this commission Postmaster General Burleson promoted him to be chief inspector of the post office department.

Mr. Koons, while having lived in Washington for the last ten years, has his legal residence in Carroll county, Maryland, where his family has lived for generations.

NEW JAPANESE AMBASSADOR

Aimaro Sato, the recently appointed Japanese ambassador to the United States, like many other Japanese statesmen, was educated in this country, at De Pauw university at Greencastle, Ind. The college was then known as Indiana Asbury university. Sutei Chinda, who was Japanese ambassador in Washington in 1912, was a fellow student with Mr. Sato and married Mr. Sato's sister in 1882.

Mr. Sato came to this country officially first in 1904, during the war between his country and Russia, as secretary to Prince Fushimi, who had been sent here upon a grateful mission to the United States government. He served as general manager, so to speak, of this interesting expedition, and acquitted himself with great credit, his knowledge of the language and American customs proving of great use to his compatriots. Ambassador Sato, like other Oriental diplomats who have come here, has a keen sense of humor, and his life in the United States has assisted him to give it an expression that an American can understand and appreciate.

Ambassador Sato already has had a distinguished career in the diplomatic service, having served in important subordinate positions, and later as Japanese minister to Holland and ambassador to Austria-Hungary. He is said to be very much of an epicure, delighting in cozy little dinners to his friends which are the delight and wonder of his circle. The ambassador is accredited with rare gifts as a harmonizer, and it is believed that he is especially fitted to deal with the delicate issues which are certain to arise sooner or later over the determination of Japan to secure equal privileges for her nationals in the United States, notably California.



ROGERS IS SOME SPENDER



The "biggest spender" in Texas is Col. Harry L. Rogers, but he isn't a spendthrift. His position on Funston's staff as chief quartermaster of the southern department makes it his duty to spend money "right and left" in little wads of \$25,000 or \$50,000. Little wads!

Just imagine a sum like one of those in greenbacks wadded up, then the squeeze removed. But Colonel Rogers is used to trifles of that sort, or at least to handling Uncle Sam's checks that represent such piles.

For instance—there are 75,000 pairs of army shoes in San Antonio. Twenty thousand pairs are at Fort Sam Houston. Just sort of a shelf stock. Each pair cost \$2.81.

Mosquito bars are another article issued to soldiers. One hundred thousand of them cost something, too. Double ones are obtained for \$2.29 and single ones for \$2.10. Double refers to weight and not to size. Each mosquito bar is for one bunk.

Gasoline costs the government from 21 to 26 cents a gallon, according to where it is delivered. That delivered at San Antonio is 22 cents a gallon. The previous contract price was 9 cents a gallon.

MME. DE BLANPRE

Washington is a happy meeting place for diplomats, for invariably they find old friends from former European posts awaiting them. Also, it frequently happens that secretaries and attaches return to us, promoted sometimes even to an ambassadorship. Among these former agreeable members of the corps to return this fall are the new naval attaché of the French embassy and Mme. de Blanpre. They received so many warm welcomes that they could scarcely reserve for themselves time to seek a suitable abode for the winter.

Mme. de Blanpre could not well be forgotten in Washington. During her husband's former services there she was an active figure in society, in all its varying moods. Her beautiful and well-cultivated voice was given for innumerable good and worthy causes, and more frequently still just for the real pleasure it gave to others. It was always a gala occasion when she was the soloist at St. Matthew's, where she sang as regularly as her other duties permitted. And no charity affair was complete without her, whether in her musical capacity or for her almost unlimited other accomplishments. Commander de Blanpre's former service here ended in 1906, and Mme. de Blanpre had a worthy successor in the brilliant Viscountess d'Azé, who was the inspiration for numberless unique and beautiful entertainments, private and for charity.

