

ELECTIONS COST BIG MONEY

Estimates of the Expenses of National, State and Local Campaigns.

POLITICAL BATTLES REDUCED TO A SCIENCE

Men Who Write, Men Who Talk and Men Who Buttonhole Make Up a Big Salary List—Accounts Rarely Audited.

It cost \$500 to nominate Abraham Lincoln for president and \$7,000,000 to elect William McKinley. These figures represent in part the growth of campaigning in thirty-six years into a great business with a perfect system of organization.

Arthur P. Gorman of Maryland and Matthew S. Quay of Pennsylvania are the men who, as chairmen of the national executive or campaign committees of the democratic and republican parties in 1874, introduced into American politics the present system of conducting national campaigns by means of thorough organization throughout the country and the expenditure of vast sums of money for speakers, literature, music, fireworks and other spectacular features that please the masses and often conceal the real work of the men who control or influence voters.

The business affairs of the great political parties are entrusted to national committees, composed of one member from each state and territory, who are elected by the delegates to the national conventions at the time the conventions are held.

Getting Down to Business.

National headquarters are soon after the candidates are nominated. The national chairmen appoint various sub-committees and assign members of the national committees to certain specific work, and then for four or five weeks every man who is to take part in the management of the campaign is expected to work from twelve to eighteen hours every day.

First in importance in the mass of work that confronts the campaign managers when they open headquarters is the preparation of the literature, consisting of political information, well written and arranged, must be embodied in small books, circulars, letters, posters and pamphlets.

Cost of Printing.

A great quantity and variety of other literature, including poems, songs, condensed statistics about finance, coinage, the tariff and other issues, and speeches in congress of prominent party leaders, is selected and enough printed to supply every voter in the country.

Cost of Printing.

While the chairman of the national committee and his assistants are preparing the literature, they have in operation a "speakers' bureau" where men are employed to make speeches at any place to which they may be assigned.

It sometimes happens that popular orators, whose volunteer services are gladly accepted, prove very costly campaigners.

turned into the Chicago headquarters of his party an expense bill of \$1,200 for a trip to a nearby state, where he made one speech \$1,000 of this sum representing, it is said, his losses at poker while on the trip. The account was paid.

Arrangements for public meetings to which hired or volunteer speakers are detailed are made through state and local committees. From these minor organizations the demand for outside speakers is always in excess of the supply.

The man in charge of the speakers' bureau is in daily communication by telegraph with his army of orators. They report to him where they are and how they are received. In addition local leaders report to him upon the speakers and the result of their efforts.

Value of Newspapers.

Campaign managers depend to some extent upon the newspapers for information about political conditions in remote sections of the country, and the clipping and reading bureau at headquarters is an important detail. The press committee or trusted subordinate have also to deal with the owners of scores of small papers who demand a cash consideration for supporting the ticket.

By the end of August the campaign work here outlined has been arranged so carefully that it goes forward in charge of subordinates at national headquarters with few hitches or interruptions.

When this stage of a national campaign is reached the expenditures are limited only by the amount of money on hand or in prospect. If the funds are ample, \$50,000 a day can be paid out from headquarters. If necessary to economize speakers are laid off, literature curtailed and state committees notified to expect no further financial assistance.

From time to time the Chinese have paid the penalty of their conditions of life, and nature, "auditing her accounts with a red pencil," has reaped herself with devastating plague and famine.

Wonderful Recuperative Power.

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Days of Anxiety.

The last ten days of a campaign are days of anxiety to every manager unless the political situation so favors one party that no accident or error could possibly change the anticipated result.

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CHINA THE WORLD'S PERIL

Views of an American Woman Long a Resident of Shanghai.

RECUPERATIVE POWER OF THE RACE

Slaughter, Plague and Famine Fall to Check the Increase-Crowded Condition of Cities and Country.

SHANGHAI, China, Aug. 18.—To an American an adequate comprehension of the tremendous population of China is almost impossible. This country has no more than 100,000,000 inhabitants, and the great American cities with their teeming tenements give but a faint idea of China's swarming communities.

Statistics in China are the merest guesswork, but it is highly probable that all given estimates fall short of rather than exceed the conditions. Mr. Archibald Little, the traveler, gave, in a recent lecture in Shanghai, an idea of the conditions in the province of Szechuan at the present time.

Walking for a Job.

He was naked, save for a loin cloth, and without food or money. At night Mr. Little, who speaks the language, asked him where life was going, to which he replied, "To Su Low, to carry coal."

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the fittest of all races to survive adverse conditions. Well built, possessed of marvellous endurance, with an unequalled power of racial perpetuation, insured to all hardships, thriving amidst conditions of life that would wipe out most races he is of the material of those who conquer by the very power of persistence.

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Advertisement for Ak-Sar-Ben Number featuring 'The Illustrated Bee' magazine. Includes text: 'Now on Sale. Special Ak-Sar-Ben Number The Illustrated Bee Official Messenger of His Royal Highness Ak-Sar-Ben VI' and 'Profusely Illustrated from Photographs Taken Specially for the Occasion by Our Staff Artist'. Also lists contents like 'The Board of Governors', 'The Royal Consort', and 'Kings of the Realm'.

Advertisement for Castoria: 'CASTORIA For Infants and Children. No Kind You Have Always Bought. Bears the Signature of J. C. Ayer & Co., Lowell, Mass.' with a signature.