

Myatt J. V. Spencer
3-6-10
THE SPENCER CRESCENT

THE FLOWERS COLLECTION

DEVOTED TO THE INTERESTS OF LABOR, COMMERCE AND EDUCATION.

VOL. 17

SPENCER, N. C., WEDNESDAY, AUGUST 12, 1908.

NO. 20.

HORSEPOWER of ADVERTISING

IN NO OTHER FIELD OF HUMAN EFFORT IS SO MUCH MONEY SPENT AS IN SPREADING BUSINESS NEWS, REACHING A THOUSAND MILLION DOLLARS A YEAR.

By M. Lee Barker
An August Issue of Van Nostrand Magazine, New York City.

That advertising is the greatest force in the industrial life of a nation is amply proved by the fact that a larger amount of money is invested in it annually than in any other field of effort. A thousand million dollars a year is expended in advertising, a vast sum which equals 1 per cent. of the entire wealth of the nation and approximates the value of all the imports of the country. This enormous amount is spent for space in newspapers, and in the many other channels through which the news of the business world is brought before the public.

This great investment of capital sells over \$15,000,000,000 worth of the products of the nation's industrial efforts. Last year there were approximately 220,000 manufacturers in the country, with a total capitalization in round numbers of \$14,000,000,000. The sales resulting from the extensive advertising campaigns of these manufacturers produced a return to the manufacturers of more than \$15,000,000,000. Compared with the expenses incurred by the producers to reach the consumers—which is slightly in excess of \$1,000,000,000—the cost of accomplishing the sale of the vast amount of goods produced approximates 7 per cent.

In no other field of human effort is there so much money spent as in advertising. That it is productive of satisfactory results is proved by the fact that from year to year the amount of money spent to spread business news has increased by about 2 per cent. Without the use of advertising, the commercial life of the nation would be practically at a standstill. It is the channel through which the manufacturer must reach the consumer and without which he would have to limit his sales to the immediate neighborhood of his factory.

What is this magic force which we call advertising? In the first place, and above all things, it is the shortest, in fact the only practicable line between manufacturer and consumer. It is the news which the industries of the country publish to the great buying public. Without it, the public would remain in ignorance of the existence of the goods produced.

Advertising represents a composite of all trades, professions and occupations. All the professions will in a few years, advertise. The legislator does advertise now. The banker is one of the most successful advertisers of today, yet a few years back the idea that the dignified banker should ever have to advertise would have seemed ridiculous.

The Creative Power of Advertising.

De Weese says, "Advertising makes two blades of grass grow in the business world where only one grew before." It is a business-builder with a potency that goes beyond human desire, and creates wants.

J. Walter Thompson said in Appletton's Magazine, "In modern times advertising has become one of the mainstays, and, in many lines, the principal creative force for business, and yet the wonder is that so many men having a good business reputation fall utterly to grasp its possibilities or the necessity for continuous advertising.

"The human mind is like a fertile field. Sow the seed and let it take root and grow, and in due time the harvest comes. But the man who expects the harvest the day or month after the sowing of the seed would be looked upon as deficient in common sense."

The successful advertiser knows that he had to stick to it, get behind it, and push it before the people, through the power of publicity, until the public makes the demand. He knows his motto is "The stickler is the winner." There may be nothing in a name until it is advertised, then it may become a household word and be worth millions of dollars.

A good example of this is the National Biscuit Company's advertising. They took a common soda cracker, put it in an attractive package and gave it a suggestive name, Uneeda Biscuit. Then they put money and brains behind the name, and made everybody acquainted with it. Within a few months whenever one wanted a cracker, one instinctively thought of Uneeda Biscuit. I am told that the idea for this name was suggested by a parrot's "Polly wants a cracker." A clever advertising man simply changed the phrase to Uneeda Biscuit.

Educational Value of Advertising.

News in advertising keeps the nation informed of the new things for wear, articles for domestic convenience, etc., in advance. This is one of the reasons why women read the fashion magazines so closely to get the news and styles of fashions in advance. A whole nation can be made aware at one time of a new product by "news" advertising appearing simultaneously in papers all over the country. Department stores have cultivated their remarkable success simply because their advertisements are store news, and it is now a recognized fact that women read this class of advertising news with keener interest than the regular news columns.

John Wanamaker sees and has pointed out the educational value of advertising:

"Advertising plays a part in the world of trade that does not appear upon superficial reading. True, there is much advertising that contains nothing beyond screams of alleged bargains and rhetorical bombast. But there is advertising with a deeper purpose, which, while written with the expectation of sufficient immediate response, also serves a deeper and broader usefulness to the store that exploits it, as well as conserving to broad public good. You probably think of advertising as confining its efforts to winning your interest in the store's merchandise, and impressing you with the fact that a certain store is a good one to trade with. But advertising of the higher sort aims at ever so much more. It does not confine its efforts to telling you where to buy things of which you feel the need—it educates desire."

The Saturday Evening Post, which knows something about the subject, recently had a leading editorial on "Educational Advertising," in which it says:

"Advertising is one of the greatest of educational forces. Education means rousing the spirit of inquiry. The easy and the sensible way to rouse this spirit in any human being is to tell him of something which he does not know and which it will be clearly to his advantage to know. The man with something good to sell is therefore in a position to increase the sum of human comfort and happiness, and the more he benefits himself the more does he increase that sum."

Advertising in Politics.

Managers of political campaigns have just begun to appreciate the value of publicity that can be secured through a variety of mediums. Nearly every man seeking an office of any prominence today has in his employ a press agent to further his interests.

The newspapers, magazines, billboards, and other mediums are used extensively by politicians. In the last presidential campaign, George B. Cortelyou, that shrewd manager of Mr. Roosevelt's interests, mapped out a publicity course that attracted wide attention and countless votes. Mr. Cortelyou decided to purchase space in leading publications and employed a clever press agent to secure free press notices. Then he contracted for a number of pages in various magazines, which he utilized to excellent advantage in getting the issues of the campaign and the personality of Roosevelt before the voters. It was the best departure of its kind from the old campaign methods that I have noticed, and how effectively it worked in an old story now. In many publications Mr. Roosevelt's picture was used with a clever write-up of the man and his views. In most instances it was plain that the article was pure advertising, but that detracted but little from its value.

This paid advertising did not prevent the magazines from using the usual interesting contributions in its reading pages either, but rather did it increase such contributions. The idea itself brought out much comment, as Mr. Cortelyou's plan of campaign was new and business-like and brought results. The manner in which it was carried out stamped Mr. Cortelyou as an advertiser confident that advertising brings results.

This year's political campaign goes to prove more than ever before the efficiency of proper publicity, and emphasizes the statement made long ago by the writer, to the effect that there are many lines of business and professions not using publicity, which can do so advantageously. The first in each of these lines to realize this fact will reap a harvest.

Personality in Advertising.

Thomas W. Lawson said: "My most effective force, my most powerful weapon is publicity. It is the irresistible instrument by the use of which I am enabled to strike, and by means of which it is possible for me to arouse people to action."

It is by no means necessary that personality, as an advertiser, should consist of the seller's personal acquaintance with those whose custom he solicits. "Acquaintance by reputation" is sufficient. For instance, take the conspicuous case of the ex-Governor of Massachusetts. In his advertising methods he has riveted the attention of the public to his own personality. It has been impossible for many years past to take up a newspaper anywhere that the portrait of W. L. Douglas did not meet the eye at the head of the advertisement. It is impossible to estimate how much greater his sales have been as a result of this display of personality than would have resulted without it.

PENITENTIARY PROSPERS

The Directors Adopt Resolutions of Regret at the Death of W. E. Crossland and Elect Capt. W. I. Everett in His Stead.

Raleigh, Special.—The penitentiary directors adopted resolutions expressive of their deep regret at the death of one of their number, W. E. Crossland, Capt. W. I. Everett, of Richmond, Capt. W. E. Everett, of Richmond, who ever since director in his stead was sworn in. The directors stated that the penitentiary was in very fine shape financially, having a balance in its treasury of about \$45,000, and having no debts. Everything at the penitentiary farm on the Roanoke river is as fine as can be. At this farm there are about 1,400 acres in corn; 2,000 in cotton and 800 in peanuts. The crops there were never better. No brick-making is now going on at the penitentiary, because no coal was sworn in. There are almost a million brick on hand. Of the State convicts 75 are at work on the Elkin Railway; 75 on the Washington and Vandemere and 75 on the railway in Hyde county; another 75 being employed on another road, making a total of 300 under contract for this year. Very rapid work is being done on the road in Hyde county and over half of its 70 miles has been graded. The length of this road depends upon whether its terminus is Washington or Belhaven. About 45 miles of it have been graded and it will be finished next year. The work on the road in the mountains is, of course, heavy and is much slower.

Progress of Inland Waterways.

Raleigh, Special.—That progress is being made in the preliminary work for the inland waterway along the North Carolina coast is evidenced by orders just made by Judge Thomas R. Purnell, in the Federal Court here for the assessment of damages on property along the North Carolina sounds for the right of way, Norfolk and Beaufort. The orders were on motion of Col. Harry Skinner, United States district attorney, on whom the duty of looking after these legal interests for the government devolves. There were also orders naming guardians for a number of minors interested in these swamp and sound lands thus condemned by the government under the right of eminent domain. United States district attorney Harry Skinner said in speaking of the progress of the work preliminary to the construction of the waterway, that seven orders for condemnation of lands and assessment of damages complete the right of way from Pamlico Sound to Beaufort harbor, a distance of sixteen miles and that work will begin on this section within a few weeks. The fact that the contracts for the construction of this section of the waterway has already been awarded and the contractors are all ready to start up the work.

State News Items.

The Winston-Salem Athletic Association is chartered to take in hand the Carolina League ball team of the Twin City, the capital stock being \$25,000 authorized and \$950 paid in by W. L. O'Brien, T. W. Watson, H. V. Shelton and others.

The "Push Rockingham Forward Club" is chartered without capital stock for promoting the social interests of members and the advancement of the industrial interests of Rockingham, Richmond county. A. S. Doekery, W. H. Everett, W. B. Cole, are among the incorporators.

There is also a charter for the Quinn Furniture Company, of Elizabeth City; capital \$10,000, by C. W. Quinn and others.

Cashier R. B. Roberts of Internal Revenue collector Brown's office, at Statesville, reports that the total collections for July, 1908, amounted to \$188,340.48, an increase over the collections for July, 1907, of \$6,009.29.

The postoffice receipts for the Wilson office for the month of July amounted to \$1,215.81. The receipts for July last year amounted to \$1,147.99. The site for the public building for which an appropriation was made at the last session of Congress, has not yet been decided upon. Several sites have been offered the government, and there is a great difference of opinion among the people here as to the proper one.

Fayetteville Negro Shoots His Girl

Fayetteville, Special.—Frank Council, a young negro of bad reputation, last week shot his sweetheart, Hattie Newell, though not seriously, because she chose the escort of another man in preference to himself. After a negro performance, Council offered to take his girl home, when she refused and walked off with another man. Council followed until they reached the vicinity of the Confederate monument on St. James Square, when he fired two shots at the woman, one taking effect in the right knee and one in the left thigh.

Farmers' Union in Rowan County.

Salisbury, Special.—The Farmers' Union is establishing a farm foothold in Rowan. At a meeting at Harris school house a county organization was effected and George F. Houch, one of the largest planters in the county was chosen president. Theodore D. Brown, a prominent young farmer and fraternity man, offered to be speaker, was elected lecturer. He will make a vigorous campaign for the organization.

COMMITTEES NAMED

Chairman Mack Getting Forces Organized for Campaign

MEN ON FINANCE AND SPEAKERS

Before Leaving Buffalo For Chicago, Chairman Mack Announces the Appointment of Finance and Speakers' Committees.

Buffalo, N. Y., Special.—Chairman Norman E. Mack, of the Democratic national committee, announced before his departure for Chicago the appointment of a finance committee for the Democratic campaign with Moses C. Wetmore, of St. Louis, as chairman, and John E. Osborne, of Wyoming, as vice chairman, and a speakers' committee, with John H. Atwood, of Kansas, as chairman and Champ Clark, of Missouri, as vice chairman. The finance committee is made up of twenty-nine members, and the speakers' committee is composed of twenty-seven members.

Announcement was also made by Chairman Mack that Senator Charles A. Culberson, of Texas, had been appointed to succeed David E. Francis, of Missouri, as chairman of the advisory committee. In making known the change Mr. Mack said: "Former Governor Francis' acceptance of a place on the committee was assured. I did not anticipate that he contemplated a stay of any length abroad, but when he answers that he will be absent so much of the campaign that he ought not to be chairman, but would be pleased to be a member of the committee. Senator Culberson was asked to accept the chairmanship and has accepted."

Finance Committee. The finance committee appointed by Chairman Mack is as follows: Finance Committee, Moses C. Wetmore, chairman, Missouri; John E. Osborne, vice chairman, Wyoming; C. N. Haskell, treasurer, Oklahoma; W. A. Clark, Montana; Thomas L. Johnson, Ohio; Lewis Nixon, New York; Alva Adams, Colorado; D. J. Camp, Michigan; Francis G. Newlands, Nevada; Willard Saulsbury, Delaware; Alexander Troup, Connecticut; Richard F. Patterson, South Dakota; George Turner, Washington; Martin E. Glynn, New York; Ellison M. A. B. Williams, Connecticut; Wm. S. C. Williams, Pennsylvania; Henry Walter, Maryland; Delaware; W. S. Jennings, Florida; W. R. O'Brien, Indiana; P. Dunlap, Illinois; E. C. Wall, Wisconsin; Isaac Reese, Tennessee; J. Taylor Elyson, Virginia; Thomas R. Brown, Vermont; W. E. Chaney, West Virginia; Blair Lee, Maryland and Eugene E. Reed, New Hampshire.

Speakers' Committee. The speakers' committee is as follows: John H. Atwood, chairman, Kansas; Champ Clark, vice chairman, Missouri; C. A. Towne, New York; E. B. Glenn, North Carolina; B. R. Tillman, South Carolina; R. E. Lee, Monticaste, Tennessee; John H. Lewis, Ohio; Augustus Thomas, New York; T. H. Alexander, Colorado; Jeremiah Black, Pennsylvania; Henry Warren, Indiana; T. P. Hudson, Minnesota; W. H. Dunphy, Washington; W. B. Haldeman, Kentucky; Thomas E. Dowd, New York; Guy B. Tucker, Arkansas; T. A. Jennings, Florida; S. P. Donnelly, Idaho; E. L. Jones, Maryland; John Sunderland, Nevada; William Collins, North Dakota; W. T. Brady, Oklahoma; M. A. Miller, Oregon; Frank K. Nebeker, Utah; and J. E. Burke, Vermont.

The chairman of the two committees will probably make their headquarters in Chicago. Chairman Mack left here for Chicago at 8:20 o'clock.

Big Corner in Cotton.

New York, Special.—The entire cotton supply available for delivery at present, is said to have been cornered by J. L. Livermore, a young broker. In the last two weeks cotton has advanced on this market \$5.50 per bale and shorts are bordering on a panic. Believing that there would be a big crop, contracts sold short, and prices were depressed. Consequently the stock was bought and shipped away, making the available supply the lowest in years. Livermore is said to have acquired every bale "not under" contract to spinners.

Cleveland Memorial Committee.

New York, Special.—Mayor George B. McClellan announced the names of the men he has asked to serve on the Grover Cleveland memorial committee. The committee is headed by Francis Lynde Stetson and its office will be arranged for a memorial meeting or other public tribute to the late statesman and former president.

Father Kills Son.

Salamanca, N. Y., Special.—Henry Van Arnum, who was just released from a reformatory, where he served a term for robbery, was shot and killed by his father when he went home. He had been with his father only a few minutes, when they quarreled. He struck at his father with a chair and the father shot thrice, killing his son instantly with the last bullet. He claims self-defense.

HE ATE ROTTEN OYSTERS

Young Man Dies at East Durham of Ptomaine Poisoning.

Durham, Special.—W. H. Jackson, a young man 22 years of age, is dead in East Durham as the result of ptomaine poisoning. He had been ill since Monday evening. On Monday the young man ate a can of oysters and soon afterwards was taken violently ill, lapsing into unconsciousness. Physicians were summoned but he remained unconscious most of the time up to his death and seemed to suffer great pain. The oysters were evidently spoiled and this set up the poison that resulted in his death.

Making Much Brandy. Raleigh, Special.—Internal revenue officers here say that there has not been for twenty years so much apple brandy distilling in North Carolina as at the present time. Throughout the apple-growing sections of the State, stilleries are in operation and others are being bonded. In Wilkes county alone there are 115 apple bonded stilleries. There are forty in Surry and large numbers of them in other apple counties. The officers say there seems to be a general desire among all who have ever in the past operated brandy stills, to have one more pass at the undertaking before State prohibition goes into effect next January. There can be no more bonded brandy stilleries in the State after this season as long as the prohibition law is in force.

The Golden Weed at Wilson.

Wilson, Special.—The Wilson tobacco market re-opened for the season of 1908-1909 this week and the golden weed is selling well for the quality offered. Only the lowest grades are now being marketed, and the prices are over a dollar a hundred higher than last year's. The Wilson tobacco board of trade held its annual meeting for the election of officers and the following were elected: Mr. W. J. Boykin, president; Capt. J. G. Roney, vice president, and Mr. R. M. McFarland, supervisor of sales. This market has a strong and large corps of buyers and the crops of this section are good.

Acquires Real Estate at Franklin.

Franklin, Special.—The United Land Company, a corporation of Georgia, has recently acquired a large and valuable tract of land here, and is spending a large amount of money in the work of development. It is proposed to make this one of the most desirable residence sections of the town. A force of more than fifty hands has been at work for some time, and a public sale of lots will be had on the 27th of this month. The company offered a reward of \$10 to the person suggesting the best name for the property, which was won by Miss Mary Siler, "Bonny Crest," being the name suggested and selected.

Tar Hoel Notes.

Reports coming to Washington from farmers in the county state that the damage done the crops by the recent storm that swept this section is not as bad as first thought and if weather conditions are favorable a good crop will be realized yet.

The outlook for forming a stock company of \$100,000 for a cotton mill at High Point is good. The Messrs. Mills who have the matter in charge have \$65,000 of the amount in hand. It is felt that such a diversion in the industries is needed here.

Crops in Surry county have never been better than the present and the yield of corn from present indications will be the largest that has been raised in this county for many years.

Whole Family Killed by Lightning.

Sparta, N. C., Special.—Frank Murphy, a respected farmer living at Edmonds, Sparta, Mrs. Murphy and their little child were struck by lightning and instantly killed Wednesday. The three were in the field stacking rye when a violent storm came up and were stricken down while they were seeking shelter.

Charged With Abduction.

Durham, Special.—Charged with abducting little Bennie Ashby, of Greensboro, four white people, Ken Surratt, Walter Ashby, Beck Roberson and Jennie Taylor are under arrest here. An officer will take them to Greensboro. The men and woman claim to be married and deny the kidnapping, saying that the boy, a brother of Ashby under arrest, followed them from Greensboro. The party trumped all the way here. The boy is being held and says he came of his own accord.

A Charge of Horse Stealing.

Wadesboro, Special.—A young white man, Lee S. York, was taken from jail here to Yorkville, S. C., by Deputy Sheriff Fred Quinn. Smith is charged with stealing a horse in Yorkville on the 3d day of June, 1908, and nothing had been heard from him until Monday, when he was located at Blewitt Falls, sixteen miles from here. He was promptly arrested and put in jail to await the arrival of officers from Yorkville.

Woman Dies From Cat's Bite.

New York, Special.—Mrs. Jane Trumbull died last week from hydrophobia. She was bitten a month ago by a pet cat. No treatment was taken and the disease developed two weeks ago. Her sufferings have been frightful, but her composure was remarkable. She faced death almost as calmly as did Mr. Marsh, who died from the bite of a pet dog a few weeks ago.

PRESIDENT TAKES BLAME

Announces That He is Responsible For the Discharge of the Negro Troops at Brownsville. Taft Had Nothing to do With the Matter.

Oyster Bay, N. Y., Special.—President Roosevelt in a statement issued late Friday made it clear that the entire responsibility was his for the issuance of the original order discharging the battalion of negro soldiers for alleged participation in the Brownsville, Tex., rioting and the refusal to permit a suspension of that order. The President was shown an interview which was had in Washington with General Corbin, U. S. A., retired, in which General Corbin stated that no credit or blame in the matter rested with Mr. Taft. After reading the interview the President through his assistant private secretary, Rudolph Foster, gave out the following: "General Corbin's statement is absolutely correct, and it was entirely proper that he should make it. The substance of the message from the President which he quoted was made public long ago. In the Brownsville matter the entire responsibility for issuing the original order and for declining to allow its suspension was the President's."

In his interview General Corbin stated in substance that Mr. Taft was in no way responsible for the order discharging the battalion of the Twenty-fifth Infantry, and that in doing so the then Secretary of War had obeyed the direct order of the President. General Corbin then recounted the circumstances as they occurred and were published following the Brownsville affair.

PRESS COMMITTEE.

Chairman Henry Watterson Announces Members of the Democratic Press Committee. New York, Special.—Henry Watterson, editor of The Louisville Courier-Journal, who is chairman of the newspaper committee of the Democratic national campaign committee, made public the names of the Democratic press committee of advertisement, among them being the following Southern men: Alabama—Birmingham Age Herald, E. W. Barrett; Montgomery, Advertiser, W. W. Screws, F. P. Glass. Arkansas—Little Rock Democrat, Clio Harper. Georgia—Atlanta Constitution, Clark Howell. Kentucky—Lexington Herald, Desha Breckenridge. Louisiana—New Orleans Picayune, Thomas E. Davis; New Orleans Times-Democrat, Page H. Parker. Mississippi—Jackson Clarion-Ledger, H. B. Henry. North Carolina—Charlotte Observer, J. P. Caldwell. South Carolina—Columbia State, W. E. Gonzales; Charleston News and Courier, J. C. Hemphill. Tennessee—Chattanooga News, J. C. Rice; Knoxville Sentinel, G. F. Milton; Nashville American, Charles H. Slack. Texas—Galveston, John R. Hedger; Virginia—Richmond Times Dispatch, Joseph Bryan.

Governor Smith Urges Action on Important Bills.

Atlanta, Ga., Special.—Governor Hoke Smith sent a special message to the Legislature urging action on several measures which he considers of vital importance and stating his readiness to call an extra session of the legislature if necessary, at which the convict question can be disposed of. The measures which Governor Smith mentions as being of primary importance are the anti-lobbying bill, a law fixing the time for holding State primaries not earlier than 60 days before the date of election, a new registration law and provision of a fund for the maintenance of the State agricultural schools.

Work Train Wrecked.

Roanoke, Va., Special.—The work train on a narrow gauge road running from Roanoke, left the rails and rolled down a high embankment on the mountainside. A number of men riding on the train were caught under the engine and cars. Three were killed and several more seriously injured.

Contracts For Army Clothing.

Chicago, Special.—Manufacturers in the West are severely criticizing the methods employed in the War Department in awarding contracts for army clothing. In constituting a special board to pass on all bids it was ordered that special sample of twenty yards of cloth be used for uniforms be furnished. Manufacturers in an informal protest declare that this virtually creates a monopoly as the cost to manufacture a special sample is prohibitive for small dealers.

FIRED INTO A TRAIN

Striking Miners in Alabama Attack Load of Strike Breakers

THREE KILLED; ELEVEN HURT

Ambushing a Special Carrying Non-Union Men to Alabama Mines, Strikers Pour a Murderous Fire into the Car Windows.

Birmingham, Ala., Special.—Three men were instantly killed and eleven injured, two of whom will probably die, when striking miners fired into a passenger train on the Birmingham Mineral Railroad at Bloeton Sunday morning about 2 o'clock. The dead are: Conductor Joe T. Collins. Willard Howell, non-union miner. The injured: Major F. H. Dodge, superintendent of safety, Tennessee Coal Company, wounded in hand and leg. E. E. Cox, superintendent of mines, Tennessee Coal Company, slightly wounded in knee. A. E. Cross, chief clerk, superintendent's office, wounded in arm and knee. J. C. Johnson, deputy sheriff, slightly wounded in side. A. C. Bryant, deputy sheriff, slightly wounded in side. J. B. Corbett, deputy sheriff wounded in back. W. H. McAuly, soldier, slight injuries. M. A. Pearson, soldier, wounded in left shoulder. J. C. Martin, wounded in head, back and arm. A. J. Myer, laborer, wounded in leg. Robert Sigmon, wounded in arm and breast.

The train was a special bearing non-union men to the Bloeton mines under guard of soldiers and deputies. On the outskirts of the town the engineer suddenly saw a log across the track and at once a fusillade was fired into the train. The engineer did not stop, but let the coal catcher throw the log from the track and put on full speed. The place where the attack was made was in a cut, the ground being on a level with the lower part of the windows. The assailant's behind the rocks above poured down a murderous fire, directly into the windows and at the engineer. Practically every window in the train was broken and shots struck all parts of the engine and cab. The train proceeded to Bloeton and the dead and injured were returned to Birmingham. Dogs were hurried to the scene and took trails through the woods directly to the union quarters. Eight negroes were arrested this afternoon and other arrests are expected.

The Results in Illinois. Chicago, Special.—Illinois Democratic ticket: Endorsed for United States Senator, Lawrence B. Stringer. Nominated for Governor, Adlai E. Stevenson. Lieutenant Governor, E. A. Perry. Secretary of State, X. F. Beidler. Auditor, Ralph Jeffris. Treasurer, J. B. Mount. Attorney General, R. C. Hall. Republican State ticket. Endorsed for United States Senator, Albert J. Hopkins, or George E. Foss. Governor, Charles S. Deneen (returns incomplete). Lieutenant Governor, J. G. Oglesby or F. L. Smith. Secretary of State, James A. Rose. Auditor, J. S. McCullough. Treasurer, Andrew Russell. Attorney General, William H. Stead. The result of Saturday's primary election as far as it is accurately known in regard to the State officers is given in the foregoing list.

A New York Sunday Tragedy.

New York, Special.—Mrs. Bertha Hood, 32 years old, was shot and instantly killed at her home in Brooklyn Sunday night by Ernest Seitz, 24 years old, of Manhattan. Seitz also shot and seriously wounded the year-and-a-half-old daughter of Mrs. Hood, and then turned the revolver on himself, inflicting a probably fatal wound.

Aeroplans Makes Good.

Lemans, France, By Cable.—Wilbur Wright, of Dayton, O., made a flight variously computed at from 2.14 to 3.12 kilometres with his aeroplanes here, in one minute and 46 seconds. Throughout the flight Mr. Wright had perfect control of the machine. No attempt was made for a record, the object of the flight being to try out the aeroplane. While flying through the air Wright demonstrated or so it appeared to the spectators, that he was absolute master of the aircraft, first soaring, then shooting gracefully downward and then mounting again at will, until finally, after completing two circles, he came down.

To Settle Rate Question.

Washington, Special.—During the next month or six weeks it is probable that the inter-State commerce commission will decide upon the question of the reasonableness of the proposed increase of freight rates in Alabama, Georgia, Tennessee, Florida and portions of South and North Carolina in the Southeastern territory, and in Texas, in the Southwestern territory.