PART II AND JOURNAL JUNIOR

THE MINNEAPOLIS JOURNAL.

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SATURDAY EVENING, JUNE 8, 1901.

The Business Value of Conventions to Minneapolis.

IN THE estimation of business men of other cities of the country, Minneapolis is an ideal convention city. Representative business men of Kansas City, Milwaukee, Cleveland, Detroit, and Chicago, who know convention work, have volunteered that opinion. Through the fact that many gatherings have been held here in the past fifteen years, Minneapolis stands well in the estimation of the people of all sections of the country as a convention town. Minneapolis can secure her share of conventions simply by making the right kind and the right amount of effort. Thousands of those who have attended conventions here have advertised the city as one of the best in the country.

The best advertising to the outside world that Minneapolis has had came through the gatherings of national importance that have been held here. That advertising is still doing business for Minneapolis. Other cities have had the same experience. Conventions are now considered the best medium for making the advantages of a city known to the people of other sections of the country. Three thousand delegates from every section of the United States, given an opportunity to size up the advantages of this city by personal inspection, will do it incalculable good in their own towns and communities after their return. Business men of the city of Detroit attribute a good share of the marvelous industrial growth of that city during the past few years to the advertising the city has received from the numerous conventions held there. Cleveland and Kansas City are comparatively new in the convention field but they are making it extremely successful as a business proposition.

NO SYSTEMATIC EFFORT HERE

Minneapolis has never made convention-getting a business. She has performed several brilliant feats in that line that have done her big credit. But her convention campaigning has always lacked system. There has been no real co-operation, no central organization representing all branches of business to push the work. Certain persons at certain times have secured certain conventions. A temporary organization would be formed and much clever hustling done, but after that one convention was over the canvass was done until some other religious, political, business, or social element wanted to secure a gathering and another temporary organization was put together. Minneapolis has been in need for years of a vigorous central business organization equipped to handle this work.

WE HAVE THE EQUIPMENT

To be a successful convention town requires good railway communication, good street car service, adequate hotel capacity, good climate, and a suitable building that will accommodate large gatherings. Minneapolis has all these. Railway service from every section of the country is good. The city has demonstrated its ability to take care of big crowds before when the hotel capacity of the city was not as large as it is now. The later additions have equipped Minneapolis for all such emergencies. The street car service is superior. The exposition building is one of the best convention halls in America.

The largest conventions ever held in Minneapolis were the G. A. R. encampment in 1884 and the republican national convention in 1892. Minneapolis had the G. A. R. encampment in the earlier days of that organization, before the attendance began to reach such mammoth figures as it has attained in later years. It is estimated that the '84 encampment brought 35,000 people here. They came from every section of the north and left enough money here to convince business men that as a business venture the encampment was very profitable. Minneapolis secured this encampment after a hard fight. The work was done principally by the G. A. R. men of the city through committees. A guarantee fund was provided by the citizens, but all of the active work was handled by the Grand Army men.

THE REPUBLICAN NATIONAL CONVENTION

The republican national convention held here in '92 was a high class advertisement for Minneapolis. Western cities are in doubt as to the immediate profit derived from a national political convention. The cost is big, the crowd not always satisfactory. But aside from the question of immediate profit in dollars, it must be remembered that this city is undoubtedly reaping benefits from that convention to-day through the excellent impression made upon the visitors. Those who attend a political convention do not forget those things, nor forget to mention them.

Minneapolis history shows no better illustration of Minenapolis enterprise than the way her business men and politicians went after that convention. The first agitation toward securing a national republican convention began in 1887, but it did not take shape in time to secure the convention of 1888. In 1891 the Union League club, republican, started the ball rolling and appointed a committee. The city was thoroughly canvassed and when the time came a special train carried the Minneapolis committee, reinforced by a St. Paul delegation, to Washington, where the republican national committee met. Minneapolis won out after a spirited fight against Cincinnati, Chicago and seven other cities. The entire delegation numbered fifty men, and St. Paul lent valuable assistance. The citizens' guarantee fund of $100,000 was raised. The exposition building accommodated an immense crowd of delegates and spectators. It is estimated that between 40,000 and 50,000 people were brought to Minneapolis by this convention.

THE CHRISTIAN ENDEAVOR CONVENTION

The Christian Endeavor convention held here in July, 1891, was another one of the successes of Minneapolis in the convention line. This gathering was secured by the active work of the young people of the Christian Endeavor societies of Minneapolis. It brought between 15,000 and 20,000 persons here for a stay of several days. The cost of securing the gathering was comparatively small, and it was credited with being a money maker for the business men. In addition to that, its delegates came from every section of the country. Accomodations for three-quarters of the visitors were booked before the arrival of the delegates here. The exposition building again came in for a big credit mark, and when the Minneapolis delegation went to Washington in November after the National republican convention it had this excellent record to substantiate its claims.

OTHER BIG CONVENTION EVENTS

The general assembly of the Presbyterian church has been held here twice. Other large gatherings have been: The Triennial Convocation of the Episcopal church, the General Council of the Methodist church, the American Board of Foreign Missions, Baptist Missionary society, and American Missionary association. Most of these gatherings brought from 3,000 to 6,000 people here each. The Elks, the Knights of Pythias and the Sons of Veterans have held national meetings in Minneapolis, from which the Flour City has not only gleaned a direct profit but received an unlimited amount of first class advertising as well. Such events as the reception given the Thirteenth Minnesota are beneficial. They bring many people from nearby points who not only spend money with hotels, restaurants, the street car company and the theaters, but patronize the stores and nearly every line of trade.

ONE BIG ONE THIS YEAR

The only large convention to be held in Minneapolis this year is that of the Christian church in October. There is but one Christian church organization in Minneapolis, but its young people were so persistent and systematic in their work that they obtained the convention against the efforts of Pittsburg and Buffalo combined. Outside of advertising matter furnished them by the board of trade, they were not assisted in any way by the business men. Such instances as this go to show what would be possible in the way of securing conventions with an organization making it a business to assist in the work.

An effort was made at the Jubilee convention of the Christian church in 1899 to induce the convention to fix the place of meeting two years ahead and that Minneapolis be named for 1901. Some very clever work was done by the delegation but the convention refused finally to adopt the committee's recommendation because of a disagreement with the Western Passenger Association over the rates for the 1899 convention. Last October the young people of the church here took the matter up again and a delegation of twenty-five went to Kansas City, Pittsburg and Buffalo again opposed Minneapolis, finally uniting to defeat her. The committee on place recommended Minneapolis and the convention adopted the committee's recommendation, Minneapolis receiving over three-fifths of the total vote. Buffalo had the prestige of Pan-American rates in her favor, and some strong influence on the church boards. But the poung people from this city won the committee and the delegates against these odds.

In this connection, a plentiful supply of Minneapolis literature did good service. While other cities were depending largely upon the oratory of their pastors, the Minneapolis delegation personally interviewed the delegates and gave them a thorough introduction to Minneapolis through the illustrated pamphlets. The delegation also found that Minneapolis had a first-class reputation as a convention city because of its success in handling other gatherings, especially the International Christian Endeavor convention. The natural attractions of Minneapolis and Minnesota with her 10,000 lakes had a charm for the delegates at Cincinnati and Kansas City that the Pittsburg, Boston and Buffalo spellbinders could not dispel. Photographs of Minnehaha Falls, Lakes Minnetonka, Harriet, Calhoun, etc., had a magic effect on the delegates from the rural districts of Kentucky, Ohio, and other eastern and southern states.

IT WILL BE A HUMMER

The attendance at the Cincinnati convention of the Christian Church was about 12,000. It is proposed to equal this in the First Twentieth Century Convention of the church, to be held here this fall, or increase it. Attendance depends much upon the rate. The Western Passenger association has granted a one-fare rate, which is a dollar lower than the Pan-American rate, and the only one-fare rate granted in Western Passenger association territory this year. The railroads have become thoroughly interested in making the attendance at this convention as large as possible. The local committee has original ideas on working up interest among the members throughout the country and its plans are proving very effective. The religious weeklies have expressed their willingness to help by running matter descriptive of Minneapolis, and several talk of organizing special excursions. The Commercial Club has secured the use of the Exposition building for the occasion. The hotel committee has its work well in hand and it may be safely asserted that through the enthusiasm and industry of these young people of the Christian church, Minneapolis is to score another big credit mark as a convention city.

It is the intention of the local committee to have a representative at many of the leading gatherings of the church this summer in the various states, and also at the International Christian Endeavor convention to be held in Cincinnati next July, to advertise the October convention.

An encouraging deduction which the Christian church people make from the Christian Endeavor convention of 1891 is that previous to the Minneapolis gathering no great Christian Endeavor convention had been held. The convention the previous year at St. Louis had a total attendance of 3,000. The 800,000 Christian Endeavor members were mostly in the Atlantic states. Minneapolis secured the aid of the railroads and the city generally. The young people's committees did an artistic job at advertising the convention and why Christian Endeavorers should attend it. The first great Christian Endeavor convention was the result. The Christian church convention is not restricted to delegates. All members are allowed and requested to attend. Minneapolis people who had charge of the work connected with the Christian Endeavor convention say that the securing of a large attendance at the Christian church convention is a much easier proposition.

THE PROFITS TO BE DERIVED

The immediate profit to be derived from conventions is what interests the business men who are the ones expected to bear much of the expense. As a cold-blooded business proposition, from which the sentiment of civic pride is eliminated, are conventions worth what they cost? Not that the business man is lacking in civic pride or public spirit. He gets plenty of opportunity to spend money along that line, and does it. But if Minneapolis is to go into the business of securing conventions, can it be handled in such a way as to be directly profitable? E. W. Doty, secretary of the Cleveland Business Men's Convention League, says:

The city of Cleveland, like many other cities of its class, has established an organization whose prime business it is to organize the city and bring business thereto. The Cleveland Business Men's Convention League was established two years ago. It strives to bring conventions to the city because of the direct business obtained from those who attend conventions. The organization includes over three hundred business men and the contributions are evenly distributed among all of its members. Largely through the efforts of the league one very large railway organization was prevailed upon to come to Cleveland with its business offices. Last year this one organization transacted a million dollars' of business in this city, and the effect of moving to Cleveland has been so beneficial to the organization itself that two others of a similar nature contemplate coming to Cleveland.

COLD-BLOODED BUSINESS PROPOSITION

In the matter of securing conventions to come to Cleveland, the league figures from a cold-blooded business standpoint rather than from sentiment or civic pride, although it never loses sight of the value of these elements. How many people are likely to come, how long do they stay in the city, and what kind of people are they, financially speaking, are the questions asked and answered when the officers of the league make up their minds how much money they are willing to spend in obtaining a convention and entertaining it. A convention that is made up of 600 delegates and remains in session a month, as well as attracting 5,000 visitors to the city is manifestly worth more in actual cash business than is the convention of fifty who meet for two days and attract no visitors at all outside of the regular membership. There are about 1,000 conventions that vary between these extremes in which Cleveland is interested. These include all Ohio state conventions and all national conventions exclusive of political gatherings. In order to accomplish what is desired every convention must be listed with its future meetings, both as to location and date. The local persons interested in these gatherings must be known and induced to take the initiative. A system of correspondence must be carried on that will bring all of the necessary forces into play at the proper time.

The league expends about $10,000 a year in its regular work, part of which is a guarantee fund subscribed in addition to the money raised from memberships in the league. In this expenditure only such gatherings as the Grand Army encampment and the "home week" celebration inaugurated last fall are excepted. It produces actual cash business for the business men of Cleveland, in all lines, of many times the amount of the expenditure. We use a large amount of advertising matter in securing conventions, but it is handled judiciously.

In other words, the city of Cleveland is engaged in bringing actual cash business to the business men of the city. What it expends in advertising the city each year is a comparatively small amount and it is expended with the idea of returning actual cash business to the city within a year. When a retail merchant puts an advertisement in the daily papers, it is with the idea of selling particular goods at the advertised prices within a given time, say a week. When the convention league expends money to secure a convention for Cleveland, it does it with the idea that within a specified time the actual cash business will be brought to the city. By bringing 10,000 strangers to Cleveland every year, we produce a sentiment in favor of the town that is very potent in the permanent upbuilding of the city.

VIEWS OF SOME BUSINESS MEN

Minneapolis busines men believe that the business of securing conventions, properly handled, can be made profitable. Along this line John W. Thomas, the dry goods merchant, undoubtedly voices the general sentiment when he says that as some conventions are more profitable than others, it is in discrimination that the fine work is to be done. Mr. Thomas regards the Presbyterian general assembly as one of the exceptionally good trade makers that Minneapolis has had. The republican national convention was also very satisfactory from that standpoint.

J. R. Gordon of the Minneapolis Dry Goods company says:

"From the merchant's point of view the general convention that attracts visitors here outside of the delegates is the most profitable. The delegates as a rule do little buying. It is those who are not specially interested in the proceedings of the convention that help trade. A convention or gathering of a general character that attracts people from this state to Minneapolis is one of the best, as those people usually come to do some shopping as well as for pleasure. The Modern Woodmen convention, for instance, ought to be a profitable investment in the convention line, as it will bring thousands of Minnesota people to Minneapolis."

Manager A. W. Bronson of the West Hotel said: "Conventions are a general benefit to the city. Every convention may not necessarily be a benefit to every branch of business in the city. All conventions do not help all hotels. Again there are conventions that will help certain branches of trade and not others. This is speaking from the standpoint of immediate cash business. I think that convention business can be handled here in a way that will make it a paying investment for business men. The smaller convention that stays a week or ten days in the city is usually preferable to the immense gathering that remains but a few days. There are exceptions, of course. This city can house big crowds better at some times of the year than at others."

W. H. Eustis, who was one of the men active in securing the national republican convention for Minneapolis, says: "It takes public spirit and push to secure conventions. Minneapolis has both but she wants them better organized. Conventions are profitable. What Minneapolis can do when she gets down to work was shown in the campaign for the national republican convention. Some of our competitors said that we could not raise the funds. We raised the money. They said that we could not get the convention, but we did get it. They claimed that we had no building large enough for such a gathering, that our hotel capacity was too small, but these questions were all answered and all obstacles overcome. No city in the country is better equipped for entertaining conventions than Minneapolis."

MILWAUKEE IS HUSTLING

No city in the country is making a harder canvess for conventions than Milwaukee. Her business men have formed a Citizens' Business league which has been in operation long enough to do very effective work. Milwaukee was Buffalo's leading competitor last year and secured some valuable conventions. This year Milwaukee will add a new feature to this work by placing a traveling representative in the field to take care of its interests at all of the big gatherings. Milwaukee's advantages as a convention city are not numerous but what she has she makes known.

The Citizens' Business League is a regularly incorporated body. It has a secretary and assistant secretary, with an additional office force, all of whom are on salary. The president and vice president are without pay, but President Wilmer Seig is one of the most enthusiastic workers in the league. The league raises $10,000 every year by subscription among business men to carry on its work. A large supply of printed matter is always kept on hand and this is made as attractive as possible. Milwaukee business men estimate that $1,500,000 was distributed in that city by the delegates to the various conventions last year. There were in all, fifty conventions, including state gatherings, and the league hopes to increase the number this year. Secretary Watrous is now engaged in securing conventions for 1902 and 1903. Mayor Rose has done much good work in this connection, making trips to various parts of the country whenever his presence would help in securing a convention.

Kansas City is an example of what pure hustle will do to secure convention business. As far as attractions and advantages go, there is no comparison to be made between the Missouri town and Minneapolis. Yet Kansas City is getting conventions and advertising simply because her business men make the effort. They do the work through a convention bureau. Literature advertising Kansas City finds its way to every part of the country, distributed by the men who go after the conventions. The Kansas City bureau has also inaugurated the home exposition, which seeks to make the people of Kansas City acquainted with the various brands of goods manufactured in Kansas City.

WHAT ST. PAUL IS DOING

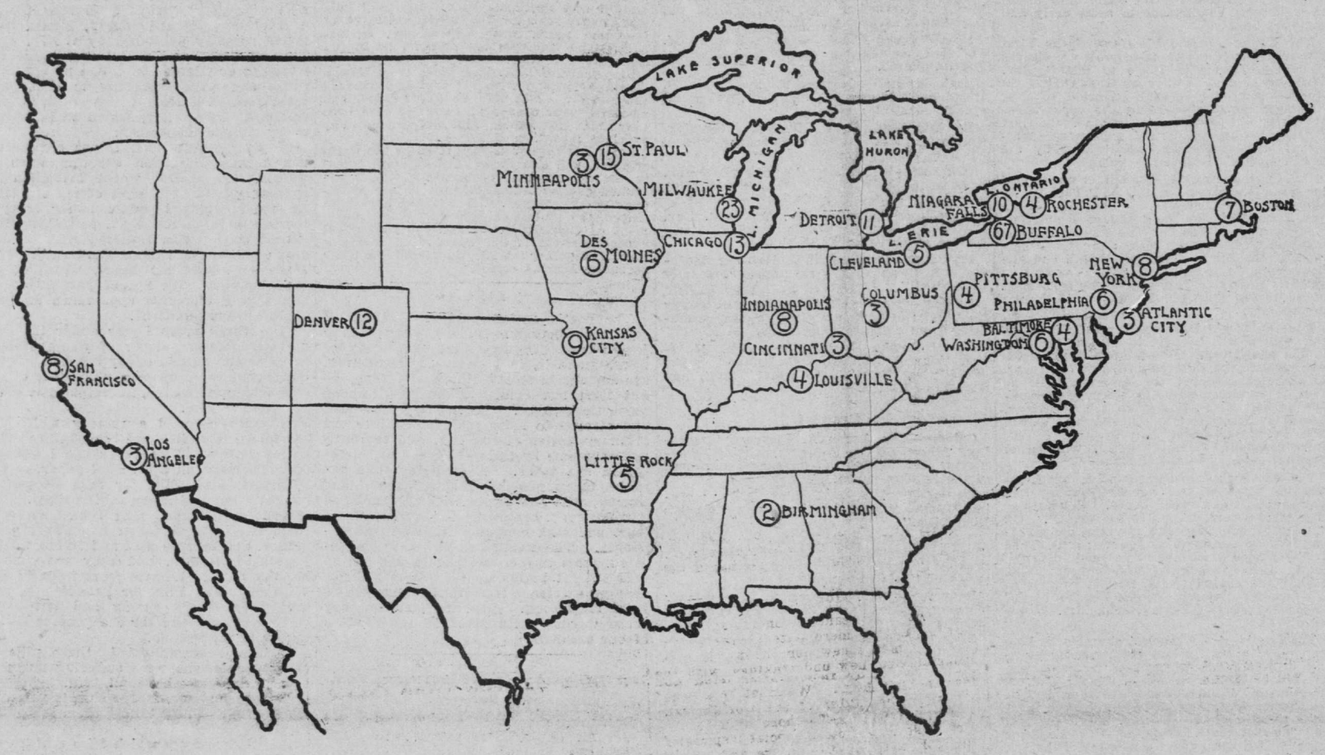
To bring the convention lesson closer to home there is St. Paul. Russell's Convention Dates give St. Paul fifteen conventions this year, eleven of which are national. This means an immense amount of cash business to St. Paul business men. That city started the year with the big Creamery Buttermakers' convention. The railway conductors was another valuable gathering. The present gathering of medical men is one of the best money-makers of all the many conventions held in the United States. St. Paul has been making such a decided success of the convention business that Minneapolis business men have begun a little enterprizing agitation along that line outside of what the Commercial Club is doing. The St. Paul Commercial Club is responsible for this piece of enterprize in the capital city. Conventions are secured through the work of a committee or board which is an adjunct of the Commercial Club.

The fact that Minneapolis with its excellent accommodations and attractive scenery is a close neighbor to St. Paul is a lever that St. Paul rarely fails to use in going after a convention. Capital city business men realize a profit on Minneapolis attractions.

The first attempt in years toward organization along these lines is now being made by the Minneapolis Commercial Club. The public affairs committee has assumed charge of the work and is making an effort to raise a fund among Minneapolis business men for its support. The convention committee, of which F. R. Salisbury is chairman, is ready to begin work as soon as the funds can be secured. This is an opportunity for Minneapolis business men to get together and bring business to the city while making this one of the greatest convention towns in the country. If the effort is made, it is certain that some big gatherings can be secured for Minneapolis for next year.

The principal value of a central business organization in convention work is to be found in inducing the persons locally interested to take the initiative, and organizing and supervising as well as doing much of the detail work.

—W. E. Davis.



A CONVENTION MAP OF THE UNITED STATES

The accompanying map shows the principal convention cities of the United States and the number of national gatherings held in each this year, as shown by Russell's convention dates. Buffalo was a favorite at the conventions of last year on account of the Pan-American exposition. Because of this, Cleveland, Pittsburg, Detroit and other eastern cities suffered. Milwaukee was Buffalo's strongest competitor, and in the campaign for next year's events she is the leading western city. Minneapolis, with her excellent location, has but three gatherings of any importance, while St. Paul has fifteen, a result that shows the difference between a city well organized to secure business and one that is not. Denver is also becoming a strong competitor for convention business. Chicago secured her thirteen with practically little extra effort. Detroit, Cleveland, Pittsburg and Buffalo are the eastern towns most prominent before conventions. Milwaukee, St. Paul, Kansas City and Denver are the western quartet. The largest gathering of the year is the G. A. R. encampment at Cleveland. This gathering is in a class by itself. The Cleveland League figures that there will be profit enough in the encampment to offset the expenses of the league for many years.

AUGUSTANIANS AT JAMESTOWN, N. Y.

Great Interest in the Synod---Swedish-Americans of Jamestown and How They Have Prospered.

"Put me off at Buffalo, but put me off at Jamestown first," is the somewhat altered version of this summer's popular saying that is made by a large number of Swedish Lutherans. The annual meeting of the Swedish Lutheran Augustana synod of North America, the largest organization of any kind among the Scandinavians in this country, will be held at Jamestown from June 13 to about June 18, and that is the reason why the Swedish Lutherans will stop over at that place before they pay a visit to the Pan-American exposition at Buffalo. At least one of the Chicago-Buffalo lines passing through Jamestown have announced low rates between the cities mentioned with stop-over privileges at Jamestown for the delegates and this fact will induce many to attend the convention. In addition, the interests centering in and around Jamestown itself, the nearness of Buffalo with its exposition and Niagara Falls and the important questions that will come up before the meeting will exert strong influences to take multitudes to that city.

The location of Jamestown on Lake Chautauqua is ideal. The city has a population of 25,000, and it is estimated 9,000 of these are of Swedish descent.

The Swedish settlement at Jamestown is quite old, as history of Swedish settlements in America go. The tide of emigration from Sweden to this country did not set in until about the middle of the century just ended. Jamestown was among the first places to receive the new arrivals in considerable numbers. Thence they or their descendants have gone out to different sections of the United States to make new homes, but wherever they have gone, they have cherished fond memories of their first home in the new world. This year they have such an opportunity to revisit good old Jamestown, as does not come to them often.

Those of the immigrants who stayed at Jamestown have prospered abundantly. There are not to be found anywhere in the United States more prosperous and enterprising Swedish-Americans than in Jamestown. Politically, they have asserted themselves to such an extent that the control of the city government is fully in their hands. To start with, the mayor of Jamestown is J. Emil Johnson, whose name would itself indicate whence his ancestors came. It is a safe guess that the large family of Johnsons living in Jamestown voted for him, and if so that helped him on a good ways towards victory at the polls, but aside from that it may be said that Mayor Johnson is a man of sterling qualities and thus worthy the support of all good citizens. He has made an excellent record. Many of the minor positions are also held by men of Swedish descent. Frank A. Johnson (not a brother of the mayor) is chief of police; Charles G. Lundquist is superintendent of the electric light plant; Charles F. Carlson, superintendent of the poor department; Charles A. Okerlind, city accountant; S. A. Carlson, member of the board of public works; Charles F. Johnson, supervisor of weights and measures; and among the policemen and firemen are many Carlsons, Johnsons, Andersons, etc.

In all kinds of business, manufacturing, social and religious enterprises, the Swedes of Jamestown occupy a prominent place. Jamestown is the home of the Swedish Glee Club, which ranks among the best singing organizations in the east. The Swedish language has been made a study in the public schools of the city.

Strong in the Churches.

The Swedish Lutheran church is numerically strong in Jamestown and exerts a strong influence. The First Lutheran church, which next week will entertain the Augustana Synod, was organized in 1857 by Rev. Jonas Swensson, father of the well-known college president and orator, Dr. C. A. Swensson of Lindsborg, Kan. It has a membership of 2,100 and is just bringing to completion a fine $100,000 church edifice. The cornerstone was laid by Bishop von Scheele of Sweden in 1893. Rev. Messrs. John Pehrson and C. O. Hultgren, who died recently, the former at St. Peter, Minn., the latter at Jamestown, have survived the congregation as pastors. Mr. Hultgren retired from active service about two years ago, and the congregation, mindful of his thirty-two years' labors in her behalf, did the handsome thing by granting him a liberal pension for the remainder of his life.

The present pastor of the great flock, Rev. Julius Lincoln, is a youth in years and looks, but a veteran in sound judgment and practical ability. The young divine—he is not 30 yet—completed his college course at Bethany college, Lindsborg, Kan., studied theology three years at Augustana college, and theological seminary at Rock Island, Ill., and was ordained minister of the gospel before he had reached his twenty-first year. A post-graduate course at Yale university completed his academic training. Since Rev. Mr. Lincoln became pastor at Jamestown, he has completed a herculean task. He found the church edifice far from completion and with an immense debt resting upon it; now the magnificent temple lacks but a few details and the debt is fast disappearing. Rev. Julius Lincoln is one of the coming men of the synod.

Jamestown has one more Swedish Lutheran congregation with almost 500 members, one Swedish Methodist church, one Baptist and two "Mission Friends." In the city is also located the orphanage of the New York conference of the Augustana synod. It has a fine structure and the property is valued at $60,000.

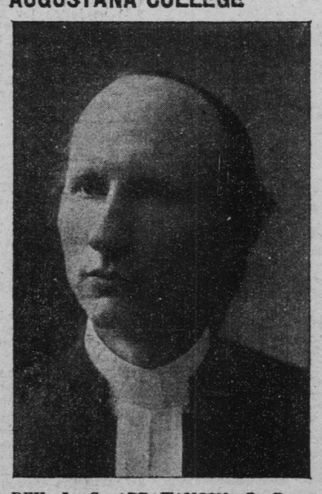
The Synod a Large Body.

The Augustana synod, which will hold its annual meeting at Jamestown next week, embraces all the Swedish Lutherans of the United States and Canada. It has 500 clergymen and 200,000 communicant members. It owns and controls three colleges, one theological seminary, several academies, four orphanages and four hospitals. Its president is the venerable Dr. E. Norelius of Vasa, Minn. The important questions to come up before the next meeting will be the election of a president of the synod, a president for Augustana college and theological seminary, the synod institution, the revision of that paragraph of the synod's constitution which excludes secret society members from the church and a plan to establish a so-called "consistory" by which the extending of calls to ministers may be regulated.

THE THREE CANDIDATES FOR THE PRESIDENCY OF AUGUSTANA COLLEGE

REV. L. A. JOHNSTON, D. D.

PROFESSOR GUSTAV ANDREEN.



REV. L. G. ABRAHAMSON, D. D.

Dr. Norelius will undoubtedly be his own successor in case he is willing to accept. As to the presidency of Augustana college and theological seminary, great uncertainty exists. The board of directors of the institution have placed three men in nomination and according to the constitution, one of these must be chosen. The three men nominated are:

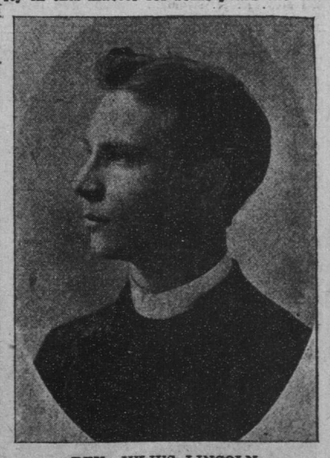
Professor G. A. Andreen, Ph. D., who was born at Bailytown, Ind., March 13, 1864, and graduated at Augustana College in 1881. He studied law for one year and a half, whereupon he became professor of English and German at Bethany College. In 1893 he went to Yale University, where, in due time, he won the coveted Ph. D. degree and was called by the institution as professor of the Scandinavian languages, a position he now holds. Before entering upon his duties he spent two years in Sweden and Norway to fit himself still further for his work. The objection raised against him is that, as a layman, he cannot very well be the head of an institution that has a theological department.

Rev. L. A. Johnson, D. D., of St. Paul, Minn. He was born at Sugar Grove, Pa., Aug. 12, 1855, and was graduated from Augustana College in 1879. After that he served the congregation at Rockford, Ill., which, by the way, is the largest in the synod. A few years ago he was called by the First Swedish Lutheran church of St. Paul to succeed Dr. J. P. Sward. He has served as director of the Lutheran Augustana Book Concern, the synod publishing house, director of Augustana hospital of Chicago, and as president of the board of directors of Augustana College and Theological Seminary. He is a man of strong personality, great erudition and fine eloquence, and if elected, would fill the high office to eminent satisfaction.

Rev. L. G. Abrahamson, D. D., of Chicago was born in Sweden March 2, 1856, and came to America in 1868. He has been pastor of the Salems congregation at Chicago since 1886. He is a director of the Augustana hospital, the Lutheran Augustana Book Concern, and in 1893 King Oscar II. of Sweden and Norway conferred upon him the order of the North Star, which is a rare distinction. He has an abundance of energy and tact and would undoubtedly be entirely successful in the trying position of college president.

The Secret Society Question.

The secret society question will no doubt again cause some earnest if not acrimonious discussion. The question is not new. Last year the Augustana church of Minneapolis asked the Minnesota conference whether members of fraternal insurance and labor associations could not be accepted as members, but this was denied. But since there has been lack of uniformity in this matter for some years the conference asked the synod either to enforce or else revise the paragraph debarring secret society members. The synod, at its meeting at Burlington, Iowa, last year, decided on a revision and appointed a committee to make this revision and report at Jamestown. In the meantime the Winona conference has declared that its decision has been misinterpreted and that it does not favor revision. The Minnesota conference is for from a unit on that question, however. It will now be for the synod to decide.



REV. JULIUS LINCOLN,
Pastor of the Jamestown Swedish Lutheran Church.

Besides these questions there will be many of minor importance, such as caring for the missionaries, electing officers for various institutions, legislate ways and means for the support of the church work, and in other ways strive to promote the cause of the Lutheran church in this country.

—A. A. S.

THE SPOONING BAN TAKEN OFF STUDENTS

Chicago American.

The authorities of Northwestern University have relented their stringent edict of two years ago, in which they forbade love-sick youths and smitten "co-eds" from entering the university grounds after 8 o'clock at night to indulge in affairs of the heart.

When the edict against lovers was posted a high spiked iron fence, with castle-like gates, was erected, and every precaution was taken to keep "spooning parties" from entering the sacred confines of the school.

The settees which were placed are of the style known as "spoonnolders," and appropriately they are named, for when the sultry days draw nigh many a happy pair, oblivious of all except each other, will be sole occupants of these chairs.

On a summer evening when the moon is rising over the lake and the little waves laughingly chase each other on the sandy beach, scattered about the grass, behind flowering shrubs and stately trees, may be seen the lovesick maiden and her devoted swain.

All goes well until John Clifford, the veteran policeman on the Evanston force appears. Then all the dreams of the spooning youth are ruthlessly dashed to pieces by the sonorous command, "Move on."

But now all this will be changed; the campus will present a scene such as might be looked for at a lawn party, and the foe to the "cooing" maiden and the lovelorn youth will no longer repeat his coarse command. They may occupy benches unmolested.

Since Mexico's mining law of 1892 went into effect more than 9,000 mining titles have been issued.