

The Scranton Tribune

Published Daily, Except Sunday, by The Tribune Publishing Company, at Fifty Cents a Month. L. V. RICHARD, Editor. O. F. BYRNELL, Business Manager.

New York Office: 130 Nassau St. U. S. VIRELAND, Sole Agent for Foreign Advertising.

When space will permit, the Tribune is always glad to print short letters from its friends bearing on current topics, but its rule is that letters must be signed, for publication, by the writer's real name, and the condition precedent to acceptance is that all contributions shall be subject to editorial revision.

THE PLAT RATE FOR ADVERTISING. The following table shows the price per inch each insertion, space to be used within one year:

Table with columns: DISPLAY, Length, Rate per inch. Includes rates for 100, 200, 300, 400, 500, 600, 700, 800, 900, 1000 lines.

SIXTEEN PAGES. SCRANTON, DECEMBER 14, 1901.

According to latest reports from Washington, no one seems desirous of appointing Senators Wellington and McLaughlin.

The Schley Court Finding.

AS WAS to have been expected, the verdict of the Schley court of inquiry leaves the matter where it found it. Admiral Dewey is for Schley on every point raised by the report and holds him with enthusiasm as the hero of Santiago.

Opinion thus divides the court as it divides the public. Careful and exact professional opinion is adverse as to Schley's fitness for responsible command and thus sustains the administration in its original choice of a commander-in-chief and in its censure for conduct prior to the battle while concurring in the justice of its wish to promote Schley for individual gallantry during the battle.

The Pennsylvania railroad will probably slow New York a new trick in the way of underground trolleys.

Twelve Good Men and True.

THE WISE and timely charge of Judge Edwards in the case of the commonwealth against two men charged with assaulting a police officer during a riot in one of our streets, and the manly response of the jury with a prompt verdict of conviction, supply an interesting and encouraging episode for public contemplation at this time.

The riot out of which the assault grew was one of those breaches of the law and of the peace which have been occurring with increasing frequency in this city and community since the doctrine gained acceptance among some of our people that lawlessness and riot and anarchy and boycotting are not only permissible, but desirable and praiseworthy, if committed in the mistaken name of organized labor.

There have been juries which have ignored evidence because of prejudice. They may have been more frequent of late than the general public has been aware of. Indeed it has been said, though, as all may now see, without foundation, that in the present state of turbulent feeling in our community a conviction could not come to pass in any case involving lawlessness stamped or shielded by the union label.

There is no pleasure in the conviction of fellow-citizens for the commission of crime. We do not doubt that the defendants in this case were less guilty in morals than the professional mischief makers who, within a few months by their nefarious activities among those of our people who are easily misled, have turned a peaceful valley into a hotbed of strikes, conspiracies, boycotts, and incipient anarchy.

It is one of the sad features of movements for the upholding of labor that where agitators get a hold for evil, it is their duty who have to bear the brunt of the suffering.

That the conviction in this case is a timely serving of notice in the majority of justice that lawlessness cannot be honored through play of prejudice. Our people have borne the vexatious of the past two years with marvelous patience and self-control. They have permitted small minorities in the labor unions to declare hostile strikes; to hurl boycotts in every direction; to lay down the rule and try to establish it by riot and anarchy that no man shall work for a living in this town in peace and freedom who does not pay union dues; and to practice many other equally hurtful excesses. They have been slow to move to put a stop to these agencies of demoralization.

But they are moving at last. The

worm has turned. Labor in Scranton is to be liberated. And the twelve jurors who stood by their oaths in this case have done well their part in speeding the day.

The Wilkes-Barre Record mourns because numerous billboards, muslin boats, etc., have given Luzerne's capital the appearance of a "jay town." We are happy to say that street decorations are the only evidence about Wilkes-Barre that invite the title.

Interesting New York Politics.

SOMETIME ago "Holland," the New York correspondent of the Philadelphia Press, a journalist of high character who has exceptional sources of information, sent to his paper a letter asserting that political forces in New York state were shaping for a desperate fight between Senator Platt and Governor Odell for mastery of the Empire state situation. It drew from Odell a diplomatic denial. Odell said it took two to fight and he for one was not counting a conflict. He also said that while Platt lived Platt would remain the Republican leader.

Notwithstanding this quasi-denial, "Holland" now reiterates his assertion and cites in support of it many details that, if true, portend trouble. If this comes to pass, it can hardly fail to have a disturbing influence nationally. The substance of his information is that the Platt lieutenants have already organized a movement to defeat Odell for re-nomination. The man they have put up as the opposition candidate, he says, is Robert C. Morris, chairman of the Republican organization of the county of New York. "Holland" adds: If any one imagines that there is not already a hotly contested battle going on between Odell and Platt, he is mistaken. The friends of Senator Platt determined, on the other hand, to drive him into private life, then that proposition is based upon the actual and false statement as to entire harmony in the Republican organization and also upon lack of information as to what is going on. Senator Platt's friends very nearly elected Governor Odell, but they were not content with that. It is only within two or three days that he has changed front, and in doing it he deceived the friends of Senator Platt of what probably would have been a winning play. The governor when recently in this city announced for publication that reports representing him as having committed himself to the view embodied in the above statement were untrue. He had in fact almost all of those who took part in the fusion movement, namely, that there should be modification of the excise law as far as the private saloons of New York city were concerned, were erroneous. They are erroneous today, but they were not erroneous two weeks after election. As soon as Senator Platt had in mind to re-nominate Governor Odell had been in consultation with the Mayor-elect, Mr. Low, upon this proposed modification of the law regarding the sale of liquor on Sunday, then the friends of the senator were quick to perceive that a most notable weapon had been placed in their hands unwittingly by the governor, when they propose to do so. In a few days there came violent criticisms from all parts of the state as to the proposed Sunday law modification. Senator Platt's friends throughout the state were saying to Republicans: "So this is your Republican governor, is it? He is committing himself to the repeal of the Sunday law, which actually want to have the saloons open on Sunday. Is the most old Republican party in the west of the state going to stand for liquor saloons on Sunday? It is going to support a governor who actually proposes to recommend to the legislature that it pay careful heed to the wishes of New York city in this matter?"

A line of inquiry was raised through New York. The enemies and friends of Senator Platt utilized this with great ability and effectiveness. Suddenly, Governor Odell perceived that in the eyes of the people, the law which he had upon the machine through his patronage, he was actually impeding his political future. Senator Platt's friends played their trump card quickly. They undoubtedly possessed the weapon with which they could have defeated Governor Odell's re-nomination had they concluded it until after the meeting of the legislature and the passage of the law. He was to that body. For if Governor Odell had recommended or even seemed to favor a proposition involving such modification of our excise laws as would have opened the saloons in New York city legally to sell liquor upon Sunday in all probability his re-nomination would have been impossible. But the governor was quick to see that this modification of the law would be a great boon to the people of the state. So the battle will be shifted to another field and we are certain to see two of the masterly politicians of this day, each of whom possess great resources, legal friendships and support, engaged in an encounter which has for its object the debarring of one or the other of them. Governor Odell professes an interest in the publication to be in possession of any disturbance which the Republican organization, yet he knows that all along the line they are saying that Senator Platt does not hesitate to speak of him as an imposter or that the senator is represented as having determined to defeat his re-nomination for governor. To be re-nominated therefore Governor Odell must fight.

The first effect of this political shift of position on Odell's part, according to "Holland," is to destroy any hope of legislation passing at Albany this winter in the direction of greater excise liberality in New York city. Mayor Low will be undercut and embarrassed. President Roosevelt will be put to the necessity of preserving a strict neutrality. Whether Platt or Odell shall win, another fight will follow. "Holland" thus forecasts it.

At a very largely attended dinner at the Harmon club, given in honor of the election of Senator Connor, by the Fusionists, as president of the borough of Manhattan, Judge Jerome, the district attorney-elect, made a very significant and earnest speech. It was not reported because the dinner was a private one. Judge Jerome said that he was satisfied that majority opinion in New York was with Bishop Potter with respect to a modification of the excise laws, as they applied to this city. He declared it to be his purpose to attempt to secure modifications from the legislature. He hoped that the question would not be made a political one, but he said that if the Republicans as a party, under the recommendations of the governor, or for any other reason, opposed this modification then he would at once begin an agitation upon political lines, feeling sure that he could get the Democratic party committed to it and upon issue would appeal to the voters at the election of next November. There were some 500 or 600 present at the dinner, all of whom applauded Judge Jerome with utmost demonstration of approval. He was followed by Edward Lamont, who said that if this question of modification of the excise law, as it related to New York city, became a political one, he, a life-long Republican, as he has been, would join with the Democracy upon that issue and would be supported by thousands of Republicans.

These assertions are sufficiently specific and come from a source sufficiently reputable to command serious attention. If war breaks out as prophesied, it will be a miracle if it shall not reach into the national situation and put embarrassments before the president. We have little doubt that his sympathies would follow Odell, as would those of Secretary Root, Collector Stranahan and most of the influential members of Seth Low's cabinet.

TALKS BY THE PUBLISHER.

Holiday Advertising—Its Cost and Effect.

HOLIDAY ADVERTISING is looked upon by nearly every merchant as a necessity. But is it really necessary? The necessity in the minds of many is no doubt due to habit. It has been the habit of the great majority of business men, with large or small interests, to devote \$10, or \$25, or \$50 to one or more large advertisements a few days previous to Christmas, and he adheres to that habit just as he adheres to the habit of giving his wife and children Christmas presents. But is the expenditure of this money justified? Does the merchant receive any advantage in return for the money thus expended? These are questions that should be answered.

Why Should You Advertise?

As soon as Thanksgiving festivities are over, the thoughts turn to Christmas and the joys of giving. The ladies are making out their lists of friends and relatives that must be remembered, and opposite each name is usually placed the amount that will be appropriated for that individual, and also, so far as possible, the gift that will be made or purchased. Every man knows how incomplete this list of names is, and how frequently he is appealed to for a suggestion for a gift for this friend or that relative.

Now, when the ladies reach this point (and it is the ladies that do 95 per cent. of the holiday shopping) they are open for conviction. They will read eagerly "Suggestions for Holiday Gifts," and they form the habit of looking over the columns of the morning paper before starting out for their day's shopping.

Advertising Is Read.

It is not my intention to discuss the relative merits of the afternoon and morning paper as a holiday medium, but I cannot refrain from referring to the fact that in the evening the ladies must finish a doyley, or crocheted some shawl or other bit of feminine handiwork, and are too busy to look at the papers, but in the morning, after breakfast, before they start out for their day's shopping, they must look over the advertisements to see who is offering the largest assortment of something special in the lines they have in mind, or to see if they can secure any suggestion for a gift over which they are greatly puzzled. Of course, the same lady may not go out every day, but there are at least of ladies in the stores morning and afternoon, and they are all readers of advertisements.

Advertisements Are Patronized First.

"Advertisements are read more at this season of the year than at any other time must be conceded. And that the advertiser is but natural, if he has a large announcement, or if his ad. is a smaller one containing

special family. But it is to be hoped that he will not be involved in it in any way. Rather let us hope that any powerful counsel will prevail.

If Mr. Carnegie's last donation of \$10,000,000 does not carry with it provision for a foot ball team, it can scarcely be expected to awaken the highest enthusiasm in educational circles.

The "hot-air" sessions of the managers remind us that base ball is not yet dead.

TOLD BY THE STARS. Daily Horoscope Drawn by Ajacchus, The Tribune Astrologer.

Atrochale cast: 2:34 a. m., on Saturday, Dec. 14, 1901.

In the opinion of a child born on this day many people are likely to have no troubles in heaven ought to have them, instead.

When out of range of the people's vision.

Remember that laughter is always most effective when it follows the recitation of another man's joke.

Corporations Chartered. By Exclusive Wire from The Associated Press.

Harrisburg, Pa., Dec. 13. Charters were issued at the state department today to the following corporations: The Harrisburg Hardware company, Harrisburg, capital, \$12,000. Berlin Water company, Berlin, Somerset county, capital, \$25,000.

Always Busy.

CHRISTMAS FOOTWEAR

Our Stores are filled from heel to toe with common-sense Christmas Gifts, from 25c to \$5.00.

Lewis & Reilly, Wyoming Avenue 114-116

PROPER PRESENTS FOR CHRISTMAS.

Genuine Barrios Diamonds

ARE EQUAL TO REAL DIAMONDS AS TO LOOKS AND WEAR. WILL CUT GLASS AND SPAN ALL THE TESTS OF OLD MINE GEMS. FOR A FEW DAYS WE OFFER MAGNIFICENT RINGS, STUDS, PINS, EARRINGS, ETC., AT THE MARVELOUSLY LOW PRICE OF ONE DOLLAR EACH.

Gentleman's Heavy Flat Belcher Rings. Ladies' Cluster Rings.

OUR GUARANTEE. GENUINE BARRIOS DIAMONDS are guaranteed to retain their brilliancy forever. The mountings are heavy rolled plate and are made of one continuous piece. The plate is thick shelled gold, and will last ten years. The diamonds are guaranteed not to scratch the finger, and are greatly superior to any similar goods ever placed on the market. Studs and Pins, \$1.00 each. Earrings, \$2.00 per pair.

MAIL ORDERS. In ordering give full directions and state whether small, medium or large stone is desired. Please enclose a check or money order, and if at once and avoid the Christmas rush. If goods are not as represented money will be refunded. Address all orders plainly to:

BARRIOS DIAMOND CO., 1139 Broadway, New York

suggestions and prices. It will draw an inspection and patronage. At this particular time of year, when the holiday season advertisements more than the news, advertising is bound to bring big results.

What Holiday Advertising Costs.

It may interest some merchants to know how The Tribune's flat rate applies to this holiday advertising. We cannot afford to take advertising for \$5 per page, neither do we charge \$50 per page, but we know just what each inch of space in our paper costs us to produce, and our rate is but a very slight advance over this actual cost. We cannot afford to accept less, unless we made up the loss on someone else—but that is not our policy.

That "The Tribune's flat rate is appreciated, that advertising in it at the rates charged is considered a paying investment, a glance over its pages this morning will amply testify. This is not the only sixteen-page paper that "The Tribune will be obliged to publish between now and Christmas, and business men will make no mistake in following the lead of the most conservative houses in the city.

Just a Few Figures.

You would like, perhaps, to read just what it would cost you to publish a page ad., or less, just at this season. Here are the figures: One page, 150 inches, at 25 cents per inch, \$37.50. One-half page, 75 inches, \$18.75. Four inches, 212 inches, \$53.00. Twenty inches, 55. Ten inches, \$27.50.

If you wish to publish an ad. of any of these sizes more than once, just multiply the above rates by the number of times you wish it to appear. Very easy, isn't it?

Now, the advertiser who has a contract agreeing to use from 500 to 6,000 inches within one year will not have to pay quite as much as the above prices, if he has a contract for 500 inches, the above extra space would cost him but 20 cents per inch; if his contract is for 1,000 inches, only 16 cents; or 6,000 inches, 15 cents. Take the man who is using 1,000 inches during the year—his figures for these spots would be as follows:

One page, 150 inches, at 15 cents per inch, \$22.50. One-half page, 75 inches, \$11.25. Forty inches, \$6.00. One column, 212 inches, \$53.00. Twenty inches, \$55. Ten inches, \$27.50.

Make a Contract Now.

To secure this latter rate an advertiser has but to make a contract now to use 1,000 inches within twelve months from date. He can use what he likes now and run the balance later, at such times and in such quantities as he chooses. Could there be an offer more fair?

The average Scranton delivery boy can demonstrate that the entire spirit of the world is not confined exclusively to the race tracks.

In this age of scientific research the man whose forehead is instead late at night can lay it to "unhallowed system" stows.

Not every man with long hair sells patent medicine, but appearances are against him.

The skates fired by envy are generally boomerangish in effect.

An expert is sometimes wanting in ability, but he never lacks confidence.

The copper liars are displaying an unusual amount of brass these days.

Ajacchus' Advice. Remember that laughter is always most effective when it follows the recitation of another man's joke.

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BARRIOS DIAMOND CO., 1139 Broadway, New York

Christmas Gifts for the Children



THE TRIBUNE'S JUNIOR EDUCATIONAL CONTEST

Gold and Silver Watches, Sleds, Skates, Games, Etc.

To be given to the Boys and Girls of Northeastern Pennsylvania who succeed in making the largest number of words out of the letters in

S-C-R-A-N-T-O-N T-R-I-B-U-N-E.

HERE IS THE LIST OF GIFTS.

- Gold Watch. Silver Watches. Writing Desk. Sleds. Knives. Combination Game Board. Pair Skates. Checker Board and Checkers. Hop Scotch. Numerica. Set of Boxing Gloves. Rugby Foot-Ball. Brush and Comb Set. Bagatelle Board. Magic Lantern. Dominoes (with double nine). Progressive Words. Pillow Box. Swing-a-Ring. 26 GIFTS IN ALL.

RULES OF THE CONTEST.

Prizes will be given to the boy or girl, under 16 years of age, building the largest number of words out of the letters contained in "Scranton Tribune." No letters must be used any more times than they appear in these two words. As an instance, a word with more than one "E" would not be admitted, but a word might contain two "R's" or three "N's." Plurals formed by adding "s" or "es" not allowed. Only words found in the main portion of Webster's International Dictionary (edition of 1893) will be allowed. Any Dictionary can be used, but in judging the contest The Tribune will debar all words not found in Webster's. Proper names, or any other words appearing in the "Appendix" will not be allowed. This applies only to proper nouns or names in the Appendix—those defined in the main portion of the book will be admitted. Obscure words are admitted if they are defined in the dictionary. Write on one side of the paper only. Write very plainly; if possible, use a typewriter. Place the words in alphabetical order, numbered in rotation. Write your name and address, age and total number of words at the top of your list. Fold the list—do not roll. Contest closes Saturday, December 21, at 6 p. m.

CONTEST EDITOR, Scranton Tribune, Scranton, Pa.

Employees of The Tribune Are Debarred from Entering These Contests.

THIRD NATIONAL BANK OF SCRANTON. Organized 1872. Depository of the United States.

Capital, \$200,000 Surplus, \$550,000

The discount rate to depositors is 5 per cent. per annum. Special attention given to all accounts whether large or small. Open Saturday evenings 8 to 9 o'clock. Three per cent. interest paid on savings deposits. Interest compounded January 1st and July 1st.

WILLIAM CONNELL, President. HENRY BELIN, JR., Vice President. WILLIAM H. PECK, Cashier.

DIRECTORS. William Connell, James Archbald, Henry Belin, Jr., Luther Keller, Geo. H. Catlin, J. Benj. Dimmick, Thomas H. Watkins, James L. Connell, W. D. Zehnder.

Scranton's Christmas Store

Our handsome store is now in complete holiday attire. It is a wonderful bower of beauty and well worth a visit from you. Accept this as personal invitation and bring the children with you.

The four large double floors are filled with everything in which the little folks delight and many things in which adults are interested.

Toys, Tree Ornaments, Dolls, Candies,

etc., in endless variety too numerous to mention will be found here at prices consistent with the quality of goods

J. D. Williams & Bro.

312-314 Lackawanna Ave.

Estimate the Number of Words

How many words do you think there are in the letters in "Scranton Tribune?"

To put it another way, How many words do you estimate the winner of The Tribune's "Junior Educational Contest" will have?

This is just a little "Estimating Contest" in connection with The Tribune's "Junior Educational Contest," in which every reader of The Tribune is invited to participate.

Ten Dollars

For the Best Estimates. \$5.00 will be given for the first correct, or nearest correct, estimate.

2.00 for the next nearest. 1.00 for the next nearest. 50 cents each for the next two nearest. 25 cents each for the next four nearest.

Record your estimate on the blank below and mail it to "Contest Editor, Scranton Tribune, Scranton, Pa.," or the envelope may be handed in at the Tribune office. You may send in as many estimates as you have blanks.

Contest Editor, Scranton Tribune. I estimate that the winner of the first prize in The Tribune's "Junior Educational Contest" will have

..... words.

Name

Address

Headquarters for Incandescent Gas Mantles, Portable Lamps.

THE NEW DISCOVERY

Kern Incandescent Gas Lamp

Gunster & Forsyth

325-327 Penn Avenue.

A Second-Class City with a First-Class Stock of

Cut Glass, Sterling Silverware Clocks, Etc.

Suitable for Wedding Gifts.

Mercereau & Connell,

132 Wyoming Avenue.