The Evening Herald.

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A NEW PUBLICITY PERIOD.

WESTERN and southern states, which divide about equally as to extent of undeveloped resources, are just entering upon a new period of development, preceded, as is necessary, by a new period of state publicity. State legislatures, in session or recently concluded, have made liberal and intelligent provision for state advertising, immigration and development work; larger amounts of money having been appropriated, generally, than ever before. The Colorado legislature passed a bill voting $50,000 annually to the state board of immigration; and while this appropriation may be reduced, or cut entirely by Governor Carlson, a very strong pressure is being brought to bear to have him let it stand.

North Dakota has appropriated $60,000 a year for its advertising department alone; with other generous appropriations for other development departments.

Alabama has abolished its immigration bureau, only to re-create it in more powerfully effective form with a state bureau of agriculture, immigration and markets. These three are fair examples of the course being pursued by a majority of the western and southern states, toward which the tide of immigration in this nation of a hundred million people is turning.

State advertising ended abruptly several years ago, not only in New Mexico, but in nearly all of the states. In New Mexico alone was political influence responsible for ending the work. In the western states generally the collapse of the irrigation bond market and over-exploitation of privately owned irrigation plants was chiefly responsible. In the south the over-exploitation and in some cases fraudulent advertising of Florida and swamp lands in other states was directly responsible for a reaction which set back the development of those states half a dozen years.

That period represented the first general period of state managed publicity. All of the departments were new. All were urged to a feverish activity by competition and by the demands of the land promoters, good, bad and indifferent; and all, to some extent, came from the first round of national advertising with singed fingers. New Mexico suffered least from this period of blatant over-exploitation. The chief reason was not in the superior judgment of our advertising staff, but in the fact that it did not have enough money to become very blatant had it so desired. The worst sufferers were the vastly over advertised northwest and the fraudulently exploited southeast—the Florida swamp scandal case, which damaged that state almost beyond repair.

The new period opens with a much more intelligent plan of action. In Alabama, for instance, we find this significant extract from the excellent initial pamphlet from the new immigration and markets bureau:

"It shall be the duty of the immigration department to try and stop the flagrant misrepresentations of irresponsible land agents, who sometimes through false statements sell comparatively worthless lands for twice their value, in their eager desire to promote their own interests to the detriment of the state's welfare, by robbing its fair reputation through such misrepresentations. For the fact remains that we have thousands upon thousands of acres of worthy, tillable lands at fair, reasonable prices, that only awaits development. If we could only get the vacant land and the unemployed together."

The above sentiment is expressed in one form or another by every one of the states which are resuming advertising. Over exploitation has been tried and found a miserable failure. The public generally has been educated. It wants facts. The tendency now, instead of seeking to boost land prices to the point where purchase means ultimate bankruptcy for the buyer of moderate means is to get the prices down to where purchase constitutes a solid business proposition; with an income over and above interest and operating charges practically sure. It marks the arrival of common sense in the state advertising game.

The northwest, Oregon and Washington, is slowest to return to state exploitation. It is the region which suffered most from over advertising, from superlatives and land boosters and "hot air merchants."

But the northwest soon will be back in the great game of state building, on the new basis of rational common sense and common honesty; and the old line-up of eager bidders for new people and new business will be complete. And in this lies the thought for New Mexico. We did not get our share in the first period of state publicity and development, because we did not go after it. We did not spend enough money to get results.

We will be left at the post as we were before unless adequate provision for state exploitation is made. The logical way to make provision for this would have been through a revival of the immigration department as a separate state institution, preferably as a commissioner appointed by the governor. That would have been the normal way to go about it and the normal usually is the most effective method. But since this action was not taken, and since the only means open for effective state publicity and development work, at least until the next legislature meets, is through the law permitting the state land commissioner to spend a part of the income of his office for publicity purposes, any question as to the validity of that law should be dispelled at once, by a test in court if necessary, and if the law is valid, it should be put into operation with as little delay as possible.

New Mexico must meet the competition in this new period of state publicity, immigration effort and development hunting, or we will be left more grievously at the post than we were before. For in that first big advertising period the other states, both west and south, made rotten blunders which they are not at all likely to repeat. The fact that New Mexico has the cleanest record of all the states in this matter of advertising it has done, is the strongest argument why it should be foremost in the new period now getting under way. It does not matter particularly under whom the work is done, or by what department of the state government, so that it is well done.

A FINE WORK.

THE HERALD has not been surprised to find that a great many readers are following carefully the series of almost daily letters being sent out from Washington by the National Geographic society, describing cities and districts and even nations involved in the present war. They have been read in this office with keen interest before they have been sent to the composing room. Taken together they stand as a liberal education not only in European geography, but as to the economic conditions, resources and social life of the various nations and regions involved in the struggle. Prepared with evident care by authorities of the first class, this great educational service is being sent free to every newspaper in the country which cares to use it. It has added materially to the intelligence with which the people of this country have been able to follow the European war; just as the Geographical society itself, with its nearly 400,000 active members, is one of the great educational forces of the nation.

NEW MEXICO'S GOOD FORTUNE.

NEW ZEALAND and Australia, it is declared by authorities, are the only countries in which the number of sheep is increasing. South America, in the countries best adapted to sheep growing, has turned to cattle, in some instances almost to the exclusion of sheep. A New Zealand sheep grower, student of conditions throughout the world as regards the industry, predicted recently that the war would end with a worldwide shortage of sheep and an imperative demand for wool of all grades which would send prices to the highest point in the history of the business. That breeding ewes were being slaughtered right and left in Europe he stated as a well known fact; and he pointed out equally well known conditions in this country to show why increases in sheep herds practically are impossible, save in a few sections.

New Mexico is one of those sections. We have a large area in this state which at present seems useless for any purpose other than grazing. Already a great resource, it undoubtedly will become more valuable with every passing year, as range in other states is restricted. The sheep industry in this state, with the intelligent range control, now beginning to be practiced, is as permanent as the land itself, and will remain indefinitely one of the state's great sources of income, an income which will become more and more reliable, dependable and uniform as the growers adopt the modern methods now rapidly taking hold of the business.

SPECIAL Sunday Dinner at Whitcomb Springs.

Let the Herald want ad do your work.

SOLOS
By the Second Fiddle.

NEW MEXICO history contains at least one lurid example of the Roosevelttian idea of justice. In that instance, it will be recalled, Theodore the 1st, said "justice has been done because I did it."

—o—

LOTS OF PEOPLE have gathered up the idea that Roosevelt and justice are not even distant relations.

—o—

ROOSEVELT'S idea, however, is that they are one.

—o—

AND IT MAKES no great difference now.

—o—

THE GERMAN newspapers may feel differently about it six months or a year from now. Even a little old nation like the United States sometimes can help a cripple.

—o—

AS WE FEARED the head writer of the Santa Fe New Mexican called attention to the fact that Senator Isaac Barth was there with the dope.

—o—

SOME MEN can resist those things—but they are few.

—o—

WE MEAN, you understand, editors, not senators. The latter almost never resist.

—o—

FATHER BREITUNG'S idea was to send the objectionable son-in-law out to New Mexico where he would be scalped, or shot by a Mexican revolutionist.

—o—

SON-IN-LAW made a mistake. He should have come on out. We might have made a United States senator of him so he could have snapped his fingers flauntingly in wealthy father-in-law's face.

—o—

WHEN the new baseball players try out at Traction park tomorrow they're likely to need a few preliminary lessons in swimming.

—o—

SANTA FE is to have a noted Shakespearean reader. Several travelling auditors would appreciate a rendition of Hamlet's well known remarks.

—o—

"ROOSEVELT ineligible" says a headline. How utterly foolish. Eligibility is Roosevelt's middle name.

—o—

POSSIBLY the attorneys for the taxpayers in the traveling auditor's case didn't cite the senate journal because they don't know what it contains.

—o—

THERE was considerable doubt among senators, as we recall it, as to just what it contained.

—o—

IF THE ATTORNEY general knows, he ought to tell.

—o—

WE ARE LEFT in doubt as to whether the shock to the state tax commission was from Receiver Ely's offer to pay taxes on $15,000 cash, or the fact that the New Mexico Central had that much cash.

—o—

IT MIGHT BE a trifle unsafe to get the liberty bell too close to the Mexican border; a passing revolutionary leader might mistake it for bullion and coin it.

—o—

Story of a Wicked City's Life.
(From Judge.)

A man stops on Broadway and looks puzzled.
Two boys stop.
Three women and a child stop.
Several men stop.
A taxi stops.
More men stop.
A car stops.
Two policemen arrive.
Three taxis stop.
A fight starts.
The patrol is called.
It knocks down a boy.
A woman faints.
The ambulance is called.
The reserves are called.
The fire alarm is rung.
The engines come.
Broadway is closed to traffic.
The man remembers the address and continues his walk up Broadway.

Charles Elkin, Jr.

ROOSEVELT SWEARS

(Continued from Page One.)

to absorb the other."

Mr. Ivins picked up Colonel Roosevelt's autobiography again and read an excerpt about some people disliking Mr. Platt for esthetic rather than moral reasons."

"When reformers," an excerpt from the autobiography read in part, "wanted to oppose Mr. Platt, they put up some big business man or some man who bathed every day and did not steal. I know the silk-stocking reformers and the machine, too. The silk-stockinged reformers cannot be trusted."

Several more excerpts were read about reformers and about the witness trying to get Mr. Platt to come to his way of thinking. The witness said what he wrote expressed his state of mind at the time of writing.

"When did you last look over this chapter about your governorship?"

"About five months ago, I think."

"Then the similarity of your testimony here is due to phraseological persistence?"

"Yes."

Mr. Ivins read again from the autobiography. He put into the record an excerpt containing the quotation, "It is easier to be a harmless dove than a wise serpent." The excerpt went on to say in effect that he tried to get Senator Platt to come to his (Colonel Roosevelt's) way of thinking. The colonel told also of his meetings with Platt, which he wrote always took place openly.

Another excerpt was: "Reformers of the tom-fool variety, seeing these open breakfast meetings between Senator Platt and myself, and never following the sequence of events, would talk of my conferences with the boss, not realizing that I was bending the senator to my view of, failing, telling him frankly I would fight him if I had to."

Mr. Ivins showed the witness a note which the latter said was not in his handwriting, but that he might have dictated it. He did not know when the note was written.

"I show you a series of letters that passed between you and Mr. Barnes in 1899 and 1900. Can you identify them?"

Colonel Roosevelt read the letters and replied they were all his. He also identified a series of carbon copies of letters dated 1898, which he received from Barnes. The carbon copies had to do with discussion or suggestions made by Mr. Barnes to Colonel Roosevelt in regard to the latter's acting on legislation just prior to the time Colonel Roosevelt became governor. The first letter was dated November 15, 1898. In it the writer said he had received applications from certain office holders under Governor Black for reappointment. The writer said, however, he would not insist upon the reappointments being made. The second letter also mentioned appointments and recommended candidates for certain offices.

The other letters had to do with applications for appointments and made suggestions about Colonel Roosevelt's coming inaugural message to the legislature.

Carbon copies of answers to Colonel Roosevelt's own letters to Mr. Barnes, which he had already identified, were handed to the colonel. These were dated in 1899 and 1900. The colonel said they appeared to be, and he believed them to be, copies of letters he had received from Barnes. These letters were read to the jury. The talks had to do with the personal relations between the two men.

After the letters had been read and the colonel said he had appointed several men Mr. Barnes had recommended to him a recess was taken.

When Colonel Roosevelt resumed the stand he produced a book containing his messages to congress. He read an excerpt in which he said he "again recommended" the passage of legislation to require that publicity be given to campaign contributions.

"Do you remember the date of the Philadelphia convention at which you were nominated for the vice presidency?"

"June, 1900."

"Were you a delegate?"

"I was."

"Were you put in nomination for the presidency?"

"I heard some such talk, but it was absurd and I paid no attention to it," replied the witness, with a broad smile.

"So you came to be president by the unhappy death of Mr. McKinley?"

"I did," replied the witness.

"You were a candidate for re-election to the presidency in 1904, weren't you?"

"I was."

"Do you know Mr. Cortelyou? Cortelyou was chairman of the Republican national committee?"

"He was. I chose him."

"Do you remember Mr. Addicks of Delaware?"

"Oh, yes; you mean 'Gas' Addicks?"

"Who represented Massachusetts?"

"Murray Crane."

"Was he a boss?"

"I didn't consider him so?"

"Who represented Ohio?"

"Myron T. Herrick."

"Who represented Pennsylvania?"

"Mr. Penrose."

"Was he a boss?"

"He was. I would not have him for chairman. I put Mr. Cortelyou in his place."

"You didn't hesitate to dictate who should be chairman, did you?"

"I wouldn't have Mr. Penrose."

The witness could not remember who was the New York member.

"Wasn't he William L. Ward?"

"That's right, William Ward," and the colonel smiled.

"Was he boss of Westchester?"

"He was boss of Westchester and a good friend of mine," assented the witness and the crowd laughed.

"Did you know Charles S. Mellen of New Haven?"

"Yes."

"Was he a delegate to the convention?"

"I don't know."

"You knew he was president of the New York, New Haven and Hartford railroad, didn't you?"

"Oh, yes."

Colonel Roosevelt said he "never moved a little finger to secure the nomination for president."

"I stood on my record," he said.

"Who represented Ohio at the convention?"

"I think Senator Foraker was one, Mr. Herrick was another and Mr. Cox was another."

"Was Mr. Cox the boss of Cincinnati?"

"He may have been."

"Was Senator Foraker a boss?"

"Not at that time."

"Did you ever hear of Joseph Cannon of Danville?"

"I did."

"Was he a boss?"

"He was boss of the house of representatives until he was overthrown?"

"He came back, didn't he?"

"Yes, but not as boss of the house of representatives."

"But he came back to congress from his district and he was a boss there, wasn't he?"

"I only know that by hearsay," said the colonel, and the counsel fenced as to the similarity of bossship in Westchester county and in the Danville district.

"Were there any federal officeholders as delegates to the convention which nominated you for president?"

"I don't know."

"Did you issue any order as president about officeholders being delegates?"

"No."

"Who was your opponent in 1904?"

"Alton B. Parker."

"Who was treasurer of your campaign?"

"Cornelius Bliss."

"Did you ever see the list of contributors to that campaign fund?"

"I never saw it."

"Was it not a subject of a congressional investigation by the Clapp committee?"

"It was. I appeared before the committee?"

"Did the committee make a report?"

"Yes, but I never saw it. It was immaterial to me. I knew more about it than the committee did."

"I show you the report here. Have you ever seen it?"

"In its entirety I have not."

"Did you know Mr. Jacob Schiff contributed $10,000?"

"No. I suppose he did."

"Did you know James Speyer contributed $15,000?"

"No. I knew Henry Frick contributed."

"Did you know George W. Perkins contributed?"

"I did not, but I would be surprised if he didn't."

"Did Mr. Carnegie contribute $19,000?"

"I suppose he did. I should expect to see Mr. Carnegie's name there."

"Do you know the initials 'J. H. H.'?"

"Yes. That man was urged upon me for ambassador to France. I offered to make him minister to Venezuela, but he would not accept."

"Did you fail to appoint James Hazen Hyde as ambassador to France because he was connected with the New York Life Insurance company?"

"No. I thought he was too young for such an important position and I didn't consider that just because he contributed he should be sent as ambassador to France."

"Do you know George von L. Meyer contributed $35,000?"

"Was it that large? I didn't know it."

Colonel Roosevelt said he had no doubt that George Gould contributed $100,000 to his campaign fund. Neither would he doubt that George von L. Meyer contributed an additional $10,000.

"If you found that the Hawaiian Sugar Planters' association contributed $10,000, would you doubt it?"

"No. But I never heard of any such association."

"If you learned from the committee's official report that E. H. Harriman contributed $10,000, would you have any doubt about it?"

"Not if you so read. I have some memory of Mr. Harriman contributing to the New York state campaign fund."

"Don't you know that he contributed to the national fund?"

"If it is so stated there, I accept it, but I didn't know it."

The witness was asked to identify Mr. Harriman. He replied by mentioning his being president of the Union Pacific and allied railroad lines.

"Who was Clarence H. Mackay?"

"The son of the great Nevada miner. He was a New York man of wealth."

"Was he president of a cable company and the Postal Telegraph company?"

"I don't know."

"Do you know what this means: 'C. N. Bliss for P. R. $10,000?'"

"P. R.?" said the colonel apparently surprised. "I don't think I know what that means."

Mr. Ivins read another item from the report, 'C. N. B. for P. R. $25,000.'"

"C. N. B.," replied Colonel Roosevelt, "means C. N. Bliss, but I don't know what P. R. means."

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