

plate" for country papers, or press agent dope containing "heart interest" stories about the candidate. Generally a little of each is done.

The third big problem for the national campaign manager is how to spend the campaign fund. Part goes for office rent, part for postage, part for railroad fare, part for hotel charges and part for paid writers and speakers. Then, if a Hanna is running the campaign and the fund is eight or nine millions, the surplus is spilled to local campaign committees to filter to local politicians and the country press. It was this spill-over that caused those charges of bribery and corruption in the McKinley-Bryan campaign of 1896.

No problem faced by the manager of a national campaign is more difficult than adjusting the national campaign to the local campaign. There are always factions in the party and the question arises at once which faction is to be recognized and given the assistance which such recognition carries. Often states are lost by a wrong decision on such a point.

To get votes is an important thing in a presidential campaign, but strangely enough, it is not all-important. The man having the most votes is not necessarily elected. The candidate must get "electoral" votes. Each state has electoral votes in proportion to its population; big states like New York and Pennsylvania having more than small states like Nevada and Utah.

A bare majority carries a state and delivers all the state's electoral votes. So it is more important to get a bare majority in a state like New York than to get all the votes (popular) in half a dozen states like Utah. It is a problem in strategy.

With few exceptions presidential campaigns are won or lost quite regardless of the activities of the campaign manager. The McKinley campaign was an exception. Hanna was an able organizer and knew where

and how to spend the huge fund he administered. And he knew how to lend himself to newspaper publicity and through the great dailies to help mold public sentiment.

The outcome of the Wilson campaign was not affected in any way by McCombs, his manager. It was predestined from the moment the opposition party split.

If the candidate fits to public sentiment, that candidate wins. The presidential drama is played to a hundred million people over a period of four years. The campaign period between June 7 and Nov. 9 merely raises the curtain and turns on the lights.

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#### EXPRESS CO. STRIKERS SEE VICTORY AHEAD

With practically all the clerks employed by the various express companies out on strike with the drivers, the men see victory only a matter of a short time.

Although the companies are boasting that they are making a large number of deliveries every day, South Water street merchants are kicking over the amount of food-stuffs they are getting and are still threatening to increase prices.

Stokers employed by the Peoples Gas Light & Coke Co. plant at Crosby and Roby streets are out on strike for better wages and union conditions. The gas company has been given a detail of police by Chief Healey.

Riots occurred in the tannery strike and added police protection was given the bosses. Three thousand tannery workers are still on strike and holding firm.

A conference between representatives of the Horseshoers' union and the bosses will be held this evening. The men want \$5 a day and Saturday half holiday.

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City collector refused to grant permit for garage near Nettlehorst school. Too dangerous.