

Two or three simple statements of fact—in a want ad—may change and enlarge the whole outlook for you!

# DESERET EVENING NEWS.

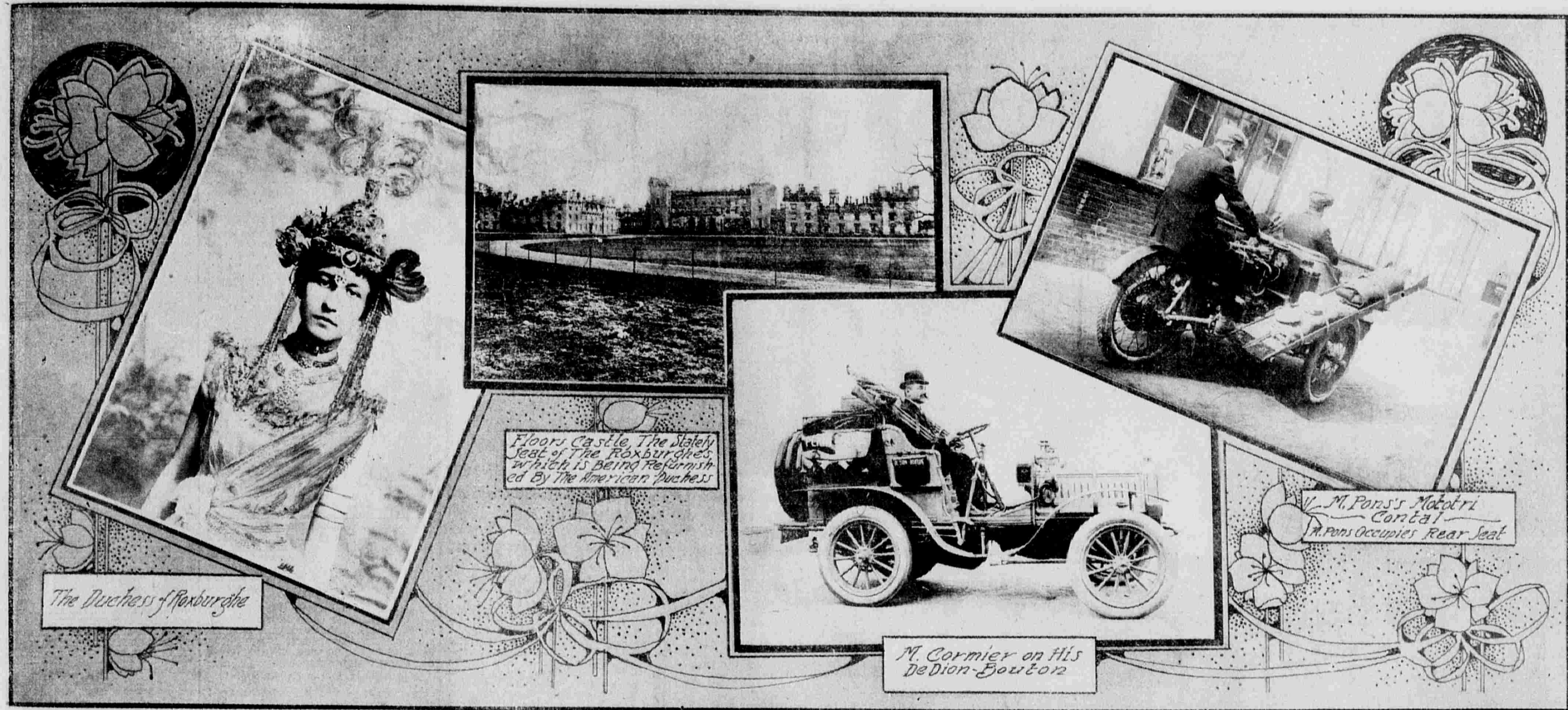
Half a dozen lines of type may be the link between you and something you want.

PART TWO

TRUTH AND LIBERTY.  
SATURDAY JUNE 22 1907 SALT LAKE CITY UTAH

FIFTY-SEVENTH YEAR

## The Saturday "News" Special Foreign Service.



### LATEST SCHEME OF CIRCULATORS

Newest Catch-Penny Trick on the Part of English Newspaper Boomers.

#### "THE UNFINISHED LIMERICK."

Competitors Themselves Supply the Prize Money—How Some Popular Authors Write.

Special Correspondence.

LONDON, June 9.—In journalism here the latest literary catch-penny trick is the unfinished limerick. The missing word competition and the hidden treasure hunt which were extensively boomed here were later introduced in America and there is no doubt the same fate awaits this latest device for increasing circulation. Therefore, some account of it will be of interest to our readers.

The editor prints, say, the following four lines:

There was a young man of Tralae  
Who said "I, my tailor must see,  
For now spring is here,  
It is perfectly clear

He then pauses abruptly on the brink, and invites his readers to take a header into space, (to vacant space) and to bring up a fifth line, rhyming with the first two, and providing some witty and appropriate conclusions.

MUST SEND CASH.

Each contributor is generally required to send sixpence (12 cents), with each supplementary line, and the winners of the 12 or 16 lines adjudged to be the best are supposed to divide amongst them all the money thus harvested. So fashionable has the limerick become that the fortunate prize-winner sometimes takes in as much as \$90 a line, thus putting the old title of "penny-a-line" very much to the blush. Syndicates are formed to work this mine of ore, and young men and maidens may be seen, with their heads very close together, discussing such alternative endings as

"Like La Mille (undraped) I can't be."  
"Bills and breeches receipted must be."

Great faith, naturally, must be reposed in the honesty of the judging, and there must even then lurk a suspicion that the awarded judge, confronted with a Tenebrifol pile of 10,000 answers, skims the cream of the first 1,000 or so, and lets the rest slip.

To counteract this natural feeling one paper has appointed as judge a well known cricketeer and sporting writer, Gilbert L. Jossan. No Englishman who has seen him pull a good ball off the middle stump out of the ground to leg for six runs will entertain any doubt as to the directness of his methods.

THEY SUPPLY PRIZE MONEY.

Gaining the prize, where so many compete, may be a matter of luck; but one thing is an certainty as death and the advent of the tax-gatherer. Since each competitor has to cut the four printed lines from the paper, and send them up with each attempt, the circulation of that paper goes up by leaps and bounds. "Q. E. F." as the

esteemed friend of our youth, Enchid, used to say in his pithy and cocksure postscript, when he had propounded a more than usually cross-grained problem, and settled it in his own right and arbitrary manner. As from his decision then, so from the judge's now, there is "no appeal." One can't even say "How's that, umpire?" as there isn't one. From the proprietor's point of view the beauty of the scheme lies in the fact that the competitors themselves supply the prize money.

METHODS OF AUTHORS.

Several popular authors have recently answered the query propounded by a magazine editor, "How do you write?"

Arthur Morrison says he begins with notes on odd slips of paper and an untidy table. The notes are destroyed when rejected or used. He makes no rough draft, corrects as he goes, the copy he begins is the copy that goes to the printer, he works very irregularly, and never uses a typewriter. Stanley Weyman's rules are "the rule of thumb." W. E. Norris does an enormous amount of mental calculation; when he begins to write the story is already as good as written. Miss Braddon's method is much the same, but she is of opinion that it is in travel and strange surroundings that the "pen-impetus" comes most strongly. Hall Caine seems to dwell in a mist all one day, the list of books in the novel is requested the clerk to his pipe and sees things before he describes them.

AMATEUR CENSORSHIP.

The absurdities into which amateur censorship of the press nearly always lands itself are well illustrated by the present troubles of the London education committee, which is revising the list of books in the school libraries under its control, and has discovered that Mrs. Gaskell's strong and beautiful story of "Mary Barton" is an undesirable work. At once a responsible sub-committee suggests that it should be removed from the school libraries in which it has found a place; meanwhile the novel, a bachelor's friend, a hungry man's food, a sad man's cordial, a weak man's sleep, and a chilly man's fire, is omitted. This would deprive children with a burning desire to devote all their pocket money to the purchase of cigarettes instead of lollipops.

CHARLES ODGENS.

#### ANSWER TO TELEGRAM LONG IN COMING.

Special Correspondence.

WARSAW, Poland, June 7.—Russian procrastination is proverbial, but even in this Asiatic corner of Europe, one year and seven months is thought to be rather a long time to take to answer a telegram. The ministry of the interior evidently does not think so.

In October, 1905, some 50 inhabitants of Warsaw signed a telegram to Count Witte, then minister of the interior, protesting against the brutal way in which the Cossacks and Lancers charged a peaceful crowd on the occasion of "Constitution Day." Last week brought an answer. The 50 were summoned to the town hall and told, with great pomp and ceremony, that their telegram could not be attended to, firstly, because they had forgotten to fix a revenue stamp to it, and secondly, because such complaints should be addressed to the senate and not to the minister of the interior.

Of course those who were wounded on that memorable occasion are either killed or cured long ago, and those who signed the telegram had forgotten all about the incident.

### American Duchess to Spend Millions.

May Goelet, Duchess of Roxburgh, is Elated Over Having Gained Her Husband's Consent To Blossom Out as a Great Hostess, and Though She Will Spend Nearly \$2,000,000 In This Year Alone, the Prospective Outlay Isn't Worrying Her.

Special Correspondence.

LONDON, June 12.—Up to now one of the most complete and interesting—if not actually one of the most important—of the American victories that have been gained in England recently has had no attention devoted to it in print. It deserves a lot, however, for a victory in question, which has been gained by the Duchess of Roxburgh over the opinions, or one might even say the prejudices, of her noble husband, the duke, is a highly significant example of what a clever woman can accomplish by biding her time and meanwhile playing her cards right.

Incidentally, this little conquest of the duchess apparently is going to cost her something like \$350,000 before the present season, and in the neighborhood of \$1,500,000 before the present year is over, to say nothing of correspondingly big sums in seasons and years to come.

But the duchess, who used to be May Goelet, doesn't mind that in the least, for in the first place she can particularly well afford to spend the money at present, and in the second she has been just asking to do it ever since she became the bride of the duke, nearly four years ago. Then, like nearly every other rich American girl who marries an Englishman of exalted rank, it was her ambition to become a "great" London hostess, but at the very outset the duke put his foot down on that idea. The spectacle of a British nobleman declining to permit his American wife to spend her millions is rare enough to be notable in itself, but then his grace of Roxburgh is not at all like most dukes. Proud, haughty, sensitive, Scotchman that he is, he has an inveterate dislike of ostentation and social rivalry, and the idea of his wife's "showing off" and, as he put it, advertising herself, set the Inniskerry blood in his veins boiling. Ever since their marriage, indeed, his great aim has been to prevent her doing anything which conspicuously suggested the fact that she is a very rich woman, and no doubt his intense personal pride is at the bottom of this.

DIPLOMATIC DUCHESS.

However, most things come to those who wait, and the young American duchess, like the tactful woman that she is, waited patiently, now and then doing a little judicious "wheeling," and a while ago the duke gave in and told her to go ahead and entertain to her heart's desire. Thus it is that for the first time since her marriage we find the duchess in possession of a big town house in Mayfair and intent on taking the place among London hostesses which her own wealth and her husband's exalted rank entitle her.

Judging from all accounts, too, she is going to make up for lost time, for it is said that including a ball which she intends giving toward the end of the present month and at which it is probable that the duke will be present, the duchess will be entertaining during the season will cost her something not far from the figure mentioned at the beginning of this article, \$350,000. Nor is that figure as preposterous as it may sound, considering that the usual cost of a royal ball in London is usually cal-

culated at \$50,000, and that the duchess is paying \$20,000 for her tenancy during the season of the big house in Stratford place where her lavish entertaining is to be done.

PLANS SUPERB MANSION.

Among other intentions with which she is credited is that of following the example of her compatriot, the Duchess of Marlborough, and building a superb mansion in Mayfair, and it is like enough that she will. Short of having her own residence, however, the duchess hardly could be in a better position to entertain than she will be in Stratford House, for this mansion has an ideal location and is accounted one of the most luxuriously furnished mansions in all Mayfair. Built originally by Sir John Leslie, it is now owned by Lord Coleridge, high commissioner for Scotland, whose wife, Lady Coleridge, is one of the leading "liberal hostesses" as well as one of the grande dames whom the king "delights to honor" with his company as a guest. The mansion itself was built by the great Adam. It is large and lofty, and noted, among other things, for its "Vedgwood hall," its rooms paneled with mahogany, and its unique collection of Battersea enameled snuff boxes. The reception rooms are especially beautiful, the pictures and furniture being exclusively French and of great artistic merit.

Lengthy and extensive dealings with Parisian costume-makers have kept the Duchess of Roxburgh from beginning her series of functions at Stratford House as early as she wished, and since her return to London she has contented herself with giving small, but exceedingly "chic" dinners. These are to be followed, however by a round of big ones, which will be continued right through to the end of July, but the duchess' special triumph will come at the end of this month when she gives the great ball at which the Princess of Wales has promised to be present.

WHAT IT MEANS.

This really is a greater compliment to the young American princess than it would be to the king and queen attended her ball, for Edward VII is a lot less exclusive than the future Queen of England, while his consort is often obliged to receive the king's over-lords in the good old days when his kith and kin were among the greatest families in Scotland. And even should the Prince and Princess of Wales again postpone their visit, the refurbishing and refurbishing of Floors castle will not have been wasted, for the ancestral seat of the Duke of Roxburgh has long been in need of a thorough overhauling.

TYPICAL CASTLE.

The castle was rebuilt by Vanbrugh in 1718, and though he also designed Blenheim palace and Castle Howard, 1400 by the Duke of Roxburgh has long been in need of a thorough overhauling. This huge white palace of the Roxburghs stands on the bend of the river just above the little town of Kelso. The gray ruin of its abbey, with the Norman arches and broken buttresses that rise in the very center of the town close by the bridge that spans the mingling streams of Tweed and Teviot. It would be difficult to find in all Britain a fairer demesne, and it is quite understandable that the American duchess should see fit to lay down her colossal sum in restoring the dominating castle to its ancient splendor.

A holy bush in the park marks the spot where King James II was killed in 1689 by the bursting of a cannon. Here the duchess is laying out a garden of which the tree is the center, and there are to be mountains after the style of those in the gardens of Versailles.

COSTLY IMPROVEMENTS.

As for the redecoration and renovating of Floors Castle itself, that is in the hands of M. Boulanger, the famous French designer, who has come to the castle some time ago, and cartloads of costly things have been arriving since. He has procured some wonderful old tapestries with which the walls of the state rooms are to be draped, and special brocade to his designs are being made for the dining room. The apartments are all in French style, severely simple, but perfect in every detail. For months past the duchess, who takes to herself the credit of being a perfect judge of objects of art, has been searching for the furniture which will eventually adorn the rooms, and she believes she has succeeded in finding a drawing room suite which was one of the apartments of Marie Antoinette, or

rather with a quantity of other historic things.

DEALERS TURNED DOWN.

When it became known that Floors Castle was being refurbished all the dealers in Royal Stuart, Paris, and even New York, tendered offers to the chateleine, saying they would procure for her treasures which she could find nowhere else in the world. She, however, declined all their suggestions, preferring to undertake herself the search after the articles she desired. Guy Laking, who is the queen's artistic adviser, and is a son of Sir Francis Laking, one of his majesty's favorite physicians, has given the duchess some advice, and I hear has been amazed at her infinite knowledge and judgment in regard to her purchases. In complimenting her he said she had amassed a collection of antique French furniture the like of which he doubted could be found today in any one house in the world. From his point of view it was much more valuable and more beautiful than that in the possession of Lord Rothschild, who has hitherto had the finest in Europe.

OFFERED \$400,000 FOR ARMORY.

The armory in this wonderful home on the Tweed is one of its most interesting possessions. In the impetuous days of the present peer he was offered \$400,000 for the collection, which includes shields said to have been worn by Mark Anthony, while there is in it a sword which belonged to every monarch since the days of the Conquest. A dagger owned by King Robert Bruce of Scotland is now placed under glass. At the suggestion of Boulanger all the interesting mementoes are now to be placed in the great entrance hall, which is being decorated with a suitable background to show the duchess to the greatest advantage. This hall is already paneled and furnished in old oak, and the many tiger skins which are among the things that have fallen to the gun of the Duke of Roxburgh, who is one of the best big-game shots in Scotland, will cover the floor.

FANTASTIC DESIGNS.

It is the fashion now in England to have all the bedrooms upholstered in chintzes, and the most fantastic designs have been selected by the duchess herself for this use. In the princess' bedroom it will be a case of "Roses, roses all the way," the old world fabric which is to drape it being masses of these blooms. Arranging beds are being constructed in Paris for all the rooms. In the royal suite there is to be a marble bathroom, copied from a picture of one at the Vatican.

Another striking feature of the "new" Floors will be the magnificent wrought iron and golden gates at the entrance to the grounds. These are to be composed of the end of July, and are costing, it is said, \$50,000. They have been especially designed and bear the national emblem, the thistle, interwoven with the roses and shamrock, while the lines of the gates and the door coronet further embellish them. These gates are being made somewhat after the style of those recently introduced by the king at Buckingham palace, but they are far more elaborate and expensive than those at the royal palace. These new gates were most urgently needed, the existing ones being several centuries old and in the process of dilapidation.

HAYDEN CHURCH.

The Best of His Studies.

The students of the Latin Quarter have a very mixed reputation, and the faculty have just had to close the university for an indefinite period owing to the ructions raised by a noisy section which has taken a dislike to one of the professors. Fortunately few of the undergraduates have the reputation of a young Russian, named Vladimir G., who is the hero of the following adventure.

His family had sent him to Paris to study law, but bars and race courses and the Moulin Rouge proved much more attractive to him than the class rooms of the university. His father, a worthy farmer, suddenly taken with desire to see his son, left his estates and came to Paris. Vladimir took his father round the Quartier, and showed him the Pantheon, the Louvre, and other well known sights. Walking along the Rue Saint-Hippolyte, he saw a young man in a right a somewhat forbidding-looking building behind some railings.

"What is that, my son?" asked the old man.

"I don't know, father," was the reply.

"Ask him what it is," said the father.

"That," said the guardian of the peace, "is the faculty of law."—Paris Letter.

### PEKIN TO PARIS MOTOR-CAR RACE

Competitors in International Contest Which Was Inaugurated Last Week.

WILL TRAVERSE 7,500 MILES.

Glory is Only Reward for Winner of Longest and Most Trying Test Ever Made.

Special Correspondence.

PARIS, June 9.—Preparations are so far advanced that it is now practically certain June 10 will witness the start of the great motor-car race from Peking to Paris—half across the world. In the distance to be traversed, the difficulties to be surmounted and the dangers to which the daring motorists will be exposed, the contest far eclipses all previous competitions that have ever taken place. Mountains will have to be climbed, immense trackless deserts crossed, and to the excitement of coping with tremendous natural obstacles will be added the risk of death by starvation or at the hands of fierce nomadic tribes.

NEWSPAPER SCHEME.

As Americans are doubtless aware the race has been planned by that enterprising Paris daily, the "Matin," which has previously played a conspicuous part in promoting automobile competitions. Its proprietors had come to the conclusion that if the motor-car is, as its partisans claim, the vehicle of the future, it is useless to continue organizing contests along short and specified circuits, which is much the same as if one were to test the great flying express of the world by making them turn round and round a big city. If, argued the "Matin," the progress already achieved is to be maintained, it is ready to show that the motor car is not a plaything, but is able to go "anywhere and everywhere."

So one fine morning, three months ago, the question was sprung upon the world:

Was any one prepared to motor this summer from Paris to Peking?

MAKERS ARE INTERESTED.

Within a few days the "Matin" had received favorable replies from upwards of 20 well known automobile firms and sportsmen in France, Holland, Belgium, Italy and the United States. The first was from the Marquis de Dion, head of the firm of automobiles, "Dion-Bouton," of that firm, Mr. Contat, who promised to enter at 6 horse power Motor Car. A few days later Prince Scipio Borghese, of the Marquis de Dion, head of the firm of automobiles, "Dion-Bouton," of that firm, Mr. Contat, who promised to enter at 6 horse power Motor Car. A few days later Prince Scipio Borghese, of the Marquis de Dion, head of the firm of automobiles, "Dion-Bouton," of that firm, Mr. Contat, who promised to enter at 6 horse power Motor Car.

First of all it was necessary to secure the co-operation of the Chinese and Russian governments. A Russian committee was formed of such influential men as M. Kokovtsov, minister of finance; General Goussin, minister of war; and communications; Colonel Novitsky, M. Preiman and other travelers who have recent and practical knowledge of Mongolia. The czar himself is said to have shown interest in the success of the daring project. M. Kokovtsov has promised to exempt the cars from a customs duty on their arrival at the Siberian frontier, as well as the duties on tires, etc., which have been sent out from France to be stored at various

(Continued on page eighteen.)