

IT CATCHES THEM ALL.

"THE TRIBUNE'S" ONE CENT APPROVED BY CHICAGOANS.

Business-Men Who Advertise, News-Dealers Who Sell, Carriers Who Deliver, and Boys Who Cry "The Tribune" in the Streets All Agree That Chicago's Greatest Daily Has Done a Great Thing—How Business Is Increased—Subscriptions Pouring In.

LD and new subscribers elbowed each other in the Tribune business office this morning until late at night. The former came to "make it two," one at the house and one at the office. The latter learned of the "good thing," and were anxious to at once being able to purchase the leading paper of Chicago at one cent a copy.

When Mr. Hestings' carriers made their first delivery at the office there were three instead of two of the Tribune. The carriers had bundles of postal cards. On each was the same legend: "Please send The Tribune to—," etc., etc. The clerks who answer the telephones also had a busy day.

When the returns were all in it was seen the record for one-day's business in subscriptions had been smashed into more pieces than the indications of Sunday pointed to. Instead of adding 25,000 new subscribers to its roll in one day The Tribune gathered in exactly \$1,764.

Words of commendation and prophecies of unbounded success were on the lips of all business-men. The big advertisers saw at once the increased value of The Tribune as a medium to reach all classes of people, and many announced their intention of seizing the opportunity and at once increasing their advertising business.

The most marked feature of a remarkable day was the number of cases in which old subscribers ordered an additional paper, either at the office or the home, as the case might be. A sample is as follows:

"Chicago, Ill., Nov. 11. Editor of The Tribune.—Good! Make it 25,001. Send Tribune to my house, No. 429 Huron street, east. Yours truly, "STEWART SPALDING."

"P. S.—We take one there now, but we will make it two."

The mechanical problem of printing the increased number of papers promises to be an important one to the Tribune. In order to be thoroughly prepared telegrams were sent by The Tribune company to the Erie and Coast Printing Press companies asking how soon they can build and put in operation two presses, each with a capacity of 80,000 papers an hour. Also inquiring if they have any presses on hand which can be used temporarily.

NEW SUBSCRIBERS KEEP WIRES HOT. Dealers Busy All Day Answering Appeals from People Fearful of Delay.

It was a great day for the newsdealers throughout the city. Those who possessed telephones were kept so busy answering appeals over the wire to "save a copy of The Tribune" for any price, they had little time left to attend to the demands of the customers in their shops. People who rose early to buy The Tribune before the rush began found dozens of early birds there before them.

The stands on the street corners did even a larger business than the stores. "Sold all my extra copies and wanted more," was the complaint of nearly all the proprietors.

Mailed Like Snow in August. Mrs. Davis, North Clark and Erie streets—Expected a big demand and ordered 150 extra copies of The Tribune sent me this morning in addition to my regular supply. It was simply wonderful. I never saw anything like it in my life. Everybody wanted The Tribune. Old customers of mine, who have bought other papers regularly, said this morning, "No, make it The Tribune today. The demand will grow, too, see if it does not."

Way Ahead of Other Papers. Mr. Mooney, No. 267 North Clark street—There has been an unusual demand for The Tribune today. It was way ahead of all the other papers in its sales. We do a very big business. I ordered this morning several customers telephoned to their subscriptions to The Tribune. They did not change back and are just the leaders in the movement. There will be more doing the same thing every day.

Sales Doubled. Mr. Valley, No. 449 North Clark street—I have sold today as many copies of The Tribune today as I have sold in the last week. I expect a lot of extra copies sent me, and they are nearly all gone now. I expect a greatly increased demand for The Tribune in future.

Price for the People. Miss Carrie Boyd, No. 407 Division street—Yes, I sold more of The Tribune today than usual. Last week I could not afford to pay more than one cent for a newspaper. I buy The Tribune hereafter, I think, I expect a big sale of that paper.

Stuck on Other Paper. W. A. Bushnell, No. 280 Wells street—All my copies of The Tribune were sold out early in the day. There was a big rush for papers early in the morning. The Tribune papers always sell the best. I expect to do even a larger business in The Tribune each day. I could have sold more of The Tribune today and will carry a bigger stock hereafter. I was stuck on all the other papers, but The Tribune went like hot cakes.

Will Read the Sales. S. Saterstrom, No. 119 Oak street—I sold more copies of The Tribune today than ever before. No other paper sold as well today and the demand will increase. I think I will find more time to read the news which will be sold up by no other paper.

Sales a Big Surprise. John G. Stein, No. 294 Sedgwick street—Today The Tribune sold today was a big surprise to me. Of course I expected some increase, but nothing to equal this. People here have known a bargain when they see it, and you would think a reminder of progress here from the way they have been pushing in.

Not a Mere Spurt. A. Bang, No. 102 Sedgwick street—The Tribune sold better today than did any other paper. It is not a temporary spurt, either, but will last. The one-cent Tribune is a "winner."

Will Not Be Caught Again. L. H. Dexter, No. 8 North State street—Didn't get a copy of The Tribune here today. You came out today, was sold out before I knew it. Only one thing I don't like about it. I hated to have people come here and ask for The Tribune when I have had one to sell. It was worse than turning money. You can risk a lot I will be caught that way again.

Will Increase Circulation. W. J. Vanderveer, manager of the Post-Office Newsstand—Monday is usually an off day for the sale of newspapers. Yet today I have sold a great many more copies of The Tribune than formerly.

Not just how many more, but I think we probably had probably had regular calls for about as many as heretofore. The reduction in price will be sure to increase the circulation all over the city.

Business-Men Generally Regard the Step as a Shrewd Stroke of Business. Business-men were interviewed yesterday. The Tribune's move in reducing its price to one cent for the daily. They all agreed it as a great enterprise and most of them declared the action would cause them to increase their advertising in this news-What they said is of interest.

Will Increase Its Business. John A. Dodge, manager Chickering & Co., company, piano dealers—We have our business with The Tribune 50 per cent because of the reduction to one cent, as I know the circulation of the paper will more than double. The price is a great and a such a step gives to the newspaper the greatest paper ever published at a cent. It gives the people the best paper

for the least money, and as an advertiser I will increase my business.

Shrewd Journalistic Move. John T. Shayne of John T. Shayne & Co.—Such a reduction as has been made by The Tribune cannot fail to add 50 per cent to its circulation in less than thirty days. The Tribune is the greatest paper published in America today and it has without doubt the greatest influence in its own section. Any question, either local, civil or political. It is the most shrewd journalistic move ever made in the United States and I am necessarily, as an advertiser, a close observer of the growth and increase in every way of newspapers, as I have been for the last thirty years.

Increased Circulation Will Result. Max M. Fox, advertising manager of the Standard & Co.—I think the reduction in price of The Tribune will be more than made up by the paper in the increased advertising patronage, and I predict it will result in a large increase in circulation. I am much pleased that The Tribune is down to a one cent basis. It will be a great success for all newspaper buyers. The result of the action is that the best newspaper can be reached by all.

Bold but Promising Move. Lou Leubrie, advertising manager of Siegel, Cooper & Co.—I was just writing a congratulatory note to The Tribune when I learned of the reduction in price. I believe the success of the paper will be even greater in the future under the new policy. I have been a subscriber for many years and I believe it is one of the boldest moves ever made by an American newspaper, and I believe it will put one of the most successful.

Surprises a Shrewd Man. P. A. Conne, advertising manager of the Hub—The action of The Tribune in reducing its price will doubtless add greatly to the value of the advertising columns of the paper. I am almost enthusiastic over the change, and I am glad to know and surprised it was within the possibility of any newspaper as great as The Tribune to place news before its readers for one cent.

Will Advertise More Freely. John T. Revell of Alexander H. Revell & Co.—We shall use the advertising columns of The Daily Tribune more freely than before on account of the reduction. I am glad it was a Chicago newspaper that had the courage to make such a radical move, and it seems to me the result of the action will be to cause all newspapers to reduce their price to a similar amount.

Have More Use for "The Tribune." David Mayer of Schlesinger & Mayer—We shall use the columns of The Tribune more generously than in the past owing to the lowering of price. From the view of an advertiser I am glad there is to be one paper in Chicago that will reach all classes of people.

Best for the Lowest Price. W. C. Fowell, advertising manager of Mandel Bros.—The poorest man can have the best paper in the city now for the same price he has paid for an inferior one. The action of The Tribune is evidence of the progress of the press and the effect of the move is heightened because there is no better newspaper in the world than The Tribune.

Will Aid Advertisers. J. M. Hodges of Smith & Stoughton—The action of The Tribune is of great value to advertisers in giving them a medium of advertising medium of which I intend to make considerable use. I can afford to increase my daily advertisement because a greater increase in circulation is insured. It is a benefit to the people in the nature of a gift of the best paper published for the small price of one penny.

Praises the Best Paper. Mr. Sullivan of J. A. Bishop & Co.—I cannot speak too highly of the move of The Tribune. I prophesy a large increase in circulation for the paper. It is a wonderful thing that the people are now supplied with so good a paper as The Tribune at a price within the reach of every one.

Bold but Successful Step. General Manager Selfridge of Marshall Field & Co.—The Tribune has taken a pretty bold step, yet I think it is likely to result in a handsome increase in circulation. The paper certainly will not lose anything. Nearly every line of merchandise in this country than it was three or four years ago, and I look upon the reduction in price of the newspaper as being in line with the cheapening of other things. And it seems to me that a well conducted newspaper like The Tribune at the price of one cent is about the cheapest good thing in the country.

Progression Suggests Prosperity. P. M. Atwood—I think it is a great move in a progressive direction. If a great newspaper like The Tribune is to be donated to the people such philanthropy should be encouraged. I was greatly surprised by the announcement. I do not see how so good a paper can be sold so cheaply. It merits increased success and I hope it will continue to prosper.

Promises Largest Circulation. J. H. Wood, General Manager, Carson, Pirie, Scott & Co.—The greatest, most desirable thing is for so good a newspaper as The Tribune to go into just as many homes as possible. This new move is surprising. It puts the principal medium in the city on the same basis of price as the poorest. It means the survival of the fittest. The best in quality will have the largest circulation, and I believe that will be The Tribune. As large advertisers we are very much interested in the move. It is a great thing for itself, the community, and the advertising constituency will all be benefited by the change.

Appreciates Business Enterprise. Manager Lazarus of A. M. Rothschild & Co.—I like to see something better than competition. This business brisik and brings good times. I congratulate The Tribune and wish it the greatest success.

Promises Greatest Prosperity. Joseph Frank of Frank Bros.—The paper will be sure to prosper more even than in time past. This latest move shows it to be thoroughly up to date.

Will Outstrip Other Competitors. Manager Frey of the Fair Book Department—This is a good move. The paper is bound to succeed in outstripping every competitor.

Move a Wise One. C. L. Miller, Manager of the Sterling—The paper will be more successful than ever.

In the Right Direction. Jonathan W. Brooks of Pitkin & Brooks—The reduction in price is a movement in the right direction for popularizing the paper and making it the most successful of all.

Will Stimulate Business. Manager Goodman of Pitkin & Brooks' retail store—The change is a splendid thing. It will stimulate business, and not only The Tribune but the public and the advertisers will reap great benefits from it.

"Tribune" Is Right. M. Phipson, manager of the Grand—The Tribune's reduction in price is an excellent thing. It is a fine business move. The paper will not be a loser by it. If it keeps up the right standard it has maintained in the past it will double its circulation. I am not surprised to learn you are agreed with subscription orders. I believe it. They will continue to pile in upon you. For reliable information I believe there is no better paper in the world than The Tribune.

"De Trib" Already a Winner. Manager Steuben of the Emporium—This is the biggest move any paper ever made so far as I know. I have always believed in The Tribune. Now my faith in it is stronger than ever. One page of advertising will almost compensate for the decrease in receipts from sales of the paper. It will prove a great benefit to The Tribune and its advertisers as well.

As to its Increase in Circulation I can tell you a little incident from personal observation. It is my custom to take the newspaper from the street. I cannot tell you how many times I have already sold twice the usual number of copies of The Tribune, and he thought he would have to get as many more as he had already sold to meet the increased demand. There is no question that the change will be a great thing for advertisers and for the people. I shall feel like advertising in The Tribune more than ever, and I always have advertised in it extensively. I would a thousand times rather advertise in a paper that has a big and growing circulation than in any other way.

Other Papers Must Hitle. Manager Gallagher, for E. Farridge—There is no use wishing The Tribune success. That is assured. It is bound to gain in circulation tremendously. I was astonished at the announcement of the reduction in price. It will put every paper in Chicago to the severest test. I think it one of the greatest business moves I ever heard of.

Feels the Increase. Proprietor Triensons of Triensons' pharmacy in the Auditorium, came into The Tribune office with an advertisement for this morning, and said The Tribune would double its circulation, and the move was the greatest one that had ever taken place in journalism.

HANGS HIMSELF FOR FUN

JACOB WOLFFIN HAS A NECK AS TOUGH AS BOILER IRON.

Practices Daily with a Three-quarter-Inch Rope and Is Gradually Increasing the Time During Which He Can Withstand the Tightening Noose—Has Wonderful Control Over Muscles of His Body—Pellow-Guest Thinks He Is Committing Suicide.

A guest was walking through a hall at the Grand Union Hotel. He passed a door which stood slightly ajar and casually looked in. He stopped and paled. Within the room a man was hanging himself. A rope was suspended from the bedpost and the noose was tightly drawn about his neck. Bounding into the room the first man shouted:

"Great heavens, man, what are you doing?"

"Practicing," was the matter-of-fact reply. "My God, this is horrible," exclaimed the guest as he rushed into the hall for help. Not finding any one he darted back into the room and fumbled nervously for his pocketknife.

"Think we'll have a hard winter?" came from the suicide.

"The weather next winter won't bother me," replied the other.

"Two TELEGRAMS WHICH TELL THEIR OWN STORY."

Form No. 2.

THE WESTERN UNION TELEGRAPH COMPANY.

21,000 OFFICES IN AMERICA. INCORPORATED. CABLE SERVICE TO ALL THE WORLD.

THOS. T. ECKERT, President and General Manager.

Receiver's No. Time Filed Check

SEND the following message subject to the terms on back hereof, which are hereby agreed to.

To Walter Scott Printing Press Co.

Plainfield N. J.

How soon can you furnish The Tribune with two presses similar to those of your make now in use in this office, guaranteeing a capacity of 80,000 an hour? Also what presses have you that would be available for temporary use?

The Chicago Tribune

READ THE NOTICE AND AGREEMENT ON BACK.

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Receiver's No. Time Filed Check

SEND the following message subject to the terms on back hereof, which are hereby agreed to.

To Robert Hoe Printing Press Co.

New York City

Please let us know at once how soon you can make and have running two new satellite presses capacity 80,000 an hour. Also let us know what presses you may have that would be available for temporary use.

The Chicago Tribune

READ THE NOTICE AND AGREEMENT ON BACK.

again and imagine I'm shuffling off or continuing the dance a long. Keep your seat and get out your watch."

The visitor, by this time convinced that this man was really a highly interesting phenomenon, readily complied. Wolffin fastened the end of his "necktie" to the bed-post, calmly adjusted the noose about his neck, placed the knot under the left ear, just as the hangman does, and then, leaving the door and his neck bearing with apparent ease his 180 pounds.

Two minutes later the athlete's feet struck the floor and he walked about laughing and apparently no worse for his bout with the hemp. The mark of the noose soon disappeared from his neck, which quickly became normal in size and color.

"You look like a strong man," remarked Wolffin, as he replaced the noose about his neck. "Now place your left hand on the knot and pull with all your might with your right. Don't be afraid; you can't close my neck."

The bulge in the neck was again in evidence as the other man strained and tugged at the rope until the same principal of his larynx and windpipe were still capable of doing business. He said two strong men could not strike a man there. I'll bet Fitzsimmons could not there until he gets tired and he can't floor or injure me. After acquiring the ability to strike a man there, I'll bet Fitzsimmons could not there until he gets tired and he can't floor or injure me.

"Here's my side line," said Wolffin, as he raised his head and brought his clenched fist down with all his power on the pit of his stomach. "That particular section of the anatomy is known as the 'geography of the ligaments' below the belt, and so sensitive and tender is it that it has always been a foul and a forfeit of the fight to strike a man there. I'll bet Fitzsimmons could not there until he gets tired and he can't floor or injure me."

From his constant practice of throwing all his strength into a given muscle Wolffin says he has almost unconsciously cultivated the application of the same principle to the organs of sense. For instance, he has found that by closing his eyes, turning a stool-cock on his senses of smell and taste, by a vigorous use of will power, he can accentuate his hearing capacity. Sounds to which he was before entirely oblivious reach him with distinctness.

Wolffin is 30 years old, unmarried, stands 6 feet 10 inches tall, weighs 180 pounds, and has the build of Corbett. He is a man of the world, gentlemanly, modest, and intelligent. He is now employed as a traveling and railroad man.

elately procured this three-fourths inch rope—the regulation hangman's size—and have daily practiced in secret with it.

When I first began I could endure my weight on the noose for only thirty seconds, when my windpipe would close up and bring me down to terra firma in a hurry. I have gradually increased the limit, and can now swing for two minutes and keep up respiration. By holding my breath I can easily go longer against time. In my practice I have slowly developed what may be considered the most remarkable thing about me. By a strong exercise of my will power I can suddenly condense all or nearly all the strength of my entire body into the muscles of the neck, which at once become enlarged and become a trifle thick and husky, as you notice."

"Did you ever try a bout with the Sheriff and his gallows—voluntarily, of course?" "No, but I'm willing to go against them. Yet, I'll wager Cook County's Sheriff that I can stand in the gallows from which Lyons dropped into eternity the other day, have the drop jerked from under me, fall the seven feet, be cut down at the expiration of three or four minutes, and be no worse for the experience."

"Well, I must proceed with my practice, which you interrupted thinking you were saving my life. If you like you can act as spectator and timer, only don't get excited."

WILL FIGHT ALL ROADS.

PROPERTY-OWNERS IN FORTIETH STREET HOLD A MEETING.

Retain Two Attorneys to Look After Their Interests and Declare They Will Oppose All Lines of Railroad, Street or Steam, Which Have Laid or Intend to Lay Tracks in That Thoroughfare—Work on the Ogden Electric Stopped by the Police.

At a meeting of the property-owners of West Fortieth street and vicinity held last night Adolph Kraus and Samuel Kerr were retained to fight the people's cause against the railroad, street and steam, which have laid, or intend to lay, tracks on that thoroughfare. The attorneys had looked into the matter and told the people they had a good case.

The hall was filled when the Chairman called the meeting to order. Some one said the matter was not simply figurative, but in reality, one of life and death to the householders and their children. The same speaker suggested that the people's money were what were needed. It took but a few minutes to raise \$125, and pledges of goodly amounts were received from Lambert Tree and D. S. Place, who own much property in

1815 CLARK ST. 1815 CLARK ST. 1815 CLARK ST. 1815 CLARK ST.

The Putnam

Prudent People Prefer Putnam Prices.

1,000 Men's handsome business- and semi-dress Suits are on special sale this week at a price which will strike prudent people with delight. There is a wonderful variety of fabrics in plain blacks and blues, and fashionable checks and mixtures. Every suit is handsomely made by skilled tailors especially for "The Putnam" trade. Not an undesirable suit in the lot. When it is possible to dress well for little money, the prudent man should promptly avail himself of the opportunity. Come in at once and see these splendid suits. We guarantee that you will be more than pleased. Your tailor's price on the same grade of suits is \$30.00 and \$35.00. We give you the same excellent fabrics, the same fashionable make, the same stylish fit, and the same finish, for **\$15.00**

About 100 fine suits in London sacks and frocks, made from fine imported goods have been added to the lot for today's sale. Come early today for choicest of them.

Suit will be shipped to any address by express C. O. D., with privilege of examining before paying. Write for samples of cloth and rules for self-measurement. Our new winter catalogue will be mailed free upon request.

We advertise only what we have and do exactly as we advertise.

1815 CLARK ST. 1815 CLARK ST. 1815 CLARK ST. 1815 CLARK ST.

The Putnam

A Jug Of Cream

and a dish of Lakeside Oats furnish at once the most wholesome and the most palatable food that mortal can desire. Prepared by a process that retains all the goodness and nothing but the goodness of the very best grade of white oats. The most satisfactory as well as the most economical oat food Chicago has ever known is

LAKESIDE OATS

The cleanest Oatmeal it is possible to make. Packed in paper lined boxes, the oats retain their nutty flavor without absorbing the odor of the cardboard. At all grocers.

IT IS IMPORTANT that Lakeside Oats should be properly cooked. Use boiling water through the whole operation, stirring in the oats slowly and boil twenty minutes.

DAVID OLIVER, Joliet, Ill.

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