

NEW YORK HERALD

BROADWAY AND ANN STREET.

JAMES GORDON BENNETT, PROPRIETOR.

The New York Herald is published in New York, in London and in Paris.

Published every day in the year, except on Sundays, public holidays, and on the 1st of January, 1st of March, 1st of May, 1st of July, 1st of September, 1st of November, and 1st of December.

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and Distribution Fund Association of New York

are shown to be fallacious and the expense fund gigantic.

Central Park lake was thrown open to skaters for the first time since 1883, and a big crowd responded.

Mrs. Charlotte Robbins, daughter-in-law, wants \$5,000 damages for false imprisonment from Mrs. Eliza T. Robbins, mother-in-law.

Captain Watson and the officers and crew of the lost British tank steamer Pollux reached New York on the Sate steamer State of Nevada.

The investigation of the silver pool will be taken up both in the House and Senate, in spite of Mr. Reed's efforts to prevent an investigation.

Another chapter in the history of the plot to rob the State of the beautiful possessions in the Adirondacks is unfolded by the Herald.

Jackson Day was celebrated in grand style by the Young Men's Democratic Association with a banquet, whereas Grover Cleveland made an eloquent speech defining true democracy.

Exciting scenes attended the sessions of the Nebraska Legislature.

The Connecticut Senate declared Judge Morris, the democratic candidate, Governor, but the House appointed a committee to go behind the returns.

General Miles is closing in on the hostile Indians, but as yet there has been no fighting.

NEVER PRINT a paid advertisement as news matter. Let every advertisement appear as an advertisement—not sailing under false colors.—Charles A. Dana's Address to the Wisconsin Editorial Association, Milwaukee, July 24, 1888.

A STORY TOLD of an advertiser who presented himself at the New York Herald counter with a three thousand dollar roll as an offer for a half column advertisement with a good sized out accompanying it. The "ad." was refused without even consulting Mr. Howland. There is a standing rule in the Herald office to never insert advertising cuts.—Exchange.

THE EXPENDITURE for pensions for the year ending June 30, as now officially stated, amounted to \$109,357,534. In the previous year we paid \$87,444,779 1/2, while in the year before that we paid \$80,288,503 77.

The cost of the German army, it may be interesting to note, is for this year estimated at \$91,726,293. Besides our pensions our army costs \$80,000,000.

HERALD ADVERTISING.

INCREASE IN NUMBER OF COLUMNS OF ADVERTISING.

1889 over 1888.....gain 1,395

1890 over 1889.....gain 1,534

Total, gain, two years.....2,929

The gain is distributed as follows:—

1889 over 1888, 1890 over 1889.

First quarter.....gains 356 379

Second ".....gains 488 402

Third ".....gains 187 234

Fourth ".....gains 564 359

1,395 1,534

Total.....2,929

Under the following classifications:—

1889 over 1888, 1890 over 1889.

Help and situations.....gain 445 424

Wanted.....gain 81 100

Lost and boarding.....gain 173 190

Real estate.....gain 163 190

Horses and carriages.....gain 116 138

Dry goods.....gain 101 104

Financial.....gain 130 104

Miscellaneous.....gain 399 313

1,495 1,534

Total.....2,929

The increase in number of separate advertisements during the two years is 119,051, distributed as follows:—

1889 over 1888, 1890 over 1889.

First quarter.....gains 10,004 10,000

Second ".....gains 8,246 10,755

Third ".....gains 10,596 16,644

Fourth ".....gains 21,349 16,781

50,172 68,879

Total.....119,051

HERALD CIRCULATION.

The increase in Herald circulation is equally satisfactory, as is shown by the following figures for the last week in December, 1890 (ending Saturday, December 27), compared with the same week in 1889—

1889, 1890.

Sunday, December 21.....increase 32,000

Monday, December 22.....increase 9,400

Tuesday, December 23.....increase 10,300

Wednesday, December 24.....increase 14,300

Thursday, December 25.....increase 9,800

Friday, December 26.....increase 11,800

Saturday, December 27.....increase 11,200

Total increase (one week).....86,800

N. B.—A. attention is called to the following facts:—

First—The above comparative statements of increase in Herald advertising are not based upon columns reduced in width.

Second—The Herald does not publish "fake" advertising; and

Third—The increase in circulation of the Daily and Sunday Herald is bona fide, and the figures published do not include weekly and semi-weekly editions nor half-price evening editions.

The Silver Barons and Their Financial Heresy.

The discussion of the financial question now going on in the Senate is wholly without profit. It is a waste of time and will probably have no practical result.

It is nothing more nor less than a contest between the owners of certain silver mines and the commercial common sense of the business community.

The silver men boast rather loudly that they can carry their measure. We very much doubt it. They most assuredly cannot do so if the people of this country wake up to the gravity of the issue and recognize the disastrous consequences which would follow legislation of that kind.

The silver men have not yet met the question squarely. Whether they shrink from doing this because they recognize the weakness of their case when judged by the sound principles of political economy, or whether they are anxious to win at no matter what cost to the general welfare, is a point on which we hesitate to express an opinion because we desire to be entirely courteous.

That their arguments are faulty, that their statements of fact are misleading, that they ignore certain fundamental laws of finance, no one who reads their speeches can doubt.

They began the contest, for example, with the rather bold assertion that the currency of the country is restricted. They then followed with another rash declaration that the recent stringency in the money market, which brought us to the verge of a panic, was the direct consequence of an insufficient quantity of money to do business with.

All this was plausible, but untrue. It served their purpose, however, and they were satisfied.

Then they proclaimed their desire to remedy this great defect in our monetary system by enormous purchases of silver. They

wanted the government to buy every ounce in the market and to raise the monthly purchase from three or four millions to five or six millions.

So far so good. After that, however, they proposed to inaugurate free coinage, which, they told us in lofty phrases, would insure us against paucity in the future.

That last contention showed the fatal weakness of their cause and threw suspicion either on their motives or on their knowledge.

Free coinage, as we hoped they would see before this, would be a disaster from which this country could not recover in less than a couple of generations, and then only by a repeal of the law. This seems to be plain enough to everybody who has no personal speech defining true democracy.

Exciting scenes attended the sessions of the Nebraska Legislature.

The Connecticut Senate declared Judge Morris, the democratic candidate, Governor, but the House appointed a committee to go behind the returns.

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