Suggestion in Advertising.

By Fred W. Hunter.

IT seems to be a rule that no matter what kind of advertising is put out a certain amount of business will be the result. The question still remains what kind of advertising brings the most business?

Some successful business firms will tell you that they have been advertising their trademark for years and that an enormous business has been built up by this means. Others will say that description sells goods and then back up their statements with their sales book. It is a fact that if an ad is written with a good description—a description that makes you imagine you can taste, smell and see the article described, it will sell goods.

Suggestion plays a more important part in our lives than most of us realize. We see somebody wearing a certain kind of hat and we want one like it, perhaps we buy one like it, the hat was sold by suggestion. We see something in a store window. A favorable impression is made, we desire it and buy it simply because it was suggested to us. Had we walked down the other side of the street, we would never have thought of the article and perhaps never bought it.

We read of something in the advertising section of a newspaper or magazine, we make up our minds that we want it—suggestion again at work. Nearly everything we do in this world, has its origin in what someone else suggested. Environment has probably as great an influence on the human family as heredity and the ads that we see about us help very strongly to make our environment.

Suggestion plays upon our imagination first, the idea is carried out later. We see an advertisement picturing a suit of clothes and we imagine how we would look in them. We draw a comparison (perhaps unconsciously) between our clothes and the ones advertised, there is where the suggestive power of the ad is tested. It may be that the suit in the ad is imagined and by comparison found wanting. The result will be that no sale will be made, perhaps a good impression has been made, but a suit is not needed at the present time. If this is the case, the advertisement will probably be remembered later on. Possibly the advertisement made the reader aware that he needed new clothes. If he had not compared his suit with the one in the ad, he might have waited several months before having made a purchase, but by having compared them, he sees how much he needs one and an immediate sale is the result.

Descriptive advertising increases demand. Imagine two canned meat advertisements, let one be descriptive and the other contain only the name and trade mark? The one that tells of a prime roast from a big healthy steer, put in a hot oven and cooked until a dark rich juice is ready to ooze from it—until it is so tender, that you forget you are chewing it and think only of how good it is; or an ad with a picture of a tin can and a trademark?

Suggestions can be given in a number of ways, in advertisements, words may be used or pictures, but the combination of both is usually more effective. Too many advertisers do not consider the appropriateness of the picture with enough interest. In selecting a picture for an ad they are often inclined to stretch their imagination just enough so that the force of the suggestion is lost. The picture must tell its story in order to sell goods. If the idea was always kept in mind that a picture is used because it describes the article better than words could, and then the strongest word description possible used to reinforce the picture, many ads would be more effective. It would mean that suggestions to use the article would given in two ways at once.—Printer's Ink.

Russian Tyranny To-day.

By Prince Kropotkin.

FROM 1894 to 1901 not one single political affair was brought before a court of justice or an examining magistrate. All inquests were dealt with by police officers or functionaries of the Ministry of the Interior. As to the numbers of such cases, they are simply extravagant. Thus in 1903 no fewer than 1,988 political cases, concerning 5,550 persons, were opened, in addition to all those which were pending. In the same year 1,522 inquests, involving 6,450 persons, were terminated. Out of this number 1,583 persons were liberated, 45 were sent before court-martial, and no fewer than 4,867 persons were submitted to various penalties, including imprisonment, inflicted by the administration without the interference of any magistrate. Out of these no fewer than 1,562 were sent into exile, for terms up to ten years, to various remote provinces of Russia and Siberia! Nothing on this scale was done even under Alexander III., the corresponding figure for the last year of his reign being only 55 (in 1894).

The Judicial law of 1864 contained certain guarantees against the arbitrary action of the police. But already in 1870 and 1875 the preliminary inquest was taken out of the hands of independent examining magistrates and was handed to the ordinary police and the state police officers. No fewer than 700 by-laws have been issued since 1864 for tearing the Judicial law to pieces—limiting the rigats of the courts, abolishing trial by jury in numerous cases, and so on.

At the same time the exceptional laws promulgated during the last two reigns have given to every police officer in every province of the empire the right to arrest every Russian subject without warrant, and to keep him imprisoned as a suspect for seven days—and much longer under various other pretexes—without incurring any responsibility. More than that. It was publicly vouched at one of the lawyers' meetings that when arrests are made en masse simple policemen receive in advance printed and signed warrants of arrest and searching, on which they have only to inscribe the names of the persons whom they choose to arrest! Let me add that all these resolutions and commands have been printed in full in both the provincial and the Moscow papers, and that the figures are those of official reports.

The Astor March To Billions.

By Burton J. Hendrick.

THE Astor properties now increase as never before. Land values (New York City), in the last five years have jumped 50 and 100 per cent. The city's population grows at the rate of 100,000 a year.

In many sections New York has been largely reconstructed; headquarters of retail trade and business have developed; public improvements initiated since then—tunnels, bridges, subways, railroad terminals—aggregate in cost not far from $200,000,000. There has been a general movement of corporations toward New York; practically all the newly organized combinations, for example, have located there.

When John Jacob died, in 1890, his estate, inherited by William Waldorf, was estimated at $150,000,000. If it were worth that then, it is worth $300,000,000 now. The estate of William Asor, who died in 1892, inherited by the present John Jacob, was generally placed at about $65,000,000. If that were an accurate figure, it must now aggregate at least $100,000,000. The combined Astor fortune thus increases with accelerated momentum. In fifteen or twenty years, at the present rate of progrss, it will have reached the billion mark. And then it will go on even faster, until the ordinary mind is appalled at the portentous figures.

We have seen that the $2,000,000 invested by John Jacob has multiplied at least two hundred times in one hundred years. (It has reached, at a conservative estimate, $450,000,000). If the same rate be maintained for another century, the Astor fortune will attain the unimaginable total of eighty billions.

We stand aghast at such a possibility; but not more so than would have John Jacob's contemporaries had they foreseen the present reality. In 1830 John Jacob Astor was the only man in New York who was worth a million dollars.—McClure's Magazine.

Open Air Treatment.

Reasons For Its Good Results in Cases of Consumption.

By Dr. H. W. G. Mackenzie.

THE advantages of the open air treatment for consumptives may be thus briefly summarized: The patient exposed continuously to fresh air gains in appetite, assimilates his food better, sleeps more soundly and awakens more refreshed. Free exposure to air is the best antipyretic. Sweating at night, formerly so common a symptom, usually ceases. Colds are practically unknown among patients leading an open air life. Secondary infection, on account of the comparative freedom of the air from micro organisms, is much less likely to occur. Tolerance of outside air is very quickly established, and no one who has tried the open air life will willingly go back to the former conditions of stuffiness. I have never seen any one made worse by exposure to fresh air. Even during a thick London fog patients get on better lying in bed on a balcony or in rooms with windows wide open and a good fire burning than when attempts are made to shut out the fog by keeping the windows shut.

A Street Scene.

The teamster was not beating his horses, but he was using pretty vigorous language.

"This cruelty to animals," declared the woman with three birds on her hat, "is positively dreadful."

"Oh, it's perfectly outrageous," agreed the woman in the Persian lamb coat.

And she vented her indignation by giving a street urchin, who had jostled her, a crack that sent him whimpering on his way.—Louisville Courier-Journal.

A young couple at Newport find it impossible to live on an income of $360,000 a year. The fact that poverty is relative has just been illustrated by the beef trust, says the St. Louis Globe-Democrat.

HERO LAID TO REST

All That Was Mortal of General Fitzhugh Lee Placed Under the Sod

WAS BURIED WITH GREAT HONOR

State Militia, Veterans' Organizations, School Boys, Clergy, State and City Officials, Memorial Associations and Distinguished Visitoors Formed the Procession From St. Paul's to Hollywood Cemetery, Passing Between Sidewalks Lined With Spectators.

Richmond, Va., Special.—Not in all its eventful history has Richmond witnessed a more imposing demonstration than that which marked Thursday the funeral of General Fitzhugh Lee. Troops were pouring into the city all night ,and the military contingent which took part in the procession consisted of two full regiments of infantry, the Seventh and Seventy-first, the Richmond Light Infantry Blues, a battalion of artillery and seven detached infantry companies, making in all about 2,000 men. Added to this were the veteran organizations, and nearly every carriage in the city had been engaged for the occasion. By noon the business section was practically deserted. Around St. Paul's church, in which the funeral services were held, there was a dense throng, and from there to Hollywood the sidewalks along the line of march were lined with spectators.

The church was densely crowded, the throng representing all classes and all walks of life. The services were conducted by Right Rev. A. M. Randolph, bishop of the Southern Virginia Diocese, assisted by the Rev. Beverly Tucker, rector of St. Paul's, Norfolk; the Rev. Landon R. Mason, rector of Grace church, this city, and the Rev. E. E. Barnwell, acting rector of St. Paul's. The floral tributes banked about the casket were profuse and came from all over the country. At the outside of the casket, nearest the audience and at the termination of the main aisle, the Confederate battle flag in flowers gleamed in its field, red with the crossbars of blue bearing the stars of white. A great wreath of white, elevated on a standard of green, shed its perfume directly above the hier. It was four feet in diameter, elevated about six feet, and was made of Easter lilies, white roses, and white sweet peas. The designs were sent by the Veteran Cavalry Association, Army of Northern Virginia. The order of the procession to Hollywood Cemetery was as follows:

Chief marshal and aides, escort, State military, veteran organizations, high school boys, Soldiers' Home veterans, clergy in carriages, honorary pall-bearers, active pall-bearers, caisson with body, family and mourners State officials, city officials, distinguished visitors, memorial associations Richmond fire department, Colored Spanish-American Veterans' Association.

On conclusion of the services at the church the line of march was taken up for the cemetery. The escort included the Seventh and Seventy-first Regiments of Virginia volunteer infantry and a provisional regiment of unattached infantry companies; the Richmond Light Infantry Blues Battalion, the Norfolk Light Artillery Blues, the Richmond Howitzers; the cadets of the Fork-Union Academy, Virginia; Lee and Pickett Camps, Confederate veterans, of Richmond; A. P. Hill Camp, of Charlottesville, of which Gen. Lee was a member, and representatives from almost every other camp in Virginia; the Association of veteran Cavalry, Army of Northern Virginia; Sons of Confederate Veterans; ladies' memorial organizations, Daughters of the Confederacy; aged and infirm veterans from the Confederate Soldiers' Home, in wagonettes; representatives of the Federal, State and city government and of the Jamestown Exposition Company, and distinguished persons from without the Commonwealth. There were 33 military companies in line and the procession was more than a mile long, taking about 35 minutes to pass a given point, the carriages in line being driven two abreast and the military marching in double rank, company front.

At the head of the escort rode ex-Governor Charles T. O'Ferrall, chief marshal, with his aides, and conspicuous in the procession were Governor Warfield, of Maryland, and the Attorney General of his State; the two United States Senators from Virginia, riding side by side in a carriage; Gen. J. W. Hayes, Major R. E. L. Michie, and Col. J. C. Dempsey, United States army, in full dress uniform and Lieutenant Governor Willard, representing Governor Montague, who was prevented by illness from being present.

The casket containing the body of General Lee rested on a handsome catafalque built upon a caisson and was covered with flowers and emblems of the United States and the Confederacy. The caisson was drawn by six black horses with artillery harness and covered by black netting. Holding the bridle of each horse was a member of the Howitzer battery. Behind the caisson was led General Lee's own riding horse, a thorough-bred black stallion with empty saddle and with the upturned boots and the sheathed sword of the dead general. As the body left the church, minute guns were fired by a detachment of the Richmond Howitzers in Capitol Square.

The streets along the line of march were packed with people and at the cemetery many thousands awaited the coming of the procession. There has not been such a popular outpouring since the funeral of Jefferson Davis some year ago, and there were representatives of every part of Virginia in the multitudes that thronged to pay the last tribute of respect to Fitzhugh Lee.

At the cemetery the committal service was read by Bishop Randolph, the body was lowered into the grave, three infantry volleys were fired, taps were sounded and a salute of 17 guns was fired by the Richmond Howitzers from a neighboring height overlooking the historic James river.

NEWS THROUGHOUT THE COUNTRY

Minor Happenings of the Week at Home and Abroad.

Down in Dixie.

Six hundred thousand dollars worth of strawberries have rotted at Chadbourn, N. C., by lack of cars to move them to market.

Monroe Kelly, a Stafford county constable, was drowned in the Rappahannock.

Booker T. Washington, on behalf of students, presented Principal Frissell, of Hampton Institute, with a purse of $1,300.

Trustees of the Catholic University elected Mr. Charles J. Bonaparte, of Baltimore, treasurer, to succeed Thomas Waggaman.

A Norfolk man offers to donate to the Smithsonian Instution the completely preserved brains of a soldier killed in the Civil War.

Caleb Powers, twice sentenced to imprisonment for life, and under death sentence for over a year on the charge of conspiracy to murder William Goebel, has petitioned for a transfer of his case to the United States Court.

The fact has developed that John G. Carlisle, Jefferson M. Levy and the other syndicate identified with them, which has been advertising for North Carolina special tax bonds, is really making a collection of carpet-bag bonds, which have been outlawed by North Carolina, and that apparently their object is to institute suit for the purpose of forcing collection. The special tax bonds in question are said to be none other than the notorious Littlefield-Swepson bonds which were floated in New York at the time for prices ranging from 6 to 10 cents.

At the National Capital.

Vice President Bond, of the Baltimore and Ohio Railroad Company, testified in the rate legislation hearing before the Senate committee.

Secretary Taft has decided not to take sides in the dispute between Loomis and Bowen.

Mrs. Donald McLean made an address at the unveiling of the monument to the army nurses who died in the Spanish-American War.

The Railway Appliance Exposition was formally opened in Washington.

James J. Hill, president of the Great Northern Railway, testified before the Senate committee on Interstate Commerce.

Through the North.

The Chicago strikers are reported as rapidly losing ground.

President Roosevelt left for Washington Saturday night, bidding farewell to his comrades in Colorado who have been with him on his famous hunting trip.

A. B. Spear, the cashier of the closed Citibens' Bank of Oberlin, Ohio, from which Mrs. Chadwick obtained large sums of money, was sentenced to seven years in the penitentiary.

Charles Hadfield, a professional rainmaker, is held to have earned the reward of $1,000 for producing 18 inches of rain in Southern California.

Justice Rischoff has signed an order requiring the officers of the Equitable Life Assurance Society to appear in the Supreme Court with the books.

Mrs. Annie Holzapfel, an important withness in the "Bluebeard" Hoch case, is missing.

Col. William W. Blackford died at Lynn Haven.

James McCarthy, a Vermont convict, testified at Norfolk regarding Virginia postoffice robberies.

The bodies of Robert Rushton Shaw, an Englishman, and his wife, a Philadelphia woman, were found shot through the head near Blockpool, both having supposedly committed suicide by mutual agreement.

Foreign Affairs.

Some fear is felt that the Nationalists of Poland may cause trouble today, the aniversary of the adoption of the country's constitution.

Professor Roentgen is too shy to attend the convention now meeting at Berlin in celebration of the anniversary of the discovery of the Roentgen ray.

Since February the prices of meat in Germany have advanced from 15 to 35 per cent.

The British House of Commons took up and passed the Aliens Bill.

With the customary pomp Ambassador McCormick presented his credentials to President Loubet of France.

The feeling of alarm over the situation in Poland is now pronounced at St. Petersburg, and the gravest results are feared.

Nothing definite is learned about the movements of Rojestvensky or Nebogatoff.

The Japanese profess to be making satisfactory progress with the raising of Russian ships at Port Arthur and Chemulpo.

Lord Dunraven has written a pamphlet in which he declares that Ireland must have home rule if she is to be saved from national bankruptcy in man power, intelligence and material prosperity.

At the international congress to observe the tenth anniversary of the discovery of the Roentgen rays many cures of cancer by means of the rays were reported.

Miscellaneous Matters.

The New York Federal grand jury has instituted an investigation into the affairs of the American Tobacco Company.

At a mass meeting held Friday night it was resolved to raise $30,000 for the erection of an equestrian statue of General Fitzhugh Lee, the plan being to have the memorial placed and unveiled during the Jamestown Exposition.

TOGO NOT FEARED

Russian Naval Forces Getting Into Fighting Trim

JUNCTION OF FLEETS IS ASSURED

Naval Officers at St. Petersburg Declare That While Rojestvensky May Lose Half His Convoy, the Japanese Cannot Seriously Oppose the Advance of the United Squadrons to Vladivostock, Where Further Re-inforcements wait.

St. Petersburg, By Cable.—Admiral Nobogatoff's junction with Vice Admiral Rojestvensky is now considered by the Admiralty as practically assured, and hope for a successful issue in the approaching struggle for mastery of the sea is greatly encouraged thereby.

Naval officers are prepared to see Rojestvensky lose half his convoy, but in face of the united divisions it is believed that Togo will accomplish little or nothing in the way of opposition to the advance to Vladivostock and that he must be content with the aid of the army, to try and invest by land and sea and make Vladivostock another Port Arthur. If the fleet reaches Vladivostock intact, however, naval officers here claim that victory is won. Although there is a little more than 100,000 tons of coal at Vladivostock, the re-enforcement of the fleet, by the Cromobio, Rossia and Bogatyr, and the torpedo boats and sub-marines now in the harbor there they claim that Rojestvensky could drive Togo off the sea and leave Field Marshal Oyama's army stranded in Manchuria.

Seizes Small Jap Vessel.

Tokio, By Cable.—Four Russian torpedo boat destroyers appeared westward of Hokkaiddo, off Subu, Saturday. They seized and burned a small sailing vessel and imprisoned the captain and disappeared to the northwest. They were evidently returning to Vladivostock. There is a possibility that they have destroyed other small craft, although no reports to that effect have been received.

The object of their visit is not clear. It is thought that probably they hoped to torpedo the Japanese patrol at night, and it is also suggested that the Vladivostock vessels planned a diversion to assist the fleet of Admiral Rojestvensky.

President Bids Farewell.

Glenwood Springs, Col., Special.—President Roosevelt Sunday entertained at dinner his companions on his three weeks' hunt in the Rockies. After the dinner, the President bade them an affectionate farewell and promised that all would live forever in his fondest memory. At the dinner were P. B. Stewart, of Colorado Springs; Dr. Alexander Lambert, of New York; Guides Jacob Borah, John Goff, "Brick" Wells, John Fry and G. M. Sprague; Courier Elmer Chapman, and Secretary Loeb.

In describing the function, Chapman said: "We sat just as we did in camp. Mr. Loeb was the only duke at the party."

Veteran Publisher Dead.

Mobile, Ala., Special.—Col. John Lawrence Rapier, president of the Register Company, died Sunday morning at 2:30 o'clock, aged 66 years. Colonel Rapier fought with distinction in the Confederate service during the Civil War. He was the founder of The Mobile Times, which paper was later merged with The Register. He was a brother of Thomas G. Rapier, editod of The New Orleans Picayune. He is survived by his wife, four sons and one daughter.

Fatal Railroad Wreck.

Houston, Texas, Special.—A Galveston, Houston & Northern train, coming from Galveston, left the track at a curve near Harrisburg, shortly before midnight, the engine turning turtle, and taking all of the coaches off. Engineer Frank Cox was cremated under his engine. Fireman Duncton is missing, and it is believed that he was also burned. While several of the passengers were bruised, none were badly hurt. The coaches were wrecked and caught fire, the train being nearly destroyed by fire. A spreading rail caused the wreck.

Some New Disturbances.

Warsaw, By Cable—This city Sunday celebrated the name day of Empress Alexandra Feodrovna. The Socialist warnings not to display flags was generally disregarded in view of the heavy penalties imposed upon householders who fail to decorate their houses on such occasions. This led to some disturbances, angry mobs tearing down and burning flags at different places. Otherwise the city was quiet.

First Train Over New Road.

Dublin, Ga., Special.—The first train from Eastman over the Dublin & Southwestern railroad reached Dublin Sunday afternoon. The train consisted of ten solid car loads of freight from Eastman. President Rentz, General Manager Kissler and Superintendent C. E. Renz were on board. It will take a week or more to surface up the track. As soon as that has been accomplished, regular schedules will be put on between Dublin and Eastman.

DEATH OF W. DUKE

Wealthy Philanthropist Passes Away Full of Years and Honors

HEAD OF AMERICAN TOBACCO CO.

The Founder of the Duke Branch of The American Tobacco Company Dies at Durham in the 85th Year of His Age—His Three Sons and Other Relatives Were Present When the End Came.

Durham, N. C., Special.—Washington Duke, founder of the Duke branch of the American Tobacco Company, father of J. B. Duke, president of that company, and philanthropist, who directly and indirectly gave more than a million dollars to Trinity College, died Monday afternoon at 2 o'clock. His death was no surprise. For several weeks he had been close to death's door, and Sunday afternoon began to sink rapidly. All Sunday night it was expected that the next minute would be his last. Monday morning he was weak and sinking. When he passed away, his three sons, B. L., B. N., and J. B. Duke, with other relatives, were gathered by his bedside. He was in the 85th year of his age. He was part of the history of Durham, and his death has cast a gloom over the entire city.

The funeral services will be conducted from Main Street Methodist church, of which he was a member, at 11 o'clock Wednesday morning, and the body will be laid to rest in the Duke mausoleum, at Maplewood Cemetery. The funeral services will be conducted by Dr. John C. Kilgo, president of Trinity College, and Dr. E. A. Yates, and Rev. T. A. Smoot, pastor of the church. Full details and arrangements have not been made for the funeral as yet.

Through Mr. Duke and his influence, there has been given to Trinity College, a million dollars or more. His first great gift was when the college was moved here in 1891, when he gave $150,000. Other gifts followed, until his personal gifts amounted to more than a half-million dollars. His sons and other relatives added to these gifts until the amount is now more than a million dollars. One gift of $100,000 from the deceased, opened the doors of Trinity and other State colleges to women.

Some time ago he divided a large part of his wealth among his relatives. It is learned that the greater part of the wealth went to B. N. and J. B. Duke. In addition to these gifts, he gave to each of his grandchildren, some eight or ten in number, $60,000 each.

Practically all factories in this community closed upon hearing of the death of Mr. Duke. Other business houses will be closed when the funeral takes place. It is supposed that the city officials and business men in general will join to do honor to the man who has done so much for the town of Durham and the State.

SKETCH OF HIS LIFE.

Born on December 20, 1820, Washington Duke would have been 85 years of age had he lived until December of this year. He was the last of his immediate family, which was a large one, and spent all his life in this section of the State. He came from New England stock, but his father spent most of his life in this State, the family having been identified with the affairs of this section since colonial days.

The deceased was one of nine children, six boys and three girls, and up until he had passed middle life they were people not used to the great luxuries of life brought by wealth, but had to struggle like all of the early settlers of this State and section, for the material things of life. It was under conditions of this kind that Washington Duke and his brothers and sisters came into this life. These early surroundings taught that frugality and developed the strong, positive character and self-reliance that in later life made him the great man that he was. Beginning life with absolutely nothing save a strong character and powerful will; his education being that he learned from nature and between the plow handles on a poor farm in Orange county (now Durham), he returned from the struggle of the Civil War, to a poverty-stricken section of the country, his only assets being character, poverty and a family to support. In the forty years that now intervene between the present and that struggle, he has builded a name that is known around the world and accumulated wealth that he has used to blesis lated wealth that he used to bless and nobler.

Washington Duke was the son of Taylor Duke, was born near Bahama, Orange county, now in Durham. He resided there until he had attained his majority and then moved to a small farm about three miles from Durham, which he afterwards owned, and there began the tobacco manufacturing business, the neuclus that formed the great American Tobacco Company. His five brothers were: Messrs. Robert, Brodie, Kirkland, William J. and John Duke. His sisters were: Mrs. Amelia Riggs, Mrs. Rena Clinton and Miss Malinda Duke, who was never married. From these have sprung a large number of descendants, who live in many parts of this and other States.

Investigating Oil Industry.

Beaumont, Tex., Special.—James R. Garfield, Commissioner of the Bureau of Corporations of the Department of Commerce and Labor, arrived in this city Monday. Mr. Garfield will investigate conditions in the oil field here. His work was preliminary, paving the way for his assistants, who will conclude the investigations. Mr. Garfield left for Washington, having been absent eight weeks.