

ADVERTISING DOES IT

CIGARETTE SMOKING IS KEPT ALIVE BY CLEVER SCHEMES.

An interesting and instructive talk with a Man Who Sells the Obnoxious Article—He Says That Only Fine Tobacco Is Used in the Manufacture.

"These fifty of the cigarettes sold in this city," said a commercial traveler representing an eastern manufacturer, a few days ago, "are from one house. Why? If you could see our advertising bills you wouldn't ask. Nothing on earth is so capricious, so fickle as the cigarette trade, or the cigarette either, for that matter. The cigarette would lie down and die tomorrow if it were not for the small boy, and he is the most capricious thing that strides the earth. Today he swears by the 'Trib's Delight,' tomorrow he grows enthusiastic over the 'Old Soldier,' and the next day loudly calls for 'Pearl's Pat.'"

"Doesn't the name have a good deal to do with it?"

"Yes, my opinion is that securing a happy name is half the battle. But there is absolutely no telling whether it's going to take well or not. I've seen some of the most capricious names ever heard of fail flat."

"Why do cigarettes require more advertising than cigars?"

"For one thing, cigars of a certain price vary in quality more than cigarettes. When a man finds a good cigar he sticks to it. Just notice the difference in a cigar store. That cigar smoker comes in and calls for his brand, the cigarette consumer looks through the glass case, hesitates, picks out the kind that for the moment seems to him the best. He does the same thing every time. Cigarette smokers, other than the small boys, are people inclined toward the aesthetic, there is no denying that. As a rule the cigarette smoker is a man rather refined in his tastes. And this taste has to be appealed to through the eye as well as anything else."

"In the whole range of advertising you won't find any class of wares more artistically advertised than cigarettes. Some cigarette manufacturers claim that it isn't so much the advertising that sells their goods; it's simply the extraordinary quality of their goods, and say that they don't spend more than 5 per cent. of their receipts in advertising. That is all bosh. Our firm spends from 25 to 40 per cent, and counts ourselves lucky. If we should quit advertising for a single month I am convinced our receipts would fall off one-half."

Five cigarette manufacturers make over 90 per cent. of all the cigarettes sold in the country. The amount of "all tobacco" cigarettes sold, compared with the paper product, is infinitesimal.

Continuing the agent said:

"The evolution of cigarette advertising is quite interesting. Being head and shoulders above all competitors it is only natural that we should have inaugurated every advertising novelty that you see today. The first unusual thing in cigarette advertising that we did was bill posting. London woke up one morning and found itself with a sort of yellow flush about it. We had pasted 10,000 big yellow posters about the central portion of the city in one night. That was the beginning. Pretty soon we were posting bills all over the globe, on the Alps, on the wall of China, and when I was in Burma last summer I saw some there."

"Then we began using photographs of large size. Afterward we used small photographs—one in each package of cigarettes. Other manufacturers immediately began doing the same thing, and we dropped it and used colored lithograph cards instead. These we run in series of 50 and 100 cards. First were the flags of all nations, then the world's beauties—pictures of 100 famous pretty women. Then the flags of fifty cities, then race horses, then the sporting champions of the world. Next we issued a series of jockey colors, then the arms of nations, followed by fifty naval flags. After this we had the birds of America, then fifty Indian chiefs, and then a series of game birds."

"Following this we gave prizes, a ticket inserted in each package giving the buyer a chance in the drawing. Just think of it," he said, "25,000,000 cigarettes were sold last year. In spite of all the fight that has been made and is being made against the cigarette it is an actual fact that more cigarettes are consumed every year."

"Lying aside all personal interest, I am unable to understand all this antagonism to the cigarette. Instead of being made of the poorest tobacco it is made of the best—that is, the cleanest and mildest, which are the top leaves of the tobacco plant. All the adulteration is a little glycerin to make the tobacco stick together while it is being shaved up. I have been around a tobacco factory a good deal, and I never saw anything else put in. The idea that opium is used is absurd."

"There is, however, no such thing as rice paper used. Ordinary linen paper is wet with a solution of rice water. The trouble with the cigarette is that it is so mild that the smoker overcomes himself before he realizes it. Then many people don't care to smoke cigarettes unless they can inhale the smoke. That's always bad. There is a law against selling them to boys under sixteen years old, but I have never seen the boy yet, even if he couldn't reach up to the counter, who wasn't willing to swear he was sixteen. They soon caught on to that. Dealers invariably protest against the cigarette because the margin of profit is so much smaller than on cigars. It is almost like a druggist selling postage stamps."—Ohio State Journal.

The Congo River's Deep Mouth.

The London Society of Telegraph Engineers and Electricians have been making soundings along the coast of Africa with a view of laying a cable from England to Cape Town. At the mouth of the Congo they found a remarkable state of affairs, their maps and soundings showing that that river's mouth is an extraordinary marine gulch of no less depth than 1,622 feet! The mouth of the Mississippi at an equal distance from shore would only show thirty-three feet, and the Thames forty feet. The Congo's incredible depths were traced for more than 100 miles out at sea.—St. Louis Republic.

Dextrin Comes from Starch.

Dextrin is nothing but roasted starch, and any one with a stove that has an oven attachment can make his own dextrin whenever he needs it by roasting starch to a light brown. Its best known use is to make the famous mangle used on the back of the postage stamp.—Exchange.

A Good Test.

Little Dot—Sister gave me her brass ring. Little Dick—How do you know it's brass? Little Dot—Cause she gave it to me.—Good News.

Detecting Disease by the Eye.

It is perfectly possible by means of the instruments of the Nineteenth century, to exactly learn the optical condition of an eye, to decide just what glasses, if any, are needed for its perfect working, and it is also possible to look in upon it, and by the appearance of its tissues and its blood vessels to decide as to the existence of serious disease when there are few other symptoms that point to it, when there may be none besides to be found in the body that positively prove it.

I may mention two classes of disease, one constitutional and the other local, which illustrate this statement. The eye mirror ophthalmoscope is the instrument by which such things are settled. Bright's disease, a name carrying dread to many a household, is the constitutional disease to which I refer. In not a few cases the diagnosis of it is made by the examination of the retina with the eye mirror.

The expert will make no mistake if the eye gives evidence of it, for its signs are positive in minute bleeding from the blood vessels and peculiar fawn colored spots on the retina. The surgeon dreads to find them, because they are evidence of an advanced stage of the malady which prematurely destroys so many lives. Bright's disease is in fact a degeneration of many of the tissues of the body, the walls of the arteries being among them. In no part of the body can this degeneration be so readily detected as in the retina of the eye.—Cosmopolitan.

Pure Narcotic Death.

Under chloroform, as under all anæsthetic gases and vapors, there is a mode of death which may be called the final or natural. It need never be produced, and never could be except under the most unskillful management, and it is a long time in its progress. When death does occur in this manner it is by the slow extinction of the natural animal zymosis, and is illustrated, as to method perfectly by the simple experiment of gradually extinguishing a candle in a confined space by introducing vapor of chloroform into the air that fills the space.

It can be illustrated also by the experiment of stopping ordinary fermentation by the presence of chloroform, and even by the simpler process of using chloroform vapor as a preservative of animal tissues from decomposition. All anæsthetics are open to kill in this manner, but that is the safest anæsthetic which puts out life in no other manner which does not, that is to say, cause either of the reflexes of spasmodic character during administration.—Asclepiad.

When Jay Gould Was a Boy.

"At one time," said Mr. Woolhiser, who as a boy worked in the same store with Jay Gould, "while Gould was in the employ of Burnham he fell sick. My father, who was a general nurse and something of a doctor, attended him and brought him around all right. Not long after he recovered he met my father and said, 'You saved my life, and if at any time you are in need and I can help you I shall do so with pleasure.' Fortune has not smiled on my poor old father of late, and being in absolute need he wrote to Mr. Gould, telling him of his condition and asking for help. No reply was ever received. I think that our letters never reached Mr. Gould, or he would surely have helped us. I wrote to him only a few days before his death for the fourth or fifth time. Gould was always a good boy, and for awhile we slept together in the same bed in the old store in Roxbury. Jay never missed saying his nightly prayers before retiring."—New York World.

The Study of Philately.

Philately is a study. It is a pursuit that adds more to the life of the young collector than any other of his pleasures. Philately in the present generation is assuming vast proportions as an instructive science and is even now a formidable rival of numismatics. No longer is it called a mania or a craze, but a science teaching the geography, history, language and the morals of a country. Our philatelists are not mere schoolboys and girls, although they collect stamps, but men of mature minds; men well established in business and professions, men of sound judgment, intellectual and thoughtful men. And it is this fact that gives the young collector encouragement, the knowledge that such men do exist in the ranks of philatelists.—Ohio State Journal.

Raising Canary Birds.

In Germany the poorer classes are nearly all engaged in raising canaries. Several hundred thousand are shipped every year to all parts of the world. There is no industry like it in existence. The birds are strong and hardy and require very little attention; consequently among the peasantry every family has its aviary, which is a constant source of income, independent of the proceeds of their daily toil. The buyers for the New York houses make periodical trips through the country; the birds are bought and are soon on their way to America, where they quickly become accustomed to their gilded cages.—Pittsburg Record.

Shapes for Folding Napkins.

About 1650 Pierre David published the "Maître d'Hotel," which teaches how to wait on a table properly, and how to fold all kinds of table napkins in all kinds of shapes.

The shapes were: "Square, twisted, folded in bands and in the forms of a double and twisted shell, single shell, double melon, single melon; cock, hen and chickens; two chickens, pigeon in a basket, partridge, pheasant, two capons in a pie, hare, two rabbits, sucking pig, dog with a collar, pike, carp, turbot, miter, turkey, tortoise, the holy cross and the Lorraine cross."—Youth's Companion.

Cause for Regret.

Lady—I don't like this picture so well as I did the last one you took of me.

Photographer—Ah, madam, I have not the artistic taste that I had when I was young, and besides my camera is getting old.—New York Weekly.

JEAN'S GRAVEYARD.

THE WONDERFUL SARGASSO SEA OF THE GREAT ATLANTIC.

The Enormous Floating Semi-Island Toward Which Nearly Everything on the Mighty Deep Drifts and Is Held as Prisoner—Its Inhabitants.

For several years past the hydrographic bureau at Washington has been trying to acquire more intimate knowledge of the movements of the waters of the ocean, and a great number of bottles, containing messages and securely corked, have been dropped overboard by vessels. Many of these have floated thousands of miles before they were picked up, and while some were washed upon native and foreign shores others have found their way into the great Sargasso sea.

From the courses taken by these different bottles it has been found that the ocean currents move around in a vast circle. Those which were dropped overboard on the American coast took a northerly course, while those on the European side floated toward the south. Bottles dropped overboard in the North Atlantic started toward the northeast, and those from the African or Spanish coast floated almost directly west until they reached the West India islands. The general directions of the currents were thus ascertained, showing that the waters acted upon by winds and currents circulated round and round like a pool.

In all pools floating objects are quickly cast outside of the revolving currents, or they are carried with them in their circular route for some time until they are washed nearer the center or side of the pool. The bottles that were forced outside of the currents of the ocean were cast upon the shores of some country, but those which were worked toward the center eventually found their way in the calm waters of the Sargasso sea. Here they remain peacefully until picked up by some vessel, or until some storm casts them back into the great sea.

Vessels very rarely visit the great sea in the middle of the ocean, but occasionally they are driven there by storms or adverse winds. Strange sights meet the gaze of the sailors at such times. Wonderful stories—partly true and partly false—have been told by sailors returning from a forced trip to the Sargasso sea. The surface of the sea is covered with floating wrecks, spars, seaweed, boxes, fruits and a thousand other innumerable articles. It is the great repository or storehouse of the ocean, and all things which do not sink to the bottom or are not washed upon the shores are carried to this center of the sea. When one considers the vast number of wrecks on the ocean and the quantity of floating material that is thrown overboard, a faint idea of the wreckage in the Sargasso sea may be conceived.

Derelicts or abandoned vessels frequently disappear in mysterious ways, and no accounts are given of them for years by passing vessels. Then suddenly, years later, they appear again in some well traveled route to the astonishment of all. The wrecks are covered with mould and green slime, showing the long, lonesome voyage which they have passed through. It is generally supposed that such derelicts have been swept into the center of the pool and remained in the Sargasso sea until finally cast out by some unusually violent storm.

The life in this sea is interesting. Solitary and alone the acres of waters, covered with the debris, stretch out as the vast graveyard of the ocean, seldom being visited by vessels or human beings. Far from all trading routes of vessels, the sight of a sail or steamship is something unusual. The fishes of the sea form the chief life of those watery solitudes. Attracted by the vast quantities of wreckage floating in the sea, and also by the seaweed on which many of them live, they swarm around in great numbers. The smaller fishes live in the intricate avenues formed by the seaweed, and the more ferocious denizens of the deep come hither to feed upon the quantities of small fish. In this way the submarine life of the Sargasso sea is made interesting and lively.

The only life overhead is that made by a few sea birds, which occasionally reach the solitudes of this mid-ocean cemetery. A few of the long flyers of the air penetrate to the very middle of the ocean, but it is very rarely that this occurs. Some have been known to follow vessels across the ocean, keeping at a respectful distance from the stern. Other birds have been swept out to sea by storms, and have finally sought refuge in the Sargasso sea. Still others, taking refuge on some derelict, have been gradually carried to the same mid-ocean scene.

There is sufficient food floating on the surface or to be obtained from the fishes which live among the forests of seaweed to support a large colony of birds. It is surmised that many of those found in the sea have inhabited those regions for years, partly from choice and partly from necessity. Birds swept out there by storms would not care to venture the long return trip to land, and finding an abundance of food and wrecks on which to rest and rear their young they might easily become contented with their strange lot. Just how far the strong winged sea birds can fly without resting is all conjectural, but it is doubtful if many of them would undertake such a long journey seaward with no better prospects ahead than dreary wastes of water.—Detroit Free Press.

The Greatest Tobacco Users.

The Austrians consume more tobacco than any other nationality or race on the globe, civilized or savage. Recent investigation by eminent statisticians gives the number of pounds consumed annually by each 100 inhabitants of the different European countries as follows: Spain, 110 pounds; Italy, 128; Great Britain, 138; Russia, 182; Denmark, 234; Norway, 230, and Austria, 373.—St. Louis Republic.

INDIVIDUALITY IN TYPEWRITING.

Many Little Peculiarities in the Work of Different Persons.

The typewritten page has no individuality for most persons, but a study of the subject shows many characteristics by which the work of different machines and different operators can be distinguished. This field presents fewer opportunities than does that of the handwriting expert, but is, nevertheless, of some interest and importance. In a legal contest the whole case might hinge on the authenticity of a page of typewriting.

For instance, it became necessary in a court not long ago to find out whether one page of the long typewritten document in evidence had not been replaced with another in which some of the words had been changed. In this case of course the suspected page was written on the same kind of a machine as the others. The difference between instruments of the various manufacturers was therefore of no service.

An expert stenographer and teacher of typewriting was called as a witness. In reply to questions put by counsel he said that as a general rule it was not difficult for an expert to distinguish between the writing done upon different machines of the same manufacture. Two instruments might write so nearly alike as to make it impossible to determine upon which of them a certain sheet was turned out. Still there were many little marks of variance in the writing of different machines, and even of the same one, at different times or when used by different persons. The witness did not believe that the page in question was written at the same time that the others were, nor by the same person. All might have been written on the same machine, but not consecutively.

The reasons given for this conclusion were, in the first place, that the type used on page seventeen was clean; on the others many of the small letters were clogged up. The "e" and "o" were especially bad. The ribbon used for page 17 was not so much worn as that for the rest of the document, and the writing was more uniform in color; the latter fact was in part due to the superior skill of the writer of the single page. The letters were in better alignment on that page than on the others, in which the "t" and "e" were badly out of their proper position.

In page 17 the "i" was accurately centered; in the rest it was to the left of where it should be. The "p" was upright on the suspected sheet, and leaned a trifle on the others, being turned in the bar. The one sheet, also, had a wider margin by two spaces than those which followed and preceded it.

When asked why he believed that different persons wrote the sheets he said that the operator who turned out page 17 was more expert than the other. The former's touch was more uniform; none of his letters seemed to override each other, as was sometimes the case on the other pages. His punctuation marks did not perforate the paper. The indentations of his paragraphs were six spaces, against five on the rest of the document. He used three spaces between his sentences; the others only two. The first made a space after a comma; the latter did not.

The writer of the bulk of the paper was less acquainted with the rules of punctuation than was the other man. One man always put a period and a colon after the words "to wit"; the other used only a comma. For the figure 1 in the paging of sheet 17 a lower case "l" was used; on the other sheets a capital "L." The jury could hardly help agreeing with the expert's conclusions.—New York Tribune.

A Queer Custom.

A medieval custom prevails in Freiburg, in Breisgau. This is observed on the birthday of the reigning grand duke of Baden, and consists of a foolhardy trip to the topmost part of the tower of the minster. It is a dangerous enterprise, for the tower is 400 feet high, and the ascent is made from the exterior of the building. The steeplejacks in their ascent have to leap from stone to stone, often a yard apart, and one false step on the narrow ledges would be death. At the topmost pinnacle pistol shots announce that the climbers have succeeded. Then an immense gilded star revolves and the descent is begun. Each man receives as a reward the sum of five marks from the state and a sumptuous dinner.

On the occasion of the sixty-sixth birthday of the grand duke of Baden, three men undertook the ascent. One of them on arriving at a projecting bar of iron, halfway up, went through an acrobatic performance. This was before an immense crowd of astonished spectators. He twisted and twirled about as if he were but within a few feet of the earth.—London News.

It is claimed that you can drive nails into hard wood without bending them if you dip them first in lard.



The wrong way, with Catarrh, is to stop it without curing it. The poisonous, irritating snuffs, strong caustic solutions, "creams," balms and the like may, perhaps, palliate for a time. But they may drive the disease to the lungs. The wrong way is full of danger.

The right way is a proved one. It's with Dr. Sage's Catarrh Remedy. It cures, perfectly and permanently, by its mild, soothing, cleansing and healing properties, the worst cases of Chronic Catarrh. It has proved itself right, thousands of times, when everything else has failed.

And this makes its proprietors willing to prove that it's the right thing for you, no matter how bad your case or of how long standing. If they can't cure your Catarrh, they'll pay you \$500 in cash. They mean it. They're certain of their medicine.

Herold's Double Store.

UNDERBUY AND UNDERSSELL. (Our Two Watchwords.)

THESE two words epitomize the whole philosophy of mercantile success—underbuy, not so much to make extra profit on goods, but to sell again at a proportionate under price, and with the "Knock-down Logic" of our unmatchable bargains, sweep all competition from our path like the chaff before the wind. We earnestly invite you to call and examine our goods and prices which appeal with the burning eloquence of genuine bargains to your self-interest. We call your attention to the following "Trade Quickeners":

- Trade Quickener No. 1.
- Hats at Half Price—A complete stock of Mens' and Boys' hats, consigned to us by W. S. L. Gibson & Co., wholesale hat house of Omaha, being the stock of one of their customers who failed. We bought them for 50c on the dollar and are prepared to sell them at a proportionate under-price.
- Trade Quickener No. 2.
- Shoes at Less Than Cost, to Make—\$3,000 worth of Ladies', Misses', Children's, Men's and Boys' Shoes knocked down at auction to the highest bidder. We took the lot at about 40 per cent under the regular price, and the price that we are offering them at will be a great bid for your trade. We are also offering in our Shoe Department 1,500 pairs of ladies', Misses', Children's, Men's and Boys' Sample shoes, being the entire line of samples of shoes manufactured and carried by one of the largest wholesale shoe houses on the Missouri river—Kirkendale, Jones & Co., of Omaha—and we are offering them at exactly factory prices.
- Trade Quickener No. 3.
- Underwear to the consumer at prices that other dealers pay. We buy our underwear in case-lots direct from the mills, saving the middle-man's profit, and can sell it to our customers at the same prices that the western wholesale dealers charge the small country dealer. Call or send for our prices on underwear and be convinced of the truth of this statement.

We have opened up the store room formerly occupied by Brown & Barrett, druggists, so that we are now ready to do business on a larger scale than ever, in our Immense Double Store building. See our Fall and Winter line of Dress Goods and Cloaks before buying. We can save you 20 per cent in these two departments.

William Herold & Son, 505 and 507 Main-St., Plattsmouth, Neb.

"Well begun is half done" Begin your housework by buying a Cake of SAPOLIO. Sapolio is a solid cake of Scouring Soap used for all Cleaning purposes. Try it.

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