

IN DEATH'S SHADOW

LOUISE MICHEL'S EXTRAORDINARY EXPERIENCE.

MORE UNEASINESS THAN PAIN

Late French Communist Said Her Senses Were Transformed and as Death Advanced She Felt That She Was Returning to Elements.

A remarkable experience of the late Louise Michel, the French communist, is thus described by herself in the London News:

In all probability each of us experiences when dying certain sensations which in the main agree, what difference there is being in minor details.

Last February I undertook a long lecturing tour with my friend Graunt. The tour included about thirty towns in France, Corsica and Algeria. Crossing from England, the first lectures were given in Calais, Roubaix, Tourcoing and Liencourt. In the last named town I struggled against influenza, which seized me after a severe bilious attack. At Troyes, where I spent a few days, the doctor and my friends protested against my proceeding to Chaumont, where I was to deliver my next lecture. I did not want to act contrary to their advice, and yet I felt that my will would be weakened by yielding to their wishes. Will is like the steel of a sword—it can be bent too much. I thought that by going to Chaumont I might be cured, for it was there that I studied, and Chaumont and Saris were the only towns I knew prior to my going to Caledonia.

On reaching Toulon I imagined I had conquered my illness, and it was with that conviction that I lectured, but on returning to the Hotel Terminus, where I intended resting for a day or two, I felt exhausted, and it was found that the influenza had developed into congestion of the lungs.

I rapidly sank into a condition that is best described in the expression "la guenille humaine"—the human rag. Yes, it seemed as if my body hung like a rag, and I was able to regard it as no longer belonging to me. As death approached I became mere sensation and compared my state to the magnetic needle seeking the north when disturbed by a cyclone. My senses were transposed—one discharging another's duties. I had the impression of reading a telegram my friend Charlotte held in her hand through my fingers.

As death advanced nearer I felt more uneasiness than pain. I was gliding into the elements with two impressions—one that of being carried away on a stream and the other that of dissemination into space. I felt my being disintegrating into tiny molecules. As an aroma spreads itself in the air or coloring matter in water, so was I being dissolved in space. Memories of bygone days returned with great vividness. In Caledonia during a cyclone, when the sky and ocean were of a uniform blackness save where the waves threw up their white heads to assault and storm the coast, I used to cling to the rocks to resist the suction of the tempest, thinking that we ourselves must have been born of the elements. When dying I had the same idea—that I was returning to the elements from which I came. At last I could only speak with difficulty.

My voice was a mere breath, hardly capable of creating a vibration in my throat. The sensation of thirst disappeared; my limbs were as heavy as stone. Nevertheless my spirit was quite calm, the process seemed quite natural, and my mind looked down on my body as upon a frame stretched in front of it. One wonders whether it will be life or death, and that is all. The world seemed so small—too small. In fact, for the human race not to be one people. I saw the different races stretching in concentric circles around the bubble caused by Time's dropped stone. Before my eyes was a veil of fog. I could only distinguish persons in the room by their stature. They looked like large shadows.

I had a vision of war; the field, an immense blot of blood, covered with the dying and the dead. Riderless horses were stampeding away, while in the distance the battle was in full swing. Mothers, children and old people crouched together, abandoned. Fire lit up the ruins of their homes. Then I saw dens and caverns inhabited by wild beasts invaded by prehistoric men, with torches in their hands. These took possession, to be in turn driven out by their successors, carrying the lights of science and of art.

How did I return to life? I cannot say. I know it was a real and cruel pain to come together again, as it were, after the molecules composing my body had been dispersed—a real pain to feel the current against me, whereas I had been floating with it. Was it the sympathy coming from my friends to me combined with the good care of Charlotte and the skill of the learned Dr. Bertholet which restored me? One thing struck me—that I must try and deserve that sympathy—a sympathy too large for any one person when there are so many who die forgotten by all.

In my self study I made a mistake. My illness seemed to me to be short, whereas I was told it had been long. I put it down as lasting a week. As a matter of fact, it lasted four. I remembered those stories in which a quarter of a century or more appeared but a few hours.

It is economy to use want ads if you have anything to sell, exchange or give away; or if, on the other hand, you want to rent, buy or borrow.

WITNESSES ARE DISMISSED

Taking of Testimony in Santa Fe Case Commences All Over Again.

Topeka, Kan., March 15.—The taking of testimony in the suit brought against the Santa Fe railway, alleging violation of the Kansas anti-trust laws, came to a sudden termination when Frank Monett, who is conducting the case on behalf of the state, moved to dismiss all the officers of the Santa Fe railroad who had been subpoenaed to be examined. Only two witnesses have been on the stand. One was W. J. Black, general passenger agent, and the other was W. J. Healy, freight auditor. Mr. Healy has been on the stand for three days. It developed in the cross-examination of Mr. Healy by Robert Dunlop, general counsel of the Santa Fe, that Mr. Healy was the wrong person to testify in regard to the matters which were inquired of by Mr. Monett. Mr. Monett announces that the witnesses were dismissed simply according to regular form. It is the intention to take depositions at Chanute today and to return to Topeka later. It would be contrary to legal form, so Mr. Monett announces, to hold the hearing open until a later date without the consent of both parties to the suit. Consequently, he announces that notices will again be served upon all the witnesses who have been subpoenaed and who have not yet testified.

Pronounced Dead, but Revived by Salt

St. Louis, March 15.—After having been pronounced dead by two physicians and a nurse, Mrs. Charles A. Sweet, wife of a provision merchant, was restored by the infusion of a salt solution into her veins and is now believed to be recovering her health. Five weeks ago Mrs. Sweet, suffering from gastritis, went to Hot Springs in the hope of recovery. On the night of Feb. 13 she seemed to be dying, and eventually her heart ceased beating and respiration stopped. She was pronounced dead. A third physician, however, decided to try a salt solution infusion, and there followed signs of animation. The operation was continued and Mrs. Sweet revived. She has returned to her home in St. Louis and is now apparently recovering her health.

Marriage Brokers Hard Hit.

Des Moines, March 15.—Marriage brokers in Iowa received a knockout blow from the supreme court when it declared that contracts to promote or bring about marriages are void. The point came up in the suit of Mrs. Mary Aldinger against the estate of the late William Grobe of Hardin county. She claimed \$200 as compensation for services rendered Grobe in going to Chicago to secure information about a woman whom he was desirous of marrying. The district court held that the contract was a marriage brokerage and therefore refused to allow the claim. This decision is now affirmed by the supreme court.

Present Rates to Continue.

Chicago, March 15.—Chicago, St. Louis and the middle west have lost the campaign which they have been carrying on for admission to the markets of the southeast. At an adjourned meeting of the traffic men here the southwestern railroads denied the petition of merchants of Chicago, St. Louis and the middle west for their rates to southeastern points. It was stated that the interests of the southeastern roads were in the manufacturing centers of the east and therefore the present rates must continue.

STORM DAMAGE IN CALIFORNIA

Flood Carries Off Bridge at Los Angeles—One Life Is Lost.

Los Angeles, Cal., March 15.—The great storm that has raged almost incessantly along the southern coast for the past forty-eight hours is over. As far as has been learned, but one life has been lost as a result of the storm, that of a laborer, who was drowned near Cajon pass. The total damage scattered over a wide stretch of territory, is conservatively estimated at an amount in excess of \$500,000. This includes the damage to streets, buildings, bridges and other property in this city, the loss to the steam and electric railroads and the damage to wharves, piers and shipping all along the coast. The total fall of rain for the storm measures 3.52 inches, according to the government rain gauge, but at other points in the storm belt this amount will be greatly exceeded, approaching in some places as high as 5.40 inches.

The storm was accompanied by most unusual phenomena, in the shape of a strong southeasterly gale of wind, continuous rolls of heavy thunder, flashes of lightning and occasional showers of hail. The wind, which at times attained a velocity of sixty-three miles an hour, wrought great damage along the coast.

The worst disaster occurring to the city as a result of the ravages of the storm was the washing out of the Seventh street bridge across the Los Angeles river, where fourteen people were carried down into the flood and five of them seriously hurt.

Plan Double Suicide.

Chicago, March 14.—In a room filled with gas in the Queen's hotel, a man was found dead and a woman unconscious. Several pawn tickets were scattered on the floor of the room. The police believe that a double suicide had been planned. At the Samaritan hospital, the woman was partly revived. She said her name was Hazel Thompson. She may recover. The police learned that the man was John Rabbitt, a printer.

PLOT AGAINST CASTRO

VENEZUELAN AGENTS MAKE A DISCOVERY AT PHILADELPHIA.

PROTEST MADE TO PRESIDENT

Consul Ocha Makes Formal Complaint to Washington of Formidable Revolutionary Expedition Being Fitted Out at Quaker City.

Philadelphia, March 13.—A formidable insurrectionary movement, aimed against the Castro administration in Venezuela, has been uncovered in this city by agents of the Venezuelan government and so alarming in the nature and strength of the revolutionary plot that a formal protest has been sent to President Roosevelt by F. Salcedo Ocha, the Venezuelan consul here. Senor Ocha's complaint is based on the discoveries of Venezuelan secret police, who have been keeping a sharp watch on revolutionists now living in this city.

The machinations against Castro, according to evidence obtained by the detectives, have reached a climax, and unless the plot is overthrown a steamer will shortly leave this port on a secret mission, which is said to be no less than an armed move against the South American president and his government.

It is known that the vessel has been chartered in such a way as to allay suspicion, but the Venezuelan secret agents profess to have learned that she will load with munitions of war sufficient to equip several thousand men for a lengthy campaign, in addition to guns and stores for transforming her into a heavily armed gunboat. The Venezuelan government views the situation with such trepidation that a rush order, it is said, has been dispatched to the Cramps for the speedy completion of repairs to the Venezuelan gunboat Restaurador, now being overhauled at the Cramps shipyard. Castro is said to be dubious of halting the filibustering expedition by federal intervention, so cleverly have the plans been laid. In event of such failure, it is the aim to circumvent the insurrectionists by holding the mysterious steamer safe under the range of the Restaurador's guns from the moment she leaves port until such time as she can be searched in Venezuelan waters.

STRIKERS SEEK REINSTATEMENT

Subway Service Somewhat Better, but Far From Being Normal.

New York, March 13.—While traffic conditions were somewhat better on the subway and elevated systems, the service was far from being normal. At times the elevated trains ran regularly and again there were long delays. The service in the subway was better. There were a few minor accidents as a result of the inexperience of the motormen and guards. The company had more men at work and officials were busy during the day hiring old employees seeking reinstatement.

A joint committee of the Brotherhood of Locomotive Engineers and the Amalgamated Association of Street Railway Employees appeared before the joint committee of both locals and demanded that they be told whether to continue the strike or go back to work. The executive committee told the men that a definite reply would be made today.

SENATE TO ADJOURN SATURDAY

Effort to Be Made to Get Rid of Santo Domingo Treaty This Week.

Washington, March 14.—The senate will do its utmost to complete the Santo Domingo treaty, ratify and adjourn this week. This was manifested when the treaty was taken up in executive session. For more than an hour the senators discussed ways and means and finally agreed to meet at 11 a. m. daily in order to give time for a full discussion of the measure and still adjourn by Saturday. It is conceded that if the vote is delayed beyond that time a quorum of the senate could not be maintained. With the present number of absentees and the uncertainty as to the number that will return to vote, the fate of the treaty cannot be foretold.

Only one amendment was offered. That was presented by Senator Bacon and provided that such expenses of the army and navy as may be incurred by carrying out the provisions of the treaty shall be paid from the revenues of Santo Domingo. This amendment was pending at the time the senate adjourned.

Tragedy on the Isthmus.

Colon, March 10.—A negro named John Wells, from South Carolina, on being refused admittance to a dance here, drew a revolver and shot and killed a policeman and wounded two other persons. He was arrested and probably will be sentenced to a term of imprisonment in Chiriqui jail, as there is no capital punishment in Panama. Three hundred and eighty West Indian contract laborers arrived at Panama this week to work on the canal.

Lawlessness in Mississippi.

Jackson, Miss., March 10.—Governor Vardaman issued an address to the peace officers of the state, declaring that the situation in the state is growing extremely critical, that crime is rampant in all quarters of the commonwealth and urging officers at once to begin a crusade and clean out the dives and haunts of criminals.

TRADE REVIEW FOR THE WEEK

Confidence Becomes More General With Resumption of Outdoor Work.

New York, March 11.—R. G. Dun & Co's Weekly Review of Trade says: Confidence has become more general through resumption of outdoor work, opening of spring trade and expectation that the war will soon terminate. Weather conditions are favorable in most sections of the country and there is little interruption because of labor controversies. Some inconvenience was caused by the local strike, and retail trade suffered temporarily, but in the aggregate the commercial loss was not extensive. The most gratifying news of the week emanates from the iron and steel industry, of which unprecedented output of iron is not productive of accumulated stocks. Other leading manufacturing operations are making steady progress, although larger orders would be welcomed by cotton mills and shoe shops. In those lines the buyers are exhibiting great caution, limiting purchases to immediate needs. Commodities are in good demand, which indicates that the people are consuming freely. This is also shown by the large increase in merchandise imported of late, although for the last week there was a decrease of \$2,964,228 compared with last year. Exports gained \$2,071,613. Traffic conditions are getting better, few complaints of delay being heard and railway earnings for February were only 4.0 per cent smaller than in 1904. Failures this week number 244.

Kirkman Attempts Suicide.

Valentine, Neb., March 11.—Captain G. W. Kirkman, who is under arrest here, being tried on charges that may result in his dismissal from the army, tried to commit suicide after he was informed of the suicide of Mrs. Bessie Chandler of Omaha. He took morphine and also opened the arteries in his wrist, but was thwarted in his intentions. Captain Kirkman says that no matter what the outcome of his trial he is determined to take his own life as soon as he has the opportunity. He professes the warmest of love for the dead woman and vows he will join her in death. He also makes very sensational charges concerning Lieutenant Chaney.

Deposition in Mine Case.

Council Bluffs, March 11.—Reading of depositions was continued in the trial of the Portland mining suit. The defense objected to the affidavit of Charles Board of Cripple Creek, but it was admitted. Board testified he saw the names of both Doyle and Burns on the Tidal Wave claim stake. Depositions of other witnesses said they saw the two men working together on that claim, which is one of the three in controversy.

To Arrest Praying Husband.

Sioux City, March 11.—Robert Leroy Thayer, evangelist and spellbinder, is trying to dodge officers who have a warrant for his arrest for bigamy. Thayer used the medium of prayer to win the affections of women. Mrs. Summers of this city says she married him for his piety. Later she received a letter from Mrs. Jennie Barnard Thayer of Minneapolis who said she had married Thayer two years ago.

Olin Banker Disappears.

Olin, Ia., March 13.—E. E. Snyder, the banker, who assigned last December, has disappeared. A warrant for his arrest has been issued. The completed report of Snyder's liabilities shows debts amounting to \$143,000, most of which were bank deposits.

Connellsville Car Works Burn.

Connellsville, Pa., March 13.—Fire completely destroyed the plant of the Connellsville Car and Machine company, causing a loss of \$150,000. Martin Mullin, the night watchman, was burned to death.

Five at Iowa City.

Iowa City, Ia., March 13.—Fire gutted C. Yetter's dry goods store. Loss, \$75,000; insurance, \$61,000.

President Talks to Mothers.

Washington, March 14.—An address by President Roosevelt was the feature of the evening session of the National Congress of Mothers, now holding its triennial convention at the Metropolitan M. E. church. There was an immense crowd at the church, composed largely of women, and when Mr. Roosevelt, accompanied by Secretary Loeb, arrived he was given a cordial reception. He read his speech, but now and then interjected some extemporaneous remarks when he wished to emphasize a point. Preceding the president's speech, Mrs. Frederick Schoff, president of the congress, delivered an address, in which she spoke of "the children of the nation."

Sells More of Chamberlain's Cough Remedy Than of All Others Put Together.

The following letter from a locality where Chamberlain's Cough Remedy is well known shows for the unprecedented demand for it that the medicine sells on its own merit. Mr. Thos. George, a merchant at Mt. Elgin, Ontario, says: "I have had the local agency for Chamberlain's Cough Remedy ever since it was introduced into Canada, and I sell as much of it as I do of all other lines I have on my shelves put together. Of the many dozens sold under guarantee, I have not had one returned. I can personally recommend this medicine as I have used it myself and given it to my children and always with the best results." For sale by Leonard the druggist.

Are You Satisfied With the Business You Do?

There are few business men who would not increase their trade if they could devise means to do it. Any man would be willing to pay a percentage of the increased profit for the sake of maintaining the new stimulus. It is a rare business man who would not gladly hire an additional salesman or solicitor if, by so doing, that salesman or solicitor would increase the bulk of business so much that the added profits would pay the salary of the new man and leave surplus cash for the house.

A good salesman or a good solicitor is one who, by his skill in presenting the selling points of the goods at hand, is able to make sales which otherwise would not be made. If a high-salaried salesman did not sell things which, were it not for his presentation, would not otherwise have been sold, he would earn no more money for his employer than an ordinary fellow. And if it were not possible to make people buy things which, but for the salesman's work, they would have left unpurchased, then the simplest child would be as valuable in a store or in an agency, as the cleverest and most experienced professional.

An advertisement is merely a salesman or a solicitor, which talks to several thousand people at the same time. An advertisement, like a human salesman, may be so clever that it will create a demand for the goods and wonderfully increase the sales; or it may be so commonplace, so unskilled and so devoid of effective presentation that what it says will appeal to none.

Advertising Has Come to Be a Science and a Fine Art.

An advertisement must contain reasons why the reader will find it to his advantage to buy the articles advertised. An advertisement must be no more and no less than a printed conversation, such as the salesman would speak if he were talking, earnestly and seriously, to a prospective buyer. It can not ramble if it is to bring results. It can not cover, in the same line, two separate articles any more than a salesman dare try to sell, in the same breath, two different things. It must be clean-cut; rid of superfluous literature; sharp, definite and convincing.

No ad. will pay which is not so written as to create a demand for the article or articles advertised. Every article advertised should be set off, like a newspaper article, in a department of its own, with a head-line calling attention to it and with its every selling point brought out and exhausted just as completely and as thoroughly as is his story written by a newspaper reporter.

An Ad is News.

Every ad. is news, in its way. And it must be written in just as interesting a manner as is the news with which it must compete for favor, on the same page. It must be clever enough to attract the attention of the prospective buyer. Magazines today are as thoroughly read in the advertising pages as they are in the story pages, for the reason that the ads. are news, interestingly conceived.

The Heading is All-Important.

The heading of an advertisement, the smaller the more true, is all-important in the results which are to be gained. The heading must be so worded as to attract the attention of the person who is interested in that particular and who, therefore, may prove a buyer. A person afflicted with sore feet will grasp at any tiny advertisement whose headline indicates that there is relief to be found for those pedal extremities. Likewise a housekeeper will follow down the wording of any ad, which, in the bold-faced head, indicates bargains for her department—be it flatirons, groceries, hot doughnuts or what not.

CUTS, for this reason, are valuable features of any ad. They instantly show the line of goods that are discussed and attract the attention of the desired ones. And a cut, for this reason, must pertain to the article advertised, and must, in itself, be able to display points in the article which will create a demand for it. Any shoe cut, for instance, will denote that the ad. tells about shoes. But if the cut is a picture of a well shaped, stylishly made, substantial shoe, it will have a tendency to create a demand for that particular shoe, just as would the words of a salesman who took time to say that the shoe was of fine shape, up-to-date, hand-sewed and durable. The so-called "catchy" headings which many business men have written

over their ads, men who have received no returns and quit investing in space because "it didn't pay," are not effective. The reason is evident. The general reader, who perhaps reads the first few lines from pure curiosity, quits in disgust. And very frequently the person whom it is desired to interest, will never look at the ad. because it does not interest him at the outset. On a newspaper, the greatest care is taken to write headlines which will, at the first glance, give the gist of the whole story. If it is a baseball article, therefore, the fan knows it at once and will read it. The politician will pass by. Daily papers pay large salaries for experts who do nothing but write these headlines. But an advertiser will often head his discussion with a line which says "Cold Weather is Coming," when it should have been "Do You Need an Undershirt?" The man in need might and might not care whether cold weather he will read the lines that follow just was coming or not. It is a cinch, though, that if he needs an undershirt to see what sort of bargain he can secure. If he does need an undershirt or if it happens to be a dentist's ad that tells him his aching tooth can be pulled painlessly,

He Will Visit the Advertiser.

When he has done that, the ad. has done its work. It is then up to the clerks or the dentist to sell him everything in the building that he can possibly use. If they fail to do that, it is new salesmen that are needed and not a different method of advertising. If nothing but the goods advertised were sold as the result of an ad., then that ad. surely would not pay. It is the profit made from additional sales, after the buyer has been attracted to the store which

Makes Advertising Pay.

That is the reason why leaders can be offered, even at cost or perhaps at a loss, and still net the advertiser a margin on the transaction. That is why special sales pay, even though the specials are cut to bed rock. That is why advertising all of the time, every day and every day, and with always something new, clever, attractive to the taste and the purse of the reader, can be made to pay and to pay well. It stands to reason that advertising MUST NOT BE SPASMODIC if it is to bring the best results.

If a baseball column in a newspaper was printed but once a month, it is easy to see why "fans" would not look to that column when it did, periodicaly appear. It logically follows that a housewife will not look at a certain corner of the paper today for clothes pin bargains, if that corner contained bargains but three times within a year. The readers must be trained to expect to find ads. worth looking at, before they will take the time to do it.

The People to Reach.

The people to reach, advantageously, are those who can get to the advertiser, either by mail or in person, to take advantage of the articles mentioned. Advertisers in Norfolk naturally desire to reach everybody in the city, all of the farmers within a driving distance from the city and other persons in tributary territory who may visit Norfolk.

To the end of covering this identical field, The News has been working for years. It now does cover this field very thoroughly every day in the year. The rural routes out of Norfolk, of which there are five today, are reached by The News just as effectually and as thoroughly as are the homes in the city. The farmers around Norfolk read The News every day in the week just as they used to read weekly papers. Their papers, containing local and telegraph markets and news, are delivered at their doors every day.

There is no business in the world which cannot be stimulated by advertising. It will not only gain new patrons but it will increase the patronage of former ones. Advertising is not a venture. If used judiciously and systematically it is bound to bring results. There is no other way out of it. It is a commodity in which the business man invests for the sake of getting more out of it than he puts into it. It is paying one dollar for the purpose of making two or three and many times more than that.

It Has Come to Stay.

The uncertain period of advertising has passed. As a business getter it has come to stay and it is growing more and more essential. Local advertising will pay in any community, large or small, if it is done on a scientific basis. Done in haphazard fashion, it is now, always has been and always will be a waste of money. The business man who advertises in the right way, is bound to increase his business. The business man who is not content to run along, year after year, in the same channel and never grow in trade, will find advertising the surest, quickest and most dependable method of satisfactory growth. And newspaper advertising is the most economical in the world today because through this medium more people and more territory can be reached, and in an interesting way at that, than in any other method that can be devised.