

A Bismark Anecdote.

One day a young Swede, a student at the University of Berlin, received a letter from his uncle saying that his daughter, the young man's cousin, would stop in Berlin for a few days on her way to Ems, and would he kindly meet her and show her the city. The mail coach arrived, and with it the young lady, who found a fine looking young fellow with a vivid boutonniere awaiting her arrival. He accompanied her to the hotel. The following morning he called and took her driving in an elegant brougham. These attentions continued during the three days of her visit.

The lady appeared overjoyed at the gallantry of this cousin, whom she had never met before. On the day of her departure, while assisting her into the mail coach, the young man said: "I cannot let you depart without making a confession." The lady blushed and dropped her eyes. "I must tell you that I am not your cousin. Your cousin is a friend of mine. He had no time to accompany you, having to cram for his examinations, so he bade me take his place." "In Heaven's name who are you then?" cried the lady. The young man handed her his card. The postilion blew his trumpet, the mail coach rolled away, as the young lady read this name on the card, "Otto von Bismark."

Owners of the Shamrock.

Young Lipton went to London with a borrowed capital of about \$500. He rented a small shop, spent one-half of this sum in purchasing a stock of tea—getting it cheap for cash, and the other half he put in a separate box to be used entirely and exclusively for advertising. That was the time when the \$10,000 per-day advertising houses were an unknown proposition, so that is it not surprising that Lipton's friends shook their heads at his scheme. But the scheme worked to perfection. Marking his goods at the very lowest figures—which were lower than other tea merchants, for it was not customary at that time for merchants to pay cash for their stock—Lipton got ready for his advertising. He bought two of the fattest hogs that could be found anywhere in London, had them carefully scraped and cleaned, tied pink ribbons around their necks, and sent them waddling through the crowded streets, each led by a man dressed in pink, and having between them another man carrying a banner upon which were inscribed the words "We are going to Lipton's pink tea. Come along yourself!" Of course the shop was crowded within an hour. The low prices caught the peoples' fancy, too, and business became so brisk that instead of serving behind the counter as he originally intended for about a year, anyway, Lipton was compelled to employ a dozen clerks to do that work while he attended exclusively to the getting out of new advertising dodges. —*Home Magazine.*

TALK IS CHEAP——



When You Buy an
Edison Phonograph
and Records from the
Hawaiian News Co., Ltd.



The Vessels of this line consist
of the New and Magnificent
Steamers

MARIPOSA
3000 Tons,

ALAMEDA
3000 Tons,

MOANA
4000 Tons

Carrying Her Majesty's Mails
between San Francisco, Auckland
and Sydney every Four weeks,

Touching Each Way at Honolulu

AND THE FINE

STEAMER AUSTRALIA
2500 Tons

Running direct between San Francisco and Honolulu Every
Fourth Week

J. D. SPRECKELS & BROS. CO.
General Agents,

Freight Dep't, 327 Market St., San Francisco.
Passenger Dep't, 114 Montgomery St., S.F.

WM. G. IRWIN & CO.,
General Agents,

HONOLULU.

Mumm's the Word!

Imports of Champagne into the United States from January 1st. to Oct. 1st, 1898.

G. H. MUMM & CO.'S (Extra Dry.)	57,910 cases
Moet & Chandon	24,103 "
Pommery & Greno	19,226 "
Heidsieck & Co. (Dry Monopole)	8,830 "
Louis Roederer	5,451 "
26 other brands	34,960 "
Total	150,480 cases

Macfarlane & Co., Ltd.

Sole Agents.

THEO. H. DAVIES & Co., LTD.
SUGAR FACTORS

Importers and Commission Merchants.

Kaahumanu Street.