

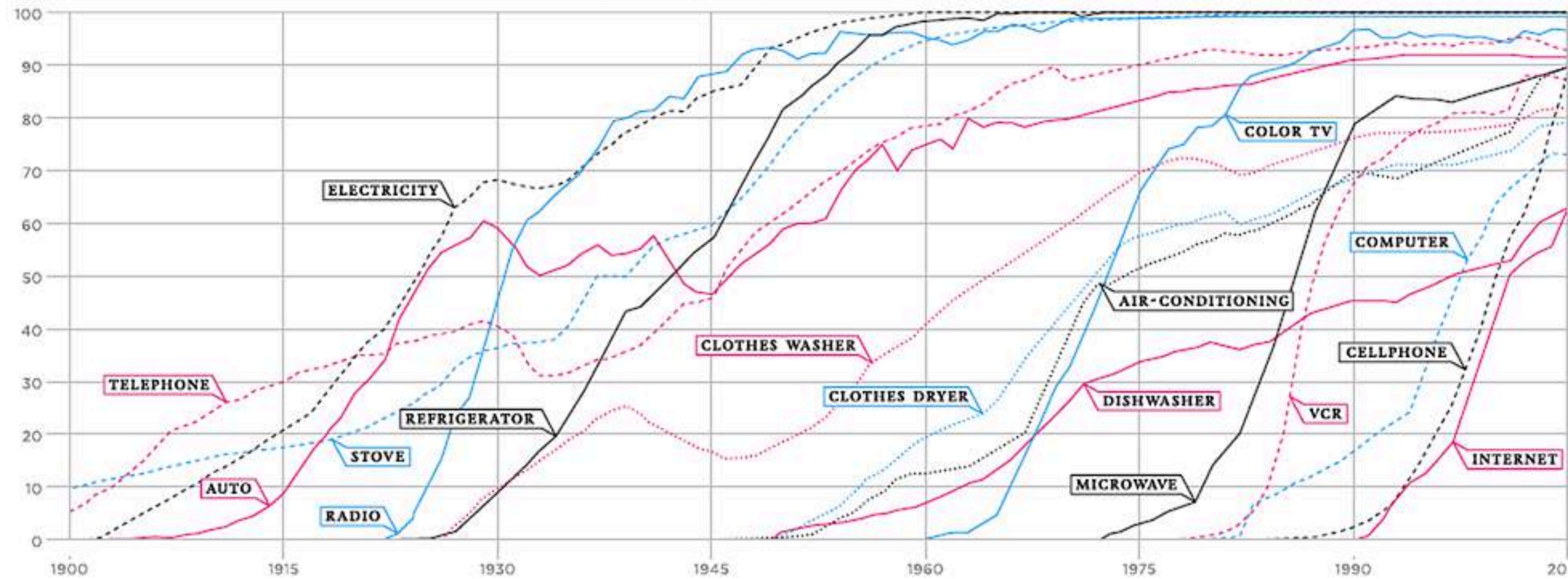


What's Next in Growth?

Andrew Chen / StartCon 2016



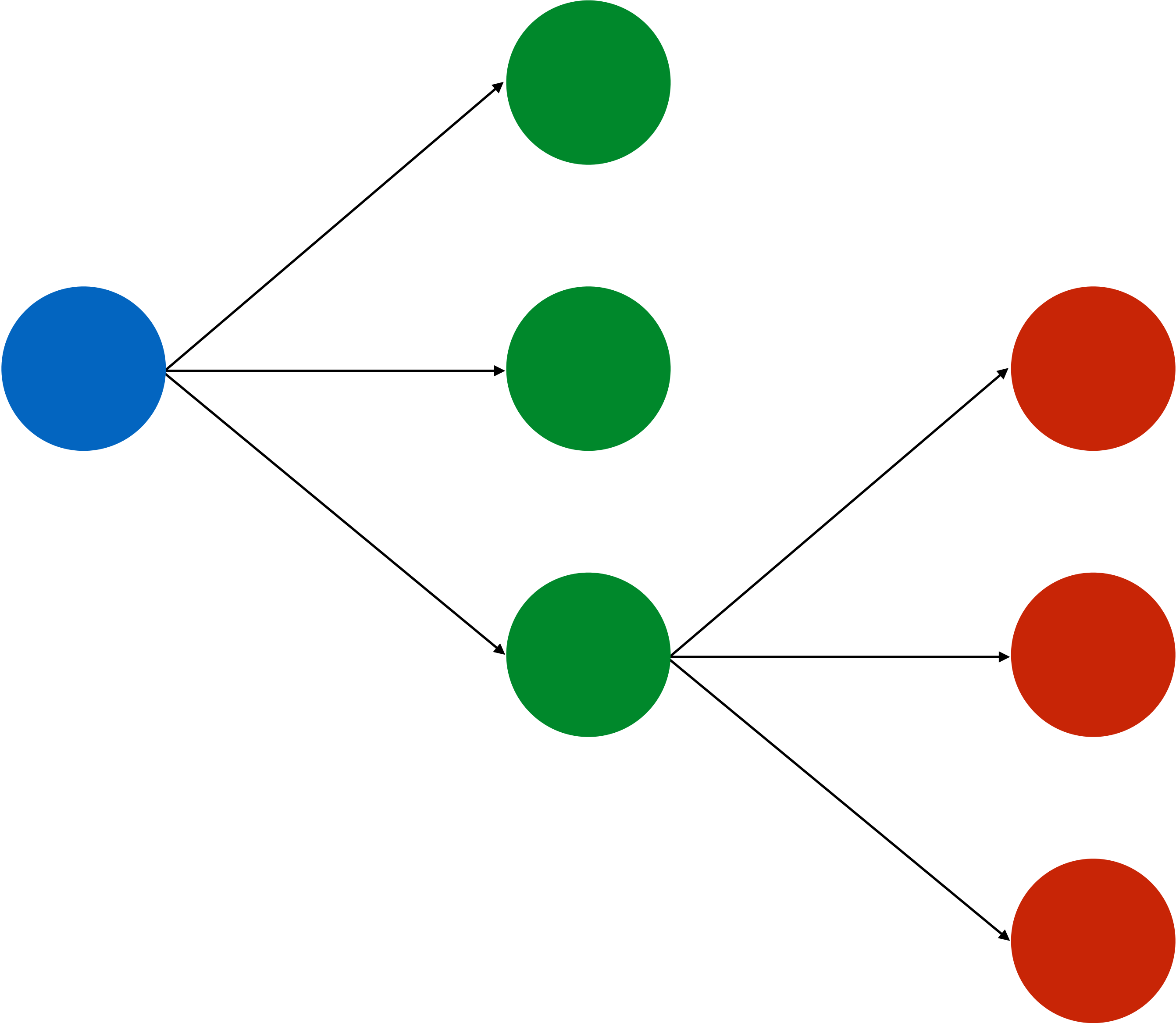
Zoom out. See what's come before

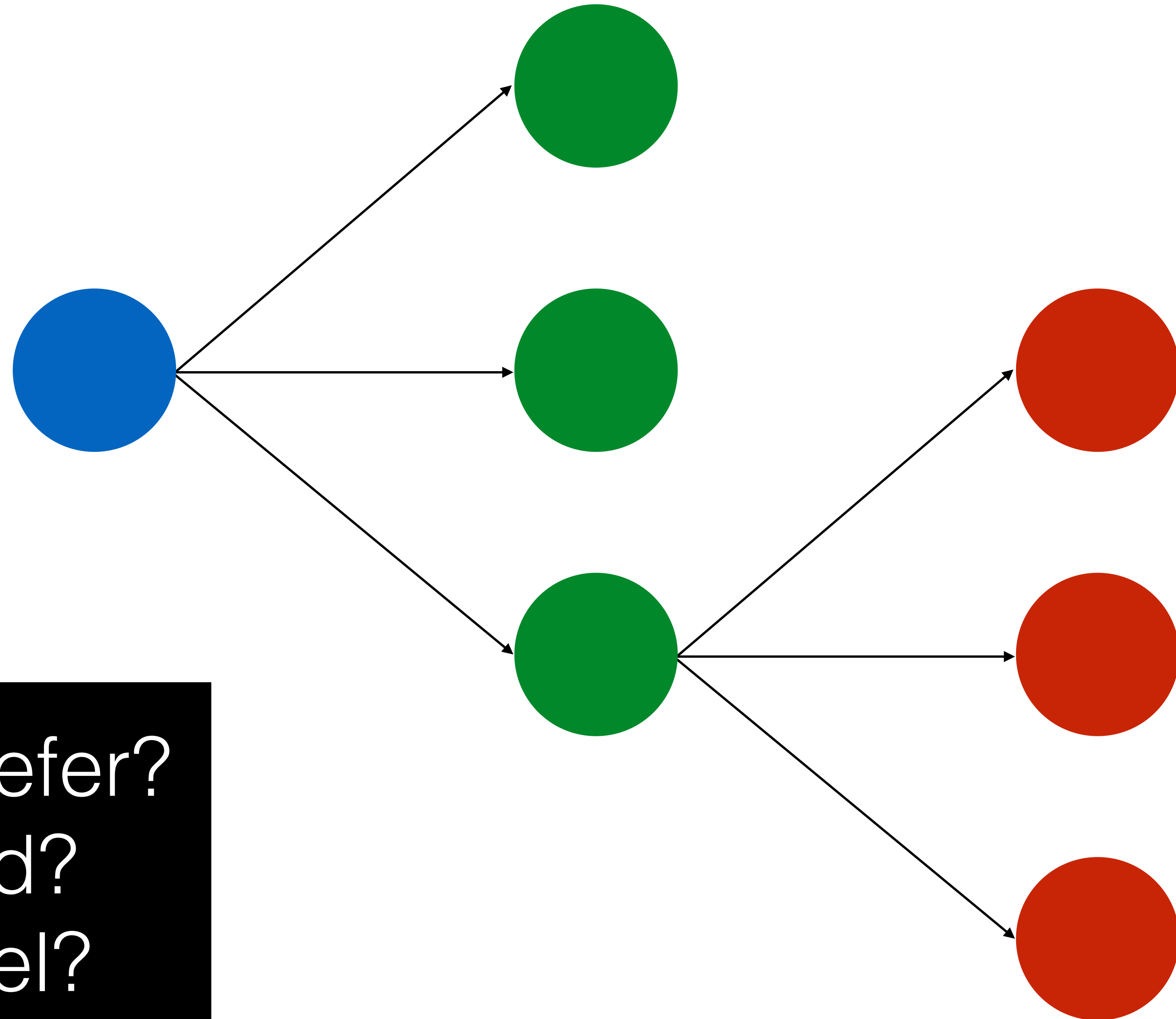


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Getting customers to refer friends





Why do you refer?
Who's referred?
Which channel?
Is it exponential?

PROSPERITY CLUB—"IN GOD WE TRUST"

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| 2. Harry Craft | 114 School St- San Antonio Tex |
| 3. Mrs. D. M. Craft | 114 School St San Antonio Tex |
| 4. James Craig | 3811- B. Presa San Antonio Tex |
| 5. P. M. Percy | 3811- B. Presa San Antonio Tex |
| 6. D. R. Brent | 891 Liberty Beaumont Tex |
| | Beaumont |

FAITH! HOPE! CHARITY!

This chain was started in the hope of bringing prosperity to you. Within three (3) days make five (5) copies of this letter leaving off the top name and address and adding your own name and address to the bottom of the list, and give or mail a copy to five (5) of your friends to whom you wish prosperity to come.

In omitting the top name send that person ten (10c) cents wrapped in a paper as a charity donation. In turn as your name leaves the top of the list (if the chain has not been broken) you should receive 15,625 letters with donations amounting to \$1,536.50.

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HAVE THE FAITH YOUR FRIENDS HAD AND THIS CHAIN WILL NOT BE BROKEN



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Spread the word with your link or over email.



Get \$35 when they take their first trip of \$75 or more.



Get \$75 when they welcome their first guest.

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For every friend who joins and installs Dropbox on their computer, we'll give you 1 GB and your friend 500 MB of bonus space (up to a limit of 32 GB)! If you need even more space, [upgrade your account](#).

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Spreading viral content

THE



SUN.

THIRTY-THIRD YEAR.
NUMBER 10,213

NEW YORK, THURSDAY, APRIL 20, 1865.

(PRICE ONE CENT—IN GOLD
(TWO CENTS IN CURRENCY.)

The Latest News

By Telegraph to the N. Y. Sun.

THE OBSEQUIES.

Services at the White House.

THE FUNERAL SERMON.

Solemn March to the Capital.

ORDER OF PROCESSION.

Scenes Along the Route.

THE CEREMONIES ELSEWHERE.

A Wailing Country.

More About the Assassination.

BOOTH RECOGNIZED IN PENNSYLVANIA.

A Special Train Sent After Him.

&c., &c., &c.

THE LAST SAD HOURS.

Washington, April 19.—Early to-day the streets were crowded with persons, thousands of them from distant cities and other localities. Nearly the entire population were abroad. By ten o'clock every prominent point on the line was occupied by those who desired to obtain the best view of the solemn and truly impressive pageant. In the immediate neighborhood

lived from our fathers. He concluded by repeating the Lord's Prayer.

THE SERMON.

The Rev. Dr. Gurley then delivered a sermon, standing on the step near the head of the coffin. He commenced by saying: We recognize and adore the sovereignty of Almighty God, His throne is in the heavens, and his kingdom ruleth over all. It was a cruel hand—the dark hand of the assassin that snote an honored, wise and noble President, and filled the land with mourning. But above this hand there is another which we must see and acknowledge. It is the chastening hand of a wise and faithful God. He gave us the bitter cup. We yield to the behest and drink the draught. This chastisement comes in a way heavy and mysteriously deep, at a time when the rebellion is passing away. The occasion has stricken down a man in whom the people had learned to trust, and upon whom, more than any other, they had centred their hopes for a restoration of the Union and return of harmony. In the midst of our rejoicing we needed this stroke, this discipline, and therefore God has sent it. Our affliction has not come forth from the dust, nor from the ground. Beyond the act of assassination let us look to God, whose prerogative is to bring light out of darkness, and good out of evil. He who has led us so well and prospered us so wonderfully during the last four years of anxiety and conflict will not forsake us now. He may chasten, but will not destroy. He may purify us in the furnace, but will not consume us. Let our principal anxiety now be that this new sorrow may be a sanctified sorrow, and induce us to give all we have to the cause of truth, justice, law, order, liberty and good government, and pure and undefiled religion. Though weeping may endure for a night, joy cometh in the morning. Thank God, that in spite of this temporary darkness the morning has begun to dawn—the morning of a brighter day than our country has ever before seen. That day will come, and the death of a hundred Presidents and Cabinets cannot prevent it. The people confided in the late lamented President with a firm and loving kindness, which no other man has enjoyed since the days of Washington. He deserved it well, and deserved it all. He merited it by his character, by his acts, and by the whole tenor and tone and spirit of his life. He was wise, simple, sincere, plain and honest, truthful and just, benevolent and kind. His perceptions were quick and clear, his judgment was calm and accurate, and his purposes were good and pure. Beyond a question, always and everywhere he aimed at and endeavored to be right, and to do right. His integrity was all pervading, all controlling, and incorruptible. He

lived from our fathers. He concluded by repeating the Lord's Prayer.

This is our confidence, and this is our consolation, as we meet and mourn to-day. Though our beloved President is slain, our beloved country is saved, and some ring of mercy as well as of judgment. Tears of gratitude mingle with those of sorrow, while there is also the dawning of a higher, happier day upon our stricken and weary land. God be praised that our fallen chief lived long enough to see the day dawn, and the day star of joy and peace arise upon the nation. He saw it and he was glad. Alas! Alas! He only saw the dawn when the sun has risen full orb'd and glorious, and a happy reunited people are rejoicing in its light, it will shine upon his grave, but that grave will be a precious and a consecrated spot. The friends of liberty and of the Union will repair to it in years to come, to pronounce the memory of its occupant blessed, and gathering from his very ashes, and from the rehearsal of his deeds and virtues, fresh incentives to patriotism, then will these renew their vows of fidelity to their country and their God.

Rev. Dr. Gray, Baptist, closed the solemn services by delivering a prayer concluding as follows:

God of the bereaved, comfort and sustain this mourning family. Bless the new Chief Magistrate. Let the mantle of his predecessor fall upon him. Bless the Secretary of State and his family. O God, if possible, according to thy will, spare their lives that they may render still important service to the country. Bless all the members of the Cabinet. Endow them with wisdom from above. Bless the commanders in our army and navy, and all the brave defenders of the country. Give them continued success. Bless the ambassadors for foreign courts and give us peace with the nations of the earth. God of Justice and Avenge the nation's wrong, let the work of treason cease and let the guilty perpetrators of this terrible crime be arrested and brought to justice. O hear the cry and the prayer, and the wail arising from the nation's written and crushed heart and deliver us from the power of our enemy and send speedy peace into all our borders; through Jesus Christ, our Lord. Amen!

THE PROCESSION.

The corpse was then removed to the hearse, which was in front of the door of the Executive Mansion, and at two o'clock the procession was formed. It took the line of Pennsylvania Avenue. The streets were kept clear of all incumbrances; but the sidewalks were lined with people, from the White House to the Capitol, a distance of a mile and a half. The roofs, porches, windows and all elevated points were occupied by interested spectators. As the procession started, minute guns were fired near St. John's

OFFICIAL ANNOUNCEMENT.

The Remains to Pass Through New York City.

WAR DEPARTMENT, WASHINGTON,
April 19—11 P.M.

Major-General John A. Dix, New York:

It has been finally concluded to conform to the original arrangements made yesterday for the conveyance of the remains of the late President, Abraham Lincoln, from Washington to Springfield—viz.: By way of Baltimore, Harrisburg, Philadelphia, New York, Albany, Buffalo, Cleveland, Columbus, Indianapolis and Chicago, to Springfield.

EDWIN M. STANTON, Secretary of War.

A Monument at Springfield.

Gov. Oglesby to-day received the following dispatch:

SPRINGFIELD, ILL., April 18, 1865.

A National Monument Fund is on foot, and a plot of ground—six acres, in the heart of the city—selected for the burial-place of our lamented President Lincoln.

SHARON TYNDAL, Secretary of State.

THE MURDERED and the ASSASSIN.

The Lying in State—Appearance of the Corpse—Grief of the Mourners—Pursuit of the Assassins—Account of the Arrest of Surrat—A Workman with Soft Hands—He is Recognized by Seward's Servant—Other Arrests, Etc.

[Special Correspondence of the Sun.]

WASHINGTON, April 18, 1865.

It were difficult to say which feeling has strongest hold upon the people of this city now—the desire to pay full and complete honors to the departed President, to which his worth and the love we feel for him incite us; or, the anxiety to make sure of the capture and punishment of the incarnate fiends who jointly have wrought the nation's woe—for there is no doubt whatever now that Booth was merely the active hand of a gang of conspirators against the lives of Mr. Lincoln, Mr. Johnson, Mr. Seward, and other prominent Government officials.

The remains of the departed hero—for hero he surely was, although he never wielded a sword on

a ditch he was going to dig for her in the morning. His story was a very plausible one, until it came to an explanation of where he had slept for several nights back, when he stammered, colored and contradicted himself. On being searched, his pockets were found to contain a tooth and nail brush, a cake of fine toilet-soap and some pomatum, some Canada money and twenty-five dollars in greenbacks, also a fine white linen pocket handkerchief, with a delicate pink border—a curious assortment of articles required for the use of a day laborer! Then, his hands and face on being washed, were found to be white and soft as a woman's, without a sign of work about them; on the whole, it was a clear case of disguise. Mr. Seward's negro door-keeper, a young man of 17 or 18 years, was sent for, and without any idea of what was wanted of him, brought into a darkened room, where the new comer stood, surrounded by six or seven other young men. The gas was then suddenly turned on, and the negro started from his chair instantly, exclaiming, "Dar he is! Dats' de man wat done it! Take me away! I don't want to see 'im any more!" I don't want to be in here no how! One of the officers had bent his gaze on the stranger at the moment the gas was turned up, and saw him start and change color, with an unmistakable glance of recognition as he beheld the negro. Subsequently, Miss Seward, Major Seward, the wounded nurse, and a colored woman saw this man, (who gave his name as Lewis Paine) and recognized him as the person that attempted the life of Mr. Seward. He has since been heavily ironed, and imprisoned upon one of the gunboats below the Navy Yard. Thus, almost beyond a doubt, the officers have captured one of the chief actors in this tragedy. It is confidently believed that Booth will be speedily taken also. Several other arrests have been made of suspected parties. Spangler, the stage-carpenter at Ford's theatre, Maddox, the "property man," Harry Ford, a son of the proprietor of the theatre, and others. Orders have been sent to the detective officers in every city in the Union, and if the murderer is not in custody before many days, it will not be for the lack of industry or want of means to secure such a hoped for consummation.

NEMO.

When a dog bites a man, that is not news, because it happens so often...

stant cities and other localities. Nearly the entire population were abroad. By ten o'clock every prominent point on the line was occupied by those who desired to obtain the best view of the solemn and truly impressive pageant. In the immediate neighborhood of the Executive Mansion a dense and unprecedentedly large crowd had assembled.

During the forenoon various bodies had met at the Treasury Department, separate rooms having been assigned them, and to those Assistant Secretary Harrington, who had charge of the arrangements, deliv-

ered a paper on the subject of the funeral and the procession. His perceptions were quick and clear, his judgment was calm and accurate, and his purposes were good and pure. Beyond a question, always and everywhere he aimed at and endeavored to be right, and to do right. His integrity was all pervading, all controlling, and incorruptible. He gave his personal consideration to all matters, whether great or small. How firmly and well he occupied his post, and met its grave demands in seasons of trial and difficulty, is known to you all, to the country, and the world. He comprehended all the enormity of treason, and rose to the full dignity of the occasion. He saw his duty as Chief Magistrate of a great and imperilled people, and lent on the arm of Him who

were lined with people, from the White House to the Capitol, a distance of a mile and a half. The roofs, piazzas, windows and all elevated points were occupied by interested spectators. As the procession started, minute guns were fired near St. John's Church, the City Hall and the Capitol. The bells of all the churches in the city and of the various engine-houses were tolled.

First in the order of procession was a detachment of colored troops; then followed white regiments of infantry and bodies of artillery and cavalry, navy,

active band of a gang of conspirators against the lives of Mr. Lincoln, Mr. Johnson, Mr. Seward, and other prominent Government officials.

The remains of the departed hero—for hero he surely was, although he never wielded a sword on field of battle—have been lying in state in the East Room throughout the day, and I cannot find words to picture, in graphic colors, the magnitude and impressiveness of the scene that has been presented from the earliest hour of the morning all through the day in and about the White House. An immense

others. Orders have been sent to the detective officers in every city in the Union, and if the murderer is not in custody before many days, it will not be for the lack of industry or want of means to secure such a hoped for consummation. NEMO.

Condition of the Swards.

Washington, April 19.—Secretary Seward and Frederick Seward continue to improve.

The Assassin Recognized and Pursued.

Reading, Pa., April 19.—Booth, the murderer, it is supposed, was on the passenger train that left here at six o'clock for Pottsville. A gentleman noticed him on the train before it reached here, spoke to him, and shook hands with him. During their conversation Booth colored up several times, and appeared annoyed and desirous of avoiding observation. The gentleman is positive it is Booth, having known him for several years. Why he did not give the alarm at once or before the train left here, I do not know, but just as the train left he notified several of the officers of the road. An extra train was immediately sent in pursuit of the train. Telegrams were sent to all points upon the line of the road. The result is as yet unknown.

SECOND DISPATCH

Reading, Pa., April 19.—The extra train did not overtake the regular train, but arrived at Pottsville later. The conductor informed a party that the suspected man had got off at Port Clinton. The train returned, but the man had left, which way or how, no one appeared to know.

LOCAL NEWS.

NEW YORK AND THE VICINITY.

THE DAY OF MOURNING.

Scenes About the City—Heartfelt Grief of the People—Mourning Draperies and Inscriptions—Services in the Churches.

No man, woman or child who was in this city on yesterday,—the day set apart for the funeral obsequies of the murdered President of the United States—will ever forget, so long as life shall last, the scenes our streets presented. Long familiarity with the pageantry of holidays, and all the phases of life in a great city, had so dulled our own sensibilities that we had not supposed there was anything remaining, in the shape of a public demonstration, that could produce any impression upon us. But yesterday our eyes beheld such a sight as never before had greeted them—the grandest, most solemn, most impressive exhibition of popular sentiment that it was ever our lot in life to witness; and we never expect to behold such a scene again. It was a day to be remembered by all who live, and to be related to the children of a future generation, by the granddaughters of coming years.

In the Sun of yesterday morning we recorded the great increase in the signs of mourning which the city had put on; but in what terms shall we characterize the universal display of the trappings of woe that yesterday prevailed? Our indefatigable devoted several hours in the middle of the day to walking through the principal thoroughfares and the more quiet residence streets of the city, in search of houses

rangements on those occasions were far inferior to the present, for now artists have been employed, contributing of their skill and taste, to produce the best possible effect.

At 11 o'clock the guests began to arrive, a body of about sixty clergymen from all parts of the country being the first to enter. There was an interval of a few minutes between the arrivals, and thus, no confusion whatever was occasioned. The proper officers were in attendance to assign all guests to their appropriate places in the room. Heads of Government, Bureaus, Governors of States, members of Municipal Governments, prominent officers of the Army and Navy, the Diplomatic Corps in full costume, members of the Christian Commission, the Union League Committees of Philadelphia and New York, Merchants of the principal cities, Members of both houses of Congress and others. These were honored representatives holding the highest official stations from all parts of our own country, and from foreign lands, and under the circumstances, (the assassination of a President, whose body lay before them) the scene was solemnly grand and impressive.

At noon the President of the United States, in company with his Cabinet, except Secretary Seward, entered. President Johnson approached the catafalque, and took a last but brief look at his illustrious predecessor, and then retired to a position immediately on the east, and in full view of the confined remains in his front.

At ten minutes past twelve, amid profound silence, Rev. Dr. Gurley approached the head of the catafalque, announced the order of the religious services, when Dr. Hall, Episcopalian, read a portion of the Scriptures, according to the form of that Church.

THE OPENING PRAYER.

The opening prayer was made by Bishop Simpson, Methodist Episcopalian, who, in the course of it, said our sins had called for God's wrath to descend upon us as individuals and as a community. For the sake of our blessed Redeemer, forgiveness was asked for all

his administration from its commencement to its close. God raised him up for a great and glorious mission, furnished him for this work, and aided him in its accomplishment. Nor was it merely by strength of mind and honesty of heart, and purity and perfect rectitude of purpose, that he surpassed him. In addition to these things, he gave him a calm and abiding confidence in the over-ruling providence of God, and in the ultimate triumph of truth and righteousness. Through the power and blessing of God, this confidence strengthened him in all his hours of anxiety and toil, and inspired him with calm and cheering hope, when others were inclining to despondency and gloom. Never shall I forget the emphasis and the deep emotion with which he said, in this very room, to a company of clergymen and others who called to pay him their respects, in the darkest days of our civil conflict:

"Gentlemen, my hope of success in this great and terrible struggle rests on that immutable foundation—the justice and goodness of God; and when events are threatening and prospects very dark, I still hope that in some way, which man cannot see, all will be well in the end, because our cause is just and God is on our side."

Such was his sublime and holy faith, and it was an anchor to his soul, both sure and steadfast. It made him firm and strong. It emboldened him in the pathway of duty, however rugged and perilous it might be. It made him valiant for the right, for the cause of God and humanity, and it held him in steady, patient and unswerving adherence to a policy of administration, which he thought, and which we all now think, both God and humanity required him to accept.

We admired and loved him on many accounts, for strong and various reasons. We admired his childlike simplicity, his freedom from guile and deceit; his staunch and sterling integrity; his kind and forgiving temper; his modesty and patience; his persistent, self-sacrificing devotion to all the duties of his eminent position, from the least to the greatest; his readiness to hear and consider the cause of the poor and humble, the suffering and oppressed; his charity towards those who questioned the correctness of his opinions, and the wisdom of his policy; his wonderful skill in reconciling differences among the friends of the Union, leading them away from abstractions, and inducing them to work together and harmoniously for the public weal; his true and enlarged philanthropy, that knew no distinction of color or race, but regarded all men as brethren, and endowed alike by their Creator with certain inalienable rights, among which are life, liberty, and the pursuit of happiness; his inflexible purpose, that what freedom had gained in our terrible civil strife, should never be lost, and that

This was the largest funeral procession that ever took place in Washington. One hour and a half was occupied in passing a given point. It was in the highest degree imposing, and many thousands of hearts throbbed in unison with the solemn dirges, as the procession slowly moved upon its way.

The nearest relatives of the late President's family, now here, are the two sons of the deceased, namely: Capt. Robert and Thaddeus Lincoln; N. W. Edwards and C. N. Smith, of Springfield, brothers-in-law of the late President, and Dr. Lyman B. Todd, of Lexington, Ky., and General J. B. Todd, of Dakota, cousins of Mrs. Lincoln.

Mrs. Lincoln was not present at the funeral. It is said she has not seen her husband's corpse since the morning of his death.

All the foreign ministers with their attaches, in all fifty-six, were present at the funeral services at the Executive Mansion to-day. Their places in the programme are directly after the President and Cabinet. This, for the first time in our history, was in accordance with the usage of foreign nations where the diplomatic corps follow the monarch. Heretofore they have been placed in the programme after the ex-President, the Justice of the Supreme Court, and the members of Congress.

Upon the arrival of the head of the procession at the east front of the Capitol to-day, the coffin was borne to the centre of the rotunda. President Johnson stood at the foot of the coffin, surrounded by a throng of Senators and high military officers, and a small number of Illinoisians as chief mourners. The entire company filled but a small portion of the space. Dr. Gurley, standing at the head of the coffin, uttered a few brief and most impressive remarks, chiefly in solemn words of scripture, consigning the dead ashes, once animated by the soul of Abraham Lincoln, to their original dust. The deep tones of his voice reverberated from the vast walls and ceiling of the rotunda, now first used for such a solemn occasion, and during the impressive scene many were affected to

covered with a silver fringed black cloth, with silver medallions where the hands are set. Flowers wrought in various designs, wreaths, garlands and anchors, rest on the coffin and lie on the floor surrounding it. A guard of honor attends it, composed of some two dozen officers of the army and navy; and two of their number—Gen. Eaton and Gen. Hitchcock—stand as sentinels, one at the head and the other at the foot of the bier.

The head and bust of the corpse are exposed to view. The face wears a sweet and most touching expression, and were it not for the deep hue of death, one might imagine that the form lying there before us was only wrapped in a deep sleep, from which it would soon awaken. The mourners, on approaching the bier, two by two, as directed by the guard of honor, separated at the foot of the coffin, and passing along each side, re-united at the head and filed away over a platform built out of one of the windows. But one instant was allowed to each person, in which to gaze on the face; but in that instant what a world of emotion was pent! Few indeed were they who preserved their wonted calmness, while many broke out audibly into the most heart-rending sob. It was a painfully touching scene. Among those who joined in this mournful procession was a large number of maimed soldiers from the hospital, hobbling upon crutches, limping with canes, wearing arms in slings, or with heads bandaged—all yearning to look their last upon the face that shall live henceforth only in their memories.

I turn from this solemn scene to the other side of the picture—that where the assassins are being tread by the relentless officers who follow on their track.

"Like the ban-dogs after prey."

The arrests at the house of Surrat, are already briefly telegraphed to you, but a fuller account will interest your readers. At a late hour last night it was resolved by the military authorities to make a descent on the house of Surrat, (the supposed assassin of the Swards) which had been under surveillance for some

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But if a man bites a dog, that is news.

(John B. Bogart. City Editor at The Sun)

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Washington, April 19.—Secretary Seward and Frederick Seward continue to improve.

The Assassin Recognized and Pursued.

Reading, Pa., April 19.—Booth, the murderer, it is supposed, was on the passenger train that left here at six o'clock for Pottsville. A gentleman noticed him on the train before it reached here, spoke to him, and shook hands with him. During their conversation Booth colored up several times, and appeared annoyed and desirous of avoiding observation. The gentleman is positive it is Booth, having known him for several years. Why he did not give the alarm at once or before the train left here, I do not know, but just as the train left he notified several of the officers of the road. An extra train was immediately sent in pursuit of the train. Telegrams were sent to all points upon the line of the road. The result is as yet unknown.

SECOND DISPATCH

Reading, Pa., April 19.—The extra train did not overtake the regular train, but arrived at Pottsville later. The conductor informed a party that the suspected man had got off at Port Clinton. The train returned, but the man had left, which way or how, no one appeared to know.

LOCAL NEWS.

NEW YORK AND THE VICINITY.

THE DAY OF MOURNING.

Scenes About the City—Heartfelt Grief of the People—Mourning Draperies and Inscriptions—Services in the Churches.

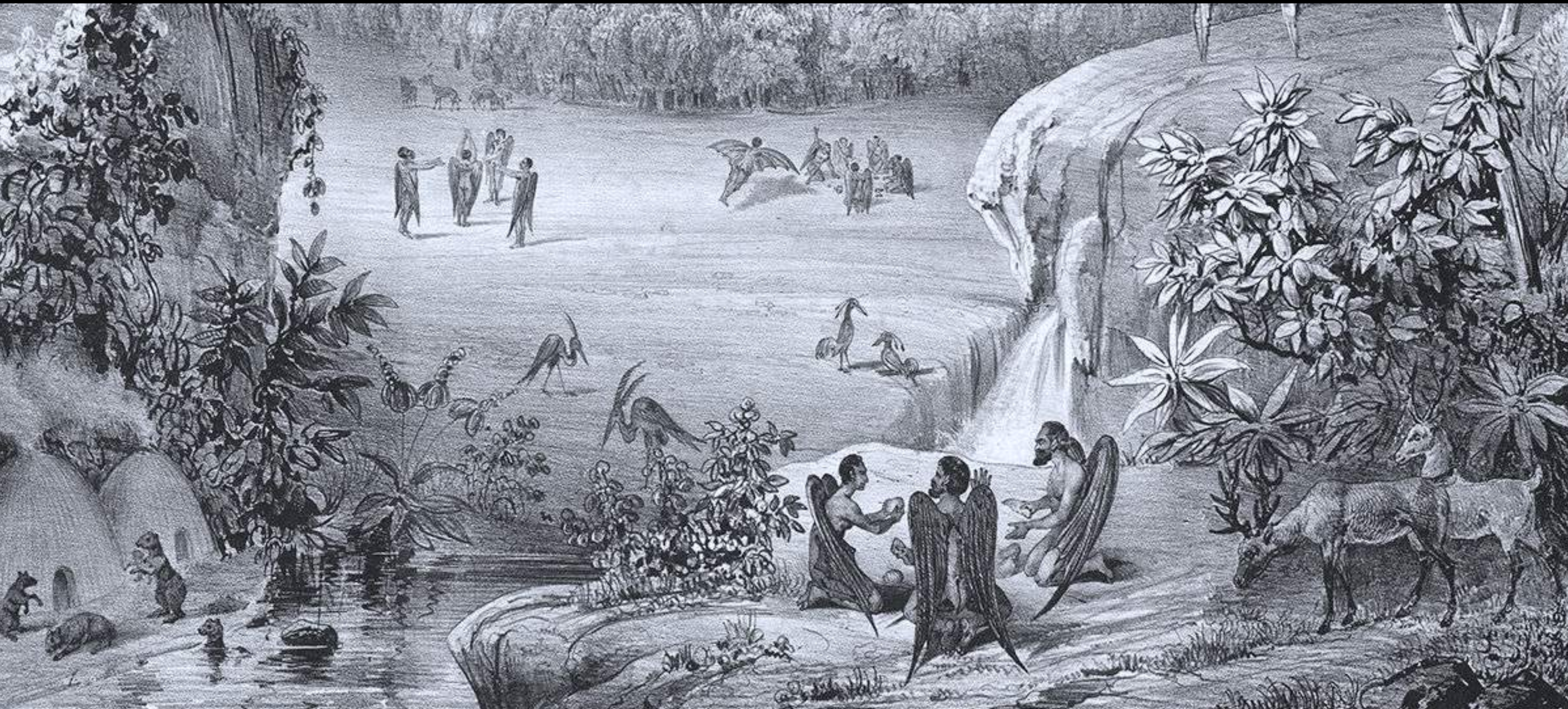
No man, woman or child who was in this city on yesterday,—the day set apart for the funeral obsequies of the murdered President of the United States—will ever forget, so long as life shall last, the scenes our streets presented. Long familiarity with the pageantry of holidays, and all the phases of life in a great city, had so dulled our own sensibilities that we had not supposed there was anything remaining, in the shape of a public demonstration, that could produce any impression upon us. But yesterday our eyes beheld such a sight as never before had greeted them—the grandest, most solemn, most impressive exhibition of popular sentiment that it was ever our lot in life to witness; and we never expect to behold such a scene again. It was a day to be remembered by all who live, and to be related to the children of a future generation, by the granddaughters of coming years.

In the Sun of yesterday morning we recorded the great increase in the signs of mourning which the city had put on; but in what terms shall we characterize the universal display of the trappings of woe that yesterday prevailed? Our indefatigable devoted several hours in the middle of the day to walking through the principal thoroughfares and the more quiet residence streets of the city, in search of houses

GREAT ASTRONOMICAL DISCOVERIES LATELY MADE BY SIR JOHN HERSCHEL - Published 1835



AKA The Great Moon Hoax of 1835



Ted Cruz



NATIONAL REPORT

AMERICA'S #1 INDEPENDENT NEWS SOURCE



Sarah Palin

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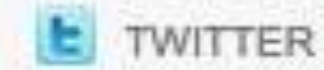
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AS MANY AS 10,000 NYC RESIDENTS POSSIBLY EXPOSED TO EBOLA





Mark Zuckerberg ✓

November 18 at 9:15pm · 🌐

A lot of you have asked what we're doing about misinformation, so I wanted to give an update.

The bottom line is: we take misinformation seriously. Our goal is to connect people with the stories they find most meaningful, and we know people want accurate information. We've been working on this problem for a long time and we take this responsibility seriously. We've made significant progress, but there is more work to be done.

Historically, we have relied on our community to help us understand what is fake and what is not. Anyone on Facebook can report any link as false, and we use signals from those reports along with a number of others -- like people sharing links to myth-busting sites such as Snopes -- to understand which stories we can confidently classify as misinformation. Similar to clickbait, spam and scams, we penalize this content in News Feed so it's much less likely to spread.

The problems here are complex, both technically and philosophically. We believe in giving people a voice, which means erring on the side of letting people share what they want whenever possible. We need to be careful not to discourage sharing of opinions or to mistakenly restrict accurate content. We do not want to be arbiters of truth ourselves, but instead rely on our community and trusted third parties.

While the percentage of misinformation is relatively small, we have much more work ahead on our roadmap. Normally we wouldn't share specifics

SPONSORED

Create Ad



SAD DAY IN PGA

[espn.com](https://www.espn.com)

We Have Lost Tiger Forever!



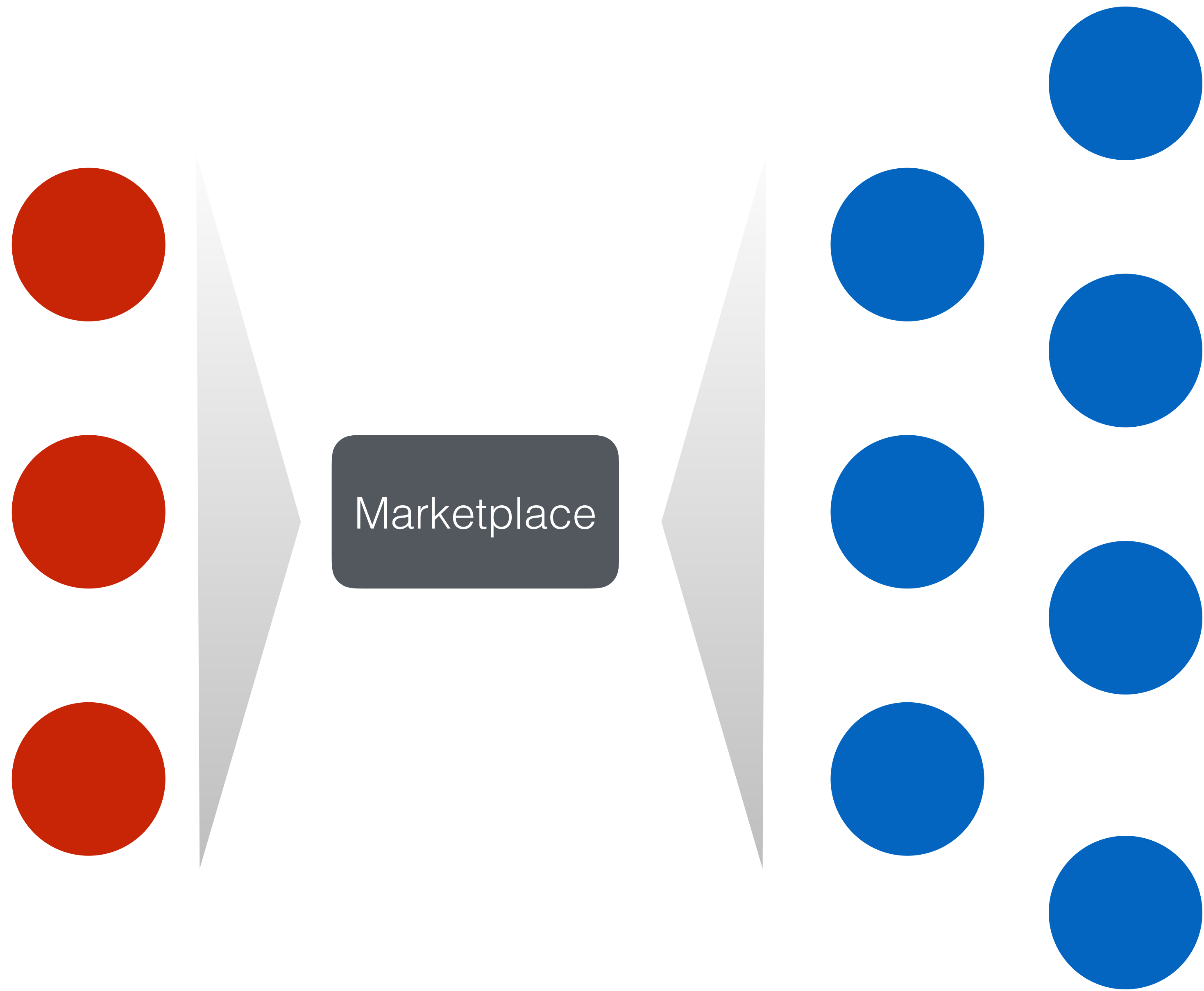
DISQUALIFIED; He's GONE!

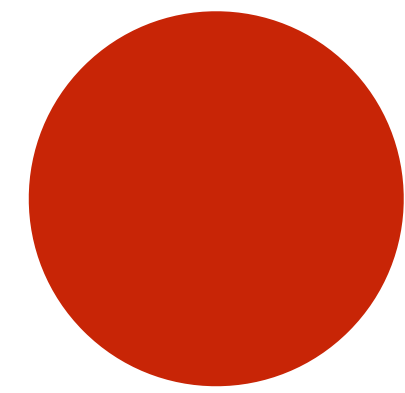
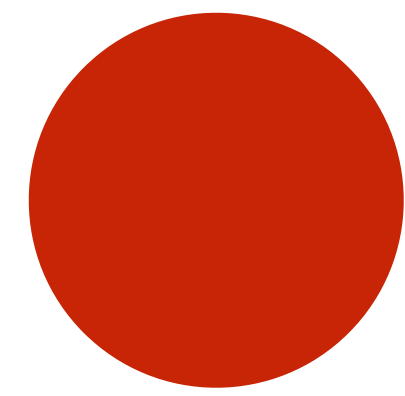
BREAKING NEWS

In a surprising development, Congress has questioned the ethical suitability of our new pr...

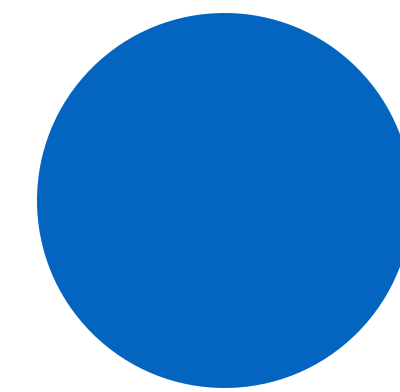
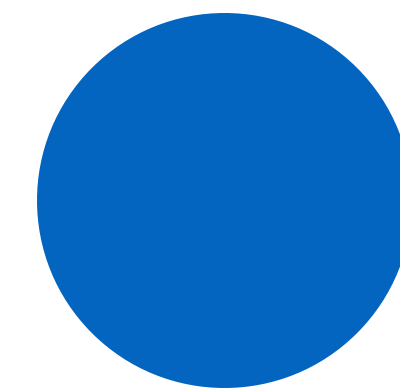
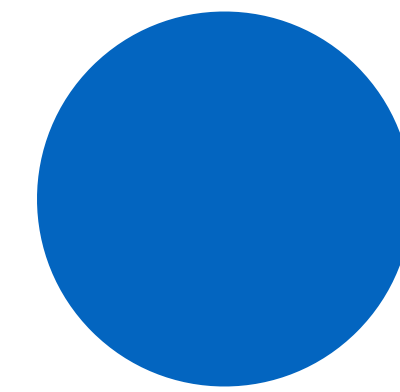
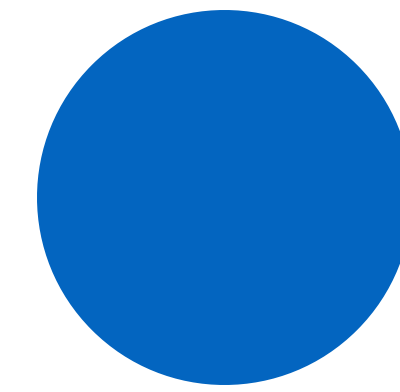
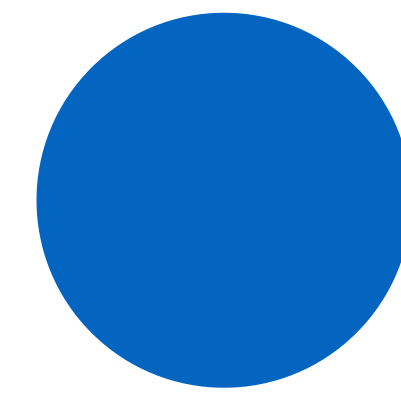
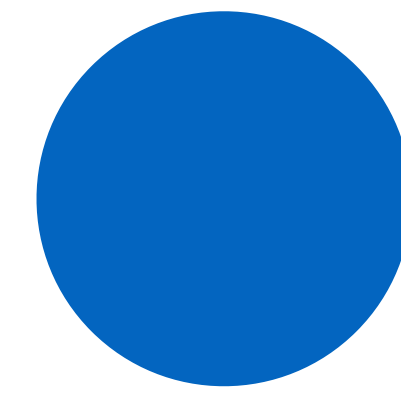
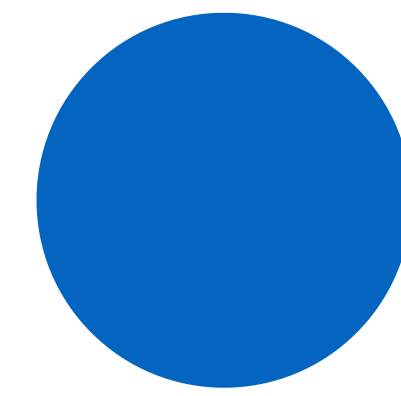


Bootstrapping marketplaces





Marketplace



Which side is constrained?
How to grow buyers?
How to grow sellers?
Find > Price > Transact

JOE GOW NUE AND CO.
GROCERY
MEAT MARKET





Magic

Lies in pretty teeth—Remove that film

Why will any woman in these days have dingy film on teeth?

There is now a way to end it. Millions of people employ it. You can see the results in glistening teeth everywhere you look.

This is to offer a ten-day test, to show you how to beautify the teeth.

Film is cloudy

Film is that viscous coat you feel. It clings to the teeth, enters crevices and stays. When left it forms the basis of tartar. Teeth look discolored more or less.

But film does more. It causes most tooth troubles.

It holds food substances which ferment and form acid. It holds the acid in contact with the teeth to cause decay.

Germs breed by millions in it. They, with tartar, are the chief cause of pyorrhea.

Avoid Harmful Grit

Pepsodent curdles the film and removes it without harmful scouring. Its polishing agent is far softer than enamel. Never use a film combatant which contains harsh grit.

You leave it

Old ways of brushing leave much of that film intact. It

dims the teeth and, night and day, threatens serious damage. That's why so many well-brushed teeth discolor and decay. Tooth troubles have been constantly increasing. So dental science has been seeking ways to fight that film.

A new-type tooth paste has been perfected, correcting some old mistakes. These two film combatants are embodied in it. The name is Pepsodent, and by its use millions now combat that film.

Two other foes

It also fights two other foes of teeth. It multiplies the starch digestant in the saliva. To digest starch deposits on teeth which may otherwise cling and form acids.

It multiplies the alkalinity of the saliva. To neutralize mouth acids which cause tooth decay.

Lives altered

Whole lives may be altered by this better tooth protection. Dentists now advise that children use Pepsodent from the time the first tooth appears. It will mean a new dental era.

The way to know this is to send the coupon for a 10-Day Tube. Note how clean the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten as the film-coats disappear.

See and feel the new effects, then read the reasons in the book we send.

Cut out the coupon now.

Pepsodent PAT. OFF.
REG. U. S.

The New-Day Dentifrice

A scientific film combatant, which whitens, cleans and protects the teeth without the use of harmful grit. Now advised by leading dentists the world over.

10-Day Tube Free

THE PEPSODENT COMPANY,
Dept. 909, 1104 S. Wabash Ave., Chicago, Ill.
Mail 10-Day Tube of Pepsodent to

Only one tube to a family

OSTRICH PILLOW GO – Maximum comfort sleep for all necks

📍 London, UK

🛠 Product Design



♥ Project We Love

1,753

backers

\$117,151

pledged of \$50,000 goal

21

days to go

[Back This Project](#)

★ [Remind me](#)

The ultimate travel pillow providing unparalleled comfort and total

This project will be funded on Fri, Dec 16 2016 3:42 AM AEDT.

We could go on for a while on this.

**Convincing people to buy stuff
has been around for a long time.**

But really here's the point...

A vintage advertisement featuring a close-up of a woman's face on the left, looking upwards with a slight smile. She has dark hair and is wearing a red top. On the right, three glass soda bottles are visible, with a hand holding one of them. The background is a dark, textured green. A white banner with black text is centered across the middle of the image.

Technology changes, but people stay the same

*Referrals, content marketing,
virality, coupons, publicity stunts,
influencer marketing, A/B testing,
copywriting, etc etc ...*

Created 100 years ago...

Relevant 100 years from now!

Growth opportunities arise constantly:

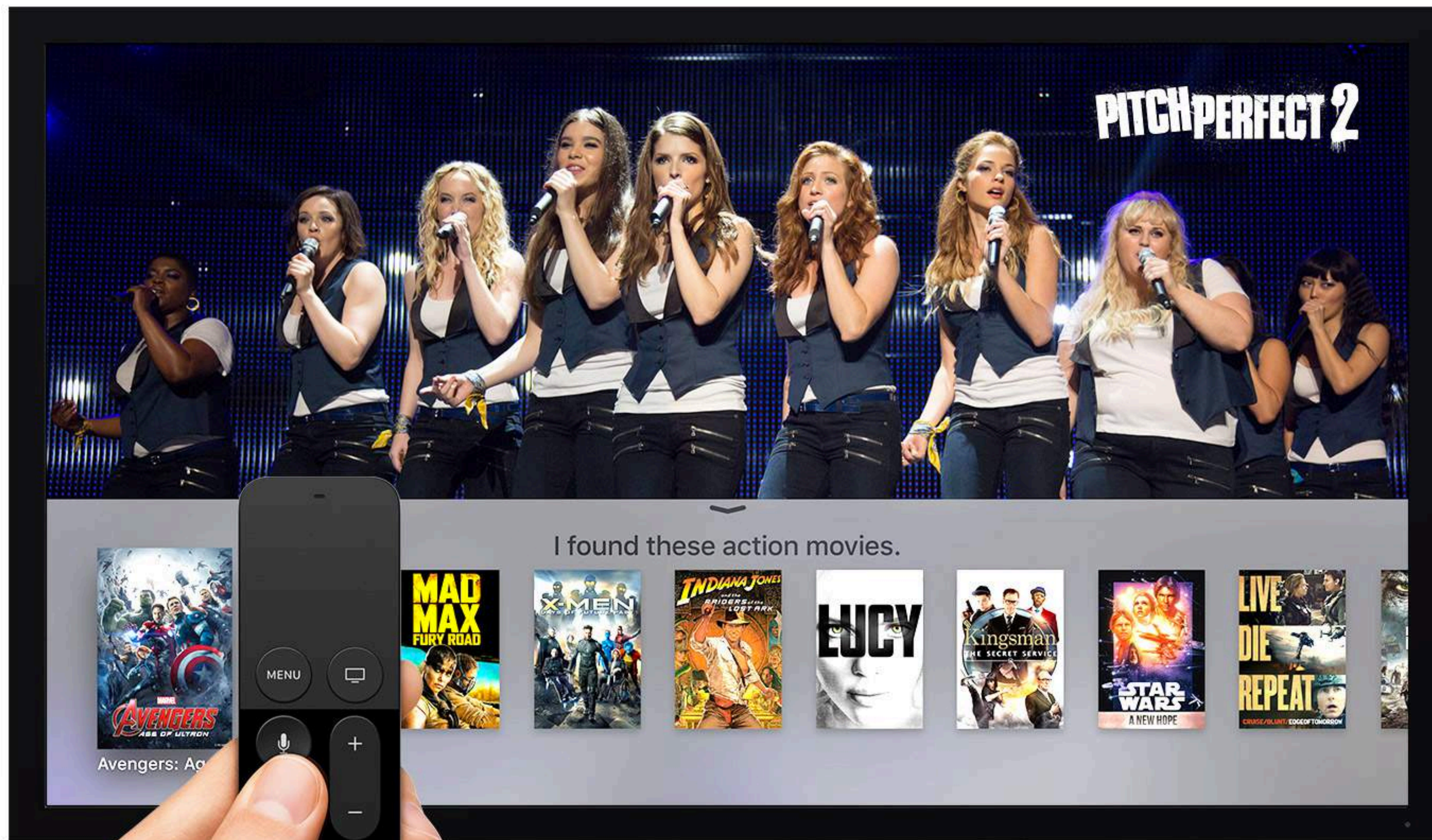
Classic strategies × New platforms × Smart execution

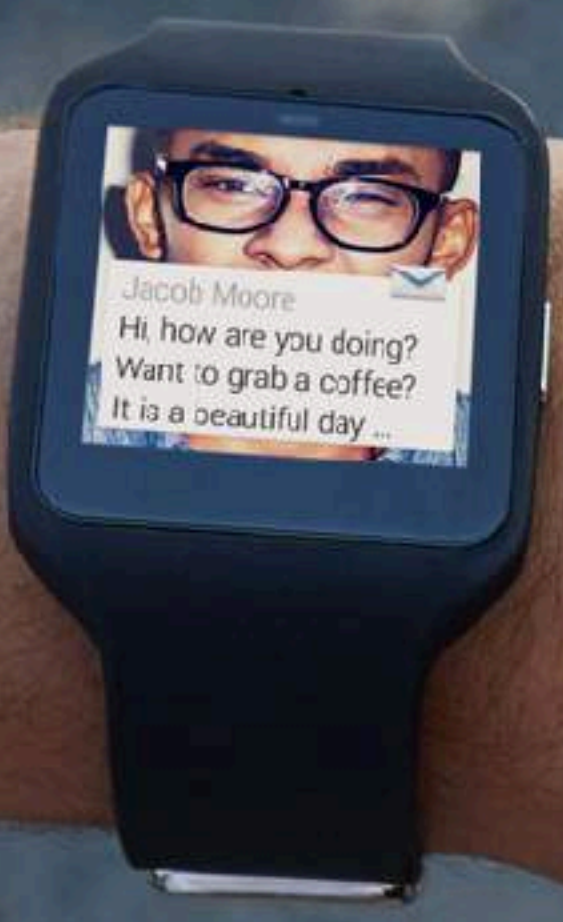












Jacob Moore
Hi, how are you doing?
Want to grab a coffee?
It is a beautiful day ...



Vorsprung durch Technik



Audi

SR075-4

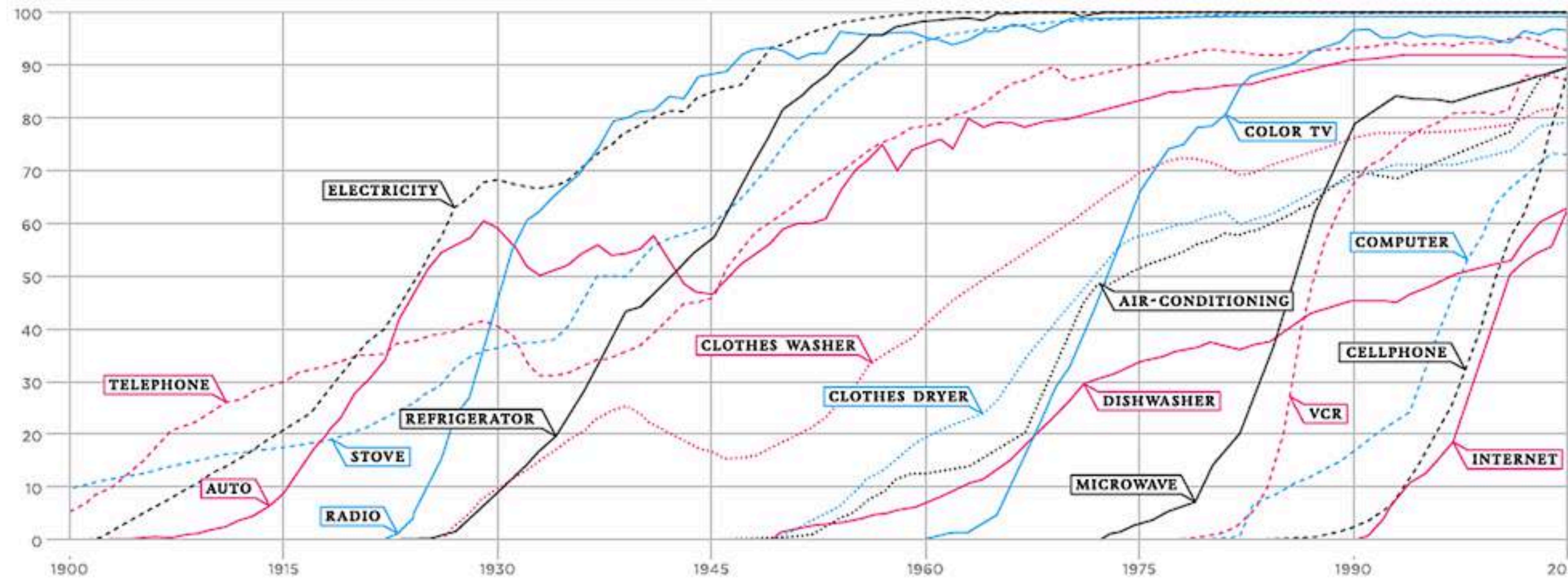
OWNERSHIP SUBJECT TO A SECURITY AGREEMENT
FILED WITH THE SURFACE TRANSPORTATION BOARD

Top fittings protection
Half-height head shield
1/2" TC-120B tank

OIL



EMPTY LOAD
15' AXL
50' L



My challenge to you:

Study the classics.

(Don't try to get clever with tips and tricks)

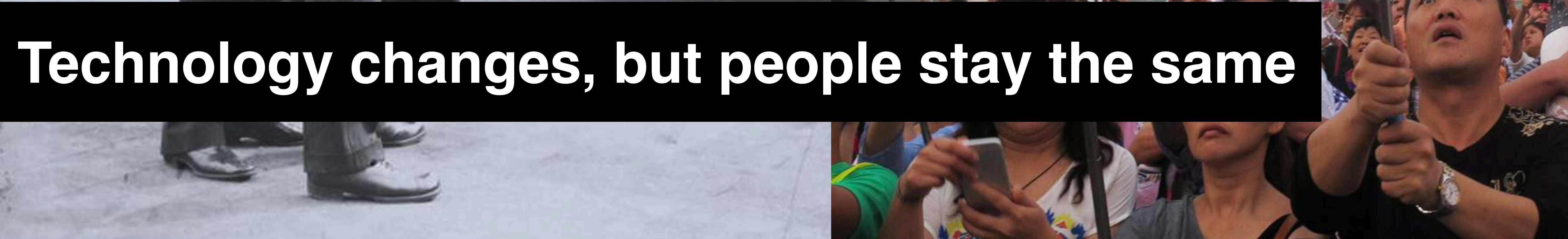
Approach platforms/channels systematically

Be early to new platforms when you can!

Execute thoughtfully and iteratively

Ignore quick growth hacks

Only trust ideas that 100+ years old :)



Get this deck and updates via my newsletter
andrewchen.co

Thank you!