Here and There in Advertising—A Story With a Moral.

After twenty years of incessant labor, a merchant of New York, who shall be nameless, found himself just where he began twenty years ago, without a dollar he did not owe. Seated at his desk one morning, pouring over bills and other unsatisfactory documents, he asked himself for the hundredth time, how it happened that his neighbors were flourishing, while he stagnated, and found it a hard matter to hold his

He said to himself, 'I work twice as hard as they do; I am as honest and prompt in all my dealings, and still I do not make headway. There's my family growing up, and my eldest boy, now in the firm, and he must have, what I fear, unless I make better seles this season, I shall find it very hard to give him, a fair portion of the pro-What must be done?

As he asked himself this question, a respectable-looking young man, with a book under his arm, entered his office, stood before him, and immediately addressed him with a polite tood morning, which salutation the merchant as courteously returned.

I have called on a little matter of

business, sir.' Yes, sir,' said the merchant, pleas-

The hoped he was about to receive an order for some goods.

If you are advertising now, I should

like to receive your order --The frown returned to the merchant's face, and he turned from his visitor

1 am not advertising, sir, and do

not intend to.' You could not choose a better me-

down than the firm I represent.' I mes are bad, young man.'

The more reason that you should endeavor to stimulate trade.' I don't believe in it, sir.'

That is strange

'Never advertised in my life.'
'Stranger still,' thought the young man, as he quietly took his leave. As he passed the outer door he said,

half aloud. 'You won't last long, old gentleman, il von don't advertise.

I gentleman with a care worn look on his face, who stood in the door-way as he passed, happened to overhear the remark. Walking into the office, he

'Who was your visitor, father?' • the of those troublesome advertising agents. All nonsense throwing away one s money in that way. We've none to spare.

'Any orders this morning?'

No, said the old gentleman, with a -th, 'and yet that last lot of goods are sended. I suppose they'll be on our le cost

I can answered not a word, but to the hist and examined his

Presently he said. 'It isn't much, but I il do it,' then taking up his bat

About a week afterwards the old merchant sat as usual, at his desk, more than ever discouraged and any

"If I could only get rid of that lot of goods,' he said to himself, 'I should be goods, he said to know a trained. I have written to all my customers, but they are all supplied. I ought to have realized fifteen thousand dollars, easily.

Gentlemen Please send us a sample of your cloth. It approved, we will take the lot at your figure

Respectfully. G. O. A. HEAD, & Co. Bless us, said the old gentleman, I ve never done business with those people. But they are as good as gold. How did they know that I'd the goods they want? Well, thank heaven, we

are gaved from ruin!

When his son came in, he found his respected progenitor trying a pas seule. 'All right, my son, were saved. Here, read that letter Hallo! I've overlooked the postscript. What's that? 'We saw your advertisement in the Daily Babble?' Why, why—it's a mistake,' and his countendice fell. 'Ita'no mistake, father,' said his

n, joyfully. But I never advertised in my life.' 'But a never.
'I dol' though.'

Yes, I have spent three handred dollars in advertising, and here's the result. A pretty good investment,

The samples were all right, the 2004s sent, and the money paid. The punter member of that it in has serious thou lite of getting a straight jacket for the old gentleman, for he's almost gone man on advertising and he pea-, Rewell Newspaper Reporter.

'Sociated with Sheeps.' = 'Oh, ma!' · Bill Smith going up the street!

Don't he just look like a rowdy?'
Yes, my son; that's because be goes with them Everybody will learn to be like those he associates with. Everybody will learn Johnny looks thoughtful, and mamun th uks she has made quite an im-

boy Ma says so.

Jenkins Goes to a Pic-Nic.

Maria Ann recently determined to go

a cool morning ride on the cars, and dinner in the woods.' on care
On the morning of that day, Maria stance:

Ann got up at 5 o'clock. About three minutes later she disturbed my slumbers, and told me to come to breakfast. I told her I wasn't hungry, but it didn't make a bit of difference, I had to get up. The sun was up; I had no idea that the sum began business so early in the morning, but there he was.

1 I nave known some men to due a use it nave known some men to due it nave known some due it nave known some men to due it nave known some due it nave known

six. Eat all the breakfast you can, it is 'souperfluous.' for you won't get anything more be

I could not eat anything at that your vest pocket.

4. When asked for a dish, do not time in the morning, and it was well I 4. When asked for a dish, do not could not, for I had all I could do, propel it across the surface # the table There was ice to be pounded to go around the pail of ice cream, and the sandwiches to be cut, and I thought I should never get the legs of the chicken fixed so that I could get the cover on the big basket. Maria Ann flew around and piled up groceries for me to pack, giving directions to the girl about taking care of the house, and putting on her dress all at once. There is a deal of energy in that wo

man, perhaps a triffe too much. At twenty minutes past 6 I stood on the front steps with a basket on one arm and Maria Ann's waterproof on the other, and a pail in each hand, and a bottle of vinegar in my coat skirt pocket. There was a camp chair hung on me somewhere, too, but I for

get just where. 'Now,' said Maria Ann, 'we must run or we shall not catch the train.'
'Maria Ann,' said 1, 'that is a rea sonable idea. How do you suppose 1

can run with all this freight?'
'You must, you brute. You always 'You must, you brute. You always try to tease me. If you do not want a

I had one comfort, at least. Maria Ann tell down and broke her parasol She called me a brute again because I laughed. She drove me all the way to the depot in a brisk trot, and we got on the cars; but neither of us could get a seat, and I could not find a place where I could set the things down, so I stood there and held them.

'Maria,' I said, in winning accents, 'how is this for a cool morning ride?' Said she, 'You are a brute, Jen

kıns.' Said I, My love, you have made

that observation before ' I kept my courage up, yet I knew there would be an hour of wrath when we got home. While we were getting out of the cars the bottle in my pocket got broke, and consequently I had one boot half full of vinegar allday. That kept me pretty quiet, and Maria Ann ran off with a liig whiskered music teacher, and lost her fan, and got her feet wet, and tore her dress and enjoy ed herself much after the fashion of pic nic goers. I thought it never would come dinner time, and Maria called me a pig because I wanted to open our basket before the rest of the baskets were opened.

At last dinner time came - the 'mee The office boy entered, just then, with letters from the jost office. He opened them, one after another, and groaned over their contents. There was one more left. He opened it, and what was in my boot, and of course that was of no immediate use. The that was of no immediate use. The masse teacher spilled a cup of hot coffee on Maria's head, and pulled all past the barriers of youth, and their the frizzles out trying to wipe of the coffee with his handkerentet. Then I sat on a piece of taspberry pie, and spoiled my white parts, and concluded I didn't with a spiller with the parts, and conclude I didn't with a spiller with a spiller with the parts, and conclude I didn't with a spiller I didn't want anything more. I had to stand up against a tree the rest of the afternoon. The day afforded con sulerable variety, compared to every day his, by the compared to every backs that we are povent somuch as I might be the compared to the compared to every backs.

Vengeance on the Seducer.

The Nevada, Missoure Times, of the 14th inst, gives the particulus of the deliberate murler committed by a man named Layton, his victim being a man named Bedford. Layton arrived at Balltown a few days previous, riding a plendul norse wearing a brace by re colvers. After stopping at the Har-rington Hotel a few days he started for Bedford's house, some miles distant. - While riding along he was join ed by a citizen. They rode down the lane to near Bedford's house, dismoun ted and hitched their horses to the tence. They then appredached near a to the peculiar manner some young threshing machine where Bedford was ladies have just now of carrying the at work, who cance the Layton started hands. The arms are held as close to and the now and the noise. Layton the body as possible, bending them immed a cly drew one of his revolvers and discharged three barrels at him, touch; the wrists remain elevated, and all of which took effect, causing Bed-tord's death in an hour. During the position which we can only like to shooting Layton uttered not a word. The cause of the nurder is explained as follows—During the war Layton had Bedford in his employ, and in the absence Bedford seduced his wife and brake up his family. Layton has been hunting his victim several years, A few days after, papa says to mam. who has finally paid the psenalty of his

Rules for Table Etiquette.

Knowledge is power. It is the duty of every tax payer, who has more Manna Ann is my wife—unfortunate knowledge than he requires for his own ly. She had planned it to go it alone, domestic purposes, to impart that so far as I was concerned on that the knowledge to others. I have derived nic excursion; but when then dinbut so much instruction from writers on it, I determined to assist. She pre-tended she was very glad, I on t be line and my manners have been so visitly lieve she was.

'It will do you good to get away from your work a day, poor fellow, she said; 'and we shall so much enjoy reasons may not be obtions at first sight, they exist, and will be apparent careful consideration. For in-

1. Do not commence cating before your host gets through with his grace. I have known some men to bite a bis

Now, said Mana Ann, 'we must fly Your soup will always have you at a around, for the cars start at half past disadvantage with such odds. Besides,

3. In passing your plate to be re-belped, retain your knife and fork in

ifter the matcher of the game of shovel bound; always pitch it gracefully, after the manuer of quoits -this will be quoit sufficient.

5 Never try to eat fish with a said cellat.

6. Wime drinking, be careful not to empty hot coffee, or anything of that sort, into your neighbor's paper collar,
7. Do not ent too fast. You will not 'get left' if you make up in heroic doses for fast time. *

8. If you find anything suspicious in your hash, don't est any more hash, and if there is anything wrong with voor butter, propose a toast or tell an anecdote.

9. When you burn your mouth with cold potato, don't whistle or make faces at the company, but shed tears ın silence.

10. Never leave the table without asking the lady of the house to be ex cused; but if you happen to be at a barbecue or a free lunch don't leave it at all as long as there is a bone or a crumb in sight.

If you will studiously observe these little rules, and don't appropriate your napkin under the contemptible pre tence that you thought it was your pocket handkerchief, you will succeed

WHAT THE MICROSCOPE REYEARS --WITH A MORAL. - Lewenboeck tells us of an insect seen with a microscope, of which fifty-seven millions would on y equal a mite

Insects of various kinds may be seen n the cavities of a grain of sand. Mold is a forest of beautiful frees, with the branches, leaves and fruit.

Butterflies are fully feathered Hairs are hollow tubes.

The surface of our bodies is covered with scales like a fish; a single grain of sand would cover one hundred and fifty of these scales, and yet a scale covers five hundred pores. Through these narrow openings the sweat forces itself like water through a sieve. The mites make five hundred steps

r second. Each drop of stagnant water contains world of animated beings, swimming with as much liberty as whales in the

Each leaf has a colony of insects grazing on it, like cown on a meadow Moral - Have some care as to the sir you breathe, the food you eat, and the water you drink .- Home and

IN A PREDICAMENT. - Not a great while since, a couple, male and female, appeared before one of our local magistrates and desired to be united in calm. Once or twice she looked as if she meant to speak to the magistrate, which, the man perceiving, hastily in terposed to proceed. Nevertheless, his visit is a last proved una variage of the rody, in sheer desperation, asked, It all her property would belong to her husband as soon

as they were married 'That depends upon the circumstan-

Does it, now, exclaimed the lady, well then, if that a the case, I want 'You want what?' inquired the per-

plexed official. 'A circumstance,' said the lady; can't you put one on the ceremony?
The magistrate rather thought he

-Adashion writer calls attention to the peculiar manner some young the body as possible, bending them until the back and forepart nearly the kangaroo.

-A Colorado saloon-keeper said of a rough crowd: 'I couldn't get their whisky strong enough for them, so after trying every way, I at last made a mixture of poison oak and butternut. A few days after, papa says to main ma:

There goes Joe Williams, looking down to the ground as usual. I wonder what makes him always have a sheepish look?

A cite Yanker in Kansas sells it on vete! with delight; and next one liquor in a gun barrel instead of a glass, that he may avoid the law, and it wonself some he corner; fits because he sociated with sheeps when he was a little look of the course the cute Yankee's customers are lightly to his finally paid the penalty of his sheep herder's delight, and it was a popular dieck. The first Pike I tried it on vete! with delight; and next one liquor in a gun barrel instead of a glass, that he may avoid the law, and in making it appear beyond dispute that he is felling liquor by the barrel. Of the course the cute Yankee's customers are lightly to the penalty of his sheep herder's delight, and it was a popular dieck. The first Pike I tried it on vete! with delight; and next one took two fineks and turned a double some rect in the road before the house. A peddler came along, and after he took several drinks of my sheep herder's delight he went off and stole his own pack and hid it in the woods.

Dry Goods, Groceries

GREAT EXCITEMENT ABOUT TEAS AND COFFEES! JUST OPENED A NEW LOT OF TEASANT

STIFLES, AT STILL LOWER PRICES. BRST GREEN AND BLACK TEA ISCALL Sold at \$1 50 we are selling at \$1 25 1 25 "

Best 15 cts. Java Coffee, reduced to 30 cents 30 RIo Coffee 6 28 25 6 25 which they are offering at the verylowestmar ket price.

CALL AND TRY THEM and we will guarantee you can save 25 per

AMERICAN TEA COMPANY! MISS G. B. PRIEST'S

Sold only at the Agency of the

. Bush House, Belletonte, Pa-16-23-6m

Youngabeveling,

WHOLESALE AND RETAIL DEALERS IN

GENERAL - MERCHANDISE

AT THE CITY STOLE,

On Allegheny Street, Bellefonte,

Respectfully invite the numerous readers of the Watchman to call and I see their unequalled

FOREIGN AND DOMESTIC DRY GOODS,

SHAWLS,

CARPETS,

BOOTS.

SHOLS. GROCERILS, &C.

They have the largest stock and

CHEAPEST GOODS

In Central Pennsylvania.

promptness and decision in business;

ustic e without quibbling, squareness

without computsion

OUR ONE PRICE C. O. D.

System meets this demand, dispensing its benefits impartially, and at the lowest uni-15-2-1y

A NOTHER NEW STORE THE LARGEST, CHEAPEST AND BEST ASSORTED STOCK OF , $\mathbf{G} \mathbf{0} \mathbf{0} \mathbf{D} \mathbf{S}$

EVER KEPT IN A COUNTRY STORE,

Has been opened in the Store room at ZION, BY

TIBBINS, BETZ & CO. They are selling ASTONISHINGLY CHEAP. PLEASE CALL AND SEE THEM. 16-27-3m

RUHL & GAULT, (Successors to Levi A. Miller.)

GROCERS & PROVISION DEALERS Allegheny Street, Bellefonte

Having purchased the extensive store of Levi A. Milici, the proprietors take pleasure in announcing to the public that they will keep constantly on hand, the choices:

GROCERIES, PROVISIONS,

FLOUR,

SPICES, FRUITS, &c. to be found in the market EVERY THING AT ALL TIMES. and at

THE LOWEST PRICES.

16 8-6m.

Dry Goods.

NEW GOODS AND NEW

HIGH RATES RUBBED OUT.

GOODS AT OLD FASHIONED PRICE

##HOFFER & BRO.'S-CO

Would respectfully inform the world and the rest of mankind, that they have just opened out, and are daily receiving a large STOCK OF GOODS OF ALL KINDS

Consisting of the latest styles of Figured and Plain Alpacas, Figured and plain all Weel Delaine.
Shepherd Plaids, Black Silks, Summer Silks, Irish Poplins, White Goods, White Counterpanes, Linen and Cotton Sheetings, Checks, Orighams, Boducks, Flannels, etc., Shephard Plaid Batmorals, Black Coth, Cassimeres, Vetetine, Corduroy, Kentucky Jeans, Drills, Ladies Cloaking, Pignic Olors, Middlesex Cloths, Repelbants and Plaids of Various Colors

A full line of Cloths, Cassimeres, Satinetts and Vestings, all kinds and prices, which will be sold cheip. We have constantly on hand a large and well selected stock of all kinds of

Crockery, Grocerses, Mackerat, Salt, etc., etc., Which we will dispose of at the very lowest

All kinds of country produce taken in ex-change for goods, and the highest market pri-ces allowed FRIENDS AWAKE TO YOUR INTEREST

For we feel satisfied that we can suityour tastes as well as your purses viant LWAYS AHEAD! -A. ALEX ANDER A SON Millheim Center Co., Fennsylvania, are now offering to the public at the lowest cash prices.

GOODS OF EVERY DESCRIPTION A ALEXANDER & SON,

Take this method of announcing to their numerous friends that they have just returned from the East with a new assortment of seasonable.

FOREIGN AND DOMESTIC GOODS, Which they are selling at such prices that purchasers will find it to their interest to buy of them. Their stock consists of D-R-E-8-8 (4-()-()-D-8,

M I-LeLel-N E-R Y | G-0-0-p-S, HATS AND CAPS, BOOTS AND SHOES Ad kinds of country produce taken in ex-hange for good 1046 A ALEXANDER & SON

Books and Stationery.

THE MODEL BOOK STORE

go and see go and see to und see

Store opposite

BUSH HOUSE,

LIVINGSION 8

WHOLESALE AND RETAIL

BOOK STORE AND Depository of the Books of the "American'S Union, and American Tract Society" and sold cractly at their catalogue prices, the untuitful assentions of self-constituted agents, to the contrary notwithstanding. He would say to those concerned in Subbath schools, that during the prevailing searcity of money, the will fill orders when accompanied by a responsible name, giving a credit of three months.

GEO LIVINGSTON, Brokerhoff Row, Bellefoute Pa 16-15-3m

Insurance.

EDWIN H. KINSLOE,
Successor to Sam't L. Barr, dec'd CLAIM AND INSURANCE AGENT.

GOOD COMPANIES, LOW RATES, PROMPT SETTLEMENT OF LOSSES Cash and Mutual Fire, Life and Accident Polices written

Pay, Ponsons and all other claims.

Soldiers who enlisted before July 224, 186° and were honorably discharged without receiting the \$100 Bounty are now entitled to it.

EDWIN H. KINSLOE.

BOX No. 73, Bellefonte, Pa.

15-15 Successor In Som U. Barr, dec'd

Miscellaneous.

STEREOSCOPES, REOSCOA. FIEWS, ALBUMS, CHROMOS, FRAMES.

E. & H. T. ANTHONY & CO., 501 BROADWAY, N. Y.

Invite the attention of the trade to their extensive assortment of the above goods, of their own publication, manufacture and importation. Also, PHOTO LANTERN SLIDES AND GRAPHOSCOPES,

NEW VIEWS OF YOSEMITE F. & H. T. ANTHONY & CO., 591 Broadway, New Yörk, Opposite Metropolitan Hotel,

IMPORTERS AND MANUFACTURERS OF PHOTOGRAPHIC .MATERIALS. Motels and Sal ons

 $\mathbf{B}^{ ext{usii}}$ house,

BELLEFONTE, PENNA., This elegant hotel, having come under the supervision of the undersigned, they would respectfully announce to the public that they are prepared to accommodate them after the style of the best houses in the cities. The Bush House is a magnificent building, splendidly farmshed, and capable of comfortably accommodating

It is altusted near the depot, and convenient to all places of business, and is the best hetel in central l'ounsylvania. Its waiters are obligating, polite and attentive; its tables are supplied with overy inxury in the market; its stables are first class, with attentive and humane hostiors, and its bar supplied with the best of liquors. For guests from the cities to spend the summer it is met the place! The proprietor will be happy to receive the public as often as they wish to eall.

CLEMENTS & LOWRIE.

16-30

GARMAN, Proprietor.

GARMAN, Proprietor.

This long-established and well-known Hotel, situated on the southeast corner of the Dismond, opposite the Courthouse, having been purchased by Daniel Garman, he announces to the former patrons of this establishment and to the traveling public generally, that he has theroughly refitted his house, and is prepared to render the most satisfactory accommodation to all who may favor him with their patronage. No pains will be sparted on his part to add to the convenience or comfort of his guests. All who stop with him will find his table abundantly supplied with the most samplement and the traveling the statement of the satisfactory, and will always be attended by the most experienced cooks. His Bar will always ontain the choleest of liquors. His Stabling is the best in town, and will always be attended by the most trustworthy and attentive hostlers. Give him a call, one and all, and he feels confident that all will be satisfied with their accommodation. An excellent Livery is attached to this establishment, which atmages from abroad will find greatly to their advantage.

W D. RIKARD,
Proprietor.

The undersigned, having assumed cortrol of this fine hotel, would respectfully ask the patronage of the public. He is prepared to accommodate guests in the beat of atyle, and will take care that his tables are supplied with the best in the market. Good stables attached to the botel, with careful and attentive arrants. The travling public are invited to give the Cummings Housea call.

15-201.

NATIONAL HOTEL, MILLHEIM, PA

JONATHAN KREYER, Proprietor. Having purchased this admirable property, the proprietor takes pleasure in informing his friends, that he has refitted and refurnished it from top to bottom, and is now prepared to accommodate travelers and others in a style that he hopes will prove not only satisfactory, but pleasure.

Tobacco.

THE BEST! THE BEST!! AT N BECK S,

WHAT ELEGANT PLUGS,

WHAT ELEGANT PLUGS,

HIS FINE SCENTED SEGARS, THE BEST IN TOWN,

THE BEST IN THE WORLD.

AND THE CHEAREST. AND THE CHEAPEST

Remember in Store No. 4 Bush Hotel 15 50 tf.

CIGARS AND TOBACCOL

DEALERS IN

Corner of Allegheny and Bishop Streets BELLEFONTE, PA.

Shortlidge & Co's.

The best Wilkes Harre authracite coal from Baltimore Mines, also Shamokin anthracite coal of all slace, prepared expressly for family use, constantly on hand and for sale at

LOWEST MARKET PRICES.

Consumers of coal will please note that our coal is housed under commodious sheas, which adds to its value. We now have a what at Lock Baven for transferring Wilkes Barre coal from houts to care, and will supply customers by the car load when desired, from the old Baltimore minos.

LIMF.

POWDER.

Acous for the sale of the Buckeye Mowers and Respense also the Marsh Harvester, On which the binders white, three men of the work of five,) manufactured by Sifer, Walls 8 Striner manufacturing company, Lowisburg

Lime burnt with wood or coal for sale at our Kilns on the pike leading to Milesburg.

Agents for the sale of Duponts powder at wholesale—stock on hand. Merchants will find it to their interest to buy of us.

REAPERS.

Office and yard hear South End of B. E. V R. R. Depot. SHORTLIDGE & CO.
Bellefoate Pa.

THREE HUNDRED QUESTS.

Cummings House.

BELLEFONTE PENNA.

His table and bar, will not be excelled by any in the country

His stable is large and new, and is attended
by experienced and attentive ostlers 14-28-ly

Tobacco.

AT N BECK'S,

COME AND SEE

COME AND BUY,

THE BEST IN THE STATE,

HIS FINE CUT.

HIS FINE CUT, THE SWEETERT,

IN TOWN.

Cigars, Tobacco, Pipes, &c. BROWN'S NEW BUILDING.

SAMUEL LIPTON & CO

COAL, LIME, POWDER,

COME AND SEE,

COME AND BUY,

SAMUEL LIPTON & CO.,

Best curas and tobacco always on hand, Call in and try them. Finest and most delicious brands