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—Subscribe for the WATCHMAN.

Value in Advertising.

The Persistent Advertiser in a Good Newspaper Reaps Benefit.

The first great necessity to successful advertising, says the New York Sun, is to have something to sell which the public wants and to have it as described in the advertisement—that is, to tell the truth in the advertisement. For a short spasmodic pull a doubtful advertisement conspicuously placed may serve, but in the long run it does only damage. Accordingly, the public may usually take it for granted that a large and persistent advertiser is a safe man to deal with. He cannot afford to advertise misrepresentations. The valuable reputation of his house depends on his ability to make good his advertised promises, the cost of which may be the greatest item in his expenditure for his business. He must justify the public he invites.

Very much is written against the patent and proprietary medicines extensively advertised, as if they were all worthless "quack" remedies concocted to gull the vulgar and ignorant. If this was true, the money spent in advertising such remedies would be wasted after their first spurt of notoriety. People buying them would find them out for humbugs. If they are advertised year after year, some of them for generations, at an enormous aggregate cost, it is pretty safe to conclude that they work as they are asserted to work. In one form or another, too, practically everybody uses patent and proprietary medicines.

A great waste of money spent on advertising has just been brought to the attention of people generally. It is when costly circulars are sent by thousands through the post. Almost invariably, of course, such circulars are tossed into the fire, unread. If a man has on sale an article or articles of which information is desired by a limited number of collectors of unique objects, generally known to him, a circular sent to his purpose; but after all, not so well as an advertisement in a daily paper as it sticks to the news of the day, for then he starts his notice on the bulletin at which all society looks.

Still another great waste in advertising is due to failure to discriminate between the value, actual and relative, of the mediums employed for it. As a general rule, of course, the more respect a newspaper commands from its readers the more respect they have for the advertising in it. A bulletin posted in a disreputable quarter does not tend to enhance the reputation of the concern using it.

The readers of newspapers have reasons to feel much gratified by the improvement which has taken place in the business and art of advertising. More and more the advertising columns of a paper of high class have become both useful and interesting. Its advertising is now an important feature of the chronicles of the day, a valuable directory, which is tending to grow still more attractive as reading.

Pine Bark Bread.

Dire Straits to Which Starving Swedes are put in Order to Sustain Life. Crops Short and Fish Few The Rumors Which Have Been Prevailing Concerning the Terrible Suffering are Confirmed.

Telegrams from Stockholm confirm the distressing accounts of the famine in Northern Sweden. About 70,000 persons are affected by the famine, which extends from the 61st to 67th degrees north latitude, and from the gulfs of Bothnia and the Russian border into the interior.

The starving people are eating pine bark, which is dried, ground to powder, mixed with stewed Iceland moss and made into a kind of bread.

Coincident with the failure of the crops is the extreme scarcity of fish. The fishermen return from their expeditions empty-handed. Even ptarmigan, normally found in great numbers in the stricken district, have almost completely disappeared.

It is estimated that the expenditure of about \$6,300,000 will be necessary to save the population from starvation. Thus far about \$200,000 has been subscribed, of which sum over \$12,500 was sent by Swedes in the United States. This amount does not include the money necessary to save the breed of cattle, which alone can live through an arctic winter, or supply seed for the spring sowing.

The peasants are making pathetic sacrifices to avert the extermination of the hardy northern cattle. In previous times of scarcity good fodder was obtainable by mixing reindeer moss and aspen bark.

Now this is not available, and finely chopped twigs of birch, willow and ash are substituted. The mixture is boiled and fed to the cattle warm, but it is found that the milk of the cattle thus fed leads to typhoid fever. This and other diseases are certain to spread unless relief is hastened.

The situation threatens a repetition of the terrible famine of 1867, when thousands died of starvation and typhoid.

A special commissioner of the Swedish government who has just returned from the scene of distress emphasizes the necessity for the adoption of immediate plans to avert the disaster. His report has caused a painful expression on and will, it is hoped, enhance the national efforts to provide remedial measures.

Up to the present, 1,800 car loads, valued at over \$100,000, represents the total quantity of provisions and fodder shipped to the famine-stricken area.

Cause of Men's Baldness.

Physician Says It's the Fact That the Hair is Out Short.

"The cause of baldness has at last been found," said a physician to a barber. "We know why it is that men get bald which women don't."

"Well, why is it?" asked the other.

"It is because men wear their hair short," the physician answered. "The proper length for the hair is the natural length—a foot two feet, or even more. There is a system of muscles at the roots of the hair that needs exercise, that needs hard usage if they are to keep healthy. If a hair is long, its muscles must work hard in order to hold it in place—for a long hair is naturally heavier than a short one—and in order to supply life along its length. Thus pleasantly and healthfully engaged, the muscles grow fat and hearty, and they keep the hair hearty.

"But if your hair is cut short every month the muscles that must look after it have a slothful, idle existence. They do no work; they get flaccid and anemic; they become worthless. And in consequence the hair they support becomes worthless, dries, shrivels, and finally falls out.

"Hence the hair must be worn long if baldness is to be avoided."

The barber had listened with a frown of disapproval. Then he said:

"That theory is all right, but why doesn't it hold good in the matter of the beard? The beard is worn as short, by most men, as it can be shaved, but we never hear of anyone getting bald on the cheeks or on the chin."

Holds a Lake of Wine.

California Tun Bigger than that of Heidelberg, A Yacht Could Float in it. Great Clusters of Asti Contains 500,000 Gallons of Grape Juice and is Carved Out of the Solid Rock.

Every traveler in Europe knows about the famous big tun of Heidelberg, says a Los Angeles letter in the Chicago Tribune. But the largest wine cistern in the world is at Asti, Sonoma County, Cal. It is 84 feet high. When it is filled with wine, as it usually is, it holds 500,000 gallons of juice. It is by five times the most capacious ever built. It takes two steam pumps seven days to fill up the cistern, and it takes four days for all the wine to run out through the great pipe which leads to the foot of the hillside below. It would take 250 freight cars to carry the entire contents of the great tun of wine.

The big cistern at Asti is ten times as large as the tun of Heidelberg.

The cistern has been built to conserve the wine until a proper time for marketing. The wine is held in it for many months, and is then shipped to all parts of the world. The cistern was carved out of solid rock and lined with cement two feet thick. It took 1,000 barrels of the best Portland cement and 6,000 barrels of gravel and sand to line the surface of the tank. Fifty laborers worked day and night for fifty-five days, and soon after its completion a wedding party of eighty-five danced and made merry in its capacious interior, with room to spare. Shortly afterwards a grand ball was given in the huge inner vault, and one hundred persons attended.

HOLDS \$150,000 WORTH OF WINE.

When filled with wine the contents have at the very least a net value of \$150,000—that is, figuring the wine at the rate of 30 cents a gallon; but the product when clarified, bottled and shipped to all portions of the world brings all the way from 50 cents to \$5 a gallon, according to age, quality, etc.

When the wine leaves the tank it is in the shape of some of the most expensive brands of California wine on the market.

The cistern was first built the idea was, of course, merely to hold the wine, but it was found, to the delight of its creators, that the wine which came from it was deliciously blended and mellowed.

CARVED OUT OF GRANITE.

The building of the receptacle for this lake of wine was difficult. The huge well was carved out of granite, and after the concrete sides of the interior had been smoothed they were coated with a glass-like finish, which prevents the grape juice from absorbing objectionable color or flavors.

Around the sides six steel girders were placed, and on these rest the sectional cover of the lake. Not a ray of light can penetrate into this vast quantity of wine. After the wine has been placed in the cistern the cover on the top, which is three feet in diameter, is hermetically sealed, and the wine, being below the surface of the earth, suffers no changes of temperature, nor can any foreign matter gain admission to it.

This big cistern is the property of the Italian-Swiss colony, and is three hours' travel by rail from San Francisco. It is in the heart of the wine belt, which describes a circle through the coast counties about San Francisco. The building of the cistern is the result of a marvelous growth of the wine industry in California in the last five years. It would take sixty tanks of this size to contain the State's best yearly output. Were all that wine put into one great tank, it would float five battleships like the Oregon, allowing a space of 14 feet beneath the hull and seven feet on each side, not counting the extra floating surface that would be gained by the displacement of the hulls.

Abram S. Hewitt Dead.

Former Mayor of New York Succumbs to Illness.

NEW YORK, January 18.—Abram J. Hewitt, former mayor of New York, and for many years representative in congress, died at 6 o'clock this morning in his 81st year, having been critically ill for ten days.

With him at the moment of his death were his wife, his three sons and three daughters.

Mr. Hewitt, who had been in feeble health for some months, was attacked with obstructive jaundice on January 8th and from the first it was realized by his attending physicians, Dr. E. L. Keyes and Dr. E. L. Keyes, jr., that there was practically no hope of the aged patient's recovery.

On the following Sunday it was thought that Mr. Hewitt could not survive the night and the members of his family were summoned to his bedside, but his wonderful vitality kept him alive for a week longer.

On Thursday Mr. Hewitt rallied so strongly that some hope was entertained that he might recover, but on the following night the relapse occurred and it was then evident that the end was not far off.

A slight improvement was noted on Saturday morning, but late that night the physicians notified Mr. Hewitt's son Peter Cooper Hewitt, that death was imminent and the other children, Edwin K. Hewitt, Erskine Hewitt, Mrs. J. O. Green, Miss Sarah Hewitt and Miss Eleanor G. Hewitt, were summoned and with their mother remained by the bedside until the end.

The funeral services, which will be conducted by Bishop Potter, will be held in Calvary church, of which Mr. Hewitt was a member, on Wednesday.

Fortune Depends Upon Her Release.

RICHMOND, Va., Jan. 18.—Mrs. Florence J. Maybrick and her mother, the Baroness von Roques, will, it is said, lose all title and interest in 2,522,302 acres of land in Virginia, West Virginia and Kentucky, valued at about \$7,500,000, unless Mrs. Maybrick is released from prison in England in time to testify in a suit now pending in the chancery court of this city.

Charles O. Saviile, clerk of the court, says that the suit had been filed in the chancery court about seven days ago by Judge Leo D. Yarell, of Emporia, on behalf of Mrs. Maybrick and her mother, and had been in the court ever since. He did not know, he said, that any time limit was about to expire.

Appropriate.

"Your boy," said the college president, "has been very wild, the worst boy in his class in fact."

"Indeed!" exclaimed the father, "and will you withhold his diploma on that account?"

"O no, but it really should be a black sheepskin."

Hotel Rates Going Up.

Owing to the high prices demanded for provisions and coal, many hotel keepers throughout the state have increased their rates. Some of the leading hotels in Philadelphia have advanced their prices fifty cents to one dollar a day.

Was Fined \$100 and Heavy Costs.

W. H. Hood, a Snyder County Farmer, Transgressed the Game Laws of Pennsylvania.

The Shamokin Dispatch says: A knotty point in the construction of the Pennsylvania game laws was occasioned Saturday by a decision of Justice Schwartz and an opinion of ex-District Attorney D. W. Shipman.

On Saturday, December 30th, W. H. Hood, a Snyder county farmer, who attends the local curb stone market, was arrested by Game Warden G. W. Rohrer for selling rabbits after the season had been closed. Hood defended his action on the 13th section of the act of assembly of 1899, regulating the Pennsylvania game laws concerning the hunting and sale of rabbits or hare supplemented by an act in 1901, which says a man may have his possession rabbits or hare fifteen days after the close of the season, but the law does not provide for the sale of such and adds that a man cannot have in his control rabbits or hare after December 15th Justice Schwartz and Attorney Shipman construe the law to mean that a man cannot make a commodity of rabbits and hare, and as a consequence Justice Schwartz fined him \$100 and the cost of prosecution. Hood appealed from the decision and entered \$200 bail for his appearance at court.

Personally-Conducted Tours via Pennsylvania Railroad Season of 1902-1903.

The Pennsylvania Railroad Company announces the following Personally-Conducted Tours for the season of 1902-1903:

California.—Two tours: No. 1 will leave New York, Philadelphia, Harrisburg and Pittsburg January 29th; No. 2 will leave February 19th, and will include the Mardi Gras at New Orleans.

Florida.—Three tours to Jacksonville will leave New York and Philadelphia February 3rd, 17th and March 3rd. The first two of these admit of a sojourn of two weeks in the "Flower State." Tickets for the third tour will be good to return by regular trains until May 31st, 1903.

Tickets for the above tours will be sold from principal points on the Pennsylvania Railroad. For detailed itineraries, giving rates and full information, address Thos. E. Watt, passenger agent, Western District, Philadelphia; E. Yungman, passenger agent, Baltimore District, Baltimore; C. Studds, passenger agent, Southeastern District, Washington; or Geo. W. Boyd, Assistant General Passenger Agent, Philadelphia.

Golden Gate Tour.

Under the Personally-Conducted System of the Pennsylvania Railroad.

The first Pennsylvania Railroad Personally-Conducted Tour to California for the present season will leave New York and Philadelphia on the Golden Gate Special, January 29th, going via Chicago, Kansas City and El Paso to Los Angeles and San Diego. An entire month may be spent on the Pacific Coast. The Golden Gate Special will leave San Francisco, returning Tuesday, March 3rd, stopping at Salt Lake City, Glenwood Springs, Colorado Springs and Denver. Rate \$300 from all points on the Pennsylvania Railroad east of Pittsburgh, covering all expenses of railroad transportation, side trip in California, and berth and meals going and returning on the special train. No hotel expenses in California are included. Tickets are good for return within nine months, but when not used returning on the Golden Gate Special they cover transportation only. For detailed itinerary apply to Ticket Agents, or address Geo. W. Boyd, Assistant General Passenger Agent, Broad Street Station, Philadelphia, Pa.

Florida.

Personally-Conducted Tour via Pennsylvania Railroad.

The first Jacksonville tour of the season via the Pennsylvania Railroad, allowing two weeks in Florida, leaves New York, Philadelphia, and Washington by special train February 3rd. Excursion ticket, including railway transportation, Pullman accommodations (one berth), and meals en route in both directions while traveling on the special train, will be sold at the following rates: New York, \$50.00; Buffalo, \$54.25; Rochester, \$54.00; Elmira, \$51.45; Erie, \$54.85; Williamsport, \$50.00; Wilkesbarre, \$50.35; and at proportionate rates from other points.

For tickets, itineraries, and full information apply to ticket agents, or address Geo. W. Boyd, Assistant General Passenger Agent, Broad Street Station, Philadelphia.

JANUS. The poet makes January say: "Janus am I, oldest of potatoes." Why not make this month say: Fatron am I of Bismarckism, which I make more painful of Catarrh, which I make more annoying of Scrofula, which I develop with all its sores, inflammations and eruptions? Hood's Sarsaparilla can be relied upon to cure these diseases, radically and permanently, and so there is no good excuse for suffering for them.

MEDICAL.

HOOD'S SARSAPARILLA

Has won success far beyond the effect of advertising only.

The secret of its wonderful popularity is explained by its unapproachable merit. Based upon a prescription which cured people considered incurable.

HOOD'S SARSAPARILLA

Unites the best-known vegetable remedies, by such a combination, proportion and process as to have curative power peculiar to itself.

Its cures of scrofula, eczema, psoriasis, and every kind of humor, as well as catarrh and rheumatism—prove

HOOD'S SARSAPARILLA

the best blood purifier ever produced.

It cures of dyspepsia, loss of appetite and that tired feeling makes it the greatest stomach tonic and strength-restorer the world has ever known.

HOOD'S SARSAPARILLA

is a thoroughly good medicine. Begin to take it TO-DAY. Get HOOD'S.

47-25-11

Attorneys-at-Law.

W. H. BOYER, J. P. ORVIS, Attorneys at Law, Bellefonte, Pa., office in Fruner Block. 44-1

J. C. MEYER—Attorney-at-Law, Rooms 20 & 21, Crider's Exchange, Bellefonte, Pa. 44-49

W. F. REEDEL, H. C. QUIGLEY, REEDEL & QUIGLEY—Attorneys at Law, Bellefonte, Pa. Office No. 14, North Allegheny street. 49-22

N. B. SPANGLER—Attorney at Law, Practices in all the courts. Consultation in English and German. Office in the Eagle building, Bellefonte, Pa. 49-22

DAVID F. FORTNEY, W. HARRISON WALKER, FORTNEY & WALKER—Attorney at Law, Bellefonte, Pa. Office in Woodring's building, north of the Court House. 14-2

H. S. TAYLOR—Attorney and Counselor at Law, Bellefonte, Pa. All kinds of legal business attended to promptly. 40-49

W. C. HEINLE—Attorney at Law, Bellefonte, Pa. Office in Hais building, opposite Court House. All professional business will receive prompt attention. 30-16

J. W. WETZEL—Attorney and Counselor at Law, Office No. 11, Crider's Exchange, second floor. All kinds of legal business attended to promptly. Consultation in English or German. 59-4

Physicians.

W. S. GLENN, M. D., Physician and Surgeon, State College, Centre county, Pa., Office at his residence. 33-41

Dentists.

J. E. WARD, D. D. S., Office in Crider's Stone Block N. W. Corner Allegheny and High Sts., Bellefonte, Pa. 34-14

D. R. H. W. TATE, Surgeon Dentist, office in the Bush Arcade, Bellefonte, Pa. All modern electric appliances used. Has had years of experience. All work of superior quality and prices reasonable. 48-17

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Hotel.

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This new and commodious Hotel, located opposite the depot, Millsburg, Centre county, has been entirely refitted, refurnished and replenished throughout, and is now second to none in the county in the character of accommodations offered the public. Its table is supplied with the best market affords, its bath contains the purest and choicest liquors, its stable has attentive hostlers, and every convenience and comfort is extended its guests.

Through travelers on the railroad will find this an excellent place to lunch or procure a meal, as all trains stop there about 25 minutes. 34-24

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