

Bellefonte, Pa., November 11, 1910.

BUSINESS METHODS.

The Value of Imagination as an Indus

trial Asset. Let us assume that tomorrow you decide to embark in the business of manufacturing a toilet soap to compete with some of the well known makers. It is important that it should have a significant or attractive name. But, right at the outset, you discover that it is almost impossible to secure any satisfactory name for a new soap. Its color, transparency and clearness suggest the title of "amber soap." Yes, surely, "amber soap" does have an attractive sound. But you cannot use the word "amber," for you find that this is one of a list of twenty-four possible names for a toilet soap preempted by registration as a protectionary measure years ago by one of the leading American soap makers. They have covered over a hundred names in the past quarter of a century, willingly paying the registration charges of \$25 for every title. Of course they do not intend to use them. They register them to fight off competition, believing (and here is the important point) that no clever business man would embark in the enterprise of manufacturing a new soap when from the start he was prevented from employing the powerful weapon of imagination in giving it a suitable name. If an establishment like this. directed by some of the ablest heads in the business world, believes that it can discourage competition by simply depriving the would be competitor of the appeal to the imagination in the naming of his soap, how great a value must we attach to imagination in business?-Lorin F. Deland in Atlantic.

TRAPPING RABBITS.

The Australian Method of Dealing With the Pests.

Rabbits are the greatest pest the Australian pastoralist has to contend against. If these rodents are at all numerous on a station property, they do enormous damage to the grass, but see those birds flying over the woods the pest is kept down to the lowest from north to south?" possible limit in every district of the commonwealth at great cost.

The most effective method of dealing with them is hereunder explained. their flight indicates that the enemy In summer when any water that is coming this way." might have been lying about has been dried up by evaporation and the grass arms and re-enforced the outposts. has become dry rabbits swarm toward which in two hours' time were heavthe tanks, dams or other water holes ily attacked.-Field Marshal Sir Evethat have been sunk for stock drink- lyn Wood in London Saturday Gazette.

Pastoralists take advantage of this, and every evening after the cattle strip of wire netting is run around the

tank or dam. dug in the ground and filled with poipegged down to within a few inches of the ground, being sheep proof, but allowing plenty of room for rabbits to

get under. The rabbits make for the dam; but, as their way is barred, they drink at time will come when you will hear the poisoned holes, with to them disastrous results.

In the morning are to be seen hundreds and thousands of dead rabbits scattered about the country. - Melbourne News.

An African and a Boa Constrictor. native who, like all those belonging to over in three months." The story of the tribe of the Waluguru, regarded the hundred days proved his holine snake flesh as an especial delicacy to be right to a few hours. found a huge boa constrictor lying in the middle of a field. He confided the discovery to one or two others and arranged with them to kill it during the hours of darkness, so that they might enjoy the delicacy together. Toward attacked the huge serpent. The boa constrictor, aroused from its apparent torpor, suddenly seized the unhappy negro and slowly crushed him to pulp and then gradually swallowed him.

Tactless. "When Clubber gets arguing he

loses all tact." "As for instance?"

"Why, last night he told an opponent who is lame that he hadn't a leg at me for?"-Philadelphia Inquirer. to stand on, another who squints that he was sorry he couldn't see things as he did, and a man who stammered he urged not to hesitate in expressing an opinion."-Stray Stories.

Color Blindness.

Forty men and four women in a thousand are either wholly unable to perceive certain colors or can recognize them only with difficulty. All attempts to overcome color blindness by educating the color sense have failed. There are three theories of color vision, all of which are based on the workings of the sensitive fibrils of the inner eye.

Loving Letters.

Never burn kindly written letters. It is so pleasant to read them over when the ink is brown, the paper yellow with age and the hands that traced the friendly words are folded over the hearts that prompted them. Keep all loving letters. Burn only the harsh ones and in burning forgive and forget

More Than Pleased. "Did Miss Flavilla seem pleased when you asked her to go to the thea-

"Pleased! She wanted to keep the tickets for fear something might happen to me."-Chicago Record-Herald.

WALL STREET WAYS.

Methods of a Brilliant Operator of Many Years Ago.

One of the most brilliant operators of Wall street in the early sixtles of the last century was Walter Wellman Morse, though he was by comparison with some of the gray haired market veterans only a mere boy, being just thirty years of age. The public confidence he enjoyed made it possible for him to realize profits in any stock.

Such was the influence his indorsement would carry that after he had accumulated stock at his prices he could tell his daily callers that the stock was due to go up, and immediately there would be enough professional and public buying of the stock to send it up, thus enabling Morse to unload at a profit.

An example of Morse's popularity was illustrated in a scene accompany ing the opening of subscriptions for stock in a coal mining company organized by him. The day the subscription book was opened people flocked to the office and fought with each other in their efforts to enter and get their names recorded. One man who had subscribed for a large amount of this stock, after getting away from the crowd, came back and, walking up to Mr. Morse, said, "I say, Mr. Morse, was that gold or coal stock I subscribed for?"-Moody's Magazine.

BIRDS AS SCOUTS.

A Gypsy's Warning Before the Battle

of Sadowa. During the night, July 2-3, before the battle of Sadowa, a division commanded by the archduke, retreating before the Prussian army, had bivouacked near a town in Bohemia facing north. At midnight the archduke, when resting in a peasant's cottage, . was awakened by the arrival of a gypsy who insisted on seeing him personally. having come to report the advance of

The archduke, who spoke Romany fluently, asked: "How do you know? Our outposts have not reported any

"That, your highness, is because the enemy is still some way off." "Then how do you know?" The gypsy, pointing to the dark sky

lighted by the moon, observed, "You "Yes. What of them?"

"Those birds do not fly by night unless disturbed, and the direction of

The archduke put his division under

Some Prophecies Fulfilled.

Long before his name was known have partaken of their last drink a outside his native country Oliver Cromwell was making one of his rambling speeches in the house of commons. Outside this netting fence holes are Lord Digby asked Hampton who he was, and Hampton replied, "If ever soned water, and these in turn are in- we should come to a breach with the closed by another strand of netting, king, that sloven will be the greatest man in England." Never was any prophecy more completely fulfilled than this.

Almost equally remarkable in its way was Disraeli's prophecy, "But a me," made when nothing appeared more unlikely than the brilliant series of triumphs which fulfilled it.

Another instance of a quickly fulfilled prophecy was furnished by Pope Pius VII. when he was told of Napoleon's escape from Elba. "Don't worry about At M'Geta, German East Africa, a it," he said; "it is a storm that will be

"What's a pun, father?"

"A pun, my son, is a play upor words. There are three kinds of puns -good ones, which you laugh at; innightfall the man, armed with a stick. different ones, which you take no notice of, and bad ones, which make you throw something at the punster." "Can you make a pun, father?"

"Of course, my son! Now, you're thinking about your supper, aren't you?"

"Yes, father."

"Well, that' s-upper-most in your mind at the present time. That, you see, is a play on- Here, you young rascal, what did you throw that book

Frog Farming In France.

Among the advantages of frog farming in France is the fact that it enables persons of limited means to utilize marshes and ponds which are too shallow and warm for fish culture and practically useless for any other purpose and produce on a comparatively small area a large amount of valuable food material for which there is always an eager market.

Hunted the Hunter. "Is it really true," asked Miss Chel-

lus, "that you're engaged to Mr. Rich-"It is," calmly replied Miss Bute. "My," exclaimed Miss Chellus, "he

was a great catch!" "I beg your pardon," retorted the other haughtily; "catcher."-Catholic Standard and Times.

Objects of General Interest. "Those flashy Van Punks have moved. Do you know where they went?" "That's the very thing their unhappy landlord asked me."-Cleveland Ilain Dealer.

The poet's verse slides into the current of our blood. We read it when His Bad Handwriting.

Dean Farrar in his "Reminiscences says that the first proofs of Dean Stanley's "Sinal and Palestine" informed the reader that from the monastery of Sinai was visible "the horn of the burning beast!" This was a fearfully apocalyptic nightmare of the printer's devil for "the horizon of the burning bush." The original proof sheets also stated that on turning the shoulder of Mount Olivet in the walk from Bethany "there suddenly burst upon the spectator a magnificent view of-Jones!" In this startling sentence "Jones" was a transmogrification of "Jerus," the dean's abbreviated way of writing "Jerusalem." When the dean answered an invitation to dinner his hostess has been known to write back and inquire whether his note was an acceptance or a refusal, and when he most kindly replied to the question of some workingman the recipient of his letter thanked bim, but ventur to request that the tenor of the answer might be written out by some one else as he was "not familiar with the hand writing of the aristocracy."

Was Cleopatra Beautiful?

Archaeologists have discovered on coins portraits of Cleopatra, and critics have confronted these portraits with the poetic descriptions of Cleopatra given by Roman historians and have found that in these descriptions there was at least much fancy. In the portraits we do not see the countenance of a Venus, delicate, gracious, smiling, nor even the fine and sensuous beauty of a Marquise de Pompadour, but a face fleshy and, as the French would say, "bouffie." with a powerful aquiline nose-the face of a woman on in years, ambitious, imperious, which recalls the face of Maria Theresa. It will be said that judgments on beauty are personal; that Antony, who saw her alive. could judge better than we who see her portraits half faded out by the centuries; that the attractive power of a woman emanates not only from corporeal beauty, but also, and yet more. from her spirit. The taste of Cleopa tra, her vivacity, her cleverness, her exquisite art in conversation, are acclaimed by all.-Guglielmo Ferrero in

A Modest Fre Appreciated. Shortly before Dr. W. T. Bull, New York's famous surgeon, was stricken with his fatal illness a young east side physician called at his office and said that he was attending a poor girl over in his neighborhood who would surely die unless operated on. The family was too poor to pay and the doctor did not feel that he was equal to the operation. Would Dr. Bull give him a little advice as to how to proceed? "Well, I guess we had better go and

take a look at the patient," said Dr. Bull, putting on his coat. They found the patient in an east side tenement, and in less time than it takes to tell it Dr. Bull had the room

cleared and began the operation. When

he was leaving the father of the girl met him in the hall and forced a quarif he had received a \$1,000 fee. The

The Third Way.

in Derby station. An American traveler, his finger keeping the place in his Baedeker, addressed the carriage: "Can you tell me whether this place is 'Derby' or 'Darby?' I have heard

"The original and therefore the correct pronunciation," replied a precialooking passenger, "is 'Darby.' I have seen it spelled 'Darbie' on old maps. It is also the form used in commo: speech."

"You'll find 'Derby' is right," rejoined a passenger, less precise. "It's spelled like that, and the people up in the north of the county say 'Derby. At this point the train stopped, and a porter bawled loudly into the conriage, "Dawby!"-Manchester Guard-

Sven Hedin's Experience.

Dr. Sven Hedin, the famous traveler and explorer, had some terrible experiences during a journey through Tibet. He told how, owing to the high altitude at which he and his party traveled, that to unbutton one's cont meant acute pain and tension to an overwrought heart, which literally was at the point of breaking. His only safety lay in the fact that he never left the saddle for a single moment from morning till evening. Had he done so his heart would have given way. At one time they were nine days without water, and when at last he saw a small pool Dr. Hedin drank five pints without stopping.

"Accused of begging!" exclaimed the

magistrate. "Why. you are the very man who was begging at my door yes-"Yes," assented the vagrant, with a

sneer, "and you didn't give me any-"Well, I'll give you something nowfourteen days!"

And He Did. "I believe we are all ready," said the young man who was about to officiate

"All right. I will join you in a moas the bridegroom. ment," replied the clergyman, rising.-Chicago Tribune.

Answering a Foolish Question. Lecturer- Mr. Committeeman, I want a glass of water placed on a small table on the stage tonight. Committeeman-To drink? Lecturer-No: I make a high dive in the second paragraph.~ Chicago News.

All is holy where devotion kneels .-Holmes.

A Just Rebuke.

"I am," he said, "deformed. Pads ter into his hand. Dr. Bull thanked hide it. Still, deformed I am, and I him and went off feeling happier than want to know why writers always make deformed persons villains? Take Quasimodo in Victor Hugo's 'Notre Dame.' Why. Quasimodo was little better than a wild gorilla, swinging from the great bell and hurling the The Midland express was slowing up priest down from the high tower. Take the housemaid's clubfoot father in Ibsen's 'Ghosts.' There was a nasty old man for you-a nasty, perverse. evil minded old rooster, eh? Take Dick Crookback in the immortal William's play. Take Nosey the Dwarf in Hauff's classic fairy tale. Take the villains in all fairy tales, for that matter. They are a one eyed, lame, hunch-

backed, clubfooted lot. "It makes us deformed folks red hot, this literary imputation of villainy. It causes people to think we really are villains. Where's the child, after a course of fairy tales, that can be persuaded a hunchback's soul doesn't match his body?" - Cincinnati Enquirer.

Danger In Eye Poultices.

Do not poultice an eye in any cir cumstances whatever. Binding a wet application over an eye for several hours must damage that eye, the assertions of those professing to have No 1 No 5 No 3 personal experience in this to the contrary notwithstanding. The failure to aggravate an existing trouble by binding a moist application over an inflamed eye, which application is supposed to remain for an entire night, can only be explained by the supposition that a guardian angel has watched over that misguided case and has displaced the poultice before it had got in its fine work. All oculists condemn the poultice absolutely, in every shape and in every form. Tea leaves, bread and milk, raw oysters, scraped beef, scraped raw turnip or raw potato and the medley of other similar remedies popularly recommended are one and all capable of producing irremediable damage to the integrity of the tissues of the visual organ.—Family Doctor.

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Travelers Guide.

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