

A SUPERSTITION OF TARS.

Well-Founded Belief Warships Named After Snakes Are Unlucky.

It one should be so bold as to characterize the superstitious sailor as silly he would at once declare that there is sufficient reason for his belief and would proceed to prove that war vessels named after stinging and venomous things have been unlucky, and that the country should not be so indifferent to the men who follow "a life on the ocean wave" as to organize a mosquito fleet, says the Navy League Journal.

That Snake is regarded as an unfortunate name for a vessel is shown by the fact that two of that name have been lost, one in 1781 and the other in 1847; but no vessel bearing that name is known to exist now. Serpent, which is only a substitute name for Snake, is an unlucky one also, for the one wrecked in 1892 was the fourth British war vessel of that name to meet the same fate. Viper has been an unlucky name in the British navy. The first one was wrecked in 1780, but the admiralty would not swerve, and so kept the name on the list, each vessel meeting its doom, and the fourth was lost only recently. The French navy has also been unlucky with vessels so named. The Viper, used in the British service after she became a prize from the French, was lost in 1793. The second was lost a year later, the third in 1797, and the fourth was recently lost in a collision off Quernsey.

The Cobra, another British war vessel, was lost recently at the same time as the Viper. Among other vessels similarly named and which met their fates other than in battle are the Rattlesnake, in 1781; the Alligator, in 1782; the Crocodile, in 1784; the Adder, in 1846; three Lizards, two Dragons, and one Baallaa. All of these were of the British navy. The list could be made larger by citing the record of other navies.

The Norsemen, who were so fond of naming their vessels against the laws of superstition and using hideous heads of dragons and reptiles on their high prows, were less unfortunate, and these did not meet with frequent disasters. They did have a belief, however, that it was unlucky and a sacrilege to select such a name as did Lord Dunraven for his first yacht to challenge for the America's cup, the Valkyrie. And this belief was strengthened when she was sunk by the Satanita. The second challenger, with the same name gave trouble, and she was broken up after only a short existence.

Deep Tube Railways.

An English engineer of some standing has written to the London newspapers to sound a note of dreadful warning. He is apparently convinced that at no distant date the British metropolises, or huge slices of it at all events, will go sliding off from its foundations into some unknown and fathomless abyss. The deep tube rail ways, it seems, are to cause this catastrophe. His explanation is too technical for brief report, and can be indicated only in a very general way. London subsists of clay, some hundreds of feet in thickness, which forms a series of basins, gradually sloping down to a point below the bed of the Thames. These basins are filled with water, coming from the surface, which flows from one receptacle to another until it reaches the river. So long as the basins are kept full, the top soil was properly supported, but this prophet of evil declares that the subways, in some manner, have created new sluiceways, and are gradually draining these subterranean ponds, causing enormous empty spaces into which the foundations of the British capital will slowly but inevitably settle. Already, he says, settlements are occurring at different places in London, and great buildings are showing large cracks. He implores the authorities to take timely warning, but no public panic has manifested itself as yet.

Sun Flower Seed in Russia.

A traveler says that one of the first things that struck him on his arrival in Russia was the enormous quantity of sunflower seed consumed in that country. The seeds, which are oleaginous and have an agreeable taste, are constantly chewed by the people. The outer husk is detached with the teeth and spat out. These husks are seen scattered about on pavements and garden walks, in railway carriages, tramway cars and cabs, on the floors of restaurants and private rooms. On days of public festivity the ground everywhere is covered with them. At every street corner a brisk trade is done in the seeds by old women.

Telephone Service in Japan.

Until 1887 there was no public telephone service in Japan. The first systems were installed in Tokio and Yokohama in 1880, and these were followed shortly by others, until at the end of 1901 there were 179 public stations, with twenty-five city systems and 25,000 subscribers. At the same time 25,000 other persons were demanding telephone service. The telephone and telegraph apparatus in Japan is of the most modern type, as progress elsewhere is followed closely.

Every Day is Sunday.

Few people know that other days of the week than the first are being observed as Sunday by some nation or other. The Greeks observe Monday; the Persians, Tuesday; the Assyrians, Wednesday; the Egyptians, Thursday; the Turks, Friday; the Jews, Saturday; and the Christians Sunday. Thus a perpetual Sabbath is being celebrated on earth.—Success Magazine.

PROFESSIONAL EATERS.

Indians Employ Men to Consume Food For Them.

One of the most striking customs of the past that are preserved by the Indians of today is found among the tribes on the Devil's Lake reservation in North Dakota, says the Hygienic Gazette. Supervisor Wright, of the Indian service, gives the following account of this peculiar practice:

"From time immemorial the Devil's Lake Sioux have adhered to an old custom in regard to the treatment of the guest. According to their etiquette it is the bounden duty of the host to supply his guest with all the food he may desire, and as a rule the apportionment set before the visiting Indian is much in excess of the capacity of a single man. "But by the same custom the guest is obliged to eat all that is placed before him, else he grossly insults his entertainer. It was found that this practice would work a hardship, but instead of dispensing with the custom the Indian method of reasoning was applied, and what is known as the professional eater was brought to the front.

"While the guest is supposed to eat all that is placed before him, it serves the same purpose if his neighbor assists in devouring the bountiful repast, the main object being to have the plate clean when the meal is finished.

"It is not always practicable to depend upon a neighbor at table to assist in getting away with a large dinner, and in order to insure the final consumption of the allotted portion, visiting Indians call upon these professional eaters, whose duty it is to sit beside them through a meal and eat what the guest leaves. The professional eaters are never looked upon in the light of guests, but more as traveling companies with a particular duty to perform.

"These eaters receive from \$1 to \$2, and even \$3 for each meal where they assist. It is stated by the agent at the Devil's Lake reservation that one of the professional eaters has been known to dispose of 17 pounds of beef at a sitting. That they are capable of eating an almost fabulous amount I myself can testify."

What Glasgow Owns.

The City of Glasgow, Scotland, owns a public library of 160,000 volumes and is erecting a number of district libraries, conducts seven model lodging houses, one for women which shelter 2450 persons every night and pay 5 per cent profit, owns twenty seven blocks of buildings containing 200 shops and 1362 buildings, which shelter 9000 people, public banks, including Koshor banks for Jews, and also washhouses, in which hot water is furnished at a trifling price for family laundry work, gas and electric light and power works in which 3,000 men are employed, the street rail way system which employs 3,500 men and carries over 17,000,000 people annually. Furthermore it owns nine public markets, including one for old clothes, a telephone system that pays 15 per cent on the invested public capital, a labor bureau and a home for inebriates.

Cure For Consumption.

Motor car exercise will cure consumption says Dr. Blanchet of Lyons. He speaks from personal experience, having recovered his own health by regularly covering about a hundred miles a day in an open motor car. He avers that by this remedy the cough of tuberculous patients is gradually abolished or greatly diminished and healthy sleep and appetite produced. It is most essential that the body should be duly protected from cold. The elements of the cure are the long stay in the open air and the increased atmospheric pressure due to the rapid motion, which expands and strengthens the lungs.

Beethoven's Eccentricities.

Beethoven's contempt of conventional restraint was proverbial. Schindler observes that "the propriety of repressing offensive remarks was a thing that never entered his thoughts." He was so impatient that he would sometimes swallow the medicines meant for a whole day in two doses; at other times he would forget about them altogether. A lady once asked him for a lock of his hair, and he sent her, at the miscellaneous advice of a friend, a lock from a goat's beard. The joke was discovered, and Beethoven apologized to the lady but refused to have anything more to say to the friend. "One unlucky question," wrote an English observer, "one ill judged piece of advice was sufficient to estrange you from him forever."—T. P.'s Weekly.

Human Skulls as Ornaments.

Gwanda, a native town in Africa, contains between 10,000 and 15,000 inhabitants and is surrounded by a palisade of poles, the top of every pole being crowned with a human skull. There are six gates and the approach to each gate is laid with a pavement of human skulls, the tops being the only parts that show above the ground. More than 2,000 skulls are used in the pavement leading up to each gate. The pavement is of snowy whiteness, polished to the smoothness of ivory by the daily passage of hundreds of naked feet.

Death Traps of the Alps.

Slowly but surely the total of fatalities in the Alps is increasing. To save a few francs or to be liable to boast of having ascended a difficult mountain without a guide, amateur climbers risk their lives daily. This class of "Alpinist" deserves no pity and gets none, and the opprobrious term "foolhardy idiot" has of recent years been more frequently merited.

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AMERICAN SUCCESS.

A Frenchman Contrasts British Methods With Ours.

Lucey Stradler, of Le Perreux, France, writing to the London Times, says: "The American employer contends with less efficient assistance from the rank and file, who blessed with a restless temperament, are frequently prompted to change their allegiance to other firms in the hope of betterment. He is, to a greater extent than in England, hindered by strong labor unions, whilst politics, which affect so largely industrial conditions, are a factor of instability unknown in England."

Nevertheless he succeeds, and I attribute this mainly to the fact that he is willing to take risks. Life, after all, is a game of chance, and he who will not play unless he is sure to win performs stands by inactive, which amounts relatively to falling behind. An American is not content with one thriving business, but will speculate in another enterprise or twenty, relying upon success in one to compensate for failure in another, whereas the Englishman, with his prejudice against novelty and his horror of failure, runs less risk, but at the same time less chance of a brilliant success. With him a new idea stands condemned for its very virtue, and unless it presents the elements of immediate success and he can be assured that some one else has already done it, he seldom accepts the undertaking.

Once endeavored to introduce a new machine into England and offered it on trial to a leading firm in the trade, at no expense to themselves and with no conditions of purchase. They refused on the plea that they already had all the most up-to-date machines; such a reply from an American firm is inconceivable. Another English firm refused to book orders because they had enough work for two years ahead. An American firm would, I imagine, have risked an extension of plant and a continuation of orders to recoup the outlay. These are two typical instances of the method of marking time which hardly constitutes progress.

Another risk the American will assume is to sell goods at a loss with a view to create a new market, relying upon the force of habit which leads a customer accustomed to a certain article to gradually pay an increasing price for it, until the sale becomes profitable.

Again, the American pays particular attention to the selection and promotion of his subordinates, trusting his judgment rather than testimonials and certificates, which play so important a role in England, and which are, after all, only the opinions of third parties. The American employer quickly gauges the value of his new assistant and, if desirable, will promote him over the heads of his seniors who have staked a claim for advancement by sitting on office stools for a period of years. To place a new man suddenly in a position of command is a risk which is often worth the while. The American busi-

SUCCESS IN ADVERTISING.

Manley M. Gillam's Interesting Talk to Canvassers.

Manley M. Gillam, the man who made the Wanamaker advertising famous and who revolutionized newspaper advertising in this country, delivered a lecture to the employees of the Brooklyn Eagle's advertising department, in the Information Bureau. Mr. Gillam is now the business adviser of the New York Herald, and is conceded to be a man whose knowledge and judgment pertaining to advertising matters places him in the front rank of American advertising men. The lecture was the third of a series of talks to Eagle people by prominent newspaper men. Mr. Gillam's subject was "Some of the First Principles and Necessary Qualifications in a Young Man to Make a Successful Canvasser—Style, Appearance, Habits, etc."

"Take John Wanamaker. He worked in a brick yard at the hardest kind of work. He was but a boy. He carried the bricks and stacked them up and I don't believe there was a boy with less outlook, less promise, or less ability than John Wanamaker. He had no education, no schooling of any amount. There he was. He was simply a boy who did his work well. He didn't study between meals, either. No human being can have a higher regard for education than I have, and I believe that no man or woman can know too much, but you can know in the wrong way. John Wanamaker was a boy who had no schooling facilities, but was a sturdy, earnest and energetic boy who was willing to work. You know what he came to. He is the man who has revolutionized merchandise in this country by his energy, his originality, his earnestness. Earnestness is a tremendous thing. When he went to Philadelphia he was a boy, and there were probably 50,000 with the same outlook, the same promise and a great many with more reasons for success than he."

Mr. Gillam said he was a country boy with no schooling facilities whatever, except three months each winter until he was 11 years old. Some time later, he said, it occurred to him that there was such a thing as shorthand and the very idea that anybody could make a mere mark that meant a word was fascinating to him. In 1860 he sent to Ben Pitman, in Cincinnati, for a manual of phonography. Without ever having even seen a man who could write shorthand or knew anything about it, Mr. Gillam said, he took up the study and became a very swift stenographer. Then he outlined a series of rapid strides which he made in shorthand writing, telling his engagement by the Pinkerton National Detective Agency in Philadelphia and then his identification with the big Philadelphia dailies. Then he went to Boston, covering the state legislature for the Globe. From here he drifted in the advertising business in Philadelphia, through a variety of interests held by the owner of the Record. One was a very fine herd of Hol-

stein cows from which butter was produced to sell at a dollar a pound. Mr. Gillam was given the task to place the product before the public and he set up a series of advertisements which resulted in selling the entire output to people who were willing to pay \$1.

"In writing advertisements," said Mr. Gillam, "think of what you have to offer, who will be interested in it, how you will interest them. I thought of something that would catch the eye, that would catch my eye and catch mine and then I asked myself, 'Do I really understand what I know?' I knew the cattle were from Holland and when I began reading up, I found that the oldest breed of cattle in the world was the Holstein. I said to myself there is an advertising point. I wrote four advertisements, had them set in Wanamaker type, for that was the most conspicuous in that day. I presented a history of the cows and cuts of four different Holsteins. Under my little story of the antiquity of the cattle, I wrote, 'Butter from a herd of Holsteins will be on sale at the market after 10 o'clock this morning.' An hour later not a pound of butter was left. John Wanamaker came down to the office the next morning and wanted the man who wrote the advertisement."

Instinct vs. Thought.

"We so habitually impute thought to animals that we come unconsciously to look upon them as possessing this power," writes John Burroughs in Harper's Magazine. "Thus the dog seems to think about his dinner when prompted by hunger, or about his home and his master when separated from them. The bird seems to think about its mate, its nest, its young, its enemies. The fox seems to think about the bound that its ears hear upon its track and tries to elude it; the beaver seems to think about its dam, the muskrat about its house in the fall, the woodpecker about the cell in the dozy limb which it will need as a lodging place in the winter. That is, all these creatures act as if they thought. We know that under similar conditions we think, and therefore we impute thought to them. But the mental images, concepts, processes like our own, they probably have none. Innate or inherited impulse, which we call instinct, and outward stimuli, explain most of the actions of the animals."

Don't forget to tip the waiter when you line up in front of a political plecter.

The busy man is never too busy to welcome the caller who has more money than time.

Nine times out of ten the doctor doesn't know what is the matter with the patient—but he knows enough not to say so.

Many a political candidate stands on his record for the purpose of keeping others from getting at it.

A man would rather be last than first—in a funeral procession.