



"It was wrong form to make 'Worcester' the identifying word."

the manufacture of china. The soil had no inherent qualities that gave a factory located at that point any advantages. The methods of manufacturing Worcester china and the paste and ingredients used have been changed a number of times since Dr. Wall made his original discovery; but during all these times and notwithstanding all the changes the term "Worcester" denoted the product of the particular establishment. While the former employee had the right to advertise his experience, his skill, his former connection with the original Worcester factory, he was required to distinguish his product in his advertising and in the markings on his goods, so as clearly to indicate the origin of his ware. It would seem that it was wrong for him to make "Worcester" the salient identifying word in his markings.

ON the other hand, in some cases a geographical name may be treated as a purely arbitrary name or symbol.

Everybody in and around New York knows of a famous bakery. Many people who have never been in New York have heard of the bread line that

was maintained by the original proprietor of the bakery and is now continued in accordance with the provisions of his will.

This bakery was established shortly after the Philadelphia Centennial Exposition. As long as the founder lived he made it his habit, at twelve o'clock on every night of the year, to give a loaf of bread and a cup of coffee to every man who came to the side door of his bakery. When he made his will he set aside a sum of money to continue this practice as long as the bakery was maintained at that corner. The bread line has furnished local color for many a story of New York life. Usually the hero who has come to the city to find his fortune finds the bread line instead, some place between the fifth and the tenth chapters. Then in the last chapter he returns to pass a coin to each of the shivering men in the line. Once a man wrote a book and reversed this order. But no one will pay for stories of failure.

The original owner of the baker acquired a great reputation for bread which he might have called Austria bread. It was made according to a formula popular in Austria. The loaves were baked in long cylinders, elliptical in shape, with tapering ends. After the bread had become well known in New York a rival baker put a similar loaf on the market, also calling it by the same name. But the originator was protected in the use of the term. As applied to bread in New York City, Austria is purely a fanciful or arbitrary name. Everyone in New York knew that the bread had not been baked in Austria and imported to New York. The baker had invented the name for bread, had given it its value, and was entitled to be protected in its use.

Thus the bread line was saved for hungry authors and panhandlers.

The fourth and last article in this series will appear in an early issue.

TWO COMMON ERRORS

NEARLY everyone thinks that oil will make anything slippery, and that it will decrease friction between any two sliding surfaces. This is not so; for oil poured on wood will actually increase friction, and it has been found generally that anything used as a lubricant that is absorbed by the thing lubricated will have the opposite effect from the desired one. Wood friction will be decreased by soap or graphite, because these are not absorbed by wood.

Another thing that is a popular misconception is the ordinary meaning of the word suction. There is no such thing as suction used in this way. A so-called suction pump, for instance, does not suck up water; the water is pushed up by the air pressure on the water in the well. All one does in the act of pumping is to take the air from the top of the water in the pipe, and thus remove the air pressure from above it—and of course the unbalanced air pressure on the outside shoves the water up. The same thing takes place when a girl sucks soda water through a straw. She merely removes the air, and the outside pressure does the work. When we "take in a breath" we merely decrease the pressure in the lungs by expanding them to a bigger volume with the proper muscles, and the unbalanced pressure on the outside forces air into the lungs. So we do not suck in our breath; it is forced in from outside.

Ask The Soda Man



He'll tell you the crowd

Drinks

Coca-Cola

The drink with dash—vim—vigor and go to it. The thirsty one's one best beverage.



Delicious
and
Refreshing

Demand the genuine by full name—Nicknames encourage substitution.

THE COCA-COLA CO.

ATLANTA, GA.

Whenever you see an Arrow think of Coca-Cola.