Advertising is News

Without advertisements, this paper would not be as interesting to you, because the information about goods for sale in the stores is news—just that.

Many people read newspapers as much for their advertising columns as they do for other news.

This is particularly true at this time of the year.

Stores are now advertising Spring Wearing Apparel and a host of things that are bought for household use incident to spring cleaning.

Think of the money that will be spent by women for spring clothing. The new frocks, hats, shoes, lingerie, corsets, gloves, sweaters, neckwear, light wraps and blouses that will be bought.

The same is true of men's buying. Think of the suits, light top coats, hats, shirts, collars, ties, gloves, socks, shoes—the sporting goods and the incidental wearing apparel bought for golf, tennis, and so on.

Think of the new things that will be bought for spring cleaning and home convenience at this time. The vacuum cleaners, carpet sweepers, brooms, gas and electric heaters, ranges, washing machines, paints, varnishes, floor wax, cleansing fluids, curtains, upholstery, garden and porch furniture, lawn mowers, garden tools, etc.

Think of the lighter foods coming into use. Cereals, fruits, salads.

* * * *

All these new demands are incident to the changing season, and they all are Trade Stimulating.

People feel livelier at this time and consequently loosen up their purse strings.

* * * *

The opportunity for local merchants to get over effective Local Advertising News at this time is so evident that it needs no emphasis.

Would Be More Popular.

Miss Oldgirl (who writes)—"I am thinking of writing a love story founded on my own experience."

Miss Young—"You'd better give it a happier ending, dear."

Ask for Minard's and take no other.

We Have Too Many Brains.

The world war gave unprecedented opportunities for the study of injuries to the brain.

There were instances in which individual fighting men lost as much as a teacupful of brain substance without impairment of their mental faculties. Extraordinary!

The reason is not easy of explanation. But apparently nature provides us with more brain material than we need to think with, and we can spare quite a bit of it without serious consequences, unless some essential structure be entirely destroyed.

One thing the brain will not endure is compression. In childhood the skull may be squeezed all out of shape without harmful results. The Flathead Indians do that, and so do aboriginal peoples in other parts of the world. But even a clot of blood, due to cerebral hemorrhage, is liable to cause paralysis, and local pressure of a bone may render a person insane.

WOULD NOT BE WITHOUT BABY'S OWN TABLETS

Mrs. W. Beesley, Mille Roche, Ont., writes: "I have used Baby's Own Tablets for the past eight months and would not be without them. I used them for indigestion and teething and my baby is cutting his teeth without any trouble whatever. I can highly recommend the Tablets to other mothers." What Mrs. Beesley says thousands of other mothers say. The Tablets are a mild but thorough laxative which regulate the bowels and sweeten the stomach, thus driving out constipation and indigestion and making teething easy. They are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams' Medicine Co., Brockville, Ont.

Bird Invented First Incubator.

The first and original incubator seems to have been the clever invention of an Australian bird of large size called the "brush turkey." It saves the fowl a great deal of time and trouble.

The hen turkey lays her "clutch" of eggs in a neat circle, and then she and her mate scratch together a big pile of leaves and other forest trash to cover them. Decomposition of this vegetable material produces heat, whereby the eggs are kept at proper temperature for incubation.

From time to time the male bird gives the heap a scratching over, as if to make sure that the temperature developed is neither too high nor too low. He does not permit the newly hatched young ones to emerge, however, until they are fully fledged and able to take care of themselves. Then he helps them to get out.

Credit won by lying is quick in dying.

> Theres is no more uplifting habit than that of bearing a hopeful attitude, of believing that things are going to turn out well and not ill; that we are going to succeed and not fail; that no matter what may or may not happen, we are going to be happy.

Caught Napping.

There is a proverb, in a land where it is always summer, that says: "It is easier to sit than to stand—and easier to lie down than to sit."

The prevalence of that philosophy means that the people of that land are imperfectly civilized. They are in a state of arrested development. They are scratching flea-bites or sleeping in the shade or imbibing strong waters when they ought to be planting, digging wells, making roads and building houses.

A Swiss who visited these people said: "What they need is a winter."

Thoreau observed: "A man sits as many risks as he runs."

Whole nations, like individual men, may close their eyes and let a great chance go by. Sometimes it goes by with a loud noise; sometimes it passes in silence. But it does not stay.

In any successful business the man who is valued, the man who is put in a place of command, is the man who sees and seizes chances.

He reaches out and grabs them. Or he is like a hunter waiting in a thicket, ready to shoot.

If he isn't ready—and if he doesn't shoot—somebody else will bag the game.

In this world you are or you aren't—you do or you don't. That is all there is to it. Never mind the reasons why you weren't or didn't.

We are living here, not hereafter. We are concerned with now, not then. Concentration on the business in hand, to the exclusion of other things past, present and to come, is the mainspring of many a fruitful endeavor. An incessant wachfulness ready to grasp and use every chance for all there is in it is the wise man's winning policy.

A SPLENDID TONIC FOR WEAK PEOPLE

Dr. Williams' Pink Pills Act on the Blood and Nerves.

Food is as important to the sick person as medicine, more so in many cases. A badly chosen diet may retard recovery. In health the natural appetite is the best guide to follow; in sickness the appetite is often fickle and depraved.

Proper food and a good tonic will keep most people in good health. Dr. Williams' Pink Pills are a fine tonic medicine, harmless and certain in their action, which is to build up the blood and restore vitality to the run-down system. For growing girls who are thin and pale, for pale, tired women, and for old people who fail in strength, Dr. Williams' Pink Pills are an ideal tonic. Thousands have testified to the benefit derived from the use of this medicine, among them is Mrs. William Gallie, Hantsport, N.S., who says: "Before I began the use of Dr. Williams' Pink Pills I was so weak and run down that I could hardly do my own work. I often suffered from headaches and was very nervous. I then began the use of Dr. Williams' Pink Pills and I can truthfully say I have found them the best medicine I have ever taken. You may depend upon it I will advise other sufferers to take these pills."

You can get Dr. Williams' Pink Pills through any dealer in medicine or by mail at 50 cents a box or six boxes for $2.50 from The Dr. Williams' Medicine Co., Brockville, Ont.

A Clean Up.

The reporter from the local paper called at the home of the bride's parents the day after the wedding. The bride's mother met him at the door.

"Good morning, Mrs. Brown," said the journalist. "I have called to get some details of the wedding."

"Oh, pshaw! that's too bad!" replied the matron in dismay. "They're all gone. You ought to have come last night. They ate up every bit!"

Joseph's Jelly.

Little Joseph was eating luncheon with his aunt. Presently she observed that he was eating his jelly with a spoon. "Joseph," said she, "you must not eat your jelly with a spoon."

"I have to," said Joseph.

"No, dear, you do not," continued the aunt. "Put your jelly on your bread."

"I did put it on my bread, auntie," said Joseph, "but it wouldn't stay there; it's too nervous."

Sounded Like Abuse.

Entering a furrier's shop in the south of Ireland, a gentleman asked to be shown some furs suitable for a present. "Any special kind?" inquired the clerk.

"Yes, I would like that one in the window."

"Oh, you mean skunk."

"What's that!" roared the customer, in hot anger; and the poor innocent clerk went around with a black eye for a week.

A good conscience is a precious possession. A guilty conscience is better than none at all.

Amateurs Attention!

Introductory Offer good for ten days

FILMS FINISHED BY MAIL

Any Size Roll and One Print from each negative for

25 CENTS PER ROLL

Expert attention, and 24-hour Service.

ALEX. J. McLEAN

435 SPADINA AVE. TORONTO

The Prince's Income.

Surprise was expressed in some quarters recently at the announcement that the Prince of Wales is not to start a racing stable, but the fact of the matter is that he cannot afford to do so at the present time, says an English newspaper.

His income is a comparatively limited one—far smaller than most people imagine, and he has so many calls upon his purse that at times he has to consider the matter of expenditure very carefully indeed.

Almost the whole of his income is derived from the Royal Duchy of Cornwall, and last year the sum of $210,000 was paid into his banking account from this source. Out of this, however, he makes a substantial annual contribution for the maintenance of his sister and younger brothers, who receive no money whatever from the State, but are supported solely by the King and the Prince of Wales out of their respective incomes.

Owing to the way in which King George invested the income from the Duchy of Cornwall during the Prince's minority he enjoys a comfortable income, but this is all earmarked long before it reaches him. It was for this reason that he decided some time ago to dispose of a considerable portion of his estates in South London, and it is possible that a great proportion of the money so raised will go to endow his sister and brothers.

In addition to the income the Prince of Wales receives from the source already mentioned, he receives the pay of his rank as Colonel of the Welsh Guards, and this may be said to be all that he possesses.

It may be pointed out, too, that he pays taxes in precisely the same manner as any private individual, while he is even rated for the portion of St. James's Palace he occupies, though this is purely an "act of grace" upon his part, and he could claim exemption on the ground that this is a Royal palace.

Britain's Oldest Industry.

Ten thousand years ago our ancestors made arrow heads, spear heads, and knives of flint at Brandon, on the borders of Suffolk and Norfolk.

Flint-knapping is still carried on at Brandon.

The town became famous for the quality of its flint in the Stone Age, and as long as the Army was armed with flint-locks, Brandon was the chief source of supply.

Workers there are still engaged in making them, for flint-lock guns are not all dead or buried in museums. There are thousands still being made and tens of thousands still in use in West Africa, the Hudson Bay Territory, and other remote parts of the world. The Arabs use a big flint-lock blunderbuss which is made in Birmingham.

All the flints are made by hand. Usually two men work together. One takes a lump of flint and, resting it upon his padded thigh, beats it with little hammers so that it falls apart in little slips, which he drops in a pail of water. The other sits at a table in front of a tiny anvil, armed with a chisel shaped like a hammer. He takes the flints and chips and trims them with his chisel until they are oblong and perfectly rectangular, with their narrow ends fined down to edges.

Avaunt.

They were engaged, and in one cosy armchair they were discussing, when they were not busy with other things, arrangements for the future.

After a long period of silence, she said:

"Supposing you lost your position after we were married, how would you keep the wolf from the door?"

"Darling," he exclaimed, "no wolf will come to our door. The mere sight of your face would keep the wolf away!"

Rash Boy.

Mr. Spuffinstein and his little son were walking down the main street the other day when a large poster caught the eye of little Ikey.

"Fadder!" he cried, "give me a penny to go and see the sea-serpent."

"Vasteful poy!" exclaimed his parent. Here's a magnifying-glass; go and find a vorm."

Misunderstanding.

Wife (displaying a large lamb-shade recently purchased)—"Isn't that perfectly lovely, my dear? And it cost only $1.69."

Husband (severely)—"If you wear that to church to-morrow you'll go alone. There's a limit to everything, including hats."

AUTO REPAIR PARTS

for most makes and models of cars. Your old, broken or worn-out parts replaced. Write or wire us describing what you want. We carry the largest and most complete stock in Canada of slightly used or new parts and automobile equipment. We ship C.O.D. anywhere in Canada. Satisfactory or refund in full our motto. **Shaw's Auto Salvage Part Supply, 823-831 Dufferin St., Toronto, Ont.**

BITS OF HUMOR FROM HERE & THERE

Friendless Man.

Cashier (at bank)—"You will have to bring someone here to identify you before we can cash this cheque. Got any friend in the town?"

Stranger—"No. I'm a tax collector."

Would Have to Wait.

"No, Algy, I cannot marry you for a while."

"Why?"

"I was down to the jeweler's to-day and the wedding gifts were dreadfully picked over."

Her Faux Pas.

Mrs. Wigwag—"Oh, I saw the most stunning millinery display to-day. I quite lost my head over it."

Mr. Wigwag—"Well, having lost your head, of course you have no use for a new hat."

Wanted It to Go.

"This is my car," exploded the irate tourist to the garage men, "and what I say about it goes—see?"

Just then a dirty-faced machinist crawled out from under the dead machine and said, pleadingly, "Say, engine,' mister."

Two Seasons.

Katie was learning all about the three R's in one of the public schools, and was called a "bright" scholar.

One day the teacher asked her how many seasons there were. Remembering her father's talks to Mother at home about business, she answered:

"Two: slack and busy."

Ivanhoe in Poetry.

A correspondent of the Sun-Dial declares upon his honor that the following interesting conversation took place in a "downtown bookstore:"

Girl Customer—"Have you Scott's works?"

Clerk—"Oh yes. Several editions."

Customer—"Well, I want the original edition—not translated."

Clerk—"Why, Scott wrote in English."

Customer — "Perhaps 'translated' isn't the right word. What I mean is the works the way he originally wrote them, as poems, before they were made into novels."

Clerk—"We have Scott's poems. If you——"

Customer—"What I want is Ivanhoe as he wrote it in poetry."

Clerk—"I'm afraid you're mistaken about that."

Customer—"Oh, no! A friend explained it to me, and if you look at the chapters you'll see that they all begin with little verses. He told me that any good bookstore would know what I meant."

Minard's Liniment Relieves Neuralgia

Not One Big Bertha Left, Germans Say.

Replying to Inter-Allied Military Control Commission's note regarding the location of the "Big Berthas" used by the Germans during the war, the German Government said there were seven such long range guns, of which four were destroyed before the armistice; the fifth was scraped at Essen in April, 1919; the sixth was scrapped at Meppen and the seventh at Magdeburg in November, 1919.

MONEY ORDERS.

Buy your out-of-town supplies with Dominion Express Money Orders. Five Dollars costs three cents.

More Easily Managed.

Two ploughmen met on the road to town.

"Hullo, Tam, hoo's the wife keepin-?"

"Man, Jack, I'm no marriet yet," repleid the friend.

"Hoo's that? I thought ye were gettin' mairret at the term?"

"So I wis," said Tam, "but I bocht a bicycle instead."

Blind horses never make a mistake in their diet when grazing. Like all other horses, they are guided by the nostrils in the selection of proper food.

Keep Your Skin Clear By Using Cuticura

The Soap for daily use in the toilet, cleanses and purifies, the Ointment soothes and heals little irritations, roughness, or pimples. Cuticura Talcum soothes and cools the skin and overcomes heavy perspiration. Delicate, delightful, distinguée.

Soap 25c. Ointment 25 and 50c Talcum 25c. Sold throughout the Dominion. Canadian Depot: Lymans, Limited, 344 St. Paul St., W., Montreal. Cuticura Soap shaves without mug.

FRED ROBERTS, of Vancouver, B.C., says he knows what it is to enjoy good health for first time in six years—Rheumatism relieved and gained ten pounds.

"For the first time in six years I know what it is to enjoy good health, and since it was Tanlac that got rid of my troubles and put me into such fine shape, I think it is up to me to state the facts for the benefit of others," said Fred Roberts, 1624 Georgia St. East, Vancouver, B.C.

"I suffered for years from biliousness and my appetite varied a lot. Sometimes I would hardly touch a bite and other times I would eat a hearty meal, but, as sure as fate, if I did eat anything, I had to suffer for it afterwards. I would get nauseated and bloat up with gas so bad I'd have palpitation of the heart and almost choke for breath. I had violent headaches that left me weak and lifeless and suffered with such awful pains in the back that it was agony to stoop over. I also had rheumatism in my right leg which gave me a lot of trouble and which kept me awake so much at night that I was tired most of the time.

"I've only taken four bottles of Tanlac so far, but already I have gotten wonderful results from it. I have a good appetite, can eat anything I fancy and never have a sign of biliousness or gas or pain afterwards. My food seems to do me good too, for I feel much stronger and have gained ten pounds in weight. I'm not bothered with pains in the back any more and the rheumatism has entirely disappeared. I now sleep well at night and get up feeling fine. My wife also has been taking Tanlac with wonderful results and she joins me in expressing our thanks for the great good we have gotten from it."

Tanlac is sold by leading druggists everywhere. Adv.

We Want Him Not.

Says a sage: "Give me the man who whistles at his work." All right, old chap; you can have him.

In proportion to its size, a cockroach is twenty times stronger than a horse.

Classified Advertisements.

COMPOSITORS AND PRESSMEN wanted for open shops. Highest wages, 48-hour week, permanent positions guaranteed. Apply the Reid Press Limited, Hamilton, Ontario.

O. McPherson,
Furniture Dealer, Undertaker,
Armstrong, B.C.

Minard's Liniment Co., Ltd.,
Yarmouth, N.S.

Dear Sirs—Since the start of the Baseball season we have been hindered with sore muscles, sprained ankles, etc., but just as soon as we started using Minard's Liniment our troubles ended. Every baseball player should keep a bottle of your liniment handy.

Yours truly, W. E. McPHERSON,
Secretary Armstrong High School Baseball Team.

America's Pioneer Dog Remedies

Book on **DOG DISEASES** and How to Feed Mailed Free to any Address by the Author. **E. Clay Glover Co., Inc.** 113 West 31st Street New York, U.S.A.

Surnames and Their Origin

SPENCER

Variation—Spenser.
Racial Origin—English.
Source—A title of office.

One of the most peculiar points about the social and military system of the Normans was the manner in which occupations which to-day we look upon as of an humble, household nature, were exalted into titled offices.

The answer, of course, is that in those days each feudal castle, the social unit of all who were not tillers of the soil, was, though a single "household," a small nation in itself, largely independent and owing vassalage to counts and kings only as a unit.

Thus the keeper of the "family" purse was in reality the "secretary of the treasury," and the head of the household kitchen was the commissary-general.

The "despenser" or despencer," under the feudal custom of the Normans, was the officer responsible for the "buttery" or food warehouse of the castle, an office of great responsibility in days when sieges were laid, often not to be lifted for months or even years.

This title, however, when coupled with the word "le" (the), as of course it was, soon became too clumsy even for the Norman tongue, with the result that it did not take many generations before the more common form of the word was "spencer" or "spenser." There were many, many castles in medieval England. Hence there are many Spencer families to-day.

BEVERLEY

Racial Origin—Anglo-Saxon or Norman-French.
Source—A locality.

This family name quite clearly belongs in the classification of those which have been derived from the names of places, for it is traceable through the early documents with the prefixed "de," meaning of.

It is paradoxical that the smaller communities in all lands have given more family names than the big centres of population. The reason for this is, in the first place, that the people flocked from the small communities, where there was not so great a need for additional names, to the big centres, where there was not only such need, but where the mention of a small place served the purpose of differentiation quite accurately. In the second place, the big communities gave rise to comparatively few family names because it constituted little differentiation to speak of "Roger de London," when there were thousands to be found all over the country.

Authorities differ as to the origin of the place name of Beverly, which is in Yorkshire. Some derive it from "belvoir" (beautiful view) and "lev," a meadow or field. It is more probable, however, that the place already had been named by the Anglo-Savons as "Veverlac," or beaver-lake.

You Always Get full food value for your money when you eat Grape-Nuts

Each golden granule of this attractive wheat and malted barley food is rich in nutriment for body and brain. Serve Grape-Nuts direct from the air-tight packet for breakfast or lunch.

Crisp-Delicious-No Waste

"There's a Reason" for Grape-Nuts

ASPIRIN

"Bayer" is only Genuine

BAYER

Warning! Take no chances with substitutes for genuine "Bayer Tablets of Aspirin." Unless you see the name "Bayer" on package or on tablets you are not getting Aspirin at all. In every Bayer package are directions for Colds, Headache, Neuralgia, Rheumatism, Earache, Toothache, Lumbago and for Pain. Handy tin boxes of twelve tablets cost few cents. Druggists also sell larger packages. Made in Canada. Aspirin is the trade mark (registered in Canada), of Bayer Manufacture of Monoaceticacidester of Salicylicacid.

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