

TELLS ORIGIN OF STRANGE PHRASES

"White Elephant," "Sub Rosa" and Other Common Sayings Explained

When you speak of your friend's profitless business, your wife's borrowing relatives, or your own unfortunate investment as a "white elephant," do you know why you do so?

The explanation goes back to an ancient and clever king of Siam who presented a white elephant to courtiers whom he wished to ruin. As the white elephant was sacred, it could not be disposed of in any way, and the expense of keeping it usually proved sufficiently disastrous.

This is one of many of the strange phrases in everyday use whose origins have been traced by a writer for the Golden Book magazine. Although they are used in their original sense today, their origins are so obscured by the years that the facts are generally unknown. Others of the original stories revived by the Golden Book writers are:

"Sub Rosa" Meaning

"Sub rosa"—The rose—with which Cupid bribed Harpocrates to keep secret the amours of Venus—became the emblem of silence during the middle ages. It was pictured in the ceilings of council rooms, banquet halls, and over confessionals. Hence sub ros—under the rose.

How "Turncoat" Originated

"Turncoat" — an ancient duke whose domain lay between France and Saxony designed for himself a reversible coat. When he wished to be thought an ardent Frenchman he turned the white side out; when he sought favor with the Saxon, he wore the blue.

"Forlorn hope"—The origin of this phrase was not in the words "forlorn" and "hope" but an anglicization of the Dutch phrase "verloren hoop" meaning "the lost troop," or a body of men sent out to begin an attack.

Origin of "A-1"

"A-1"—This symbol of perfection comes from the rating of ships by the famous Lloyd's Register of Shipping. A-1 means a first rate hull and fittings. A-2 means first rate hull but second rate fittings, and so on.

"Quiz"—This word, now meaning "to question" or "an examination" had no original meaning whatsoever. In 1780 a Dublin theatrical manager named Daly bet that he could introduce a word without meaning into the language within 24 hours. Overnight he had the four mystic letters chalked on every available wall. Within a day all Dublin was using the word and puzzling over its origin.

"Let the cat out of the bag"—It was once a trick among country folk to substitute a cat for a suckling pig and bring it to market in a bag. If a greenhorn chose to buy a "pig in poke" without examination, it was very well for the seller, but if he opened the bag the trick was discovered.

Build a road 100 feet wide and a half dozen automobiles will smash up where only two do now.—Florida Times-Union.

Establish Demurrage Rule on Registered and C.O.D. Packages

Establishment of a new demurrage rule to apply on all domestic registered and unregistered collect on delivery mail was announced in a bulletin from the postal department received by Postmasters throughout the country.

The new rule provides for a period of exemption of 15 days for such

mail from the time that delivery is first attempted. After the close of this period a charge of 5 cents for each day will be made.

"Cash on delivery mail, whether registered or not, will not be kept longer than 30 days," Mr. Harley said. "A charge of 5 cents a day will be made for every day over 15 days that the parcel remains undelivered. Time will be counted from the first attempt to deliver or the first notice of arrival given. If the article is undelivered at the expiration

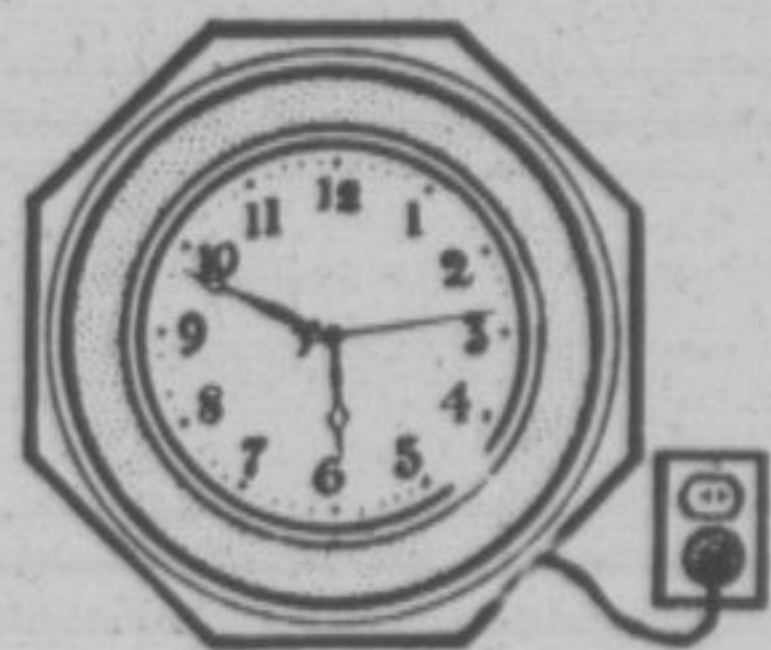
of the 30 days it is returned to the sender, the amount of the demurrage charged which accumulated at each post office where it has been held plus the postage due, to be paid by the sender.

The Senate votes \$60,000 to banish mosquitoes from the White House grounds. More waste: it's not mosquitoes that keep the President awake; it's the Senate.—Cleveland Plain Dealer.



Have you a Cuckoo Clock?

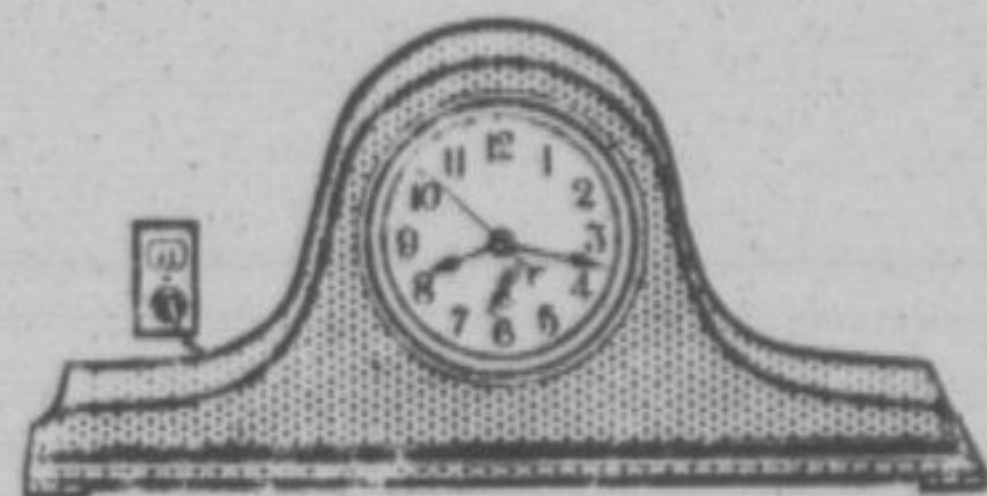
or an old battered alarm —



Kitchen clock in white, blue, green, yellow or brown enamel. Cash \$9.75.



The Ravenswood has a bakelite case with walnut finish. Cash \$9.75. With alarm, \$12.50.



The Arlington for mantel, table or desk. Finished in dark mahogany. Cash \$14.50.

Why not trade in one of these quaint but useless heirlooms for a modern electric clock at your Public Service Store? For a limited time any old clock you have around the house (it needn't be running) is worth one dollar applied to the purchase of a Hammond Electric Clock priced at \$14.50 or under. It is worth two dollars toward any model priced over \$14.50.

Every family needs one clock it can always be sure of. These Hammond "Electrics" are regulated to the minute by a master clock in the station where your electricity is generated. They plug into any wall outlet and never have to be wound. Three popular models are pictured at left and there are many more on display. Come in today and see how really attractive these clocks are for the living room mantel the bedroom and the kitchen.

All may be purchased the "Little by Little" way.

Be sure to see the interesting display of timepieces, old and new, in the window of your Public Service Store

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