

St. Valentine's Day

Its Legends and Customs



Candy Boxes Decorated With Roses Meaning Love



The Face that broke a Heart



An Exchange of Hearts Valentine Day at a Southern Distillation



The Newest "Crack Kisses" for St. Valentine's Day

Custom rules the world for no matter how much we may deny that we are custom fettered, the fact remains that we follow blindly curious old and unwritten laws without so much as asking the reason for so doing. The method of celebrating St. Valentine's day is one of the best examples of this, for if the sender of one of these love missives were asked to explain just why it was sent on this special day the answer in ninety-nine cases out of one hundred would be because it is the custom.

It is a pretty and picturesque idea which has derived that on St. Valentine's day, which in the Roman and Anglican calendar falls on February 14th, young folks should exchange greetings of love set forth in verse or emblematic pictures, and this has been practiced certainly for the last three hundred years. The legends of St. Valentine's day are far from satisfying for search history, as we may there seem to be no real reason why this Cupid's feast should be given that name. The saint who bore the name of Valentine was not of a sentimental nature. He wrote no love songs, nor does history record any love affairs in connection with his life.

He was a bishop or pope of Rome, who remained steadfast in his faith during the persecution of the Christians by the Emperor Claudius, and was cast into jail for this reason. While he was incarcerated there history tells us that he cured the jailer's daughter of blindness. His last act was anything but sentimental, for when the miracle was made known to the authorities they beat him with staves and later he was beheaded. His body is preserved in the church of St. Praxedis at Rome, where the gate now known as the Porta de Popolo was formerly called the Porta Valentiner Valentine Gate.

Another Valentine, too, may have a share in the day, but he had even less to do with sentiment. He was likewise a bishop, and one of his acts was to heal the son of Craton, the rhetorician. This miracle worked choked to death on a fish bone. His memory is still revered in Germany and Italy, where prayers are offered to him for the cure of epilepsy. So, it would seem that neither Valentine would seem eligible to the honor of being the patron saint of lovers.

An old English dictionary of the



Valentine Bouquet Lilies of the Valley and Ferns meaning "Your Unconscious Sweetness has Fascinated Me"



Making Valentines

eighteenth century gives the following definition: "Valentine's Day (in England). About this time of the year the birds chose their mates and probably there came the custom of the young men and maidens exchanging valentines or special loving friends on that day." This is very pretty, but hardly the real foundation for the custom.

The renowned antiquarian Francis Douce suggests in one of his books written in 1807, that St. Valentine's Day is a Christianized form of the Roman feast held during the month of February in honor of Pan and Juno. At that time it was customary to put the names of young women in a box and to have young men draw out the slip bearing them. It was

a barbarous, pagan feast for many of the girls so won were carried off into slavery. The Christian clergy found it impossible to stop the custom during the feast of the god and goddess, but they finally succeeded in substituting the names of saints for those of young girls when the slips were ready for drawing. As the names came out the young men were asked to pray to the saints whose names were on the papers they received. The result was that the lottery of girls at the Roman feast ceased.

As far back as 1698 history records incidents of Saint Valentine's day such as parties where maidens and bachelors would meet and each write their names upon separate billets. These billets were then rolled up and drawn by way of lots, the men taking the girls' billets and vice-versa. After the drawing each girl and man found themselves with two valentines. However, there seems to have been but little attention paid to but one, for the man became the devoted cavalier of the girl whose name he drew. It seems, after all, to have been the man's privilege to propose and the girl's drawing amounted to a mere form. There was dancing and supper, where each bachelor appeared wearing a heart on his sleeve, bearing the name of his valentine. Quite frequently the couple became real sweethearts and married. In every case the man remained bound to the service of his valentine like some medieval knight of romance to his lady love. The men were, of course, always anxious to draw the names of pretty girls. There was an equal number of both sexes, however, and even the most unattractive girl drew a valentine as well as her sister. Numerous tricks were used by those who were already sweethearts in order that they might get together after the drawing.

In Shakespeare's time the custom of challenging a valentine service was an unwritten law. The challenge consisted simply of saying "Good morning, 'tis Saint Valentine's day" and he or she who said it first in meeting a person received a present. Later the custom changed and the gentleman alone gave the present if he was challenged by the woman he loved. In the days of the quill pens and high priced postage the manufacture and transmission of valentines through the post was an expensive luxury, for the sentimental poetry had to be written on thick sheets of gilt-edged paper. The first page of the sheet was always adorned with a gilt paper Cupid which had been carefully pasted on. Such silly verses as:

"The rose is red,
The violet is blue,
Sugar is sweet,
And so are you."

usually followed. Frequently these valentines were delivered by servants. Then came the age of printing and the reduction of postage and Valentine's day became a busy time for the post office employees and has remained so ever since, increasing each year.

The first printed valentines consisted of gaily colored pictures representing loving couples seated in bowers of flowers with a church in the distance which served to convey the idea that matrimony was the end in view. A letter or offering of the tender passion of the sender was attached. It is to be

valentine—the comic monstrosity has grown up—a grotesque figure with an insulting verse under it. This hideous vulgarity is offered for one cent and finds a ready sale among people who are maliciously inclined, and is used more to wound the feelings of the receiver of it than for any other purpose. While it is, perhaps, not so extensively used at the present time as it was in former years it is still the disagreeable feature of the true lovers' day and should have been prohibited by the post office authorities long ago.

The valentine postcard with its Cupids and its flowers has made its appearance and now rivals the Christmas, New Year, and Easter postcard. It had its origin in Germany and the most beautiful ones are designed and colored in that country. The custom of sending flowers, candy and jewelry as Saint Valentine presents has rapidly gained ground, especially in our cities, and this practice is exceedingly popular with the wealthier sex, most of whom are fond of flowers, and sweets. Indeed, flowers have become so popular as valentines that florists make a special feature of the day and grow extra flowers, forcing them to bloom for this auspicious event. The language of flowers comes into play here and this year the florists are making up combinations according to the meaning of the flowers when a lady receives a bunch of lilies of the valley, mixed with maiden hair fern she is expected to understand that "her unobtrusive sweetness has fascinated" the sender. A bunch of white lilies, cinthos or germandas will tell her of her loveliness in the eyes of the sender. Beauty roses at Valentine's season will bring from one dollar to one dollar and a half each, they prove a rather expensive way of bearing a message of the sender's passion. Most retailers, however, so difficult to obtain, when combined with a spray of myrtle, are meant as a confession of love.

The confectioner, too, reaps a harvest with his candy boxes in appropriate boxes, smart packages have always been popular, but recently many novelties have appeared in connection with them—heart-shaped boxes with tiny Cupids perched on the top, round boxes with a procession of golden Cupids sewing out arched from the quivers slung over their shoulders, and heart-shaped boxes with satin bags inside and lining by which the candy is used. These may be used for private puff blower after the sweets have vanished.

Valentine parties are in order and the old game of drawing names to select partners is played. This year being leap year the ladies will do the drawing and select their partners instead of the men being allowed to make the choice. The table decorations for these affairs to be strictly correct must include ices and confectionery in the shape of hearts, Cupids, too, must be in evidence, for after all St. Valentine's day is really the feast day of this little god of love, who is supposed to send his arrows home on that particular date.

"Snap kisses" are used as well. These are merely bonbons wrapped in colored paper with fringed ends. Enclosed with the bon bon is a verse appropriate to the occasion, and a cap with a string on each end. A young girl takes one end of the kiss, and a man the other, and both pull at the same time. The cap snaps with the report of a toy pistol and the verse is read aloud by the one who finds it in his or her part of the "kiss." These verses are oftentimes passionate declarations of love and cause much merriment when they are read by a bashful young man. The newest "kiss" for this year is made of crimped paper of the most delicate shade of pink and decorated with pictures of Cupid in various attitudes always bearing a red bow.

Even though the origin of St. Valentine's day may be rather vague "all the world loves a lover" and it will never question the right of this lover to send out his missive of tenderness to his sweetheart on this particular day, so the pretty custom of sending valentines is likely to continue for all time.



A very fashionable debutante received this delightful matinee set of ermine tips at Christmas. In the first place, there was a huge hat, a muff, accompanied by a graceful neckline almost a cape in size. To match cape and muff, in a separate, tissue-packed hatbox, was the charming ermine toque with its trimmings of black velvet and a frill of white lace against the hair in cap style. The fourth article in the ermine set was a smart reticule of ermine with an enriched silver frame and long cord handles. This reticule, like the muff and neckpiece, was lined with white satin.

regretted that so few of these old valentines have been preserved for the designers of them seemed to have such an extraordinary idea about dressing the ladies and gentlemen whose feelings they sought to interpret. The man was usually attired in blue coat and a green or red necktie. The stock costume for the lady was a fiery red gown, a vivid green shawl and a bright yellow bonnet. For the past twenty-five years the valentines have been especially artistic. They are manufactured all over the civilized world and thousands of people find lucrative employment in their making. The work is carried on two or three months of each year in factories where paper ornaments are manufactured. The home-made valentine, too, plays its part, for children frequently make their own love tokens by cutting pictures from fashion papers and pasting them on cards decorated with fancy gilt little love verses under the picture. Hearts have always been a part of Valentine's day, and among the children, especially in the south, there is an exchange of red paper hearts on that occasion.

Side by side with the sentimental

COUGHS AND COLDS

Are Breathed by Mothers Who Fear For the Safety of Their Children.

DR. CHASE'S SYRUP OF LINSEED AND TURPENTINE

What a weight of responsibility rests on the mother of the family during the winter season!

In every cough and cold she recognizes the voice of croup, bronchitis, consumption or other deadly throat and lung complications.

Few people, even among those who are convenient to doctors, can afford the luxury of a physician for every cough or cold, even though they realize the seriousness of neglecting such ailments.

For all such, Dr. Chase has provided a prompt means of cure known as Dr. Chase's Syrup of Linseed and Turpentine.

One reason why mothers prize this treatment above all others is because of its suitability for children. It is sweet and pleasant to the taste, and children like to take it. By its soothing, healing action it is wonderfully prompt in curing croup, bronchitis and whooping cough, and can be used by children with perfect safety so long as directions are followed.

Thousands of families in Canada keep Dr. Chase's Syrup of Linseed and Turpentine in the home at all times for use in cases of emergency. This is the only way to be sure of protecting the bronchial tubes and lungs against coughs and colds. 25c. a bottle, family size, 60c., at all dealers or Edmondson, Bates & Co., Limited, Toronto.

Racers' Queer Names.

How much truth there is in the story we know not, but it is told that when Captain Boyd told Lady Lillian that he had bought a yearling, she replied, "What a senseless thing to do."

"Senseless! Good!" reiterated the captain, and forthwith gave the colt that name. It was appropriate, for this good-looking grey horse, which now belongs to Major McLaughlin, is by Grey Leg, and out of a mare called Sense.

There are some owners who have considerable difficulty in naming their racehorses, and it is said of the late Earl of Glasgow that his friends had quite a task to get him to christen them. The teary earl used to say that a horse should prove itself worth a name before one was given to it.

One evening he was induced to christen three, and the following were the names under which they ran: Give-Him-a-Name, He-Has-a-Got-a-Name, He-Isn't-Worth-a-Name.

There are not a few horses which have run in recent years with a equally foolish and much more meaningless nomenclature. For instance, John-Willie-Come-On and Would-You-Believe-It. These ought to be a constant reminder of racing nomenclature, for some of the titles, chosen for horses detract from the dignity of the sport.

A Surprise.

On the occasion of a football match in England, between a number of military officers and a team of lawyers, the former had prepared a splendid lunch for the visitors before the game. Both teams did thorough justice to the lunch, and the legal gentlemen going in strong for champagne and cigars, the officers anticipated an easy victory. On looking toward the football ground, however, after lunch, the officers espied a remarkable fresh-looking lot of giants kicking the ball about, and in amazement, asked their guests who the strangers were.

"Oh," replied one of them, finishing his last glass of champagne, "those are our playing team, we are only the lunching team, you know."

PACKED IN ONE AND TWO POUND CANS ONLY

APOUND OF GOOD COFFEE IS NOT only more economical than the ordinary, cheap grades, but is an added pleasure to every meal.

Seal Brand is the best that can be produced.

CHASE & SANBORN MONTREAL

HARRIS HEAVY PRESSURE Is true to its reputation as the Best Babbitt Metal for all general machinery bearings.

The Canada Metal Co., Ltd. FRASER AVE. - TORONTO

A New Laxative - the best known to modern medicine - is the active principle which makes

NA-DRU-CO LAXATIVES

so much better than ordinary purgatives. While thoroughly effective, they never gripe, purge or cause nausea, and never lose their effectiveness. One of the best of the NA-DRU-CO line.

25c. a box. If your druggist has not yet stocked them, send 25c. and we will mail them.

National Drug and Chemical Company of Canada, Limited, Montreal.

LABATT'S STOUT

The very best for use in ill-health and convalescence. Awarded Medal and Highest Points in America at World's Fair, 1893.

PURE - SOUND - WHOLESOME

JOHN LABATT, LIMITED, LONDON, CANADA

Agent, James McParland, 339-341 King St., East.

Honest tea is the best policy

LIPTON'S TEA

OVER 2 MILLION PACKAGES SOLD WEEKLY

Bitter Oranges, 25 cents per dozen.

Mexican Sweet Oranges, 25 for 25 cents.

Lemons and Grape Fruit

A. J. REES, 166 PRINCESS ST. Phone 58

OUR BIG RED LETTER SHOE SALE IS OVER

We will under no circumstance exchange shoes bought at our Sale after Thursday, Feb. 15th.

We want to Thank all those who helped to make this the biggest sale we ever held.

J. H. Sutherland & Bro. "THE HOME OF GOOD SHOES"