

OIL is a cheap fuel for cooking—No ashes to clean up. No fires to build. What could be less trouble?

A Florence Automatic with a McClary's Success oven will give you the best bakings you ever produced. No odor. No wicks to bother with. Save fuel, have a cool kitchen. Call and see the Florence in actual operation.

"FLORENCE AUTOMATIC" OIL COOK STOVES
Sold by **ALTON BRGS.**

McClary's

Farmers

We can accept a few orders, if placed at once, for Mowers, Rakes, Manure Spreaders, Potato Planters and Diggers, Spring Tooth or Stiff Tooth Cultivators, Harrows, Scufflers, Cream Separators, etc. at 1919 prices. Do not neglect this notice as stock is being rapidly picked up and prices advancing.

We are giving special prices on a few Horse Blankets, Heavy Mitts and Robes still unsold. We have 1 Cutter, 1 Buggy, 1 Light Sloop Sleigh, 1 Two-horse Surrey, in A-1 condition for sale at bargain prices.

See our 2½ h. p. Engine at \$110, a good one, and our Cream Separators at \$25, under present value.

All Goods Guaranteed as Represented

C. RICHARDS

The Farm Supply House
32 MARKET ST. HAMILTON

R. J. VANCE

DENTIST

Mill Street Waterdown

John Kitching Mervyn Kitching

Kitching & Son

FUNERAL DIRECTORS

Up to Date Equipment
Motor or Horse Hearse

We Pay All Telephone Charges
Waterdown Ontario

Westover Branch at
Markle's Store

NOTICE

Paints, Varnishes and Oils will advance 25 per cent in the spring. Protect yourself against this raise by letting your contract for this year's painting NOW.

Estimates Given Free

Phone 198

Peter Mitchell

WATERDOWN,

ONTARIO

POWER OF PREJUDICE.

The Reason Why People "Don't Like" and "Can't Eat."

To a far greater extent than we admit, or possibly are aware of, man is governed by his prejudices. They cost him more than he knows, for a prejudice is an expensive proposition. In no other respect is this weakness so apparent as in the matter of food. During the reign of the food administration many people were persuaded or beguiled into eating things they had never eaten before and thought they "didn't like." "I'll try anything—once!" was regarded as a liberal-minded concession to the unfamiliar. Yet our likings are almost universally a matter of habit established by repetition. Few of us have taken kindly to caviare, avocado pears, or even olives, on first acquaintance.

When the use of whale meat was first urged upon the public, people laughed and quoted:

He baited his hook with tiger's tails,
And sat on a rock and fished for whales.

Whale meat is purchasable in many parts of Canada, but where is the steward or chef brave enough to place it on a hotel menu? As a matter of fact, there is nothing in the slightest degree objectionable to eye, nose or palate in whale steak, as those unprejudiced may quickly learn. It resembles corned beef—possibly a little less so, and broiled and served with a sauce, either drawn butter or a lemon sauce, is tasty enough for a second helping, once we have overcome our dread of the untried. That this meat will eventually be recognised as a food adjunct is indicated by two large canneries doing a good business on the Pacific Coast and the concessions granted to the syndicate supplying them.

The flesh of the shark is said to resemble that of the sturgeon—the fish that "goes to the Caesar's dish," but its cannibalistic reputation, firmly fixed in the popular mind, is against it. Man's dread of the gastronomically untried is only equalled by his curiosity, which after all gets the better of his fears. Truly, he was a brave man who first swallowed a raw oyster.

Prejudice plays a large part in our food purchases. Take the case of Butter versus Oleomargarine. Experts in the former have been known to fail in ability to distinguish the two, yet we are willing to pay 20 per cent. more for butter than for the substitute. The prejudice against goods from storage helps bolster the cost of living. Were it not for storage facilities butter and eggs to-day would be luxuries for the very rich only. The public was recently reliably informed that storage eggs had proved fresher than fresh eggs. The rabbit would furnish food as well as fur if our "don't like" did not stand in the way. As a matter of fact, our "can't eat" and "don't like" are mainly psychological states fixed in habit and prejudice.

Time Lost In Disputes.

The time lost on account of industrial disputes in Canada during April was much greater than during either March, 1919, or April, 1918. There were in existence during the month 37 strikes, involving 12,415 workpeople and resulting in a time loss of 111,083. Twenty-seven strikes were reported as having commenced during April. At the end of the month 14 strikes affecting approximately 1812 workpeople remained unteminated.

His Difficulty.

At a training camp during the war the officer of the day was making the rounds of the post. It was during challenging time. He seated himself on the corner post of a fence and waited for the sentry. The sentry, a raw recruit from the woods came slowly up and stopped only a few feet from the O. D. After waiting in silence for a few moments the officer asked: "Well, what are you going to say?" "Durned if I know what to say," drawled the recruit. "If you were walking I'd say 'Halt!'"

EAGER'S

WATERDOWN

Canadian Food Control License No. 8-11802

Men's Furnishings

Men's Grey Tweed Rainproof Coats up to date Style, with Belt

\$20

Men's Dark Grey Paincoat, with Belt a good coat for the price

\$12

A Shipment of new overalls just arrived, Arm and Hammer Brand Black denim pant overalls

\$2.50

Black bibb overall good quality cloth all sizes 34 to 44

\$2.75

Men's Blue and White stripe bibb overalls a strong well made garment

\$3

Men's Stripe Cottonade overalls good heavy goods

\$3

Men's Combination overalls and smock combined, blue and white stripe. Handy and comfortable

\$5

Men's Work Shirts, we have a big range of work shirts in differant styles and qualities

\$1.25 to \$3

Men's Khaki Pants a splendid cloth made in good up to date style made with cuff bottom and belt loops

\$3.50

This Store will close every Wednesday at 6