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Works Manager, Mr. F. Valley, Garfield 2846

The W. A. Freeman Company, Limited
HAMILTON, CANADA

MAPLE PARK SURVEY

CORNER MAIN AND SCHOOL STREETS
WATERDOWN

Lots 50 by 150 to 265 Feet

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Lots overlook Hamilton, the Bay
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Lots to suit the purchaser. Easy
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C. P. McGregor, Owner
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APPLES

We will receive No. 1, No. 2 and cull
apples this year, and will pay the highest
market price.

Every apple grown in this district will be
needed to keep our factory running.

Every car sold to outside buyers means
the factory will shut down two days sooner,
less money distributed in Waterdown, and
less employment for the workers.

Protect Home Industry

The Wentworth Orchards Co.

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For Exterior or Interior
work neatly and quick-
ly done with the best
materials

Call, or Phone 198

Peter Mitchell

WATERDOWN, ONTARIO

READ THE REVIEW

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 admin-
istration many people were persuad-
ed 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 un-
familiar. Yet our likings are almost
universally a matter of habit estab-
lished 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 mat-
ter 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 recognized 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 gas-
tronomically untried is only equalled
by his curiosity, which after all gets
the better of his fears. Truly, he
was a brave man who first swallow-
ed a raw oyster.

Prejudice plays a large part in our
food purchases. Take the case of
Butter versus Oleomargarine. Ex-
perts 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 stor-
age facilities butter and eggs to-day
would be luxuries for the very rich
only. The public was recently reli-
ably 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.

Bill's Pension.

"Well, Bill, what are you going to
do when you gets demobilized?"
"Live on me pension, of course."
"You don't think yer goin' to get
a pension from the army, do yer?"
"No, not army—old-age pension, I
mean."

FOR SALE

Two Splendid
Building Lots
Facing on Main St.
50 x 230

R. J. VANCE
DENTIST

Mill Street Waterdown

John Kitching Mervyn Kitching

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FUNERAL
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Up to Date Equipment

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Waterdown Ontario

Westover Branch at
Markle's Store

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Concerning Your Fall Shoes

If you would secure service and satisfaction from your
shoes this fall it is more than important that you should go
to a reputable dealer in whom you have confidence, and
see that the makers trade-mark is on the shoes you buy.
The chances are that you do not feel any great interest in
the leather market or in the conditions which govern the
manufacture and distribution of shoes. But you are inter-
ested, vitally interested, in securing for yourself and family
reliable footwear at fair prices. We have a fine stock of all
kinds of Men's, Women's Misses, Boy's and Children's
in good styles, and many were bought before the prices
advanced to the present pices. We would be glad to have
you call and look over our stock.

Men's Tan Kip Work Boots, plain toe, blucher cut, soles
both pegged and nailed, good strong stitching and well
made in every way.

\$6.50

Men's Box Grain Blucher Cut Boot. A good medium
weight, standard screw in sole. A good servicable boot.

\$6.00

Men's Black Split Meno Grain Work Boot, blucher cut
Toe cap and solid sole, well made, a strong reliable boot

\$4.00

Men's Gun Metal Bal. Justice last, medium toe, good com-
fitter, made by the McPherson Co. a reliable dressy shoe

\$9.00

Men's Gun Metal Blucher Cut Boot, Big Ben, which
means lots of width and roomy in every way, just the thing
for the man who needs width and room. McPherson make

\$10.00

Boy's Tan Grain Blucher cut, Strong, heavy and well
made Ames, Holden make.

\$4.50

Misses Box Grain Blucher Cut. A strong medium weight,
low heel, good and roomy.

\$2.90

Misses Gun Metal School Boot, blucher cut, comfortable
low heel, medium high top, nice quality leather, 11 to 13

\$4.50

Misses Gun Metal Bal. 8 inch top, low heel, wide toe,
a splendid fall boot. Ames, Holden make

\$5.00

Women's Kid Bal, medium toe, low walking heel, 9 inch
a comfortable shoe. Cinderalla brand

\$6.50

Women's Kid blucher cut, cushion sole, low rubber heel
nice quality leather, patent toe cap

\$7.00

Women's Chocolate Kid bal. 8 inch top, new, well stitch-
ed, walking heel, a dressy shoe

\$8.00

Child's Kid boot blucher cut, patent tip, and spring heel
Cinderalla brand

\$2.75

Child's Plain Toe boot, wide enough for any child, nice
quality kid, low spring heel, Cinderalla brand

\$3.00

Baby's Kid button boot, fine quality kid, wide toe and
patent tip

\$2.00

This Store will close every Wednesday at 6