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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 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 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.

### Bird Life.

To conserve bird life for economic as well as sentimental reasons, the Canadian Government is offering prizes to school children for bird-houses and photographs of birds in their habitat.

## FOR SALE

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

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Markle's Store

# EAGER'S WATERDOWN

Canadian Food Control License No. 8-11802

## Groceries

Kippered Herring	25c a tin
Chicken Haddie	25c a tin
Clark's Pork and Beans	10c
Queen Brand Salmon	25c
Primrose Brand Pilchards	22c
Campbell's Soups	20c
First Class Pimetos	25c
Extra Choice Young Hyson Tea	60c
Simcoe Fresh Summer Vegetables	5c

## Boots and Shoes

Baby Boots, sizes 2, 3, 4 and 5, black kid, light sole  
**\$1.25**

Women's Black Kid Boots, 9 in. top, spool heel, Empress make. Extra fine quality.  
**\$8.00**

Women's Kid Boot, Cushion sole, rubber heel, single sole Patent toe cap. A most comfortable shoe.  
**\$6.00**

Misses Tan Calf High Top Boot, Low walking heel, good strong leather, good sole. Should be a good wearer.  
**\$4.50**

Men's Tan Calf Bal. shaped Boot, medium toe, slip sole blucher cut, standard made goods. Reliable, comfortable  
**\$8.25**

Men's Box Balf Black Blucher, A wide comfortable shoe  
**\$2.90**

Men's Black Velour Calf Boot, medium wide toe, good sole, standard make. Splendid boot for the price  
**\$6.00**

Men's Velour Kip Blucher Cut, Good weight sole, a very attractive shoe.  
**\$7.00**

## Men's Furnishings

Men's Balbriggan Combinations, Fine quality, short sleeves, ankle length.  
**\$1.75**

Men's Merino Undershirts and Drawers, splendid fall weight  
**\$1 each**

A lot of Men's Felt Hats, Fedora shape, black, grey or brown, worth up to \$2. Special price  
**95c**

Men's Linen Collars, new shapes, W. G. and R make  
**25c**

Men's Natural Color English made Hose, good medium weight, splendid wearing quality, per pair  
**40c**

Men's Merino Combinations, long sleeve, ankle length  
**\$2.50**

## This Store Will Close

EVERY WEDNESDAY

At 12 o'clock Noon

During the Summer