

Why Men Raise Their Hats

When a gentleman raises his hat he does it simply as a mark of respect, but the custom originated long ago in the time when men wore heavy armor. When knights went to war (and that seemed their chief business) they wore heavy steel armor from head to toe, to protect them from the spear thrusts of the enemy. The head and face also were covered, with a place to breathe through and two little holes to see through. The only way one knight could be distinguished from another was by the plume on his hat or the crest he wore, each family having its own particular mark. Naturally when a knight came into a castle he took off, for comfort, the armor covering his head, and so originated the idea of tipping the hat, which in this day has become a common mark of respect to ladies.—Unidentified.

A READY WEAPON AGAINST PAIN.—There is nothing equal to Dr. Thomas' Electric Oil when well rubbed in. It penetrates the tissues and pain disappears before it. There is no known preparation that will reach the spot quicker than this magic Oil. In consequence it ranks first among liniments now offered to the public and is accorded first place among all its competitors.

Save all your broken and crooked carpet tacks and keep them in a box in the kitchen for cleaning bottles. They are better than shot, for the sharp edges scrape off all the stains.

1915 Edition of McKim's Canadian Newspaper Directory Now Issued

It is now nearly a quarter of a century since Mr. A. McKim, who established the first independent advertising agency in this country, completed the rather ambitious task of publishing the first directory of Canadian publications. The nine successive editions of this valuable work provide the most complete and detailed record available of the growth of Canadian periodicals.

The 1915 edition, of which we have just received a copy, shows that the great war has not seriously affected the newspapers of Canada. While the birthrate of new publications has received a check, and the death rate of the weak ones has perhaps increased a trifle, most of the leading papers, particularly the dailies, show very healthy increases in circulation. Three metropolitan dailies have reached or passed the hundred thousand mark.

A census of the papers listed and described in the 1915 Directory shows nearly 150 dailies, 7 tri-weeklies, 45 semi-weeklies, over 1065 weeklies, about 40 bi-weeklies or semi-monthlies, 250 monthlies, 3 bi-monthlies and 18 quarterlies—a total of over 1575 publications.

This means approximately one daily to every 10,000 families, and one weekly to every 1,500 families. From this we would infer that for a comparatively new country, Canada is well-served.

A. McKim Limited report the usual keen demand for the Canadian Newspaper Directory, which sells at \$2.00. Its red-banded, gold-stamped green cover has become a familiar sight on the desks of advertisers, publishers and business men everywhere who are interested in Canada.

FOR YOUNG FOLKS

Woodpeckers Are Beautiful and Useful Birds.

THE FLICKER FOND OF ANTS.

One of the Largest of His Species, He Performs Good Service to Mankind. Kills Tree Borers—Puzzles and Games For Little People.

One of the larger woodpeckers familiar to every one is the flicker, or golden winged woodpecker, which is generally distributed throughout the United States from the Atlantic coast to the Rocky mountains. There it is replaced by the red shafted flicker, which extends westward to the Pacific. The flickers, while genuine woodpeckers, differ somewhat in habits from the rest of the family and are frequently



FLICKER PECKING A HOLE IN A TREE.

seen searching for food upon the ground. Like the downy and hairy woodpeckers, they feed upon wood boring grubs and ants, but the number of ants eaten is much greater than that eaten by the other two species.

The flicker's habit of pecking holes in buildings sometimes greatly annoys his human friends, and it is particularly noticeable in the California species. Observation has shown that the object of the work is to obtain shelter for the winter. In the east most of the flickers are migratory, and only a few remain north, where shelter is necessary. These generally find a safe retreat in the hollow tree in which they nested. To the woodpecker family more than to any other agency we owe the preservation of trees from hordes of destructive insects.

Game of Fisherman.
If there is a large table at hand all sit around it to play the game of fisherman. One of the players is armed with a short stick, to which a piece of twine is attached, the twine being tied in a loop at one end. The fisherman drops his line in such a way that the loop lies on the table about in the center.

When he says "Whose fish?" all the players place the tip of one finger (forefinger of the right hand) on the table inside of the circle formed by the twine. Then the fisherman calls, "My fish," and the fingers must be withdrawn before the fisherman pulls in his line. This must be done quickly or fingers will be caught. Each fish caught counts one for game, and the number constituting a game should be decided upon before beginning to play. Each player should have his turn as fisherman.

Concealed Central Acrostic.
(One five letter word concealed in each line.)

1. To skate on thin ice risks one's life;
 2. Go to the rink and take your wife.
 3. Pray, write with ink and tell me true,
 4. Is ale made best with salt and glue?
 5. I gave them Adam's ale to drink,
 6. For peach and pear are rich, I think.
 7. Fair Mabel at her easel sits;
 8. She sits and sketches cats and kits.
- The central letters now will tell who romp and play, but learn as well.
Answer—Children. Hidden words—Nicer, other, think, Salem, madam, rarer, there, sands.

What Is Your Occupation?
The game may be played by three or more children. One player becomes the "guesser" and the others each agree upon an occupation which he is supposed to follow. The guesser then asks, "What is your occupation?" and all the other players must go through the operation of performing the labor agreed upon. If from any one the guesser can get an idea as to what the labor is then the laborer must take his place. He can have but one guess.

Heard In the Hall.
"Our master is not a very fast runner," said the old straw hat. "I jumped off his head last summer, and he chased me for over three blocks before he caught up."
"Well, you had the wind behind you," said the golf stick.
"So did he," snarled the straw hat.

Nightly Time.
Brother in his trouser kind,
Sister in her gown,
Baby in its muslin slip—
A little ball of down.

Frolic just about to start,
Waiting, still as mice:
"One, two, three, now you catch me."
Nightly time's so nice!

Brother being growly bear;
Sister at the bars;
Baby watching fearfully,
Eyes as big as stars;
Mother sitting very near,
In the fire's shine;
Laugh and crow and make believe—
Nightly time is fine!

Brother snug in one soft bed,
Sister snug in one;
Baby fallen sound asleep
Before the game was done;
Shadows drifting up the wall,
Fall of sandman's feet,
Gray dreams sitting over all—
Nightly time's so sweet!

Students of the Stars Stop Appalled at This Mystery.

No man, woman or child lives but has looked upon and wondered at the Milky Way, that illimitable aggregation of stars that seems to be almost a mist, which spans the celestial sphere, and which has been called throughout the ages a thousand names by the people of all lands.

Astronomers, who in poetic verse separated heaven from earth and earth from heaven, and gave to airy nothings a local habitation and a name, who have told us of the composition of our sun and all of the planets; who have almost penetrated the mysteries of star clusters thousands of billions of miles distant, stop appalled at the mystery of mysteries, the galaxy, the Milky Way, the River of Heaven, the River of Light, the Tien Ho, or Celestial River of the far Orient, the Via Lactea of the Latins, the All Nahr of the Arabs.

If ever the morning stars sang together they must have had their first symphonies in the inexplicable river of stars called in all languages by some name expressive of our own homely words. If there is not "the smallest orb which thou beholdest but in his motion like an angel sings," what must be the quiring of the innumerable multitudes of the Milky Way, the splendid tracery of which is known even to the little children of our world?

It is not so many years since this River of Light was thought to be nebulous by the great astronomers. That is, it seemed to be an aggregation of gases in various stages of condensation.
Then came the days of the wonderful lenses, which concentrate rays of light, separating the stars of heaven and the insects of earth, and telling the children of earth that the magnificent spectacle of the galaxy is not a nebula, not a star fog, but an aggregation of suns born of unutterable energy of the atomic universe, growing through eons of eons of years, the word years in that connection meaning nothing, and assembling in this glorious pathway of what are called the heavens, that word meaning nothing, the one spectacle of the outer space that is best known to all who look away in the night from the dross and scum of earth.

German Censor Spoofed.
It is a great advantage to possess a knowledge of Welsh if you happen to be a prisoner of war. Welsh prisoners of war in Germany are able to notify their friends in Great Britain more fully of the conditions of prison and internment camp life than are their English colleagues, and that without having recourse to the doubtful safeguard of invisible ink. A letter which passed the German censor, and will long be kept as a family treasure, contains the following:
"You will be glad to hear news of old friends. Mr. Bwyr (food) is very bad here. Mr. Bara (bread) is very much darker than when you saw him, and is quite hard. I never see Mr. Cig (meat), and Mr. Ymenyn (butter), but seldom; he was very bad indeed the last few times I met him. I used at first to meet Mr. Llaeth (milk) every day, but he has not been here now for some time."

The words given in brackets are the English equivalents of the Welsh word immediately preceding. The letter was written in English throughout, excepting the Welsh words, which the German censor took to be the names of other English prisoners.

Hospital Barges.
Northern France is rich in waterways, and hospital barges are already running between Paris and the battlefront, under the auspices of the Union des Femmes de France. The hold is enamelled white and fitted with forty beds, and at the end is the nurse's retiring-room. The barge-master's cabin is converted into a living-room for two surgeons. There is an operating-room, too, with washing gear, an electric plant, and a perfect system of heating. To convert a Seine barge into a gondola of this kind costs a bare \$500, and the results are beyond praise—especially to fracture cases, to whom the jolting road is agony.

The wounded are hoisted in by means of small cranes, and the barge is then towed by steam or motor yachts lent by wealthy persons, who are more than glad not only to lend their boats free of charge, but to navigate them in person, thus sharing in the work of mercy.

WEAR FLEET FOOT SHOES
for every Sport and Recreation
Sold by all good Shoe Dealers
Worn by every member of the family

MEDICAL.

JAMES NEWELL, PH. B., M. D.
R. C. F., M. B., M. A., England,
Watford, Ont.

OFFICE—Main St., next door to Merchants Bank, Residence—Front street, one block east of Main Street.

R. G. KELLY, M. D.
Watford, Ont.

OFFICE—Main street, formerly occupied by Dr. McLeay, Residence—Front St., East.

THOS. A. BRANDON, M. D.,
WATFORD, ONT.

FORMERLY OF SARNIA GENERAL HOSPITAL and Western Hospital of Toronto.
OFFICE—Main Street, in office formerly occupied by Dr. Gibson.

DENTAL.

GEORGE HICKS,

D. D. S., TRINITY UNIVERSITY, I. D. S., Royal College of Dental Surgeons, Post-graduate of Bridge and Crown work, Orthodontia and Porcelain work. The best methods employed to preserve the natural teeth.
OFFICE—Opposite Taylor & Son's drug store, MAIN ST., Watford.
At Queen's Hotel, Arkona, 1st and 3rd Thurs day, of each month.

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GRADUATE of the Royal College of Dental Surgeons, Ontario, and the University of Toronto. Only the Latest and Most Approved Appliances and Methods used. Special attention to Crown and Bridge Work. Office—Over Dr. Kelly's Surgery, MAIN ST.—WATFORD.

Veterinary Surgeon.

J. MCGILLICUDDY
Veterinary Surgeon,

HONOR GRADUATE ONTARIO VETERINARY College, Dentistry a Specialty. All diseases of domestic animals treated on scientific principles.
Office—Two doors south of the Guide-Advocate office. Residence—Main Street, one door north of Dr. Brandon's office.

CIVIL ENGINEER.

W. M. MANIGAULT,
ONTARIO LAND SURVEYOR
AND CIVIL ENGINEER,
Box 800, STRATHROY, ONTARIO

Auctioneer

J. F. ELLIOT.
Licensed Auctioneer,
For the County of Lambton.

PROMPT attention to all orders, reasonable terms. Orders may be left at the Guide-Advocate office.

INSURANCE

J. H. HUME.

AGENT FOR
FIRE, ACCIDENT AND SICK BENEFIT COMPANIES.
REPRESENTING
Five Old and Reliable Fire Insurance Companies!

If you want your property insured please call on J. H. HUME and get his rates.

—ALSO AGENT FOR—

C. P. R. Telegraph and Canada Permanent Loan and Saving Co.

Ticket Agent For C. P. R.—Tickets sold to all points in Manitoba, Northwest and British Columbia

THE LAMBTON

Farmers' Mutual Fire Insurance Company.
(Established in 1876)

J. W. KINGSTON President,
JAMES SMITH Vice-Pres.,
JAMES ARMSTRONG, Director,
A. G. MINIELLY, Director,
THOS. LITHGOW, Director,
GUILFORD BUTLER, Director,
W. G. WILLOUGHBY, Manager and Sec.-Treas.
J. F. ELLIOT, Fire Inspectors,
R. J. WHITE, Auditor,
P. J. McEWEEN, Auditor,
ALEX. JAMESON, Auditor,
PETER McPHEDRAN, Wainstead, Esq., Agent for Warwick and Wainstead.

NYAL'S
Mayflower
TALCUM POWDER
Fragrant Refreshing & Clings

Mayflower Talcum Powder

The distinctive odor of Mayflower Talcum is entirely new, and of such charm and delicacy as to immediately appeal to every woman of refinement. Antiseptic—exquisitely fine in texture, it is pre-eminent for use on baby.

All Nyal preparations are in a class by themselves. Nyal's Face Cream and toilet requisites are almost indispensable for the complexion. Ask at the Nyal Quality Store for free copy of our booklet, "Your Complexion," which includes directions as to proper methods of Massage.

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TAYLOR & SON, DRUGGISTS, WATFORD.

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DEALERS IN

Flour, Oatmeal, Cornmeal, Wheat Kernells, Flaked Wheat and Barley, All Kinds of Feed, Grain, Seeds and Poultry Food.

We Carry a Full Stock of
INTERNATIONAL STOCK FOOD
FOR HORSES, CATTLE, SHEEP, HOGS AND POULTRY.

CALDWELL'S MOLASSES MEAL
AND THREE DIFFERENT MAKES OF CELEBRATED CALF MEAL.

ALL KINDS OF GRAIN TAKEN IN EXCHANGE
Chopping and Rolling Done While You Wait
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