

HUMORS OF NEWSPAPER ADVERTIZING IN THE WEST

In the West where foreign publications flourish, one would miss the weekly "Spiegel" or "Tageblatt" or "Sondag Anzeiger" or "Nordwesten" or "Nachrichten", were the Federal Government suddenly to decide to suspend these luminaries indefinitely. Most of them are behaving themselves editorially now and the journalism of some of them is really first class, one Polish sheet being decidedly superior and leading one to suspect that its editor must be a sort of incipient Joseph Conrad. The Polish is one of the most beautiful of languages. It has been called the French of Slav tongues. There are a number of Icelandic papers in Winnipeg, and Regina is the home of a celebrated Ukrainian organ, while dotted all over the West in every large town one finds sometimes two or more publishing plants devoted to the enlightenment of the stranger in our midst. These may only take the form of a small single-folded sheet, but the zeal and industry of the exponents cannot be questioned. And they live! When many a fat, well-backed periodical of our own is gasping its life out or being merged with another, these foreign papers are prospering and occasionally waxing "sassy". Then comes a slap on the wrist, the editor promises to be good and chuckles as he glows over his advertisers and subscription list!

If you are fortunate enough to be able to translate roughly, or have some good interpreter do so for you, many gems of purest ray serene in the way of humor will be your reward. Here are some culled from the advertising columns of a Polish paper.

"To rent—a room for a single woman 8 x 10 feet."

"Wanted—a strong young man for retail store outdoors and partly behind the counter."

"Wanted—competent druggist to undertake sale of a new patent remedy. Will prove highly lucrative to the undertaker."

"To let—bed and sitting-room for young business or professional man with folding-doors."

From a German sheet comes this characteristic piece of psychology: "Notice—If Johann Weitz supposed to be in the West will communicate with us he will hear something to his advantage. His wife is dead."

A Ruthenian paper carried this: "Wanted—a small grocery store by two fends going into business together." This of course, was in English, in the only paper of a small town which occasionally ran an English column. First-rate opening, here one would suggest, for a young editor who isn't afraid of competition.

"Pressed hay for sale!" frequently

challenged the eye in this same paper, and once when a prosperous Ruthenian farmer had played host to a stray horse he put two ads. in, one in his own tongue, and the other in ours, which read: "A stranger horse has come on my farm. He has hote fore-foots wite. He is color blak. Who owns him come get him and pay me x pnts of keep him." The next week the same man advertised: "Pressed hay cheap—8 dolers on yure station."

When writing up social items the foreigners will often take infinite pains to reach all classes and creeds. Lacking a paper the villager may find the following notice tacked up in his post-office: "We are gone to hav a danse on 27th. Come on the school-house at 8.30. One doler, gentlemen. Nothing, ladies." Or it may give alist of the eatables as well. A recent sleighing party ad. said: "Only 30 in a slay. No crowding please." and it specified: "ize cream, beer and ciggers."

A German paper recently had several interesting items in its want-ad. column. The first was: "Ladies who have old feathers can be re-dyed and made as good as new." Another called for: "A tall strong woman able to lift. To take care of young man a little out of his mind." Still another required: "A purchaser for beautiful upright piano the property of a lady about to travel in a walnut case." And a big display ad. announced that "Mr. Wurmman would make coats, muffs, caps, etc., for ladies out of their own skins."

It takes the German to conduct a cold-blooded, business-like matrimonial bureau, however. This is where he may be said to shine. Listen to this: "Wanted—by a young, wealthy, handsome and agreeable young farmer a wife with similar qualities. Must have thoroughly rested herself and be not afraid of farm work. Send photo and state whether maid or widow, also exact age, weight and height."

WHEN BABY IS SICK

When the baby is sick—when he is cross and peevish; cries a great deal and is a constant worry to the mother—he needs Baby's Own Tablets. The Tablets are an ideal medicine for little ones. They are a gentle but thorough laxative which regulate the bowels, sweeten the stomach, banish constipation and indigestion, break up colds and simple fevers and make teething easy. Concerning Mrs. Philippe Payen, St. Flavien, Que., writes: "Baby's Own Tablets have been a wonderful help to me in the case of my baby and I can strongly recommend them to other mothers." The Tablets are sold by medicine dealers or by mail at 25 cents a box from The Dr. Williams Medicine Co., Brockville, Ont.

HAD RHEUMATISM FOR FIVE YEARS

No Return of the Trouble Since Taking
"FRUIT-A-TIVES"



MR. JOHN E. GUILDERSON

P. O. Box 123, Parrsboro, N. S.
"I suffered with Rheumatism for five years, having it so badly at times I was unable to get up without assistance. I tried different medicines I saw advertised and was treated by doctors in Amherst, also in my home town, but the Rheumatism came back."

In 1916, I saw in an advertisement that 'Fruit-a-tives' would stop Rheumatism, and took one box and got relief; then I took them right along for about six months and the Rheumatism was all gone and I have never felt it since."

Anyone who would care to write me as regards 'Fruit-a-tives' I would be glad to tell them what 'Fruit-a-tives' did for me."

JOHN E. GUILDERSON,
Contractor and Mason.
50c/a box, 6 for \$2.50, trial size 25c.
At all dealers or sent postpaid by
Fruit-a-tives Limited, Ottawa, Ont.

WISLANDER DISBARRED

Antwerp, May 29.—Wislander, the all around Swedish athlete who was second to Jim Thorpe in the 1912 Olympic games as all around champion, has met with the same fate as Thorpe—disbarment from the competition in the 1920 Olympiad, for his refusal to accept the prizes won by Thorpe. Wislander has steadily declined to accept the medals and statuettes on the ground that they were not his, but Thorpe's by right of victory.

Officials in charge of the Olympic games have so far found it impossible to arrange a straightway at the stadium for the 200 meter race.

The maximum possible length of a straightway in the stadium is only slightly above a hundred yards, and the 200 meter race will be run round a curve.

Like the boy with the first dollar he ever earned is the backyard gardener when he pulls up the first little radish of the season.

You can get it anywhere

IMPERIAL Royalite Coal Oil is on sale by dealers throughout all Canada. No matter where you live, you can get Imperial Royalite quickly and easily. And you will buy it again and again when you get acquainted with its great merits. It is highest grade, thoroughly refined coal oil, and nothing but that.

Imperial Royalite meets every test that can be applied for power, heat and light. It is absolutely uniform and dependable. Equally efficient for oil heaters, oil cook stoves or lamps.

Imperial Royalite Coal Oil costs less than other oils and does give better service.

For sale by dealers everywhere.

IMPERIAL ROYALITE COAL OIL



IMPERIAL OIL LIMITED

Power - Heat - Light - Lubrication
Branches in all Cities

ONTARIO LEGISLATURE HAS OFFICIALLY RECOGNIZED BOXING

Bill Passed With One Slight Amendment—Interesting Discussion in Committee—Soldier M. P. P.'s Strongly in Favor—Licenses Must be Procured.

Toronto May 28.—Professional sport was subjected to criticism by J. W. Curry, K.C., S.E., Toronto during discussion of Hon. Col. D. Carmichael's Athletic Commission Bill in committee of the legislature. In his declaration concerning "degenerate professionalism," Mr. Curry was backed up by Attorney-General Raney and R. R. Hall, Parry Sound. The bill was passed with only one amendment, which increased the maximum penalty for failure to procure a license for a professional boxing or wrestling bout to \$1000.

Soldier members in their contributions to the discussion were a unit in expressing their contempt for pink-teism in athletic contests. Col. H.S. Cooper declared he did not like to see "petticoat stuff" in it and added "what matters it if one does get a bloody nose. K. S. Stover, Algoma, and Hon. Manning Doherty, expressed like sentiments. Mr. Stover declared that the O. H. A. did everything possible to keep professionalism out of their games, but contended that no amount of anti-betting legislation could override human nature. He said he had played in the O. H. A. for the love of it at one time and for love and money at another.

Recognizes Professionalism

Mr. Curry's sole objection to the proposed bill was that, in giving the commission power to regulate professionalism as well as amateurism, it gave a certain recognition to the farmer. He was absolutely against professionalism, which led to betting, and invoked a spirit not of sport, but of winning the game irrespective of whether one fouled his opponent or not. Mr. Curry declared that whatever the O. H. A. pretended to be, it was not amateur, but practically professional at the present time. He expressed his disgust at the open betting going on in a downtown hotel in last winters O. H. A. semi-finals.

J. A. Pinard, East Ottawa, defended honest professionalism. If it was the desire to kill sport, the bill should be restricted to amateurism. Hon. Walter Rollo defended the O. H. A. officials who, he said, used every endeavor to keep out professionalism. But no legislation he pointed out, could prevent men throughout the Province from wagering on the results of matches if they so desired. The aim of the bill was to regulate a sport that had been more or less running wild.

There Must be Control

Premier Drury acquiesced in the view that professionalism was a de-

THIS IS RHUBARB SEASON.

Rhubarb Pie.

2 cupfuls of diced rhubarb,
1 cupful of sugar,
¼ cupful of crumbs,
2 tablespoonfuls of raisins,
Salt nutmeg.

Scrape the rhubarb and cut in half-inch pieces, then scald with boiling water and drain. Line a pie plate with crust then place the rhubarb in it, cover with the other ingredients and a top crust. Place in a hot oven for the first 15 minutes, then reduce the heat and bake about 25 minutes longer.

'Twas quite easy to win her heart.

But the fact to me is clear,

There will be trouble when I try,

To win her father's ear.

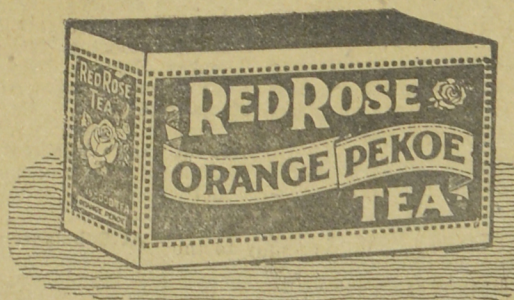
When Fine Quality Tea Is Most Appreciated

At the afternoon tea hour, when women and men are at leisure to sip tea and to enjoy it, the very fine quality of Red Rose Orange Pekoe is most fully appreciated.

The bouquet, the flavor and the richness of the mountain grown Orange Pekoe leaves are a treat that must be lingered over to be enjoyed to the full.

Have you tried Red Rose Orange Pekoe Tea? If you are a lover of something extra choice in tea this New tea will delight you.

Sold only in our new package—the waxed board carton.



Red Rose Crushed Coffee Pleases Particular People

Strength for ALL

VITAL TO THE RUN-DOWN

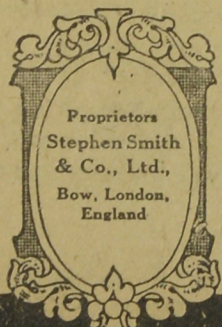
THE qualities which give Hall's Wine its supreme restorative value are neither to be altered nor cheapened, come what may.

The run-down man or woman, the man or woman overworked, fretted into ill-health by anxiety, struggling against unnatural conditions, may look to Hall's Wine with absolute confidence in its power to strengthen and restore.

START A COURSE TO-DAY

The more timely your resolve to take Hall's Wine, the swifter your release from the bondage of all those miseries which accompany a run-down condition.

It has been recommended by doctors in England for over a quarter of a century.



Hall's Wine
The Supreme Tonic Restorative

GUARANTEE:—Buy a bottle of Hall's Wine to-day. If, after taking half of it, you feel no real benefit, return us the half-empty bottle and we will refund your entire outlay.

Your druggist sells it—
Extra large size bottle \$2.25

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