PAGETWO



St. Charles, tall14c. St. Charles, medium 12c. Eagle 23c.

RELEGATED TO LIMBO OF MEMORY "Ever since the day when Macaulay them is almost forgotten-forgotten you are one of those 'neat women.'

wrote 'advertising is to business what so far that it is rarely that one meets 'Neatness' has broken up many a steam is to machinery' we have re- a man who knows how to put on or pleasant home. peatedly undergone readjustments of take off a horse collar. How many of "Learn to relax. You must learn occupation," ruminated Dr. Frank H. us who have put a horse between how to have leisure. Vizeterly, tilting back the uneasy shafts can explain the reason for, or and ironing sitting down. Don't be chair of the managing editor of a dic- give the name of, the metal piece, half- one of the women who are forever ionary, says the New York Times. way down the side of the shaft, complaining about standing on their "A short time ago attention was di- through which we pass the tug of a feet all day. Remember that being on rected to the changes that had oc- single-harness wagon? I mean that your feet all day isn't the same thing curred in the calling of those who go part through which we pass the loop as taking a walk. lown to the sea in ships. There was a that supports the shaft. "When you relax, let the chair hold time when most of our people who | "There are some parts of the world you up instead of your holding the lived upon the ocean strand or inland where the harness is still in use. On chair up. And when you lie down to sea-board were familiar with the nom- great state occasions, such as the go to sleep the same principle applies. enclature of the sea and of sailing opening of Parliament in Great Brit- The bed will hold you up. The only ships, name its parts from forepeak to ain or the installing of a Lord Mayor way to go to sleep after a day's work poop, fame and fortunes for those who in the city of London, horses are still is let the muscles relax."

'neat" and "orderly," Mrs. MacDonald told her class.

"Let neatness be merely a byproduct of order. Always subordinate that factor so that no one will suspect that

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owned and sailed them.

harnessed in state and civic coaches, and postillions, in full regalia, handle "Today there are very few of us the reins. The steam plow and the who could board an ectype of the steam tractor have both done much to Santa Maria, Pinta of Nina, Henry Hudson's Half Moon or even the May-tlower and mot entirely superseded the use flower, and martingale stays or miz- of four-footed animals. Black oxen still zen-topgallant. The modern lexico- plow the land on the slopes of the

grapher, the reflector of the language, South Downs in Sussex, England. has long felt bound to retain this

Dialects New.

nomenclature, from foretruck to keel. yet who ever reads of off a horse "In the great cities, where the horse- dry-point, copper plate or steel engravcollar. How many of us yards or of car has been altogether displaced by ing are now almost forgotten arts, and the motorcar, the dialect of the driv- wood engraving, with all its special splicing the main brace today? "True, when we have yacht races er has been completely superseded by tools and terms, has long since been certain of the terms come back into that of the motorman.

ise. We read of spinnakers and spin- "Turn to the art preservative of all hard. The passing of these arts and naker booms, of maingaff topsails and the other arts-that of printing. In my their nomenclature has been caused balloon jibs, but with the passing of my boyhood, when I used to potter by the pressing demand for cheaper the season in which we enjoy the salt around the case, we not only had and quicker work and the introduction spray we relegate the yachtsman's great primers, English and picas (We of new processes to meet the demand. rocabulary to the boatswain's locker didn't spell it then as we do todaywhere we pack it carefully for future pikers), bourgeois, nonpareil, agates, that has not been affected in some ase. With the passing of the line of pearls and diamonds, but we had every way or another by the advance of culbattle ship and of the privateersman thing that went with them, paragon, ture. Some of us can recall the days whole batteries of words went out of canon, columbian and what-not. We when the night watchman went his

Vehicle Terms Go.

Old Terms Passe

"Even as it has been with the nom- as composing sticks, hell boxes and who used to make his rounds with a enclature of steamships, so it is, per- various other appurtenances of the long staff, at one end of which was a haps in not quite so strict a degree, devil. But with the readjustment of hook and lamp in a protected cage, with the old world on wheels. Where the art of printing much of the old no- which he used to open the lamp and are the coach and four, eight, twelve menclature has passed. The point sys- turn on the gas and ignite it. But beor sixteen of our childhood? Today tem has taken the place of the old fore him was the man who cleaned the motor vehicle has superseded the names, and new methods of composi- trimmed, filled and lit the lamps brougham and the buggy the surrey tion by type-setting machines have The lamp-lighter is no more, and even and the victoria, the gig and the dog- almost driven the old-fashioned print- in some cities electric lamps are lit Queen St. cart, and the harness that went with er out of a job.

Scientists say the moon is backing away from the earth at the rate of

Printing Also Hit.

"As it has been with printing, so it is also with engraving. Draw-point and relegated to oblivion. Etching is dying "There is scarcely a walk in life used quoins and reglets instead of pa- rounds with his lanthorn and club.

tent furniture, composing rules as well Others remember the lamp-lighter



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