

THE JARVIS RECORD
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GROUNDHOG DAY

While giving an evening lecture Henry Ward Beecher was interrupted by a loud imitation of a cock-crow from the gallery. Looking from his watch to the window the noted speaker

replied to the embarrassment of his heckler:
"It can not be that I have talked until daybreak and yet it must be the instinct of the lower animals is infallible."
The Groundhog Day myth is no more a test of the infallibility of animal instinct than was Beecher's pun. If it serves as a test at all it is a test of human gullibility and superstition. And if the test shows a high percentage of both gullibility and superstition it would not be surprising, for most people will believe anything about the weather, whether prophecy, almanac prediction, "sure sign" or "saying."

Nevertheless, the Groundhog Day fable is an interesting and valuable bit of folklore worthy of perpetuation and of annual commemoration. The groundhog's shadow doesn't determine the weather one way or another, but it plays an important part in the traditions of the country. This weather fable is a part of the true American folklore. That some alibi by the groundhog's forecast does not in any measure detract from the value of the tradition as folklore.
As the Groundhog Day story goes, there will be a return of wintry weather if the groundhog is frightened

back into his hole by his shadow. In these parts of the country where the groundhog makes his burrow, wintry weather persists several weeks after February 2. So the prediction is with out value except to make a dark and dismal February day tolerable to those who trust that a sunless February 2 augurs an early spring.
SPRING, BEAUTIFUL SPRING
Already there are many signs of approaching spring, although officially it is not due to arrive until March 21. Spring is the season of reincarnation, rejuvenation and radiant life.

It is only to man that January 1st represents the birth of a new year and the calendar year is an artificial structure. With plant life and that of the lower animals the coming of spring is at once the birth of a new year and new life.
Humanity recognizes and speaks of a new year as from January 1 but nevertheless observes it from the first breath of spring. After the departure of the drear and stifling winter and with the coming of refreshing and magnetic spring there is new life and new hope created in the breasts of men and women. Spring
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FREE--\$7,000 In Cash Prizes--FREE

The Mail and Empire's \$7,000 Gold Mine Offers \$3,000 For You
ANSWER THIS PUZZLE--WIN A BIG CASH PRIZE

THE MAIL AND EMPIRE OFFERS THIS TREMENDOUS FORTUNE TO EVERY MAN, WOMAN AND CHILD. Play the easiest game in the world and win a share in \$7,000.00. The greatest game on earth arrives to-day. For every man and woman and child who is not a careless dreamer mine of them all, the greatest chance at riches that ever came, the finest offer ever made, FOR SIMPLY FINDING "C-WORDS" IN THE SIMPLEST PUZZLE EVER MADE.

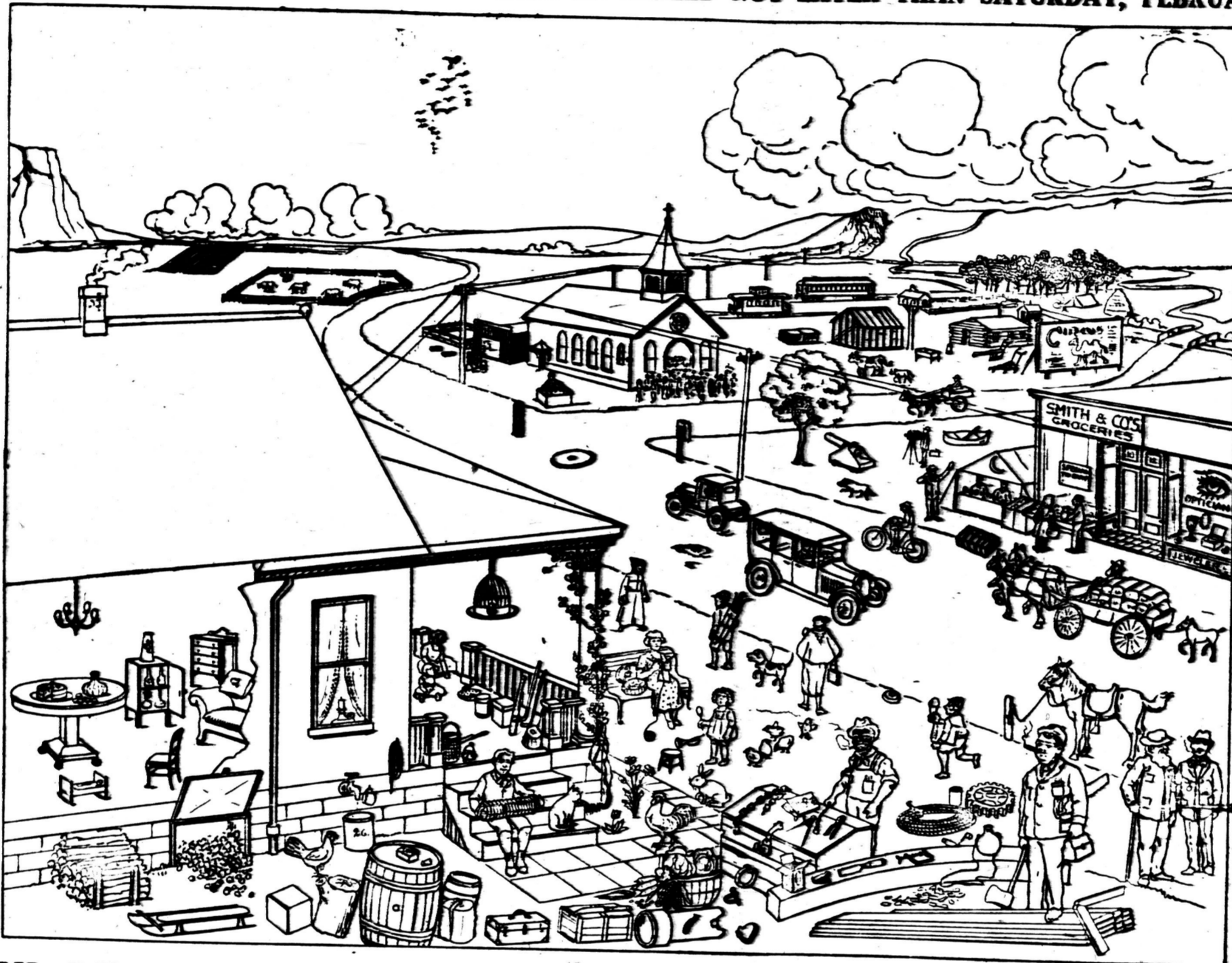
How Many Objects Beginning With the Letter "C" Can You Find in This Picture?

There is no catch in it. There is nothing hard to do. There is nothing to risk. And there is three thousand dollars to win. Turn to the picture below. Within its borders are a number of objects and articles, the names of which begin with the letter "C". You will find all sorts of things that begin with the letter "C"—there is a "Car", there is a "Cow", there is a "Cross", a "Calf" and a "Cigar", and "Cabbage", etc. None of them are hard to find. None of them are unusual words. Easy words. Waiting right on this page with \$7,000 buried in them ready for you. See how many you

can find. We publish this picture to-day only to start you on your road to riches. It is a large picture. All the objects starting with "C" are there and easy to find. And that is the key to the SEVEN-THOUSAND-DOLLAR GOLD MINE. Fifty cash prizes will be given for the 50 best lists of words submitted in answer to this puzzle. The answer having the largest and nearest correct list of visible objects and articles in the picture that start with the letter "C" will be awarded First Prize; second best, Second Prize, etc.

YOUR ANSWER TO THE "C-WORD" PUZZLE MUST BE MAILED NOT LATER THAN SATURDAY, FEBRUARY 19TH

Choose Your Own Prize from the \$7,000 List To Be Given Away



Then Start Your List of "C-Words" and Win That Cash Prize

LAUGH, LEARN AND WIN A SHARE OF \$7,000 DURING YOUR SPARE TIME

The greatest opportunity of your life is what The Mail and Empire is offering you in this Picture Puzzle Game to "play and learn" while earning a big cash prize. You can't help enjoying the hunt for "C-words" in this Picture Puzzle. All you need is an observing eye. Let's all join in and have a jolly good time. Give Mary a pencil, and Bobby a pencil, and the wife a pencil, and the oldest son a pencil. Make it a game. See who can find the most "C-words" in ten minutes. You'll find it's fun. It's easy to do, it's educational, it's amusing, and it's WORTH THREE THOUSAND DOLLARS.

When you have made up your list of "C-words" send it in along with one or three yearly subscriptions to The Mail and Empire at \$5.00 per year each or \$6.00 if delivered in Hamilton or London, which will qualify your answer for the Big Cash Prizes to be awarded promptly after the close of the Puzzle Game, March 1st.

50 CASH PRIZES--How Prizes Will Be Awarded

\$7,000.00 CASH PRIZES

Here you are—the big prize awards. Winning answers will receive cash prizes according to the table below. Remember—a qualified winning answer wins the larger amounts. Aim for the big \$3,000 award.

NO GRAND PRIZES	Price if No Subscriptions Are Sent	Price if One Subscription Is Sent	Price if Three Subscriptions Are Sent
1st Prize	\$30.00	\$1,000.00	\$3,000.00
2nd Prize	25.00	500.00	1,500.00
3rd Prize	20.00	300.00	1,000.00
4th Prize	15.00	200.00	700.00
5th Prize	10.00	150.00	500.00
6th Prize	5.00	100.00	350.00
7th Prize	5.00	50.00	150.00
8th Prize	5.00	50.00	100.00
9th Prize	5.00	50.00	100.00
10th Prize	5.00	50.00	100.00
11th to 50th Prizes inclusive	5.00	5.00	15.00

In the event of a Tie for any prize offered, the full amount of such prize will be paid to each such participant.

Subscription Rates—Payable in Advance

The Mail and Empire anywhere in Canada by mail, \$5.00 per year. Delivered by carrier-boy in Hamilton or London, \$6.00 per year. No payment will be accepted that will advance subscriptions more than three years from March next.

Here's How Big Prizes Will Be Awarded

\$1,000.00 Instead of \$30.00 will be awarded to the answer winning first prize, provided ONE yearly subscription to The Mail and Empire at \$5.00 per year has been sent in. Second Prize, \$500.00; Third Prize, \$300.00, etc. (See second column of figures in Prize List.)

\$3,000.00 Instead of \$3,000.00 will be awarded to the answer winning first prize, provided THREE yearly subscriptions to The Mail and Empire (by mail at \$5.00 per year each, or \$6.00 each if delivered in Hamilton or London) are sent in. Second Prize, \$1,500.00; Third Prize, \$1,000.00, etc. (See third column of figures in Prize List.) In qualifying for the \$3,000 prize at least one new subscription must be sent in.

And that's not all. We will give extra amounts on all prizes in the same manner. If your answer is qualified by THREE yearly subscriptions and you win fourth prize, you will receive \$200, and so forth down the prize list.

Your own subscription will count, or subscriptions to start at some future date. Just write on the order when you want the paper started and it will start promptly on that date. You will find it easy to get subscriptions to The Mail and Empire to qualify your answer for the \$3,000 Prize. It is by far the best daily newspaper published in Ontario.

Rules of The Mail and Empire "C-Word" Picture Puzzle Game

THESE EASY RULES TELL YOU WHAT WORDS TO USE AND WHAT WORDS NOT TO USE.

1. Any man, woman or child who lives in Canada, and is not a resident of Toronto, and who is not in the employ of The Mail and Empire or a member of an employee's family, may submit an answer to this puzzle.
2. Prize winners in former picture puzzle games conducted by The Mail and Empire winning \$200.00 or more are not eligible to participate in this puzzle.
3. All answers must be mailed by Saturday, February 19, 1927, and addressed to Puzzle Manager, Room 206, The Mail and Empire, Toronto.
4. All lists of names should be written on one side of the paper only, and words numbered consecutively 1, 2, 3, etc. Write your full name and address on each page in the upper right-hand corner. If you desire to write anything else use a separate sheet.
5. Only words that are nouns commencing with the letter "C" as in Webster's New International Dictionary, 1925 edition, will be counted. The nouns must be the names of objects in the picture. Do not use obsolete words. Do not use hyphenated words. Do not use compound words or words formed by the combination of two or more complete English words, each denoting a condition, abstract word, colloquial word, and words described as foreign. The words must name concrete objects seen counted, and vice versa.
6. Words of the same spelling cannot be used more than once, even though used to designate different objects. The same object can be named only once; the object so named, however, may contain as one or more of its parts other objects which may also be named.
7. The answer having the largest and nearest correct list of names of visible concrete objects shown in the picture that begin with the letter "C" with the least or fewest number of errors, will be awarded first prize. The second largest list of correct words, prize, and so on through the list until all prizes have been awarded. The prizes will be decided and awarded on a percentage basis. Misspelled words will be counted as errors. Neatness, style or handwriting have no bearing upon deciding the winners.
8. Any number of people may co-operate in answering the puzzle, but only one prize will be awarded to any one household. Two or more prizes will be awarded to more than one of any group where two or more have been working together.
9. In case a tie results from two lists having the same number of correct words, the list of these two having the fewest words wrong will receive the prize. In the event of a tie for any prize correct words, and the same number of wrong words, the full amount of such prize will be paid to each participant.
10. Subscriptions, both new and renewal, payable by advance at \$5.00 per year, or \$6.00 per year delivered by carrier-boy in Hamilton or London, or \$6.00 per year delivered by mail, in qualifying for the \$3,000 prize at least one new subscription must be accepted to qualify answer.
11. All new subscriptions will be carefully verified by the Puzzle Manager. Candidates making old subscriptions as new will positively forfeit the credit of such subscription as qualifying for prizes.
12. All answers will receive the same consideration regardless of whether or not a subscription to The Mail and Empire is sent in.
13. Three prominent Toronto citizens, having no connection with The Mail and Empire, will be assigned to act as judges to select the winners and participate by sending in their answers to agree to accept the decision of the judges as final and conclusive.
14. The judges will meet on March 1st, and announcement of the prize winners and correct list of words will be published in The Mail and Empire as quickly thereafter as possible.

Mail Your Puzzle Answers and Qualifying Subscriptions to
W. J. LATIMER, PUZZLE MANAGER, THE MAIL AND EMPIRE, TORONTO, CANADA, ROOM 206

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