



Lantic Sugar

The Perfect Cooking and Preserving Sugar

To avoid gritty sugar grains in your cakes and jellies, you must have sugar of fine, even granulation which dissolves quickly. Lantic Granulated is made to insure perfect cooking and preserving results.

Packed in 2 lb. and 5 lb. Sealed Cartons. Also 10 lb., 20 lb. and 100 lb. Bags

Look for the Lantic Red Ball on each package—and buy in Original Packages.

Atlantic Sugar Refineries Limited MONTREAL, QUE. ST. JOHN, N.B.



"The Customer is Always Right"

THIS is the text or motto of a great and famous department store in Chicago. It is an assertion of the customer's place of supremacy in the relation between buyer and seller.

Any retailer who slights his customer is committing business suicide. The customer wants those who serve him or her to use the newspaper as a vehicle for their announcements of goods or service.

This is the modern and right idea. Newspaper advertisements give desired business news in the right place and at the right time. To ignore your customer's wishes in this matter is to commit a costly mistake—far more costly than newspaper space.

To the Merchants of Watford

Keep your eyes on your customers and humor them. It pays to do so. Keep very close to them—by means of advertisements in The Guide-Advocate.

FOLLOW LEADERS

An Honest Man

Out in the young countries of the world they have a pushful way of going out of business.

Sandy Macfarlane and Patrick Hoolan were travelling together in one of these "outposts of empire" and at one stage of their wild career took a passage in an old-fashioned coach.

"Just like the good old times," said Sandy, settling down in his corner for the night.

The coach rumbled on peacefully, when suddenly the dreamers were awakened by cries from the driver. Looking out of the window, Sandy's face came in direct contact with the unsympathetic eye of a highwayman and the muzzle of a long revolver. Sandy sat down again suddenly.

"Hands up!" exclaimed the husky robber.

But his order was quite unnecessary as all the travellers had their hands well above their heads, with the exception of Sandy, who was already unloading his pockets.

"Pat," whispered he, pressing some money into his friend's pocket, "here's that gold piece I borrowed yesterday!"—Columbus Evening Dispatch.

Murphy's Vow

"I'll find that sniper and get my own back," vowed Private Murphy, of the South Staffords, in broad Irish, after the sniper had wounded him in the arm. And it was that vow which led Murphy to perform a particularly gallant deed. With a number of his comrades he was on outpost duty, and they were being continually picked off by the sniper. Two nights later Murphy was missing from his post, but the sniping had stopped. Later on search being made for him, he was found lying at the foot of a big tree, close behind the body of the sniper, who was pinned to the ground with Murphy's bayonet. Murphy told the officer that when he located "the blighter" he was high up in the tree. Getting underneath, he threatened to shoot, when the German dropped his rifle and scrambled down. "Then I gave him a good pasting with my fists, and finished off by pinning him down."

Mother Graves' Worm Exterminator will drive worms from the system without injury to the child, because its action, while fully effective, is mild. m

ENGLAND AS AN ISLAND.

Changes a Channel Tunnel and Perfect Aviation Would Bring.

Great Britain is an island. Unless there is some great convulsion of nature to all time the strait of Dover will separate it from the continent of Europe. Yet every now and then a proposal of the scheme for a channel tunnel is heard, and at this moment men are flying from England to France and France to England.

Suppose the channel tunnel to be made; suppose flying to be improved—and it is improving every day—what will become of the sea? What will be there and will be shown on the map, but to all human intents and purposes the geography will be changed. The sea will no longer be a barrier; it will no longer be the only highroad from England to France. There will be going to and from on or in dry land and going to and from neither on land nor sea. Suppose this science of aviation to make great strides and heavy loads to be carried in the air, what will become of the ports, and what will become of the seagoing people?

The ports will be there, appearing as now on the map, but Birmingham goods will be shipped at Birmingham for foreign parts, and Lithgow will export mineral direct, saying goodbye to the Blue mountain and even to Sydney harbor.—Sir Charles P. Lucas in Science.

EAR DRUMS AND DROWNING.

Why Good Swimmers May Meet Sudden Death in the Water.

Sudden death of swimmers has never been explained satisfactorily, but it is generally assumed that it is due to cramps that affect the respiratory muscles. The Medical Record says there is another theory that "has never received the attention which it merits." This is that cold water penetrating the ear sets up an irritation in the delicate passages of the inner ear. It cites an address delivered by Dr. Guetlich before the Berlin Otological society, in which he revived this theory.

The irritation of the labyrinth of the inner ear by cold water might cause sudden paralysis, just as a shock to it through a sharp blow on the chin will cause a "knockout." The symptoms of the swimmer and the fighter are similar. They can make motions, but cannot direct them; they may become temporarily unconscious. In the case of the swimmer, of course, drowning follows unless some one helps him.

The Medical Record says that persons with perforated ear drums are those chiefly menaced by this accident, although it may occur to others. And this in spite of the fact that children with large perforations of the ear drum often swim and dive with impunity.

The Periscope.

Permit me to introduce myself to the public generally. Modest and retiring both by nature and occupation, I have hitherto refrained from obtruding myself upon the attention of the multitude.

My name is Periscope. My principal object in life is to rise to every necessary occasion. When this demands my more or less immediate presence I occupy myself by holding up the mirror, not to nature, but to the enemy. Like an occasional idea which renders superfluous old systems of philosophy, I have come to render superfluous an entire cycle of inventions. I am the latest triumph of mind over matter. I reflect, and a thousand men go down to their fate. Within the blue zone of my horizon, subject to my orders, flits the angel of death.

I am the naval eye that put the naught in Dreadnought.—Life.

Fires in the Philippines.

The fighting of fires in the dry season is a grave problem in the cities and pueblos of the Philippine Islands. House construction is light, the roofs being made from nipa palm leaves, the framework of bamboo and the sides of either nipa or sawal—a woven product of certain species of bamboo. When this material has been exposed continuously to the sun for several months it becomes as inflammable as tinder. Fires that break out in the nipa districts always gain great headway before any kind of an alarm can be sent in even where there is a fire department. Fires in such districts spread with great rapidity. In thickly populated areas it is not uncommon for a fire to burn several hundred houses before it is stopped.

Keep the Hands Clean.

Clean hands and nails are most important precautions against carrying poisonous germs into the mouth on food taken in the hands. Nurses attending cases of typhoid have not infrequently taken the disease because

of such failure to cleanse their hands before eating. A towel may carry germs from one person who has been infected into the eyes of another who uses it and so produce blindness.

Love's Labor Lost.

"What on earth has become of my meerschaum pipe?" inquired an inveterate smoker.

"Well, my dear," his wife replied. "It was getting awfully discolored, so I gave it a coat of white enamel, and it is not quite dry yet!"

Didn't Want 'Em.

"That beauty expert is a fake." "Why?" "Wanted to give me some wrinkles on how to look young."—Baltimore American.

The blessedness or misery of old age is often but the extract of our past life.—De Maistre.

A Standard.

City Man—Are the Van Aldens rich? Suburbanite—So rich that they have no neighbors.—Judge.

Same Thing.

"Why don't you like the captain? Did he talk shop?" "No; ship."—Philadelphia Ledger.

The Right One.

"Jim's in the far business." "Then he ought to be able to raise the wind."—Exchange.

Alimony.

Alimony is the mortgage departed love leaves on a man's salary.—Detroit Free Press.

Her Privilege.

He—If you mean no you should say no. She—But you forget that I am a woman.—Cincinnati Enquirer.

Her Age.

Howard—How old can Miss Jones be? Victor—Old enough to call college men "college boys."—Judge.

Specifications Sought.

"She is a very smart woman." "High brow or low neck species?"—Philadelphia Ledger.

Unimpaired Appetite.

Maybe you have also noticed that beggars hardly ever complain of indigestion.—Galveston News.

Appropriate.

"I saw a dog faced man the other day." "Was his nose a pug?"—Baltimore American.

Literal.

"Speeding's great sport, isn't it?" "I tell you, it's just killing."—Baltimore American.

Accommodating.

He—If I was certain no one was looking I'd kiss you. She—I'll close my eyes.—Philadelphia Ledger.

A Counter Irritant.

Willie—Paw, what is a counter irritant? Paw—A woman shopper, my son.—Cincinnati Enquirer.

Hogfish and Cod.

The hogfish, swimming down the cod's throat, kills its host and eats its way out.

Already Going.

"How did you begin life?" "I didn't begin it. It was here when I arrived."—Exchange.

Well Posted.

Professor—Name the largest known diamond. Mr. A.—The ace.—California Pelican.

Gravity.

Gravity is a mystery of the body invented to conceal the defects of the mind.—La Rochefoucault.

Labor Day.

Oregon was the first state to declare Labor day a legal holiday. The law was passed in 1887.

Luminous Trees.

The witch tree is so luminous that on the darkest night it can be plainly seen a mile away.

"Rough on Rats" clears out Rats, Mice, etc. Don't Die in the House. 15c. and 25c. at Drug and Country Stores. mrl2-m6

Pay-Up Week

A little town in Wisconsin originated a bright idea, which seems to have taken root in a very large section of the state. When the town in question announced its purpose of observing a pay-up week, in which all debtors would make settlements, everybody smiled. But the thing was done, and several thousand unsettled bills were cleared in the process. Now the place has had its most prosperous year, and many other western towns and not a few big cities are considering a pay-up week. The philosophy of the plan is simply this: that by paying your bills the other fellow is enabled to pay his, and so on in a sort of endless chain, which finally comes around to you again with you out of debt, and no one owing you. Thus all are quits, commercial skies are clear, and everybody feels better. In the first experiment over \$40,000 in old accounts changed hands and the further liquidations promise to be a financial tidal wave. The idea of a pay up week is excellent, and it should be helped along. The wider it extends the more sound and stable will be the business of the country. A good many make it a rule to pay up all debts before the new year, but there are others who neglect this matter from year to year. How delighted the publisher of this paper would be if all subscribers in arrears would pay up this week or next.

Worms in children work havoc. These pests attack the tender lining of the intestines and, if left to pursue their ravages undisturbed, will ultimately perforate the wall, because these worms are of the hook variety that cling to and feed upon interior surfaces. Miller's Worm Powders will not only exterminate these worms, of whatever variety but will serve to repair the injury they have done. m

INSPECTED AND APPROVED THE PURE BRED HACKNEY STALLION GUELPH PERFORMER NO. 89.

Winner of Sweepstakes and Gold Medal, 2 of his get, Toronto, 1913. Will stand for mares during the season of 1915, health and weather permitting, as follows: MONDAY—Leave his own stable, lot 12, con. 5, Plympton, to Robt. Jardine's, lot 7, Eglinton Road, for noon; to Robt. Minelli's, London Road, for night. TUESDAY—To Fred Cassidy's, lot 10, 9, sideroad, Warwick, for noon; to S. Wilcox's, lot 16, con. 6, N.E.K., for night. WEDNESDAY—To the Hollowell House barns, Theford, for noon and for night. THURSDAY—To John Sercombe's, lot noon; to Roche House barns, Watford, for noon; to Friday—To Tom Sisson's, lot 5, con. 14, Brooke for noon; to Gordon Luckham's, lot 99, con. 10, Enniskillen, for night. SATURDAY—To Harding's livery, Petrolen, for noon; to Central Hotel barns, Wyoming, from 4 to 8; thence to his own stable. Description and Pedigree.

Guelph Performer, No. 89, foaled May 27th, 1899, bred by D. and O. Sorby, Guelph, is a beautiful black off hind fetlock white, stands 16 hands; is sound, has a pleasant, kind disposition combined with the ambition of a cavalry horse; strong muscles, and with the high action which is so much sought after at the present time.

Guelph Performer 89 was sired by Square Shot (imp) 27394; g. sire Great Shot 2nd 1499; g.g. sire, Great Shot 2nd g. g. sire, Great Gun, 325; g. g. g. sire, Great Gun 2nd; g. g. g. g. sire, Great Performer, 552; g. g. g. g. g. sire, Prick-willow 607; g. g. g. g. g. g. sire, Norfolk Phenomenon, 522; g. g. g. g. g. g. g. sire, Norfolk Cob, 475; g. g. g. g. g. g. g. g. sire, Piraway, 208.

Guelph Performer, when shown, won 1st at Toronto, 1st at London, 1st at Ottawa, 1912, also for best stallion 4 years old and upwards, sweepstakes and gold medal for stallion and 3 of his get any age at Toronto 1913, and 1st at Ottawa 1914. Sire of sweepstake filly, any age, at Ottawa in 1915.

Dam, Miss Baker 16 (437) imported from Jas. Case Cockshorp, Wells, Norfolk, England, May 1893, by Hon. M. Cochrane, Hillhurst Stock Farm, Compton, Que. Sire Ruby 1342, (Prizes—1893, 1st Toronto high stepper, 1894, 1st Toronto high stepper, 1st Toronto Hackney mare or gelding in harness, silver medal, Hackney mare any age 1st shetbrooke, single Carriage horse H. C. New York. In 1895, 1st Toronto, Hackney mare or gelding in harness, silver medal, Hackney mare any age.) 1896, 1st Toronto as high stepper, 1st at London as brood mare, also won silver medal, 1st at London as brood mare, also diploma, 1898, 1st Toronto, brood mare, also silver medal, 1st London, brood mare, also diploma, 1899, 1st Ottawa, brood mare, sweepstakes and gold medal.

Enrolment—Approved Certificate of Enrolment and inspection of the Pure Bred Hackney Stallion, Guelph Performer, registered in the Canadian Hackney Stud Book as No. 89, owned by D. A. Graham, of Wyoming, foaled in 1899, has been enrolled under the Ontario Stallion Act, inspected on the 14th day of April, 1914, and found to be free from the malformations and diseases named in the regulations under the said Act. The Ontario Stallion Enrolment Board, Peter White, Chairman; R. W. Wade, Secretary. Dated at Toronto, Ont., the 14th day of April, 1915. Good until December 31st, 1915.

TERMS—To insure a mare in foal, \$12.00, payable February 1st, 1916. Mares not returned regularly to the horse will be charged whether in foal or not. Parties disposing of tried mares before foaling time will be held liable whether mares are in foal or not. All accidents to mares at owner's own risk. Care taken to avoid accidents.

D. A. GRAHAM, Proprietor WANSTEAD