

# Shopkeepers, Read This!

## Lantic is in Yellow Packages--2 lbs. & 5 lbs.

Next time you open a barrel of sugar, count the bags, the 2's, the 4's, the 5's, the 7's, the 10's, the 14's, you use in weighing up the barrel of sugar. Figure the cost of the bags and twine and time spent in weighing. Don't forget to estimate the wear and tear on your scales.

Next time you're busy weighing up sugar keep your eye on the people who come into your shop to buy something, but finding you busy weighing up sugar, go out without buying anything. Charge up these losses on your barrel of sugar.

Taking your several parcels of sugar from 2 lbs. to 14 lbs. and reckoning that you put up 50 parcels of sugar out of a barrel, consider that you're taking 50 chances of making a mistake. 50 chances to waste a little sugar.

Consider also why it is that grocers in Canada and America use package sugar in preference to barrel sugar? If you carefully consider the above matters you will realize that 1 cent per pound is a fair estimate of your loss in retailing sugar out of a barrel.

If you sell package sugar (you can get Lantic in 2's, 5's, 10's and 20's) you have no weighing to do, each package contains full weight of sugar. Selling Lantic in packages saves you the cost of all wasted bags and twine. Saves you loss from short weight. Enables you to attend to all customers who come into your shop. You'll know Lantic Sugar by the red ball on the YELLOW package. Try a 100 lb. case of 2 lb. packages. Your customers will prefer Lantic.

**COLIN CAMPBELL, Limited,**  
Distributors of Lantic Sugar.

### Side Talks by Ruth Cameron

#### SOME OTHER KINDS OF STIMULANTS.

"It frightens me and yet I love it," a woman said to me one day in regard to a new sport in which she was making her first attempt. Queer, isn't it, how we do like to be scared? I think it is a common feeling to enjoy being scared just enough

and not too much. Isn't it one of the prime factors in all our joys, in all sports with a tang of danger in them such as sailing, tobogganing, diving, horseback riding, skiing, and so on?

#### Fear is a Nerve Stimulant.

We love the nerve stimulus of a bit of fear. Just how much danger we like, is dependent on our skill at the sport and our temperament. Some people pass very quickly over into the uncomfortable stage of fear. Some people, usually very young folks with no nerves and very little common sense, seem almost incapable of reaching that stage.

But one thing we ought not to lose sight of, and that is that this thrill of fear is a nerve stimulus, and as such to be used in moderate quantities because it has a reaction just like any stimulant.

If a man takes a glass of whiskey he knows he is taking a stimulant. If he gives himself some other form of nerve stimulation he does not realize that he is doing something stimulant, but he is.

Matrimonial Quarrels Are Nerve Stimulants.

We all crave stimulation and reach

out for it in one way or another. I have heard it claimed that matrimonial quarrels are often just the result of this blind reaching out for something to excite the nerves, and that people who have very monotonous lives really enjoy this form of excitation.

It is a novel and interesting thought. And a corollary is that people who live full lives with plenty of nerve strain don't need this form of excitation, and more than that, absolutely cannot afford it.

Driving a Machine is a Nerve Stimulant.

Driving a machine is often more of a nerve strain than those who do it realize, especially when they drive in so much traffic that they have to concentrate on the road every instant. There are some people, to be sure, who can accomplish this concentration without the tenseness that wears out the nerves. But there are others who have not learned the lesson of doing things in a relaxed matter-of-course way, and to them the driving is a strain to be taken in moderate quantities, or to be gone at in a different spirit.

Many a man or woman who spends his or her week-end holiday in driving from 100 to 300 miles, is running up a bill of nerve strain to be paid some time in the future.

We need some nerve stimulation. We do not need too much. Maybe you have reached that stage where you think you do need it because you are not happy without it. If you have, you are just about as badly off as the man who can't do without drink—you can't begin too soon to reduce the dose until you have gotten yourself back to normal.

Looking back, it seems to me All the griefs which had to be Left me, when the pain was over, Richer than I'd been before.

And by every hurt and blow Suffered in the Long-ago, I can face the world to-day In a bigger, kinder way.

Pleasure doesn't make the man. Life requires a sterner plan. He who never knows a care Never learns what he can bear. He who never sheds a tear Never lives through days of fear. Has no courage he can show When the winds of winter blow.

When the nights were dark and bleak, And in vain I'd strive to seek Reasons for my bitter grief, When I faltered in belief, Little did I think or know I should find it better so: But to-day I've come to see What those sorrows meant to me.

I am richer by the tears I have shed in earlier years; I am happier each morn' For the burdens I have borne; And for what awaits me yet, By the trials I have met I am stronger, for I know What it means to bear a blow.

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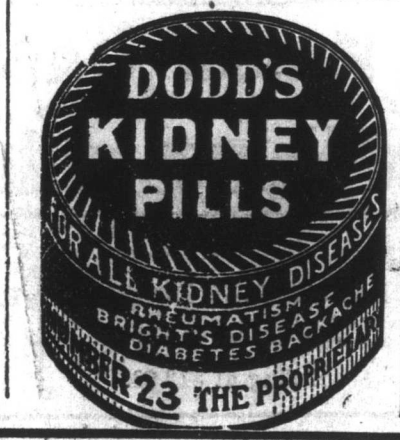
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#### With the Rod.

J. Keeffe landed a salmon and two grise from Harry's Brook on Saturday.

There are several parties fishing at Harry's Brook and on Saturday Dean O'Rourke secured a splendid fish weighing over twenty pounds at Green Camp Pool.

O. Brown of Humbermouth caught forty pounds of trout at Rabare's Brook one day last week.

Rev. H. Petley, his two sons and B.

D. Lilly, fishing at Little Rapids, caught four salmon on Thursday and Friday.

Good salmon fishing continues on Harry's Brook and on Saturday Dean O'Rourke secured a splendid fish weighing over twenty pounds at Green Camp Pool.

The only fishing that we have had any reports of late is that on Lower Humber, where there is a good run of salmon at present. The fish seem to be just in from sea and are in the pink of

condition, and the river is in good condition for fishing.

Dr. Fisher and M. A. Johns, manager of the Bank of Montreal, caught two salmon at Little Rapids on Saturday. The fish weighed 14 and 16 pounds respectively. They had only made a few casts when Doctor Fisher got a rise; the fish took the fly and the Doctor had some real sport landing him. About twenty minutes later Mr. Johns got a rise. The fish played well, but was successfully landed, and the party returned home same evening, having

been gone only a few hours.—Western Star.

#### Killed Bolshevik Officials

REVAL, ESTHONIA.—(Associated Press.)—The Moscow news paper, Economic Life, asserts that during the month of May more than 200 employees of the Bolshevik Food Department, making requisitions of food, etc., in the country, were killed by peasants or bandits.



## Smoke "Imperial"

It's well worth Smoking.

"Imperial" Quality.

Imperial Tobacco Co. (Newfoundland) Ltd.

#### MUTT AND JEFF

#### SOME AUTOING EXPERIENCES ARE BETTER LEFT UNSAID.

By Bud Cole



#### Young Men

Possibly, you have a school coming and a train for a week. The business world is extending its arms to you. Our wide experience cannot be surprised. Write At Once!

#### Empire Business

Sydney, N.S. H. H. P. H. H. H.