

GROCCERS--SHOPKEEPERS--READ THIS!

LANTIC SUGAR
 in Yellow Packages
 is Guaranteed Full
 Weight of Finest
 Pure Cane Granu-
 lated White Sugar

Grocers who check their costs carefully are unanimous in saying that retelling sugar out of a barrel costs them in bags, twine, waste and overhead expense close to, if not more than, 1 cent per pound. Have you ever figured it?

Figuring your profit on retelling sugar out of a barrel is guesswork when you attempt to reckon your actual profit. Your loss through waste of an ounce here and there is in itself considerable on a year's business. Think it over.

When you retail Lantic Sugar in 2 lb. and 5 lb. packages you don't have to guess at your profit. The difference between the price you pay and the price you sell at is actual profit. The profit may be only 1 cent, but it's real profit. You don't have to guess at it. You know it.

COLIN CAMPBELL, Limited
 Distributors Lantic Sugar

NIXEY'S BLUE!

Peanut Butter.
 Maple Butter.
 Glace Cherries.
 Mango Chutney.
 Bengal Chutney.

Salted Almonds.
 Bird's Eye Chillies.
 Corn on the Cob (tins).
 Shelled Walnuts.
 Mince Meat (tins).

G. Washington Coffee,
 MADE IN THE CUP AT THE TABLE.

Strawberries (tins).
 Raspberries (tins).
 Cherries, R. Anne (tins).
 Cherries, Black (tins).
 Honey (bottles).
 Queen Olives.
 Stuffed Olives.
 Knox Gelatine.
 Horae Radish.
 Spaghetti.

**HOOKE'S
 MALTED MILK**
 (British manufacture.)
BEVERAGES.

Grape Juice.
 Rose's Lime J. Cordial.
 Lemon Squash.
 Rose's Lime Juice.
 Schweppe's Soda Water.
 Schweppe's Lemonade.
 Schweppe's Ginger Ale.

BOWRING BROTHERS, Ltd.,
 GROCERY.

m.w.f.

Famous Attempt to Cross Atlantic Recalled.

New York. (Associated Press)—Flight of the ZR-2 recalls the various attempts made to cross the Atlantic, beginning with the voyage of Columbus in 1492 and culminating in the successful flight of the R-34 in July two years ago. The latter has been called the apex of man's four centuries of struggle to master the elements and mysteries of ocean and air.

Eleven years ago, in September 1910, the ocean greyhound, *Mauretania*, steamed from Southampton, England, to New York in four days ten hours and 41 minutes, a sea record that has never been broken. On June 14, 1919, Captain John Alcock and Whitten Brown, British aviators, started from St. John's, Newfoundland, in a Vickers-Vimy biplane and flew across the Atlantic, 1,900 miles on that route, landing at Clifden, Ireland, the next day after 16 hours and 12 minutes in the air. Alcock was killed in an air mishap the following December in France. The R-34's time was 108 hours and 12 minutes. Columbus was 79 days in reaching San Salvador from Palos, Spain.

For more than 300 years, dating from the time Columbus, ocean navigation made little progress. The same method of propulsion that drove the *Pinta*, *Nina* and *Santa Maria* across "the great and unknown deep," sail power, was in universal use until 1819 when the American steamship *Savannah*, propelled by steam, demonstrated a new mode of travel between Europe and America.

It was just 100 years after the sailing of the *Savannah*, that the three successful air flights over the wide expanse of the Atlantic were achieved, one in a hydroplane, another in a biplane and, finally, the third in a dirigible balloon. The hydroplane, known as the NC-4, one of four United States naval machines, in charge of Lieutenant Commander Albert C. Read, left Tripassey, Newfoundland, on May 16, 1919, and reached Horta in the Azores, in 15 hours and 18 minutes, having traversed the 1,200 miles at an average speed of 78.4 knots. Later it flew to Portugal.

Prior to the three successful flights alluded to, previous attempts had been made to negotiate "the big pond" through the air. The earliest of these was made by Walter Wellman, American journalist and explorer and Melvin Vaniman, on October 15, 1910, in a dirigible balloon called the "America." They started out from Atlantic City, N.J., with a crew of four men, including an Englishman, an Australian, and two Americans. Their objective was any point on the coast of England, Ireland or France to which the wind might carry them.

After being three days and nights in the air, sailing 1,010 miles and tossed about by adverse winds, the party was picked up by the steamship *Trent*, 375 miles east of Cape Hatteras, half way between New York and Bermuda. The dirigible was abandoned at sea.

Harry G. Hawker, a British aviator, and Lieutenant Commander Mackenzie Grieve of the British navy, in a heavier-than-air machine started from St. John's, Newfoundland, on May 18, 1919 on a non-stop flight to Ireland. The attempt was generally regarded as the most daring of them all up to that time. Hawker and Grieve, after many hours of peril in the air and struggling against stormy conditions, were rescued in mid-ocean by the Danish steamship *Mary* on May 19. Hawker was killed on July 12, 1921, when the gasoline tank on his machine exploded while he was making a landing at Hendon, England, flying field.

All these modern efforts to conquer the Atlantic aloft, as well as below, stand out in striking contrast to the

slow progress made in ocean navigation during the preceding 427 years. The era of sails had continued without particular improvement from the days of Columbus until 1819, when the *Savannah*, a vessel of 350 tons, with a length of 100 feet, crossed from Savannah, Ga., to Liverpool in 25 days. Her engines, however, were purely auxiliary; she was equipped with full sail power and when the wind was fair or the sea too rough for steaming, the paddle wheels were unrigged and hauled to the deck.

The first real transatlantic voyages by steam power were undertaken by the steamships *Sirius* and *Great Western*. The *Sirius* left England on April 4, 1838, and was followed, four days later, by the *Great Western*. They arrived in New York harbor within 24 hours of each other, the *Sirius* completing the trip in 18 days and the *Great Western* in fourteen.

The century that followed the voyage of the *Savannah*, however, produced ocean liners as broad as the little pioneer was long. The *Leviathan*, for instance, one of the largest of modern steamships, is 820 feet long, 100 feet broad and has a registered tonnage of 54,282.

The Portugal Cove Garden Party.

ON WEDNESDAY.

The friends and patrons of the R. C. Church at Portugal Cove, are reminded that the Annual Garden Party takes place there on Wednesday afternoon, the 7th Sept. All who visit the old historic spot, will see with pleasure that by means of their help within the past few years a beautiful new church has replaced the old church. Last year, an High Altar of rare design and workmanship was erected. There is yet much to be done, as new seats, and heating system are needed. We would therefore ask all friends to attend the Garden Party and thus help the Priest and good people of the Cove in their efforts.

Appearances Are Deceitful.

It is unfair to condemn the man who appears to be a fool. He may turn out to be a genius. Take Knut Hamable to find a publisher. He drifted sun. Even as a youngster, he was unfrom job to job. In Norway he tried to become a shoemaker and in the United States he was a farm hand, a worker in a logging camp, a coal heaver, a road mender, a school teacher, a surveyor's assistant, and in Chicago he was a street car conductor. He was such a poor conductor, however, that he was fired. It seemed to be impossible for him to remember the Nobel prize. The young fellow who knew him then thought he was little more than a fool.

To-day, however, his books are translated into half a dozen languages or more, and last year he was awarded the Noble prize. The young fellow who looks like a fool to you may turn out to be a genius.

It is also true that the young fellow who appears to be a genius may turn out to be a fool.

Never judge? It's an unsafe occupation.—Tom Dreier, in *Forbes Magazine* (N.Y.).

An Innocent Thief.

The celebration of the centenary of the birth of Flaubert, the great French writer, author of "Madame Bovary" and "Salambo," will take place on December 12th next.

Anstole Frances, the greatest living French writer, tells an amusing story of Flaubert.

A beautiful young actress set her heart upon winning the poetry prize on one occasion she forgot to compose from the *Academie Francaise*, and, year after year, she succeeded. But her poem until the day upon which it was due to be sent.

In despair she appealed to Flaubert to write two hundred lines on "Immortality" before midnight, and she locked him in her library to complete the task.

At 11.30 he had not written a line; then, bestirring himself, he took down Lamartine's "Harmonies" from a shelf and copied out the necessary number of verses.

Unaware of their authorship, the lines were submitted by the actress to the *Academie*, which awarded her the prize and printed Lamartine's verses over the signature of Louise Collet.

It was a capital joke against the "Immortals," but Flaubert never confessed his part in it until long afterwards.

Fresh Turkeys.
 Fresh Chicken.
 Fresh Ducks.

ELLIS & CO.

LIMITED,
 203 WATER STREET.

New Potatoes.
 New Cabbage.
 New Beetroot.
 New Celery.
 New Cauliflower.
 New Turnips.
 Spanish Onions.
 Cucumbers.
 Green Peppers.
 Ripe Tomatoes.

Honey in the Comb.

Ripe Bananas.
 Japan Plums.
 Blue Plums.
 California Lemons.
 California Oranges.
 Grape Fruit.
 Canteloupes.
 Dessert Apples.

"Callard & Bowers'"
 Butter Scotch.
 Rahah Lakuhm.
 French Nougats.

"Cadbury's"
 Milk Chocolate.
 Chocolate Biscuits.

French Narbonne Honey.
 Pate De Foie Gras.
 Hors D'Oeuvre in tins.
 Preserved Ginger.
 Cryst. Ginger in cubes.
 Blanched Almonds.
 Almond Paste.

Ellis & Co.

Ellis's Linctus Relieves Neuralgia



Here I Am Again

More alive than ever
 to the Optical Require-
 ments of the day.
 Sufferers from Eyesight
 Troubles see me To-day

Karl S. Trapnell, Opt.,

EYESIGHT SPECIALIST,
 307 WATER STREET
 (Up One Flight.)
 July 2, 1921

THE OPTICAL MAN.

Miss Jewel and her friends
 "Yes, I want
 something
 appropriate
 for their
 wedding
 anniversary"



If you are looking for something appropriate for their Wedding Anniversary the best thing to do is to pay a visit to this store and look over our assortment of Gems, Watches and Silverware. The fact that a gift is purchased here carries with it the evidence of worth and reliability.

R. H. TRAPNELL, Ltd.
 Jewellers and Opticians, 197 Water Street.

NEW RECTOR HERE.—Rev. E. Nicholls, the new rector of St. Michael's Church, arrived on Saturday's express and officiated at Sunday's services at his new church.

Eat MRS. STEWART'S Home Made Bread.—April 15, 1921

TRAIN CONNECTION.—Passengers leaving by Thursday morning's train, will connect with the Glencoe at Fiacenta for Western ports.

Ladies' Black and Brown Stockings are only Twenty-two cents a pair this week at BISHOP'S.

"K" Hunting Boots!



When it comes to Special Boots for special purposes, this store stands out prominently.

To-day we'll make brief mention of our Hunting Boots. Hunters will appreciate their correctness and goodness.

"K" Hunting Boots are made of the best English Calf. Full double soles to heel, bellows tongues, absolutely waterproof, 12 inches high, in Black and Tan leathers.

"K" Hunting Boots cost a little more than ordinary Hunting Boots, but double wear in each pair.

If you are interested in good Hunting Boots, sir, we'll be pleased to show you, at any time.
 Mail Orders Receive Prompt Attention.

F. SMALLWOOD,
 The Home of Good Shoes,
 218 & 220 Water Street.

"K" Agency for Newfoundland.

sep., eod, ff



Penman's Rebuilt Organ

EVERY INSTRUMENT
 GUARANTEED.

Our Catalogue gives the opinions of some of our best musicians and will convince you we can save you money. It is yours for the asking.

Musicians' Supply Co.
 DUCKWORTH STREET
 (Royal Stores Furniture).

eod, ff

G. P. TEA
 is real English Breakfast Tea
 of Exquisite Quality and Flavor.

JOHN P. HAND & CO.,
 Phone 761.
 2186 YOW Agents.

apr 14, eod, ff