

# 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

#### THE MAN WHO CAN'T PLAY.

"I've been so busy all my life making the money to support my family that I never had time to play. I never felt before that I could take much of any vacation, and now that I don't know what to do with it."

That is the substance of what a man said to me the other day. He is taking his first vacation in many years and he has been spending most of it sitting on the porch of his summer cottage, rocking, looking tired and longing for the time to go to the mail.

He does not fish, he does not hunt, he does not play golf or tennis, he does not care for motoring, nor as a means to get to places. He goes in swimming every day, but can only swim for a few minutes.

Of course there are plenty of men and women who have too many such interests instead of too few. That is the more common mistake. But there are enough of the other class to make it a danger which young persons should make up their minds to avoid.

Things One Wants More Time For. Take up some sports or some interest when you are young and pliable and enthusiastic. Encourage yourself to enjoy golf or tennis, or sailing, or billiards, or chess. Collect something, whether it be old china or autographs, or a fine library, or music records. Study something. Develop any small gift you have. In short, try to have several things that you wish you had more time for. Of course, this wish will cause you a kind of unhappiness, you will feel lost, you will feel as if the fortunate (?) few who have nothing to do but play, you will wish your vacations were longer and will come back to work with

regret for the pleasure you have left. But believe me, there is far less unhappiness in wishing one's vacations longer than in wishing them shorter.

The very fact that you do not have as much time as you want for your fishing or hunting or sailing makes the sport that more attractive. If you had plenty of time, you would cease to find it as fascinating.

Unstated Longing is the Spice of Life. It is hard to come back from a vacation wishing you might fish or hunt or sail for a few weeks longer, but it is far harder to come back without any such unstated longing to add a day to the anticipation of your next holiday.

It was the Stoics, wasn't it, who sought happiness by trying to stop wanting things? They may have gotten away from unhappiness that way but I'll bet they didn't find happiness. Nature abhors a vacuum or a balance. She wants us to want things and try to get them, and to keep on wanting and getting as long as we live.

#### Drum as Telegraph.

News is carried by drumbeat in Africa at a rate as fast as the telegraph, writes a correspondent. The natives of Central Africa have a wonderful system of signalling from village to village by drum-beat, he says. Generally the property of the chief, these official drums, which are many, forming a set of varying size, are as a rule of the species known as incision-drum. This is a long, narrow hollow cylinder, made from a tree trunk with the ends closed. By relay a message may travel a thousand miles in little more than the velocity of sound. The drum telephone depends upon an elaborate code of sounds. European travellers often order their dinner and night's lodging at the next village by a drum message. The villagers use it as we use a postal, telegraph and telephone service—and there are no charges. To a European the rhythm of a drum

expresses nothing beyond a repetition of the same note at different intervals of time, but to a native it expressed much more. To him the drum can and does speak, the sounds produced from it forming words and the whole measure or rhythm a sense. Thus, at a dance of "companies," in one measure they abuse the men of another company, then the rhythm changes and the gallant of their own company are extolled. All this, and much more, is conveyed by the beating of drums, and the native ear, trained to detect and interpret each beat, is never at fault.

Let us put a smile on your countenance. Try a bottle of Brick's Tasteless at Stafford's Drug Store. Price \$1.00; postage 20c. extra.—apr26.11



### Young Men and Young Women--

Possibly you have completed your school course and are now ready to train for a worth-while position in the business world. We own and operate a chain of business colleges extending from Sydney to Vancouver, our wide experience thus enables us to give a service that cannot be surpassed.

Write At Once For Prospectus

**Empire Business College**

Sydney, N.S.  
R. H. Flowering, Principal.



**Just Folks**  
THE "COUNT-TO" SCORE.  
The game was done and home we came, and he muttered low to me:  
"I had a four on number five, and it should have been a three;  
I took three puts on number six, a common fault, it's true,  
But I'd have made a five back there if I had taken two."

"I took a peek on number seven that cost an extra stroke. Had I been careful as I should, the sixty I'd have broke;  
On number eight I found the ditch, and there a five I made,  
Yet I've had four there every time the last few weeks I've played."

"Do you remember number twelve? I should have 'birdied' that. But just as I was set to putt my cadie dropped his hat;  
And here I am with ninety-four, but I know you will agree  
That, given any luck at all, I'd had an eighty-three."

"Yes, yes," I answered, "maybe so, but let me say to you, We'd all be great if all the time we did as we should do. And the game of golf and the game of life to the self-same rules are played. The records stand with the scores we had not the ones we should have made."

We have many testimonials from Wholesalers stating that **VICTORY BRAND CLOTHING** is the most saleable line they handle. **THE WHITE CLOTHING MFG. CO., LTD.**—inc27.11

A charming corn-colored shade is shown in caftans, which material is very popular just now for frocks. Very smart is the immense square sleeve, which is equally interesting on negligees and evening gowns.

## KAUSTINE

Equipment is universally recognized as the standard for waterless sewage disposal. Over fifty thousand systems are now in use, and are approved by leading authorities after the most severe tests and searching investigation. The principle is right, and the quality of material used throughout the entire KAUSTINE product is right, permitting us to stand firmly back of the equipment by a binding, long-term guarantee. Ask for literature.

## C. A. HUBLEY,

Call Phone Write  
406 Water St. 950. Box 909, St. John's.

## TENDERS

Will be received by the undersigned up to noon on the 24th day of August for the purchase of the freehold waterside premises on the South Side of the Harbour of St. John's, belonging to the Gorton Pew Fisheries Company. The waterfront measures two hundred and seventy-three feet. The wharf, buildings, etc., are in first class state of repair. The large three-storey building has elevator and fish press operated by electricity and the whole premises is lighted by electricity. Any further information may be obtained upon application to the undersigned.

The highest or any tender not necessarily accepted.

T. S. DEVINE,  
Manager St. John's Branch  
Gorton Pew Fisheries Co'y.

MUTT AND JEFF

MUTT FIGURES HE WAS DOUBLE-CROSSED.

By Bud Fisher

