SHOPKEEPERS! Read and Remember--

It is'nt the soap you buy which pays you a profit.

The soap you buy is sometimes hard to sell and causes you to lose money.

Profits are Made on the Soap You Sell

Selling SUNLIGHT SOAP is the easiest thing you have to do.

Your customers know SUNLIGHT SOAP to be best and purest.

SUNLIGHT SOAP *SELLS ITSELF*

and always satisfies your customers

The Case of Two Rich Men.

Recently John D. Rockefeller had a birthday. He was eighty-four on July eighth. The eighth fell on a Sunday, and no doubt many of the many thousands who motored that day stopped somewhere along the route, took aboard a cargo of gasoline or oil, one or both, and in paying for the same remarked: "There goes another quarter for John D." This is probably as far as the average mortal went toward congratulating Mr. Rockefeller upon his natal day.

Wherein lies the difference between two very rich men. John D. Rockefeller on the one hand and Henry Ford on the other? One popular enough to be thought of seriously as a presidential candidate; the other so unpopular that he probably could not be elected to the position of pound keeper in his old home town.

What has Henry Ford done for humanity? He established a great industry. He employs thousands of hands at good pay, and he has accumulated millions for himself.

What has John D. Rockefeller done? He established a great industry, employing thousands of hands at good pay, and he accumulated millions. But it is just here that the parallel ceases.

So far as known Henry Ford has kept his riches for himself. At least he has never given largely to any great philanthropic movement. Aside from aiding men to earn good wages Henry Ford has done nothing for humanity.

On the other hand John D. Rockefeller, through the Rockefeller Foundation, and by other means has expended millions upon millions to aid his fellow man in the most practical and enduring ways. It is said that he has spent half a billion dollars in this manner, more money than has ever been expended by one man in one lifetime in good works. He has advanced the cause of education by endowing colleges. He has given scholarships galore. It was his purse that aided in the fight to eradicate the hook worm and do away with yellow fever, and so on through a large field of endeavor.

By all the rules of the game John D. Rockefeller should be a popular citizen of the United States, and again by all the rules of the game Henry Ford should be most unpopular, but the reverse is the case. It may be alleged that Henry Ford has thousands of agents boosting for him, but the organization founded by Mr. Rockefeller is far larger and many times more powerful than the Ford contingent. So the case cannot rest here on secure ground.

As before stated when a man buys a gallon of gasoline for his car his mind wanders instinctively to the question as to how much of the sum paid is going to John D. Do the same thoughts occur to the many buyers of the Ford car? I doubt it. And still there is greater reason for while the Ford Company is a one man concern, the Standard Oil corporations are largely owned by the public, by the stock holders, big and small, with John D. Rockefeller a side show so to speak.

Admittedly the whole question of human likes and dislikes is a perplexing puzzle, an enigma in psychology, and the most interesting case extant is that of Rockefeller vs. Ford.

Laid to Rest.

All that was mortal of the young lad Griffiths who died from injuries received in a motor car accident on Tuesday last, was laid to rest at the Mount Carmel Cemetery yesterday. The funeral was attended by a large concourse of mourners, among whom were Mr. Jesse Whiteway and his sons. The stores of Messrs. John Anderson, where the boy's father is employed, and Jesse Whiteway's closed at noon to enable the employees to attend the obsequies.

Protect Your Delicate Hands

Wash With

Your Hands Will be Grateful

Object to Sunday Golf on Civic Links.

Toronto is trying to establish a civic golf course, but it is getting its bumps owing to opposition of the Lord's Day Alliance officials who object to Sunday golf. Why the Alliance through its secretary, the Rev. Mr. Rochester should object to Sunday golf, in view of the fact that it is played throughout the civilized world on Sunday is not clear. Golf is about the only game that can be legally played in Canada on Sunday, and the old English laws upon which our present Sad Sundayites rest their case are responsible for this oversight, as golf was not known in England back in the days when these laws were put on the statute books, and thus escaped the fate common to outdoor sports.

Prohibiting golf on a civic links on Sunday, while private clubs may play ad lib, is petty tyranny as well as nonsense. In the natural course of events a civic course is played over by those whose circumstances are such that they cannot afford to belong to one of the more expensive private clubs. It may therefore be taken for granted that the men and women who would benefit by the civic course are those who are employed at least five and one half days per week. Eliminate Sunday play and this gives them but one afternoon, Saturday, upon which any great number could participate.

In respect to the opposition of the Lord's Day Alliance it has no legal status when it comes to golf, and this should be clearly understood.

TRUCKS FOR HUMBER.—Some 50 railway trucks and fittings arrived by S.S. Rosalind for the Armstrong-Whitworth Co., and are now being landed at the Dock premises. The trucks will be put together before being sent over the line.

MINARD'S LINIMENT USED BY PHYSICIANS.

The Hoggish Mr. Dempsey.

The attempt of the little town of Shelby, Montana, to place itself permanently on the map via the pugilistic route was not what could be called a howling success. In fact it is very doubtful if the presence of Mr. Dempsey was worth a tenth of the money which the citizens of that town were obliged to extract from their own pockets in order to see Messrs. Dempsey and Gibbons perform. Dempsey, it will be remembered, was the gentleman who found it inconvenient to fight in the trenches for $1 per day, but who now demands something like $300,000 for performing a few minutes in the ring. Dempsey and his manager Kearns are trusting mortals. They showed it when they insisted upon being paid down to the last cent before staging their fight. Then followed a scene of sordid haggling. Dempsey finally agreeing to take a mortgage on the town or some such thing for the unpaid balance. Perhaps Shelby needed the advertising badly enough to justify the waste of money, but we doubt it. Mister Dempsey is headed for an eclipse, and the sooner it reaches him the better. He may be a good fighter, but he is a poor sport.

WHO FIRST FELT "LIKE A FIGHTING COCK"?

COCK-FIGHTING was born with the cocks.

But it is only 80 years ago that the first man felt "like a fighting cock!"

Now he has brothers, sisters, nephews, nieces, all over the world—all feeling "like a fighting cock!"

It happens this way: A person half sick with bad stomach, dull and heavy headache, takes Beecham's Pills just before going to bed. Immediately the Pills begin to harmonize the digestive and eliminative organs.

Consequently, this person has a good night's sleep and arises in the morning with clear brain, bright eye, keen appetite, and full of energy for work and play.

It is now just 80 years since Beecham's Pills first began correcting disordered stomachs and stirring sluggish livers and bowels to natural activity — and feeling "like a fighting cock" is associated as inseparably with Beecham's Pills, as the pills are with good health.

At All Druggists.

The Passing of the Twelve Hour Day.

At the recent conference between the officials of the United Mine Workers of America and the Pennsylvania anthracite coal operators many references have been made to the "twelve hour day." Many no doubt have been led to believe that miners do work twelve hours per day, when as a matter of fact the greater number work less than half of this period. The only men around the anthracite mines who work twelve hours per day are those in charge of pumps and fans and perhaps one or two other surface jobs that require supervision rather than manual labor. However, the operators have agreed to work out a plan whereby the twelve hour men, of whom there are three thousand distributed among some two hundred and fifty thousand other employees, shall have their hours cut to eight per day. This merely means that three shifts be employed every twenty-four hours in place of two as at present. If all grievances between master and man could be so easily adjusted as this one this would indeed be a happy world.

In the meantime if you burn anthracite coal get next winter's supply safely in your cellar. There is no telling what may happen in the Pennsylvania anthracite field between now and September first.

Anglo in New Offices.

The Anglo-American Telegraph Co. has now transferred its headquarters and office to McDougall building corner of Ayre & Sons Cove, in the premises formerly occupied by the Royal Bank of Canada. The operating room and general office are all on the one floor, and extensive alterations are still going on and will not be completed for a month.

A New Venture.

Mr. Robert Boyde, of Tizzard's Hr., was in town on Monday and informs us that he, with others including a Norwegian gentleman, intends erecting a fish meal and herring oil plant in this section of the district. A company has been formed and is already incorporated. This industry is to be welcomed viewing too the low price of herring and the uncertainty of export as in former days. Mr. Boyde says that 3½ gallons of oil can be extracted from herring and with the manufacture of fish meal and fertilizer from the herring a profit is derived sufficient to make the business a paying one. Mu[illegible] these factories are working su[illegible] fully in Scandanavian countri[illegible] the plant here, which will co[illegible] build and equip around $25,00[illegible] no doubt be a boon to catche[illegible] herring and employees as w[illegible] Twillingate Sun.

Five or seven passenger h[illegible] 'Phone 2016.
june21,tf

EXPRESS REACHES PORT[illegible] BASQUES.—The express which [illegible] railed near Howley on Tuesday [illegible] sumed the journey early yes[illegible] morning arriving at Port au [illegible] ques at 7 o'clock last night.

MILKMAID MILK

IS THE

BEST MILK MADE

MUTT AND JEFF— A SHOWER CHEATS MUTT OUT OF A GOLFING RECORD. —By Bud Fisher