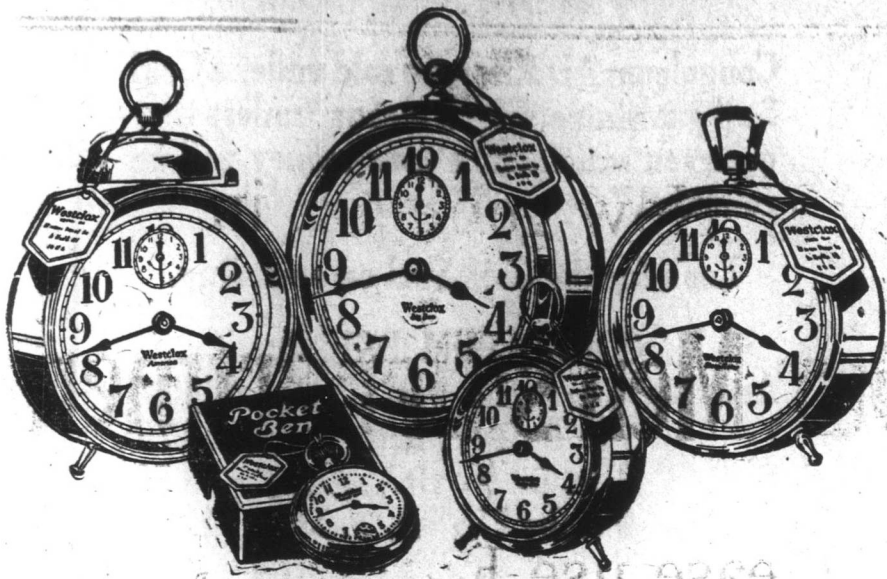


# Westclox



Honest time and a sure call

THE man who wants a clock that will tell honest time all day as well as awaken him in the morning usually looks for the name Westclox on the dial of the clock he buys. Westclox are famous for the good time they keep.—And that applies to the watches as well as the clocks. The alarm clocks all sound their calls punctually and loud enough to wake the soundest sleepers. Ask your clock dealer for Westclox.

WESTERN CLOCK COMPANY, LA SALLE, ILLINOIS, U. S. A.  
Makers of Westclox: Big Ben, Baby Ben, Sleep-Meter, America, Good Morning, Jack o' Lantern, Blue Bird, Black Bird, Glo-Ben, Pocket Ben.

## SIDE TALKS.

By Ruth Cameron.

### BUT WHAT'S THE COIN?

"It doesn't pay." Every once in a while you hear someone say those three words. "It doesn't pay to be considerate of the people who work for you. They'll do just what they want to do. They won't look out for you."

But for people who blow them up and make them stand and make more. "It doesn't pay to try to be a good and give the other fellow the side of the doubt and all that sort thing. If you want to succeed in life you've got to be ruthless and think of yourself all the time; the other fellow won't look out for you."

It doesn't pay to sacrifice yourself the time to do things for your children. They won't love you any better for it. But You Know. "It doesn't pay to try to do such carefully careful work. Who's going to know the difference whether you do the right word or not?" "It doesn't pay to care too much for time. They aren't going to care as much for you."

You know the sort of thing "they" always saying. And they are perfectly right. And at the same time perfectly wrong. You see it all depends upon what kind of coin you expect your pay in. Some of us want one thing and some other.

You Won't Get It. If you do everything with an idea of getting some tangible advantage out of it for yourself, it is doubtful if any of these things do pay. I agree that people who work for you will sometimes work harder if you make them afraid of you by being disagreeable to them than if you try to be considerate. I agree that you can sometimes win the game of tennis or of business by calling the ball in when it is out—if you can get by the umpire. I agree that children seldom repay by extra love the extra sacrifices that they receive from parents who are passionately eager to give them a better chance and a better time than they had themselves.

I agree with the infinitely careful painstaking work does not always bring a money return adequate for the extra effort. And I agree most fully that you do not always get back the love you give. And yet I do not agree that "it does not pay."

Only Know What You Want. For if you do these things because something in you demands that you do them I think you will get your pay in a different kind of coin. Your reward will be subjective rather than objective. Of course "they" will say that there is no reward at all. And they have a right to their feelings just as you have to yours. The important thing is that we should try to know what we want and what kind of coin we want to be paid in.

### Famous Recipes for Home Cooking

#### APPLE SAUCE PIE.

(Really delicious—quite different from "regulation" apple pie).  
1 cupful strained, thick, unsweetened apple sauce.  
1 cupful sugar.  
½ cupful cream.  
2 tablespoonfuls Crisco.  
2 eggs (well beaten).  
½ teaspoonful grated nutmeg rind and juice of small lemon.

Mix together sugar, apple sauce, cream, melted Crisco, nutmeg, rind and juice of lemon. Add eggs.

Pastry. Sift one and one-half cupfuls flour, one teaspoonful salt and cut in one-half cupful of Crisco with knife, adding cold water to hold. Roll and bake on inverted plate. Fill with mixture, return to hot oven until set. Cover with meringue or whipped cream.

#### McMurdo's Store News

MERITOR SHAVING BRUSHES. The infinite pains taken with this masterpiece of brush manufacture make it possible to send it out into the world under an unreserved guarantee of good service or instant replacement. It is sterilized and has a bill of health which is immaculate. Shapely and serviceable to the last degree. It is never caught shedding any of its beautiful hair. Meritor Shaving Brushes are made in three varieties of hair. Price \$1.20 up.

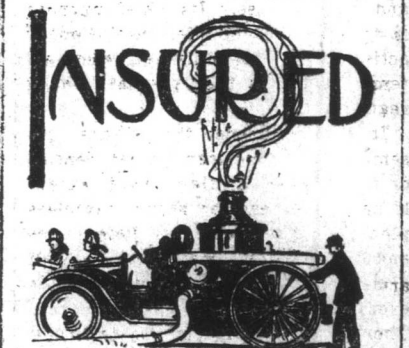
Kotex . . . . . 85c. a package.  
Pearline for easy washing. —July 17, 1924.

### Hymeneal

**BINDON—WHELAN.**  
On Monday, September 8th, a very pretty wedding was solemnized at the Church of the Sacred Heart, Placentia, when Miss Teresa Whelan, daughter of Mr. and Mrs. Thos. Whelan, Jersey Side, Placentia Bay, was united in the bonds of Holy Matrimony to Mr. Jas. Bindon, the well known business man of this city. Rev. Fr. A. T. Whelan, brother of the bride, performed the ceremony, which included a Nuptial Mass. The bride was given away by her father, whilst the bridesmaid was Miss Jessie Dunphy. Mr. M. J. Mulcahy, of the Imperial Life Assurance Company, supported the groom. A large number of friends of both parties were present at the Nuptial Mass, after which the happy couple, accompanied by their many friends, repaired to the home of the bride's parents, where the reception was held. Rev. Fr. O'Maherty of Placentia proposed the health of the bride and groom. He was supported by Mr. Mulcahy. Mr. Bindon replied. After the toasts of the bride's parents and the clergy were duly honored, the bride and groom, amidst the congratulations of their assembled friends, motored to Rourke's, Holyrood, where the honeymoon was spent. Monday they returned to St. John's, their future residence, 11 Livingstone Street. The bride and groom are well known in St. John's and Placentia and other parts of the country, and in consequence a large number of presents were received. Congratulations.  
COM.

**NORMAN—VARDY.**  
A quiet but very pretty wedding was solemnized at Gower Street Parsonage on Monday night, September 15th, by the Rev. Hammond Johnson, when Bessie, daughter of Mr. and Mrs. Robert Norman, Clarke's Beach, was united in matrimony to Mr. James Vardy, formerly of Hickman's Hr., Trinity Bay, but who now carries on an enterprising lumber business in this city. The bride was given away by Mr. E. J. Sansom, and looked charming in a suit of brown gaberdine, with hat to match, and carried a bouquet of sweet peas and maiden-hair fern. She was attended by her sister Miss Mary Norman, while the groom was supported by Mr. D. I. Chetwynd. After the ceremony the happy couple with a few friends motored to Donovan's where supper was held and the usual toasts honored. Games and music were then indulged in, and after a very enjoyable evening the party returned to town. The following morning the bride and groom motored from Donovan's to Clarke's Beach, where the honeymoon will be spent, after which they will return to the city where they will reside in future.  
The bride was the recipient of many costly and beautiful presents which testify to the high esteem in which she was held by her many friends.

From a white camellia at the hip of a wrapped black velvet dress falls a pleated panel of white crepe.



Modern fire fighting apparatus is necessary during a fire.

BUT one of our reliable Fire Insurance Policies is necessary before, during, and AFTER a fire. Safeguard your home and savings, call and talk it over.

TESSIER'S INSURANCE AGENCIES.  
Phone 244 P.O. Box 994.  
St. John's.

# SURPRISING VALUES!

## Ladies' Boots

Black and Brown, Louis and Spool Heels. All sizes. Black Gun Metal Blucher and Bal styles. Medium heels and round toes. Black and Brown. Medium heel and toe. 3 to 6.

1.65

1.98

2.25

## Ladies' Sweaters

An abundance for selection, some smart styles, and all worth very much more than these prices:

1.25, 1.65, 1.95, 2.25, 2.75, 3.25

## Boys' Sweater Coats

If you have a boy, don't fail to get your share of these bargains.

75c, 1.25, 1.50, 1.55, 1.65

## Men's Sweater Coats

These include Roll Collars, V Necks, Military Collars and Pull-overs. Plenty to choose from.

1.55, 1.65, 1.75, 2.50, 2.75, 3.30

## Boys' Sweaters

Cardinal, Button Shoulder

65c, 75c

**Ayre & Sons**  
LIMITED

### BUTT AND JEFF



—By Bud Fisher.

### Welcome! Welcome!

#### CATERING TO THE TOURIST TRADE.

Our store is wide open to the Tourist arriving in our City, and we will be pleased to give any information that a visitor to our City may require. We carry a full line of Picture Post Cards, Books of Views of Newfoundland; and our office is at his disposal where he can write letters and address Post Cards.

Our stock of British and American Tobacco, Cigars, Cigarettes and other Smokers goods, are of a very high grade.

A visit to our store will surely add to the pleasure of your trip.

CASH'S TOBACCO STORE,  
July 17, 1924.  
Water Street.

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