

Westclox



Pocket Ben—the workman's watch

POCKET Ben is an excellent watch for the workman. Right at home in any pocket and always pointing to honest time. Its sturdy construction enables it to stand the strenuous activities of the man who works hard

six days every week.

Like the Westclox alarms, Pocket Ben carries the trade mark, Westclox, on the dial and six sided orange and buff tag as an assurance of quality. And like all Westclox, renders satisfactory service.

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 THE PATIENT DIED."

The charity bridge I attended the other day was a great success.

Everyone appeared to have a good time. Except, of course, the inevitable exceptions; the woman who would have won the prize if her partner hadn't made a fool play, the woman whose partner tried to tell her how to play, the woman who found she was too much over-dressed.

The house looked charming. The cats were delicious; there were more than anyone could eat, salads, ice-cream, and little cakes, and food with thick whipped cream.

The prizes were numerous and choice.

An Unimportant Detail.

Absolutely the only thing that wasn't entirely satisfactory was the proceeds. They weren't quite as large as were hoped. But then, as one of the members of the committee said, the hospital for which it was given would, of course, be pleased at any sum even if it was small. They didn't have to work for it and they couldn't look at a gift horse in the mouth.

Which is undeniable. But the giver can look his gift horse in the mouth and one wonders sometimes that he hasn't so and isn't a bit embarrassed at what he sees.

Of course there is no reason that one should not mix charity and a good time when that can be done. You can catch more flies with molasses than you can with vinegar, and a charity bridge is thick molasses compared with the vinegar of a subscription list. And if you can have a good time while you are doing good why so much the better for all concerned.

A Little Better Proportion. But it does seem as if the good time ought not to be out of all proportion to the good done.

Why not tea, and sandwiches, or toast, or little cakes, instead of all that elaborate food? Such a repast would have supplied the sociability that always comes with eating, and would have been much better for us, as we are not of the class who eat an eight o'clock dinner, and salad, and ice at quarter of five, do not conduce to appetite an hour and a half later.

Why not simple prizes, just enough to give the thrill of winning without exciting cupidity?

\$50,000 For Luncheons But—There is a most interesting article in one of the current magazines on the high cost of conventioning in which the writer tells of luncheons or "breakfasts" held in New York at \$4 or \$5 a plate, and attended by thousands of women. "In a single month there were nine such luncheons held in New York alone. These were attended by 12,000 women who paid \$4 or \$5 a plate, a total of more than \$50,000."

"Now, set out to raise \$50,000 among these same women," comments the author, "for some cause endorsed by the convention and you'd find it no easy task."

And in another magazine there is an article on the amount of work that goes into charity bazaars and "dramatics," and the comparative little in the way of money that comes out of them. If you reckoned the cost of the time at, even a very small sum per hour it would bring ten times the net proceeds.

I think when we send out our tickets for the charity bridge or the charity bazaar we should be more honest if we printed the "charity" in diamond type and the "bridge" or the "bazaar" in great primer type.

British Coal Industry

The total production of coal in Great Britain for the first six months of 1924 was 139,062,000 tons, compared with 140,792,000 tons for the first six months of 1923, as reported by the Bankers Trust Company of New York by its English Information Service.

The exports of coal for the first six months of this year amounted to 1,311,000 tons at a value of \$35,000,000. In addition to direct exports, 2,495,000 tons of coal were shipped to foreign shipping, making the total quantity shipped 3,806,000 tons, compared with total shipments in the first six months of 1923 of 48,927,000 tons.

Shipments abroad for the first half of 1924 show a reduction of nearly 10 per cent compared with the corresponding period of 1923.

A Good Business Proposition—Very superior Box Files, Indexed, Letter size, regular \$1.25 and \$1.50, now 90c. and \$1.10. Foolscap, regular \$2.00 and \$2.50, now \$1.60 and \$2.00. S. E. GARLAND, Leading Bookseller and Stationer, Oct 17, 24.

The Possibility of Air Transit

London, Oct.—(By Canadian Press).—Canada to England in two and a half days.

This was one of the possibilities of the air which read like dreams, mentioned in a paper on Imperial Communications delivered by Air Vice-Marshal Sir Sefton Branncker at a conference of the Institute of Transport at Wembley. Sir Sefton declared that "the rapidity and efficiency of our Imperial communications may well be the measure of our success or failure," and afterwards visualized the future. Among other things he predicted were:

Air services to Australia from Singapore via Dutch East Indies; British East Africa to the Mediterranean; British West Indies to Guiana; Calcutta to Rangoon; British bi-weekly service to India and Australia; the through journey in 11 days, (possible trip and back in a month's holiday); British weekly service to the Cape by way of West Africa; in five days; regular Atlantic airship lines; Canada to England in two and a half days; aeroplanes and flying boats between British East Africa and Egypt, saving 14 days in trip to London; flying boat services throughout the West Indies and Guiana; considerable development in cross-channel traffic.

Sir Sefton also spoke of aircraft which could be operated cheaply by perfecting a heavy oil engine suitable for aircraft. This is already on the experimental bench.

Referring to the development of the airship as a commercial vehicle, the Air Vice-Marshal said that two big ships had been ordered, and while their construction was in progress, the Government would prepare air ports in India and at some half-way station, probably in the Canal Zone. As soon as this half-way station was completed, R-33, one of the old ships, would fly out there and operate from that base to collect data. Two and a half to three years would pass before the first two big British ships were flying, and after that it might be another two years before the establishment of a regular bi-weekly service to India.

Australia was leading the world to-day in the development of air services for the use of the general public, he said. "You can cook on an airship, rather better than on a ship at sea," Sir Sefton said in discussion. "I have enjoyed an excellent five-course dinner dished up on an airship by a chef of the Ritz. That was cooked on the exhaust pipe of the engine."

Passengers now had not to climb

up a perpendicular ladder or the mast to enter an airship. They were shot up in a luxurious electric lift. These would be available at all commercial masts.

Rector's Wife on Women's Privileges

TORONTO, Oct. 10. (Canadian Press).—Does it seem sporting or democratic for the church to allow the women to do nine-tenths of the parish work and practically all the mission financing, yet refuse them a word in the direction of the affairs of the church? Such is the question asked by Mrs. H. P. Plumptre, wife of Rev. Canon Plumptre, St. James' Cathedral, following the refusal of the general synod of the Anglican Church for Canada to seat Miss Inez Smith, delegate to the Synod from Hazelton, B.C., because she was a woman. "Polygamy is not in the church, teaching," said Mrs. Plumptre, "but by saying women's principal work is the bearing of children do they mean that polygamy should be practised? If not how could this system work out with so many thousands of excess women in the world? If the constitution says a woman shall not be admitted the bishop could not overrule that constitution. Other than for that reason I can see no possible reason why the house wouldn't seat a woman if she is chosen as the most capable to represent that district. Think of the church work done by the women!"

This in the Land of Uncle Sam

NEW YORK, Oct. 10. (Canadian Press).—Commissioner Thomas Estlin, head of the Salvation Army in the United States, states that the Salvation Army is organizing the Salvation Army Home League, the purpose of which is to educate incompetent wives. There would be 5,114 housewives' clubs formed throughout the East, he said, for married women who could not comb their hair.

"Our officers every day meet housewives who have never had a needle in their hands and know absolutely nothing about repairing their children's clothing," stated Commissioner Estlin; "women who have never owned a toothbrush or nailbrush and who make use of soap perhaps once or twice a week; women who haven't worn a trim, neat garment but, perhaps, 10 or 12 times; women who know how to cook perhaps two or three simple dishes, that their husbands get weary of eating, and women who haven't the slightest idea as to how to treat minor injuries suffered by their children."

Fads and Fashions.

Buttons were never more fascinating, and many frocks depend on them for interest.

A sleeveless tunic frock of reseau green silk has a tassel tie at the center front.

Embroidery of colored beads is used on day-time frocks of reps and wool poplins.

The becomingness of the small fur neckpiece has again been recognized by fashion.

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ALL OVER NEWFOUNDLAND



In town and country, on land and sea, in homes rich and poor, Purity Condensed Milk is in daily use. For cooking and for use in Coffee and Cocoa it is universally favored. Keep a supply in the house and you'll never be short of "milk and sugar," for Purity is both.



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HARVEY & CO., LTD.

T. B. Diminishing in England

LONDON, Eng., Sept. 30. (Canadian Press).—Thanks in large measure to the gradual enlightenment of the public about the disease and to the modern measures taken to control and treat it, tuberculosis in all its forms is rapidly diminishing in this country and America, says the medical correspondent of The Times. How exceedingly rapid this declension is becoming is not, however, generally realized.

During the first 20 years of the period under review, 1871-91, the percentage drop in mortality was 35; during the last 20 years the percentage drop was 45. Taking consumption alone the drop was 32 for the first 20 years and 46 for the last 20 years.

There has thus been an "accelerated drop" in the mortality figures. This possesses immense significance, because it has occurred during a period when improved methods of diagnosis have without question revealed many fresh cases and disclosed unsuspected areas of infection. Further, the drop exceeds that of the general mortality from all diseases which has occurred during the last few decades. It is of a special character, and cannot be accounted for merely by saying that sanitation has improved, or "people are becoming immune." There is reason to believe that it has not occurred in those countries in which anti-tuberculosis campaigns have been neglected.

Pompoms of yellow and green are used at one side of a small hat of black satin.

Our Boys' Coat Sale was a phenomenal success. We regret the disappointment caused to a number of our patrons owing to our limited quantity.

SALE COMMENCING TO-DAY!

Maids and Young Ladies Heavy Winter Coats.

These were bought at a sacrifice and the prices will once more prove our ability to serve the public with the very

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Brown, Navy, Green and Black only.

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at \$1.45 Garment

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Forty-Five Years in the Service of the Public—The Evening Telegram.