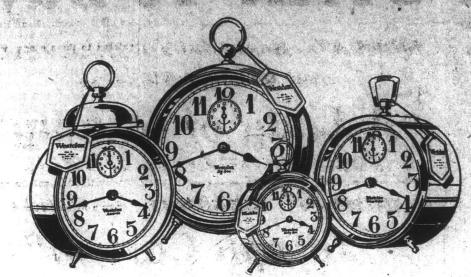
# Westclox



#### The right start

alarm clock on which you

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TF getting up in the morn- name Westclox on the dial Ling is the hardest job of you will be called on time. the day, then you need an Once your Westclox has awakened you, the responsican depend for your morn- bility is yours. Your Westclox has performed its du-There is one thing sure. ty.—It has given you the

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BONELESS BEEF

Harvey & Co., Ltd.

The House With the Golden Windows

windows no longer shone but to bask in the sunshine. The same at- time Merchant.

ces at hand. He did so and was unr- ture in all its. grandeur, and Can- manufactured goods, but a great deal rised and disappointed to fad that adians trak to California and Florida still remains to be done.—The Mari- MINARD'S LINIMENT FOR HEAP.

were just like those at home. Asked titude of mind is seen in other direcwhat it was he sought, he replied: tions. There are Canadians who see

"The house with the olden win- in the word "Imported" far more than dows!" in the phrase "Made in Canada." It is "That is over yonder," he was told, a trait of human nature—this travel-There is a story told of a boy who and was directed to look toward his ling across the valley for what can ved on the slope of a valley across own dwelling. He looked and saw that often be obtained as well at homerhich he saw every morning and the windows were ablaze in the set- out of which shrewd merchandisers

wening as the sun rose and set, a ting sun.

have often made capital. Advertising mand for such services, Hospitals recouse whose windows blazed as with The parable illustrates a tendency campaigns have done a great deal to quire heatthy men for the purpose, urnished gold. He determined to often met. Citizens of the United enlighten the public regarding the Advertising has brought plenty of aprome the valley and view the house States crowd into Canada to see na- extent and excellence of Canadan plicants usually.

#### Racing the Sun From Sea to Sea

licer's flying time, from New York to San Francisco, 2,680 miles, was 18 ours and 26 minutes. "His daylight op' across the United States proves racticable what had been previously but the dream and specuation of the enthusiast," observes the Philadel-phia Bulletin. What Lieutenant Maughan did virtually between sunrise and sunset (for he left at 2:59:30, rived at 9:47:15, P.M. Pacific Time), reminds The Nation (New York) "that Lewis and Clark, who first crossed the continent, were two years and four months in reaching the Pacific." Maughan actually arrived eighteen ninutes ahead of his schedule. This officer, despite his seven years'

cording to the figures of the New York Times. This makes his feat all the more remarkable, in the opinion of the Seattle Times: "to drive an airplane at terrific speed for almost wenty hours, with only the briefest respites at fueling stations, shows un usual stamina and determination." In fact, points out the Portland Ore gonian, "Maughan's flight was a mo mentous feat from any one of several view-points. There was his speed and the fact that his engine worked perfectly-an augury of the day when aviation will be standardized as are other forms of transportation." "A great motor and a great spirit were the two essentials," agrees the Philadelphia Public Ledger. As the New York Times points out:

"Engines and fuselages and wings an be standardized, but the man who lrives a plane at high speed from the and a half hours, and who knows exactly what he is about every minute and mile of the way, is a rarely com plex and efficient organization. Natare produces few such men.

"There had never been a moment in the 2,680 miles of flying when the tension of his nervous forces could be relaxed. All through those long hours, as forests and plains and rivers and cities sped by on the earth beneath him, and as he rose high over mountain-chains where disaster would threaten if the motor went wrong, its leafening roar was unceasing.

"It was a great achievement, and there is heroic stuff in Maughan. General Patrick, his chief, was right when he said in his telegram of jubilation: 'You have brought prestige to yourself, the Army Air Service and to America.'"

Another message which Lieutenant Maughan's two children will read with pride when they grow up, fol-

"I am glad to extend to you my cordial congratulations. Your flight is an achievement of which every American is proud, and marks a real ad yance in practical aviation. CALVIN COOLIDGE.

The dawn-to-dusk flight was not merely a spectacular "stunt," we are told. It was made to demonstrate what can be done by the Army and Navy in a day should it ever become necessary to concentrate an aerial force at any given point in the United States. Therefore, believes the San Francisco Bulletin, 'Lieutenant Manghan's achievement becomes a factor in the world problem of agreeing upon armament limitation; it maerially changes the significance of the Pive-Power Naval Treaty. A ratio for he air becomes as important as one

The airpiane that Maughan flew. we are informed by the Boston Transcript, is a post-war product. It is a Curtiss pursuit machine, equipped with a 375-horse power engine and a luralumin propeller, which is said to e much more efficient than the laminated wood sort. But the personal element is constantly strest in editorlals from all parts of the country. "It s the Maughan spirit that will make he use of airplanes as common as the present use of motor cars," confidently predicts the Los Angeles while the San Francisco Chronicle hopes Lieutenant Maughan's feat "will prompt the American nation to turn more attention toward the development of aviation, to the nd that our aerial equipment will rival the world's.—Literary Digest.

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