

The London Advertiser

Founded 1863.
London Advertiser Company, Limited,
Publisher and Proprietor, London, Ont.
JOSEPH E. ATKINSON, President.
H. B. MUIR, Managing Director.
C. A. M. VINING, Managing Editor.
Subscription rates: Delivered 15 cents weekly; 60 cents monthly. By mail: In Canada, \$5.00 yearly; in the United States, \$6.00 yearly.
Special Representatives:
J. B. RATHBONE, Toronto, 55 King Street East.
Montreal, 1013 Transportation Building.
C. H. EDDY COMPANY, New York, Park Lexington Building.
Chicago, Wrigley Building.
Boston, Old South Building.
The Advertiser is a Member of the Audit Bureau of Circulations.

SATURDAY, AUGUST 16, 1924.

Sir Adam Beck.

Sir Adam Beck, in his visit to England, was recognized as a man who has done a big work; his return home yesterday provides opportunity for his fellow Londoners to join in expressing that recognition.

The Advertiser disagrees with Sir Adam Beck politically, and cannot always endorse his activities in other directions, but for the creative genius of Ontario's hydro power development there can be nothing but unqualified admiration and respect. Sir Adam has possessed the rare gift of a sweeping imagination, combined with the energy and determination required to make realities of his visions. He has done a great work for Ontario and for Canada; it is to be hoped he may be able to do a still greater work in the years ahead—and London may have genuine pride in the fact that he is one of her citizens.

During his visit to England, Sir Adam was consulted by various government officials regarding plans for the development and coordination of England's hydro power resources, and his experience will mean an undoubted contribution to future improvements.

There have been definite reports that Ramsay MacDonald wished him to remain in England as director of British hydro development. These reports Sir Adam denied in an interview with The Advertiser yesterday, and there will be general pleasure at his evident decision to remain in Canada with the work which he began.

Canada's future contains enormous possibilities in hydro power development, and Canada will need the ability of the man whom the world recognizes as leader in that endeavor.

Commercial Value of Education.

Few subjects are more frequently discussed among thinking people than the value of education. A great many men and women are willing to concede that an elementary education is indispensable, a secondary education desirable, while a higher education is serviceable only for those who are entering professional life. Apparently, the number is increasing who are willing to admit that a higher education enriches the life of the individual, widens his intellectual horizon and gives him a better knowledge of the world in which he lives, but many of these refuse to concede that a higher education has any commercial value.

For some time the staff of Boston University College of Business Administration have been working on the problem of the money value of higher education. Some of the conclusions are interesting and may be summarized as follows:

"The untrained man.—He goes to work as a boy of 14; reaches maximum income at 30, on the average less than \$1,200 a year. Since his income is largely dependent on physical strength and manual dexterity, it falls off at 50, or earlier, to a point below the level of self support.

"More than 60 out of every 100 untrained workers are dependent upon others for support at the age of 60.

"Total earnings from 14 to 60 about \$45,000. Not more than \$2,000 is earned in the four years that would have given him a high school education.

"The high school graduate.—He goes to work at 18, passes the maximum of the untrained man within seven years; rises steadily to his own maximum of approximately \$2,200 at 40, and continues at that level for the remainder of his active life.

"Total earnings from 18 to 60, about \$78,000. The \$33,000 more than that earned by the untrained man represents the cash value of a four-year high school course—but note below that return may be expected from four years of higher education.

"The college or technical school graduate.—His permanent earnings begin at 22, although considerable amount may be earned during the college course. By the time he is 28 his income equals that of the high school graduate at 40, and it continues steadily to rise, practically without a break.

"Since his income is dependent upon his mental ability and training, constantly improved by practice, it increases instead of diminishes with the years. The average of \$6,000 at 60 is often surpassed.

"Total earnings from 22 to 60 (not including anything earned during the college period), \$150,000. The \$72,000 more than that earned by the high school graduate represents the cash value of college or technical training."

Judge Warner Is Right.

Rev. Quintin Warner, in a letter to the chairman of the city council's juvenile court committee, states that he can not continue as judge of the court without salary, and requests that his resignation be accepted as soon as a successor is available.

Judge Warner's position is absolutely sound, and his letter is so fair that little room for argument remains. The voluntary basis on which he accepted office was definitely understood to hold only for an experimental period of six months; since the end of that period he has repeatedly given the council frank warning that his church can not longer be expected to pay the costs of the court through the assistant minister, whom it has been necessary to obtain; and the juvenile court committee, recognizing these circumstances, has definitely recommended to the council that a salary of \$1,200 be passed. This salary would not go to Judge Warner; it would merely reimburse Cronyn

Memorial Church for the expense of Judge Warner's assistant in his ministerial duties.

Judge Warner and the members of his church have displayed an admirable patience and generosity during the past few months, and it is to be regretted that the council reciprocates only with obstinacy. Sooner or later a salary will have to be paid if a judge of proper calibre is to be retained and if the dignity and efficiency of the juvenile court is to be maintained.

No question can be raised as to the necessity of such a court, nor the excellent work which it has performed. Its merits have been so amply demonstrated during the past year that London is not likely to try to do without it again. In the meantime, the city is losing a judge whose qualities of fairness and energy will be most difficult to replace and, what is even worse, its council is open to a charge of unfair dealing.

Coolidge Stands Pat.

President Coolidge's acceptance speech as the presidential candidate of the Republican party will only serve to enhance his reputation as a standpat. The platform on which he hopes to be re-elected is neither original nor constructive. Instead of offering the American public a definitely progressive program, the president has resorted to stereotyped generalities, which can satisfy only the most biased of his own party.

Two of his proposals, that of further armament limitation and the establishment of a permanent court of international justice, savor of an attempt to pacify those Republicans who would like to see the United States join the League of Nations. By contrast, the Democratic nominee's clear-cut endorsement of the league is both specific and courageous.

The president promises, if re-elected, to maintain a "common sense" government. This ambiguous phrase is a favorite Republican election slogan. President Coolidge has not attempted to define what his particular brand of common sense involves. He lays down no rules and offers no explanations. He is, apparently, content to rest his case on a repetition of ancient Republican doctrine and let it go at that.

Despite the rubber-stamped platform of Coolidge, however, the betting is that he will be returned to the white House. Senator Lafolette will doubtless prove a stumbling block in the road to Democratic victory. The Republicans are well organized, and recent political scandals in Washington do not seem to have disturbed the tranquility of the party. Davis' chances, on the contrary, depend on what success he personally achieves in keeping his forces intact from the assaults of Lafolette progressivism.

There is much to choose between the two old party candidates. While not a radical in any sense of the word, John W. Davis appears to embody some of the fighting spirit of a Roosevelt with the practical idealism of a Wilson. If he wins, it will be a triumph of personality over organization. Davis seems to have united the Democrats. On the other hand, Coolidge, though glorified by Republican newspapers as a man of rare executive ability, lacks the qualities that make leadership.

Orators Behind the Scenes.

Ambitious young men who take courses in rhetoric and public speaking by correspondence are always urged to study the speeches of great masters, such as Patrick Henry and the younger Pitt. These gentlemen, the correspondence schools tell their students, were supreme tongue wagers in their day, and their style should be followed as closely as possible.

Having this in mind, it comes as a shock, therefore, to encounter the definite claim that Patrick Henry was probably the poorest speaker that was ever boomed off a platform, and that the younger Pitt's eloquence was nothing to boast of. It took an American called O'Malley to find this out. Writing in an American magazine, he callously blasts the reputation of Messrs. Pitt and Henry to bits. What is more, he appears to prove his case.

Those who were really responsible for much of the powerful eloquence of past times were persons commonly known as reporters. O'Malley submits evidence which shows that Patrick Henry, a lazy solicitor, who was ruined by strong drink, was fortuitously selected to give an address at the time when indignation in the American colonies against England was at fever heat. The speech was so poor that the reporter sent to cover it fell asleep. Before dropping off, however, he jotted down a few words which Henry used. Some of these were "plains of Boston," "chains and slavery" and "liberty and death."

Henry stuttered and stammered and made an exhibition of himself. When the reporter returned to his newspaper, however, he had to write something, so he made up a speech by linking up a few of Henry's catch words into presentable English. The famous address ascribed to Henry, O'Malley claims, is really the composition of a reporter named Potts.

The younger Pitt's reputation for silver-tongued oratory was attained in a somewhat similar way. During Pitt's term of office, old Dr. Johnson was parliamentary correspondent for a London newspaper. The doctor used to take fragmentary notes, and would compose the speeches from these when he arrived at his office. Pitt was, apparently, a very indifferent speaker, but because Johnson wished to gain his goodwill he would take particular pains to report the statesman's addresses in beautiful and masterly language.

Note and Comment.

This fellow Deadlock seems to be quite prominent at the London conference.

An enterprising American has invented a vacuum cleaner to attach to automobiles. What is really needed is an ambulance for a trailer.

A Russian delegate to the scientists' convention aroused sympathy because he could afford only one meal a day. What about the woman who diets on a baked apple and a little orange juice?

Rarebits By Rex

TRANSFORMATION.

Mrs. Van Carrington William J. Grind. Imagined that travel would broaden her mind. So Mr. Van got her a cabin refitted. And gave her a check.

Mr. Van Carrington wondered with glee. What the effect of such travel would be. Waited with joy her return just to see its broadening effect.

Mrs. Van Carrington, once slim and straight. To European cooking succumbed (such is fate). Everything eatable Mrs. Van ate. In cabin and deck.

She found English food without blemish or flaw. And when she returned from her travels, great awe. Was noticed in Mr. Van's eyes when he saw its broadening effect.

OUR FAMILY TREE.

My name is Jones. My family tree is the most admired tree in the neighborhood. Everybody envies it. It is an oak, while most of the neighbor's trees are little more than stumps.

I got the tree in Europe last fall. My wife had always yearned for a real, authentic genealogical chart, or tree. She said she had a hunch that her ancestors were kings and queens, or possibly axes, and she wanted to make sure. A friend of mine told me where the best trees could be bought.

"Go to 5 Lime street, London, E. C., he said, 'and they will fit you up with any kind of a tree, from yam-yam to spruce.'"

I took his advice and visited Lime street. The man there looked up Domesday Book and found my ancestry.

"Here they are," he said. "The first one was a person called Snigger, who was hanged for making faces at King Rufus in 1101. His only son was a chimney-sweep called Dirty Dick."

"Why dirty Dick?" I inquired.

"Because he was dirty. Dirty Dick's son was called Filthy Frank. He was the king's garbage man. Filthy Frank's son was elevated to the position of Lord High Carrier of the king's ash pail under Henry VI."

I wanted.

"After that your family was kicked out of England and went to Australia. There your first ancestor was known as Aleck the Ape because, for a time, scientists thought he was the missing link between man and ape. He had a daughter called Jenny Wren. She was a murderer, and was notorious for her peculiar style of murdering. She used to knock her victims down and then read Edgar Guest poems to them till they died of boredom."

"Jenny had a daughter named Pearl, who was rather respectable, Pearl was finally guillotined for putting soup in her husband's arsenic. She had a son who became an international thief. His name was Guttersnipe. He murdered six men and—"

"Never mind," I yowled. "Don't go on. Just make out a tree and send it to me."

By return mail he shipped me an elaborate chart, which showed that my original progenitor was the Count of Snigger who came over with Bill the Conqueror. After that came several other names, such as Duke Richard of Garbage; Frank, Earl of Ash; Princess Jenny of Wrenhouse; the Grand Duchess Pearl of Arsenic; Baron Guttersnipe, etc. Besides this, he provided me with beautiful family crest with a famous Latin slogan underneath which meant "I am the sap of my family tree."

We pasted the chart on the dining-room wall in my home. Now, whenever the neighbors come around I show them the tree. Everybody in town knows how aristocratic I am and local societies are always inviting me to speak on such topics as "Kings I Have Known" and "Why Blue Blood Is Better Than Pink." Next year I expect to run for parliament. Just yesterday a reporter interviewed me and asked what advice I would give young men who want to succeed. I replied: "Go to Lime street and get a tree."

Dr. Frank Crane

THE ONE EXCEPTION.

It is a curious thing, and one of the arguments for immortality, that while everything else that lives has its period of decay there is no such period for the human mind and soul.

To the end of life the mind continues to expand and to learn, unless there be some interfering disease.

Everything else that lives has its period of growth, maturity and decay.

The insect of the summer air lives out its whole process during its brief day.

The elephant and the turtle may live for centuries but they have their cycles just the same and eventually pass away.

No matter how strong and virile a tree may be, in the end it will rot.

Mountains are affected by the detrition of time. Even continents rise and fall.

The fabulous continent of Atlantis is supposed to have disappeared into the waters of the Atlantic Ocean, and scientists are none too sure of the stability of the Hawaiian group in the Pacific.

All that lives must pass and all things have their periods of life.

To this general rule there seems to be one exception. It is the soul of man. Whether death affects it or not, we cannot say. It is the stubborn belief of humanity that it continues after death. But it is only a belief, which is not knowledge. Every attempt to substantiate it with accurate information has failed, but the belief remains.

Man continues to be the one exception in the universe. There is something radically different between intelligent life and mere consciousness.

As far as we have been able to ascertain, no other form of animal life has intelligence in its full sense of the word except mankind.

This intelligence not only gives him dominion over all living things, but gives him that highest element which he has, the hope of immortality.

So strongly is this hope entrenched in the human race that its greatest teacher took it for granted. He did not attempt to prove it, but merely said: "If it were not so I would have told you."

More than upon any one thing is this belief in immortality based upon the fact that there is no decay of the human spirit, but that the mind continues vigorous even until its last days.

The reason more Americans visit Scotland now is probably due to the fact that after a winter of saxophones a summer of bagpipes is positively enjoyable.—New York Herald-Tribune.

Knee skirts and deep décolleté will be fashionable next winter, reports Paris. French fashion dictators, like French statesmen, are playing both ends against the middle.—Chicago News.

PARIS READY-TO-WEAR SHOP HAS NEW PLAN

Methods To Be Used Never Before Adopted by London Business Concern.

The Paris Ready-to-Wear Shop is the newest in London. Located in the Royal Bank Building, Richmond street, it is conveniently situated in the shopping district. The manager informed an Advertiser representative that it is the intention to conduct the shop on methods new to London. It is not a cheap shop. Rather it is a shop where women will receive the highest value for their money. The new shop promises to introduce to London women styles and smartness in gowns and cloaks such as never before were seen here at the prices asked.

No stock entering the store will be duplicated. Every dress and coat in the establishment is different. When any or all of these are sold they will be replaced by absolutely new and different garments. Buyers, The Advertiser was told, are located in Paris, New York and Montreal. Whenever there is something new, something good, something stylish, it is bought, and will be in the London store in the course of a short time.

The stock will not be large at any time. On the other hand, replacements will be made every fifteen days. That means that there will be practically always something new in the shop.

The Paris Ready-to-Wear Shop management has great confidence in the business future of the world. Within six months conditions will be back to pre-1914 days. But in the meantime 100 per cent efficiency is needed. There is no possibility of seeing the "order-taking" days of 1917-18-19. To-day garments must be sold on their merit, on their value.

Ladies of London and district are cordially invited to inspect the stock of the Paris Ready-to-Wear Shop at any time.

GLENCOE MAN FINED \$250 FOR BREACH OF O. T. A.

Special to The Advertiser.

Petrolia, Aug. 15.—C. Hyatt and J. McKay of Glencoe appeared before Magistrate Woodrow here and pleaded guilty to the charge of having liquor in a public place contrary to the O. T. A. Both men were arrested last Friday night when Chief of Police Ferguson found five cases of ale and a quantity of liquor in their car. Hyatt, the driver of the car, was fined \$250 and costs of \$18.30, but McKay was let off.

ACCIDENT VICTIM IMPROVES.

Special to The Advertiser.

Delaware, Aug. 15.—Miss Vera Exley, who had her foot nearly severed two weeks ago when she was caught in the mowing machine on their farm, is doing well. The doctors now expect that the limb will be made it so that Miss Exley will not be inconvenienced in any way.

Advertiser Classified Want Ads are co-operative, appealing to both the employer and employee. Home workers find them a simple, effective means of securing steady employment.

CANADIAN PACIFIC—THE HARVESTERS' SHORTEST ROUTE TO THE WEST.

Due to the fact that the Canadian Pacific is the shortest route to the West, the greater majority of harvesters last year travelled via Canadian Pacific. The company will maintain the usual high standard of colonist car equipment this year with cars for the exclusive use of ladies, children, and their escorts, while lunch counter cars in which hot meals, refreshments, etc., may be obtained at most reasonable rates will also be attached to all trains.

Because the Canadian Pacific is the shortest route to Western Canada and due to the efforts of the company to have the harvesters spread over as much territory as possible in a minimum space of time, it is expected from the numerous inquiries received, that a number of extra trains will be necessary this year to transport the harvesters to the west. Canadian Pacific agents throughout Ontario have been fully instructed in the various matters pertaining to harvesters and will gladly furnish full information regarding the departure of trains.

On Aug. 22, at 12:01 a.m. (midnight, Aug. 21), the first special train will leave Toronto followed by one at 10:00 a.m., and others as required.

It is confidently expected that harvesters will again travel Canadian Pacific the majority of harvesters from Ontario last year having done so, as the harvesters are thus able to be among the first from Ontario in the harvest fields.—Advt.

A 12, 13, 15, 16, 19, 20

CANADIAN PACIFIC SAILINGS

FROM MONTREAL AND QUEBEC

To Belfast—Glasgow.
Aug. 28, Sept. 25 Marloch
Sept. 11 Montclair
Sept. 18 Metagama

To Cherbourg—Southampton—Antwerp.
Sept. 2, Oct. 17 Mindeosa
Sept. 3, Oct. 1 Melita
Sept. 10 Marburn

To Liverpool.
Aug. 22, Sept. 19 Montoya
Aug. 29, Sept. 26 Montclair
Sept. 5, Oct. 3 Montrose
Sept. 12, Oct. 10 Montclair

To Cherbourg—Southampton—Hamburg.
Aug. 27, Sept. 24 Empress of Scotland
Sept. 10, Oct. 7 Empress of France

From Quebec

CRUISES—1925

ROUND THE WORLD
Empress of France Jan. 14
TO THE MEDITERRANEAN
Empress of Scotland Feb. 9
WEST INDIES
Montreal Jan. 20 and Feb. 21

Apply to Local Agents
J. E. PARKER
Gen. Asst. Pass. Dept.
1 King St. East, Toronto

There is Just One Car in Canada that gives you

23 Big Car Features

for Only \$180 more

than the price of the cheapest car built with demountable rims and starter.

Overland is Canada's lowest priced touring car with sliding gear transmission. Its 23 Big-Car quality features make it easily the most automobile in the world for the money.

See for yourself Overland's 23 Big-Car advantages and ask about the easy buying terms.



J. W. McLAUGHLIN

Dundas and Waterloo Streets, London.

"Ask the Man With the White Hat."

Portland Cement

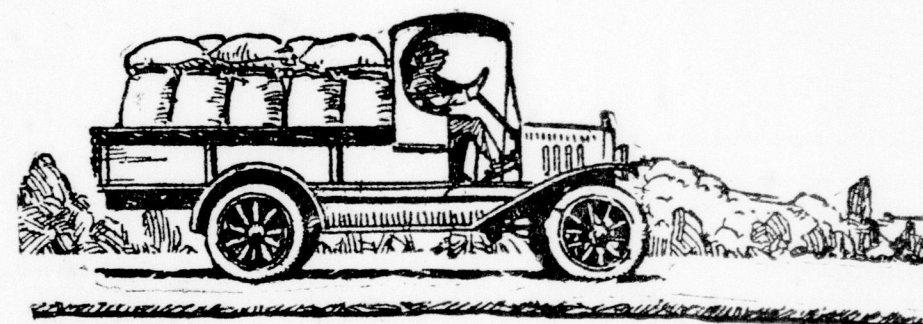
Is Cheaper Than It Has Been In Years

YOUR OPPORTUNITY! — GRASP IT! —

Right now is the time to put in your foundations, lay that sidewalk, cellar floor or do any other odd jobs which you have put off from time to time on account of high costs.

YOU WILL ALSO FIND OUR PRICES ARE LOW ON

LUMP LIME	HARD WALL PLASTER
HYDRATED LIME	GYPROC WALL BOARD
PLASTER PARIS	STUCCO GRIT
PLASTER BOND	METAL LATH
BEAVER BOARD	CORNER BEAD, ETC.



Take advantage of our low prices and buy now. Ask us for catalogue and quotations.

HAYMAN & MILLS

Builders' Supply Merchants

MAITLAND STREET

LONDON, ONT.

Complete Stocks

Phone 463

Prompt Deliveries

SUBSCRIBE for THE ADVERTISER.