

## The London Advertiser

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WEDNESDAY, AUGUST 20, 1924.

### Do We Live Too Quickly?

Carlyle wrote a pamphlet on democracy about sixty years ago to prove that, though there were ballot boxes at every street corner, there would not save individual or nation from the Divine nemesis that now and again strikes a balance and calls for a reckoning.

A Carlylean of the present day is telling us that this continent is leading the rest of the world in a race which may possibly force it first into the discard. Too much rush, he says, and too much hurry and hyper-enthusiasm, and a too scornful contempt for the old divisions of time and space are the means.

The letter has given way to the telephone; the horse to the automobile; the home-cooked meal to the quick-lunch counter, and the books of our parents to the movies of our children. We rush where we used to walk; we read while we run; we have no time but for the elementals and the high spots.

James M. Beck, solicitor-general of the United States, the modern Carlylean, calls it the age of hippodrome. "The inventions of twenty-five years," he says, "challenge the mind to think and act with a rapidity until then unknown. Everything moves in high gear—mind and matter, body and brain." He looks with regret on the superficial speed of the times, when less than half the people take the trouble to vote, and only business and personal pleasure find response from the majority.

But Mr. Beck is a lawyer of the old school. He was brought up in the time of slower movement, of more thoughtful appraisal of things, and of ignorance of the speed inventions of this generation. His views are entirely different from those of Charles P. Steinmetz, the electrical wizard, who died lately, and who regards our reaction to our surroundings in the light of relativity.

"With our perceptions hastened one hundred thousand times, all things would appear slower," he says. "This would be a stationary world. The only motion we would see would be that of a bullet, which would crawl across our field of vision. With our perceptions a hundred thousand times slower, all things in nature would appear that much slower. We would see stones and plants move, and day and night would be alternate seconds of light and darkness."

This is an extreme view, and somewhere in between the slow motion camera speed of the last generation and the visionary theories of Steinmetz, the human mind will accommodate itself to its environment and cope with its difficulties as it grows and keeps pace with its discoveries.

### Favorable Conditions.

The British pound sterling reached a new high mark in New York when it became apparent that there would be a successful conclusion to the negotiations with the powers about German war payments.

It means that trade will start to move and that people there will once more pursue useful occupations.

Russia and Britain are on the way to new trade relations that will start the wheels of business moving in northern Europe.

Conditions of the Canadian West wheat crop show a remarkable improvement, and the prospects are for a price at least 70 per cent above that received in 1923.

Ontario crops are turning out well in almost every respect.

These are signs that cannot be overlooked. They mean that favorable forces are at work in many quarters to bring about a renewal of business. They are the causes that later on will produce the favorable results.

### The New Movies.

By a natural process the movies are beginning to approach the legitimate stage. From the plain black and white picture to the colored film and a perfectly synchronized instrument for voice production, the development of the movie continues. When all this is accomplished, the men and women of the legitimate stage may well look to their laurels.

The illusion of the theatre will be preserved, and the very doctrine for which the legitimate artists have fought so ardently will be achieved, or very nearly so. They have looked on the moving film as an infraction of their rights. It has been, in their super-critical eyes, nothing more than making faces and grossly exaggerated gestures before a camera for an almost unbelieveably high remuneration. It may have been good business; it was not art.

Now with the ability to hear the tones of the actors' voices and to catch every inflection, we shall get rid of that ridiculous and affected action that has spoiled the films for the critical. The actors will be able to get the effect they wish to produce, just as they do on the stage. Our heroes will not beckon when they want to say "come here," or wave their hands when they feel like swearing. The picture will become more real, more natural, more in accordance with the men and women we know all around us. The secret of the theatre stage—personality—will invade the moving picture house, and the benefits of the stage be offered to its patrons by the screen. There will be a new Hollywood, or perhaps a new ideal in picture production, and the plays of the big cities will be the plays of the small fly-by-night towns, with the same casts and the same musical accompaniments. Only the road companies will suffer, but they will be absorbed in the large central companies.

The only local sufferer will be the steady member of the bald-headed row, whose bereavement, however, will possibly be appreciated by his family.

### A Test For Motorists.

The man at the throttle of a locomotive is an engineer with years of experience to his credit. The man on the bridge of the ocean liner and the tramp steamer wears the gold bands of experience and long service on his sleeves. The taxi-cab driver and the street car motorman are employed by their respective companies because they are capable and can be trusted with life and property. But there is no test for the motorist.

There can be little doubt that hundreds of people are driving cars who are not competent. The accident statistics on this continent in the last year prove it. Less than 1,000 persons lost their lives by train or on board ship; over 16,000 was the total of the "kill" for the cars, and this was excluding all level crossing accidents.

About twenty years ago the railroads reached the then enormous figure of 600 persons killed in one year, and the people raised a cry of danger and carelessness that bore some fruit in stricter examinations of the men in charge. We have reached a stage in motor traffic where such an examination is required for the driver of the private car. Bad eyesight, poor hearing, poor judgment, carelessness, refusal to share the road, a faulty nervous system, a generally unbalanced mentality that has no sense of speed; all have their list of killed and wounded in the battle of the highways.

Some day a stricter law must come. We shall insist on safety on our highways and in our city streets. We shall wake up to the fact that we have a right to demand from private drivers the efficiency required in the men who guide larger traffic. In the meantime, we pay the price of neglect, and the "kill" grows bigger every year.

### Another Hero Passes.

The retirement of Viscount Grey from the Liberal leadership of the House of Lords is an instance of the ease with which public men pass into oblivion.

Grey of Falloden ten years ago was the central figure of the most dramatic hour in Britain's history.

When Germany's gray battalions marched toward the Belgian border the eyes of all the world were on this quiet man, with firm, grave face. The destiny of an empire and the future of civilization were in his keeping. And Grey rang true. His message of assurance to France and the restrained dignity of his ultimatum to the German war lords thrilled every British heart. They epitomized the spirit of the Anglo-Saxon, and they should be remembered among the most precious documents in the empire's archives.

Grey was faced with a terrible and frightening responsibility. He did not falter either in the prompt firmness of his decision or in the efficient clearheadedness with which he handled its tumultuous consequences.

"One crowded hour of glorious life  
Is worth an age without a name."

Grey had his crowded hour, and met it like a conqueror. There is something tragic in the quietness with which he now steps off the stage of public life almost unnoticed.

Grey, Asquith, Kitchener, Lloyd George, Jellicoe, Bethmann-Hollweg, Hindenburg, Ludendorff, Von Tirpitz, Joffre, Clemenceau—and a score of others. How mightily they loomed in our affairs a few short years ago. And how easily they have passed. Today it is MacDonald and Herriot and Marx. Tomorrow it will be someone else.

### Save the Forests Now.

"We must take radical measures to preserve our forests or they will be depleted in thirty years."

This is the warning sounded by R. D. Craig, forestry expert, speaking before the British Scientific Association at Toronto. It is a warning that has been heard before. Canadians have known for a long time that something must be done. And Mr. Craig explains what that something is.

All government regulations in the world, he says, will not save our forests from extinction unless the large private interests controlling vast stretches of timber land introduce methods that will repair exhausted territories. These methods he enumerates as greater protection, conservation, replanting of the cut-over areas, and a general extension of the protected sections.

It will take thirty years, he adds, to reforest the devastated areas. That is why immediate action is vital if Canada is to maintain its leadership in lumber, pulp and paper production. Efficient management of private timber interests is the solution of the problem, which, he declares, is becoming more pressing each day.

### Note and Comment.

A river of mud in California is puzzling the scientists. They should see the Thames.

Surely Mr. Raney's open letters to Premier Ferguson have not stirred up this sudden activity against Windsor bootleggers and run-runners?

An English official says that most runaway husbands are blue-eyed. The inference is that many husbands who stay at home have black eyes.

John Ridley of Niagara Falls, was pumping oil out of car and lit a match to see how things were going. They went pretty quickly, but Mr. Ridley is expected to recover.

The New York Herald-Tribune, in a rather gentlemanly way, gives America credit for settling Europe's troubles in the London conference, although there was no official American delegate present. If America would show readiness to assume her responsibilities, there would be more disposition to give her all the credit she craves.

## Rarebits By Rex

### ODE TO MEN.

(From the Viewpoint of a Lady Subscriber.)  
"The Sterner Sex!" It is to laugh  
To hear some people shoot that gaff.  
Who whine the most when things get hot?  
Who falls for politicians' rot?  
Who squeals the most when he's in pain?  
The women? No, friend, guess again!  
Why, men, of course. That's why I vex.  
To hear 'em called "The Sterner Sex."

Who falls for empty-headed vamps?  
Who but the goof that wears long pants;  
Who "blames the woman" when he's down?  
Who but the weak and watery clown  
That every virtuous chap elects  
To call the "dark" or "Sterner Sex."

Who tumbles for a lawyer's guff  
Defending some young lady's rough,  
Who shoots a man? It's all the bunk  
To call such softies "stern." I think  
It's time we canned this stuff, eh, Rex,  
And called you guys the "Simple Sex."

When a newspaper calls a man a "prominent citizen," we never know whether it means socially or abominably.

Never ask a modern young lady what she thinks of art? She will invariably reply: "Art who?"

"Kid" McCoy, accused of murder, has entered a plea of insanity. As evidence, his lawyer intends to prove that he has been married nine times.

Perhaps the reason that so many men are windbags is that they think it will help them rise to the top.

If salt water, as a scientist claims, makes brain, we know several chaps who should drink up the Pacific Ocean.

Crops in the west are said to be as large as ever. Apparently bobbing hasn't become popular there yet.

### ADVICE TO MEN.

(By Daniel Daring.)

Dear Dan,—Every magazine I pick up has an advertisement on etiquette with a picture of a man walking between two girls. On the top it says: "What's wrong with this picture?" Could you tell me what's wrong with it?—Perplexed.  
Answer—It hasn't any frame.

Dear Dan,—One month ago my host offered me six bottles of gin, and I refused. He became angry and told me to go. Where do you think I should go?—C. O. D.  
Answer—To an asylum.

Dear Dan,—Last night, the most beautiful girl I ever saw asked me to kiss her. I declined and told her kissing was insubstantial. Am I a prude?—B. V. D.  
Answer—No, B. V. D., you are not a prude. You're just a liar.

Dear Dan,—I am a handsome man of eighty-eight years. All the girls in town are chasing me and wanting to marry me, yet I haven't any money. I see them every night looking through my window at me and hear them knocking at the door to get in. What is it that makes me so attractive? What have I got?—Methuselah.  
Answer—Probably the delirium tremens.

Dear Dan,—I am the best looking, cleverest young man in this city. I have broken a hundred girls' hearts, but just now am out to make money. What would you recommend for a lad of my brain and attainments?—Rudolph.  
Answer—I would recommend hanging.

## Dr. Frank Crane

### A WOMAN'S BEST AGE.

Balzac is supposed to have said that the dangerous age of a woman is thirty-five. Just exactly what he means by dangerous we do not know, but there is no doubt that a woman is at her best around thirty-five. Before that time she is too cock-sure. She knows too much of life, also too little.

The loss of her ideals is still a surprise to her, and means too much, and her experience may have made her a little bitter.

Beyond the age of thirty-five a woman is apt to get matronly.

The ideal age of a woman, therefore, is about thirty-five. Very many women who have had little charm as young girls have suddenly become the most delightful persons in early middle age. They have learned to understand men by that time and expect less of life than younger women. They usually dress very well and are easily pleased.

They are not so temperamental nor so easily disappointed. They understand that they can be happy once in a while without being happy all the time.

About thirty-five a woman is almost always an admirable hostess. She has travelled, she has read and she has met people and, therefore, she makes an excellent companion. She stimulates a man to his best, but she is also a rest to him and has come to find out that busy men seek from women the benediction of rest perhaps more than any other quality.

She is not so self-conscious of her youth and hence has a becoming humility.

Women of every age can be charming, the old as well as the young, but a woman is at her best when she has passed her first youth and not yet entered upon old age, as far as men are concerned.

Of course, everyone will judge of this according to his own likes and dislikes, and in accordance with his experience with differing personalities but, on the whole and on the average, a woman of thirty-five makes the best companion for every man's business or leisure.

Many women who in their youth were unattractive as they near forty become charming, agreeable and attractive, so that their companionship is appreciated by all their friends as it was not before.

The young girl who is still pretty and fresh, holding the delicate bloom of childhood, may be a delightful companion for occasions, but she is difficult to please and is uncertain as to her moods, and she is not so dependable as those of older years.

### Does Yours Tell?

Of all the articles that a man wears his hat alone, fully, freely and flexibly; interprets his personality. Your suit is buttoned on, your collar is fastened on, your scarf is tied on, your hosiery is drawn on, your glove is squeezed on, your shoe is laced on, but your hat is put on. Your hat, by its poise and pitch, angle and droop, can be made to take on as many varying moods as the face underneath. A hat may look aristocratic or vulgar, serious or humorous, gloomy or cheerful, dignified or flippant, radical or conservative, rakish or righteous, fresh or wilted, alive or dead.—American Hatter.



KENNETH MacBRIDE,

second son of M. M. MacBride, of Brantford, who was killed when a government forest patrol plane in which he was flying crashed at Savanah, near Port Arthur, Ont. It was the first casualty in the Ontario government air patrol.

### CLAIMS BRITAIN AIMED TO LESSEN U. S. NAVY

Associated Press Despatch.

Williamstown, Mass., Aug. 19.—Great Britain dominates the League of Nations and the commerce of the world and inspired the Washington conference for limitation of armaments in order to prevent the United States from having sufficiently strong a navy to protect a merchant marine which could compete with that of Great Britain, said Rear Admiral W. L. Rodgers, U. S. N., retired, in a statement today at the Institute of Politics.

### LIVES AND CATTLE LOST IN TERRIFIC RAINSTORM

Associated Press Despatch.

Des Moines, Iowa, Aug. 19.—Two men lost their lives, many head of cattle were destroyed and property damage of hundreds of thousands of dollars was done in a terrific rainstorm in Eastern Iowa last night. Practically all of the cities and towns in the path of the storm were flooded and the Wapishnicon, Cedar and Big Creek Rivers overflowed.

## FARMER IS KILLED WHILE THRESHING

Benjamin West, Dereham Township Evidently Caught in Separator Belt.

Special to The Advertiser.

Ingersoll, Aug. 19.—While threshing operations were in progress this afternoon on the farm of Stanley Barrett, Dereham township, Benjamin West, a farmer of the same region, received injuries from which he died soon after being admitted to Alexandra Hospital here.

West sustained a fractured skull and a broken arm and never regained consciousness. So far as is known no one witnessed the accident.

West had been working about the separator, and when found he was lying on the floor close to the machine. The fact that the separator belt was off is taken to indicate that West's arm was caught in it, and that he was hurled to the floor with such violence that his skull was fractured and his arm broken.

The injured man was brought to the hospital here in an ambulance.

West, who had lived in the district some time, was well known. He was about 50 years of age and leaves a wife and six children.

## CANADIAN DOLLAR BACK TO NORMAL

Exchange Reaches Par Value For First Time This Year.

Associated Press Despatch.

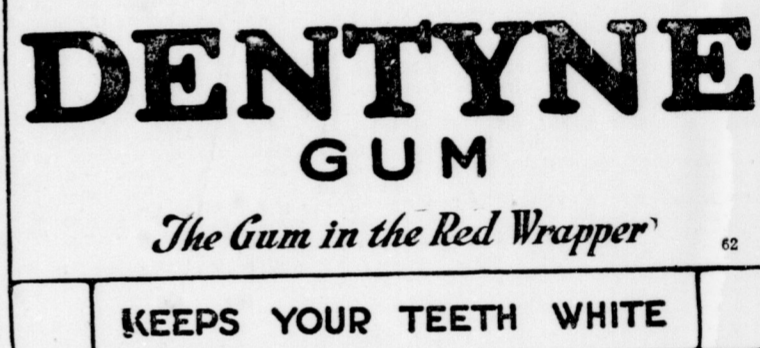
New York, Aug. 19.—Canadian exchange today touched par for the first time this year.

The demand for Canadian dollars is said in banking circles to be due, in large measure, to the transfer of surplus funds from New York to Montreal and other Canadian cities for temporary employment there because of the higher interest rates across the border. Heavy purchases of high-grade Canadian securities by U. S. investors also has been a controlling factor. Wall street also hears unconfirmed reports that persons engaged in illicit liquor traffic have been active purchasers of Canadian dollars.

The year's low in Montreal exchange was established on March 11, when the Canadian dollar was at a discount of 3½ cents in the local market.



"Chew a little Dentyne Gum every day and your teeth will be whiter."



Advertise in The Advertiser

## New Standards of Tire Performance Proclaimed By Car Owners

Just one thing is responsible for the remarkable public acceptance of Firestone full-size Gum-Dipped Balloons—the wonderful performance of these tires on the cars of users.

Everywhere, from Victoria to Halifax, come reports of new and exhilarating experiences—of trips made over all kinds of roads in wonderful comfort and without fatigue, of perfect safety and of new mileage.

Follow the example of motorists of long experience and make the changeover on your

car. Insist on Balloon Gum-Dipped Cords mounted on small diameter wheels, applied anywhere at low cost by Firestone service dealers.

Or, if you are buying a new car, make certain of superlative ease, sure road grip and car conservation by demanding full-size balloon equipment.

It is the combination of Firestone gum-dipping, Firestone design, construction and Steam-Welded Tubes that assure you the full measure of balloon tire superiority.

## Firestone full-size GUM-DIPPED BALLOONS

MADE IN CANADA

### "Brakes More Effectively"

Since February last we have been using Firestone Balloon Tires on our Bluebird Shaw Taxi No. 40. We have also found that these tires do not skid so readily and brake much more effectively than the high pressure tires. The mileage to date of these tires approximates 12,000, and from their present appearance they would seem to be good for at least another 12,000 miles. We have had no trouble from punctures.

WM. STEWART, Ottawa, Ont.

Sightseeing Autos, Taxis, Montreal, Que.

### "Expects More Mileage"

There is no comparison in the riding qualities of the two types of tires, the balloon tire having added greatly to the comfort. My tires have now covered four thousand miles, there is no sign of wear and it would appear to me as though one might reasonably expect considerably more mileage from these tires than from the ordinary cord tire.

W. L. PARROTT, Saskatoon, Sask.

### "No More Rumbles"

I have had excellent results with these tires, they have eliminated the rumbling noise in my car, and make riding a real pleasure. Crossing car tracks and going over bad spots in the road is now like driving on a pavement.

HUGH E. MACNAB, Halifax, N.S.

### "Riding Qualities Improved"

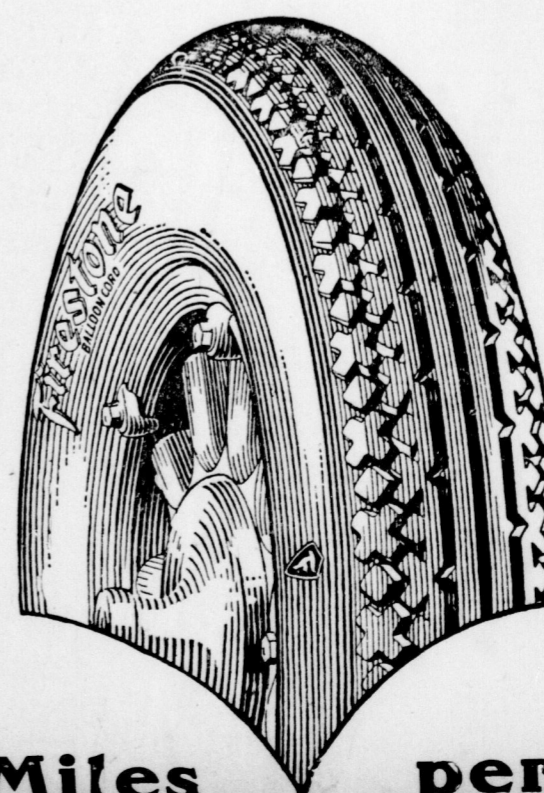
By equipping my car with Firestone Balloon Tires I found that the riding qualities were considerably improved for they seem to absorb the shocks from the numerous bumps which are so noticeable with ordinary tires.

L. PARROTT, Saskatoon, Sask.

### "Thorough Satisfaction"

One of our demonstrating cars has travelled over 10,000 miles with very little apparent tire wear which precedes any as to the ultimate mileage expectancy. This is so unusual that we take pleasure in letting you know of the thorough satisfaction we are having with Firestone Balloon Tires.

W. F. DONLIN, Sales Manager, Reo Motor Sales Company, Toronto, Ont.



### "All Vibration Disappeared"

As to riding qualities, in my opinion there is as much difference between ordinary pneumatic tires and full size Balloon Tires as there is between ordinary pneumatic tires and solid tires. All vibration and the continual annoying chassis rattle has disappeared, due to the tires absorbing the small holes and bumps in the road.

JAMES H. LUCAS, Vancouver, B.C.

### "Rides 50 Per Cent Smoother"

This spring I equipped my Star Touring Car with a set of Firestone Balloon Tires. They have given me perfect satisfaction, and make the car ride at least fifty per cent smoother. I cannot detect any loss of power, and I can make much better time on the country roads, as they make the ordinary rough road like pavement, not necessitating slowing up for rough going. I certainly would not like to change back to high pressure tires.

M. H. TESKEY, Killarney, Man.

### "The Greatest Improvement That Could be Added"

I have given them a very fair test, having driven them 1275 miles within so short a time, and at a season when test was quite varied, having used them on icy, rutted roads, also on pavements coated with fresh snow, without the slightest tendency of skidding. They respond excellently to use of brakes and have fine steering qualities, all of which goes to make motoring a pleasure. This is my seventh car and believe that Balloon Tires are the greatest improvement that could be added to make safe and pleasant motoring.

W. R. TURNBULL, Brantford, Ont.

### "The Ultimate Equipment"

I wish to say that the comfort is totally different than any car I have ever ridden in. Might also add that the braking is simply wonderful. I believe that the balloon tire is the ultimate equipment for the motorist.

GEORGE MOSER, Kitchener, Ontario.

Most Miles per Dollar