

The London Advertiser

Founded 1863.
London Advertiser Company, Limited,
Publisher and Proprietor, London, Ont.
JOSEPH E. ATKINSON, President.
H. E. MUIR, Managing Director.
C. A. M. VINING, Managing Editor.
Morning and Evening Editions.
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, 35 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.

TUESDAY, AUGUST 19, 1924.

Saving the Golden Eggs.

After five years of economic folly and unintelligent suspicion there appears to be hope of better things in Europe.

The clauses of the treaty of Versailles dealing with German reparations were revengeful nonsense; they were a product of that impractical hysteria which believed that the kaiser and his war lords would face trial in London. Five years of realities have knocked some common sense into European diplomacy, and the London conference has now produced an agreement, which substitutes for the hot-headed fiasco of Versailles a plan, coldly businesslike and precise in its knowledge of what will work and what will not work in international banking. The new machine is built to achieve much the same result as the old, but it has been equipped with a motor which will run and various foolproof devices to prevent the destruction of its operators.

The Versailles program by which the Germans paid indemnities served only to shatter the money structure of Europe, with the mark at the bottom of the wreckage. The Dawes plan, which is incorporated in the London agreement, prevents disruption of exchange by giving to the allied nations the task of transferring reparations. Germany's part in the game ends when she pays her gold marks into the new German bank, which is to be established for that purpose. When this account has reached two billions, allied bankers are then to preserve equilibrium by further investments in German enterprises to the extent of five billions. Reparation payments will be temporarily suspended when the bank account reaches five billion marks.

The purpose of this scheme is to prevent repetition of the wild inflation of German currency, which turned exchange conditions topsy-turvy, and to give Germany a reasonable chance to meet obligations. The obligations themselves have not been removed. In other words: The goose which lays the golden eggs is to be comfortably housed and provided with a reasonable diet in order that it may perform its proper function.

The London conference closed with a significant incident, when Ramsay MacDonald placed the hand of Herriot in the hand of Marx, and France and Germany completed the clasp with cordiality. It was significant of a saner and healthier frame of mind among the men who guide the tortuous destinies of Europe. Germany and France will remain enemies, but they have mutually dependent problems, and the hope of the world rests in the realization that their solution can be found only in a reasonableness rising above revenge.

Ramsay MacDonald has done well, and Herriot and Marx have been big enough to help him. It is profoundly to be hoped that the parliaments of France and of Germany will be equally successful in appreciation of the need of the hour.

Premier King is Right.

Only those Conservatives whose minds operate in partisan grooves will try to find fault with Premier King's announcement that there will be no general election this fall.

Political considerations may be set aside in approving the prime minister's decision, because it is so entirely sound from a national and economic point of view. An election, or rumors of an election, could serve only to create industrial uncertainty at a time when hope of recovery depends very largely upon stability and security. Prosperity is a delicate patient, who can be nursed back to health only in an atmosphere undisturbed by chills and fevers.

Following the election of 1921 the King administration found necessary a period of adjustment before it could attempt to introduce its Liberal convictions in Canada's policy. It was only with this year's budget, in fact, that it became possible to set forth a plan which went beyond a hand-to-mouth protection of certain industries to encourage the fundamentals of national wealth. The practicability of that plan has yet to be demonstrated, but already there are expressions of encouragement from the very people who previously most feared its consequences. To upset that plan now and to destroy that encouragement with a period of new fears in the face of overwhelming approval in the House of Commons would be unpatriotic folly.

Saturday was a day of triumph for the prime minister in his home riding of North York, and a great demonstration of the virility of Liberalism in a province which has exhibited certain Conservative tendencies. Western Ontario will welcome the Liberal leader today and tomorrow with increasing respect and affection for his ability.

The Game—Not the Prize.

The whole aim and effort of a civic playground is summed up in the slogan of the chief supervisor, Jerry Goodman, "Play Cricket."

"Let's have sportsmanship at all times," says the supervisor. "Not win at any cost, but play with all your might all the time, win or lose, that's the spirit we wish to inculcate amongst the children in our civic playgrounds."

If the playgrounds of a city did nothing more than to give this spirit life and effect, they would amply pay for their upkeep. Since the war particularly there has been a tendency throughout the English speaking world—the world that has always prided itself on being the world of sportsmanship—to pay homage more to the spirit of aggression and success

than to the older ideal of fair play. The prize has usurped the play. The applause greeting the winner has not been extended in the same way to the losers, with a few exceptions. "To lose," say the go-getters, "is to fail. To fail is to lose caste. Therefore, win."

"Play cricket" was before the war the universal exhortation in England of the sportsmen to competitors. It applied to all sports, of course, and simply meant "play fair." Along with several other items of behavior it formed the code of the gentleman, and was as much observed in every-day life as on the playing fields. It forbade any unfair advantage of opponents, any recrimination of the referee, or the other team if the game was lost. It put the team before the individual, the cause of the whole before the glory of any single member, the victory of the side before the brilliance of even the star of the team. Any man who played in a match in order to show off his good points at the expense of the side committed a breach of good form, and was accordingly ostracized.

The war, with its insistence on gain and its imperative need for victory, killed this ideal, and the awakening has been slow.

Recreation Commissioner Brewer, of Detroit, told the Union of Canadian Municipalities last week that the age of criminals in the States had fallen from forty to twenty years in the last decade, and he laid the blame on the shoulders of their elders, who had never taught the children how to play.

"The children of today," he said, "don't know how to play. They are bad winners. They have never been taught how to play for the sake of playing. Their attitude on the playing field is that of the business man in his office. They seek a win as he seeks a profit."

He told the convention frankly that the solution of this admittedly serious state of affairs lay in properly supervised civic playgrounds.

It is essential that this ideal of decent, clean manhood should be taught to the children, so that when they grow up and take their place in the affairs of their community they will carry this benefit of practical Christianity with them and put it into practice. It's not an easy thing to do, and it's not work for the incompetent. No man can have imbued too deeply in him the realization that success at any cost is not the only justification of the game of life.

When Chief Supervisor Goodman tells his charges to play cricket, he is showing them the way of all future happiness and formulating a creed that no preacher need be ashamed of. If his teaching bears good fruit, as it should, the next generation will see fewer "pot hunters" in sports, and even the affairs of business will gain by the lesson learned on the civic playground.

Is the Gypsy Passing?

The gypsies are on the move these days. But the familiar red wagon has given place to the automobile. This new habitation of the wanderer is, in most cases, a high powered car, registered and tagged. It may not be driven on the grassy roadsides. It cannot be fed with corn and hay, filched from the farmer's fields. It opens up a new life to the nomad.

Will the gypsy retain his time honored ability to turn a sorry nag into a Derby winner, and by a process of evolution become a bargainer in used cars? Will he, perhaps, doctor up the old wrecks and trade them in again in the great market of second-hand cars in every corner of the universe? Will the characteristics which have puzzled students of language and race for centuries be disintegrated and destroyed by this new departure? If so, a race, which has defied the efforts of a dozen governments in as many nations, may yield its savage pride and become tame and settled. It seems that the "Romany" has a wide field of opportunity for his exploitation and endeavor. If the advent of the car makes him into a citizen with a settled home, and if he pursues the occupation of David Harum, it will work out the solution of a problem which every government in the world has attempted in vain and given up long ages ago as incapable of solution.

Note and Comment.

Isn't this a lovely October?

The Prince Regent of Abyssinia has sailed for home with thirty tons of baggage. Did this include his wives?

Quebec is said to be the only province not keeping vital statistics. What would you call its liquor commission reports?

What about this eagle which attacked a boy on Chatham golf course? Golfers will probably say that it was a birdie of an eagle.

It is to be hoped that the harvesters who turned North Bay upside down on their journey west will be equally energetic when they reach the wheat fields.

Counsel for Charles Matthews took a peculiar attitude in Toronto police court, when he complained that the province has delayed for months laying a charge against his client. It seems the unkindest cut of all, when even counsel for the defence denounces the government's laxity.

The Mail and Empire is still beating its breast about Guss Porter's little play to the gallery in West Hastings. Tut! tut! what a waste of energy. Every one assumes that Guss will be re-elected in his Tory stronghold, and nobody cares very much, because one Guss Porter more or less won't be noticed anyway.

The temperance act is being enforced in Manitoba by penalizing beer-selling hotel keepers so heavily that there is no profit in breaking the law. With the source of supply removed the temptation for the consumer is also gone. Prohibition is practical when the officers of the government are determined that a lawless minority shall not destroy the expressed wish of the majority.

Rarebits By Rex

DOMESTIC BLISS.

Old-time poets used to write
Of sweet, domestic scenes at night;
They pictured Dad with evening papers,
The children with their pretty capers,
And mother, fresh and sane as wheat,
Sewing with fingers love makes fleet.

How such a scene would taunt the devil,
If it were only on the level!
The fact is that the lamplight now
Illumes the usual family row;
Father wants to go to bed,
And jazz has turned poor mamma's head;

Or else it's dad who wants to roam
On futile bootleg far from home,
And so, 'twixt jazz and prohibition,
The hearth is in such sore condition
That children may be begging yet
Protection from the Soviet.

"All men," says a scientist at Toronto, "are more or less inventors." If they make a habit of coming home late at night they have need to be.

It is said that all great inventions have been made. But how about the non-squirtable grape-fruit and the silent soup spoon?

Add to these the unlooseable collar button, the deaf and dumb barber, and the undivorced movie queen.

The man who first invented automobiles deserves credit, but the admiration of married men goes to the chap who first invented alibis.

However, the millennium won't come until some genius invents trousers that don't bag at the knees.

STREET SONG.

Like lidless eyes, the windows stare
On people, street and empty air.
On happiness and misery
They seem to gaze impartially;
And yet, I cannot help but think
That sometimes they would like to wink
Or shut their lids at all they see
Of folly and of vanity.
To stare at all the suns and rains
Alone should give them window-pains.

The main difference between a bricklayer and a hen is that the hen hasn't enough sense to stop laying when the whistle blows.

"A woman can get any man she wants unless she is deaf and dumb," says Dorothy Dix. "But you will notice that the deaf and dumb ones have a monopoly on the widowers."

We heard of a Scotchman who bought an all-day sucker at 5 o'clock in the afternoon. You don't have to believe this if you don't want to.

A salesman came in the other day to sell us a mousetrap. We told him that if he were selling symphony orchestras at two for \$12, we couldn't buy the F hole in a 'cello.

QUICK, GIRLS!

"Dear Sally Ann: I am a homely young man and nobody loves me. I have nothing but good habits and yet girls treat me as if I smoked and swore. Do you think some member of your Two-of-Us Club for Lonely People would mind eating dinner with me every Thursday evening? I always eat one good meal a week and would like some one to share it. Homely."—From the New York Bulletin.

A local organization of canoeists want a name for their club. Why not the "Suicide Brigade?"

Dr. Frank Crane

TIRED

No, I don't want to go to any kind of entertainment. I am too tired.

I don't want to go to any place for supper, nor to see anyone dance nor indulge in any game. I am tired.

The world is too much for me, and I would like, most of all, to go to sleep. My bones ache, my back aches and my head is weary.

Youth is too much for me. The antics of children weary me, and the forth-putting of those who are still in their youth gives me a feeling only of uneasiness and no desire to join them.

I am tired, plain tired, and I ask no more of the world than that it shall go away and let me alone.

I suppose that there is such a thing as an instinct of rest as well as the instinct for activity, a feeling for a welcome of death or its likeness—sleep, as well as a feeling for the exercise of one's faculties.

I suppose I am growing old. The things do not interest me that interest most people. I want to indulge in no sports and take place in no activity.

I do not like the city and its noises, its continual hubbub gets on my nerves. I want the country and its quiet, with the gentle fall of rain and the hum of insects.

The chatter of friends no longer interests me. I wish they would keep still and go away. The most considerate thing that anybody could do would be to leave me alone.

There were times, when the blood was high, in which I called for the excitement which comes from any kind of society, any kind of forth-putting. But those times have passed and I look forward only to sleep.

I can conceive of no better heaven than one of eternal rest.

Those who conceive of heaven as a place of endless activity are those who understand the human frame as a bundle of potencies only waiting to be developed.

I am not a bundle of potencies. The vessel has been emptied, and there is nothing more attractive than sleep.

My body is tired and my soul also. I am tired of seeing things and hearing things. I have all the impressions that can be accumulated. There is nothing new to me. I am entirely sophisticated.

Perhaps the new life may come with an infusion of a new spirit, but until it does the old spirit must have its way.

Press Comment

Dinner—Something to make a speech after, fox-trot after, or take a pill after.—San Francisco Bulletin.

A trip that formerly took two hours can be made in twenty minutes with the car, and then you can spend two hours looking for a parking space. Some little time-saver, eh?—Kitchener Record.

The woman who says she is going to get her hair bobbed does it; the husband who says he is going to take whisksers as a result, doesn't.—Indianapolis News.

HARVESTERS CUT BY FIFTY PER CENT

Men For Western Provinces
Number Less Than Half
of Last Year.

Canadian Press Despatch.
Ottawa, Aug. 18.—A 50 per cent cut in the number of harvesters going into the Canadian Prairie Provinces for this year's harvest is indicated from a glance over the tentative reservations made in the department of labor here.

Eighteen thousand men from Eastern Canada, six thousand from British Columbia and none at all from Great Britain is the whole program at present. This is less than half of last year's trek to the harvest fields. Some 38,000 went in 1923 from Eastern Canada and the Pacific coast, and another 12,000 came over from Britain. There is a possibility, of course, that a number of men will cross over from the western United States cities for the harvest, but this number cannot be estimated here.

It is understood that more residents of the three Prairie Provinces are available for harvesting this year than last.

FUTURE OF PEACE SEEN THROUGH SCOUT MOVE

Sir Baden Powell Believes
Nations Would Learn To
Know Sach Other.

By CHRISTIAN HUSUM.
By Radio to The Advertiser and the Chicago Daily News. Copyright.
Paris, Aug. 18.—Sir Baden Powell, who is here attending the Boy Scout jamboree, told the writer today that he expected the scout movement would mean very much for the future of peace, as all nations would learn through the scout movement to know each other, and it would be difficult for the politicians to start a new war.

Lady Baden Powell sees a great future for the Girl Scouts, but she thinks the movement must be kept apart from the Boy Scouts. She told the writer that it was a shame that Americans had mixed up the two movements by calling girl guides "girl scouts," which really was not the correct expression.

NEW ERA FOR EUROPE NOW SEEN BY HUGHES

Associated Press Despatch.
Washington, Aug. 18.—Execution of the Dawes plan will lay the "foundation" for economic recovery of Europe, and rebound to the advantage of every nation, in the opinion of Secretary Hughes. "The great thing was to make a start," the secretary said, "and in the London agreement the start has been made." He added that negotiations could not have been carried to completion except for the splendid co-operation of the allied governments and Germany and their earnest desire for agreement.

Advertiser Classified "Want" Ads provide the most direct means of communication between buyer and seller, landlord and tenant, and those who would exchange.

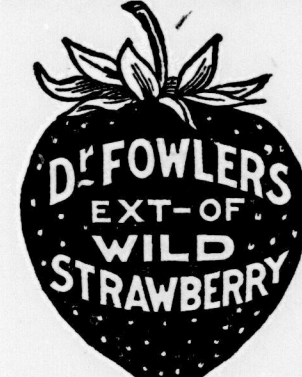
AMERICAN FLIERS SUFFER SETBACK

Both Planes Badly Damaged
in Attempted Hop Off in
Greenland.

Associated Press Despatch.
Reykjavik, Iceland, Aug. 18.—Lieut. Lowell H. Smith and Lieut. Erik Nelson suffered another setback in their world flight today when they attempted to start on the long-deferred hop from Reykjavik to Greenland. Both their planes were so badly damaged as to necessitate at least three more days' delay.

Carrying heavy loads of fuel, as it was the intention to fly more than 800 miles across the ice-infested North Atlantic to Fredericksdal, the machines refused to leave the water. Repeated efforts were made to rise, and the strain caused the breaking of the spreader bar of Lieut. Smith's plane, while the propeller of Lieut. Nelson's plane was shattered.

WHEN THE BABIES ARE CUTTING TEETH THE MOTHER SHOULD USE

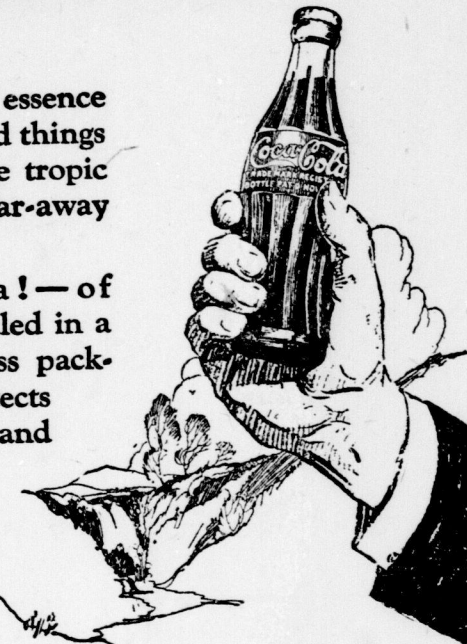


During baby's teething time, especially in the hot summer months, the bowels become loose and diarrhoea, dysentery, colic, cramps, etc. manifest themselves; the gums become swollen, and cankers form in the mouth. This is the time when the mother should use "Dr. Fowler's," and, perhaps, save the baby's life. Put up only by The T. Milburn Co., Limited, Toronto, Ont.

Refreshing and Wonderful to Taste

The blended essence of choice good things grown in the tropic sunshine of far-away lands—

Coca-Cola!—of course!—sealed in a sterilized glass package that protects its goodness and purity.



Drink

Coca-Cola

Delicious and Refreshing

The Coca-Cola Company of Canada, Ltd.
Head Office: Toronto

Subscribe For The Advertiser

Gum Chewing Aids the Teeth



You have the authority of doctors and dentists for this statement. Your own experience will prove it, if you will use WRIGLEY'S after every meal.

The following quotations from a recent work on teeth and health are worth remembering:

"Dentists have found that the exercise of gum chewing brings about a better nutrition of the teeth. . . ."

"The cleansing action of the gum between the teeth helps to keep them free from the particles which lodge in the crevices and cause decay."

The busy man—or woman either—rarely has time to clean the teeth after eating. Yet they should be cleaned, and

WRIGLEY'S

after every meal

will do it. Also it will aid digestion and furnish welcome refreshment to mouth and throat.

Sealed in its purity package, bringing all its original goodness and flavor to you.

Get your Wrigley benefit today!

Try Wrigley's after smoking

The Flavor Lasts

