

The London Advertiser

Founded 1852.
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; 65 cents monthly. By mail: In Canada, \$5.00 yearly; in the United States, \$7.00 yearly; foreign subscriptions, \$10.00 per year.
Special Representatives:
J. B. RATHBONE, Toronto, 110 Church street.
Montreal, Canada Cement 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 Circulation.

FRIDAY, AUGUST 14, 1925.

Mr. Meighen Has a Riddle.

The optimism and prosperity of the west at harvest time seem to have confused the usually logical mind of Right Hon. Arthur Meighen. In his speech at Polar Point, Manitoba, Mr. Meighen evolved the following conundrum:

"Was I wrong when I told you that the Liberals would not put their platform into practice and that if they did the effect upon Canada would be ruinous?"

Mr. Meighen should explain, if possible, what he means. Apparently he gave his constituents two opposite predictions: first, that the Liberals would not put their platform into practice; secondly, that they would and thus ruin Canada.

Mr. Meighen should now give the answer to his four-year-old riddle. Which prediction does he mean has come true? Does he mean that the Liberals have failed to effect their platform? If so, they must have retained the platform of their Conservative predecessors, and even Mr. Meighen could find no fault with that. Or does he mean that the Liberal platform has been used and Canada is ruined? Surely Mr. Meighen is not going to start singing his song of blue-ruin again, not in the west anyway, where the song of the blunder at work on a bumper crop is the popular melody.

Canada has turned from industrial depression to prosperity. There can be no doubt of it. The western provinces were never more optimistic; papers in Brantford and Montreal which a year ago were full of despair are today telling of increasing prosperity; from every part of Canada comes the same story. Mr. Meighen has a difficult explanation to find. If the Liberal government has not practiced its platform, how can he complain? If, on the other hand, it is the Liberal platform which has assisted prosperity, how can he advocate a return to depression? No wonder Mr. Meighen talks in riddles.

Why British Capital Is Scarce.

The small investments of British capital in Canada in comparison with investments of American capital have been attributed in some quarters to a British financial boycott of Canada owing to ill-feeling over the Grand Trunk question. The explanation offered by The Advertiser's correspondent in London, England, however, discards the Grand Trunk question as having practically nothing to do with the stoppage of British investments and places responsibility entirely on the low exchange value of the pound sterling as compared with the dollar. Acceptance of this explanation and its circumstances are of assistance in removing misunderstanding which has been created by circulation in Canada of statements appearing in certain English newspapers inspired by a combination of ignorance and individual malice. The Grand Trunk controversy has been maliciously exploited against Canada. It has doubtless done Canada some harm financially and still more industrially. By financial harm is meant the discouragement of British investments in Canada. Anti-Canadian prejudice, fomented by Grand Trunk propagandists, has probably been more effective industrially, that is to say in depressing ordinary trade relations between Canada and Britain. Canadian businessmen going to England with their propositions have found a fairly widespread belief that Canada has repudiated her debts. Of course it is impossible to measure exactly any harm that has been done to Canadian trade thereby, but it may be quite appreciable.

There is no doubt, however, that if British financiers had been filled with the greatest enthusiasm and affection for Canada they would still have refrained from sending their money there from the time that the exchange was "unpegged" in 1919 until sterling went back to near par this year. The sterling dollar exchange fluctuated wildly, but for about five years the pound sterling has been worth, on the average, only \$4.40 instead of \$4.86. To invest in Canada a Britisher has first to convert pounds into dollars and at this rate of exchange he suffers an initial depreciation in his investment of 10 per cent.

If an investor could know that the rate of exchange would remain at \$4.40 he might be willing to accept this initial depreciation, for he would expect to get his dividends in dollars and when converting them into sterling he would make a compensating profit. But all investors have known that it was the policy of England to get sterling back to par and therefore it was certain that the rate would not remain at \$4.40. It was morally certain, therefore, that an investment in Canada would entail an exchange loss of 10 per cent in capital and interest. No one who knows the A. B. C. of finance will think it necessary to look any further for an explanation of the cessation of British investments in Canada. Some investments have been made, despite the exchange, because they were of such a character that 10 per cent did not make a decisive difference. A man who speculates in a mining prospect, for example, knows he may easily make a 100 per cent loss but he may make a 100 per cent or even larger profit. The exchange is a minor consideration in such gambles. In an ordinary investment, however, 10 per cent on capital makes all the difference. This is the reason why British investments have not been going to Canada on any considerable scale.

The pound, however, is now back to par. The former barrier to investments of British money

in Canada has been removed. This is the result, of course, of the restoration of the gold standard. Will British investments now resume their pre-war flow to Canada? They will not, for the reason that Britain has very little money to invest. Britain's unemployment, which has now lasted nearly six years, has told its tale. Britain has almost lost most of its power to save and it has almost lost its favorable trade balance.

Mr. Lloyd George has gone further and has suggested that the country is living on its reserves, but this pessimistic conclusion is rejected by Sir Philip Cunliffe-Lister, who speaks with all the information available to the president of the board of trade. A certain number of foreign loans continue to come on to the London market. Thus London is still lending abroad, but she is lending with borrowed money. Any one who wants to read an authoritative statement should consult the British Hansard for July 6, 1925, when Sir P. Cunliffe-Lister made a statement on the British trade position and prospects. The salient points of the speech were:

"I estimate that in 1913 we had a net trade balance of £181,000,000. That is the whole of the exports and imports taken together, visible and invisible, yielded us a net balance of £181,000,000 before the war, all of which, of course, was available for investment. In 1923 the board of trade estimated that the net balance was £102,000,000. In 1924 the estimate which the board of trade made was that that net balance had fallen to £30,000,000. I have had a further calculation made out, taking the same basis for the twelve months ending May this year, and, so far as I can see from the calculation, there is no doubt the balance has fallen considerably and that probably we are hardly better than square on the trade account. My right honorable friend said last time that he thought we were living on our reserves. I am sure that it is not as bad as that. We are certainly not investing with borrowed money. There is no doubt about that. We are not saving enough ourselves to meet the whole of the foreign loans that come into the market, and that means that we are investing borrowed money."

Canadian financiers have known for a long time that London is not now a good market for them to borrow in. It will save a good deal of misunderstanding, and perhaps some ill-feeling, if the people of Old Country. Britain can find investment when she has surplus savings, and she is not likely to have any surplus savings while she has to pay her war creditors and receive nothing from her debtors.

The Five-Day Summer Week.

The five-day week during July and August is apparently meeting with some favor by the managements of large American department stores, although it has made practically no headway in Canada.

The New York World has recently investigated experiments in fourteen large American cities and reports:

"In nine of the fourteen cities, the five-day week has been adopted by at least some of the leading stores. In New York, Philadelphia, Boston, Cleveland, Los Angeles, and Baltimore it has had a thorough trial and apparently has come to stay. In Atlanta, San Francisco, and Detroit it is being tried for the first time this summer."

In Chicago, Pittsburgh, New Orleans, Portland, Ore., and Seattle it either has not been considered or has been deemed impracticable. In all fourteen cities, a majority of offices and nearly all the stores and shops which do not have the five-day week close at noon or 1 o'clock Saturday during the summer."

Objections to the plan are quite as positive, however, as the approval expressed. The Chicago Association of Commerce reports that it is not feasible because of the volume of summer visitors, while other points insist that a Saturday morning service is necessary to accommodate suburban trade.

A White Collar Strike.

The strike of bank clerks in Paris is not merely unique. To a great many people, who have regarded all bank employees as plutocratic individuals toying with thousand-dollar bills, the circumstances producing the strike will present them as not very different in their troubles from the man who labors with his hands. A white collar on one man and overalls on another mean little difference except that the latter often makes much more money. Some of the striking Paris clerks are at present receiving \$25 a month, while others in more responsible positions are receiving \$40 a month. They are demanding the small increase of \$4.50 a month.

Note and Comment.

The new hotel means a better city. Vote for it.

You can't beat the Irish. In spite of rain and clouds their forty-ninth annual picnic at Port Stanley was better than ever.

Goderich hasn't had an old boys' reunion, but it had Derry Day with 6,000 visitors and a great parade that triumphed over the weather.

A seventeen-year-old husband has been arrested in Detroit on a charge of smuggling aliens. Perhaps the judge will feel that he has already been punished enough.

Ex-Alderman Gordon Drake objects to one-piece bathing suits at Port Stanley, while Chief Constable Birrell approves knickers as street attire for women. The poor things will hardly know what to do.

Perth county is making a name for itself as the home of super-quality live stock. Farmers in that district are estimated to have secured \$40,000 in the past year through their 10 per cent premium for select bacon hogs.

European diplomacy is no longer the tremendously ceremonial affair of pre-war years. Brand and Chamberlain have found that "informal conversations" are leading them more rapidly to accord on the security pact than formal conferences and notes.

Eskimos Wear Silk

They pull 'em up over their fur trousers, according to an authoritative account of the ways of Eskimo women with their silk stockings. The explanation is that the Arctic climate is "too cold for them to go around with their skin shining through." And it is added, "Sometimes they wear garters that make the aurora borealis ashamed of itself." The narrator is Charles D. Brower, credited with being the "farthest north" storekeeper of this hemisphere. Mr. Brower's storekeeper is on Point Barrow, "that northernmost horn of the American continent," where the armchair explorer may discover on the map of Alaska.

Storekeeper Brower has some six hundred Eskimos in his district, according to F. S. Tisdale in The Nation's Business, and silk stockings are only one item in his general trade.

The Eskimo fondness for gum-drops is no myth, according to Mr. Brower. His stock includes a full line of these confections in assorted colors, and he reports that his befurred customers also demand "the hard candy of violent complexion which appear in our store windows around Christmas time."

Tobacco is another important staple in the Eskimo shopping list, we learn. Formerly the demand was all for pipe tobacco, which was found more palatable when mixed with reindeer hair. According to the experienced "Charley" Brower, the reindeer hair makes it stronger. But nowadays there is a strong demand for cigarettes, and all the popular brands sell like hot cakes.

25 Years Ago Today

(From The London Advertiser, August 14, 1900)

St. Marys won from Seaford in the first game of the semi-final western district soccer. The teams were: Seaford—Graves, Mulcahy, Broadfoot, McDougall, Stevens, McLeod, Hatcher, T. Johnston, W. Johnston, Brown, Jackson, John, T. Johnston, R. Stevens, McLean, Turnbull, Sweet, Smith, Hutchings, Hawshaw, Jefferson, Coupland, Graham, Constable, Hocking and Farr. The Western Ontario Liberal association was formed in London with the following officers: Honorary presidents, Hon. David Mills, minister of justice, and Hon. G. W. Ross, premier of Ontario; president, Dr. McDonald, M.P.; executive, secretary, W. S. Calvert, M.P.; Napier; executive, F. F. Pardee, M.L.A.; Sarnia, G. G. McPherson, Sarnia, and G. M. Reid, London.

The senior team representing the Seventh Regiment at the Toronto and Ottawa rifle matches is composed of Major Hayes, Lieut. Murphy, Sergt. Robson and Copner, and Pte. Allan.

Among Londoners registered at the Fraser house, Port Stanley, are Frank A. Reid, Charles Hunt, K. Marshall Graydon, S. W. Bruntton, J. D. Beattie, W. McPhillips, Alfred E. Dunn, H. Dunn, E. W. Niles, W. R. Hobbs, P. J. Taylor.

The London and Port Stanley Railway board met to consider the lease extension of 20 years desired by the L. E. & D. R. R. The board, consisting of Mayor Rumball, Ald. Douglas, City Clerk Kingston, and Aldermen Pritchard, Garratt, Jenkins, Cooper, Gerry, Jolly, Stevenson and Drennon. No definite action was taken. Mayor Rumball urged the building of a belt line through the factory district of East London, connecting all the local roads with the Port Stanley line.

The Lane Will Turn

By ANNE CAMPBELL.

Behind the rambling lot

A long green lane

Ran to the pasture lot

And back again.

A curving lane it was

Through grass and fern.

I thought it short because

The lane would turn.

I used to have to go

When twilight's drowse

Bedimmed the sunset glow.

To call the cows.

I walked a fragrant mile.

And soon I'd learn

In just a little while

The lane would turn.

The lane turned to the right

And I could see,

The cattle, brown and white,

Beneath a tree.

Then tranquilly we went,

With small concern.

To whither, homeward bent,

The lane would turn.

So, confidently, I

Through tasks ahead

Will plod beneath the sky

With steady tread.

Serene through lonely way,

And duty stern,

Because I know, some day

The lane will turn!

(Copyright, 1925)

Editorial Opinion

WE WOULDN'T CARE.

(St. Thomas Times-Journal.)

The rich, however, never know the joy of paying the last installment on something.

VALUES OF EDUCATION.

(Washington Star.)

"Has your boy Josh been any help to you?" "Some," answered Farmer Cornsloss. "He doesn't do much work, but he gives me many a helpful hint about the best show to see when I go to town."

CHEER IN BRANTFORD.

(Brantford Expositor.)

Cooler weather and heavy rains that covered the whole wheat-growing area from Medicine Hat to the Rockies, have improved the prospects for a good harvest in the West. There is nothing more certain now than that the economic pendulum has begun to swing toward prosperity in Canada.

MONEY OR YOUTH.

(New York Times.)

On his 95th birthday, a Seattle man gets word that he has just inherited \$3,000,000. Is he rich? Answer it by asking yourself if you would trade places with him. Which would you rather be, penniless and 29, or millionaire and 99? After all, life itself is the only real wealth. Money is valuable only as it contributes to the abundance of life.

BULL FIGHTING.

(New York Times.)

Recent visitors to Spain are reporting that they sensed a waning in public taste of what used to attract all classes. The crowds attending the fights are still large, and the bull fighters are treated as heroes, but the "intelligent" are falling away more and more, and the same thing is seen among Spanish women of refinement.

LONDONERS EAGER TO TAKE GOODWILL DISTRICT TOUR

Chamber of Commerce Tour Expected To Be Even Better This Year.

ROUTE EXTENDED

All Committees Are Appointed and Prospective Speakers Named.

Every effort will be made to make the London chamber of commerce tour early next month fully representative of the whole city. Emphasizing the fact that it is really a Western Ontario tour, Strathroy and Sarnia will also be invited to participate in the tour.

Last year's tours established the principle and worth of the trips, and thus the local chamber is exceedingly anxious that the greatest possible benefit be derived from this year's tour by securing a large and representative group of speakers.

As arranged in detail at the management committee meeting in the chamber offices last night, the London chamber will send a party of 300 persons to visit the city of Sarnia in the morning, stopping first at Strathroy, luncheon at Petrolia, stop at Wyoming, and on to Sarnia for the night, where it is hoped the Tanager City will put on a community evening. Leaving Sarnia the next day about 9 a.m., the tour will proceed via Wallaceburg and Dresden to Chatham for noon luncheon and an early afternoon meeting, at the close of which the members of the tour will head back for London by whatever route they wish. No decision has been made yet as to the dates, Sept. 2 and 3 or 3 and 4, nor will any decision be made until correspondence has been concluded with the towns to be visited on the tour.

Gordon Ingram, A. R. Ford and W. H. Wood were named as a committee to be responsible for the speakers for the tour to speak on Western Ontario, the University of Western Ontario, the western fair and the London centennial and old boys' celebration next year. Names suggested last night as speakers were: J. E. McHale, Rev. (Col.) Wm. Beattie, D.D., Col. W. J. Brown, F. Harley, E. S. Little, J. H. Saunders, Mayor G. A. Wenige, W. H. Porter and Gordon Ingram.

Mr. Wood will speak for five minutes concerning the tour at the Lions club on August 20, the Kiwanis club on August 21 and the Rotary club on August 22. He will also create interest in the trip and to register those desiring to join the tour. A committee, consisting of the following, was named to insure a large attendance: F. S. Calvert, George Wesley, A. M. Smith, J. J. McHale, Herbert Spittal, Alex. Morrison and C. E. Bernard.

The McDonald pipers will again be taken along to enliven the trip both en route and at the stops to be made. The London Motor club will provide a scout car to head the tour, while a mechanic and the man will be secured to travel in the last car and see that those going on the tour are not delayed unnecessarily by either tire or engine trouble on the road.

CHINESE STRIKERS LOOT FOOD SHOPS

Coolies Enraged When Strike Leaders Refuse Them Promised Pay.

Associated Press Despatch. Shanghai, Aug. 13.—Chinese coolies on strike, incensed because they have not received strike pay which their leaders had promised them, overran the Chinese city of Shanghai today, making demonstrations and looting food shops.

Police fired once into the crowd, wounding one man, but were helpless to prevent rioting. The disorders, however, ceased by evening.

The Chinese city of Shanghai is not under foreign control, being distinct from the international and French settlements.

ARMIES ON MARCH. By JAMES L. BUTTS. Special Cable To The Advertiser and the Chicago Daily News. Copyright. Peking, Aug. 13.—It is feared here that a serious Chinese-Mohammedan conflict may break out in Kansu province, owing to Feng Yu-Hsiang's henchman, General Sun Yueh, pushing westward in an effort to consolidate the provinces of Shensi and Kansu for Feng Yu-Hsiang.

Sun Yueh already dominates Shensi and is now marching against Feng Hsiangfu district in the extreme west, where he has ousted Tschun Wu Hsin-Tien, whose forces are making a final stand near General Kung Hui-Chin, who sends a telegram to the government, protesting against Sun Yueh's advance.

TRIED TO SCARE BANDITS.

Associated Press Despatch. Harbin, Manchuria, Aug. 13.—Morgan Palmer, who was killed by Chinese bandits at his ranch on the Sungari river late last month, met death staging a warlike demonstration intended to frighten the bandits from the vicinity.

This news was brought to Harbin today by Palmer's mother and the son of Dr. Harvey J. Howard of the Rockefeller hospital in Peking, who were at the ranch when the tragedy occurred. Dr. Howard, who was also visiting Palmer, was captured by the bandits and is still held for ransom.

MYSTERIES OF THE ANCIENTS

The Department of Agriculture of Egypt has seeds which were found in age-proof containers in the tomb of King Tutankhamen which they will endeavor to propagate at their Agricultural Research Laboratories. These seeds may represent herbs this age and generation knows not of. It was the simple roots and herbs of the field that half a century ago Lydo E. Pinchard's Vegetable Compound, a remedy that has never been equalled in overcoming ailments peculiar to women.—Advt.

Quebec Party Tours Ontario

Special to The Advertiser. Sarnia, Aug. 13.—Henri Bourassa and his party of 300 French-Canadian tourists will be in Sarnia about 90 minutes, according to the schedule of arrival and departure given to C. N. R. officials here. They arrive from Windsor on S.S. Tashmoo at 2:05 p.m., Aug. 20, and leave on two special trains for London and points east, one train at 3:30 and the other at 3:45 p.m.

MEIGHEN SPEAKS AT LONDON NEXT

Conservative Leader Censures Government's Handling of Timber Reserves.

Canadian Press Despatch. Kenora, Aug. 13.—Right Hon. Arthur Meighen, conservative leader, on his way to Ottawa after a lengthy stay in the mid-west, was the central figure at a Conservative rally here tonight, and delivered an address censuring the government for what he termed its "careless and extravagant way of handling the country's public domain, particularly the timber reserves."

The conservative leader will continue east tomorrow, delivering his next address at London, Ont., Aug. 19. He will speak twice during the following two days at picnics in Central Ontario, and will then conclude his speaking tour as arranged to date.

When Mr. Meighen arrived here today he found that Conservative orators had introduced a new slogan, "Vote for Meighen and he will bring your brothers and sisters home from across the line."

CANADA'S APPLE CROP IS OVER 2,500,000 BARRELS

Ottawa, Aug. 13.—Canada's commercial apple crop for the year is now estimated at 2,596,852 barrels, or approximately 95 per cent. of 1924. The estimates for each province, with the exception of Ontario, which produced 821,772 barrels, show a decrease from the 1924 yield.

REVOLT IN SYRIA FAST SPREADING

French Fear Neighboring Arabs About To Rise at Same Time.

Special to The Advertiser. London, Aug. 13.—The Central News Constantinople correspondent, quoting a Dana report, says that the Druse revolt in the French Syrian mandate is spreading. The French were reported fearing that the neighboring Arab tribesmen would also rise. The Druse clansmen were reported to have defeated a hundred Armenian volunteers, characterized as disquieting. French Algerian troops arriving at Beirut were reported to have mutinied, whereupon they were re-embarked. The message added that the Druse rebels are killing French prisoners in revenge for alleged French wounding of Druse sheiks.

HIS ARM PARALYZED, LIGHTNING CURES IT

Special to The Advertiser. Bakersfield, Cal., Aug. 13.—An electric storm brought a measure of good luck to Noah W. Myers, 67 years old, who has been suffering with paralysis in his left arm.

While lying in his tent, lightning struck the tent, hit a metal cooking utensil and then struck Myers. A spot about six inches in diameter was burned under his left arm. A physician declared that the patient would recover, and Myers is chiefly pleased to find that he has regained the use of his left arm.

PLENTY OF TIME FOR A REAL HOLIDAY YET.

Do not imagine that the summer has waned to a point where you have to give up the idea of a vacation. We to give you a good six weeks of summer before us; those six weeks comprising the most delightful season of all for a visit to one of the splendid resorts of the glorious Lake of Bays region.

Very accessible, this mecca of fishermen, golfers, paddlers and swimmers, affords opportunities for September enjoyment that few vacation spots on the continent can approach. Here you may live a care-free life in the open—or dwell in one of the modern hotels that nestle in this lakeland paradise. A visit to Bigwin Inn alone makes a trip worth while. Canadian National trains make splendid connections with steamboats, which serve every part of the Great Lakes of Bays district.

Complete information and literature may be obtained from any agent of the Canadian National Railway.

—Advt.

HEALING. SOOTHING. ANTISEPTIC. For Injuries & Skin Troubles.

I am-Buk

CUNARD ANCHOR-DONALDSON

Passenger Sailings

FROM MONTREAL.
Aug. 21—Aurania to Liverpool.
Aug. 22—Antonia to Ply. Cher., London.
Aug. 23—Lettitia to Glasgow.
Aug. 24—Aurania to Ply. Cher., London.
Aug. 25—Lettitia to Glasgow.
Aug. 26—Aurania to Ply. Cher., London.
Aug. 27—Lettitia to Glasgow.
Aug. 28—Aurania to Ply. Cher., London.
Aug. 29—Lettitia to Glasgow.
Aug. 30—Aurania to Ply. Cher., London.
Aug. 31—Lettitia to Glasgow.

FROM NEW YORK.

Aug. 18—Aurania to Ply. Cher., London.
Aug. 19—Antonia to Ply. Cher., London.
Aug. 20—Lettitia to Glasgow.
Aug. 21—Aurania to Ply. Cher., London.
Aug. 22—Antonia to Ply. Cher., London.
Aug. 23—Lettitia to Glasgow.
Aug. 24—Aurania to Ply. Cher., London.
Aug. 25—Lettitia to Glasgow.
Aug. 26—Aurania to Ply. Cher., London.
Aug. 27—Lettitia to Glasgow.
Aug. 28—Aurania to Ply. Cher., London.
Aug. 29—Lettitia to Glasgow.
Aug. 30—Aurania to Ply. Cher., London.
Aug. 31—Lettitia to Glasgow.

FROM BOSTON.

Aug. 27—Aurania to Ply. Cher., London.
Aug. 28—Antonia to Ply. Cher., London.
Aug. 29—Lettitia to Glasgow.
Aug. 30—Aurania to Ply. Cher., London.
Aug. 31—Lettitia to Glasgow.

Illustrated Booklets, Sailing Lists, etc., on request.

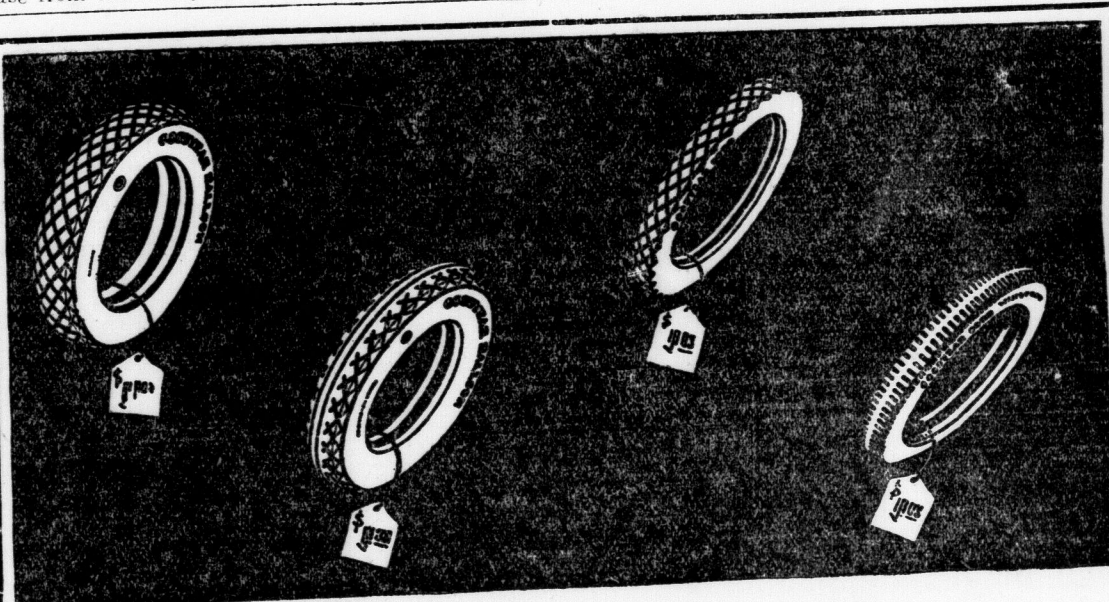
THE ROBERT REFORM CO. LTD., Toronto, or Local Agents.

ROBERT'S SYRUP

OF THE EXTRACT OF COD LIVER OIL

GET RID OF THAT COUGH BEFORE IT BECOMES SOMETHING WORSE. IT IS A SYRUP THAT HAS GAINED AN UNVARIABLE REPUTATION THROUGHOUT THE WORLD IN TREATING COUGHS, COLDS, OR BRONCHITIS.

BREAKS UP COUGHS



Right Tire—Right Price

WHY waste time shopping around? The Goodyear Selected Dealer has all you are looking for—right tire and right price.

You can't get a better tire than a Goodyear at any price.

You can get a Goodyear Tire for the same or less money than you are frequently asked to pay for uncertain quality.