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ADVERTISERS, NOTE.
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Report furnished advertisers on request.
London, Ont., Friday, August 12.

A SERIOUS SITUATION.
The live stock industry of the Canadian West
is at present facing a crisis unparalleled in its
history. The direct cause is the enactment of the Young-
Fordney tariff bill by the Government of the United
States. Confronted by ruin, the western live stock
men are appealing to all concerned to come to their
assistance in finding a way out of the present serious
state of affairs. The Calgary Board of Trade has
passed a resolution dealing with the matter, which
has been forwarded to Premier Meighen. The whole
situation is placed squarely before him, and remedial
measures are urgently called for. It is requested that
a conference representing the transportation com-
panies, farmers, stockmen and other interests con-
cerned be held at an early date to consider conditions
of the live stock market from all angles, and espe-
cially to discuss some means of credit extension to
farmers and stockmen, so that they may not be com-
pelled to throw their breeding and unfinished stock
on the market at sacrifice prices.

The following extract from the Calgary Herald of
August 4 gives a vivid impression of what some of
these prices are like:

"W. H. Towes, Altona, Man., has received
net returns of \$19.07 from the sale of seven
cattle shipped in July to a St. Boniface stock-
yard firm, according to officially issued state-
ment. The firm allowed \$44.71 for the stock,
but the freight from Altona to St. Boniface
amounted to \$15.34, nearly as much as the net
returns, and the commission charges were
\$10.20. Towes received \$16.87 for a cow
weighing 1,130 pounds, or 1 1/2 cents a pound.
A 500-pound steer brought \$7.46, a 110-pound
sheep brought \$3.85; a 50-pound lamb \$5.25,
another 60-pound lamb \$3, while a veal calf,
weighing 120 pounds brought \$4.87. The net
returns from Towes' transaction aggregated
less than \$3 a head."

Not only has there been a big drop in prices since
the passing of the emergency tariff bill, but there
has been an extraordinary decrease in the number
of cattle shipped to the United States markets. Since
the bill went into effect only a few carloads have been
sent across the border, and it is not only the west,
but every part of Canada, that is being affected by
the situation. The eastern manufacturers and busi-
nessmen are looking to the west for a market for
their goods this year, and if the stock-raising indus-
try is not restored to a better footing the purchasing
power of the west will be greatly reduced. At this
time last year good steers were quoted in Calgary
at 10 1/2 cents, and good cows were quoted at 8.39
cents. At the present time good steers are quoted
at 5 1/2 cents, or just one-half of last year's price,
while cows are quoted at 4 cents, or less than one-half
of last year's price.

The finding of new markets is one of the remedies
which naturally suggests itself, but the Calgary Herald
expresses the opinion that if the British embargo were
removed tomorrow it would be but a partial cure
for the conditions that now exist. "The fact to be
faced," continues the Herald, "is that the great live
stock industry of the west is confronted not only by
an immense immediate loss, but by an early anni-
hilation, if a way out cannot be discovered. Canadian
stockmen today are at the mercy of American buyers.
No other market is available, and prices have been
knocked down to the lowest point they have reached
for twenty years."

At an emergent meeting of the Calgary Board of
Trade, held on August 3, several remedies were sug-
gested by C. W. Peterson, president of the Farm
and Ranch Review. Among these was that immediate
diplomatic negotiations should be opened with the
United States in order to procure for Canada free
entry for animals and animal products. He declared
that even an unlimited overseas market could not
for a moment be compared with free access to the
Chicago market, which could completely absorb all
classes of Canadian live stock. Another suggestion
was that a Canadian pool should be adopted, consist-
ing of Government representatives, bankers, breeders
and capitalists. Mr. Peterson also brought up
the matter of a conference at Ottawa, a resolution call-
ing for which has now been adopted.

The request put forward to Premier Meighen
asking for a conference is one which demands imme-
diate attention. The very existence of one of the
basic industries of the Dominion is not only at stake,
but the future prosperity of the whole country hangs
in the balance. It should be borne in mind that the
western cattle raisers are not now ranchers on a
big scale, as they were a number of years ago, but
thousands are medium and small farmers, whose con-
tinuance on the land is seriously threatened. The
west cannot look for immigrants while conditions like
these prevail, and Mr. Meighen has now a grand
opportunity of helping to set that part of the world
on its feet which has a special claim upon his services.

OPTIMISM IN CZECHO-SLOVAKIA.
A prominent young Czech-Slovakian statesman, Dr.
Kliment, speaks optimistically of the prospects in East-
ern Europe. He denies that it is either bankrupt
or paralyzed. Austria and Hungary, he thinks do
want the treaty settlement to appear a success.

But the little Entente of Czech-Slovakia, Rumania
and Yugo-Slavia constitutes a spinal column to that
part of Europe formerly dominated by Vienna.

Not long ago the reactionary government of Hun-
gary tried to restore the Hapsburg empire, but the
little Entente blocked that attempt at once. Benes
shows how rapidly recovery has proceeded in Czech-
Slovakia. The railways are running better than before
the war, cattle are more numerous than in 1914. A
great impulse has been given to Czechs, Rumanians
and Yugo-Slavs by their deliverance as nations from
the exploitation of Germans and Magyars. They have
made commercial treaties among themselves and with
Italy, Germany, Austria, France and Great Britain,
laying foundations for the trade expansion that will
come. With their new enthusiasm and optimism we
may well expect better times before long in all Europe.

BYCOPHANCY IN EXCELSIS.

Now we know who we have to thank for the in-
vitation extended to the various powers to attend the dis-
armament conference which is to be held at Wash-
ington on November 11. It is the Rt. Hon. Arthur
Meighen. This important item of exclusive infor-
mation has been communicated to the London Free
Press, which passes it on in awe-stricken tones to
the people of Canada. The secret has been well kept,
despite the strident notes of Mr. Meighen's overseas
trumpeter-in-chief, and was probably reserved as a
special titbit for the delectation of the citizens of
the Dominion after the premier's return.

In connection with the Imperial Conference we
have, owing to the accounts which have been pub-
lished of Mr. Meighen's prominent part in foreign,
domestic and imperial politics, and the brilliant and
multifarious services that he has thereby rendered to
mankind in general, and the Anglo-Saxon race in
particular, been prepared to regard him as a modern
Moses leading the world out of its muddle and misery
into the halcyon realms which it has vainly sought for
so many centuries, but our contemporary is not satis-
fied with this; it places Mr. Meighen on a pinnacle
never aspired to by Alexander of Macedon nor
dreamed of by Solomon in all his glory. Having
exalted its idol to this celestial altitude, the Free
Press proclaims to all to whom it may concern that
at the London conference "the world situation instantly
changed as the result of the Canadian premier's sug-
gestions." Order emerged from chaos, hope supplanted
despair, and joy succeeded sorrow when Meighen spoke.

One can well imagine that Lloyd George fell on
the Canadian premier's neck and wept when these
momentous suggestions were so brilliantly crystallized,
and that President Harding's tears flowed in hysterical
abandon as the bright, intellectual rays flashed across
the Atlantic and showed him a way out of his diffi-
culties. No matter whether Senator Borah brought
forward his disarmament amendment in the beginning
of May, ere Mr. Meighen wandered from his native
heath, no matter whether President Harding has for
many moons been getting his disarmament conference
scheme into a shape to render it acceptable to the
powers concerned, it was the magic rod of the sage
from Ottawa that caused the healing waters to flow.
In the more prosaic but none the less eloquent words
of our contemporary, he "started the ball rolling,"
he trundled the terrestrial sphere.

The Ayrshire plowman tells us that on one occasion
a certain personage, whom we shall not name, "gave
the world a shog." Mr. Meighen has apparently fol-
lowed this example, and we are now hopefully look-
ing forward to the "world" getting a move on as the
result of the push he has given it. But perhaps it
would have been as well if the premier had reserved
a modicum of his intellectual strength and perspicuity
for the task of dealing with some of the Canadian
problems that now clamor for solution.

EDITORIAL NOTES.

Young Canada is so busy making history that he
has not time to study it.

Liquor is at present selling for the highest prices
ever recorded in England. The same here.

It has now been officially declared that the war is
ended except with Turkey. She is a tough bird.

H. W. Wood's reason for declining the premiership
of Alberta is that he wanted to keep his place in
the Sun.

A six-foot rattlesnake has turned up at Brantford.
In spite of prohibition it was possibly having an old-
home week of its own.

They say that the porridge pot in Scotland is being
replaced by the teapot. This oat not to be, although
it is another big pot dethroned.

H. C. L. has hit King George such a big wallop
that he is cutting out much of the frills and feathers
associated with ceremonial occasions.

Contracts have been let for the anatomical building
at Toronto University, but unlike some of the dwellings
in London, this will be more than a skeleton structure.

Three hundred descendants of a man named Porter
held a family reunion near Brantford. Such a large
amount of Porter must have been quite refreshing
these times.

No less than \$65,000 worth of liquor has been laid
in at Windsor. If the Prince of Wales goes there
again he will probably conclude that it is a rum town,
whose leading art is the drawing of corks.

A Czech-Slovakian vicar has refused to christen a
boy "William," as this is the name of the ex-kaiser.
He must have had the same conscientious scruples as
the minister who declined to christen a child "Beelze-
bub," although the mother pleaded that it was a scrip-
tural name.

Down in Alabama a minister is seriously ill from
the bite of a snake which he said would not harm
true believers. This is not the first time that a snake
has fooled the human race, but the trouble now is to
determine whether it is the minister or the copperhead
who is the unbeliever.

A NEW PLANET.
A new planet has been discovered by the distinguished
Spanish astronomer, Senor Comas Sola of Barcelona. It
is an asteroid. There are over 500 of these minor planets
which revolve in the gap between Mars and Jupiter, but
it is still believed by many that there are other planets
in the solar system which are beyond the orbit of Neptune.
But up to the present attempts to discover one such
planet have failed. Perhaps the attempts are premature,
for Neptune has not yet completed half a revolution in his
orbit since he was discovered in 1846. If, however, an
extra-Neptunian planet exists, it is highly probable it
will be discovered some day, not by observation or mathematical
prediction, but by the direct comparison of two photographs.

LETTERS

PRaises COMMISSION.
To the Editor of The Advertiser:
I am a retired soldier who has
personal knowledge of the valuable
work done in this district by the Lon-
don Soldiers' Commission, and I
have noticed something in your val-
uable paper of Friday last, about cur-
tailing the work of the commission on
grounds of economy. I am writing a
few lines about the matter.

I have travelled all over the country
since my return from the war, and
have yet to find a community where
the ex-service men have been as well
looked after as they are here, nor any
centre where the men or their fami-
lies are as happy and contented, as a
class.

Surely, at a critical time like this,
the authorities at Toronto do not con-
sider it real economy to disorganize
and minimize the efforts of the only
true friend that we have had to go
to when in need of a strengthening
hand, and especially when it is so
apparent that the whole community
have confidence in its local branch of
the commission. I have dozens of
friends who have tried out and found
satisfactory, the services of Mr. Lance
and his capable staff, and I know that
hundreds are still waiting for the
office and its facilities, and with the
added dangers we need the stabilizing
influence of an organization that has
the confidence of the community. There
should certainly be no thought of cur-
tailing under the guise of economy.

EDWARD BELLENGER,
13th Battalion, 27 Clark street.

OTHERS' VIEWS

A DETECTOR OF CARELESSNESS.
(New York Times.)

Rough handling of freight in railway
yards or in transit gives rise to many
claims by shippers. In some districts
this cause is reckoned as producing from
25 to 35 per cent. of all claims for
damages. Railroad managers have
tried with the problem, but it is
difficult because it is so hard to trace
the carelessness to any one train crew.
Now, however, an instrument has been
devised to detect the time and place of
damage done to freight cars. It is
called an "impact register," and has
been made the subject of exhaustive
tests by the Chicago, Milwaukee and St.
Paul Railroad. The machine is con-
structed on the principle of the seism-
ograph, and when placed in a box car
will record the time of each shock and
also the intensity. By this means the
management is able to prove exactly
when and where, for example, the rail-
road recently reduced its rate of freight
on morals may not be improving, but
our skill in inventing methods to ex-
pose bad morals certainly shows no
signs of flagging.

STANDARD OF WAGE REDUCTIONS.

The German workman on sixty
marks a day gets almost enough to
eat (never enough meat), almost enough
to support a wife and small family,
almost enough to make him satisfied
with his job. By strict attention to
economy he can squeeze out a few
marks for the simple pleasure of his
leisure hours, which consists mostly in
light beer and light music in some pub-
lic garden or beer garden.

15,000-TON MOTOR SHIPS.

[Ottawa Journal.]
The growth in the size and power of
motor ships is indicated by the fact that
there is now in service an oil-engined
tanker with a dead-weight capacity of
15,750 tons, the largest vessel of her
class yet built. She is equipped with
machinery of 4,700-horsepower, and
according to the Motor Ship, in which
a full description is given of this in-
teresting craft, a speed of over ten
knots is maintained on a fuel consump-
tion of only about 14 tons daily, or
approximately one-third of the amount
required in an oil-fired steamer of the
same size and speed.

A FILLIP TO BUSINESS.

[Ottawa Journal.]
The thing which suggests encourage-
ment is that, barring a mishap, Canada
will have the largest wheat crop in her
history in a year when prices are cer-
tain to be at least "moderate." As
compared with the war market condi-
tions that will mean a great deal to the
farmers of the West and to the country
as a whole. From the monetary stand-
point it will represent the inflow of
many millions of dollars from abroad;
for, if we should realize on immediate
prospects, we might have as high as
175,000,000 bushels available for export.
At \$1.50 per bushel the money return
would be \$262,500,000. The business of
the whole Dominion would enjoy a tre-
mendous fillip if that should come to
pass. It would be very materially
stimulated if half that vast sum should
be won.

A CONTRAST.

[Kingston Standard.]
The striking contrast between the re-
turns of the C. P. R. and of the Cana-
dian National system—the C. P. R. hav-
ing recently reduced its operating ex-
penses considerably and thus actually
increased its net revenues, while there
have been increased expenses on the
Canadian National simultaneous with
reduced revenues—must surely convince
thoughtful people that public ownership,
while interesting as an experiment, is
anything but profitable to the country,
or likely to be welcome as a permanent
institution.

SOUNDS WELL.

[Winnipeg Tribune.]
The way to disarm Japan is to con-
vince her of the honesty and justice of
our intentions, and the way to Japan
to disarm us is to convince us of the
honesty and justice of her intentions.
This is only another way of saying
that where justice is sought and served
by all, the chances of misunderstanding
are remote, and will seldom be
carried to the supreme court of war.
It may sound a little old-fashioned but
it is still valid reasoning even since the
invention of poison gas.

AFTER THE NIGHT RIDERS.

[Bay City Tribune.]
That the governing forces of the state
of Texas are not in sympathy with the
Ku Klux Klan is evidenced by a fulfill-
ment of a promise to introduce a bill
in the state legislature to curb the activi-
ties of this night-riding and mask-
disguising band of outlaws. The bill as
introduced in the lower house provides
a penalty of a fine of not less than \$500
or more than \$5,000 and imprisonment
of not less than one year nor more
than ten years, or both, for two or
more persons who conspire to injure,
threaten, oppress or intimidate any per-
son, the same penalty to apply to any
person disguising himself. If this bill
becomes a law, other states might well
emulate the Lone Star state.

Hits and Misses

By OLAF REX.

THE TWELVE-YEAR-OLDER.

Ever full of boy ambition
To become a baseball wizard,
Or a prodigy magician
Doing things from A to Z.

Full of worldly information:
Babe Ruth's average, Dempsey's
figure,
All the great men of the nation
Are discussed at idle leisure

By His Lordship "Twelve-Year-Older."
How the champion wrestler wrestles,
How the oarsman swings his shoulder,
How the hurdler jumps the trestles,

How the fighter floors opponents,
How the greatest fullback plunges;
Tales of strength and thrilling moments,
Swordplay, breaks and skilful lunges.

"Twelve-Year-Older's" blood is sport-
ing;
Loath is he of adult pleasures;
Dancing, parties, love and courting,
Are to him quite useless treasures.

Indians, bears and alligators;
Oh, to read again the captures
Of those daring gladiators,
Sweet, oh, sweet, are boyhood's rap-
tures!

Germany's promises are like cheap
cigars—they're never made good.

Many mothers-in-law are undiplo-
matic relations.

The trouble with the younger genera-
tion is that it likes shirking work
better than the working shirt.

A taxi-driver in New York was dis-
covered with a \$10,000 bank account.
Now we understand why people talk so
much about income "taxes."

The only friends most of us don't
like hanging around are friends in need.

Someone has come out with the as-
sertion that Nero played Jazz. Is it
any wonder Rome burned?

THE SILVER LINING

By Fullerton Walde.

KEEPING IN TUNE.

Merely to tune an instrument is not
enough. If it is to be usable, it must
be kept in tune. That applies to human
beings as well as to piano, violin or
banjo.

Does this imply that we ought to be
at "concert pitch" forever—all "keyed
up," taut and tense, without a let-
down? No; but Northcliffe is right
when he talks about good health as
fundamental to good work; and if we
are to play our part in life's great
symphony we must keep "fit as a fiddle."

The human instrument must be in
tune with itself, and it must be in tune
with all the rest.

To act "in concert" with others
there must be utterly harmonious re-
lations. You cannot have an orchestra
with blatant dissonances between the
flute and the trombone, the French horn
and the violas. You must have them
realize that they are "members one
of another." And in any business coali-
tion, the interests of one are the inter-
ests of all. Each must play in time
and in accord with all the rest.

The sole performer has his reward—
so has the spotlight and the plaudits.



"I talked while
the Ice Cream
melted"

"At a public station
in Peterborough I put
in a Long Distance
call for Toronto - and
ordered a big ice
cream soda. Before
the drink was ready,
Toronto was on the
line, so the ice cream
had to wait."

That's real service
I'll say!"

—Subscriber's Letter



MORE PANTS

The greatest Pant Sale ever con-
ducted in London. Now or for six
months and getting stronger every
day. These Pants are direct from
the Tooton Manufacturing Company
and are being sold at the manufac-
turer's outside sale.

REGULAR \$4.50,	\$2.50
FOR.....	
REGULAR \$5.00,	\$2.95
FOR.....	
REGULAR \$6.50,	\$3.50
FOR.....	
REGULAR \$8.00,	\$3.69
FOR.....	
REGULAR \$10.00,	\$5.00
FOR.....	
REGULAR \$12.50,	\$5.95
FOR.....	
REGULAR \$14.50,	\$6.95
FOR.....	
25 dozen Straw Hats, all styles.	\$7.95
Worth up to \$4.50,	
for.....	\$1.45

Come Quickly.
ELIMINATING MIDDLEMAN'S
PROFITS ON THESE GOODS.
Men's Suits, Raincoats, Shirts, Un-
derwear, Socks, Neckwear, Straw
and Felt Hats, Caps and Overalls.

120 Dundas St.
GIANT CLOTHING HOUSE STAND
JUST WEST OF KINGSMILL'S.

But he knows very well that if he pays
no heed to the accompaniment the gen-
eral effect is ruined; the instruments
must move forward all together to make
the perfect music.

All that is true of orchestras and
symphonies is true of your business
and mine—true of our families, true of
our communities. We must have team
play, with all hands and hearts in
tune, if we expect to win.

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BRITISH BY-ELECTION IS BEING WAGED ON A PLATFORM OF ECONOMY

London, Aug. 11.—By the Canadian
Press.—Political England is following
with great interest and some little
amusement the progress of the by-elec-

tion in the Abbey division of Westmin-
ster, brought about by the death of the
sitting member, Burdett-Coutts. The
present state of the coalition party and
the prominence achieved by the anti-
waste campaign directed against the
Government is having a curious effect.
Col. Applin, the anti-waste candidate,
immediately started a vigorous cam-
paign along lines which proved so suc-
cessful in the neighboring constituency
of St. Georges. Meantime Brigadier-
General Nicholson has come into the
field as an "independent constitutional
conservative," promising general sup-
port to the coalition, but reserving en-
tire independence concerning expendi-
ture of public money.

Thus no straight coalition candidate
is in the field, local coalition Liberals
refusing to support Nicholson in view
of his refusal to endorse the full coali-
tion ticket. A Labor candidate has
been provisionally adopted, and a wo-

man candidate may be forthcoming, but
the by-election will probably resolve it-
self into a lively competition between
the general and the colonel as to which
of these two gallant officers can show
himself the sterner economist.

Too bad grandmas
couldn't have lived
to meet

MIRACLE

CLIFF ROBINSON

Quality Meats and Provisions

Be one of the crowd at our Friday and Saturday sales. Look over our list of Bargains!

BEEF BARGAINS.

Choice Briskets10c lb.
Fresh Beef Hearts.....10c lb.
Choice Stew Beef12 1/2c lb.
Boneless Rolled Pot Roasts
..... 15c lb.
Pot Roasts Beef.....12 1/2c lb.
Oven Roasts Beef.....20c lb.

Stewing Veal12 1/2c lb.
Shoulders of Veal to dress
..... 20c lb.
Veal Chop25c lb.

Fresh Shoulders Roast Pork,

while they last25c lb.

Fresh Pork Tenderloin 55c lb

Mild Cured Corned Beef
..... 15c lb.

Finest Pickled Shoulders
..... 25c lb.

Smoked Picnic Hams 30c lb.

Choice Smoked Breakfast
Bacon, sliced by machine
..... 35c lb.

PROVISION SPECIALS.

Bulk Cream Cheese.....35c lb.

Choice Yellow Cheese 35c lb.

Strictly Fresh Eggs, 35c lb.

Homemade Shortening
..... 2 lbs. for 25c

Choice Strained Honey, this
year's stock35c per jar

Breasts Spring Lamb 18c lb

Shoulders of Spring Lamb
..... 30c lb.

Fresh-made Creamery Butter, 43c per lb.

Large Tins Salmon 20c | Small Tins Salmon10c

Canned Apples, Pumpkins, Corn and Tomatoes 15c per tin

This year's pack will be much higher. Put in your supply now.

100 LBS. SUGAR \$3.75

FRESH GREEN GOODS, BULK OLIVES AND PICKLES. SPRING CHICKENS, ETC.

Make this Bright, Sanitary Store your store. You are taking no chances when buying our
quality goods. We stand behind each sale. Kindly Let Us Have Your Orders Early.

CLIFF ROBINSON