#### London Advertiser

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THE LONDON ADVERTISER COMPANY. LIMITED.

London, Ont., Thursday, August 21.

#### Liberal Party Meets Needs of the Soldiers

"returned soldiers" policy as adopted at the national convention held in Ottawa the beginning

owing to the men of Canada who at great cost hard to believe that the present raid will not have purchased the boon of peace and freedom develop into a resolved effort to pacify the land for the nation, as well as for the world, is mani- of chaos. fested in the pledge to make, when opportunity is afforded, fittingly generous provision in the way of pensions, both for the men who come back, and the dependents of those who have poured out the "red rich wine" of life.

So far as pensions are concerned, the Liberal platform provides that "such pensions and allowances be granted as shall enable soldiers or their dependents, as the case may be, to maintain a liberal standard of living sufficient to guarantee health, education and all the necessities, comforts and amenities which go to make a standard of life worthy of Canadian citizenship.

Why should the widow and her fatherless children be obliged to give up their home for poorer quarters, and the children be deprived of educational advantages because the head of the household saw his duty and gave his life in his country's service, while the family across the way, in exactly the same circumstances before the war, enjoys increasing prosperity and opportunity, owing to the fact that the provider may appear, it may be pointed out at least that stayed at home and availed himself of war conditions to better his fortunes?

side-stepped by men and women of Liberal ideals, holding to the Liberal principle of "the square tion of commerce and a mere pretence of a cenholding to the Liberal principle of the square trail of commerce and a mere preceded of a cell cipitate, had almost made up her mind to flee and seek the protection of old deal for all citizens of the state, equal rights and the protection of old mark, the gardener, or Hannah in the opportunities, and no special privileges," when hand, it will at any rate be for Persia's good. The kitchen, when a great change came it came to passing upon the question of right in it came to passing upon the question of right in direction. Canadians who have invested money and happy light sprang into his grey eyes, and he smiled broadly. Miss Hanford mentally classified the smile as a grin. in Mexico or who would like to participate in the "Like a Cheshire cat's" she indigmen and their dependents.

#### More Morality

The subject of "New Morality" was actually too large to be covered in a half-column yesterday. So here it is continued in our next.

Perhaps the morality of the age might be summed up in "live and let live." Yesterday it was suggested that where the former age emphasized self-control, self-denial, with some distrust of human impulse, the modern ethics call for life and self-transcendence. The natural corollary to living is letting others live and co operating with them to that effect. There was Hohenzollern. Any English or American mob some excuse for restrictive control of others when you held your own mouth with a curb-bit. If you scorned delights and worked for the night was coming, you felt virtuous in making others do so. The maxim was that only by ruling yourself could you rule others. But the new morality dimly evolving is less concerned about rule than energizing the healthy instincts and attaining generous kaiser 170,000,000 marks. Is it really, as stated, social ends. Strong drink used to be condemned as a "sinful lust of the flesh." Now it is overnuisance. It used to be called high life, too ment? much life; now it is seen as devitalizing, low, inhuman, impracticable. The old prohibition was restrictive, negative, the new would be realistic and constructive. Formerly it was thought that we should not have too good a time, now people mean to enjoy themselves and not let others be This life "is but a passing show," bout 21/2 per miserable either.

Dean Hole tells a story of a Sunday school

Gent.

Ge

fied that spirit. Experience and education have trained and organized it to better purpose. Selfhelp was the ideal of a former generation. We believe in it still, but more than formerly the individual merges himself in great associations for common ends. There is much friction and illwill, but men are also banding to overcome the selfish egoists who trample on the right. So the age of self-expression, art revival and frank enjoyment is also an age of larger humanity and positive idealism, making immense sacrifices for the general good. It is the age of a new humanism upon which we have already entered. The old humanism was individualistic and intellectual and its "humanities" were studies for the reason, quite compatible with "inhumanity to man." The new humanism is human in the social and practical sense, its humanities consisting in sympathy and mutual help.

#### Intervention in Mexico

American cavalry seems to have crossed the Meeting the needs of the returned man in a frontier into Mexico under official orders, in practical way at every point has been the aim of pursuit of the bandits who held American aviators the Liberal party in Canada in formulating its for ransom. Such punitive raids have happened once or twice before in late years, and it is possible that nothing important may grow out of this one. But national indignation is rising against the anarchy that seethes in Mexico and insolently Consciousness of the full extent of the debt makes free with foreign life and property. It is

For many years Mexico has been growing worse and worse. Carranza, the nominal head of the country, controls only a part of it as a sort of head brigand there. In his hatred of Americans he has been eager at all times to help Germany and makes no concealment of his disgust at the Entente victory. The Hun's friends are of his own ilk, Swedish and Dutch junkers, and Mexican brigands. These all stick naturally together.

The various bandit chiefs of Mexico, leading troops of the most mixed character, Indians, halfbloods, outlaws and escaped criminals, fight one another, harry the gentler population and prey on foreign properties. It was proposed at Paris that Mexico should be a mandatory of the United ously stark, raving mad; for not only that Mexico should be a mandatory of the United ously stark, raving mad; for not only States, but the Americans have been very reluctant, naturally, to interfere with their next-door neighbors, fearing for one thing the jealous temper of all Latin America.

Some objection is being made by French and American writers to a British protectorate over much fuss she shifted her position shat the drawer with the pistol in Persia. However the British move in that quarter the internal conditions of Persia and Mexico are creak alarmingly in still to be utterly much alike, bands of brigands everywhere, re- Hanford's presence. Such questions as the foregoing could not be pressed in Persia mainly by fear of British troops, intertribal civil wars every now and then, stagnasame should be true of Mexico under an American strained development of the country's resources, will welcome with joy an effectual American pacification.

cents per dozen, but it was 25 years ago

at the beginning of the coast-to-coast festivities. How is H. R. H. the Prince?

Some one wrote a poem on "Stupidity Street." He might have taken a row of Government offices in Toronto or Ottawa as his model.

Millions of marks proposed as a purse for would be glad to give him as many marks of their

The Prince of Wales having expressed a desire to see the sights the local reception com-

mittee should not fail to show him the Grand
Trunk station.

The Germans are talking of giving the exkaiser 170,000,000 marks. Is it really, as stated, for consolation, or to finance the trial? What else could he and Mrs. Hohenzollern do with so

honor of being hostess—and why? It would be interesting to learn what there is about this house to give strangers the impression that it is a hotel or an office building? I do not think it has ever been regarded as a mere public utility before."

"I'm awfully sorry, Miss Hanford—you are Miss Hanford, are you not? But what's the use of that talk—I would be interesting to learn what there is about this house to give strangers the impression that it is a hotel or an office building? I do not think it has ever been regarded as a mere public utility before."

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#### I WANT TO BE A PROFITEER.

want to be a Profiteer, and with those duffers stand

I long to be a member of that holy, happy band.

'Unhand me gents' and let me be a Profiteering Gent

#### PATHETIC FIGURES



The man who takes a bunch of women along fishing.

#### The Advertiser's Daily Short Story

(Copyright, 1919, by the McClure Newspaper Syndicate.) RING THREE. By Will T. Ames.

The telephone in the east room of the Hanford homestead rang zing-sing-stances, whether she shouldn't reany answer, on the chance of the operator having made a mistake, when a man burst into the room.

The man was a total stranger, the chance speed him before. He

Eleanor had never seen him b stark, raving mad; for

vas just beside her right hand.
The intruder, who had flung himself nto the none-too-strong windsor chair eside the telephone table and made it "Hello! hello!" he bawled, the look of

"Like a Cheshire cat's' sne indigrelopment of the country's resources, will welme with joy an effectual American pacification.

EDITORIAL NOTES.

A Montreal paper quotes fresh eggs 12
rits per dozen, but it was 25 years ago.

Gen. Currie has indigestion. And he is only the beginning of the coast-to-coast festivities.

Ow is H. R. H. the Prince?

"Like a Cheshire cat's' sne indigthe uninvited guest was saying into the phone.
"Sure, this is Les." the uninvited guest was saying into the phone.
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"Sure this is Les." the uninvited guest was saving into the phone.
"Sure this is Les." the uninvited guest was saving Miss Hanford arose, to the full height

her sixty-three majestic inches. She no longer felt any fear of this madman; she was experiencing instead a mighty indignation—Much—anything might be forgiven in a mere lunatic; but for a vandal like this to violate your privacy, to seize upon your property, to set at defiance all the conventions and safeguards of society—for the purpose of making love over your phone—to some other woman—

ugh!
Miss Hanford was all icy calmness as the trespasser, hanging up the receiver, uncoiled his tall length from the trembling windsor chair and stood erect. the gave him no time for a first wo here is no strategy in that.
May I be privileged, inqui
eanor, "to know to whom I have
nor of being hostess—and why?

sorry to come tearing in that way, but I'll tell you how it was.

"You see, I've had that little bungalow that sets back in the woods a quarter of a mile above here for a week. I've been away for a good while on that little business over across and she's been in Ialifornia, so we haven't seen each other. She got home to New York agricular and wired that she'd sne's been in Jamonna, so we have to seen each other. She got home to New York yesterday and wired that she'd be out here on this afternoon's train. There are two trains, you know, and I put in a telephone call for her at New York. After it was in, and I'd waited half an hour. I realized that if I waited any longer I couldn't meet the two-eighteen, and she might be on that. So I started. When the phone man hooked up the bungalow he told me that this big white house and that stone one down below were the only other subscribers on the line. My number was three.

"Just as I was passing here I heard

porary aberration, there is nothing else to do but pardon you, I suppose."
Grey should have gone away then. Of course he should. A young man in his peculiar position would be doing very well, you'd think to get out of the situation without complicating it further. But the more he looked at this marchioness-like little person the more he didn't want to. The only thing he could think of to say, however, was: "May I not bring her to see you, Miss Hanford?"

Miss Hanford?"

If looks could kill, Lester Grey should have been at least a serious casualty.
"Bring whom, pray, Mr. Grey?"
Eleanor inquired chilily, with her eyebrows a quarter of an inch higher than

### "NEWSPAPERS ARE **WORLD'S MIRROR'**

Comment, Cleverness and Mere Verblage From "Educators or the Common People" in Can-

ada and Other Lands. ONE OF THE MYSTERIES. [Detroit Free Press.]

of the mysteries of life is h serving the ways of gentlemen and never acquire any of them for himself JUST SO. [Toronto Star.]

Sooner or later the idea that the high cost of living is something about which nothing can be done, owing to the sacred law of supply and demand, is one which will have to be abandoned here in Canada.

possible to live on a penny a day. The recipe is an old one, so old, indeed, that thas no doubt been generally forgot-ten. Here it is: Eat a penny's worth of dried apples for breakfast, drink freely of water at dinner time to swell hem, and sup with a friend.

SPENDING, NOT PRODUCING.

[Simcoe Reformer.]
There is sound sense in the remark
made by a witness before the Senate
ood investigating committee at Washmey like drunken sailors with ducing." That is a more poten

DEMAND FOR CENT PIECES.

as been working overtime to meet the onormal demand for cent pieces is one of the curious thing about the inhated cost of living. Though the cent has lost its old purchasing power it is more useful than ever in paying the odd and uneven sums which represent the cost of an article plus war taxes. The war has made the penny an indispensable without necessarily conducing to its popularity.

VICTORY DAY IN DUBLIN.

## PALE-CHEEKED GIRLS. TIRED-OUT WOMEN QUICKLY BUILT UP

Wonderful Record Made by New Blood-Food Remedy.

Certain Results Guaranteed. Pale people have pale blood. -In other words, the blood is watery and lacks red corpuscles.

The stomach is wrong. Assimilation is poor and food is not hanged into blood. Naturally the system is robbed of vitality, lacks strength and reconstructive power. Don't slip from vigor into weakness.

Don't allow the appetite to fail, but nstead use Ferrozone You're bound to feel rejuvenated and strengthened at once Appetite is braced up, digestion stimulated, vigor imparted to the stom-

nt reports that he saw in black saturday: "After having watched 1000 men march past Lord Fremamid scenes of enthusiasm security witnessed the same security witnessed."

PROTESTS COME TOO LATE. [Springfield Republican.]
Japan has now been in actual physical possession of the old German concessions and leaseholds in Shantung Province for nearly five years, and if the League of Nations project is scrapped and we revert to the pre-war conditions and policies, just how are we toget Japan out of Shantung, especially out of Kiau-chan? Is war contemport of Kiau-chan? get Japan out of Shantung, esp out of Kiau-chau? Is war co plated? The question is dodged. was not the original robber in plated? The question is dodged. Japan was not the original robber in Shantung, nor is the robbery of recent date. It is twenty-one years old, and our Government never protested against Germany's seizure, nor has it ever refused to recognize the treaty, ceding rights to Germany, which China signed under duress, like most of the important treaties it has signed since it was torcibly opened up to commerce by

western aggression. CAN WE LOOK ON?

[Quebec Telegraph.]
The American administration confidently declares that all profiteering will be eliminated from the United States in two months as the result of the huge campaign now being conducted in all parts of the union against food hoarders and price gougers. The utmost co-operation and vigor is being shown by all the government authorities, federal and state, and a close net is being drawn about those who are exploiting the hunger of the people for their monetary emolument. The cold

storage plants are being turned inside out, and larger stocks of butter, eggs. meat, and other goods are being seized by the authorities. It appears almost certain that profiteering will shortly be a thing of the past in the United States. and prices will once more be normal for the American people.

But what about Canada? Are the people of this Dominion to be forced to sit and see their neighbors relieved

# **National Victory Celebration** Exhibition

INCOMPARABLE PROGRAM ECLIPSING ALL FORMER TRIUMPHS Daily Concerts Afternoon and Evening by British Grenadier Guards' Band Canadian War Memorial Paintings. Recording every phase of the Canadian operations overseas during the war. Four hundred pictures

painted on the battlefields CANADA'S WAR TROPHIES. Dominion Government's Mammoth Collection of Big Guns and Other

Relics of the World War. Daily Aerial Flights in Enemy Machines by Colonels Barker and Bishop Canada's Famous Aces. GORGEOUS SPECTACLE-The Festival of Triumph and "March of

HUNDREDS OF PERFORMERS. THE APEX OF ALL PATRIOTIC PAGEANTRY.

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First to build truck tires-

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First to build a complete line of tires for all commercial vehicles-

First to build a successful giant truck tire-

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The only manufacturer that makes the tire and rim complete.

Result—over half the truck tonnage of America is carried on Firestone Tires.

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# 346 and 348 Dundas Street. Most Miles per Dollar

# HORLICK'S

Malted Milk for Infants A safe milk diet, better than cow's milk alone Contains rich milk and malted grain extract.

Buy your tires here on a guaranteed mileage basis, les against 3,500, for the same money. GET OUR PRICES FIRST.

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