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THE LONDON ADVERTISER COMPANY,
LIMITED.

London, Ont., Tuesday, May 25.

A NEW REPUBLIC.

Southeastern Europe is becoming a great
interest to the boys collecting stamps. New
countries like Czechoslovakia, Hungary, Po-
land and Jugoslavia abound in that happy re-
gion. And there are possibilities other than
stamps in these new-born states.

Jugoslavia is one of the most interesting
of them. Inhabited by 11 or 12 million Slovenes,
Serbs, Croats, Dalmatians and Montenegrins
(the mountain variety of Serbs), it shows about
the most mixed nationality, though the five or
six people all speak a similar language. The
territory of about 100,000 square miles is not
much developed by railways, mining and mod-
ern agriculture or manufacture, but is full of
promise. Wheat already is a rich yield and the
Serbian pigs are celebrated. In 1917 the
Austrians took from northern Serbia alone a
total of 7,600 tons of dried fruits and 9,000 tons
of fruit jam, besides 230,000 litres of wine.
There are great prospects for beet sugar and
with the extension of modern methods of live-
stock breeding, Jugoslavia will take an im-
portant place as the foremost European pro-
ducer of not only pork and bacon, but cattle in
general. Things are bad enough at present,
with war-devastation, loss of male population,
famine and disease, but with the resumption of
labor and outside help, times will soon improve.

All over Jugoslavia are scattered vast de-
posits of copper, coal and gold, most of them
never worked, some untouched since the Middle
Ages, when the mineral wealth of the Balkan
countries was a matter of popular fable. Ger-
man management took hold of a copper mine
in 1906 when its production was 800 tons, in
1912 it turned out 7,500 tons, and during the
war it reached an annual output of 12,000 tons.
That is how the Germans got some of their
copper to make up for the loss of American
supplies. The main copper deposits are still in-
accessible on account of the lack of railways,
and it is the same with the Bosnian iron and
salt mines. But hydraulic power awaits the
miner in almost unlimited quantities, as the
mineral fields are in the mountains where
waterfalls abound.

Timber covers one-third of Serbia, Bosnia,
Montenegro and Carniola, the principal pro-
vinces of Jugoslavia. The development of min-
ing, lumber and power resources calls for the
investment of foreign capital, and for the aid
of foreign engineers and experts. If Jugos-
lavia gets a fair deal at Fiume, at least an
untrammelled passage of its commerce through
that great port, the outlook for the future is
excellent. As Canada, largely an inland coun-
try so far as good ports are concerned, breathes
easily through Vancouver and the St. Lawrence,
Jugoslavia proposes to breathe through Fiume
on the west and the Danube on the east. Jugos-
lavia is as keen for the Adriatic outlet as we
are for an ocean waterway to the head of the
Great Lakes.

SAFER THAN THE MALE.

A local police constable has attempted to

shatter public opinion by stating that women
are the best motorists. Accidents in which
women have taken the major part are few and
far between, but when there is a motor acci-
dent caused by a woman, the sex is condemned
as nervous and hysterical. The constable is a
returned man and in England, he states, there
are as many male as female motorists, and con-
sidering the heavy traffic in London, England,
it is remarkable the few accidents that occur.
During the war women were engaged to drive
ambulances, motor lorries and omnibuses. To
drive these heavy trucks a great deal more
skill is needed than to drive a pleasure car
around the streets in a Canadian city.

The constable has had women motorists under
close scrutiny since his return from the war,
and says that they are far more watchful when
crossing street intersections. Many drivers of
the male sex cause a great deal of trouble when
crossing the city's busiest corner, Dundas and
Richmond streets. Some of them disregard the
constable's signal altogether, or do not proceed
when they do receive it.

A GREAT COLONIZATION PROJECT.

Experts have estimated that in the Canadian
Northwest there are today something like 20-
000,000 acres of vacant land, all of it within a
score or so miles of railways. This vast acre-
age is exclusive of that held by the Dominion
Government, the Canadian Pacific and other
railways, and the Hudson's Bay Company. In
order that this land may become settled, an
organization known as the Western Canada
Colonization Association has been formed. It
is composed of prominent Canadians, many of
them leading financiers of the east, and has
the backing of the financial and commercial
interests of the prairie provinces. A large
part of this land is owned abroad, and it is be-
cause of this, to a considerable extent, that it
is remaining unsettled. The object of the col-
onization company is to act for this ownership
in placing settlers, a work that neither the
Government nor the railways can take up
where privately owned land is concerned. With
both of the latter the colonization company
will co-operate, so that powerful financial and
other assistance can be had. The company
will see that the newcomers will be placed at
points best suited to them and they will be
looked after until properly established, with
expert advice and information.

The scheme promises to bring immense pro-
gress and prosperity to the Northwest, which
will, of course, be reflected throughout the en-
tire country. In order to finance the project
an appeal is being made to the business cor-
porations of the Dominion for a fund of \$1,500-
000. Of this sum more than \$300,000 has been
already subscribed by public-spirited financial
and business men.

EDITORIAL NOTES.

Why should young people enter into the
most difficult, because the most delicate, of
human relationships without even the rudimen-
tary knowledge required for the new positi-
on and its responsibilities? If before mar-
riage it were compulsory to pass an examina-
tion in business methods of account-keeping and
housekeeping we might hear less of matri-
monial disaster and divorce.

THE USES OF ADVERTISEMENT.

[London Times.]

The University of Liverpool, like most other uni-
versities and educational institutions, wants more
money with which to maintain and develop its na-
tional work. In order to obtain the money it is
bringing its case before the public in the form of
large advertisements, one of which we publish today.
To our friends in the United States this would seem
to be a natural and obvious course; but in this
country universities have fought shy of frank and
undisguised publicity. This shyness may be a sur-
vival of the old tradition that advertisement was
the best fitted to recommend wares like soaps and
patent medicines. The practice of the Government
of hospitals, and of public funds, particularly during
the war, left this tradition almost lifeless, and Liv-
erpool has dealt it a death-blow. There can, in fact,
be no loss of dignity from an advertisement which
states the truth persuasively about an article that
is worth its price.

From Here and There

ISN'T WORTHY OF AMERICA.

[From "Chalmers Comes Back," by W. J. Dawson,
1919, pp. 142-3-4.]

"I am an American, so don't think I am capable
of disparaging America. No armies have fought
with finer devotion than our American boys. They
are equal of the best. But they didn't win the war.
They came too late for that. They helped turn the
scale beyond doubt. That was a great thing to do.
But if you will look at the casualty list of the last
three months of fighting, you can easily discover
who bore the brunt of the struggle. For week after
week the British casualties ran at thirty to forty
thousand. I'm not saying that the American troops
wouldn't have fought quite as well, but they weren't
there in sufficient numbers. They held one end
of a long line, and held it splendidly. They did
great things in the Argonne. But do you know
that up to the very end of the war hardly an Ameri-
can aeroplane was in the air? They weren't ready.
The American aviators flew in French and British
machines. Sometimes they had refitted them with
American engines, but that was all. The fact is—
and it's a splendid fact—that America had laid her
plans for a long war. She had built railways right
across France to supply her troops with food and
munitions. She had organized with tremendous
efficiency for at least four years of war. Obviously
it follows that when the war ended suddenly, she
had not put forth her strength. It was there, but
it wasn't mobilized. Therefore, it's nonsense to say
that America won the war. She helped immensely
by her wealth and her unexpected military efficiency
and the effect that these things had in destroying
the morale of Germany. She helped to the utmost of
her opportunity in actual fighting, but it isn't enough
to say that without parading all the streets with plac-
ards 'The Yanks Did It!'

"I should be a very poor American if I didn't
do justice to my comrades-in-arms. I don't suppose
you know it, for the world generally doesn't know
it yet, but the Canadians were the hammer-head
of all the great final attacks. They were always
put into the place of the greatest danger. They used
to be called 'Poole's Pets.' But I never heard them
boast that Canada won the war. For four years
and a half they fought from Ypres to Drocourt, but
I never heard them boast about it. It's the spirit
of boasting I dislike. It's petty. It's parochial. It
isn't worthy of America. It's just because I am
an American that I hate to hear any American talk
boastfully of his own doings, in tant disparement
of those who fought much longer than he, and
against more terrible odds."

HOUSES AN ABSOLUTE NECESSITY.

[Kitchen Telegraph.]

The Springer Hotel, a name that recalls much
Union Square history in New York, is to be turned
into an office building. So is the Hotel Earlinton,
a 20-room house in West Twenty-Seventh street. So
is the Knickerbocker, a far bigger and newer hostelry.
So is the Grand Central Palace, the scene of many
splendid fairs and civic expositions. In the same
neighborhood is to rise between Park and Madison
avenues, a gigantic business structure covering two
blocks from 45th to 47th street, involving the ex-
penditure of \$40,000,000 and adding to the huge office
towers of that neighborhood an amount of space
exceeding the mammoth Equitable in Lower Broad-
way.

Mid-Manhattan is swiftly acquiring an incom-
parable array of palaces of commercial and profes-
sional activities. But where will their daylight popu-
lation go at night? asks the New York World. Where
shall the people who work in them find homes?

The same issues from the press that circulated
these gallant undertakings and how, in New York,
where rental conditions are at least no worse than
in New York, a tent city was begun in a cold May
rain, with the only complaint that it is not big
enough for the need. To relieve the entire popu-
lation district would take many acres of canvas.

The World tells the merchants, the capitalists, the
officials, the workmen of New York, that they
must soon realize that homes are as necessary as
offices, garages and theatres.

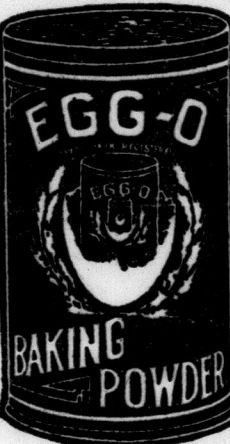
NOT DEAD, BUT SLEEPING.

[New York Times.]

Russia lives and will continue to live, and the
Russians are going to have something to say about
the disposal of "the body that was once the Czar's
empire." In pursuance of that policy we have some-
times gone too far: we have refused that consid-
eration of the border states which immediate inter-
est, as well as principle, strongly requires; but at
any rate we have not committed the fatal blunder
of thinking that Russia has disappeared, or that a
hundred million people can be disregarded because
they are under a Bolshevik Government. France
and England are doing all that Ludendorff could
ask; they are driving Russia, under whatever gov-
ernment into German alliance whenever a German
alliance becomes worth having. When Russia re-
vives she will be a powerful friend and a terribly
dangerous enemy; that might be profitably consid-
ered, and not in Warsaw alone.

No Worry—No Trouble— No Waste

When pressed for time—when you must wait
for your oven—when you cannot get the right
temperature—these are the causes of
your troubles on bake days when you
use the wrong kind of baking powder.



To have enjoyable results of a day's
baking, to have no worry or wasted
cakes and pastry despite adverse con-
ditions, you must first be careful about
the baking powder you select.

Use

EGG-O Baking Powder

It does its work absolutely. Its double action makes it a
never failing leavener, notwithstanding having to wait on your
oven.

Always follow the directions—one level teaspoonful to
one level cup of well sifted flour. By doing so, you use a
quarter to a half less EGG-O, and get better results.

The Egg-O Baking Powder Co., Limited
Hamilton, Canada

Lowe's



Vernicol makes old
furniture new—
keeps new furniture
from getting old—

Don't discard that old piece of
furniture just because its finish is
scratched and marred. Give it a
new lease on life with a coat of
Vernicol, the jiffy-do-over varnish
stain. Stains and varnishes the
wood at each stroke of the brush.
Scratches disappear almost magi-
cally. Dries with a rich, hard,
glossy luster. Wears and wears.
It's good for floors, too.

Keep a can of Vernicol handy. It's
a great antidote for careless servants
and thoughtless children. Comes in all
the popular finishes. Ask for color
card and booklet.

J. A. BROWNLEE & SON
385 Talbot St. and 121 Dundas St., London.

Paints

With the President's wishes.
The president's action," the Daily
News adds, "doubtless has tactical
bearing on the impending election cam-
paign in which the peace treaty and the
issues arising from it will figure largely.
There also are some grounds for read-
ing in it a desire on the part of the

terms of the Turkish treaty.

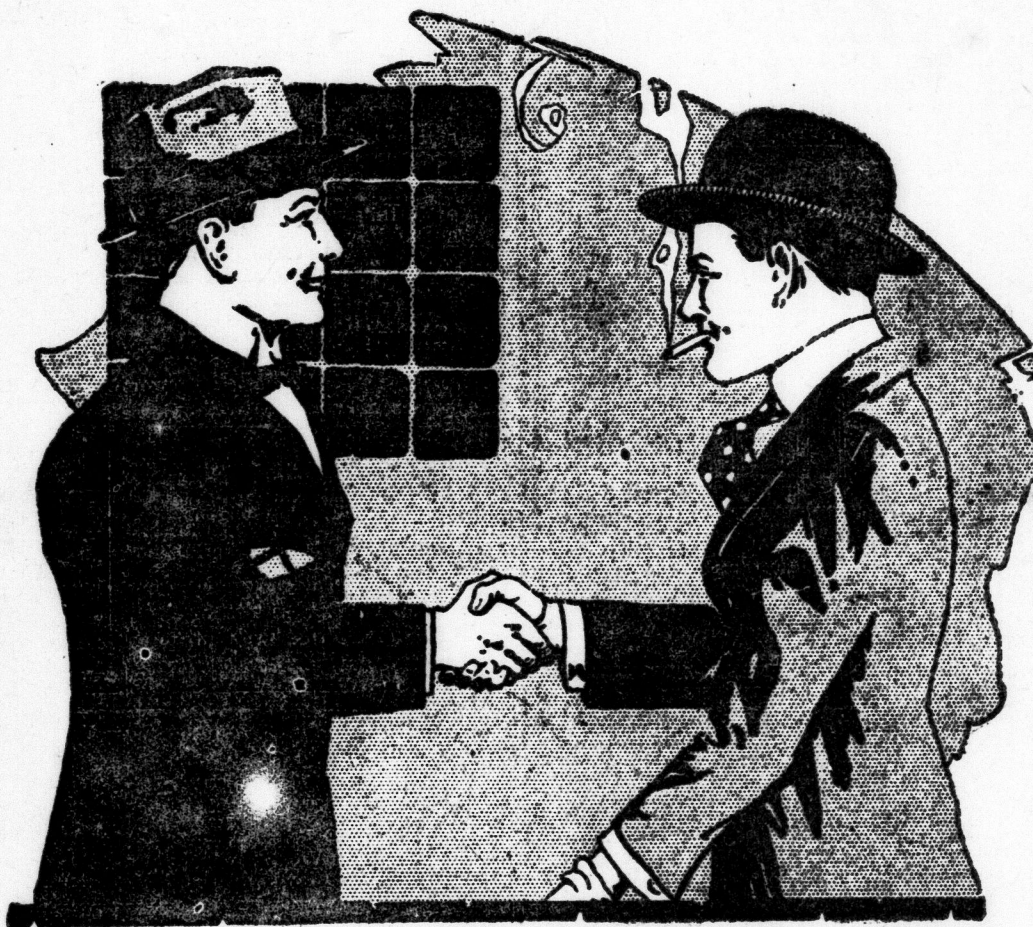
PRESIDENT AROUSES INTEREST

IN LONDON.

LONDON, May 25.—(By the Asso-
ciated Press.)—President Wilson's re-
quest that the Congress sanction ac-
ceptance by the United States of the
mandate for Armenia is attracting at-
tention here. The news was received
too late for editorial comment, but is
given prominence in the newspapers.

Some of the newspapers, however,
print short explanatory notes which re-
flect doubt as to whether Congress will
comply with the President's suggestion.
The London Times remarks that certain
recent dispatches from Washington
have shown that the people of the
United States just now have a strong
distaste for any foreign commitments.

implies intimation.
The Daily News points out that since
acceptance of the mandate would vir-
tually imply indorsement of the cov-
enant of the League of Nations and mem-
bership in the league it is hardly con-
ceivable that Congress will fall in line



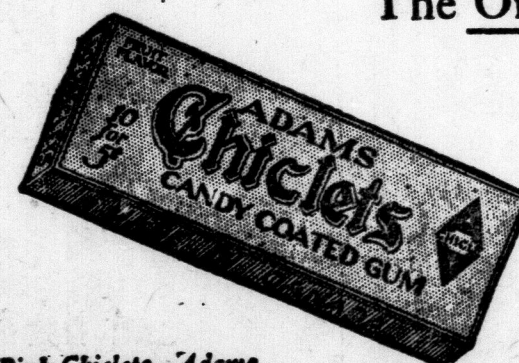
Friendly Confections

Get closely acquainted with Chiclets.
Sealed in the dainty candy-coating is a rich
peppermint flavor which will win your
constant friendship.

Besides, Chiclets are more than sweet-
ness, more than good company. They keep
the teeth clean. Strengthen the gums.
Aid digestion. Relax the nerves—especially
when you can't smoke.

Sold everywhere. The vest-pocket
packet contains ten Chiclets—5c.

—an Adams product, particularly prepared
The Original Candy-Coated Gum



Pink Chiclets—Adams
new, delicious Fruit
Flavor—in the pink
packet, ten for 5c.



And the most de-
manded chewing gum
in Canada—white
Chiclets, peppermint
flavor, in the yellow
and gold packet—ten
for 5c.

Canadian Chewing Gum Co., Limited, Toronto, Winnipeg, Vancouver.

President Asks For Authority To Accept Mandate Over Armenia

WASHINGTON, May 24.—President
Wilson today asked authority from
Congress for the United States to ac-
cept a mandate over Armenia. The
president told Congress he thought the
wish of the American people was that
the United States should become the
mandatory for Armenia.

President Wilson said he was con-
scious that he was urging "a very
critical choice," but that he did so "in
the earnest belief that it will be the
wish of the people of the United States
and that this should be done."

Sent to Committee.

The president's message was read
in both the House and the Senate, but
was discussed in neither. Each house
referred it to its committee on foreign
relations, and there was no indica-
tion when either committee would take
it up. Some Republican leaders in the
Senate predicted privately that the
message would lie in the Senate com-
mittee indefinitely.

The president, in his message, in-

formed the Senate that he had ac-
cepted the invitation of the alleged
supreme council that he undertake "to
arbitrate the very difficult questions of
the boundary between Turkey and Ar-
menia," saying he had thought it his
duty "to accept this difficult and deli-
cate task."

Provision for mandates over former

subject peoples is made in the treaty
of Versailles and it is set forth that
such mandates shall be executed under
the League of Nations, but since the
United States is not a member of the
league, administration officials said
that if Congress decides that the
United States should act for Armenia
the treaty provisions would be waived
in this case.

The question of a mandate over
Armenia was discussed at length in the
report of the American mission to
Armenia, headed by Major-General
Harbord, which recently was presented
to the Senate. General Harbord esti-
mated that acceptance of the mandate
would necessitate the presence of 50,000
American troops there. Other esti-
mates, however, have placed at less
than the Turkish army had been
demobilized in accordance with the

If you want the BEST tea
Go to the firm that GROWS It

LIPTON'S

Home of Lipton
TEA COFFEE and COCOA PLANTER
CEYLON.

Canadian Chiclet Offices

24 Front St. West, Toronto

FLEET FOOT

For Business As Well As
For Golf

THE same easy comfort that you get by
wearing Fleet Foot on the links, you can
enjoy down-town by wearing Fleet Foot
every day.

The Business Man and Business Girl, who want to
combine foot comfort, pleasing style, attractive
appearance and sound economy, will wear Fleet Foot
shoes regularly throughout the summer.

There are styles for men, women and children—for
every occasion and every purpose—for every sport
and recreation—for every-day wear and holiday time.



Fleet Foot Shoes are
Dominion Rubber System
Products
The Best Shoe Stores
sell Fleet Foot