Condon Advertiser

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TORONTO REPRESENTATIVE. F. W. Thompson, 57 Mail Building. U. S. REPRESENTATIVES. Chas. H. Eddy Co., Fifth Ave. Bldg. Chas. E. Eddy Co., People's Gas Bldg. Chas. H. Eddy Co., Old South Bldg.

The London Advertiser Company, Limited.

LONDON, MONDAY, APRIL 19. BULGARIA?

E ACH country has its turn at flirting with the Allies. First Roumania, then Italy, then Greece, Italy again, Holland, and on Saturday Bulgaria was reported to be getting off the fence on our side. It may be only a game to squeeze money from Ger-

the people are inclined against Ger- again he may be a janitor futurist of many. Even the Bulgarians, though that well-known institution. they hate the Greeks and Serbs, and feel that Russia used them badly of late, are Slavs in language and largely in blood, and they abhor the Turk, his religion and all his works. The difficulty in the Balkan States, except Servia and Montenegro, is that German kings reign over them, whose sympathies naturally gravitate towards

Berlin and Vienna. King Ferdinand of Bulgaria belongs to the House of Saxe-Coburg-Gotha, and is a Hungarian magnate, possessing large estates in Hungary. His Queen, like King Constantine's, is a German princess. King Ferdinand and his Government are therefore primarily Austrophile and Germanophile.

Moreover, the one friend that put in a word for Bulgaria in the last Balkan war was Austria. Wronged by her Greek and Serb allies and treacherously assailed by Roumania, the democratic Prussia of the Balkans bears unclosed wounds that she would avenge.

On the other hand, second thought raises the question, Why did Servia and Greece break their compact with Bulgaria and rob her of some of the territory that was to have been hers? Austria, backed by Germany, was the guilty party. Austria denied to Servia the Adriatic seaport, to Greece Epirus, and to Montenegro a share of Albania. Balked by Austria of spoils that they were to have had by agreement with Bulgaria, Servia and Greece very naturally took their share out of their partner Bulgaria's share. The Bulgars can thank Austria for their whole loss, disappointment and humiliation in the second Balkan conflict. But for Austria the Turkish spoils would probably have been divided among the three allies, according to ante-bellum compact, Adrianople would have been kept and Roumania would have had no chance to overrun Bulgaria and wrest from her a valuable strip of territory on the

Austria posed as Bulgaria's friend. But why? Merely because Vienna hated the Serb, after all a brother Slav of the Bulgar. Austria wished to keep Servia weak, not for Bulgaria's sake, but to make Servia a convenient stepping stone to Saloniki and to the complete Teutonic domination of the Balkan Peninsula. Such a prospect is no pleasant dream for Bulgaria. So she hesitates.

There is one power in Europe, however, that the Bulgarian people believe in, and that is Great Britain. It is true that in fear of Russia Disraeli once blocked the formation of a greater Bulgaria that would have included Macedonia and prevented much subsequent bloodshed, perhaps this present Armageddon even. But in spite of that, Bulgarians know that lately Britons, especially Liberals, sympathized with their racial aspirations and with their heroic and victorious struggle against the Turks. They know they have a friend in Asquith and in Sir Edward Grey. These men they know to be the heirs of Gladstone's mind, and of all the men in the world Gladstone was their friend in their darkest hour of need. Him they remember. On the hundredth anniversary of his birth they sent a silver wreath for his tomb. The land of Gladstone cannot but hold their love, and from the grave the trumpet eloquence that in 1876 awoke England and Europe to their claims still calls them to Britain's side.

AT THE PUBLIC TROUGH.

ONE OF THE personal "scandals" brought up for election purposes and, on the Conservatives' own admission, to offset the war scandals was that the Grand Trunk Pacific had invested \$19,000 in the Edmonton Bulletin, a newspaper with which Hon. Frank Oliver was connected as principal

the development of the West much in determining their moral and intelmoney was invested in newspapers by lectual status to the last decimal place. the railways and this money went into Every time they open their mouth. as many if not more Conservative than they put their foot in it, as the Irish-Liberal papers. Some of the present man said. Kultur speaks for itself.

It is not a proper state of affairs at its dinner.

the public treasury. The local Con- peace." mail train which ran into London ness and hypocrisy mark its tirades, the complaining paper has feasting at the trough along Government came in. Mr. Oliver's it straight from the people's pocket.

THE TERRIBLE TEUTO.

HERE IS a letter dated from North-western University, Chicago. The In all the Balkan countries, doubtless, writer may be a professor, and then

To the Editor of The Advertiser, London, Ont.: Dear Sir,-At last it is. Yes. fortunately it has become absolutely clear, even to Americans, that Germany must come out on top. The sea blockade by submarines has settled it, and neutrals as well as Americans and enemies, also tourists, had better keep so far away from that danger zone as convenient; for, as Alexander the Great remarked: "In war all discrimination ceases."

These American newspapers make me tired. I like better to see a broadminded editor, not one of those who sits on both side of the fence at the same time and tries to befuddle his audience with scareheads and anti-German propaganda. It has become the fashion But already they can see lately. where they have come with their ridiculousness. These editors who sit in the middle between two questions waiting to take a jump to the winning side, they make me disgusted. Occasionally they jump too quick sometimes. Such newspapers I buy no more. They are not in harmony with my upbringing and early training which I received in Germany, and which was thorough, both military and otherwise, that positively let me here tell you, if you are not my friend, I would rather like a man see you come openly out

against. But already there has been too much talked and sentimentalized and written about war and the disagreeable; let us together look a little at the harmonious. Let us look once in Webster's dictionary, where we find the two most beautiful words in the whole English lanwords "Universal Peace

Look them up, my friend, study them: they will do your eyesight good like nothing else. Sometimes we all forget them, even we Germans forget them.

Every German, as well as every American who is able to think, not only has wanted peace from the first, but Germany has never, and never will, want anything else but peace first, last, always, and all the time; yes, but the right kind of

Let us then look forward in our imaginations, for so far we surely all can travel in our minds, to that great day when the representatives of all nations, with Uncle Sam as umpire, shall come together in that glorious hall at The Hague. where for example, I once had the pleasure of spending, in the company of Mr. Andrew Carnegie, one of the most superbly delightful afternoons in my whole life, with Germany satisfied and everything forgotten, England and Belgium, at present so dissatisfied and blind to the great new world-era about to dawn if they would keep quiet, and England so egotistical that she thinks Belgium thinks everything fust exactly just like she would like er to think it, both of them together with Germany's old enemy. France, likewise there, satisfied and with their eyes opened, not

They will then at last see the gratitude they owe to Germany, which already long time ago they should have seen, so overwhelm ingly large that it can never be

like now.

They will then see that it was all for the best, like the patient objecting to having his tooth pulled and afterwards thanking the den-So afterwards also goes it with nations, when they have realized the world-culture which results, what we in German call "Weltkultur." Wherever Germans come there also comes always the "Kultur" likewise right away along

Already long time ago they saw that it was for the best in 1871 when she established herself, and the great Chancellor Von Bismarck made the remark: "Now or never is the beginning when the two great world-powers. Germany and the United States of North America must come at last together and run things themselves, or we are lost.' And from that first Hague meeting to come yet, and no sooner, when these two make their final, last, everlasting and greatest of all world alliances, will date uni-

again and write year one. Heinrich Otto von Schultzenheimer, Northwestern University, Chicago, April 2, 1915.

Here we have a representative of the to have a corporation investing in German nation. No one can hope to should take 'em off or keep 'em on, we newspapers, it is a fact that during compete with the Germans themselves prefer to remain strictly neutral. of common report that for years the and German "thoroughness." He is C.N.R. had an interest in the Winni- right. German "thoroughness" sees peg Telegram, the personal organ of only one side of a case, that side of Hen. Robert Rogers and Premier Rob- its bread which is buttered. German lin, and other western papers have been thoroughness "military and otherwise" is that of a certain rustic animal

that the press should be controlled. The epistle is typed in capitals by the railways or any other corpora- throughout, almost as singular an tions. But in the West it may have effect as that of the canine English

new cities and some publishers among eral or American public. For extra But it is wrong, and if wrong in one print, are sometimes spaced wide, and case also in the other. How much for triple power in larger capitals. It more shameful then that the Govern- is evident that the author sets his own ment should bestow upon its favorite importance very high, and that the organs (including the Calgary Eye- letter is one copy of a vast number Opener) enormous gifts annually. sent out to convert the heathen Amounts ranging all the way from American, while some of the over-run

in fact, a large sum each year since the will be Germany's turn to "sentimental-Oliver and also a Toronto Liberal many when their turn comes. At Oliver and also a Toronto Liberal many when their turn comes. At screamed over our heads and burst paper which, with two Conservative present the very mention of the word among the German entrenchments and to the Schultzenheimer blackguards. time. The purest selfish- They will not be so sure about all paper received its money from a pri- the war. This is a fight to a finish, vate source; there are others that take Schultzenheimer, such as Great Britain fought against Napoleon.

RUSSIA MAY END IT. in the Carpathians, that a decisive victory at any one of these points for the Allies might bring the war to a speedy that the real fighting would begin in tempt to get through to Constantinople, an officer to lead them. Well, in Alsace, are all a part of a master plan. Only in Flanders is there a lull, air and there is purpose behind that. centered on the gigantic attempt of

gary. It is said that four million men are engaged in this struggle. A complete success of the Russians-such as and Budapest-would probably make surrendered as in such case there

France, Germany would have to leave feel that you are rushing through the Belgium and Alsace-Lorraine, and fall air; you become intoxicated with fear back to the Rhine. Still another thing that would bring the end of the war nothing save ask for terms.

greatest pressure in the eastern zone to escape from the whole inferno alive, of the war. Continuously aggressive brought in; most of them were smilthe object of preventing a large with- be out of it, and on their way to the drawal of German troops for service camp. against the Russians rather than any intention or hope of breaking through to Berlin, while General French may gone forward, came rushing back and

munications are poor as compared with the splendid transportation facilities of the Austrians and Germans. The latter at the disposal of the Czar, and the operations.

EDITORIAL NOTES.

Summer is just around the corner. Scratch a German and you find a

Premier Borden should do his spring cleaning-out of the grafters at once.

Kultur is apt to sour the milk of

is becoming uncomfortable On the question as to whether you

the water wagon, pretty soon we will well, I would not have believed such a have to revise that saying, "drunk as a

garded with increasing loathing, while the French are comparatively popular. Rheims does not reciprocate.

A German soldier was given a day in gaol for handing a cigarette to a French prisoner. Turks are lynching Kurds for atrocities in Persia. The German officers will have to take these tur into them.

been regarded as a necessity; the rail- in which this impudent ignoramus The Debate, of Paris, publishes a re- at?

The Battle of Neuve Chapelle

A wounded officer writes to friends n London as follows:

"Suddenly at 7 a.m., the most infer-trenches with the machine guns, and nmenced—such as I have my sergeant got up—he fell back with nal din cor never heard before, and I hope I shall a bullet in the leg; then a soldier got never hear again. Over 400 of our guns suddenly opened up, without any pre-liminary notice, a most awful bombard-ment of Navya Charella Thorn which closed his pay-sheet all right. Then I was just climbing out \$50,000 down to a few thousands have been given in the form of advertising to these Conservative papers out of the impending Germanto to these Conservative papers out of the impending and "universal fact, that could be discharged. You dead, as blood was all over me. My the public treasury. The local Conservative paper got \$9,000 in the last
year for which a report is given, and,

peace."

There has been too much "sentimentalized about war" has there? It

men say—'Bill, is this the end of the
them stuck with me. All day we were earth?' I don't blame him for thinking under a terrific fire from every sort so; it seemed to me as if it was. We of shell, including great howitzers. present Government came into power. ize" when Russia rolls them out flat. could see in the distance great masses They fell all around our trenches, and This same paper is attacking Mr. They will squeal right enough in Ger- of flame, smoke, earth and brick all when you were wounded this is not ascending together, as the great shells pleasant, let me tell you.

Toronto papers, shared a special 'Belgium' is nauseous sentimentality the houses of the villages. It must have dropped back and joined me. A solbeen a horrible surprise for them. "At the end of half an hour the bom-They will not be so sure about all bardment ceased as suddenly as it had being fair in war, even breaking Hague agreements, or cutting boys' hands off, when Great Britain, the just and the and most indiscriminate rifle fire and a bit of 'ome once more.' He then with the other hungry ones since the long-remembering, hangs up a few a lot of our fellows fell, but in a very said, 'I'm not going to stay here, I'm thousand of the surviving pirates after short time our men disappeared amidst off to the dressing-station.' We told the smoke and ruins of the village. All him it was too dangerous, and advised this time we were waiting the order to him to wait in the trench until after

> So big are the operations of the Dar-danelles, in Northern France, and gan to get very busy, and shelled all our front. Our two battalions jumped ward in long waves, speedily disappearing amidst the smoke. It seemed their infernal 'Roman candles.' conclusion. When Kitchener declared very pleasant to lie covered in the then poured in volleys, and the trench after what we saw taking place stretcher party had to make for cover, in front. A little later we also got the dragging me with them. Later on they the spring, no doubt he had in mind order to move forward. It was a stir- managed to get me away. I was then the general campaign of the Allies, not ring moment, let me tell you. I don't conveyed down to the line to Boulogne, know how we all felt at heart, but we all pretended to enjoy it—I don't way, I only left ten days ago."
>
> know how we all felt at heart, but we and back to London, which, by the all pretended to enjoy it—I don't think. The men are splendid. They Carpathians, the resuming of the at- will go anywhere so long as they have and the attacks on the German positions jumped out into the open, and I had to get along as best I could, as I was in charge of the machine gun. To me the have a man's shoulder to weep on. seemed alive with bullets and shells: there was a buzzing noise like Just now the eyes of the world are you hear in a tropical forest on a hot summer's day. Bees seemed everywhere -I wish they had been bees. The fire the Russians to get over the Car- was not particularly directed at us; we pathians, and sweep across Hun- were simply catching what was aimed at those in front.

An Infernal Shell Fire. "On we moved, and then came to an open stretch, which was being swept would include the capture of Cracow by an infernal shell fire. We crossed this in rushes to gain the shelter of some houses. I am sure the record Germany sue for peace. This also for the 'hundred' was broken that would be the case should the Dar- morning; as it was, we lost some forty danelles be run, and Constantinople or fifty men. There we remained for some little time, reforming the battalion and awaiting further orders. would not be a friend left to Germany These came shortly, and we moved in the Balkans. All the Balkan powers forward over rough, broken ground. would be in on the scramble to get a here we came upon lots of our poor fellows lying dead, and many wounded share of the spoils, and Italy would be from the other battalions which had forced by public opinion to enter the preceded us. Then we entered some conflict in order to take back the provnces stolen by Austria. Austria could tured and again halted. All this time not stand up against such a combination, and Germany left alone would be ing overhead. Thank goodness, in an action like this, you kind of lose your Also, if the Allies should win a great senses. You cease to be your normal victory along the lines in Flanders and ordinary feelings comes over you; you

in sight would be a naval engagement anything except when you halt under But now we fain would see surcease in the North Sea. With her navy cover-then your senses gradually come back. That is why all infantry gone to the bottom, Germany could do attacks should be carried through with one overwhelming rush. Whilst we At the present moment, however, it were waiting under cover, a lot of seems as if the Allies were putting the wounded began to limp back, delighted as the French are, it is no doubt with ing, and were evidently overjoyed to

comparative comfort of an interment, Stormed Every Trench.

said, 'They are about to make a counbe holding back a vast army for that moment when the Germans are hardest guns.' We rushed two of our four guns.' We rushed two of our four pressed at all the other points of the up the road, but after having gone some distance another officer came and ordered us back, as the attack Austria appears to be the weakest in nad been repulsed. Then I saw about the Germanic line, and the Russians are sixty of the --- Regiment strolling being hurled at it in the hopes of win- oack down the road. We asked them ning through to a quick and complete where they were going, whereupon one man replied 'We've stormed every triumph. It is a titanic task, and car- trench and every blooming village in ries with it great risks. So far, the the ruddy country; all our officers Russians have had the advantage, but and shot, so we thought it about time it should be recalled that every foot to the trenches where I had left the they advance takes them the farther battalion, and shortly afterwards we from their bases, with which the com- were ordered to move towards the left, the Austrians and Germans. The latter we were to storm a suburb of Aubers. can move with great rapidity from one Of course, we poor infantry had no threatened point to another, and should idea of what is really happening, and can't say whether we are winning or they succeed in catching the Russians losing. I had not the least idea ex on the flanks, or in the rear, after cept that Neuve Chapelle had been the latter were well over the Car- taken. You can take it from me that pathians, there might be another the generals have no more idea than we have. Things go on somehow, and Mazurian Lakes or Tannenberg success that is all. There is far too much noise for the Germanic confederation. But and smoke, and far too many bullets with the apparently unlimited reserves and shells for scientific conduct of

"Again we crawled out of our determined offensive of the Allies in trenches and advanced across the open, the west, which will prevent the Kaiser under every sort of infernal missile taking many men from that front, the invented by Krupp & Co., for the deprospects for a decisive victory for the Russians are good. we could not silence the enemy's guns we must have knocked the stuffing out of their trenches. We crossed ground covered with dead and wounded, so I suppose some battalion had already attacked without success. We did not make much progress, and just as it was growing dusk received orders to entrench ourselves where we were, This we proceded to do with alacrity, the men working like ants.

A Great Blaze-Off. "Here we passed the night-but what Turkish kindness till it forms a Kurd. a night! I shall never forget it. Every gun, every machine gun, and From the way she is fidgeting, every rifle kept up an incessant fire evidently Italy's position on the fence No one was aiming at anything in particular-it was just a great blaze-off As a spectacle it was superb. The Germans kept on firing their 'Roman candles,' or whatever they were called lighting up our lines, and blazing away for all they were worth. The flames from the bursting shells almost made a wonderful picture, and the dinrow was possible. Although we were all tired, sleep was out of the question. We just lay low under the cover of our shelter trenches, and waited for dawn. Our men were full of fight and confidence. "At 7 a.m. an order came round

> port from Brussels which tells of German officers making big profits at the expense of their Government in their dealings with the Belgians, from whom army supplies are bought. This war seems to be giving rare opportunities everywhere to greedy rascals.-Montreal

Gazette. (Conservative.) Guesa whom the Gazette is driving

Blown to Pieces.
other wounded officers "Several other dier from the - Regiment came limping in with a bullet in the leg; he advance, but it did not come. dark, but he insisted on going on. He "After three hours the order came had only moved about ten yards when for two of the battalions of my brigade a shell got a direct hit on him, so the to advance towards Aubers. By this poor fellow did not see home after all, time the German artillery, although He was blown into small pieces, and never knew what happened.

"After dark some stretcher-bearers came round and carried me back. We entrenchments, and rushed for-d in long waves, speedily disap-dispersion only a short way when the

CERTAINLY! [Toledo Blade 1

Any woman who is inclined to be sobby upon slight provocation should BECAUSE YOU LOVE ME.

[Pall Mall Magazine.] New joys that were not mine before: New stars have lightened up my sky With glories growing more and more Because you love me I can rise To heights of fame and realms of power:

Because you love me I can learn The highest use of every nour. Because you love me I can choose To look through your dear eyes and

Beyond the beauty of the Now Far onward to eternity. Because you love me I can wait With perfect patience well possessed Because you love me, all my life Is circled with unquestioned rest: Is all unquestioned and all blest.

PROOF POSITIVE. [Exchange.]

Bronson-I noticed your wife sitting by the window sewing this morning. thought you told me yesterday she Woodson-So she was but today she's on the mend.

[Kansas City Journal.]

TIMES HAVE CHANGED. [Washington Star.] "Men used to be accused of going to the opera in order to see the ballet." Times have changed. Now wives say the opera plots are improper, but take us to see the classic dancing."

Why not Pay the Trifle?

No one knows where the fog-shrouded iceberg is floating till, perhaps too late, it is seen under the vessel's bow. Most vessels escape, only a small percentage are lost, but to the owners concerned the loss is overwhelming-unless it is spread over all vessel owners through insurance. Then it means only a trifle to each.

No one knows when a death will occur in the business world. But it is sure to come occasionally, and it may hit your firm next. Why not pay the trifle now and make absolutely sure that your business will continue no matter what happens?

The Canada Life Partnership Protection Policy



is the ideal means of securing safety and permanence for your business. Our paper, Canada Life Echoes, for April has an illustrated article on the subject which will interest you. It's free for the asking.

Herbert C. Cox, President and General Manager.

H. E. GATES, Manager for Western Ontario, London.

signed the register, and took the brass key from the proprietress

"Is there any water in my room? "Why, there was," replied the pro-"There was, but I had the meal ticket. roof fixed."

PRIDE ATTENDS US STILL. [Judge.] Mrs. Crawford-How do you like your new apartments?

Mrs. Crabshaw—It isn't as nice as the one we left, but the neighbors will never know that our car is merely the old one repainted. Corns Applied in

eases instantly, makes the feet feel good at once. Get a 25 cent bottle of "Putnam's" today. Resorts-Atlantic City, N.J GALEN HALL HOTEL AND SANATORIUM. Atlantic City, N. J.

5 Seconds

Sore, blistering feet from corn-pinched toes can be cured by Putnam's Extractor in 24 hours. "Put-

Always open. Always ready. Always busy. Cannot be excelled for comfort or table and service. A delightful place for spring. Tonic and curative baths with trained attendants. F. L. YOUNG. General Manager.

GLORIOUS.

[Chicago News.] To hungry war victims our beautiful

FAREWELL, DRIVEL. [Cleveland Plain Dealer.] There has been enough "white hope" flag must appear like a sort of glorious drivel. Let us hope we may be spared any "black hope" discussion

To Prevent Chapped Skin -use warm water and

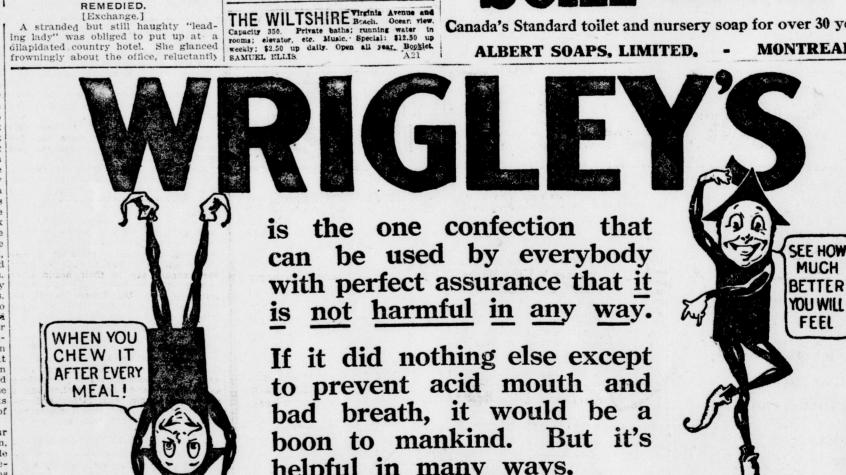


Baby's Own Soap. . The warm water opens the pores of the skin and the minute particles of pure refined vegetable oils which form the creamy, fragrant lather of Baby's Own Soap are absorbed into

and preventing cracks and chaps. A perfect rinsing, then smart rubbing when drying guarantees a fine smooth skin in any weather.

the skin, keeping it soft, healthy,

Canada's Standard toilet and nursery soap for over 30 years. ALBERT SOAPS, LIMITED. - MONTREAL.





Sealed air-tight

Always fresh and clean!

It quickens appetite, aids digestion, brightens and preserves teeth.

There's joy in its full, long-lasting flavors: cooling, soothing Peppermint or the delicious tang of fresh Mint Leaves.

It's fine when you are feeling out-of-sorts, but don't wait for that! Keep in trim! Chew it after every meal!