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The London Advertiser Company,
Limited.

LONDON, SATURDAY, MAY 1.

THE EXCUSE FOR AN ELECTION.

CORRESPONDENCE from Ottawa appearing in Conservative journals, which originated in the Government campaign powder-mills—if circumstantial evidence is to be taken—indicates the excuse, which is to be put forward in justification of an election, if one should be held. The work of raising, organizing and equipping Canadian forces for the front, we are told, "has been hampered and misrepresented by the Liberal Opposition as far as lay in their power." And this is not likely to stop, it appears.

"There is no prospect of a change in the Liberal attitude, but there is every reason to look for a continuance of the deliberate and systematized political exploitation of all those difficulties which arise in the conduct of military operations on the scale now required in Canada. To stop this unpatriotic exploitation, and free the hands of the Government for the work that must be done, a direct condemnation of the Liberal attitude by the people at the polls is necessary."

We doubt if many Conservatives will be found to take any stock in this flimsy excuse; though many of them will be willing to utilize it in an election campaign. There has been no hampering of any honest efforts on the part of the Government to raise and equip the Canadian forces; nor has there been any misrepresentation of any kind. But there unquestionably has been some effort to "hamper" the grafters who have been trying to fatten on the country in the day of stress and danger. These are, doubtless, the "difficulties" which the correspondence quoted says have arisen. And against these "difficulties" Liberals have fought singly and alone; but to some extent successfully. Before Parliament closed, Sir Robert Borden admitted in effect that the Liberals were justified. He condemned two Conservative members of Parliament for their unpatriotic course in assisting grafters, even if they did not graft themselves. He admitted that the Government had been cheated and told the public that the Department of Justice was going after the grafters to punish them. And he confessed that the business of equipping the Canadian forces had been mismanaged when he promised to appoint a commission of "competent business men" to attend to the purchasing in future.

If there had been no grafting it would not have been necessary to condemn two of his own supporters, nor to promise punishment to others. If the purchasing had been properly done, it would not have been necessary to appoint "competent business men" to do it in the future. Though the Premier professed to be very indignant with the Liberals for their persistence in investigating and bringing to light all evidences of graft that they possibly could, he gave the case away when he acknowledged by his actions that there had been guilty people to be punished, and incompetent officials to be replaced by men who could be trusted.

Had the Liberals not taken the course they did, not a hint of all this incompetence and graft would have been given, not a dollar would have been repaid, not a man would have been punished, the old inefficient system of purchase would have continued. It was not a pretty picture the Liberals unveiled. It did not reflect any credit on Canada, or its Government. But it was the only way to stop what Sir Robert Borden admits was a combination of graft and dishonesty and incompetence. It was the only way to stop the evil. Without the efforts of the Liberals the grafters would have become more bold and brazen—the officials weaker or lazier.

On the part of the Liberals there has been no hampering or misrepresenting of the Government's efforts to add the Empire. They have only tried to expose an evil, which but for them would have remained hidden—an evil which would not have existed had the Government's agents been more active or more honest. In this work of the Liberals they should have been aided by the Government. Instead of that Conservative members fought them in committee and Conservative journalists abused them in the press. The Liberals may be proud of the work they accomplished. They are willing the public should judge and they think they can trust the common sense of the people to see through the flimsy excuse set up to justify a general election.

COLD BLOODED

THE Buffalo Courier is kind to pay homage to this country, but is in some doubt as to whether we will be as good a customer if the war continues.

Says the Courier: "And so far as the United States is concerned one of the most unfortunate results of the pending war is the diminution of the purchasing power of Canada, and the longer the war continues the more injurious it will be to the trade between

this country and our northern neighbor." Our American contemporary quotes the figures for the year ending last March, of Canadian purchases from the United States, amounting to \$419,558,000 and points out for the same term, the United Kingdom received only \$112,821,000 from Canada despite the preference (recently reduced) given to British goods.

We do not object to the Americans discussing economic questions, but when we are "sized up" for what we are worth at such a time as this it looks too much like burglaristic appreciation.

"Too bad," says the burglar. "Now that he has been hit financially we will not be able to get so much out of him."

The burglar, of course, is no fair parallel for our friendly neighbor, but there is just a bit too much cold calculation about such passages as the following:

"Canada has been hit hard, although she is far from the war zone. The lives of her citizen soldiery are being sacrificed from day to day on foreign soil, and her indebtedness is rapidly increasing, an additional burden to be carried by the present and succeeding generations. Fortunately she has great undeveloped resources which will be made available in the brighter days ahead."

Perhaps if Sir Wilfrid Laurier were out for a greater British preference there will not be need for such worry in the United States over the Canadian trade. A great share of that trade would automatically go to the British Isles and stay there.

BOGIES THAT FAILED.

WHATSOEVER they may do in the future, to date the submarine and the Zeppelin have failed to carry out the Kaiser's hopes of spreading panic amongst the British people. Especially has the submarine been proved a dismal failure as a destructive agent. Since the "paper" blockade was declared the German submarine various types and during that period more than 9,000 ships have sailed from the ports of the British Isles and about the same number have entered them. Although scores of warships, big and little, are constantly patrolling the North Sea, and a steady stream of troop and supply ships has been crossing between England and France for months, not a single one of these vessels has been sunk. In most instances the vessels sunk have been of small tonnage or trawlers. None of the great liners have been caught. So far as an effective blockade is concerned the thing is a farce.

Also the Zeppelins, the Kaiser's pet cruisers of the air, which were to raze London and bring the English to their knees, have been overestimated as to their offensive qualities. They are too much at the mercy of the weather in the present state of their development, to be a fearsome war implement. If they were the terrible weapons Germany claimed they would long ago have been used to harry the armies of the Allies in France and Flanders and to wreck Paris. As it is, the best they can do is occasional bombing of an English village. The submarine and the Zeppelin are two of the Kaiser's pet bogies that have failed. Perhaps this explains the latest and lowest savagery of the Hun, the mutilation and torture of British prisoners. Germany has gone mad with hate for the British, and, having failed in their "frightfulness" campaign on the water and in the air, there is no brutality or barbarity to which they will not resort.

THE PEACE CONGRESS.

THE ladies who have assembled at The Hague in advocacy of peace have done all that could be expected of them. They have passed a number of resolutions. With some of these the men will be in hearty accord. We all want peace, and hope it will come soon. We all hate war, and wish it to cease. Therein men and women can be in perfect harmony. The trouble is that there are many things we want that we cannot get. And when it comes to making efforts for peace, we are inclined to think the women would be as great sticklers for terms as the men.

The ladies at The Hague passed a resolution declaring that they all loved each other, irrespective of race or country. We should like to believe it, and perhaps it was true of the women who passed the resolution, and made the speeches. But we doubt if the mass of women in the contending countries have any more love for each other than the men have. If the men of Germany sing the "Hymn of Hate," the women of Germany are praying earnestly for God to "punish England." If the men of the allied countries have little love for their opponents who have been guilty of unnameable atrocities, the women of those countries who have suffered do not love the perpetrators any more. It is one of the natural consequences of a war waged as this one has been that it should develop a spirit of hate which is just as strong in one sex as in the other.

Another resolution passed by the ladies has as little justification. They have decided that what is needed to prevent war is the possession by women of the suffrage. We question that very much. So far as women suffrage is concerned, we have never denied their logical right to it. The Advertiser has always advocated it. But we doubt if it would make the world any more peaceful. Anybody who thinks that women are less combative than men does not know much about them. Their favorite methods of warfare may differ; but the fighting spirit is there. And the leaders of the woman suffrage movement are not bad examples themselves. An offence against national honor would be felt by women as keenly as by men. The men are no more ready or willing to resist a national aggressor than the women are. If men are prompt to fight when their country or their conscience calls, the women will cheer them on. All history tells the same story. If woman does not wield the sword, she has a smile

and a caress for the man who does, if she believes he fights in a righteous cause. War is not a question of sex. Woman alone cannot abolish war, but man and women together can do it, and the time comes, sooner or later, when they will.

THE NEWS.

NEVER before in the history of newspaper-making has there been such a tremendous strain upon the resources, both physical and mechanical, of the daily journal. There has never before been such sustained interest in any one event. A war looming before the newspaperman of ten years ago seemed a terrific thing, but such a conflict as the Boer war, which most of us regarded as Canada's greatest newspaper sensation, pales into insignificance from a journalistic standpoint, when compared with the cataclysm of Europe, that "broke" in 1914.

The newspaper craftsman must constantly weigh news values. Is the public tiring of war news? Does it only read the headlines? Is the tremendous effort and the large expenditure worth it? Without a desire to boast, and with the qualification that newspaper service is a small thing compared to service in the field, it is well for the public to know that for the newspaper army in this country there is the most constant, unbroken labor that is ever known attached to the handling of war news.

We believe the newspapers as a whole have been truthful, and have sought to secure the best news at large expense. Thousands upon thousands of words of war news are printed each day in all Canadian papers. This costs money—far more money than ordinary news would cost—and it is beyond any valuation to the reader from an historical standpoint. If the public does not grasp the full import of the war news, then the publisher is doing his work in vain. Fifty years from now the newspapers of today will be treasured as historic documents. The man who does not read his newspaper thoroughly and encourage his boy to read it, and his whole family to read it, is not serving his intelligence.

For we assert that despite censorship, which are more of a name than anything else, the public is getting masterpieces of reporting, and the master effort of the newspaper business for its casual perusal. About the handling of war news and the watchfulness and work consequent upon the never-ending possibility of tidings fraught with vast interest, there is nothing casual, believe us.

EDITORIAL NOTES.

The Kaiser will never reach Calais so long as Canadians are in the way.

"A long pull and a strong pull and a pull altogether," saved the camp for London.

Londoners are undeserving of reproaches cast upon them by "knockers" within.

No lesson of the war has been brought closer home than this: "Invest your money in your home town."

The New York Journal calls the German uses of poisonous gases a novelty. It might better be called deviltry.

Ex-President Huerta of Mexico says he intends to visit President Wilson. Probably he desires a close view of that watchful waiting.

"Kitcheners" army is armed, drilled and proved. As in Egypt and South Africa, the great soldier has risen to the occasion magnificently.

It is probably occurring to a lot of people that Germany's case must be a bad one when it needs so much explaining. "She doth protest too much."

The brazen Rogers tells the Commons that the people of Canada are demanding an election in "tones louder than thunder." If he brings it on he may get hit by a bolt from the storm he is certain to raise.

There is not the slightest chance of the women's peace conference at The Hague having any effect on the future course of the present war, but it promises for generations to come a mighty opposition to militarism and war.

There is nothing in the situation in either Belgium or France to give the least alarm. The Allies are better prepared to take care of a German offensive, no matter how big, than they were in November. German successes of last week were merely flashes in the pan.

A Calgary paper remarks that when the war is over more will come out of the western fields in a year than has ever come out of Petrolia's field in five years. Yes, and it will all get that lubricates the arm of the prospect writer. Calgary's bait will not look inviting to Ontario for many a year.

SAME LITTLE BROWN HEN.
(Horace Seymour Keller in New York Sun.)

When eggs were sixty cents per doz., we jumped to take them.
Now eggs at sixty cents per peck—
We sorter shake them.

But, bully for the little hen!
She keeps pursuing
Her restless, nestful waiting when
The world's undoing.
So "cut, cut, cut!" The universe
Jaws down to Biddy.
Ready to do her best, good sort!
Mated or widdy.

HIDDEN.
(Philadelphia Telegraph.)
Sometimes the shoe with the gladiolus
shines hides the stocking with the
biggest hole.

A FELICITOUS DEFICIT.
(Exchange.)

Caller—How much for a marriage license?
Town Clerk—One dollar.
Caller—I've only got 50 cents.
Town Clerk—You're in luck.

THE WEEK IN REVIEW

THE outstanding feature of the war news of the week was the story of the magnificent feat of the Canadianians. The day for

GREAT ACHIEVEMENT which saved the CANADIANS. The day for

the Allies in the desperate battle around Ypres. The fighting, which lasted four days, was started by an advance of the Germans in unusually heavy force. Contrary to the rules of The Hague Convention, they released poisonous gases, which, sweeping across the trenches of the French, rendered the suffocating fumes, which for the time completely demoralized the French defence. The German drove through and succeeded in getting across the Yser Canal. The result of this bending of the Allies' line exposed the Canadians to a flank attack and made necessary a hurried retirement which was made with the precision and coolness of veterans. The situation was very critical. The British line was fighting desperately to stop the Germans from surrounding Ypres and to keep the French and Belgians. The Canvise is a small thing compared to service in the field, it is well for the public to know that for the newspaper army in this country there is the most constant, unbroken labor that is ever known attached to the handling of war news.

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THE Allies have renewed the attack on the Dardanelles. Since the loss of the British and French warships by ALLIES ARE WINNING drifting AT THE DARDANELLES, mines and batteries, only desultory actions have occurred. Realizing that it was necessary to have the co-operation of a strong land force, the British and French have been gathered and under the command of Gen. Hamilton, was landed on the peninsula of Gallipoli and is already being reinforced by German progress against the Turks who are led by Gen. Von Sanders, of the

German army. Dispatches by way of Athens say that the Allies have taken many prisoners. On water the attack has been just as vigorous. British and French warships hammering away at the Turk fortifications eight miles up the straits.

DISCOVERIES from Petrograd and Vienna show that heavy fighting is again under way in the Carpathians following the lull of last week. The main CARPATHIANS, combat continues to be for the control of the Uzsook Pass. The Russians report heavy assaults against their lines at this point, all of which they claim were repulsed. On their side the Austrians assert they badly cut up a Russian force. The Germans are again active along the Niemen River, in North Poland, and heavy fighting is expected shortly in this quarter.

The Russian army of the Caucasus, now close to the Persian border, is making excellent progress against the Turks.

DURING the night of April 30th what is believed to have been a lone Zeppelin made a raid over Suffolk, England.

ANOTHER ZEPPELIN AT Ipswich. The Zeppelin was shot down and the crew were captured.

RAID ON ENGLAND. The Zeppelin was shot down and the crew were captured.

dropped, setting fire to a number of buildings. There were no casualties.

On Thursday a squadron of allied airmen dropped bombs on the Zeppelin sheds at Friedrichshafen, where the big dirigibles are made. One of the sheds containing a partly constructed Zeppelin was struck.

THERE appears to be no limit to German barbarities. In the House of Commons this week Premier Asquith and GERMANS MUTILATE Lord Kitchener's body.

ENGLISH PRISONERS, chancier states that on that day British prisoners in Germany had been subjected to the most brutal treatment, in some cases being brutally mutilated. Mr. Asquith declared that at the end of the war those responsible for the savagery would be punished.

OFFICIAL confirmation has been given the report of the loss of the French warship Gambetta. In the French warship, which was torpedoed near the Italian port of Otranto.

All the officers on board perished at their posts, as the vessel went down in ten minutes. She carried a crew of between 700 and 800, of whom 150 are known to have been rescued by boats sent out by the Italian authorities.

THANKS have been tendered by German artillery, killing a score of persons.

She made her way to the lake front, and there sat down to think.

She had been an utter failure. Time was wasted in the battle around Ypres, a triumphant return to Adrian, Michigan. In those days she used to sit in her aunt's garden there and paint dream pictures of the day when she'd be a star. Now her dream pictures were different.

She pictured the old garden, with its rambling roses, its monotonous borders and its cool lawn under the shade of the big maple. How she longed to be there once again. She felt that if she could but see her child, she would give up everything she had, and she would give up everything she had, and she would give up everything she had.

About a week before, she had written to her aunt. She had not written because she felt that she needed help. At that time she was as full of ambition and hope as she ever had been, and fully expected to go out with the musical comedy. She had written because she wanted to be reconciled with the aunt who had cared for her since she was a tiny child, and who had begged and entreated her to stay at home and content herself.

Before that Rose had not written to her aunt for a long time, and this letter had brought no answer as yet. Perhaps her kindly guardian had lost patience, and was done with her entirely. She might as well go out with the musical comedy with the garden.

Poor Rose. Her thoughts were far from pleasant. She looked out over the lake and saw the water. Perhaps her kindly guardian had lost patience, and was done with her entirely. She might as well go out with the musical comedy with the garden.

the valve—began to talk into her mind. "Turn me," it said. "Just one little twist, one little turn of the wrist, and the gas will bring you peace. Peace—peace—peace. No more worry; no more chorus drills; no more tramping from one agent to another—no more anything."

Rose stood irresolute. Her fingers toyed with the valve. Then, without flinching, she turned it.

She heard a short hiss, and caught the smell of gas; and then, turning away from the gas-jet, she stretched her arms before her and groped her way back to the bed, there to collapse in a shuddering heap, and await the end.

II. Rose had always heard that gas quickly sent its victims into a comatose condition; but in her case it seemed an age before she began to feel her senses gradually waning. Surely the end was near now!

All her life she lived over again, as she awaited the end of it. All the places most dear to her she visited again—visited them in spirit, to say good-bye to them. To the garden at Adrian, Michigan, she went last of all; and how she loved it! It was all about, and the air was heavy with the scent of dew-laden magnolias.

She imagined herself groping up the path, seemed to see her aunt rise from the shady seat under the maple to come to meet the returned prodigal, with a smile of welcome on her face and her arms outstretched in greeting.

Then it seemed that somewhere, far away, Rose heard a rattling. She could not imagine what caused it, but she was positive that she heard it, that it seemed to come closer. She did not move or speak.

"It will soon stop," she thought. Then she fancied she heard her aunt's voice. She imagined that her mind was fighting its last fight, that her reason was being overpowered, that her brain was going through chaos, along tangled lines of thought, before the end.

Then the door opened, and her landlady, carrying a kerosene lamp in her hand, stood on the threshold. "Someone to see you, dearie," she said anxiously. "A lady."

Almost before the woman had finished speaking, someone had come quickly into the room, and Rose found herself encircled by a pair of loving arms.

"Auntie!" she gasped; and then her tears almost blinded her.

Her aunt held her close and soothed her quietly.

"My poor child," she murmured, "I'm so thankful I've found you at last. I'm going to take you home to Adrian with me, if you'll come. I got your letter three days ago, and I thought I'd come instead of writing. There, there, child; don't cry any more. You can tell me all about it later, when—"

Suddenly, with a gasp, Rose remembered. She rushed to the gas-jet. "I'll leave you the lamp," said the landlady. "You can light no gas. They took out my meter this morning."

GALLANT CANADIANS FINE FELLOWS.
(Springfield Republican.)

Many of us know fine fellows from Canada who have gone across the sea to fight for the British empire. Now word is coming back from dead and wounded Canadians, and sorrow is invading the homes of our northern neighbors. So the war is made to seem more near and terrible.

ENRICH TRADITIONS.
(Boston Transcript.)

The Canadian troops' long casualty lists in the battle around Ypres, the fact that Canada's military traditions will be wonderfully enriched by this war.

TO THE GLORY OF CANADIANS.
(Le Canada.)

We believe we interpret the sentiments of all citizens in addressing to our veterans the words of the Canadian war, and we believe we interpret the sentiments of all citizens in addressing to our veterans the words of the Canadian war, and we believe we interpret the sentiments of all citizens in addressing to our veterans the words of the Canadian war.

MAKES A DIFFERENCE.
(Exchange.)

"There's nothing artificial about Mrs. Wiggins."
"No, indeed. She doesn't even make up her mind."

Always Keep Them In The House
That's what Mr. H. J. Eastwood, of Carleton Place, Ont., says about Gin Pills.

Gin Pills FOR THE KIDNEYS

If you are feeling badly, perhaps it is your Kidneys or Bladder that is causing the trouble. If there is pain over the Bladder—if the urine is hot and scalding—too free or scanty—if the urine shows brick dust deposits or mucus—if there is constant pain in the back—restless sleep and loss of appetite—then you certainly need Gin Pills. Get them to-day and feel better to-morrow.

Gin Pills are sold by all dealers at 50c a box, 6 boxes for \$2.50. Free trial treatment if you write National Drug and Chemical Co. of Canada, Limited, Toronto.

GIN PILLS FOR THE KIDNEYS

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the Socialist orator, "than the laborer's empty dinner pail."

"Shure," said a man in the crowd, "that all depends on whether its empty before th' noon hour or after."

WONDERFUL
(Exchange.)

Mr. Craig was reading the evening paper while his wife sat by knitting. "Just listen to this, Dobby," he said. "It says here that more than 5,000 elephants a year go to make our piano keys."

"Gracious!" cried the wife. "Ain't it wonderful, Dan, what some animals can be trained to do!"

Resorts—Atlantic City, N.J.

GALEN HALL HOTEL AND SANATORIUM.

Atlantic City, N. J.

Always open. Always ready. Always busy. Cannot be excused for comfort, stable and service. A delightful place for spring. Tonic and curative baths, with trained attendants. J. L. YOUNG, General Manager.

THE WILTSHIRE Virginia Avenue and

Capacity 500. Hot baths; running water in rooms; elevator, etc. Music. Special: \$12.50 up weekly; \$25.00 up daily. Open all year. May 4.

Resorts—Atlantic City, N.J.

THE ST. CHARLES

Most Select Location Fronting the Beach ATLANTIC CITY, N. J.

With an established reputation for its exclusiveness and high-class patronage. Thoroughly modern and completely equipped. Courteous service. Bathrooms, with hot and cold, fresh sea water attachment, etc. Magnificent sun parlors and porches overlooking the board walk and ocean. Orchestra of soloists. Always open. Golf privileges. Illustrated booklet.

NEWLIN HAINES CO. JUNE-May 20

Got Your Home Mortgaged?

Then, of course, you'll pay off the indebtedness in time. But suppose you should die suddenly—will the mortgagee foreclose, or will your wife be able to meet the payments?

And even if she can, won't it make a big hole in her resources?

Well then, why not ensure its repayment, whether you live or die, by means of an Imperial Endowment policy for the amount of the mortgage?

Hundreds of men have adopted this method. It is the surest way yet devised for protecting the home.

Write for further particulars today. Tomorrow may be too late.

THE IMPERIAL LIFE

Assurance Company of Canada

HEAD OFFICE - TORONTO

Israel Taylor, District Manager, London, Ont.

The Imperial provides security of \$100 for every \$100 of liability to policyholders.

THE HOME BANK OF CANADA

NOTICE OF QUARTERLY DIVIDEND.

Notice is hereby given that a Dividend at the rate of SEVEN PER CENT. (7%) PER ANNUM upon the paid up Capital Stock of the Home Bank has been declared for the THREE MONTHS ending the 31st of May, 1915, and that the same will be payable at the Head Office and Branches on and after Tuesday, the 1st of June, 1915. The Transfer Books will be closed from the 17th to the 31st of May, 1915, both days inclusive.

By Order of the Board. JAMES MASON, General Manager.

Toronto, April 21st, 1915.

MI-23

HOTEL MARLBOROUGH

BROADWAY, BETWEEN 36th AND 37th STREETS

In the Very Centre of New York.

This famous hotel is known the world over, has all modern appointments, and is complete and up-to-date in all details.

The most convenient location