

ENEMY ATTACKED ON WIDE FRONT LAST NIGHT

Germans Attack French on Wide Front

Were Not Able to Gain
Single Metre of Ground

ARTILLERY ACTIVE ON
VERDUN FRONT.

PARIS, July 4.—Official statement: Late yesterday the Germans undertook a powerful offensive action, which was prolonged all night, against our positions north of Joux as far as to east of California plateau. On this long front they made violent attacks repeatedly, with a large number of their special assaulting troops. Their efforts were directed principally east of Froimont farm, west and southwest of Corny, north of Ailles and also against the California plateau. His main assaults were almost entirely repulsed by our fire. At certain points, the Germans were able to gain a footing at first but our counter-attacks drove them back and they were not able to hold a single metre of our positions. Surprise attacks against our small positions in the sectors of Spignuel and Vauquois were repulsed. Artillery was very active in the region of Hill 304 (Verdun front).

Dozen Enemy Airplanes Raid British Town

8 Persons Killed and 20
Injured.

ARTILLERY BURY ON
BOTH SIDES.

LONDON, July 4.—British official statement issued today concerning military operations in northern France says there is nothing to report except considerable artillery activity on both sides, at numerous points of the front.

AIR DEFENSES SCATTER
ENEMY PLANES.

LONDON, July 4.—Also the official statement says: A squadron of twelve to fourteen enemy airplanes attacked Serk, from a northeast direction, at five minutes past seven o'clock this morning. A number of bombs were dropped and the latest reports state that eight persons were killed and twenty injured. Only slight material damage was done. Fire was opened from our anti-aircraft defenses and the enemy's formation was broken up. The raiders also were engaged by British aircraft from a neighboring station. After dropping their bombs the enemy aircraft turned seaward, the whole raid occupying only a few minutes.

British Naval Planes Bombard Bruges Docks

ALL MACHINES RETURNED
SAFELY.

LONDON, July 4.—The official statement says: During Monday night and Tuesday morning our naval airplanes dropped several tons of bombs on the docks at Bruges and on the ammunition depots at Lichtervelde, thirteen miles from Bruges. All our machines returned safely.

Colonel Cornwallis West is Dead

WAS A BIG LAND PRO-
PRIETOR.

LONDON, July 4.—Colonel William Cornwallis West, a rich and powerful landowner, died today at the age of eighty-two. He was the husband of the noted Mrs. Cornwallis West, recently mixed up in an army scandal and the father of the Duchess of Westminister and Princess Henry of Prussia.

Chinese Press Says Monarchy Will Not Live Long

COUNTRY WILL RISE
AGAINST EMPEROR.

SHANGHAI, July 4.—The Chinese newspapers are practically unanimous in denouncing the restoration of the Manchu dynasty. They predict it will be short lived, saying that the whole country will rise against the Emperor Hsun Tung and General Chiang Hsun.

Strike in New York Shipyard

MANY MEN DECLINE TO GO
OUT.

NEW YORK, July 4.—Twenty-five hundred shipyard workers are on strike for higher wages and labor leaders here say the number is being increased, unless employers grant demands.

Many of the twelve thousand men employed in shipbuilding plants declined to join the strikers, stating they will finish all government work despite the orders of the union leaders.

New York Policeman Murdered Man in Apartment

FORMER PUGILIST ACCUSED
OF MURDER.

NEW YORK, July 4.—Patrolman John Flood was found murdered yesterday afternoon in the apartment of Mrs. James O'Connor, aged twenty-six, who had been living apart from her husband several years. The woman's story is that a former pugilist, who had been annoying her with attentions had followed her into the apartment and she called in Flood to eject him, meanwhile getting herself into the courtyard. When she and the janitor went to the apartment they found Flood beaten to death with his own club and an ax.

Canada Enlisted 423,858 Men up to 30th June

5,750 ENLISTED IN MONTH
OF JUNE.

OTTAWA, July 4.—During the month of June, just ended, a total of 5,750 recruits were secured in the Dominion. Canada's total enlistment from the beginning of the war now stands at 423,858.

During the last two weeks of June, the Toronto division headed the list with 620 recruits raised. Ottawa and Kingston coming next with 452. London was fifth with 222.

To-morrow Sub- Amendment to be Disposed of

Sir Wilfrid's Amendment
Will Follow.

BILL ITSELF EXPECTED
TO CARRY BY 60 MAJORITY.

OTTAWA, July 4.—To-morrow, the Nationalist sub-amendment to give the Conscription bill a six months' hold will be defeated overwhelmingly. It will have only about a dozen supporters.

The Laurier amendment calling for a referendum will then be put and will be defeated by a normal government majority of at least thirty.

After that the bill itself will be carried with about sixty votes to spare.

Commercial Traveller Sues Local Firm

ASKED \$950 AND OBTAINED
\$210.

TORONTO, July 4.—William J. Bell, a commercial traveller, was awarded \$210 in his action against the Forsyth-Kimnel Co. of Kitchener, Ont., in a judgment given by Judge Denton today.

Bell sued for \$950 for wrongful dismissal. The defendants claimed that Bell's work had not been satisfactory and they had therefore discharged him from salary to commission.

Acknowledgement From Prisoners

Kindness of Ladies Appreciated by
Prisoners

A phase of good work that has been undertaken and is being carried out successfully and in a way that has won the appreciation of those benefitted is that by Mrs. C. H. Mills, who is looking after the furnishing of necessities and comforts for Canadian prisoners of war in the enemy country. To date about a score of gallant men who are prisoners have shared in this kindness and acknowledgements have been received from the boys. The following is an instance:

Mannheim May 21, 1917.

Dear Mrs. Mills:
Received your letter of March 14th a few days ago and right here I wish to thank you for what you did for me. The parcels have been coming O.K. Please let Mrs. William Breidaupt know and convey my thanks to her. I will write her personally as soon as I am allowed a letter; as you know we are governed by the powers that would be.

Yours sincerely,
Pte. W. J. Paterson.

Japan May Send Fleet To Atlantic

MINISTER KATO SAYS GOVERNMENT JUSTIFIED IN HELPING
JAPAN SEND A FLEET TO THE ATLANTIC



STREET DEMONSTRATION IN FAVOR OF ALLIES. Recent events in Russia have been attended by many outward signs which are encouraging to the nations of the Allied Arms. The picture shows a huge demonstration in Petrograd, which was remarkable for the length of the speeches.

U-Boats Attacked U.S. Troopships

Secretary Daniels Issues
Statement of Vicious
Foe Efforts.

ONE SUBMARINE SUNK.

Washington, July 3.—That two vicious attacks were made by U-boats on the American transports and convoys carrying the American expeditionary force to Europe was made known today in an official statement issued by Secretary of the Navy Daniels on the occasion of the arrival today of the last contingent of General Pershing's forces at a French port.

After eliciting the American people on the safe arrival of every fighting man and every ship, the secretary says, in part:

"The transports bearing our troops were twice attacked by German submarines on the way across. On both occasions the U-boats were beaten off with every appearance of loss. One was certainly sunk, and there is reason to believe that the accurate fire of our gunners sent others to the bottom."

Attack in Force.

"For purposes of convenience the expedition was divided into two columns each consisting of transports and an escort of destroyers and an escort of destroyers."

An oceanic rendezvous had also been arranged with the American destroyers now operating in European waters in order that the passage of the danger zone might be attended by every possible protection."

The first attack took place at 10:30 on the night of June 22. What given it peculiar and disturbing significance is that our ships were not on the rendezvous and in that part of the Atlantic presumably free from submarines."

The attack was made in force although the night made impossible any exact count of the U-boats gathered for what they deemed a slaughter."

One Sub Sunk.

"The high sea convoy circling with their searchlights answered with heavy gunfire, and its accuracy stands proved by the fact that the torpedoes discharged became increasingly scattered and inaccurate. It is not known how many torpedoes were launched but five were counted as they sped by bows and stern."

A second attack was launched a

Are Assessing Property in City

Centre Ward Has Been Covered.

"On King street there always a many changes in occupancy of the properties and considerable work is necessary before we get all the data. The assessment of the properties on West King street is now in progress. Mr. Martin Huenergard, assessment commissioner remarked today."

The Commissioner and Mr. Reidel are generally known as doing the assessing this year. Mr. Huenergard has charge of the work on King street between Water and Scott streets and also all the assessing of factories in the city. To date the Centre Ward has been covered. Mr. Reidel is now in the East Ward. Mr. Huenergard has assessed the properties on West King Street and is now filling out the notices to the owners and tenants. After this has been completed East King Street as far as Scott Street will be covered by him.

The work on King Street is heavy on account of the frequent changes in ownership and occupancy. As the assessor must make it a point to see him. In one case six calls have been made and the assessor has not yet been seen. But the work on King Street is not the only labor that is heavy, the work throughout the whole city gives the assessor cause for applied efforts all the time. The detailed information on the number of persons between certain ages coupled with the valuation and other information presents a big task.

As to whether there will be an increase in population in the Centre Ward the assessing of which has been completed nothing as yet is known. The totals have not yet been made.

Bits of News

Not the first Wednesday half holiday this year, but the first in July. The month is off to a good start. Clerks and merchants generally were delighted with the weather.

The emblem of the King and Queen handiwork of Toronto veterans, which has been purchased from a local agent, has been placed above the Mayor's chair in the City Hall.

A safety car, on the pay-as-you-leave system, will soon be added to the B. and N. electric line. The system provides for paying as you leave the car by the front exit; by which passengers also enter the car.

The system has been tested in Quebec and the West and has been found a success. It makes for safety in as much as the motorman has the people entering and leaving in his view at all times. Only one man is needed to operate the car.

It is the intention to use the same as a spare car. No. 12 car has been equipped with the system and the necessary vestibule alterations.

Elmira Injunction has been withdrawn. The injunction entered by H.J. Gibson against the Elmira Transmission Company regarding the recent by-law for a \$15,000 loan has been withdrawn. The company will make some additions at once in order to increase its capacity.

Though U.S. navy has doubled its personnel since war was declared it is still 25,000 short of its new authorized strength of 150,000.

Police Commission in Regular Session

The Auto Collision Dis-
cussed

Direction Posts Favored.

The Police Commission in session yesterday afternoon, after passing accounts and attending the usual routine business, informally discussed the recent accident at the corner of King and Queen street in which a motor car driven by Judge Reade figured conspicuously. Constable Carley was called in, and asked to relate the circumstances of the collision. He explained his duties had taken him from the centre of the street to the sidewalk for a minute, and it was during his absence the accident occurred. Judge Reade, chairman of the Commission, remarked that the constable being in the centre of the street at the time to direct the traffic was a serious matter. The matter of adopting "direction posts" to be placed in the Devil's trip at busy street corners was taken up. The suggestion was made by Chief O'Neill, who produced sketches of the proposed posts. Chief was of the opinion these would be of great assistance in directing traffic on the corners where it is impossible to station officers. The other members of the Commission favored the proposal, and authorized the Chief to take the matter up with the City Council at the meeting in the evening.

Those present were Judge Reade, Magistrate Weir, Mayor Gross and Chief O'Neill.

A Busy Session in Police Court

Eight Cases Disposed of

Magistrate J. J. A. Weir had a busy session in Police Court this morning when a number of violations of the Traffic Bylaw were disposed of, as well as an assault case.

Mr. A. Lehman was the first offender called, and pleaded ignorance of the bylaw preventing the halting of a vehicle on the wrong side of the street. Sergeant Grasser explained the accused had halted his express on the wrong side of South Queen street. "I," said his Worship, "and may the fine serve to remind you not to stop on the wrong side of the street again."

Rear Light Was Out.

Mr. W. Strong, in answering a charge of driving his auto with the rear light out, explained the incident to the satisfaction of His Worship, who advised him not to offend again or a fine would be imposed.

Can't Run Without Smoke.

Mr. Geo. Doerr, on the information of P.C. Farrell, was on the carpet for causing a smoke nuisance with his auto. "It can't be helped," said the accused. "It can be helped," retorted His Worship.

No car in proper order should make such a smoke. If yours is out of order have it repaired," said the Magistrate. "It can't be helped," said Mr. Doerr, "I don't offend again," from His Worship closed the case.

Violated Bylaw.

Mr. Jos. Keller, with his auto, violated the traffic bylaw to the extent of \$1 and costs.

Fine Will Serve as Reminder.

Mr. A. Bushart, who owns a motor cycle, and can't pay any attention to the traffic lines at the corner of King and Queen street, paid \$1 and costs, which sum His Worship said would serve to remind him the lines were not painted on the crossings for fun. The accused stated he was not used to making the wide circle the lines call for. His Worship in fine Mr. Keller stated if everyone who drives a motor car, vehicle or motor cycle ignored the traffic lines accidents certainly would result. He warned the accused not to cut the corners in future.

Didn't Know Why He Was Summoned.

When Mr. J. Weber was called he stated he didn't know why he

Report on the Matter of Storm Drain Received by Council

Recommendations as to Route Turned Over to
Board of Works. Permission Granted to Police to
Place Traffic Direction Posts on Streets

The City Council met in regular session last evening. One of the matters that came before the Council was the report of the City Engineer on the proposed storm drain in the East Ward. The Engineer refers to three possible projects and recommends the adoption of the project submitted in a report to the Council dated March 15th, 1917. The estimated cost of this is \$5018.22 as compared to \$8900 and \$10700 for the other projects. The Engineer considers this the best route from the standpoint of both efficiency and economy.

The report was referred to the Board of Works.

Ald. Amussen suggested that the matter be dealt with immediately. "As far as the matter of route is concerned, the Engineer can make recommendations but it is up to us to say whether we want to go on with the construction of the drain. I thought it was understood that we were not going to go ahead with it this year. And I'd say we do not go ahead this year. As to alleged damages, which we might be asked to pay I'd take a chance and sooner pay the damages. Anyway I feel we shouldn't do the work this year."

Mayor Gross said the House of Reference Board of which he is a member had informed him that they considered they were entitled to damages. "Under what act do you propose doing this work?" Ald. Schwartz demanded.

Under the Municipal Drainage Act, the Clerk replied.

"Well, then they can't object. We can go ahead and do the work," Ald. Schwartz remarked.

The Clerk said the work couldn't be done this year. If one of the projects were adopted, specifications would have to be secured, the assessment levied, compiled, the ratepayers affected notified and appeals to the Court of Revision heard.

"We'll refer it to the Board of Works," Ald. Amussen remarked. The report of the Engineer will be found in another place in this article.

The reports of the Standing Committees which were received were adopted without amendment. Regarding Clause 5 of the Finance report which recommended that the executors of the Brubacher estate be allowed to deed a triangular shaped lot over to the city Ald. McKay objected and had his vote against the adoption of the Clause recorded.

In Committee I expressed my opinion on the proposal. Now that we're in Council and without any feeling of being arbitrary at the same time I felt I couldn't support it. The idea of people taking farm land and laying it out so the profits will be the largest possible out of the property then surveyed in a shape which meant a big frontage for a part in a triangle so that nobody wants it! Now when men do that and have such a lot, after a debt has been incurred we say we don't want it. The city is to pay the indebtedness while the surrounding property has all the advantages and its value is increased. Take the case of the Fred Knell park; I recollect when the transaction was put through, increasing the value of his property at the expense of the City. I simply submit it to the Council's consideration. I don't think it wise to adopt a precedent of that kind. We'll let it be sold for taxes. Let them pay up the debentures."

Ald. Schwartz considered the City had taken over too many corner lots and saw reasonableness in Ald. McKay's view.

had been summoned. Constable McCarty soon enlightened him, and explained that he had parked his auto on College street within 50 feet of King street, which was a violation of the Traffic bylaw. The accused pleaded ignorance, and was allowed to go without a fine. His Worship had explained the requirements of the bylaw to him. He promised not to offend again.

Dr. J. E. Hagmier for speeding up on King street paid a fine of \$10, for the offence.

Fined \$10 and Costs for Assault.

The charge of assault preferred by Mr. Harry Salaroff against Mr. Nelson Waldschmidt closed the docket for the day.

When asked to plead the accused answered, "Yes I hit him." He then repeated an unprintable name which he alleged Mr. Salaroff called him. Mr. Salaroff denied having used such a name to the accused. Mr. Cooney Klein, and Mr. Maurice Klein testified to witnessing the assault, and swore it was the accused who used the naughty names.

Mr. Waldschmidt called Mr. S. Seider in an endeavour to shake the evidence of the former witnesses, but without success.

His Worship held the case had been made out and fined the accused \$10 and costs \$5.

Few Line Interviews

MAYOR D. GROSS.—"The Library Board is having a catalogue prepared of all books in the institution. These will be distributed among mechanics and employees in all factories and other places of business in order that citizens may realize the books at their disposal."

D.C.M. for Brantford Man.

Pte. Edward Lewis, son of Mrs. Lewis of Pelee Island, Brantford with six other comrades has been awarded the Distinguished Conduct Medal or meritorious services. The award was made by Major-Gen. Watson.

New England troops have hopes of being trained in their own district, instead of being sent south.

ADVERTISING IS NOT WASTE

The favorite point of the business man who has fallen asleep by the wayside is that advertising is a huge economic waste; that millions of dollars are spent and wasted in artificial attempts to stimulate selling. To the ultimate injury of both buyer and seller.

"Let us see how much the big advertisers spend," says Allan C. Reiley, president of the Association of National Advertisers, in discussing this matter. "The average man hears talk every day about the millions and millions spent for advertising and he finally gets the notion that somehow or other the buyer has got to pay for it."

"These millions spent in advertising sell hundreds of millions' worth of goods—goods that could never be sold so cheaply in any other way. And it is this immense saving in selling cost that helps to make lower-priced goods."

"Millions spent for advertising," says Reiley, "are not 'wasted' sounds big, but 'thousands of millions' worth of goods sold by advertising makes the actual amount spent for advertising look small."