

AIRMEN IN BATTLE OVER BRITISH LINES

Allies' Aviators Try To Bring
Down a German
Scout.

SOLDIERS' LIFE EASIER

Germans Use Less Artillery
Than the British—Fail To
Reply to Shelling.

GENERAL HEADQUARTERS OF
THE BRITISH ARMY IN FRANCE,
April 18, Via London, 10:20 p.m.—The
mud element which has so hampered
both armies during the winter opera-
tions in France and Belgium now has
practically disappeared along the Brit-
ish front. Dismal rainy days have
given way to almost constant broken
weeks of sunshine, which has dried
up the roads, trenches and lines of
communications, making the soldiers
life a paradise compared with former
conditions.

With the coming of clearer weather
there has also been a marked increase
in the number of aeroplane reconnais-
sances on both sides, as a cloudless
atmosphere is just what the observers
want. Half a dozen aircraft manoeuvred
over Ypres all Saturday afternoon. The
majority were British attempting to
bring down a German flier who was
trying to spot batteries at the rear
of the British lines.

Little Head From Civilians.
The sky was unflecked anywhere
except by the cotton wool flakes of burst-
ing shrapnel as anti-aircraft guns
sought the fliers. Although the duels
continued for hours no machines on
either side were brought down. Living
amid the ruins of the cloth hall and
other structures the population of Ypres,
almost daily under German shell fire,
seldom turned their eyes heavenward.
So sat with war are all civilians
that the grateful craft were unnoticed
as they swerved, rose, circled and
winged for vantage points.

Broadly speaking, there has been no
change in the British front since Neuve
Chapelle, trench warfare continuing
along the whole line with only a few
casualties here and there daily.

Merely Sniping.
The Canadian Press correspondent
spending the afternoon in the Brit-
ish trenches at Flogstert, less than
100 yards from the German line, found
the contending armies comparatively
inactive. The men, secure behind ram-
parts of sandbags, mere and sniping
occasionally and now and then
set loose a trench mortar.

Peering through a periscope, no sign
of a living human being could be seen
along the German line, though now
and then bullets whizzed from loop-
holes, either singing close overhead or
striking the sandbags with a vicious
thud. No man dared show even the
top of his head. The danger was em-
phasized when the correspondent,
thrusting the periscope higher, which
was necessary, drew a bullet, which
seemed almost to graze the instru-
ment. Nearby stood a young British
officer calmly firing through a loop-
hole at any opening in the rival trench,
aiming, loading and commenting on
hits and misses much as might a man
at target practice.

Desultory Artillery Fire.
This sort of thing has persisted for
weeks and generally describes the con-
dition along the entire front. The
monotony is relieved only by such
dashes as these which took place at
Neuve Chapelle, or the actions of
French, who are now engaged at cer-
tain places. Artillery by both German
and British, is keeping up only a
desultory fire, shells cross-crossing
and swishing overhead at intervals during
the day and night.

At one point where the trenches
are less than 200 yards apart, the cor-
respondent saw three British shells
fall in the German lines, one striking
plum in a trench and hurling debris
high into the air. The Germans later
by are using less artillery than the
British, failing to reply even to per-
sistent shelling, except where from
their many observation posts they sight
movements in the British lines.

Is Germany Looking for Early Peace?

Surprising Statements Pre-
dicted by Cologne
Correspondent.

[Canadian Press.]
AMSTERDAM (via London),
April 18.—The Cologne
correspondent of the Tied,
discussing peace conditions, says:
"There is no serious thought in
competent circles in Germany of
retaining Belgium. Within a few
weeks some surprising statements
on this matter may be expected."
The leaders of German opinion
are now agreed that the aim of the
war will have been reached as soon
as Germany's national existence is
secured.

BERLIN DISCUSSES PEACE BUT EXPECTS RESULTS.

CONSTANTINOPLE (via Lon-
don), April 18.—The
National Tidende's Budapest cor-
respondent sends an interview with
Count Julius Andrássy, former
Hungarian premier, who has just
returned to Budapest from a series
of conferences in Berlin. Count
Andrássy is quoted as having said
that the subject of the confer-
ences was peace and peace condi-
tions.

"Unfortunately," the cor-
respondent says, Count Andrássy
told him, "the people in Berlin do
not seem to understand that the
result can be expected in the pre-
sent war. The only result possible is
no result."
"Only a surprise attack, such as
the one in Belgium, can be com-
pletely successful, under modern
conditions of warfare. I expect only
one good outcome from this war,
namely, that it will make war im-
possible in the future."

UNTRAINED LANDSTURM SUMMONED BY AUSTRIA

[Canadian Press.]
VIENNA, via London, April 18.—The
following statement was given out by
the Austrian war office last night:
"Owing to the possibility that the
war may last a long time, and in order
to secure the necessary reserves, the
untrained landsturm, men between the
ages of eighteen and fifty, will here-
after be liable for military service."

What Goodyear Means

An Unusual Story of a Canadian Industrial
Of Special Interest to Motorists, Truck Owners, Motorcyclists and Manufacturers

How it grew from a small room to a large plant. Four-man pay-roll is increased to 800-man pay-roll in five years. An investment of a few hundred dollars grows to one of millions

THIS is not a story of self-praise. Modesty prevents us from claiming all we could. But we do believe men are interested in success stories such as this. We are but one of the innumerable industries that have struggled up from small beginnings. Today we hold an enviable position in the Canadian manufacturing world.

We won this place through five years of business evolution. Capital alone won't build manufacturing success. It only postpones a failure. Master salesmanship alone can't build a permanent success. Good men can temporarily make a poor product seem alluring. The sure test, the final test, is just the record of the product. We submit to you here, then, the story, not of ourselves, but of Goodyear products.

We think you will agree when you read this, that there is scarcely a business story in Canada more interesting and human.

When four Goodyear employees worked together in a little 30x60-foot room at 85 Queen street East, Toronto, in 1910, little did they realize how quickly that small space would be magnified over 70 times.

They knew business would grow. They had faith in themselves and in their product. They saw the tremendous possibilities in the Canadian rubber demand. They would build here at home an industry to meet that demand.

Today the big factory at Bowmanville, the six-story General Office building in Toronto and the ten Branch Offices throughout Canada have proved their fondest hopes.

The public confidence in Goodyear products has made possible this Goodyear growth from small beginnings. See what this growth has meant. The Goodyear Tire and Rubber Company of Canada, Limited, has over two million dollars invested in Canadian property and Canadian factory equipment. For the products that we sell you are made in our own factory at Bowmanville, Ontario, by Canadian workmen. Our pay-roll for these workmen must be one of the largest in the Dominion.

The Bowmanville Plant

In the latter part of 1910 we purchased the plant of the Durham Rubber Company at Bowmanville, Ontario. The total floor space was 41,150 square feet. Remodelling was immediately begun. New buildings were erected. New machinery installed. About 70 men were employed. The capacity was 25 automobile tires per day.

Today the plant is set in a tract of 35 acres, and has a floor space of 116,884 square feet! The pay roll has reached a maximum of 718 employees. The maximum capacity is 1,000 tires per day. The factory is completely equipped with the most modern machinery for the manufacturing of Automobile, Truck, Motorcycle, Bicycle and Carriage Tires, Hose, Belting, Packing, Molded Goods, etc. Over 500 different kinds of articles can be made.

The Bowmanville plant embodies efficiency to the last degree. Factory organization and processes are so perfected as to produce greatest value at the least expense. From the purchase of raw materials to the shipping of the finished product, every operation is backed by minute inspection.

This Service, Too, Is Yours

But Goodyear obligation does not end when we sell a Goodyear product. It begins there. There are ten branch offices, located in Montreal, St. John, Ottawa, Hamilton, Winnipeg, Regina, Calgary, Edmonton, Vancouver and Toronto, with 137 Goodyear employees to assist our dealers in satisfying your wants. For only in this way are you insured of proper service.

There are hundreds of Goodyear dealers throughout Canada. No matter where you are, you know that not far away is a Goodyear dealer. This means quick deliveries—no delays, no inconvenience.

Factory, branch offices and dealers are knitted together in a co-operative sales organization by the general office in Toronto, where the officials and their assistants are located. Here are evolved the manufacturing and sales policies. You can see what such service as this means. It saves in time, in trouble and expense.

THE GOODYEAR TIRE & RUBBER COMPANY OF CANADA, LIMITED

HEAD OFFICE, TORONTO, ONTARIO.

GOODYEAR SERVICE STATIONS—TIRES IN STOCK

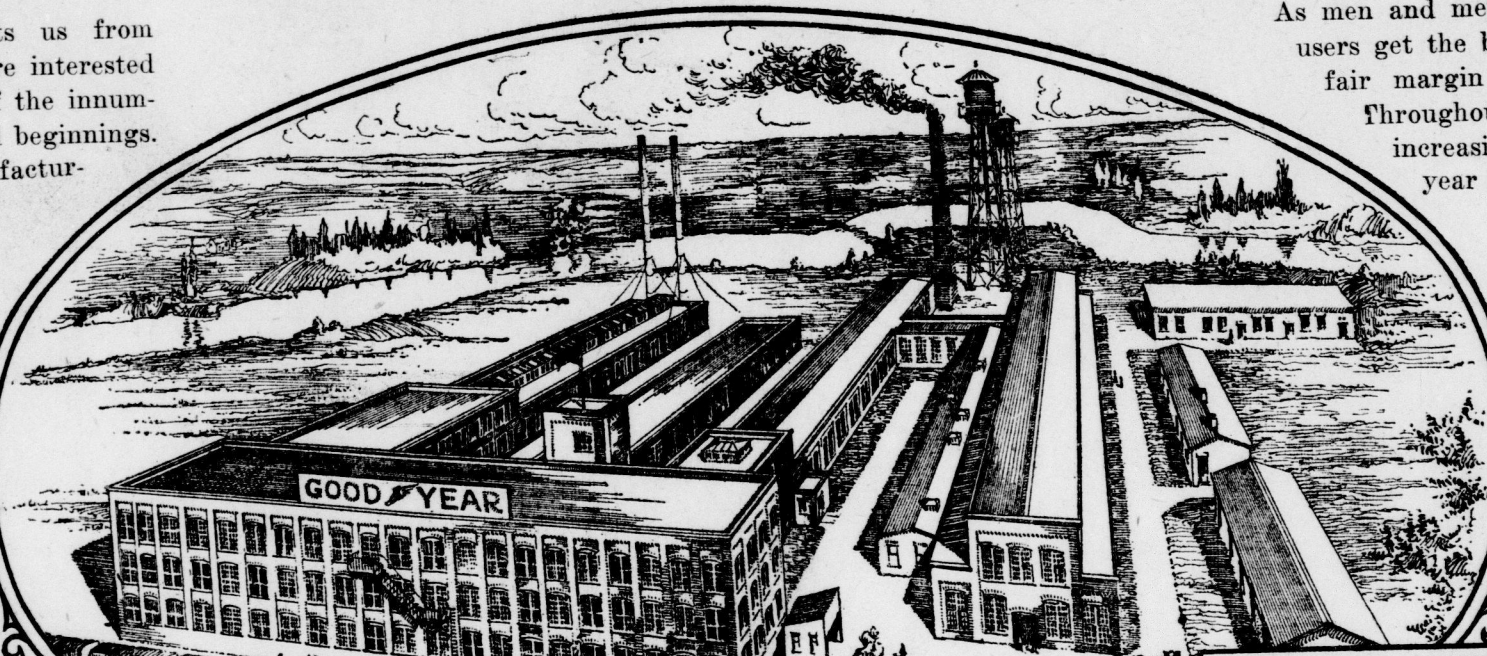
J. C. Beemer	Queen's Avenue	Ford Motor Company	291 Dundas Street
Bindner & Morrison	Richmond Street	London Motor Sales	King Street
Central Garage	York Street	McLaughlin Motor Car Company	Richmond Street
		Regal Motor Sales	596 Hamilton Road

LONDON.

Roy Alexander	Strathroy
R. H. Bellamy	Mt. Brydges, Ont.
Bothwell Garage & Sales	Bothwell
I. H. Brown	Blythe, Ont.
Central Garage	Alvinston
H. Cook & Sons	Hensall

NEARBY TOWNS.

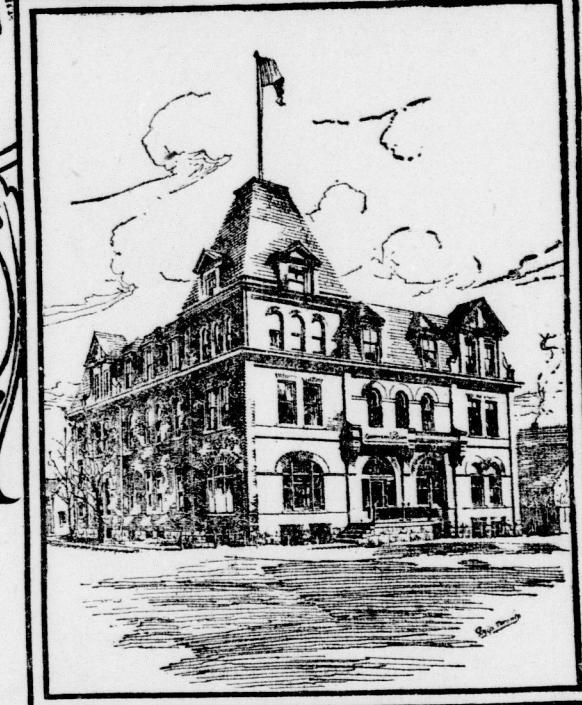
Geo. E. Coultas & Son	Theford	Bert Langford	Clinton
J. I. Daly	Seaford	D. Mistle	Rodney
Gammage & Co.	Ridgeway	A. Merlock	Crediton
Hayes Bros.	St. Marys	I. Patterson	Tiverton
W. E. Kelly	Goderich	T. E. Poland	Bridgen
Robert Kerr	Kincardine	J. T. Sales	Ridgeway



The Goodyear Factory
Bowmanville, Ont.



Goodyear Houses, Carlisle Ave.
Bowmanville



Goodyear Club
Bowmanville

Goodyear policy toward employees does not stop at good wages and good factory conditions—but embraces practical outside welfare work.

The Goodyear Company believes that however perfect are factory conditions, it owes its employees even more. For no workman, though surrounded by perfect conditions at the factory, can reach his height of efficiency unless home and social conditions are of the best. That is why the Company itself has erected about 60 modern and attractive brick cottages, electric lighted, with hot and cold water. They are occupied by employees at a fair rental.

The basis for selection of employees is efficiency—not race, religion or politics. The Goodyear Club is the Social Centre for all employees. Here also single men may room and board at reasonable rates. There are reading and music rooms, shower baths, billiard tables, bowling alleys and other attractions. Here meetings and social gatherings are held.

Every man and his family has voluntarily extended his co-operation in making outside conditions better. As a result there is health, happiness and content—which are so essential in complete efficiency.

Every buyer of Goodyear products benefits by this practical system of welfare work—for it is part of the quality bought, part of the satisfaction resulting.

Third Reduction In Automobile Tire Prices

For the third time in less than two years, the price of Goodyear Tires has been reduced. These have saved the user in all an average of 37 per cent. And now this third reduction during war times!

This price reduction, effective February 15, in face of the new war tax, showed the company's determination to keep the factory wheels moving. "Business as usual" is the slogan. The capacity of the plant has been doubled. To so enlarge the plant—to reduce the price—to pay the war tax itself—that is the Goodyear Company's expression of faith, not merely in its product, but in the judgment of the people. The response by the public—as already felt—has justified these progressive moves.



As men and methods improve, quality improves. As output multiplies, users get the benefit of reduced prices. To give the utmost at the lowest fair margin of profit has always been the Goodyear standard. Throughout the Dominion the number of satisfied users is rapidly increasing. The sales last year were 29 per cent greater than the year before.

These statements are not offered as boasts—but to justify the reduced prices—to explain why the Company will pay the war tax—to show how the user will benefit by getting greater tire value than ever before. Goodyears stand top-high in quality. This has been the verdict of Canadian users, attested by Goodyear sales records.

Some tires cost more, we will not reason why. But don't assume you get extra value because you pay an extra price. Goodyear Fortified Tires combat in five exclusive ways the chief tire troubles. Goodyears hold top place because they give lowest cost per mile.

Fortified Tires.

In five costly ways—ways that no other maker has—Goodyears are fortified against all major tire troubles. That's why they average best.

Here are the five reasons why every Canadian motorist should have Goodyear Fortified Tires. These features can be found in Goodyears alone:

1. No-Rim-Cut feature combats rim-cutting in best way known.
2. Countless blowouts are avoided by our "On-Air" cure.
3. Loose treads are combated by forming in each tire hundreds of large rubber rivets.
4. Security against blowing off the rim and tube pinching, gained by vulcanizing six flat bands of 125 braided piano wires into each tire base.
5. The All-Weather Tread combats puncture by being tough and thick. It resists skidding as no other tire does by its sharp-edged, bulldog grip.

These are the reasons why Goodyear Fortified Tires excel all other makes—why they are outlasting any other tire that's made. Every tire trouble brings you nearer to Goodyears. They have averaged best in every province.

Right Inner Tubes.

Goodyear Laminated Tubes are built layer on layer. This prevents leaky tubes due to porous rubber. Records show that tubes built in the Goodyear way outlast any tire. Four tubes outlast five casings.

This year Goodyear Inner Tubes are better than ever before. Small sizes have been thickened. Larger sizes have been made of heavier rubber. They are built of pure rubber, as always. Tubes that weigh more than Goodyears gain nothing in durability. Size for size, heavier tubes owe their weight to excess mineral matter, causing hardening and cracking.

This means that today's tubes average 14 per cent better—yet the price is one-fifth less. This added strength and wear have increased Goodyear Tube popularity. Increased production has lowered the cost to you.

Economy for Truck Owners.

For many years Goodyear engineers have been developing truck tires. Much of this work has been directed on heavy service tires. Thousands of dollars have been spent in tests and investigations. In all, twenty-nine distinct types of Truck Tires have been designed. In the evolution of one alone, seventy-four separate tire structures were built.

Goodyears mark today's quality in Truck Tire Service, durability, simplicity and economy. It will take some makers years to do what Goodyear experts have done in Truck Tire development; 1915 Goodyear Truck Tires inspire a confidence that others cannot give.

And this Goodyear aim for utmost tire efficiency will never cease. Our experts will continue to investigate, test and improve.

Goodyear Motorcycle Tires Give Extra Mileage.

Men thought no better motorcycle tires than Goodyears could be made. They won and held top place. Yet the Goodyear Company has made this year six further improvements without increasing prices.

The popularity of Goodyear Motorcycle Tires must be greater this year than ever before. For these new added features come in spite of lowered cost to you.

"Blue Streak" Bicycle Tires Built for Rough Going.

Goodyear "Blue Streak" Bicycle Tires are made in the same factory, by the same experts who make the Fortified automobile tires. The same high standard of workmanship goes into every bicycle tire. "Blue Streaks" have proved in actual road tests the utmost in bicycle tire construction. The body is of toughest white rubber. And they have the famous Goodyear "All-Weather" tread—rows of resistless rugged blocks.

They grip wet streets firmly, yet give all the advantages of a smooth tread on hard, dry roads. These features, you can see give maximum service. Bicycle tire troubles are minimized if you ride on Goodyear "Blue Streaks."

Goodyear Mechanical Goods.

The Goodyear plant at Bowmanville does not make tires alone. We manufacture Mechanical Goods for factories, mills and power houses. Belts of every kind—transmission and conveyor—are made for each particular Canadian industry—sawmills, brick yards, elevators, paper mills, power plants, mines—all the foremost industries.

We make specific belts for specific machines. You get the belt that will deliver the power at the time. Buying belting this way decreases shut-down losses—lost time, lost labor, lost product.

Hose—from the common garden variety to fire hose—is made by the mill. Some are for peculiar uses, such as for vinegar, or vacuum cleaners, or sand blasting. Canadian cities are protected by Goodyear fire hose. When you see rubber goods, note the name. Baby carriages have Goodyear Tires. Goodyear clothes wringer rolls help the busy housewives on wash day. Lacrosse players use Goodyear balls. Goodyear made-in-Canada products are part of every-day life, filling an urgent need here—giving pleasure there, turning the great wheels of commerce, or protecting lives and property.

This is our story of Goodyear. It was not written directly to sell you Goodyear products, for they must sell themselves. What we want is just a hearing. We have told you of our small beginning. Of our first factory, and its growth at Bowmanville. We have told you somewhat of Goodyear products and their record.

We want you to buy tires and mechanical goods from The Goodyear Tire and Rubber Company of Canada, Limited—not alone because they are made in Canada—not because our efforts alone have been commendable. We want you to buy Goodyear products because of their inbuilt superiority. Because you get greatest service dollar for dollar that you spend.

