

British Red Cross Are Asking for Your Subscription Today

The Toronto World

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TWO CENTS.

PROBS—Moderate W. to N.W. winds; fair; not much change in temperature.

BIG RED CROSS CAMPAIGN IS STARTED

BRITISH BIG GUNS PREPARE FOR NEW OFFENSIVE IN FLANDERS Austro-Italian Front to Be Scene of Big Battle---German Successes on Oesel Island

BIG GUNS MAKE PREPARATIONS FOR NEW PUSH

Artillery Actions Predominant Feature of Last Two Days in the West.

MACEDONIAN FRONT

Allies Active Near Seres Where Some Prisoners Are Captured.

London, Oct. 15.—In Flanders no military operations on a large scale have been attempted, but the big guns are carrying out reciprocal bombardments of great violence, like those which always precede the starting of an infantry offensive on the German front.

After the lapse of two days, the heavy artillery duels have been resumed between the French and the Germans on the Verdun front, especially to the north of the famous Hill 44.

The British official communication issued this evening, says: "Later reports show that the number of prisoners we captured in yesterday's raid southeast of Monchy le Preux was 64, including two officers."

"A British official statement, relating to operations around Salonica, issued today, reads: "On the Struma front yesterday, Scottish troops very successfully raided Homondos Village, near Seres. After a sharp fight, 143 prisoners and three machine guns were captured. Our casualties were light."

The following Rumanian communication is published: "The landing of the Germans has been reported from Oesel Island."

POTATO PROFITS ARE TO BE FIXED

There Will Be No Price-Fixing, But Consumer Will Be Protected.

Ottawa, Oct. 15.—In the course of an interview today Hon. W. J. Hanna, Dominion food controller, said that while it is not proposed to fix the price of potatoes, the "spread" between the price paid the producer and that paid by the consumer will be fixed.

When asked concerning oleomargarine, the food controller said the statements made by him in Montreal last week had apparently been misunderstood. He pointed out that he was expressing his personal views when he said that this article of food should be admitted free, whether they would meet the approval of the cabinet remained to be seen.



The first of the troops marching from Camp Borden to Toronto, arrived in the city yesterday afternoon. These were A and B companies of the 1st Depot Battalion, who were photographed near York Mills, during one of the hourly rest periods. The officers are Lieuts. A. F. White and K. Holdenby.

MAGRATH WILL ORDER CUT IN COAL PROFITS

Dominion Fuel Controller Meets Assistants in Important Conference.

MAY STOP HOARDING

McCue Will Secure Supply for Ontario — Off to Washington.

An important meeting was held in Ottawa yesterday in regard to the coal situation, not only in Ontario, but throughout the entire Dominion.

Among those who were seated on the platform were Sir Edmund Walker, chairman, British Red Cross Appeal; Col. Noel Marshall, president executive committee, Canadian Red Cross Society; Mayor Church, Premier Sir William Hearst, Surgeon-General Ryerson, Major-General Logie, Col. W. K. McNaught, Sir Robert Falconer, Hon. T. W. McGarry, Hon. Dr. Pyne and Archbishop Gody.

ENEMY CALLS MEN OF FORTY-SEVEN

Germany Also Summons Military Unfit for Active Service.

Copenhagen, Oct. 15.—Germany has extended military service to men 47 years of age, and is calling up those who have heretofore escaped service on account of military unfitness.

The army already included a large number above the legal limit of 45 years on the ground that although nobody above that age could be mobilized, yet no requirement existed for the discharge of a soldier reaching that age.

ENTHUSIASM UNBOUNDED FOR BRITISH RED CROSS

Massey Hall Scene of Unparalleled Patriotic Demonstration as Third Great Drive Commences—Lord Northcliffe and Major Bishop, V.C., D.S.O., M.C., Cheered to the Echo as They Rose to Address the Enthusiastic and Representative Gathering.

If enthusiasm means dollars and cents and the great mass meeting in Massey Hall last night speaks for what Toronto will do during the next three days, not a British soldier on the battlefields in any part of the world where war is being waged now will cry in vain for medical assistance.

Not a wound but will be healed, not a shattered limb but will be given expert attention, not a lonely man in No Man's Land but will be heard and the sufferer carried by willing hands out of danger and into quiet rest and comfort.

With hundreds unable to gain admission to the immense hall was filled to capacity with 3000 people long before 8 o'clock, the hour for commencing the third drive in Toronto on behalf of the British Red Cross Society.

When Lord Northcliffe appeared on the platform, having come direct from his special train which conveyed him from Washington, the applause which greeted him was loud and long. A splendid demonstration was also accorded Major A. W. Bishop, V.C., D.S.O., M.C.

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"The eyes of the whole empire are upon us and the next three days will tell," he said. He did not believe the increased cost of living this year would make any difference in the amount of Toronto's contribution.

Major Church received a long and loud ovation. It was his pleasure to welcome to Toronto Lord Northcliffe, he said, and then he showed that Toronto had a brilliant record in its activity for the war. He believed the Red Cross was the best managed organization in the world, and that it should have the support of every true Britisher.

Under the leadership of Sergt. Savage the 10th Regiment band entertained the meeting by rendering patriotic airs, and other musical numbers

PRAYER FOR SOLDIERS

Archdeacon Gody opened the meeting with prayer, which was a supplication for all those on active service, on land, on sea or in the air; for those in hospital, administering to the wounded and for those now in training wherever they are placed.

Sir Edmund Walker, chairman, said it was the fourth year of the war and the third time that an appeal had been made by the British Red Cross. The needs of the British Red Cross, he said, were as much larger this year than last as the demand was greater.

The British Red Cross was the friend of all, not only the allies but to a wounded German was help given when necessary. It was carrying on in all parts of the world and its demands were consequently enormous.

"People have said that the appeal of the British Red Cross has put Toronto on the map, and it must stay on the map," he said. "Each year you have given more than was asked," he continued, "and with the province we should send this year \$2,000,000. That would be a very proud thing to do. It is one of the most effective means of helping to win the war."

Sir Edmund read parts of a letter written by a wounded soldier who lauded the efficient work of the British Red Cross.

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LORD NORTHCLIFFE, Chief speaker at the Inauguration meeting of the British Red Cross campaign, at Massey Hall last night. He told of the work of the Red Cross at the front, giving incidents from his personal observation.

FRENCH SHIP BLOWN UP, MANY PERSONS KILLED

Two Hundred and Fifty Lives Lost on Medie When Torpedoed.

London, Oct. 15.—Two hundred and fifty lives were lost when the steamer Medie was torpedoed September 23, in the western Mediterranean, says a Reuter's dispatch from Paris.

The explosion of the torpedo detonated the munitions in the ship's cargo. There were more than 150 passengers on board the steamer, including soldiers and prisoners of war.

The Medie was a French vessel of 4470 tons. She was built in 1912 and her home port was Marseilles.

BRITISH CRUISER SINKS; MINE SWEEPER MISSING

London, Oct. 15.—An admiralty statement issued tonight, reads: "His Majesty's mine-sweeping sloop Begonia, Lieutenant Commander Basil S. Noake, R.N., is now considerably overdue and must be considered lost with all hands."

His Majesty's armed mercantile cruiser Champagne, Acting Captain Percy G. Brown, R.N., in command, has been torpedoed and sunk. Five officers and 51 men were lost.

EXPECT BIG BATTLE ON AUSTRO-ITALIAN FRONT

Heavy Artillery Fighting in Julian Sector—Austrian Attacks Fail—Italian Success in Brestovizza Valley.

London, Oct. 15.—Preparations apparently are being made along the Julian front of the Austro-Italian theatre for another big battle. In the Brestovizza Valley and on several other sectors the artillery on both sides is engaged in heavy fighting, and there also have been sharp reconnoitering encounters.

In the Brestovizza Valley a strong attack by the Austrians was broken up by the Italian machine gun fire, as likewise were attempted attacks from the west of Plodar to the head of the Adriatic Sea.

Rome, in an official statement, reports heavy fighting took place yesterday along nearly the whole Julian front, the Italians withstanding violent local attacks by the Austrians, launched after extensive artillery preparation, the war office announced today. Sharp reconnoitering encounters occurred at various points, in some of which prisoners were taken by the

Italians. The text of the statement reads: "On the Trentino and Carnia fronts there was considerable activity by our reconnoitering patrols. Enemy attacks in the Lagarina, Assa and Pella Valleys failed."

"There was a lively action of a local nature by the infantry along the entire Julian front. On the southern slopes of Monte Rombon we captured prisoners in a successful surprise attack. Between Costagnavizza and Selo a raid by arditelli on the enemy lines brought us other prisoners."

In the Brestovizza Valley large bursts of violent artillery and machine gun fire, approached our lines, but were driven back. Near Lokovec, after lavish artillery preparation, extending from west of Plodar to the sea, the enemy made an attack which was completely broken up. The enemy left prisoners in our hands."

As yet no attempts have been made by the Germans to effect a landing on the coast of Eschonia, and harass the right flank of the Russian army, and neither has any effort been made to penetrate the Gulf of Finland, the waters of which are heavily mined, and will require heavy mine-sweeping operations before a naval demonstration can be made against the important port of Revel.

OCCUPIED ARENSBURG.

Petrograd, Oct. 15.—German forces which landed on the Russian island

of Oesel, at the head of the Gulf of Riga, on Friday, occupied Arensburg, the capital of the island, on Saturday. It was officially announced today by the Russian war office, Arensburg is on the southern shore of Oesel Island.

The northern group of German warships, the statement adds, despatched a torpedo boat squadron between the islands of Oesel and Dago, which pressed back the Russian patrols. Russian naval forces reinforced the patrol and accepted battle, whereupon the German ships retired.

Fighting for Oesel Island, the war office announces, continued all day yesterday.

A third group of German warships, consisting of cruisers and torpedo boats, approached the southwest coast of Oesel Island and bombarded important parts of the coast. German submarines were observed at various times and places in the Baltic.

German naval aerial forces are supporting the land forces on the northern and southern sections of Oesel Island. Further movements of the patrol and accepted battle, whereupon the German ships retired.

The landing of the Germans has been reported from Oesel Island. (Concluded on Page 10, Column 5).

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ENEMY FLEET REFUSES BATTLE WHEN OFFERED BY RUSSIANS

Enemy Warships Are Kept Out of the Gulf of Riga, But Russian Forces on Oesel Island Are in Full Retreat.

London, Oct. 15.—The German fleet which landed on the island of Oesel, at the head of the Gulf of Riga, have captured Arensburg, capital of the island, and are still pursuing the Russians at various places.

Adding to the operations as far as possible are German cruisers and torpedo boats, which have shelled coast batteries and towns. Attempts by the German fleet to enter the Gulf of Riga, or to operate in the waters between Oesel and Dago Islands, however, are meeting with resistance, respectively from the Russian land batteries and Russian naval units.

In the latter region the Germans declined to accept battle, and retired in the face of the Russian warships.

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MICHAELIS' DOWNFALL APPEARS INEVITABLE

German Chancellor Target for Socialist Attacks and Is Subjected to Adverse Criticism By the Junkers.

Copenhagen, Oct. 15.—It is believed that the political situation which has arisen because of discontent in some quarters with Dr. Michaelis, the imperial German chancellor, will reach a crisis before the reichstag reassembles in December. Dr. Michaelis remains in Berlin conferring with reichstag leaders and his personal advisers, endeavoring to find a solution of the situation, but according to advices received here he does not seem to realize that his own position is endangered.

The socialist newspapers continue to point out his failure to exercise any effectual leadership. On the contrary, they say, he has permitted himself to be buffeted hither and thither, now by the pan-Germans and now by the reichstag majority, which have wrested from him one grudging concession after another.

The chancellor's biggest blunder, in the eyes of the moderate press, was his rehabilitation of the independent socialists by his disclosures concerning the mutiny on German warships, thereby driving the socialists into opposition, which many persons believe will unite the two socialist wings into a powerful radical opposition. Even the pan-Germans say that unless Dr. Michaelis is able to rule the situation with a stronger hand he had better resign.

AUTOMOBILE RUGS.

Now is the time to outfit with motor comforts. The season is approaching when the chilly north winds will be felt in driving. The Dinesen Co., 149 Yonge street, is prepared to supply all wants in fur driving coats, leather gauntlets, auto rugs, auto caps, etc., at very moderate prices.

"The Wounded Look to You" British Red Cross Appeal \$500,000