London Advertiser

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The London Advertiser Company, Limited.

London, Ont., Monday, July 30.

Canada In Such a Crisis **NEEDS** Clifford Sifton, a Great Canadian

THE POSSIBILITY for National Government with a compact war cabinet in control of war affairs comes into view, there is one name which comes to mind of men who had inherited a successful real estate business and a source is the bad inherited a successful real estate business and a source is the bad inherited a successful real estate business and a source is the bad inherited a successful real estate business and a source is the bad inherited a successful real estate business and a source is the bad inherited as successful real estate business and a source is the bad inherited as successful real estate business and a source is the bad inherited as successful real estate. S THE POSSIBILITY for National Government with a compact war cabinet in control of war affairs comes into view, know how Canada came to be on the map in a large way. The name is that of Clifford Sifton.

It is quite apparent that neither of the present political leaders in the Federal House could assume the leadership of the nation in such a manner as to achieve a united effort from the people. Neither Sir Robert Borden nor Sir Wilfrid Laurier can win from the country an unwavering support and a crowning attempt toward new and greater war policies. It is quite possible that Sir Robert Borden would be glad to be relieved of leadership. It is not likely that Sir Wilfrid Laurier would undertake to lead the country under the present circumstances.

The best of Canadians are concerned with carrying on the war efficiently. The choosing of a war council that would embrace the foremost brains and energy of the country would be certain to lift the country from the slough of party politics and present it in solid phalanx, with the problems of Quebec handled with fairness and with firmness, and the rest of the country lined up to put affairs on a war footing so far as profiteering is con-

It was the vision of Clifford Sifton that brought Canada largely into the arena of world affairs. He it was who saw the country as a vast undeveloped land of scattered farms and

He is the youngest son of the late Hon. J. W. S. Sifton, formthe firm of Taylor & Sifton, bankers, of Lonwas born in Middlesex County, on March He attended the old Union School in this then went west with his father, who became a great figure in Manitoba public affairs. Clifford Sifton was destined to become one of the foremost men of the west, and when the Laurier administration came into being in 1896 he was given the chance to commence his great evangel for his native land. His great slogan was "It Pays to Advertise," and he spent millions of dollars and established hundreds of offices to you order me to leave. I'll leave when bring men to Canada. The results of his work brought this country into its first real prosperity. The illusion of eternal ice and snow was dispelled, and the name of Canada was shouted from the corners of the earth. But for Sifton and his great chief Canada would not have had the large British-born population which responded almost to a man when the call came from the Mother Country.

It is such a leader as Clifford Sifton who is now required in the first councils of the nation. The war requires men of broad capacity and firm faith in the cause, a leader capable at such a season of the most drastic action toward abuses. He and other strong men of the nation would place the country on a new foundation of security and faith.

A PARTY TRICK.

S IR ROBERT BORDEN can never convince the country that he puts the unit which will always, with the patriotism before party, while he continues to pack the Senate with Con- great initial impulse to face and to not a wink. servatives to obtain political control fight the German butchers. The 1st of the Upper House. He is making ap- Battalion is rich in traditions of honor pointments as speedily as possible now, among the great battalions of the war. and he has allowed no party "truce" to In a sense it is the proven Canadian bother him at any time. He has been battalion of the war, holding the numerquite content to leave the seats of the ical place of honor. Citizens will be House of Commons unrepresented, but stirred by the appeal, and the amount he has taken full advantage of his and as much more as may be donated political control to work everything to will be immediately forwarded. the advantage of his party in the Sen-

The Liberals on grapting extension certainly permitted the Conservatives | Mother Nature. to "put one over them" when they did not have a clause inserted in the extension order providing that no ap- velle have before the war? How much pointments should be made to the Sen- has he now? ate while the extension continued.

AN ALDERMAN'S CHANCE.

LONDON businessman writes follows to The Advertiser: "Please accept my warmest congratulations on your efforts secure better protection for bys who swim at the river boys who swim at the piver. You cannot imagine how many hearts responded to your appeal. The council could do some real humane service in this regard, and I hope they will be uplifted to do so. The alderman who will respond to

the opportunity of helping these childran will do a service to his city which in a verdict favorable to the party in will be long remembered. At present power. the river is left almost entirely in the care of the fire brigade-and the under-

A GIFT FOR THE FIRST.

HE APPEAL made through The Advertiser by the original officers

a typical London response. In his letter, in which he extends the privilege of contributing the amount needed Capt. W. C. Butler, who was wounded while with the battalion in its and practical experience in administrafirst great engagement, reminds Lon- tion should make good presidents or doners that they have never before premiers been asked for any special donation for the battalion. Thousands of London and Western Ontario men have served in the battalion, but as it was the first from this district to go into action, and had no training in the city, there was little chance to do much in the way of making a battalion gift to the boys. Now the chance has come. and the sum asked is inconsiderable easily be raised among a few citizens. But the best method would be to have

Daily Short Story Copyright, 1917, by the McClus Newspaper Syndicate. THE SLACKER By Paul J. Fay.

The Advertiser's

"Please, Mr. Randolph, just let us have a few more days and we shall pay you the rent. Father is still sick, but mother and I are working as hard as we can. And it is so hard to take care of father and work besides."

The girl, while speaking, cowered nore and more under the glance of the man. Every look of scorn went straight to her soul like a thrust of a lance. Finally she fell on her knees before him

and burst into tears.
"Come!" her tormentor snapped, sneer distorting his face. "This is no place for dramatics. That sob stuff doesn't fool me a bit. You've got money to pay your rent and I know it. If it's not paid by this noon out you go. Get me?"

After this outburst the young milstaggered out, her eyes blinded with

business and a square jaw. He had been brought up to worship Business, to let nothing interfere with Business. Chester managed the blocks of tene-ments which he owned with the same heartless business like manner with aged them. He was no better than his

father, no worse.

On the day after his argument with the girl about the rent another girl entered his office. She walked haughtthe girl about the rent another girl entered his office. She walked haughtily up to his desk and glanced at him with an imperilous, not timorous, light flashing in her eyes. From her card he saw that she was Eleanor Malette, the descriptor of the same that she was ficial. For a moment Chester sat stunned at her queenly beauty. Then he arose and courteously offered her a

"No, thank you. I came on business, ot pleasure." The girl looked him An angry gleam came into the man's eyes. Another charity seeker, he

"Donate? But this is not a donation. It's an investment, the safest one you can make. You get three and one-half per cent interest and no taxes. Why, surely you've read about it. Every other business man in the block has subscribed. You certainly want to do something for your country. Just think of the honor! You'll be helping Uncle Sam win democracy for the world. The whole world will be your debtor."

Miss Malette became more enthusiastic as she spoke. But the man grew nettled.

"I said I did not want any, and that is all there is to it. Good-day, voice was a little too sharp.
Slowly the red stained Eleanor's face more and more deeply. Then suddenly it dawned upon her that he had refused, for he turned his back and sat e like a curtain You-you slacker," she said an-

get ready." Defiance sprang from very muscle of her rigid body. She ointed an accusing finger at him. 'Yes, you're a slacker and a coward. Eleanor stared at him a moment then ied and went out.

turned and went out.

Chester ran to the door and slammed it shut. He paced the floor rapidly until his rage cooled from a white to a red heat. Then he went to the telephone and called up his lawyer.

"I want to bring suit against Eleanor Malette." he said. "She called me a glacker and a coward right here before slacker and a coward right here before ny stenographer when I refused to buy

"It would do no good to sue her," was so that a great many citizens may share in the expression of goodwill to the unit which will always, with the the unit which will always, with the the the the truth the the the the truth the the the truth the the the truth the the the truth the the the the truth the

That night Chester Randolph The next morning he did e had ever fought in his life and he ught with his biggest enemy—himself. All day long he struggled while the sweat poured from his brow in streams. Toward evening he called Eleanor Malette on the telephone and she refused to speak with him. Every time the servants offered him food he turned on them so savagely that they shrank on them so savagely that they shrank from him in terror. Another night passed in wakefulness and restless toss-At dawn Chester was completely austed. The struggle was nearly

After breakfast as Chester sat in th Sunday was baking day for Old "By George! I'll do it!" he cried, and

"By George! I'll do it!" he cried, and throwing on his hat, he literally randown the street.

Two days later Eleanor's maid informed her that a visitor wished to see her, but would not give his name. Now for his constituents when an

you a——?"
"Yes, I am." He spoke in a low, appealing tone. "I finally plucked up nerve enough to join. I came to ask you to take my subscription of \$1,000,000 to the Liberty Loan. And I'd like to be the Liberty Loan. And I'd like to tional government. Will the premier commissioner, but the public is inclined

And the uniform of the United States marines was not desecrated by the happy tears that were shed on its

THREE TONS EXPLOSIVES

investigation always seems to bring looked down.

He seized her and drew her to him, almost fiercely.

"I do love you," he breathed. "Will for me, Eleanor? How can —a slacker?" you wait for me, 100 per cent pure, say the Montreal "I loved you the first time I saw ou," she whispered. "I thought the aethod I used would be the best way

judges; 100 per cent rotten, said the Winnipeg judge. You take your

Many men in both parties favor na-

Hon. Thomas Crothers deserted his

to hear further from O'Connor.

EDITORIAL NOTES.

election is held.

make way for it?

In ancient times some philosophers argued that a state could not be propthe 1st Battalion for the sum of \$350 erly governed except by a philosopherto be used to help defray the purchase king. This has generally been regarded of band instruments is certain to bring as a Utopian idea. But here we have

MORE HUN STEAMSHIPS

UNDER AMERICAN FLAG bon and Monte Rosso Faiti it was also lively. The infantry activity was confined to skirmishes between patrols. Two powerful mines were exploded by the enemy under one of our trenches on Monte Nero. No damage was done. The air services were active on the whole front. Last evening one of our airships effectively bombed the railway between Saint Lucia and Bazza di Modre, and the Opciena military works about 70 per cent of their complement, consisting of regular seamen and reserves, and will be ready for service shortly, officials said.

Too and Monte Rosso Faiti it was also lafter all.

"France can stand another year of war outlay quite as well as she stood the third year. It would be embarrassing for her to pay in gold for everything the third year. It would be embarrass-ing for her to pay in gold for everything for her to pay in gold for everything the third year. It would be embarrass-ing for her to pay in gold for everything the third year. It would be embarrass-ing for her to pay in gold for everything to the third year. It would be embarrass-ing for her to pay in gold for everything the third year. It would be embarrass-ing for her to pay in gold for everything the third year. It would be embarrass-ing for her to pay in gold for everything the third year. It would be embarrass-ing for her to pay in gold for everything the third year. It many contributions of a small amount, shortly, officials said.



MANY motorists have discovered that the service rendered beneath the emblem of the Goodyear Service Station is mathematical in its functions.

It is positive in the pleasure and security it adds to motoring. It multiplies the miles that your tires will deliver. It subtracts from the worry, reduces the work, cancels the inconvenience, attaching to the care of tires. At the same time it carries no excessive cost.

It is a service that leaves an unusual dividend of satisfaction.

More than 1000 business men, realizing this satisfaction and the goodwill thus betokened, have resolved to extend such tire service beneath the Goodyear emblem.



So this emblem marks hostelries of tire service along every road of the country. It reveals itself at many advantageous points—an ever-recurring beacon - light to a vast number of Canadian motorists.

And it is not by any chance or accident that this increasing number of motorists find tire satisfaction under the name Goodyear.

They belong to that class of men new aspect of motoring pleasure. who bring a business instinct into tirepurchasing. They seek in the tires they buy a capacity for delivering long, loyal, economical service. They and achievement.

To these men Goodyear achievements and discoveries - the development of the tire-making machine, the No-Hook bead, the All-Weather tread, the Braided Piano Wire base, and other quality-giving Goodyear features-are significant of a steady, laborious effort towards building better tires.

This significance grows as they experience the advantages of Goodyear Tires and the benefits of Goodyear service.

whom the Goodyear emblem of service

is familiar by appearance only. They have still to experience the actual service this emblem indicates. They have yet to learn the value and virtue this service can add to their tires.

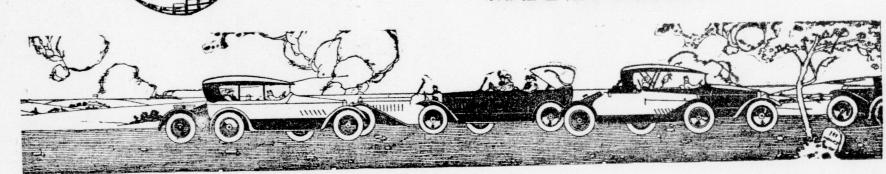
To these motorists the Goodyear canblem should serve as an invitation et the first sign of tire distress. An intimate acquaintance with the work of the Goodyear Service Station will bring a

Herein we make not a claim but an assurance. Go to the Goodyear Service Station dealer. Test his work yourself. Ask him about the many tasks his work base their preference on known virtues embraces—the many small things he will do-at little or no cost to you which would take the pleasure out of your motoring if you had them to do yourself.

> Let the men beneath this Goodyear Service Station emblem help lower your tire costs by increasing your tire mileage, enhance your motoring pleasure by rendering trouble-saving service, heighten your motoring satisfaction by adding value and virtue to your tires and tire-

Yet there are still many men to The Goodyear Tire & Rubber Co. of Canada, Limited





FRANCE CAN STAND ANOTHER YEAR OF WAR OUTLAY QUITE AS WELL AS SHE STOOD LAST

She hurried down into the reception room. Here she found a man in the uniform of the United States marines. As he turned toward her she gasped.

"Chester—I mean Mr. Randolph, are

"Chester—I mean Mr. Randolph, are

"Notion Need Not. Fear Future. Nation Need Not Fear Future.

wo years ago; that is, at the her enemies about 1,000,000,000 francs a M. Gide said:

As evidence of the excellence of the As evidence of the excellence of French credit, M. Gide pointed to the co-operation of the United States which, he said, "brings formidable aid to France and her allies. This," he continued, "not only removes all doubt concerning the result of the war from a military standpoint, but relieves the financial situation by diminishing the drain upon French gold."

France Can Stand It. France Can Stand It.

"The money which France has spent o sustain her military effort inside the ophy, conducting the largest and richest state in the world amidst the appliance of all. University presidents with a special knowledge of political science and practical experience in administration should make good presidents or premiers.

ROME. July 29.—Reporting military operations on the Austro-Italian front the official statement issued Saturday by the Italian war department says:

"The usual daily artillery engagement was very brisk yesterday between Zugna and the results of sustain her military ecountry swells the figures of her outlay country swells the figures of her outlay country swells the figures of her outlay cannot be considered a dead loss except in such proportion as is spent for steel, explosives, and other material made to be destroyed. Increased prices paid for every commodity, it must be remembered also, has vastly increased the revenues of the French people. Before the war these revenues were 30,000,000,000. The usual daily artillery engagement was very brisk yesterday between Zugna and the country swells the figures of her outlay to immense proportions, but this outlay cannot be considered a dead loss except in such proportion as is spent for steel, explosives, and other material made to be destroyed. Increased prices paid for every commodity, it must be remembered also, has vastly increased the revenues of the French people. Before the war these revenues were 30,000,000,000. by the Italian war department says:

'The usual daily artillery engagement was very brisk yesterday between Zugna Torta and the Arsa valley. In the Upper Dogna valley and on Monte Rombon and Monte Rosso Faiti it was also lively. The infantry activity was contively. The infantry activity was contively activity was contively. The infantry activity was contively activities and the infantry of the infantry activity was contively activities. The infantry activity was contively activities and the infantry activity was contively activities. The infantry activity was contively activities and the infantry activity was contively activities.

pealing tone. "I finally plucked up nerve enough to join. I came to ask you to take my subscription of \$1,000,000 to the Liberty Loan. And I'd like to have you watch over my people in the tenements, to see that they come to no need while I'm gone. Will you say good-by to me?"

She came closer.

"Yes, Chester. And I'd like to have your voice tell me what your eyes do before you leave me. I could manage your affairs better if—if——"
She looked down.

He seized her and drew her to him, almost fiercely.

"I do love you," he breathed. "Will you wait for me, Eleanor? How can it is the total the property of the Condition of the form the pockets of others, at the real riches of the connection of

M. Gide said:

"The talk of an economic war after the belligerents lay down their arms has almost subsided. I consider it neither possible nor useful for Germany to be crushed commercially. She will be vanquished on the battlefield, her military power will be crushed, but she will be left free to work out her own economic destiny."

NOTHING CAN STOP ALLIES IN EFFORT FOR WORLD PEACE

Unless Teuton Peoples Awake and Banish Militarism.

the conflict that is pending in the world was the capital event of the third year of the war. It was welcomed with enthusasm by the allied peoples. They know what may be the effort of the American soldiers who have come to fight by their side. HARVESTERS GIVEN ONE CENT A MILE inght by their side.

"That even resounded mightily throughout the entire world. Certain Latin-American states, where France received touching marks of sympathy on the day of her national fete, already have shown, by breaking off relations with Germany, that they had a clear vision of the Germanic peril. FARE TO THE WEST

The Highlands

of Ontario

The most glorious spot on the Ameri-

can continent for your vacation. Cast

aside the cares of business and roam in

aside the cares of business and roam in Nature's garden. Thousands of square miles of woods, lakes and streams, all undefiled by the relentless march of industry. Where the fisherman can thrill to the death fight of the muskie, the bass and the trout! Where swimming, boating, camping are everything they should be to give you THAT PERFECT VACATION. Breather in health and vigor in the pure air of the pine and spruce grown hills, 2,000 feet above sea level.

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tails see or write

Reached easily on through trains via the Grand Trunk System. For full de-

City Ticket Office, corner Richmond and Dundas streets, or Sta-tion Ticket Office.

CRAND

RAILWAY

"Greece, wrenched from the intrigu of a foreign faction, is preparing send fresh contingents to fight with on the Macedonian front. The cause of national liberty in all countries is finding more ardent advocates, who are finding more ardent advocates, who are heard with increasing attention.

"The enemy, disappointed in his insensate hope of stopping ocean navigation, disillusioned in his effort to sap the courage of the Allies by false offers of peace, can do no more than to seek to envelop the origins of his criminal enterprise in a veil of untruth.

"May the peoples with whom we are at war finally awaken and free themselves from the destable regime that oppresses them. Until then nothing will stop the Allies in their effort that will bring back peace to the world by the triumph of their arms."

WINNIPEG, Man., July 29. — From the present, indications 42,000 harvester laborers will be needed in Canada this year. Special harvesters' fares of 1 cent per mile will become effective August 1. This decision was reached at a conference held Saturday of Government and railway representatives. The Dominion Government was represented by J. Bruce Walker, commissioner of immigration. The provincial government representatives were Louis

Railways Agree to the Rate— 41,000 Harvesters Are Needed for Crops.

Kon, Manitoba deputy minister of agri-culture, and P. Molley, Saskatchewan. Passenger departments of all rallways also were represented at the conferat once with Dominion service council to insure adequate supply of farm labor. Another meeting of the conferce will be held next Friday.

STRATHROY CIVIC HOLIDAY. STRATHROY, July 29. — Mayor Graham has signed the proclamation calling for Monday, August 6, as the civic holiday for Strathroy.

Traction Company

the present indications 42,000 harvester laborers will be needed in Canada this year. Special harvesters' fares of 1 cent per mile will become effective cent per mile will be come cent per mile will be come effective cent per mile will be come effective. only. Extra accommodation cars to St. Thomas only at 1:30 and 6:15 p.m. Fares to St. Thomas and Port Stanley return daily 30c; children half-

> LONDON AND PORT STAN-LEY RAILWAY

Timetable Effective June 1, 1917.
To Port Stanley—*5:20, 6:20, *7:20, 0, *9:20, 10:20, *11:20 a.m., 12:20, *1:20, *1:20, *20, *7:20, 8:20, *7:20, 20, 10:20 p.m. Saturdays only, July d August, 11:20 p.m. To St. Thomas Only-2:21, 6:21, 11:20 p.m. *Limited. †Local on Sunday. Heave *Limited. TLocal on Sunday. Heave type, daily, except Sunday.

2:20 and 6:20 p.m. cars are local between St. Thomas and Port Stanley.
Incline Railway, Port Stanley, operates daily, 6:30 a.m. till 11:30 p.m.



PASSENGER SERVICE MONTREAL AND LONGO Calling Falmouth to Land Pass

AND MONTREAL AND BRISTOL For particulars of sallings and rate apply to local agents, or to The Rober Reford Company, Limited, Genera