

DUNLOP TIRES

Just Right

Dunlop Tires—"Traction,"
"Special," "Plain," are so priced
that it is impossible for you
to pay less for your tires
and needless to pay more.



**Dunlop Tire & Rubber
Goods Co., Limited**

Head Office and Factories: **TORONTO**

BRANCHES:

Victoria, Vancouver, Edmonton, Calgary,
Saskatoon, Regina, Winnipeg, London,
Hamilton, Toronto, Ottawa,
Montreal, St. John, Halifax.

Manufacturers of High-Grade Tires for Auto-
mobiles, Motor Trucks, Bicycles, Motorcycles and
Carriages; and High-Grade Rubber Belting,
Packing Fire Hose, and General Hose, Dredge
Sleeves, Military Equipment, Mats, Tiling,
Heels and Soles, Horse Shoe Pads,
Cements, and General Rubber Specialties.

A. 69

DUNLOP

SPECIAL
TREAD

DUNLOP

TRACTION
TREAD

KITCHENER HONORS PROGRESSIVE SON

T. H. Rieder Banqueted on
Eve of Departure for
Big Montreal Job.

Special to The Toronto World.
Kitchener, April 29.—At the first
meeting of the Kitchener Manufac-
turers' Association since its organization,
T. H. Rieder, recently elected presi-
dent of the Canadian Consolidated
Rubber Co., was banqueted prior to
leaving the city to take up his resi-
dence in Montreal. More than 250
members of the association and their
friends, including a number of out-of-
town guests, attended the banquet in
Masonic Hall, which was especially
decorated for the occasion. Every-
thing connected with the dinner decora-
tions of the hall and table contained
the trade mark of the Kitchener
Manufacturers' Association. The
dishes, table napkins, cigars, programs
and walls, all contained the insignia
"K. M. A."

At the head of the hall was a life-
size oil-painting of Lord Kitchener,
painted by a local lady, Mrs. M. Cairns,
draped over which was the Canadian
standard and on one side the Union
Jack and on the other the stars and
stripes.

Following the dinner which opened
with the singing of the "National An-
them," the chairman, S. J. Williams,
president of the W. G. & B. Shirt Co.,
proposed a toast to the Kitchener
Manufacturers' Association, which
was responded to by Rev. C. A. Sykes,
pastor of Trinity Methodist Church,
who has two sons serving in the
trenches.

It was a memorable event in Kitch-
ener, the speaker pointed out, in re-
ferring to the guest of the evening, that
a native of the city before he had
reached middle life should be the head
of the biggest concern of his kind in
the British Empire; the Canadian Con-
solidated Rubber Co.

Pointing to the painting of Lord
Kitchener, the speaker said: "We may
thank God that such a name was
available to adorn this manufacturing
and industrial center. Kitchener
should thank Almighty God that the
cause for which Britain is at war has
come home to the 100,000,000 people
in the north of us."

Referring to Mr. Rieder's endeavors
to have the Assessment Act changed to
include the taxation of bonds, stocks
and mortgages, to lift some of the bur-
den of taxation off the working man,
Mr. Williams stated that in Kitchener
there is only \$248,000 of income as-
sessment and it should be \$1,000,000.

There was prolonged cheering when
Mr. Rieder arose to speak. He con-
gratulated the "K.M.A." on the pro-
gress and stated that such a gather-
ing of business men had not been seen
in Kitchener before. The speaker told
of his rise from a boy in the Ber-
lin Rubber Co. to his present connec-
tion with the Canadian Consolidated
Rubber Co. He stated that some 20
years ago he had vision of this city becom-
ing the Akron of Canada. There are
approximately 2,000 persons in Kitch-
ener engaged in the rubber industry.

Rieder stated, and 20 years ago
there were none.

Speaking of the outlook after the
war, the speaker stated that to his
mind this war would prove the
most leveling influence in the history
of the world, and predicted that the
struggle would be followed by the
greatest industrial competition the
world has ever known.

James Acton of the Acton Publish-
ing Co., Toronto, told of his acquaint-
ance with the guest of the evening and
stated that he had known for scores
of years that Mr. Rieder was the coming
man in the rubber trade in Canada. In
regard to the trade mark of the
"K.M.A." Mr. Acton was most en-
thusiastic and stated that the object
of an organization of this kind is to
get the city together. He stated that
it might be well emulated in other cities
to advantage.

R. W. Ashcroft, advertising specialist
of the United States Rubber Co., and
E. C. Kabel, superintendent of the Con-
solidated Rubber Co., also spoke. J. M.
E. Carroll, of the Consolidated Rubber
Co., Montreal, was also a guest.

At the close of his address the chairman
presented Mr. Rieder with a huge sil-
ver key, which, he stated, was the key
to the hearts of all members of the Kitch-
ener Manufacturers' Association.

STRAND

ENTIRE WEEK MAY 7

Filmom's Extraordinary Offering

THE DIVINE SARAH BERNHARDT

IN MOTHERS OF FRANCE

Photographed and Directed by the French Government

This is something more than a motion picture. Its presentation
is an historical event. It presents the world's greatest actress at her
best; it is the crowning achievement of her fifty-five years before
the public. The original picture is in the archives at Paris.

STRAND, ENTIRE WEEK MAY 7

WAR SUMMARY

THE DAY'S EVENTS REVIEWED

(Continued from Page 1).

Douai. The fighting has had the effect of the driving of two wedges about
1800 yards deep into the German system of defence, while the progress
had its attention chiefly attracted to the defence of Rouex. The progress
made north of that village will prove of material assistance in a turning
movement, if the enemy refuses to yield ground to a frontal attack. The
Canadians met with the most rapid success of the day, charging at dawn
and carrying Arleux-en-Gothelle by 7 o'clock the same morning. Then
they advanced to the open fields to the east of the village and consolidated
their positions.

The increased ferocity and heaviness of the fighting chiefly marks off
this action from others of its kind. The way that the Germans are pour-
ing forward to the assault, impelled mainly by the weight of the masses
behind them, proves clearly that the enemy has become thoroughly alarmed
by the British advances. The destruction of so many German soldiers
will cripple his future action if he continues much longer to drive them
against the terrible fire of the British army. The enemy's machine guns
still present the greatest obstacle for the attack to surmount, and the
favorable conditions of ground in the Scarpe Valley for these deadly
weapons compels the charge to go slowly, but nevertheless these arms are
signally failing to block the British progress.

In the past few days the French, in their operations, have enlarged
their gains to the holding of a considerable section of the Chemin des
Dames. They have just made progress near Ostel on this highway, and for
the first time grenade fighting has begun between the rival forces, owing
to their greater proximity to each other. They also captured consid-
erable fortified ground from the enemy about Courcy, taking 200
prisoners. The French artillery kept up its great activity, shelling the
German organizations near the Chemin des Dames and in Champagne. All
signs point to the resumption of the active French advance any day this
week.

The Austrians continue to harass the Italians with their air squadrons,
especially in the Trentino. The bulk of the expeditions are apparently
scouting. It looks as if the Austrian general staff, abetted by the German
general staff, had not given up the notion of a sudden descent into Italy
by way of the Trentino and thru the Brenner Pass. This attack would
encounter great difficulty at every turn, and even if the enemy penetrated
the Alps and reached the Plain of Lombardy he would run grave risk
of an attack by an Anglo-French army advancing from the north. The
French have an excellent railway system leading to the Italian frontier
and they could make a rapid concentration of force and move a large army
southward with celerity. Taken between two fires, the enemy would
run grave risks of losing the Brenner Pass to an allied coun-
try and have the way thrown open to Munich from the south.

The Balkan front will not see an important change in the near
future, for now six to eight feet deep covers the mountainous regions
of the French official communication. The enemy has been unable to
bring the new British positions along the Vardar with no success. On
one occasion he penetrated the captured position, only to be
thrown out by a counter-attack.

The Turkish offensive southeast of Erzingan, near Balumer, in south-
western Armenia, soon spent its force, for the Russian troops speedily
recaptured the heights lost to the enemy. Five miles west of Balumer, at
Take-Pinar, a fierce battle proceeded with the Turks, but the Rus-
sians kept their positions. This outburst of Turkish activity probably
owes its prompting to a desire of Von Mackensen, now in command of
the Turkish army, to test out the strength of the Russian positions in
Armenia before sending an army further east to confront the British in
Mesopotamia. Erzingan marks about the farthest western limits of the
Russian advance in Armenia towards Asia Minor and Constantinople.
It is nowhere near the Persian border.

SACRIFICIAL LIFE NEED OF THE TIME

Baccalaureate Sermon Preach-
ed Before Graduates of
McMaster University.

WAR PROFITEERS

Preacher Declares They Are
Greedy and Selfish of
Purpose.

"It would be a calamity if we al-
lowed our public men to grow rich on
the very blood of our dying soldiers
and to thus allow their blood to shed
in vain," declared Rev. A. A. Marshall
last night in his baccalaureate sermon
to the 24 graduates of McMaster Uni-
versity and before a crowded con-
gregation in Walmer Road Baptist
Church. Continuing he referred to
war-profiteers as greedy, selfish of
purpose and unworthy of their citizen-
ship.

The preacher also paid a tribute to
the heroes at Vimy Ridge, comparing
their valor to the immortal deeds of
Louisiana, Horatio, and the soldiers at
Balaclava. He said that Canada would
never lose admiration for those heroic
boys.

He urged the graduates to take the
sacramental view of life and consecrate
their relationship with God. He also
told them that the selfish life is the
most desirable and that the ques-
tions of character is not courage,
but sacrifice. He spoke of the vicar-
iousness of civilization and how the
spirit of self-gratification predom-
inates the present age, to such an
extent that it makes culture weak.

The spirit of sacrifice, he concluded,
is the most desirable and that the
society and civilization is the only
true course to follow in this great time
when genius must serve ignorance
and riches poverty.

Chancellor McCrimmon of McMas-
ter University was present and pro-
nounced the invocation. Professors
Gilmour and Farmer also gave prayers.

T. S. R. MEN WANT TEN-CENT INCREASE

New Scale Adopted at Early
Morning Meeting in the
Labor Temple.

AFFECTS ALL WORKERS

Ald. J. Gibbons Believes Com-
pany Will Agree to the
Latest Demands.

CAPT. ROSS CAMERON

Of Toronto, who has been awarded the
Military Cross for bravery at
Vimy Ridge, where he was
wounded.

JOFFRE ASKS U. S. TO SEND FORCES

(Continued from Page 1).

English version, which he explained,
was hurriedly made and imperfect.

As the last word was read and the
non-French-speaking correspondents
realized the importance of the mar-
shal's remarks there was a burst of
applause, then cheers.

A translation of Marshal Joffre's
statement issued here the state de-
partment was expurgated and did not
contain vital passages relating to the
marshal's previously known desire for
the presence of an American force in
France. The translation follows:

Joffre's Message.

"The very cordial welcome given me
by the City of Washington, and the
expressions of sympathy which reach-
ed me from states and cities throug-
hout the United States have moved me
deeply, since they are a homage paid
to the whole French army, which I
represent here.

"The heroism and resolution of the
soldiers of France indeed deserve all
the affection the United States has
shown them. After having in a su-
perior effort thrown back a bar-
barous enemy, the French army has
unflinchingly labored to increase and
perfect its efficiency. And now in
the third year of the war it is at-
tacking the enemy with greater vigor
and material force than ever before.

"Side by side with it and animated
by no less heroic spirit stands the
British army, whose formation and
development will ever remain the ad-
miration of the world. The Germans
have realized its growth. Every
encounter has made them feel the
increasing menace of its strength.
The contempt they pretended to feel
for it in the early days of the war
has gradually become a dread, more
openly avowed each day.

Hasten War's End.

"Led by his illustrious president,
the United States has entered into
this war. By the side of France in
the defence of the ideals of mankind
the place of America is marked.
France, which has long recognized



CAPT. ROSS CAMERON.
Of Toronto, who has been awarded the
Military Cross for bravery at
Vimy Ridge, where he was
wounded.

the valor of the American soldier,
cherishes the confident hope that the
United States will soon unfurl its
flag on our fighting line. This is
what Germany dreads.

"France and America will see with
pride and joy the day when their
sons are once more fighting shoulder
to shoulder in the defence of liberty.
The victories which they will cer-
tainly win will hasten the end of the
war and will lighten the link of af-
fection and esteem which have ever
united France and the United
States."

Later in the day the correspon-
dents were informed that it was the
desire of the French visitors that
their interview with Marshal Joffre
should not be published until it was
submitted to the state department.

BLOW THEM UP

Any person during the present
period of high cost of living that
will reduce the cost of installing
electric light wiring and electric
furnaces deserves credit. The Hyelectric
Furnace and Electric Wiring Com-
pany, corner of College and Spadina
avenues, are still wiring occupied
houses for electric light and fixtures
without breaking plaster or marking
the decorations at the old prices.
For instance, they will install electric
fixtures for a whole house which
now sells anywhere for \$48 for \$20.
Phone College 1878 for information
or estimates.

W. H. Kennedy, Proprietor. W. H. McDonald, Manager.

Wellington Hotel

Barrie, Ont.

REFURBISHED THROUGHOUT

EUROPEAN PLAN

Every Room Heated by steam

Dining-room a la Carte. Banquet Rooms.

Food Dinner every Wednesday

and Sunday.

Two Derailments Delay C. P. R. Winnipeg and Sudbury Trains

Derailments on the C. P. R. delayed
the train from Winnipeg and the west,
which was due in the Union Station at
3:50 yesterday afternoon, until 11 p.m.
last night. The Sudbury train was
also delayed.

On Saturday afternoon some 19 box
cars were derailed near Lovering, and
are now lying on both sides of the
track for a stretch of almost 200 yards.
The line was opened yesterday, but it
will require two or three days to clear
up the wreckage.

The other derailment occurred at
Pickering, about 40 miles this side of
Sudbury, where some 15 freight cars
jumped the track. It is reported that
no one was injured in either accident.

500 IS ICEBOUND.

Sault Ste. Marie, Mich., April 29.—
There is no open water in sight. The
ice is soft, but packed so hard by the
west wind that there is no hope of
it breaking until the wind shifts.



GAS RANGE WEEK COMMENCES TO-DAY

LOOK FOR THIS SHIELD
AND BUY NOW TO SAVE MONEY

ALL DEALERS DISPLAYING
THIS SHIELD HAVE A SPECIAL
OFFER FOR YOU

Special offers at the following dealers: Kirkland's Hardware, 2448 Queen East; G. Mathewson, 734 Queen St. E.; Washington and Johnson, 705 Queen E.; Home Furniture Co., 245 Queen E.; Macdonald and Wilson, 12 Queen E.; Adams Furniture Co., 26 Queen West; T. Eaton Co., 130 Yonge St.; Welch and Sons, 205 Queen W.; F. C. Burroughs Furniture Co., 443 Queen St. W.; Noden, Hallett and Johnson, Ltd., 169 Dundas Street; Frank Noden, 1208 Dundas St.; Hean and Little, 311 Roncesvalles Ave.; Dale Furniture Co., 508 Yonge St.; Sartin, Wilson Co., 417 Yonge St.; Locke Bros., 22 Dupont St.; Consumers Gas Co., 12-14 Adelaide St. West; Robert Simpson Co., Yonge St., and all other reliable dealers.

Look for Big Prize Contest