

## London Advertiser

Member Audit Bureau of Circulation.

**MORNING EDITION.**  
City. 10c per week. Outside City. 15c per week.  
By Mail. \$3.00 per year.

**NOON EDITION.**  
City. 10c per week. Outside City. 15c per week.  
By Mail. \$3.00 per year.

**TELEPHONE NUMBERS.**  
Private Branch Exchange.  
From 10.00 p.m. to 9.00 a.m., and  
holidays, call 370, Business Depart-  
ment; 371, Editors; 372, Reporters;  
373, News Room.  
ADVERTISER JOB PRINTING CO.  
PHONE 247.

Toronto Representative—F. W.  
Thompson, 57 Mall Building.  
U. S. Representatives—New York:  
Charles H. Eddy Company, Fifth  
Avenue Building, Chicago; Chicago:  
H. Eddy Company, People's Gas  
Building, Boston; Charles H. Eddy  
Company, Old South Building.

**THE LONDON ADVERTISER**  
COMPANY, LIMITED, Sept. 10.  
London, Ont., Monday, Sept. 10.

### ON TO THE FALL.

THE screeching press that cries  
"Disloyal!" at everyone who  
does not shout for Borden may be in-  
strumental in bringing Canadian gov-  
ernment into a peculiar state. Cana-  
dians are for winning the war, and  
are to abide by and to support the  
conscription law on the statute books,  
but the gods of rank partisanship  
may cause to set in a madness of radicalism  
that in the name of denouncing both  
parties as unfit to govern may place  
Radicalism and Nationalism in control  
at Ottawa.

Those who say the people of Can-  
ada would have turned down a con-  
scription referendum, apparently do not  
realize that in the same breath they  
declared that those who support con-  
scription must surely be defeated. If  
conscription itself was to be defeated,  
how do they reason that the embodi-  
ments of conscription in the persons of  
the candidates can win? The only  
thing that can save the Tories, it is  
safe to infer, according to their own  
reasoning, is election manipulation.

### THOSE WHO COULD NOT GO

A WORD for the men who have  
done their best to get overseas  
and have failed. Thousands have been  
disqualified for physical unfitness, and  
many because of circumstances which  
they could not control. Everyone who  
has watched the armies of Canada  
surge toward the battlefield know the  
stories of young men who could not,  
despite the finest of impulses, answer  
the call that burned in their ears  
through days and nights. Parental  
restraint has held scores from going.  
Especially when the home life has been  
very close and steadfast before son  
and mother, when the wish is his com-  
mand, it has been next to impossible  
for him to go. At other times respon-  
sibilities in business assumed have been  
too great for those who would have  
joined. They found themselves en-  
meshed in cares and difficulties and  
burdens assumed before the war that  
could not be laid aside. Try as they  
would, these men saw their duty lay  
with their tasks, and a man is the  
only one who can see his duty. Often-  
times it is more difficult for a man to  
keep out of khaki than to put it on,  
and those who faced the insistent de-  
mand: "Why aren't YOU in khaki?"  
without flinching, and stuck to the post  
which they believed needed them, were  
often more courageous than those who  
were coerced into the service. When  
the history of Canada's recruiting has  
been dispassionately surveyed, it will  
probably be said that inspiration from  
Ottawa was wholly lacking, and that  
battering recruiting methods suggested  
from Ottawa drove more men away  
than they brought into the army.

### ANTI-BRITISH NEW YORKERS.

IN THE BIG town of New York,  
where only a few very wealthy per-  
sons, a particularly fendish murderer  
or an occasional pretty actress is con-  
sidered worthy of public notice, some  
newspaper diversion is being gained on  
the question as to whether anyone in  
the United States likes an "English-  
man," and by way of explanation, it  
may be said that in the big United  
States of America, with the exception  
of a few roads along the frontier, an  
"Englishman" is known to many as  
anyone who owes allegiance to the  
British crown. The war has brought  
it on. Previous to the year 1917 no Canadian would have  
had the temerity to write to a news-  
paper in the big city and complain that  
he could not get employment because of  
anti-British feeling. The feeling was  
there, and of course, there were many  
exceptions.

It is particularly interesting that the  
present controversy arose through a  
letter from an American who could not  
get employment because he was mis-  
taken for an Englishman. A Canadian,  
who takes up the subject, says he was  
rejected at most places where he  
applied, because of his nationality. He  
thus describes his experience with one  
man, American-born: "You're English,"  
he remarked with an insane smile, shak-  
ing his head as he spoke. "No," I re-  
plied, "I'm a Canadian." "That's just  
as bad," he retorted. "We don't want  
either in this establishment."

Of course, the discussion is not one-  
sided, and probably after it is ended  
New York employers will continue to  
exercise their right to employ whom  
they wish, and out-of-work Canadians  
will have the privilege of returning to

## OUR NEW PAVEMENTS.

THE ADVERTISER is glad to note  
the improvements made by sev-  
eral of the new city pavements, such  
as those on Richmond street north and  
along the Wellington street side of  
Victoria Park. Richmond street north  
has been transformed from a rather  
indifferent concession line flanked by  
fine residences into a majestic avenue  
that does credit to a city five times  
as big as London. Ratepayers did a  
fine thing when they signed to have  
it built.

The Victoria Park pavement is a  
public service also, and greatly en-  
hances the appearance and conveni-  
ence of the park.

Pavements cost money, but they  
should be the first thing built before  
other schemes of civic improvement  
and beautification are taken up. The  
Advertiser is informed by a competent  
local authority that London has and  
is securing fine pavements, publicity-  
hunting demagogues to the contrary  
notwithstanding. Citizens will watch  
the wearing qualities of this year's  
pavements with interest.

### MR. ROOT'S CAMPAIGN.

IF THERE are any pro-German  
hyphenated Americans left in the  
United States, it is likely that they  
will try to hide their identity before  
Elihu Root gets through making  
speeches. Since his return from Rus-  
sia, Mr. Root has been giving his  
countrymen much light on the war, not  
only as it affects Europe, but also this  
continent. Addressing the American  
Bar Association a few days ago he  
said:

"If you maintain your democracy  
you must kill autocracy. As well go  
to sleep with a burglar sitting in your  
front hall as to talk about the peace  
and security of a democracy with  
Germany still competent to pursue  
its career of domination."

"If we had not gone into this war  
and Germany had succeeded and had  
come out with her power unbroken,  
and had applied to us what she did  
to Serbia and Belgium, what would  
Germany have been doing to us now?  
What would Germany have been  
doing to us during the last five  
months if she had not been held down  
in Europe? Why, her hell would  
have been upon our necks."

"So our entrance into the war has  
been the grasping at the chance for  
the preservation of our system of  
government, our right of American  
manhood to assert the rights of the  
individual in all places and against  
all power, the one chance to continue  
the free republic that our fathers  
handed down to us. And our vigor-  
ous successful prosecution of this war  
is the sole way in which we can  
make that chance successful."

From the first, Mr. Root has had a  
clear conception of what the war meant.  
His voice was lifted high for American  
intervention long before the president  
acted. He has returned to America  
more determined than ever that his  
country should play its part in suppress-  
ing the military monster who is threat-  
ening the stability of democratic govern-  
ment.

### EDITORIAL NOTES.

It was a case of "choke it" with  
Choquette.

Canadian fish for Canadians—and let  
the American beef trust have what is  
left over.

Of all the hardships of war, the no-  
canned-vegetables one is the most ter-  
rible of all.

Beefless days for Canada! Curs of  
beef for Buffalo. Food control—by the  
beef barons.

Michaelis may advance another  
peace note. New chancellor: same old  
Hun tactics.

The Government has several election  
shots still left in its locker—equal pen-  
sions, for instance.

Problems for Sir Robert Borden: How  
to bring Nationalist Government with  
National Government.

Sir Sam Hughes is coming to London  
for the Western Fair. And he won't be  
a Midway attraction, either.

"Car crank found," says a headline.  
That's nothing. You can find 'em in  
every city, town, village and highway.

Probably the next German peace  
note will offer to let the Belgians leave  
their country unmolested after the war.

Rave if you will of tropical glades,  
but don't forget to look over a few  
fields of waving Western Ontario corn  
these days.

Free advice on how to control his  
food consumption is about all the man  
of family making \$15 to \$20 is getting  
from the food controllership at Ottawa.

Victoria Park was never more floral-  
ly responsive to the seasons than this  
year. The park is a credit to the city  
and its gardeners. The same may be  
said as enthusiastically said of Springfield.

If, as our local contemporary sug-  
gested a while ago, the Government is  
controlled by the moneyed interests,  
what does it have to say about Presi-  
dent Wilson fixing the price of news-  
print across the line, while the manu-  
facturers in Canada merely threaten  
higher prices and get away with it?

Some people will be saying what a  
waste to set off fireworks at the fair.  
And many of them will be themselves  
wearing jewelry, American boots, furs,  
wearing sun, gaming on the Midway,  
"using" tobacco, having a drink at "the  
flying inn," and all the rest of it. Life  
seems largely a matter of doing a few  
necessary things that we may amuse  
ourselves doing, or enjoying unneces-  
sary things.

**THE PIANO DE LUXE.**  
The richness and beauty of the sev-  
eral Grand and Upright Pianos that are  
to be found in the exhibit of the Old  
Firm of Heintzman & Co., Limited, at  
the Fair, makes them in the fullest  
sense of the word, "Pianos de luxe."

The real lover of music will find real  
pleasure in an examination of these  
pianos. The 18th Grand is particularly  
worthy of note. The firm's city show-  
rooms are at 242 Dundas street.  
Sept. 10, 13

## MICHAELIS' NEW TERMS OF PEACE WILL MENTION FRENCH DESIRE

Question of Alsace-Lorraine  
Considered, But Not  
Decided.

### SOME RESTORATION IDEA

Disarmament and Interna-  
tional Police Mentioned in  
Unofficial Forecast.

LONDON, Sept. 9.—Germany will  
shortly be able to publish her peace  
terms, according to Dr. George  
Michaelis, the German chancellor.  
Dr. Michaelis, in an interview, said  
he had so informed the Reichstag  
main committee, an Exchange Tele-  
graph dispatch from Copenhagen to-  
day states.

The main committee, said Dr.  
Michaelis in an interview, "tried to  
make final arrangements regarding  
peace conditions and the question of  
Alsace-Lorraine, but no decision has  
yet been taken. The question, how-  
ever, was eagerly discussed, and  
Germany soon will be able to publish  
her peace terms."

### TO DRAFT REPLY TODAY.

COPENHAGEN, Sept. 9.—The com-  
mittee of seven members of the Reich-  
stag and seven members of the Dan-  
ish parliament appointed to draw up an answer  
to Pope Benedict's peace note will meet  
on Monday afternoon, and the reply will  
probably be drafted then, says a Berlin  
dispatch today.

### ARE THESE THE TERMS?

WASHINGTON, Sept. 9.—What is  
purported to be an outline of Germany's  
peace terms has been circulated among  
diplomatic circles here within the last  
two weeks, but has been regarded by  
the Entente embassies and most of the  
neutrals as a "fool's."

Briefly, the terms were as follows:

"If we had not gone into this war,  
France, to be paid for out of the sale  
of Germany's colonies to Great Britain.  
Alsace and Lorraine to be independ-  
ent states. (High French officials re-  
cently have stated anew the determina-  
tion of France to be satisfied with nothing  
less than the recovery of her lost  
provinces)."

Trieste to be a "free port."

Serbia and Rumania to be restored,  
and Serbia to have a port on the  
Adriatic.

The Balkan question and the status  
of Turkey to be subjects for negotia-  
tion.

Disarmament and international police.  
Freedom of the seas, with Great  
Britain in control of the English Chan-  
nel until the projected tunnel is built  
between Dover and Calais.

### "WEAK NERVES," SAYS TIRPITZ.

AMSTERDAM, Sept. 9.—The Rhein  
Westphalia Zeitung of Essen announces  
the formation of a new "patriotic  
party," the leaders of which are Duke  
Johann Albrecht of Mecklenburg-  
Schwerin, Admiral von Tirpitz, and Dr.  
von Wolffgang. Kapp. The party's  
initial proclamation declares loyalty to  
the Reichstag's peace resolution and  
urges against "any peace dictated by  
weak nerves."

## GERMAN ENGINEERS BRIDGE LOWER AA; CONCENTRATE FORCES

Enemy Mounted Forces Are  
Assisting in Concentra-  
tion of Troops.

### OFFENSIVE IN RUMANIA

Austro-Germans Are Repulsed  
in Latter Theatre of  
War.

PIETROGRAD, Sept. 9.—German en-  
gineers have bridged the lower AA  
River in Livonia, and the German  
forces are being concentrated on the  
north bank of the stream under cover  
of the cavalry, the war office an-  
nounced today in its report on the  
Riga operations. Russian cavalry is  
checking the progress of the Germans  
along the Pskov road.

Unusual German activity at ad-  
vanced railway stations of the German  
in the Jacobstadt and Divinsk regions  
is mentioned by the statement, which  
reads:

"Western front—in the direction of  
Riga the enemy having constructed  
bridges across the lower stream of the  
River AA, is concentrating his forces  
on the northern bank under the cover  
of his cavalry, which is continuing  
reconnaissance of our positions."

"On the Pskov road in the region of  
Zexvot fighting is taking place be-  
tween enemy vanguards and Russian  
cavalry detachments, which are hindering  
the march of the Germans."

"On the south bank of the Divina  
floods are taking place between our  
advanced posts and advanced detach-  
ments of the enemy. Our aerial recon-  
naissance reveal considerable anima-  
tion at advanced railway stations of  
the enemy in the Jacobstadt and  
Divinsk regions."

"In the remainder of the front noth-  
ing of material importance occurred.  
Rumanian Front Alive."

"Rumanian front—in the region south  
of the Kadutz valley, in the evening  
of September 8, the enemy opened a  
barage fire, and assumed the offen-  
sive against a sector of our position  
south of Arboit. He was repelled by  
our counter-attacks. In other sectors  
of this front fusillades and operations  
by scouting parties have taken place.  
On September 7 a squadron of enemy  
airplanes made a raid on the station  
at Ajud and dropped a number of  
bombs."

"Caucasus front—There have been  
fusillades."

"Aviation—Our airplanes have  
dropped bombs on enemy depots in the  
village of Rodze, northwest of Pskov  
and also have attacked the village of  
Ozaritch, on the Olenki Canal, where  
the quarters of a German regiment are  
established."

## CHASING THE HUNS FROM EAST AFRICA

LONDON, Sept. 9.—Defeats for the  
Germans all along the line in German  
East Africa are reported in an official  
statement issued today. The text  
reads:

"Telegraphing on September 8, the  
general officer commanding-in-chief in  
East Africa, reports that on that day  
the enemy resistance at Mpodas, 53  
miles northeast of Mpocis, retired south-  
ward, and all the German positions were  
occupied. Our troops are in pursuit."

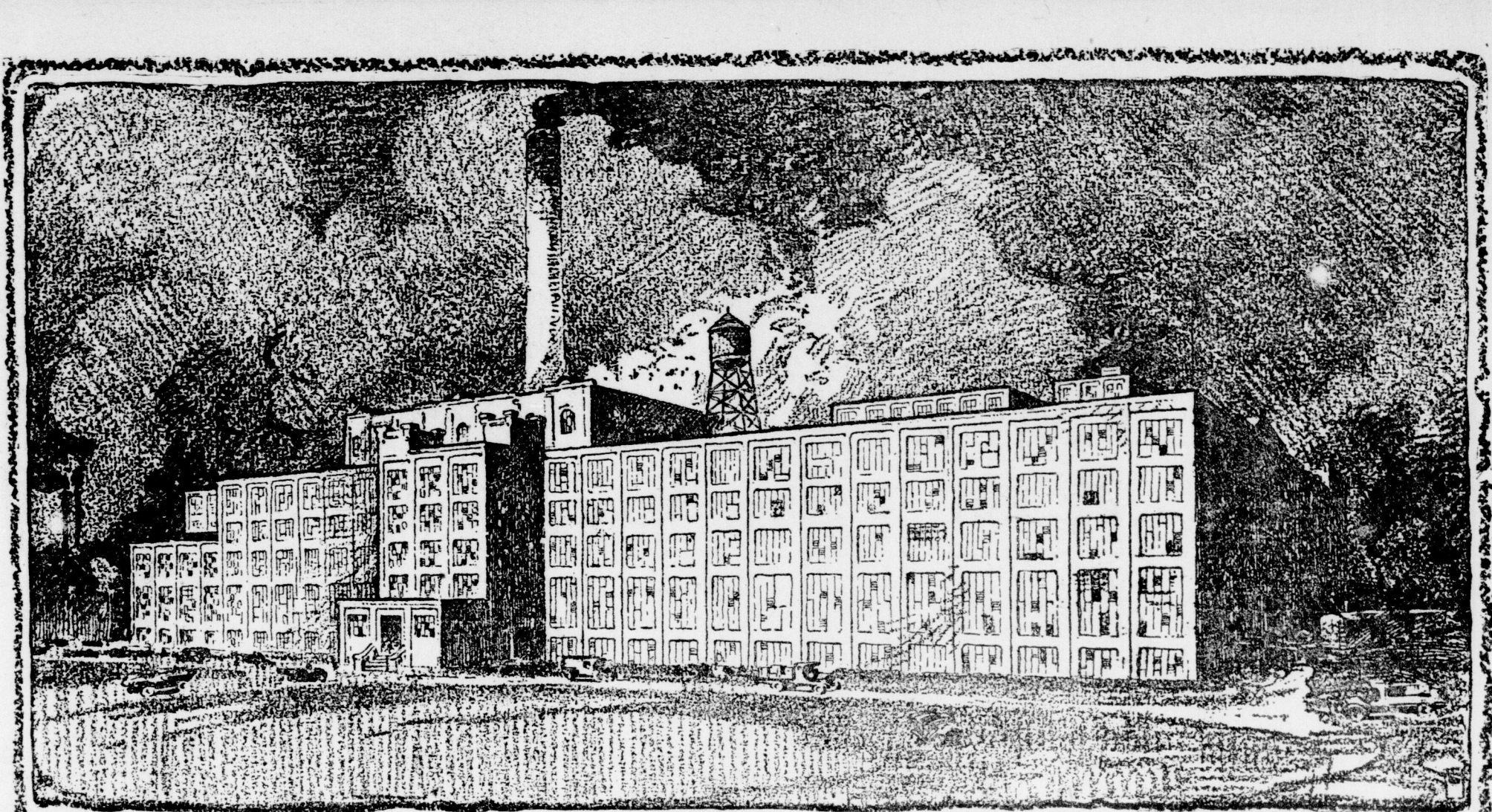
"Belgian columns have passed the  
Ulanga River, moving towards Mahenge  
from the north. A German force, driven  
successfully from Mpocis, 45 miles  
south of Mahenge, and from Malanje, 18  
miles northeast of Mpocis, retired south-  
ward, and is being pursued by our  
columns from Luemba."

"In the southern area the German  
force dislodged from Timbura has re-  
treated towards Liwale. It is reported  
that at present there are no German  
forces in Portuguese Nyazala and south  
of Rovuma River."

**PREMIER RIBOT CANNOT  
REFORM FRENCH CABINET**

PARIS, Sept. 9.—Premier Ribot late  
this evening gave up the task of en-  
deavouring to reform his ministry, owing  
to the refusal of the members of the  
Socialist party to collaborate with him.

Monday, October 1,  
Thanksgiving Day?  
[Special to The Advertiser.]  
OTTAWA, Sept. 9.—It is un-  
derstood that the Government  
will name Monday, October 1,  
as the date of Thanksgiving. The  
official announcement will be  
made in a few days.



# Tire Virtues Sculptured in Brick and Steel A Monument and a Foundation

The new home of Goodyear Tires at New  
Toronto.

New-finished, it yet faintly beats with the  
titan pulse that, ere long, will send forth  
daily more automobile tires than there  
are minutes.

Because lesser production has ceased to satisfy  
a demand grown great through merit.

It is at once a monument and a foundation.

A monument to those tire virtues of multiplied  
mileage and great service that daily have  
demanded of us increased output. A  
monument, truly; even though commer-  
cial and profitable. For without virtue  
not one brick could have been raised on  
another. Older and smaller factories were  
ample to oversupply the demand for an  
ordinary tire.

And just as truly it is a foundation—a founda-  
tion upon a foundation. Upon this  
new factory, will be built our future as it  
self is built on our past. Both are the  
same. The latter is but a broadening of  
the former. The new foundation is our  
pledge that we will build in the days  
and years to come as we have in the past.

If we take pride in the completed substance of  
our ideal, it is but natural. Such achieve-  
ment is not given to all. Yet, if we have  
achieved, it is because earnestly we fol-  
lowed business' basic law—that he who

builds greatly must build worthily. Be-  
cause we believed in the triumph of manu-  
factured goodness and the ultimate reward  
of an ideal that profited the buyer as well  
as the seller.

We have valued our good name with hundreds  
of thousands of men as the most precious  
thing we own. Our material success  
means less to us than the moral vindication  
of those simple and sincere principles  
in which we believe.

So we have reached the mark set—and yet we  
are farther away than ever. For an institu-  
tion such as ours is hydra-headed. Every  
task accomplished, every goal gained,  
sets a twice-difficult task, a twice-further  
goal.

At New Toronto, then, stands the achieve-  
ment of our past, the promise of our  
future. It is the mortgage motorists  
hold on us that we must pay in continued  
effort for them. Our industry is a living,  
vibrant thing, and must grow—or crumble  
to dust. And business growth is bound  
up in value and service to you—the cus-  
tomer. This our promise and our obliga-  
tion.

The Goodyear Tire & Rubber Co.,  
of Canada, Limited  
Toronto, Ontario

# GOODYEAR MADE IN CANADA

## MAY "GAG" SENATE TO GET FRANCHISE BILL SHOT THROUGH

Government Determined to  
Prorogue by Sept. 25.

[Special to The Advertiser.]  
OTTAWA, Sept. 9.—Interest in the  
parliamentary situation has swung  
from the House to the Senate. The  
Government's announcement that the  
war-time elections bill is to be  
"closed" through the Commons,  
means that the measure will be put  
through all its stages so rapidly that  
it will have passed from the Lower  
to the Upper House before the end  
of the week.

This leaves the Senate to deal with  
the Canadian Northern bill, the sol-  
diers' vote bill and the war-time fran-  
chise act. The Government has given  
notice that the Senate will commence

morning sittings Tuesday, and that  
there will be three distinct sittings  
each day. It is expected that the Cana-  
dian Northern bill be put through the  
Senate by Wednesday, and although  
the majority will be narrow, the Gov-  
ernment is confident that the Senate  
will enact the measure.

May Closure, Upper House.  
There will not be much of a struggle  
over the new measure for soldiers' vot-  
ing, but it is expected that the war-  
time elections measure will precipitate  
the hardest battle that the Senate has  
ever seen. There is no closure rule for  
the Senate, but if the Government  
feels that there is any danger of the  
bill being delayed under the present  
Senate rules, there will be a closure  
enacted for the Senate to get the bill  
through before Parliament loses its  
authority on October 7.

The Government hopes to get all the  
business of the session enacted and  
have Parliament prorogued by Septem-  
ber 25. Then conscription will be ap-  
plied, while arrangements for the elec-  
tion are being completed.

The election is looked for some time  
between the 10th and the 20th of De-  
cember.

### LUMBERMAN DEAD.

BAY CITY, Mich., Sept. 9.—John God-  
kin, aged 77, well-known Michigan

### U-BOAT CAMPAIGN

RATHER A BLESSING,  
IS RHONDDA'S VIEW

No Anxiety Regarding Bread  
Supply—Home Produc-  
tion Does Wonders.

LONDON, Sept. 9.—Baron Rhondda,  
the food controller, in an interview with  
the London correspondent of the Am-  
sterdam Handelsblad, declares that the  
summer campaign is no longer caus-  
ing anxiety regarding England's bread  
supply.

"In one respect," remarked the food  
controller, the submarine campaign is  
a blessing. It has acted as a stimulus  
to the cultivation, so that within a year  
the output of wheat will be practically  
independent of imports, so far as the  
chief foodstuffs are concerned.

SPECIAL DECORATIONS  
FOR FIRST MEN IN WAR

Insignia for Heroes Up Till Ypres  
Battle.  
LONDON, Sept. 9.—It is announced  
that through the desire of King George,  
a special decoration will be awarded  
every member of the first British ex-  
peditionary force, including men from  
the navy and Indians, who participated  
in the early and critical stages of the  
war, up to and including the first  
battle of Ypres.