

CANADIAN DASH WINS MORE GROUND AT LENS

Weather Forecast:
Fair and Cooler

The London Advertiser

HOME
EDITION

53rd YEAR. No. 22836

LONDON, CANADA—THE HOME OF UNBROKEN PROSPERITY.

THE LONDON, ONTARIO, ADVERTISER, MONDAY EVENING, JULY 30, 1917. 80 COLUMNS.

PRICE, TWO CENTS.

A FEW LONDON MERMAIDS AND MEN IN THE WAVES AND ON THE SANDS SNAPPED BY AN ADVERTISER CAMERA MAN AT PORT STANLEY SUNDAY



(1) Three Erie nymphs in a pretty pose. (2) A sensible lady in a two-piece suit. (3) How the beaches looked when the sun was hot. (4) Calling in the kiddies. (5) A typical "girl and boy" study. (6) Three happy maidens—one in a jockey cap. (7) Do you blame the waves rushing up madly? (8) Some action in this—Come on in or we'll make you! (9) Well, would you look at that sea-serpent?

HEAD OF QUEBEC CATHOLICS DECLARES CONSCRIPTION BILL A MENACE TO THE CHURCH

Cardinal Begin Fears It Will
Be Serious Blow to Rights
of Clergy.

Quebec, July 30.—In an interview on conscription given on Saturday to L'Action Catholique, the official organ of the Catholic Church in Quebec, Cardinal Begin says, as regards the clergy: "This conscription law is a menace which causes the Canadian clergy the worst apprehensions. This military service, as it is proposed, or at least, as we are enabled to judge from the speeches and statements of the government, is not only a serious blow to the rights of the Church of Christ, independent in its domain and whose laws and practice exempt the clergy and that class of the society which that name designates, from the service under arms, but also it (conscription law) constitutes a fatal obstacle to recruiting of ministers of God, shepherds of souls, as well as to that of the staff of clerical teachers and through this very fact it creates, in our society, an evil much worse than that which it is alleged to attempt to remedy."

Fears For Church.
"The clause, as it is written, might lose some of its ill if it were interpreted in the spirit of the church. But, what guarantees have we that the members of the special tribunals will be all Catholics, enlightened and good-willed, capable of pronouncing with sincerity and knowledge of a question of this importance. If we judge by the very rude knowledge revealed by certain speeches made in the Commons, one may indeed fear that some legislators, so little enlightened and may be also somewhat ill-willed, may not make a choice that we would approve. And here is what legitimizes all the fear."

May Strike Liberty.
"On the other hand, the treaties assure the Canadian Catholics the practice of their religion. The legislation under way may strike said liberty a mortal blow. I like to believe that the political wisdom will, in the end overcome, in the hearts of our statesmen, the urgings and counsels of certain elements liable to trouble for the peace of the country. No one will dare, on a matter so important and delicate, hurt the sentiments of the whole Catholic population of the Dominion and imprudently sow on this side of the Atlantic the seed of the fatal religious discord that have divided the old world."

NEWFOUNDLAND PLACES TAX ON EXCESS PROFITS

St. John's, Newfoundland, July 30.—A bill imposing a tax on excess business profits has been passed by the Newfoundland Legislature. As many lines of business have been unusually prosperous during the last three years it is expected that this will yield a large amount of revenue for the Government. Other war measures adopted are the creation of a department of militia and defence, to insure a more effective carrying on of the colony's war operations; a provision for food control, with a view to preventing exorbitant prices for foodstuffs, and a system of pensions for soldiers and sailors disabled in the war and the dependents of those who have died while on active service.

Uniforms and Arms Now Forbidden For Irish Volunteers

Dublin, Ireland, July 30.—Lieut. Gen. Bryan Thomas Mahon, commander-in-chief of the British forces in Ireland, issued an order under the defence of the realm act, forbidding the wearing of uniforms of a military character except by state forces, and the carrying of weapons except for lawful employment or pastime. The order will immediately affect volunteer bodies formed in recent years.

HEAVY DAMAGE DONE BY MONTREAL STORM

Downpour Floods Some Sections, and Bolts Start
Blazes.

Montreal, July 30.—One inch and a half of rain fell during an hour's terrific thunderstorm in the early hours of this morning and much damage was done in the city and district as a result of flooding and lightning. The Montreal Arena was set on fire, but the flames were soon put under control. Lightning also hit a house on St. Zotique street and four families were driven out into the street. Two street cars were put out of business when they tried to pass through flooded subways in the north end of the city. Nearly all downtown buildings had floods in their cellars. The telephone system was suspended for fifty minutes.

DRIVE AGAINST WASTAGE IN FOOD CONSUMPTION WILL OPEN TOMORROW

Ottawa, July 30.—Representatives of the various provinces of the Dominion will attend a meeting of the food consumption control committee at the office of the food controller at Ottawa tomorrow at 2 o'clock, when the recommendations of the committee concerning the consumption of foodstuffs in hotels, restaurants, clubs, etc., will be considered. The provincial representatives who are expected to attend include: J. C. Stewart, Nova Scotia; J. A. MacDonald, Prince Edward Island; R. E. Armstrong, New Brunswick; W. S. Weldon, Quebec; Geo. F. Chipman, editor Grain Growers' Guide, Manitoba; Hon. G. W. Brown, Saskatchewan; J. H. Lamb, Union of Manufacturers, Alberta; and Chas. MacDonald, British Columbia.

GERMANS UNABLE TO GET FRENCH OFF THEIR GUARD

Surprise Attacks at Various
Points During the Night
Repulsed.

Paris, July 30.—Last night there were violent artillery duels in the Aisne and Verdun regions of the French front. The French official statement issued this afternoon says that German surprise attacks at various points along the front were repulsed. The text of the statement reads: "The night was marked by rather violent artillery actions, notably in the sectors of Braye en Lannols and Epine de Chevigny, in the region of the Monument at Hurbise and on both banks of the River Meuse. Surprise attacks by the enemy at various points of the front were repulsed by our fire."

SMALL ENCOUNTERS BETWEEN PATROLS

Little To Report From British
Front in France.

London, July 30.—Except for small encounters between British and German patrols near Bullecourt and Achille, little night there was nothing to report of the official statement issued today says: "There was nothing of special importance last night on the British front. There were small encounters between our own and the enemy's patrols in the neighbourhood of Bullecourt and Achille."

CAN BE OWN CENSORS, BUT MUST BE CAREFUL

Madrid, July 29.—The minister of the interior today called the editors of the principal newspapers together and announced the abolition of all censorship henceforth, except such as may be exercised by the editors themselves. The minister said the limits did not forth limit his control to criticism of individual papers, because the Government was confident that the publications issued by Spaniards would realize that the internal situation in Spain was an extremely delicate one. He declared that not the articles alone would be suppressed if the editors of journals which went beyond the limits did not take this situation into consideration.

LONDON MISSIONARY TELLS OF TURMOIL IN CHENTU

The province of Chen-Tu over-run by troops from Unnisie, and the roads of the district under control of bandits, is the story told in a letter received today by William Moore of West London from his daughter, Mrs. Percy Westaway, who is a missionary with her husband in that section of the country, 200 miles from Thibet. The letter is dated June 2, and is the latest word received by Mr. Moore from his daughter.

BIG CRUISER OF BRITISH FALLS PREY TO TORPEDO

Admiralty Reports Sinking of
the Ariadne (11,000
Tons.)

London, July 30.—The British cruiser Ariadne, of 11,000 tons, has been torpedoed and sunk, according to an official statement issued today by the British admiralty.

The Ariadne was an old British cruiser, having been built in 1888. She was 450 feet long, 60 feet beam, and had a maximum draft of 27½ feet. Her complement consisted of 677 officers and men. The Ariadne carried six 10-inch guns, twelve 12-pounders, and a number of smaller guns. She also was equipped with two submerged 18-inch torpedo tubes.

AUTOMOBILE YEGGMEN CRACK BANKER'S SAFE AT SMITHVILLE, ONT.

Hamilton, July 30.—The big vault in the office of R. Murtagh & Son, private bankers and insurance agents at Smithville, was blown by yeggmens early this morning. Nothing was missing. It was evident that the safe crackers who worked like professionals were scared away, as they left behind a large tent and a dozen horse blankets which had been used to deaden the noise of the explosion, and a complete electrical equipment used to drill the hole. No clue has been found to the identity of the men, who apparently escaped in an automobile.

AUTOS COLLIDED.—A big Studebaker car, owned by Lacey Bros., crashed through the board fence at Tecumseh Park Sunday afternoon after colliding with a Ford car, and was badly smashed. It was driven by Mr. Lacey Jun., and he and a companion escaped injury. The Ford car was somewhat damaged also.

RECENT "CRISIS" JUNKER PLOT TO DELUDE GERMANS

War Lords Trying Desperately
To Justify Militarism.

CALL ALLIES RAPACIOUS

London, July 30.—Germany's junkers are working hard with the German people to justify militarism. An effort by the militarists to delude the public into belief that Germany is beset by rapacious foes who started the war to dismember Germany is what London saw today behind the "peace interview," granted by Chancellor Michaelis of Germany and Foreign Minister Czernin of Austria. The reported presence in Switzerland of Matthias Erzberger, the clerical leader recently head of the Reichstag coalition, presumably as a peace negotiator, was regarded as proof that the militarists deliberately staged the recent "crisis" in the parliament, and that Erzberger was merely a tool of these interests.

Michaelis' Charges.
Michaelis' peace interview was rather an assault on England and France. He charged the allies with secret agreements aiming at "enslavement of Germany." He was particularly bitter in responding to Sir Edward Carson's suggestion that the first step toward peace would be for Germany to announce her willingness to surrender occupied territory.

A Curious Statement.

Of curious collateral interest in the peace talk was an interview attributed to Dr. Erzberger at Zurich, in which he declared if he could talk with Premier Lloyd George or Foreign Minister Balfour a few hours, an "understanding" which would permit peace negotiations would result.

HOW WASHINGTON SEES IT.

Washington, July 30.—The close of the third year of the war found Germany sounding the world on peace again today. The over-Sunday declaration of the German and Austrian premiers, however, found no response in official or Allied diplomatic quarters here or in Paris or London. "Obviously for Russian consumption," was the comment. The whole Teutonic policy is based on a determination to stake all on shot and shell. The Allied answer to this is found in declarations by Lloyd George, Secretary Lansing and the

CANUCKS "WENT OVER" AGAIN DRIVING THE LINE 400-YARDS FURTHER TO HEART OF LENS

SIX MORE VILLAGES
FALL TO RUMANIANS
IN VALLEY BATTLES

Official Statement Records
Steady Progress Against
Teutons.

London, July 30.—Six villages were taken in an advance of the Rumanians, according to an official statement of the Rumanian war office. On the 27th, between the valleys of Casin and Putna we again advanced some kilometers and occupied the villages of Sovela, Dragoslav, Negriesti, Toneseti, Valoarea and Chiacul. We took prisoners and some motor batteries and war material.

HAVE COAL STEAMERS.
St. John, N. B., July 30.—The Dominion department of marine and fisheries has offered to arrange for steamers of 2,000 or more tons capacity to bring anthracite coal here for New Brunswick use, if dealers arrange to have the coal ready at an Atlantic port on a date or dates. The question of finding facilities at St. John to handle coal steamers of that size without eating up the expenses saved in transportation is now engaging attention.

THE WEATHER

TOMORROW—COOLER

Forecasts.
Fresh southwest to west winds; fair and very warm today, thunderstorms in some localities tonight and on Tuesday, then cooler.

Temperatures.
The following were the highest and lowest temperatures during the 24 hours previous to 8 a.m. today:
Stations. High. Low. Weather.
Victoria ... 72 52 Cloudy
Calgary ... 72 52 Cloudy
Winnipeg ... 92 52 Clear
Edmonton ... 80 50 Clear
St. John's ... 70 52 Clear
St. Louis ... 78 52 Clear
Buffalo ... 78 52 Clear
Toronto ... 98 78 Clear
Ottawa ... 76 68 Cloudy
Montreal ... 74 68 Cloudy
Quebec ... 76 68 Cloudy
Father Point ... 78 58 Cloudy

Weather Notes.
Showers have occurred from the Ottawa Valley eastward, also in Western Alberta; the weather has been very warm in Manitoba and Ontario.
LOCAL TEMPERATURES.
Following were the highest and lowest temperatures recorded in London during the 24 hours previous to 8 o'clock last night: Highest, 97; lowest, 68. The official temperatures for the 12 hours previous to 8 a.m. today were: Highest, 86; lowest, 75.

Clever and Snappy Operation Last Night
Wrested Another Section of Defence From
Germans.

[By STEWART LYON, Special Canadian Press Correspondent in France.]

Canadian Army Headquarters, July 30.—By a minor operation last night the Canadian front was advanced in the region east of the Reservoir Hill into the Cite-du-Moulin, the only suburb lying between Reservoir Hill and Lens. The losses of the Canadians were considerable, and the advance gives them possession of a stretch of difficult country extending about one thousand yards north and south, with a depth easterly from our former front of over four hundred yards.

Cut Off Support.
The gain this morning was made as a result of careful scouting. By close observation it was learned that to lessen the heavy losses from our artillery which has been pounding Cite-du-Moulin steadily for the past two weeks, the enemy withdrew men, holding the line among its ruined houses during the days and only manned the positions at night, when he believed from former experience of Canadian methods an attack in force was likely to be made.

That was good tactics, but the obvious method of catching the enemy napping was to send an attacking party in daylight, while our bombardment was still in progress. This was what was still in progress.

FALL KILLS SOLDIER.
WINNIPEG, July 29.—Private Peter Lear, of the French-Canadian Brigade fell from a window in the St. Boniface barracks Saturday morning while trying to keep cool. He died within half an hour.

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

AS 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 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 concerned.

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 dormant resources.

He is the youngest son of the late Hon. J. W. S. Sifton, formerly of the firm of Taylor & Sifton, bankers, of London, and was born in Middlesex County, on March 10, 1861. He attended the old Union School in this city, and 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 career for his native land. His great slogan was "It Pays to Advertise," and he spent millions of dollars and established hundreds of offices to 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.

SIR ROBERT BORDEN can never convince the country that he puts patriotism before party, while he continues to pack the Senate with Conservatives to obtain political control of the Upper House. He is making appointments as speedily as possible now, and he has allowed no party "trick" to bother him at any time. He has been quite content to leave the seats of the House of Commons unrepresented, but he has taken full advantage of his political control to vote everything to the advantage of his party in the Senate.

The Liberals on granting extension certainly permitted the Conservatives to "put one over them" when they did not have a clause inserted in the extension order providing that no appointments should be made to the Senate while the extension continued.

AN ALDERMAN'S CHANCE.

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

The alderman who will respond to the opportunity of helping these children will do a service to his city which will be long remembered. At present the river is left almost entirely in the care of the fire brigade—and the undertaker.

A GIFT FOR THE FIRST.

THE APPEAL made through The Advertiser by the original officers of the 1st Battalion for the sum of \$350 to be used to help defray the purchase of band instruments is certain to bring a typical London response.

In his letter, in which he extends the privilege of contributing the money, Capt. W. C. Butler, who was wounded while with the battalion in its first great engagement, reminds Londoners that they have never before 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, one which, The Advertiser feels, could easily be raised among a few citizens. But the best method would be to have many contributions of a small amount,

so that a great many citizens may share in the expression of goodwill to the unit which will always, with the 6th Field Battery, represent London's great initial impulse to face and to fight the German butchers. The 1st Battalion is rich in traditions of honor among the great battalions of the war. In a sense it is the proven Canadian battalion of the war, holding the numerical place of honor. Citizens will be stirred by the appeal, and the amount and as much more as may be donated will be immediately forwarded.

EDITORIAL NOTES.

Sunday was baking day for Old Mother Nature.

How much more did Sir Joseph Flavelle have before the war? How much has he now?

The judges have dealt with Rogers. Now for his constituents when an election is held.

Many men in both parties favor national government. Will the premier make way for it?

Hon. Thomas Crothers deserted his commissioner, but the public is inclined to hear further from O'Connor.

The investigator to investigate the investigation always seems to bring in a verdict favorable to the party in power.

100 per cent pure, say the Montreal judges; 100 per cent rotten, said the Winnipeg judge. You take your choice.

In ancient times some philosophers argued that a state could not be properly governed except by a philosopher-king. This has generally been regarded as a Utopian idea. But here we have President Wilson, a doctor of philosophy, conducting the largest and richest state in the world amidst the applause of all. University presidents with a special knowledge of political science and practical experience in administration should make good presidents or premiers.

MORE HUN STEAMSHIPS UNDER AMERICAN FLAG

BOSTON, July 28.—Two German steamships, the Kronprinzessin Cecilie and Cincinnati, were placed under the American flag at the Boston navy yard today. The ceremony was in charge of the yard commander. The American, another German ship, will be commissioned Monday. The vessels have about 70 per cent of their complement, consisting of regular seamen and reserves, and will be ready for service shortly, officials said.

The Advertiser's Daily Short Story

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THE SLACKER

By Paul J. Fay.

"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, covered more 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, a 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 you go. Get up!"

After this outburst the young millionaire turned to his desk and paid no more attention to his visitor. Soon she staggered out, her eyes blinded with tears.

Chester Randolph was not a hard-hearted man naturally. From his father, who died a few months before, he had inherited a successful real estate business and a square jaw. He had been brought up to worship Business, to let nothing interfere with Business. Chester managed the blocks of tenements which he owned with the same heartless, business-like manner which his father before him had managed 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 haughtily up to his desk and glanced at him with an imperious, not timorous, look flashing in her eyes. From her card he saw that she was Eleanor Malette, the daughter of a prominent state official. For a moment Chester sat stunned at her queenly beauty. Then he arose and courteously bade her sit.

"No, thank you. I came on business, not pleasure. The girl looked at him straight in the eye and spoke in low, even tones. 'I came to ask you how large a subscription you will make to the Liberty Loan.'"

An angry gleam came into the man's eyes. Another charity seeker, he thought. "I am very sorry," he answered. "But I do not think I will be able to donate anything."

"What?" The girl looked puzzled. "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." His 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. He turned his back and sat down. The color dropped from her face like a curtain.

"You—you slacker!" she said angrily. He sprang to his feet in a fury. "Leave this office at once," he commanded.

"Oh, yes, because I tell you your duty you order me to leave. I'll leave when I get ready." Defiance sprang from every muscle of her rigid body. She pointed an accusing finger at him. "You, you're a slacker and a coward. You're tearing your money out of the very souls of the people and then you refuse to give up a cent to your government. The government protects you and gives you officers to put down your penurious tenants. Then you even lie about your property to escape taxation. Let you dare to call yourself a man. I despise you, you slacker."

Eleanor started at him a moment then turned and went out. Chester ran to the door and slammed it shut. He paced the floor rapidly until his face 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 slacker and a coward right here before my stenographer when I refused to buy a bond."

It would do no good to sue her," was the attorney's calm reply. "Why?" snapped Randolph. "Because she spoke the truth."

The telephone dropped to the floor with a crash. Chester Randolph slept not a wink. The next morning he did not go to his office, but remained at home. There he had the biggest fight he had ever fought in his life and he fought 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 shrunk from him in terror. Another night passed in wakefulness and restless tossing. The struggle was completely exhausted.

After breakfast as Chester sat in the library a thought suddenly came to him. "By George! I'll do it!" he cried, and throwing on his hat, he literally ran down the street.

Two days later Eleanor's maid informed her that a visitor wished to see her, but would not give his name. She hurried down into the reception room. Here she found a man in the uniform of the United States Marine. As he turned toward her she gasped. "Chester—I mean Mr. Randolph, are you?"

"Yes, I am." He spoke in a low, apologetic tone. "I finally gave up. I'm nervous enough to join. I came to ask you to take my subscription of \$1,000,000."

"And you won't give his name?" she asked. "I won't. I'll let you have you watch over my people in the tenements, to see that they come to no harm. I'll give you my money. Will you go—by to me?"

She came closer. And 't'd like to have your voice tell me what your eyes do before you leave me. I could manage my affairs better if I knew what you 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 you love me—a slacker?"

"I loved you the first time I saw you," she whispered. "I thought the method I used would be the best way to save you to yourself, to your country, and to me."

And the uniform of the United States Marine was not deserted by the happy couple that were shed on its bosom.

THREE TONS EXPLOSIVES ON AUSTRIAN PLANT

Italian Airmen Damage Power Station at India.

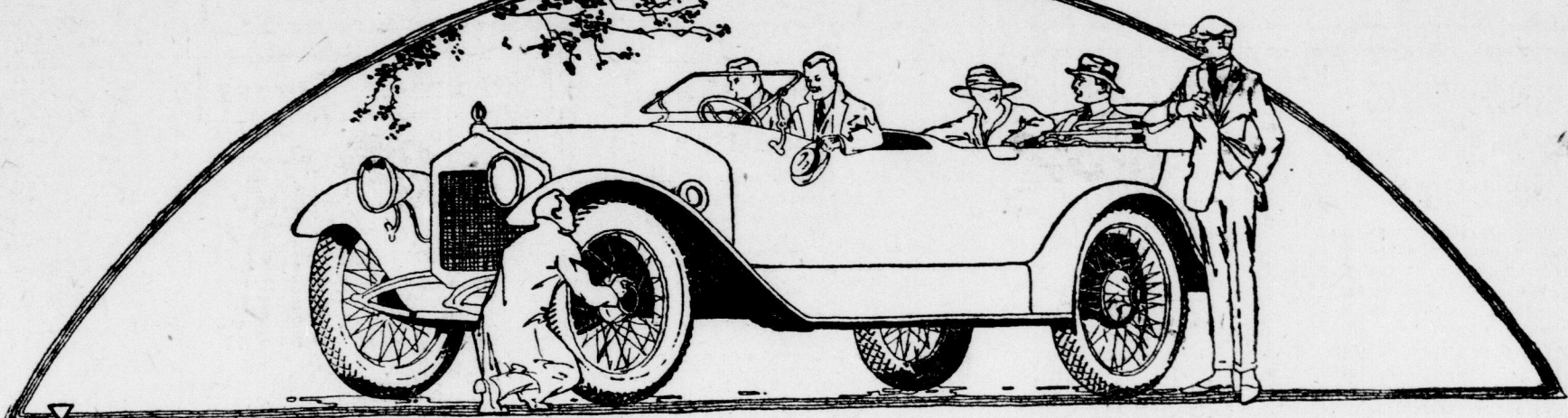
ROME, July 28.—Reporting military operations on the Austro-Italian front, the official statement issued Saturday by the Italian war department says: "The usual daily artillery engagement was very brisk yesterday between Zuzgn Torna and the Tresa valley. In the Tresa valley and on Monte Roma, the Italian forces were victorious."

The Italian forces were victorious in the Tresa valley and on Monte Roma, the Italian forces were victorious. The Italian forces were victorious in the Tresa valley and on Monte Roma, the Italian forces were victorious.

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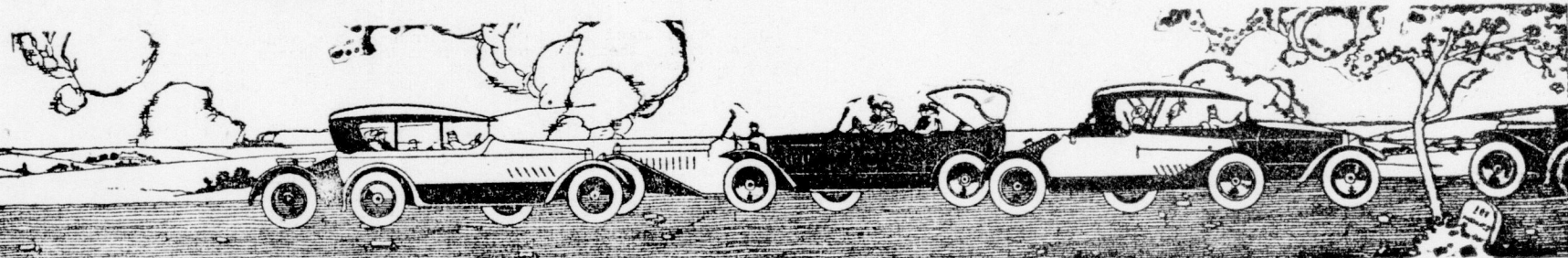
Emblem of Extra Value and Virtue

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.



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

Charles Gide, Parisian Economist, Tells of the Enormous Expenditure, But Most of It Stays in Country—Nation Need Not Fear Future.

PARIS, July 28.—French finances have been unshaken by the war is the opinion expressed to the Associated Press by Charles Gide, of the University of Paris, an eminent authority on economic questions, discussing the outlook at the beginning of the fourth year of the conflict.

"France," said M. Gide, "has spent about 70,000,000,000 francs on three years of military effort. Yet in the thirty-sixth month of hostilities, the French people are investing in short-term treasury bonds as freely as they were two years ago; that is, at the rate of about 1,000,000,000 francs a month."

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."

"The money which France has spent to sustain her military effort inside the country results the figures of her outlay in 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. The rest is a loan for every commodity, it must be remembered also, has vastly increased the revenues of the French people. Before the war these revenues were 20,000,000,000 francs annually. Now they are 50,000,000,000 francs annually. These figures show that, formidable as the war effort is, it is not so alarming after 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 bought abroad, but this difficulty has been liquidated without causing any harm to the credit generously granted by the United States."

Outlook Good. "France will get through the war financially sound, will reconstruct her industries rapidly and her interior situation will be liquidated without causing any economic upheaval." Referring to the situation of other belligerents, M. Gide said:

"I do not think any country will be

HARVESTERS GIVEN ONE CENT A MILE FARE TO THE WEST

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

WINNIPEG, Man., July 28.—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

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TRACTION COMPANY

Cars leave London as follows: Sunday cars being marked with a star: 8:15, 7:30, 8:00, 10:00, 11:00 a.m., 1:00, 2:00, 3:00, 4:00, 5:00, 6:00, 7:00, 8:00, 9:00, 10:00, 11:00 p.m. Cars at 9:00, 10:00 and 11:00 p.m. run to St. Thomas only. Extra accommodation cars to St. Thomas only at 1:30 and 6:15 p.m. Fares to St. Thomas and Port Stanley and return daily \$2; children half fare.

LONDON AND PORT STANLEY RAILWAY

Timetable Effective June 1, 1917. To Port Stanley—7:20, 8:20, 9:20, 10:20, 11:20 a.m., 12:20, 1:20, 2:20, 3:20, 4:20, 5:20, 6:20, 7:20, 8:20, 9:20, 10:20 p.m. Saturdays only, July and August, 11:20 p.m. To St. Thomas Only—2:21, 6:21, 11:20 p.m.

Limited. Local on Sunday. Heavy traffic, except Sunday.

2:20 and 6:20 p.m. cars are local between St. Thomas and Port Stanley. Incline Railway, Port Stanley, operates daily, 8:30 a.m. till 11:30 p.m.

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CUNARD LINE

PASSENGER SERVICE BETWEEN MONTREAL AND LONDON

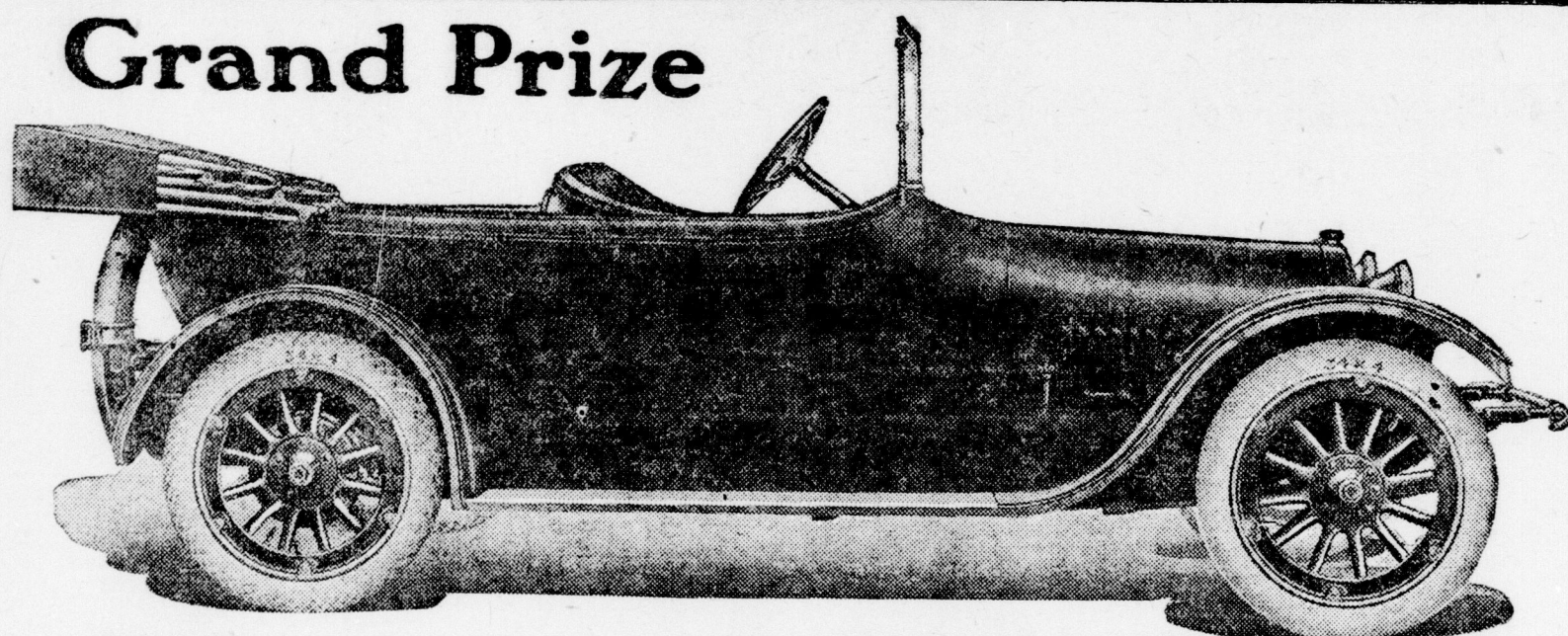
Calling Falmouth and Land Port AND MONTREAL AND BRISTOL

For particulars of sailings and rates apply to local agents, or to The Robert Redford Company, Limited, General Agents, 40 King Street East, Toronto, July 1.

THE LONDON ADVERTISER'S \$16,000 PRIZE CONTEST

Candidates Well Pleased With the Two Free Trips and Extra 50,000 Vote Offer

Grand Prize



McLaughlin Special D-45-6 Cylinder—Now on exhibition at the McLaughlin Garage, Richmond Street, London. This costly touring car will be given to the candidate receiving the greatest number of votes, irrespective of districts. Grand Prize will be given \$1,000, to be donated to some patriotic organization in his or her district.

SPECIAL PRIZE

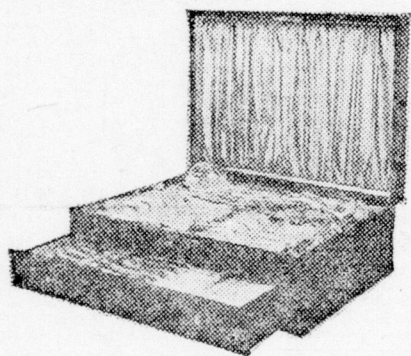
The special prize of "Two Free Trips," with all expenses paid, and the extra 50,000 vote offer, has caused quite a flurry among the several hundreds of candidates. This special prize will be given the candidate who turns in the greatest number of new yearly subscriptions to The Advertiser by 8:30 p.m., August 7. Every candidate will have the advantage of the extra 50,000 votes for every \$15 worth of new subscriptions turned in. Also there will be 25,000 extra votes for every \$15 worth of old subscriptions turned in. These extra vote offers are in addition to the regular schedule. The winner of the "Two Free Trips" has the privilege of transferring his tickets to a friend or friends.

There will be no better vote offer given at any time during the contest.

Candidates have their choice of Two Free Trips, with all expenses paid, either to New York or a boat trip down the St. Lawrence to Saguenay.

EIGHT CABINETS OF SILVER

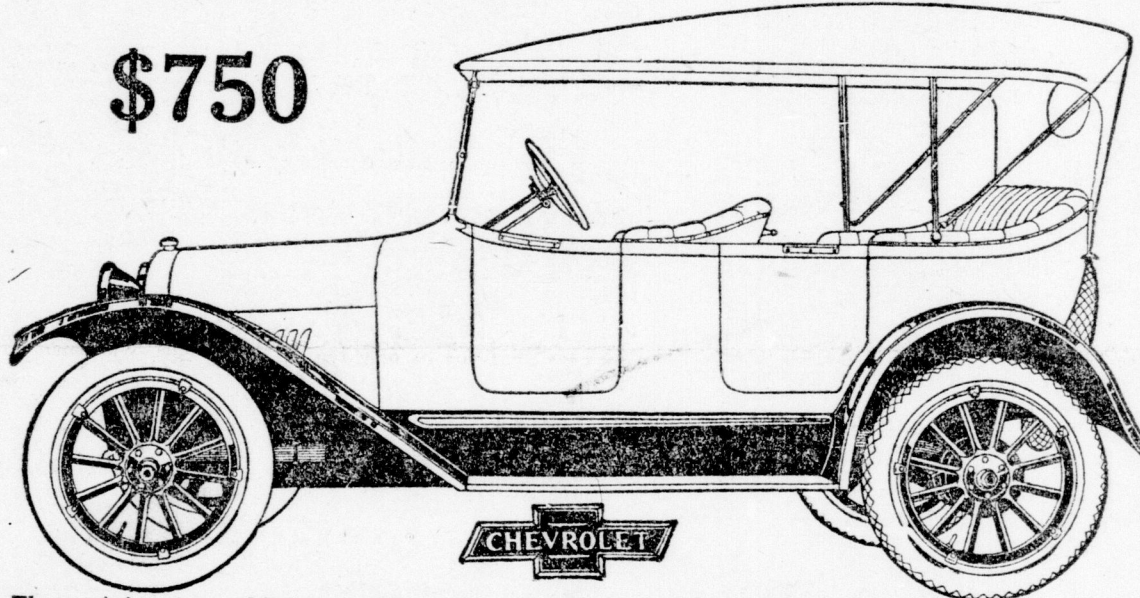
Costing \$114.50 Each



Now on exhibition at Smallman & Ingram's. One for each of the eight districts.

FIRST PRIZE IN EACH DISTRICT

\$750



These eight automobiles cost The Advertiser \$6,000. They are the 1918 model, and are now on exhibition at the Ontario Garage, Dundas Street, London.

50,000 EXTRA VOTES

FOR EVERY \$15 WORTH OF NEW SUBSCRIPTIONS TURNED IN BY 8:30 P. M. AUGUST 7.

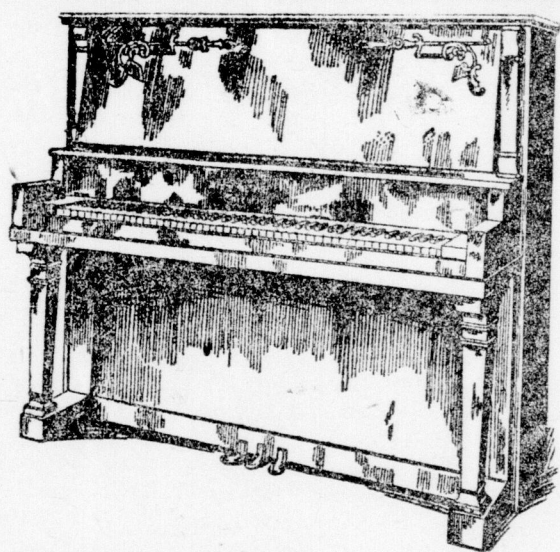
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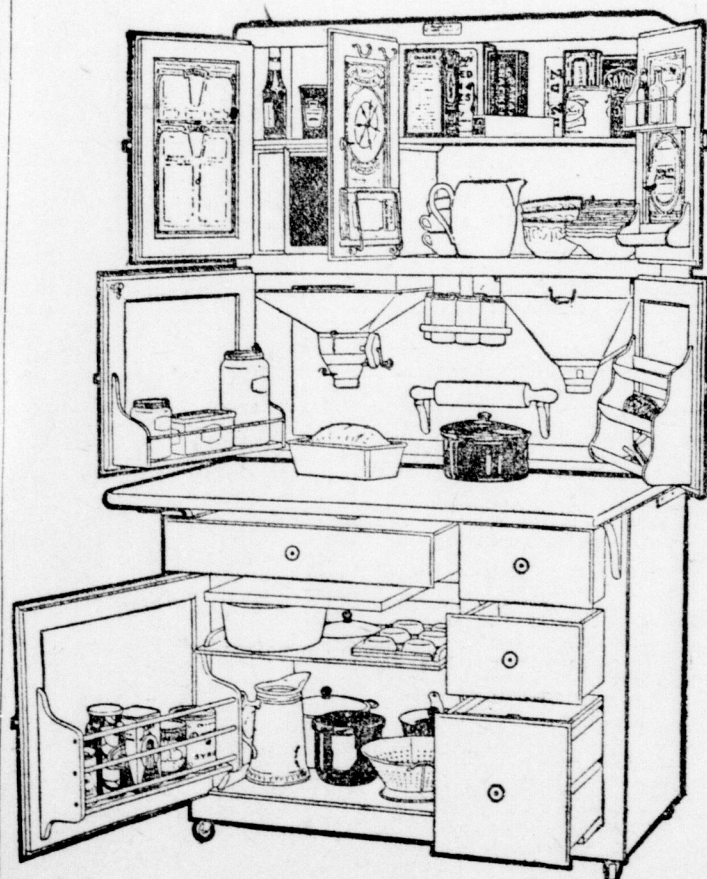
A \$400 Mason & Risch Piano

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CASH PRIZES

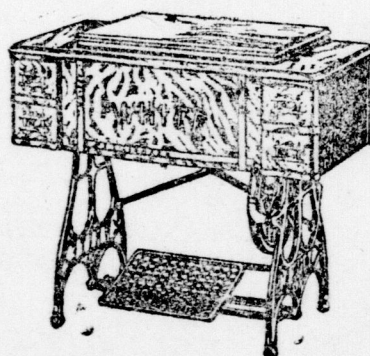
\$1,000 WILL BE GIVEN TO THE WINNER OF THE GRAND PRIZE, WHICH WILL BE DONATED TO SOME PATRIOTIC ORGANIZATION IN HIS OR HER DISTRICT; \$125 IN CASH WILL BE GIVEN TO THE WINNER OF THE FIRST PRIZE IN EACH DISTRICT FOR PATRIOTIC PURPOSES.



Eight \$50 Hoosier Kitchen Cabinets

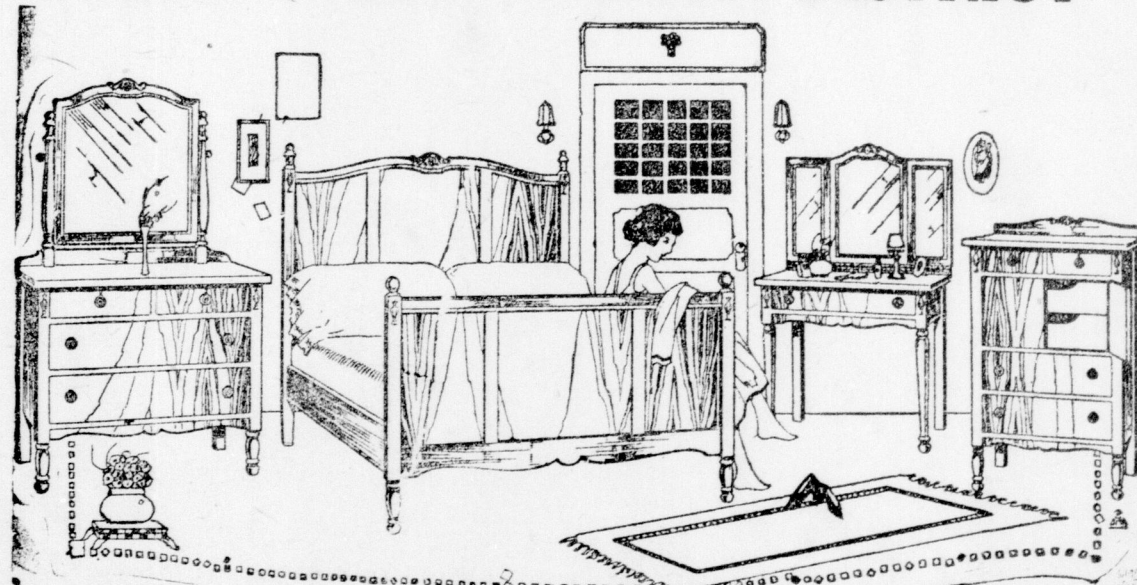
Now on exhibition at the Trafford Furniture Company, Dundas Street, London.

EIGHT CANADIAN "WHITE" Sewing Machines



One for each of the eight districts.

THIRD PRIZE IN EACH DISTRICT

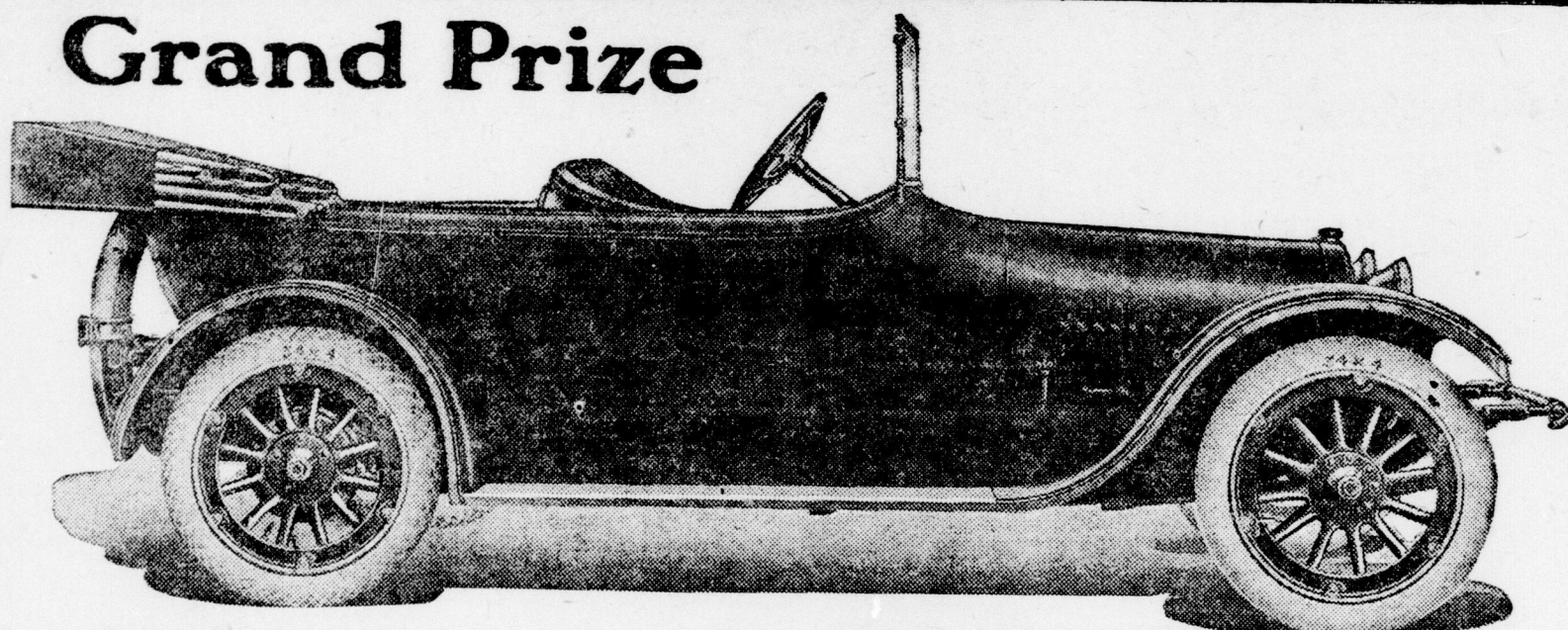


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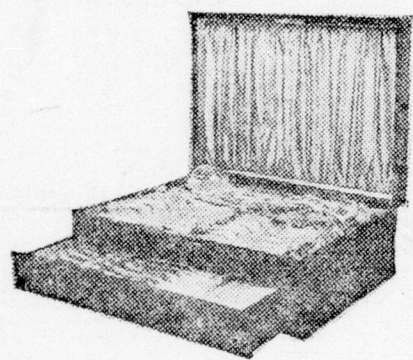
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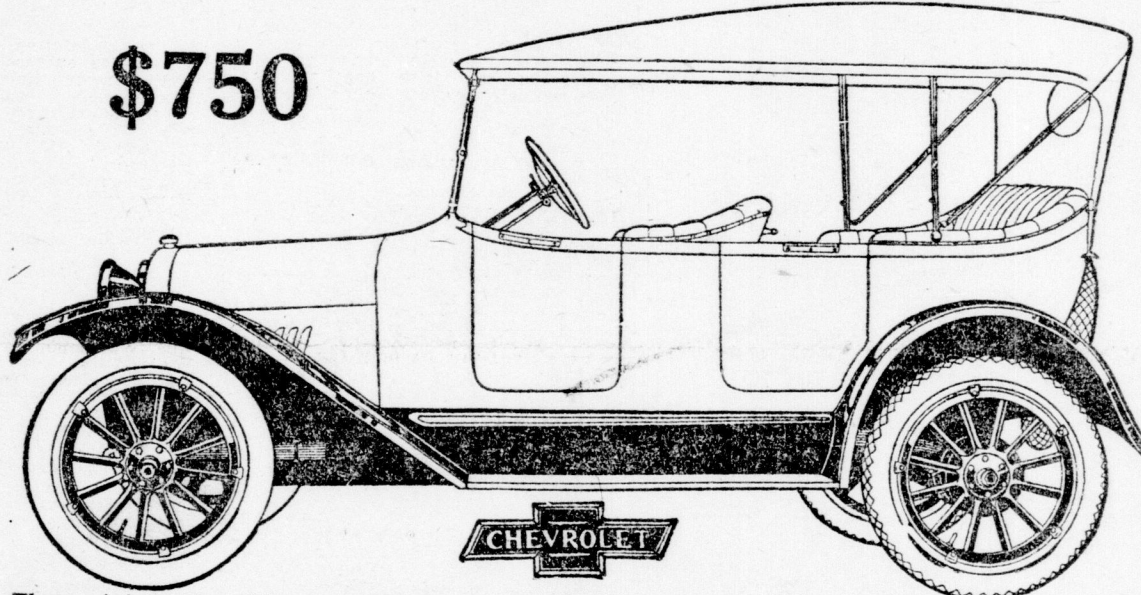
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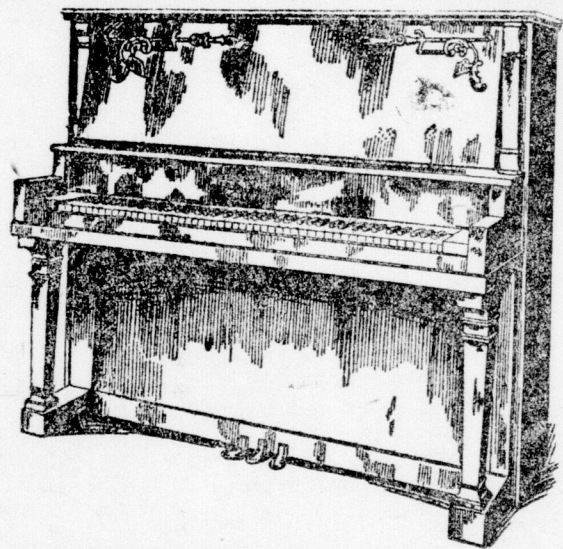
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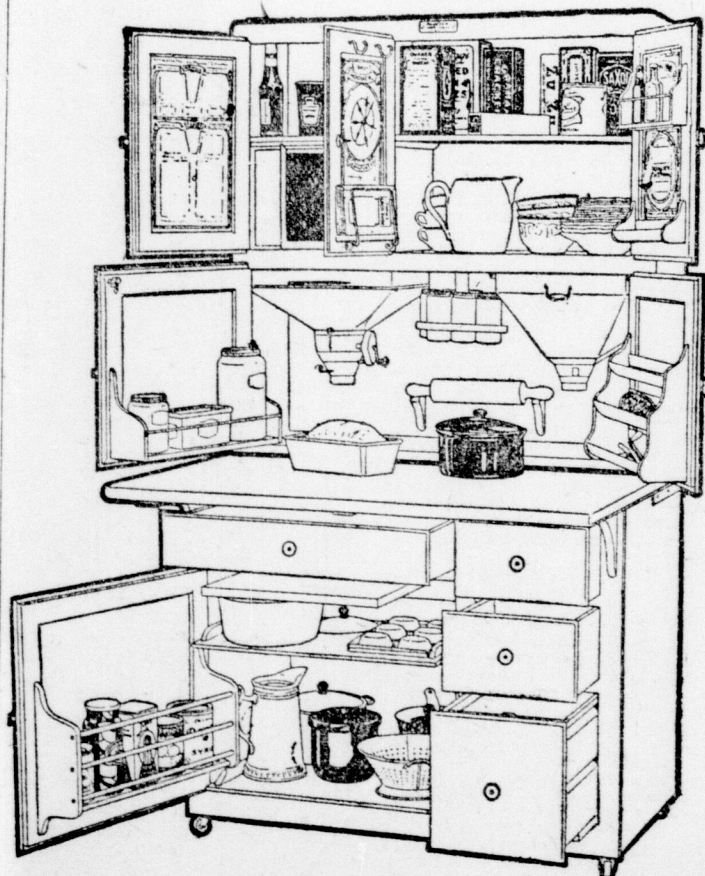
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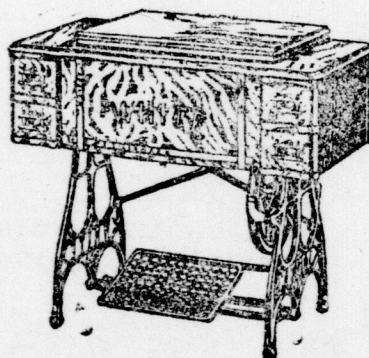
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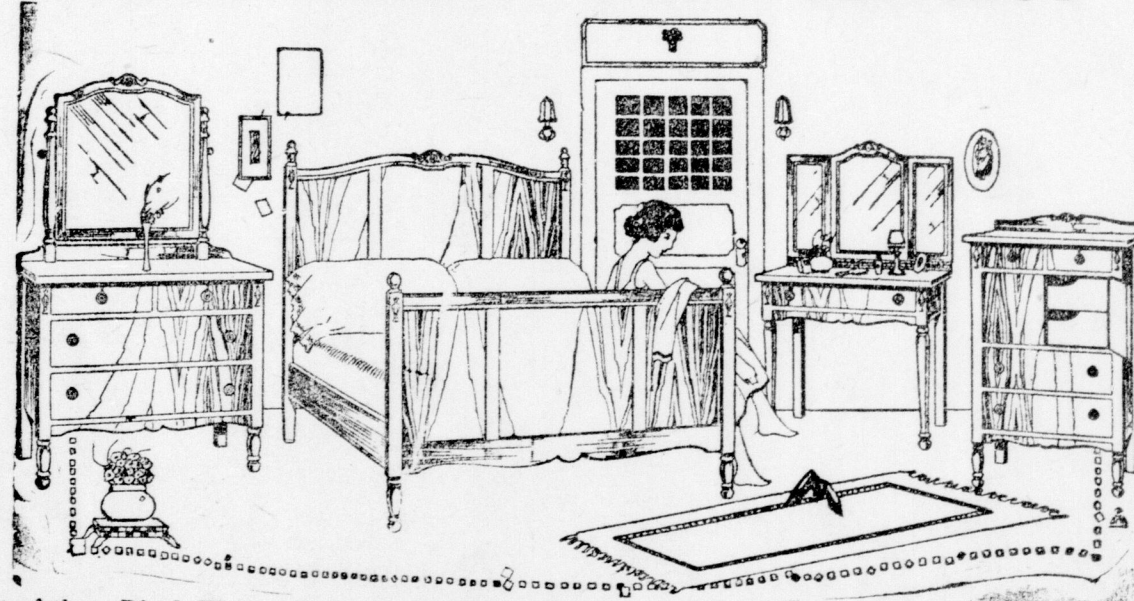
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their blood in behalf of the unjust ambitions of France.

To Let United States Get In.

"This desire has been fulfilled, but not as Premier Ribot anticipated, for we can hardly presume he had such an absolute lack of humanity as that, though foreseeing the failure of the Russian offensive, he yet insisted upon it, thinking it would give another hour's respite pending the entry of America

tation that I only consented to the majority resolution with an ill-concealed reservation of Germany's desires for conquest. I am obliged to deny the imputation as to an object of which there can be no doubt. Besides, the resolution implies—which is quite clear

Mr. Michaelis added that it was manifest Germany's enemies were not in the least considering such denunciation and

was fresh proof that her enemies were responsible for the prolongation of the war, and were "actuated by lust of conquest."

determination in the future."

**Bullet-Riddled
Flag Recovered
by C.M.R. Troops**

**Historic Tri-Color Presented
To French Minister of
Interior.**

PARIS, July 29.—Via Reuter's Ottawa

agency.— deputation of officers of the Canadian Mounted Rifles on Saturday handed to M. Malvy, minister of the interior, the French flag which surmounted the town hall of Airon in the department of Oise.

German Submarine

German Submarine and Crew Captured by Belgian Cavalry

U-Boat Stranded West of Cal-

ais Not Destroyed by Crew.

PARIS, July 29. — The German submarine that ran ashore on the French west coast of Calais on Thursday was

The stranded submarine was first sighted by a customs officer. He called

ed upon some Belgian horsemen who were exercising near by to come to his help. They rode down the beach, the message reports, surrounded the U-boat, and made prisoners of the crew.

SENDING CANDIES TO

BOYS IN TRENCHES

SHEDDEN, July 29.—At the regular meeting of the Women's Institute in the Methodist Church a good program was given by the junior workers. Miss Fallis Ranmont and Miss Jonena McCarther gave a dialog. Miss E. J. ...

Miss Bertha Rde, a reading on "The Women's Institute"; Miss Can Do." A reading by Miss Vera Schrader proved interesting.

Miss Jonena McCarther and Miss Falls Raymond handed in \$15 gathered in one afternoon, to buy acid drops for the boys in the trenches.

Miss Lettie Sells is president. The Baptist Sunday School picnic, held on W. Moore's lawn Thursday afternoon, was largely attended. One of the largest barn-raising in this neighborhood in some time took place at James McLoy's on Thursday. The good weather for haying did not prevent a large number of people from attending.

The captains for the sides were Murray McCarther and George Funger, and it was a fine race all the way to the finish, which resulted in a tie.

When Mr. McLoy's barn is finished it will be one of the finest in the township. The dimensions are 42 by 73 feet.

Corn Products

We are advised to buy this stock for very much higher prices. We carry this and all other stocks on very reasonable margin.

KEMERER, MATTHES & CO.
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Non-Savings Investment Society

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.....	\$250,000.00
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 k Exchange.
 d of Trade.

Grain
 Cotton

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