

## SACRIFICE STOCK FOR HIGH PRICES IN GREAT BRITAIN

LONDON, July 10.—The meat problem in England has been forced to the front as one of the main issues caused by the war. There is a cry now that the nation's breeding stock is being sacrificed on the altar of high prices and that in the event of the war's lasting a long time the situation will amount almost to a famine, not only of meat, but of milk as well.

One of the official leaders in the Times states that already many farmers have begun to dispose of immature and breed stock to the butcher so that they may be relieved from feeding them at the present high prices for grain.

Sixty per cent of the meat—beef, mutton and veal—consumed in England is home product during normal times. Now, with figures of the consumption for the army and navy obtainable, and with large consignments coming in from the United States and the Argentine, it is not possible to say just what the percentage is, but it is known that the actual amount of meat slaughtered here is far greater than it has been before in the nation's history.

### WEBSTER.

Mr. and Mrs. William Murray of near Carlos City, spent Tuesday with Mrs. Viola Wilcoxon.

Mrs. Samuel Miller and son Glen, spent Wednesday with relatives near Olive Hill.

Mrs. Calvin Steddom and daughters of Los Angeles, California, Mrs. Cora Bartomes and son, of Goshen, Ind., came Wednesday evening to spend the remainder of the summer with Mr. and Mrs. Isaac Steddom.

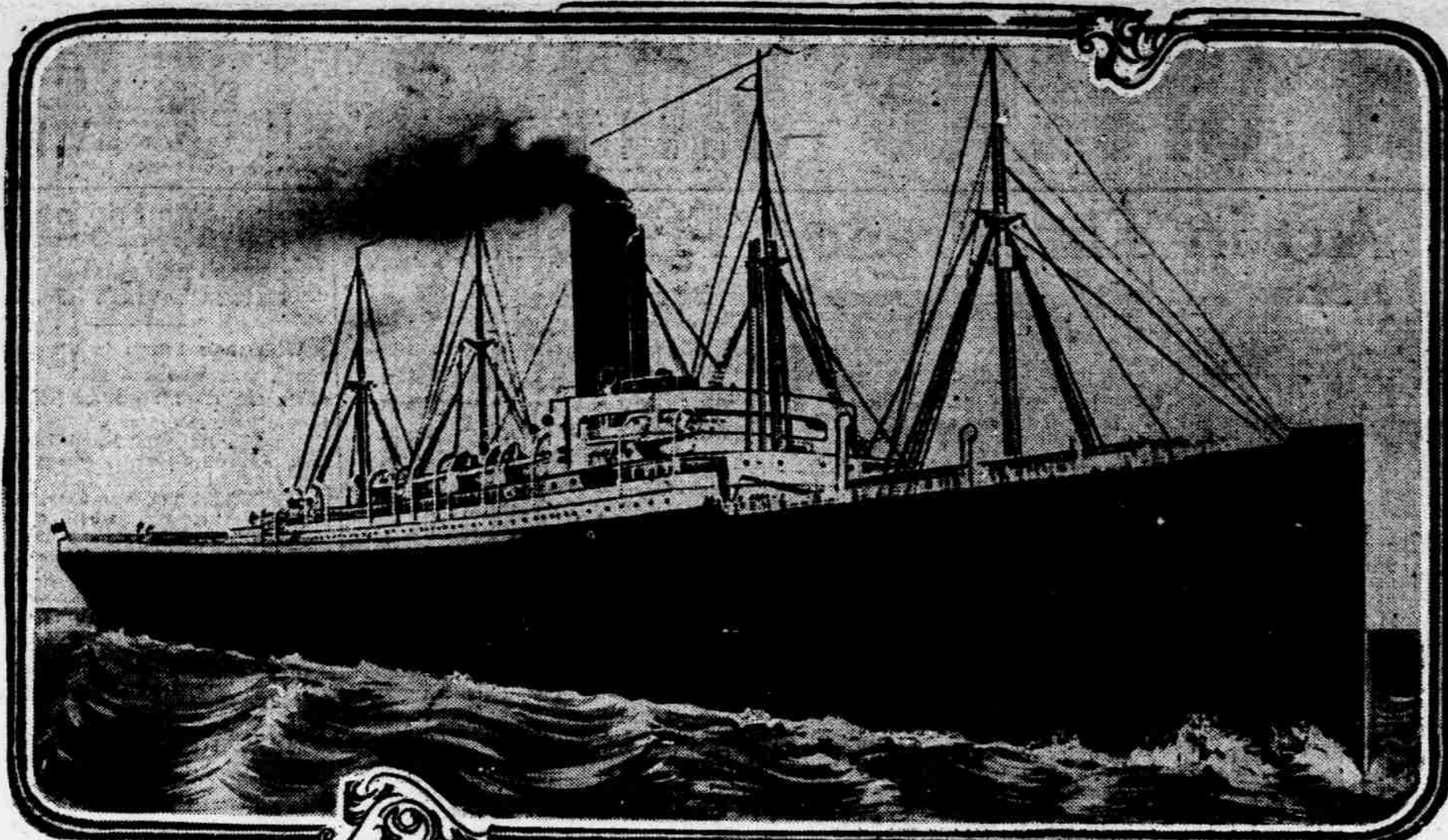
Miss Lydia Brunton of Richmond, called on W. L. Witmer and family Thursday evening.

Fathers Day will be observed at the M. E. church Sunday afternoon. A special program is being arranged.

### ASK NAME ALTERED.

Petition was made to circuit court today by the Craighead Plumbing and Electric company to change the firm's name to the Stanley Plumbing and Electric company. The president and chief stockholder is F. E. Stanley.

## TORPEDOED LINER ARMENIAN



### SUNDAY SERVICES

NEW PARIS, Ohio, July 10.—The following is the order of services for New Paris churches Sunday:

Presbyterian—Rev. E. J. Vance, pastor, S. S. 9:15 a. m., M. O. Penland, Supt. Morning worship at 10:30 o'clock. Subject of sermon "The Beauty of Holiness." Evening service at 7:30 o'clock. Subject "The Spirit of Modern Christianity." Rev. Vance will occupy the pulpit after a several weeks' vacation.

Methodist—Rev. E. Knelsley, pastor, S. S. 9:15 a. m., H. W. Bragg, Supt. Morning service at 10:30 o'clock. Subject, "Progressive Salva-

tion." Epworth League 6:45 p. m., leader, Adolph Barker. Evening service at Gettysburg church.

Christian—Rev. H. R. Bixel, pastor. Bible school 9:30 a. m. Morning services at 10:30 o'clock. Subject, "More Light." Y. P. S. C. E. at 6:45 p. m. Evening service at 7:45 o'clock. Subject "The Leaven and The Lump."

### RESISTS EFFORTS

GULFPORT, July 10.—Mrs. Meta Feulner Sinclair filed proceedings in chancery court seeking temporary possession of her son. Argument on the petition will take place this afternoon. Upton Sinclair has engaged attorneys to fight his wife's efforts.

### Deaths in Preble

#### DANIEL BROWN.

NEW PARIS.—Funeral services over the body Daniel Brown, who died suddenly Thursday afternoon of heart trouble, were held Saturday afternoon at 1 o'clock from the residence of his daughter, Mrs. James Shurte, where he made his home. Rev. C. W. Hoefler of Richmond was in charge. Interment of the remains was made in the cemetery at Lewisburg, Ohio, beside the grave of his wife who died several years ago. L. L. Brown, clerk of Preble County, Mrs. Emma Harris, Richmond and Mrs. James Shurte are the surviving children.

### EXAMINED BOOKS.

NEW PARIS, O., July 10.—E. C. Mikesell, clerk of Jefferson Township, and M. H. Pence, treasurer of the same township were called to Eaton Friday to meet Mr. Davis, state examiner. He paid both men high compliments on the appearance of their books and the thoroughness in which their work was done, in fact stamped O. K. all over their records.

The first national bird census shows that the densest bird population is at Chevy Chase, near Washington, D. C., where 161 pairs of thirty-four species were found nesting on thirty-three acres.

## RAIDS OF AEROPLANES AROUSE ALL ENGLAND

LONDON, July 10.—The appalling raids on her own coast, together with the remarkable exploits of airmen at the front, have aroused England to enthusiasm on the subject of aerial warfare. Every man available for the work in the country now is busy building aircraft, and it is probable that before many weeks Great Britain will have an air navy as large as any in the world, if not larger.

The news is published now that machines in course of construction will be capable of carrying sixteen men with their accoutrements for a great distance. If this be true, the aeroplane unit will assume an importance which can not be estimated.

England had a horror of Zeppelins until Flight Sublieutenant Warneford's exploits of a few weeks ago, when he destroyed one of the monsters of the air. Now the horror is gone, and in its place has come a determination to destroy all of these pests of the sky.

### EATON PUBLISHER WEDS IN DAYTON

EATON, O., July 10.—A surprise wedding, that of C. B. Unger and Miss Anna Clayton, took place Saturday morning in Dayton at the home of Rev. J. G. Huber, a United Brethren minister. Following the ceremony the couple left for a northern trip. The bridegroom is owner and publisher of the Eaton Herald, the county's leading newspaper, and is actively identified with the city's commercial interests. The bride is the daughter of Mrs. Margaret Clayton and is one of the city's popular and charming young ladies, active in both social and church affairs. She recently resigned her position with the Preble county national bank after a service of several years.

### SOCIAL CIRCLE MEETS.

NEW PARIS, Ohio, July 10.—The social circle with Mesdames Mae Ruth, Lena Haller and May Aker as hostess, entertained a number of guests in a delightful manner Wednesday afternoon in the Christian church parlors. The hours were spent with needlework after which a delicious luncheon was served.

According to English figures, the world's consumption of tea is steadily increasing and the demand for British tea far exceeds the supply.

## CANADIAN LANDS BIG SHELL CONTRACT



W. W. BUTLER.

Wilson W. Butler of Montreal, vice president of the Canadian Steel Foundries, Ltd., and the Canadian Car and Foundry company has arrived from Europe with a fat Russian contract for shells and a disposition to ignore J. P. Morgan & Co., as the fiscal agents of the British government on this continent. Mr. Butler says he has eight idle plants which will be put to work as rapidly as possible to turn out the five million shells for the Russian government. He added that Great Britain has not treated Canada fairly in the matter of contracts for war munitions, but that he believes the Canadians will fare better now that D. A. Thomas, the Welsh coal king, is coming to this continent to represent the British government in the matter.

# How, and Why, — —the GOODRICH "Fair-List" Propaganda now saves Car-Owners, yearly, over \$25,000,000 on Tires

THERE are 1,923,951 Automobiles now State-licensed, and running, in the United States. Of these, 1,803,951 are Pleasure Cars—i.e., exclusive of Trucks, etc.

More than 90% of them, or about 1,623,555, use Pneumatic Tires.

Each car will wear out and replace, on average, about one Set of Four Tires per year.

Therefore, the interests of each Car-Owner as well as each Car-Manufacturer, each Car-Dealer, and Salesman, is vitally and personally affected by the price of Tires to Consumers.

Because,—Tires and Gasoline are the two big items of consumption in the operation of Motor Cars.

The Owner who used his Car 1,000 Miles less per year, than he would have done, because of "the high-price of Tires and Gasoline," received that much less return from his entire investment in the Car proper.

The potential, or prospective, Car-Owner who fails to buy a Car because of "the high cost of Tires and Gasoline,"—he who sells his Car and does not buy again because of "the high cost of Tires and Gasoline"—or he who, for the same reason, stores his Car and does not run it during a considerable part of the year, is a direct loss to

—1st—Automobile Manufacturers, as a class.

—2d—Automobile Dealers, as a class.

—3d—Garage Owners, as a class.

—4th—Lubrication & Gasoline Manufacturers, as a class.

But,—he is a greater loss to TIRE Manufacturers, and Dealers, as a class, than to any others.

Because,—

—Gasoline and Lubricants, for instance, can be sold to the Owners of Motor Boats, Stationary, and other Motors.

But,—Automobile Tires can only be sold, in the ultimate, to the man who OWNS a Car, and who wears out Tires through using it.

EVERY mile that each Automobile runs, means an automatic Sale of Tires to replace that mileage with new Tires.

But, all the Salesmanship, and all the Advertising, under the Sun, could not increase, by a single Tire, the total sales of Tires beyond the number of Cars owned by Consumers, and the number of Miles each Consumer runs his Car yearly.

The Market for Tires is therefore limited inflexibly, to the number of Cars running, and the Mileage which each Owner is induced to run yearly.

Therefore, we opine that to promote greater Sales, and greater use, of Automobiles, few better incentives can be offered than markedly-lowered cost, TO CONSUMERS, for Tires and Gasoline.

Just as we recognize that the only legitimate expansion open to the Tire Industry, as a whole, would be due to the Sale of more Automobiles each year to Consumers, with a greater average Mileage USE, per year, of each Car by each Owner.

That is why we favor the lowest possible price for Tires,—to Consumers, consistent with maintenance of high quality and a fair profit to Dealer and Mfr.

So this, then, is a leading reason why WE initiated, and propagated, that Goodrich "Fair-List" Movement which we publicly announced in the press on Jan. 31, 1915, and which caused practically every Pneumatic Tire Manufacturer in this Country to follow our lead and bring his prices down to a fairer level.

THIS is also the reason why some Tire Manufacturers, who could not, or would not, "meet" our BASIC prices for Pneumatic Tires (even though our "Fair-List" Propaganda obliged them to make heavy reductions off their former Lists) might erroneously suppose that "Goodrich" Tires have been cheapened in Quality, as well as in price.

Hence this explanation (to the Public, to Car-Manufacturers, Dealers, Car-Salesmen, Garages, and Tire Dealers generally) that we deem it "good business" to sell the best Goodrich Tires (of fabric construction) we have ever made, at the fairest price possible for such quality.

Hence, too, the following TEST offer to Consumers. —We will cheerfully pay for any Goodrich Safety "Non-Skid" Tire, sold since our "Fair-List" price-reduction (announced on January 31, 1915), which when cut open shows any reduction in quality, in number of layers of Canvas, in thickness, or quality of Rubber, when compared with any other Goodrich Safety "Non-Skid" made by us, and sold at our higher prices current before the Goodrich "Fair-List" Movement.

And,—this is further to authorize any Tire-User to extend this Offer (at our expense) to any Tire Dealer, or Manufacturer.

We ask Car-Owners, and Tire Consumers, in their own interest, to see that no "implication" of lowered quality in Goodrich Tires goes unchallenged—just as we have protected their interests, for our own sake, through our "Fair-List" Propaganda.

BECAUSE of that GOODRICH "Fair-List" Propaganda, every Car-Owner who now buys any make of Tire sized 37 x 5, now saves on each set of 4 Tires, an average of about \$46.27.

—Every Car-Owner who uses 34 x 4 Tires, of any make, now saves, through the Goodrich "Fair-List" Propaganda an average of about \$26.15 per Set of 4 Tires.

## Made as always—

- The same reliable Construction.
- The same dependable Service.
- Nothing whatever taken out of materials or Quality, no matter what reductions in List-Price are ever made.

—Every Car-Owner who uses 30 x 3 1/2 Tires, now saves, through the Goodrich "Fair-List" Propaganda, an average of about \$14.70 per Set of 4 Tires.

Other sizes in proportion. The 1,623,555 State-licensed Car-Owners who use Pneumatic Tires now save about 20% of what they last year paid for ANY make and size, whether they be Goodrich or competing brands,—equal to more than \$25,000,000 per year.

And, don't forget that this giant saving to Car-Owners was never mentioned to the Public by other Tire Manufacturing Concerns until the Goodrich "Fair-List" Propaganda made it imperative that they extend the Saving to Consumers on their Tires, or lose business to the Goodrich Co.

But, notwithstanding all this,—the fact which should loom largest to TIRE-USERS is the contrast of 10% to 40% in prices, that still exists between the low price of the best Non-Skid Tires (of fabric construction) that money can buy, or the largest Rubber Factory in the World produce,—(to wit, GOODRICH Non-Skid Tires) and all other "responsible" Tires in the field.

Compare prices and see! Then, if you are not already a Goodrich User, do yourself (and us), the justice to buy at least one GOODRICH "Non-Skid" Tire.

Test that out for Quality, Mileage and Resilience against any other Tire, at any price, which you are now using.

The result of such Test will cause you to wonder why you ever paid more for Maximum Quality, Mileage, and Resilience than the Basic price of Goodrich Non-Skid Tires?

THE B. F. GOODRICH CO., Akron, O.