# THE ASHEVILLE CITIZEN CITIZEN WANT ADS BRING RESULTS THE WEATHER FAIR.

VOL. XXXIII, NO. 182.

ASHEVILLE, N. C., MONDAY MORNING, APRIL 23, 1917.

PRICE FIVE CENTS

**ADVERTISING WILL** 

BE USED TO SELL

WAR CERTIFICATES

Secretary McAdoo Planning

Nation-Wide Campaign

of Publicity.

Offers of Assistance Re-

ceived From Many Un-

expected Sources.

WASHINGTON, April 22.-- A nae tion-wide advertising campaign of ex-traordinary proportions has been de-

cided upon by Secretary McAdoo as the most effective means of disposing quickly of the \$5,000,000,000 bond

quickly of the \$5,000,000,000 bond issue soon to be offered to the public. So many patriotic offers of aid have poured into the treasury depart-ment recently that practically every method of publicity in the country will be at the government's disposal, without charge, in helping to make the lawice a sufferer

Advertising Planned. Newspapers, magnzines, street car advertisements, even the bill boards, soon may be proclaiming the issue in

big type and summoning the issue in big type and summoning every Amer-ican to do his duty by subscrib-ing. Large advertising agencies have offered their services, free of cost, in writing the advertisements and other-

writing the advertisements and other-wise assisting in the campaign. Many newspapers have opened their advertising columns, without charge. Officials have welcomed such offers and expect others of a similar nature. There will be no general campaign of paid advertising, it was said authoritatively tonight, nor the incurrence of any items of expense whatever that are not absolutely es-sential. Five million dollars will be

sential. Five million dollars will be available for all items of expense. A force of approximately 1 and

available for all items of expense. A force of approximately 1,000 persons will be added to the bureau of en-graving and printing already working hight and day to meet the present heavy demands of the government, and at least 200 clerks will be em-ployed in the clerical work incidentiat to the big bond issue. This force will be obtained through the civil service.

the issue a sudcess.

PATRIOTIC OFFERS

**GOVERNMENT GETS** 



LONDON, April 22 .- The British hospital ships Donegal and Lanfranc, with many wounded aboard, have been torpedoed without warning. They were sunk on April 17. Of those on the Donegal, twenty-nine wounded men and tweive of the crew are missing. The Lanfranc carried German wounded as well as British. Of those aboard, nineteen British and fifteen Germans are believed to have nerisbed perished.

perished. Other Losses. The chancellor of the exchequer, Andrew Bonar Law, announced on April 19 in the house of commons that there had recently been further losses of British hospital ships, which would be published soon. Today the secretary of the admirality issued the following statement: "On the evening of April 17, the steamships Donegal and Lanfranc, while transporting wounded to Brit-ish ports, were torpedoed without warning. Of these twenty-nine men, as well as twelve of the crew are

warning. Of these twenty-nine men, as well as twelve of the crew are missing and are presumed to have been drowned.

wounded Germans. "The Lanfranc, in addition to 234 wounded British officers and men carried 167 wounded German pris-oners, a medical personnel of fifty-two and a crew of 123. Of these the following are missing and are prefollowing are missing and are prewounded British officers, eleven wounded British, other ranks; one royal armv medical corps staff; five of the crew; five wounded German offi-cers, and ten wounded Germans, other ranks other ranks.

"One hundred and fifty-two wound-ed German prisoners were rescued by British patrol vessels at the imminent risk of being themselves torpedoed.

"Owing to the German practice of sinking hospital ships at sight and to the fact that distinctive marking and Highing of such vessels render them more conspicuous targets for German submarines, it has become no. longer possible to distinguish our hospalm longer possible to distinguish our hos pital ships in the customary manner. One of these two ships, therefore, though carrying wounded, was not in any way outwardly distinguished as

a hospital ship. "The distinctive markings of the other had not yet been removed. Both were provided with an escort for

More Than Sympathy. PARIS, April 22 .- The Stars and Stripes were flung to the breeze from Elffel Tower at 2 o'clock this after-noon and saluted by twenty-one gubs. This marked the opening of the ceremonies of "United States day" in Paris. The French tri-colors and the Star-Spangled Banner were at the same hour unfurled together from the residence of Wm. G. Sharp, the Amer-ican ambassador, in the Avenue D'Ey-lau, from the American embassy

Ican ambassador, in the Avenue D'Ey-lau, from the American embassy, from the city hall and from other municipal government buildings. It was a great day for the red, white and blue. Over all the capital, street vendors did a thriving trade in the colors of both allies while 40.000 American fings, handed out gratis by the committee, were waved by the people who thronged the vicinity of the manifestations.

## the manifestations

Received by Sharp. Received by Sharp. Jules Cambon, general secretary of the ministry of foreign affairs; Gen-eral DuBail, military governor of Paris, the members of the committee and others were received at half-past one by Ambassador Sharp, at his real-dence, whence the proceeded to the Place D'Iena, where a bronze paim was deposited at the foot of the equestrian statue of Washington. While cannon boomed in honer of the American colors floating from the top of Eiffel Tower and aviators, flytop of Eiffel Tower and aviators, fly-ing over the spot, waved both French and American flags, the Star-Spangled and American mags, the Sur-Spangied Banner was sung by Mmile. Nina rtay, of the Opera Comique, and the "Mar-seillaise" by Jean Note, of the opera. Members of the American LaFay-ette figing corps, a delegation from the American ambulance at Nuilly and the American field ambulances with a large representation from the with a large representation from the Association of Veterana of the Marne, were the guard of honor before the LaFayette statue at the Tul-lieries Gardens, where the official procession halted to deposit a bronze

Reception for Americans. Reception for Americans, Ambassador Sharp and his escort were received at 3 o'clock at the city hall by the members of the munici-pal council, by Marcel De Lanney, prefect of the Seine; E. Laurent pre-fect of police; Premier Ribot, Georges Desplas minister of public work; Jules A. Steug, minister of public instruction: Capital Andre Tardieu.

Eastern Front. Apparently a big battle is brewing along the front between Arras and Lens, where the British guns are

again hammering the German lines. Except for this artillery activity and small gains southeast of Loos and be-tween Arras and St. Quentin, in the region of the Havricourt Wood, Sun-day passed with comparative calm. Artillery Duels.

Likewise on that part of the front held by the French, artillery duels predominated, being intense between the Somme and the Oise. In Cham-pagne the Germans launched several attacks on the heights in the Massif of Moronvillers and against Mont Haut, which were repulsed with heavy casualties.

Changes in position have taken place. Berlin admits the loss of two Ger-man torpedo boat destroyers in the fight with British sca forces off Do-ver Friday night. German destroy-ers on Sunda" threw one hundred shells ashore in the region of Calais, killing some civilians and wounding twolve other persons twelve other persons. The British commission, headed by Arthur J. Baifour, the foreign secre-tary, has safely arrived in Washing-ton for a discussion with American government officials of matters per-taining to the war.

CALAIS REGION SHELLED.

CALAIS, France, Saturday, April 21 (via Paris, April 22.)—German torpedo boat destroyers today fired 100 shells in the region of Calais. Some civilians were killed. Twelve persons were slightly injured. Calais is the western terminal of the main railroad artery that supplies the Pritish arming on the Leng. Arrag the British armies on the Lens-Array battle front in northwestern France. The town lies directly opposite the British channel port of Dover, near

other had not yet been removed. Both were provided with an escort for protection." The Lanfranc was a vessel of 6.287 gross tons. She was 418 feet in length and was built in 1907. Her owners before the war were the which place five German destroyers attempted a raid on British shipping Friday night, with the result that two ships and



# AMERICAN CAPITAL EXTENDS A SIMPLE **BUT HEARTFELT WELCOME TO BALFOUR** BUT FIERARIFELT WELCOME TO BALFOUR AND FELLOW MEMBERS OF COMMISSION Have Come to Washington "To Make Co-operation Easy and Effective Between Those Who Are considerable fight-ing has taken place in Macedonia in the Cerna river bend and southwest of Lake Doiran, but no Important changes in position have taken place. Berlin admits the loss of two Ger-

WASHINGTON, April 22.—The American capital today extended a simple bat heartfeit welcome to the British minister for foreign affairs. Arthur J. Balfour, and the other mem-bers of the British commission, which has come to Washington, as Mr. Bal-four expressed 11, "to make co-operation easy and effective between those who are striving with all their power to bring about a lasting peace by the only means that can secure it-gamely a succesful war." There may be marine band, having been amended to conform to the visitors, the original plan, including the presence of the marine band, having been amended to conform twill son and Secretary Lansing that this was a grave and serious event in American hatory and not to be lightly treated, or regarded as a social and

was a grave and serious event in American history and not to be lightly treated, or regarded as a social and festive affair.

festive affair. Crowd Gathers. On the union station plaza were sathered some 5,000 people waiting patiently for a glimpse of the nation's guests, restrained at a proper dis-innee by hundreds of blue-coated policemen and by two troops of the Second cavairy commanded by Colonei Fenton, part of the garrison at near-

measure of protection to the visitors.

When the signal was given for the start, the cavalry guard closed around and enveloped the party. This was the same guard which President Wilson had chosen as his personal escort on the occasion of the last inauguration and the troops were disposed in exactly the same way as on that ob casion so as to afford the extreme

offers of Assistance. Offers of Assistance. Offers of Assistance. Offers of Assistance have been re-neived from many anarpected sources. Department stores have affered not only to accept subscriptions, but to solicit them, and in some cases, to make subscriptions casist for their customers by buying bonds outright and accepting installment payments for them. Express companies have offered the service of their money de-partments free. Chains of stores deal-ing in various commodities have asked if they might not be authorized to receive subscriptions. There will be at least 150,000 places in the United States where places in the United States where bonds may be purchased. These in-clude banks, state and national, trust

(Continued on Page Two.)

