

YOUR FRIENDS
Can buy anything you
can give them except
YOUR Photograph!
Make your appointment to-day.
The Tooton Studio,
310 WATER STREET (opposite Goodridge & Sons).

LONDON GOSSIP.

LONDON, Feb. 7th, 1916.
COMPULSORY MILITARY SERVICE ARRIVES.

The Military Service Act comes into operation on February 10, and the appointed date is March 2. The former date does not signify much except as determining the latter date, before the appointed date all appeals for exemption must be put before the tribunals. On the appointed date all single men of military age who have not appealed and been exempted will be deemed to have been enlisted and transferred to the service.

THE POLICY OF REPRISALS.
The may condemn it, or "regretful acquiescence" in it, or heartily approve of it, but there seems no room for question the fact that at the moment the policy of reprisals holds the field. It has been creditably slow to assert itself, for it has been our pride to be fair and even generous fighters.

EXIT THE "PRUSSIAN" COLLAR.
The antipathy towards everything German has now resulted in the nearly complete elimination from the clothing trade of the word "Prussian" as applied to the military style of collar frequently employed on raincoats and thickintoshes. Shortly after the outbreak of the war retailers looked round for another term descriptive of the collars in question, and at first a few wrote the second letter in capitals—thus, "Prussian"—so that the manufacturer would know the meaning. Soon the initial "P" was dropped overboard entirely and "Prussian" became the new title. However, as this still retained a decided flavor of the original objectionable word both in regard to spelling and pronunciation, and in order presumably to remove any possibility of the revival of the Hum description after the war, the difficulty has been solved by using an English word essentially military in association, and therefore in keeping with the type of collar. The new name by which these collars are now generally known is "the Kit chener."

MENTION SUPPLIES.
We are on the eve of a greatly enhanced output of munitions. The great Government factories are gradually being completed, and in a very short time new establishments employing many thousands of men and women should be working at full pressure. There is a need in the circumstances for a more rapid and extensive dilution of skilled labor. Only by the multiplication of those munition factories, with their enormous capacity for the military needs of the present and the future be adequately met. It is not permissible to give any details of the colossal efforts being made to put this country and the Al-

PAPER ECONOMY.
London generally has formed itself into a committee of ways and means for telling other people how to save paper. That the newspapers will be smaller is a certainty, and a great effort will be made to induce the public to take the sensible course that the rate in America and become half-yearly subscribers to their favorite paper, so that "returns" can be published or at least minimized.

Pneumonia Finds Its Victims Weakened By Colds and Grip

His Letter Tells How to Gain Strength After Colds by Using Dr. Chase's Nerve Food—Pneumonia is Prevented.

Epidemics of colds and grip are almost invariably followed by much loss of life from pneumonia. When the body is worn down by colds and grip, pneumonia usually attacks the person who is tired and worn out, and is therefore lacking in resisting power.

In this letter is described a case in which the patient was in the greatest danger of contracting pneumonia or some similar disease, but fortunately she sought the aid of Dr. Chase's Nerve Food and was soon restored to health and strength.

Miss E. J. Buswell, Centralia, Ont., writes: "Last winter my mother contracted a bad cold. She was bothered with shortness of breath, wheezing, fevered and too sore to cough. Our doctor prescribed treatment which brought relief from these symptoms, but when she got up she was tired,

ness in a position of superiority over the enemy in the supply of war material. If certain lists in possession of the heads of the Munitions Department were presented to the public some staggering facts might be learned regarding the immense proportions of this diversion of industrial energy to the production of weapons of war. A mere catalogue of the manufacturing resources that have already been roped in by the Ministry of Munitions would fill a bulky volume. An order has just been issued by the Department declaring 298 additional establishments to be controlled establishments under the Munitions of War Act. This brings the total up to 2,720. Now when this specially built and equipped Government factories are coming into this tremendous zone of war preparations, there is a clamant call upon the human factor to convert the machine into an invincible power of offence.

THE OCEAN FREIGHT PROBLEM.

Though the movement is as yet scarcely appreciable, there are, I learn, indications of a reduction in freights, and it is now expected that the efforts in this connection of the new committee appointed to assist the Government in an advisory capacity will soon have a favorable result. If not, then opinion in shipping quarters favors the complete control by the Board of Trade of the maritime resources of the United Kingdom, and, if at all possible, in conjunction with our Allies. Almost everything depends upon the supply of tonnage, but, unfortunately, the closing of the Panama Canal to navigation has rendered longer voyages by other routes necessary, while about a hundred steamers are locked in the ice at Archangel, and will probably not be free before May. Moreover, the congestion at several home ports, notably London, in consequence of the scarcity of labor, is causing serious inconvenience, and is delaying the discharge and loading of ships. It has been suggested that, as in the case of railwaysmen, dockers should not be allowed to enlist or that German prisoners should be employed, as is being done in France with it, is stated, great success; but so far the response of the Government has not been favorable. As far as can be ascertained, shipowners are powerless to prevent an advance in freights, but more careful requisitioning by the Government officials, so that the modern steamers built for carrying such cargoes as cotton, light grain, etc., may no longer be used as common colliers, should, shipping people contend, accomplish much.

"NO FLOWERS—BY ORDER."

It does not improve the spirits of those who are trying, without much hope of success, to save the museums and galleries from mistaken economists to read that "more official encouragement has been forthcoming for hunting this week, even to the length of permitting them absolutely necessary for the maintenance of hunting to be started and specially reserved." There is, of course, a case for hunting to keep up our breed of horses, but it is not stronger than a case for feeding our minds. This generosity of the Government towards the hunting class contrasts oddly with their apparent insensitivity to the needs of the ordinary man. Besides shutting the picture galleries, the Government, through the Office of Works, is going to rob us this spring of flowers in the London parks. No fresh bulbs were bought last autumn for Hyde Park or the Royal Parks, and only in a few of the London County Council parks were any bulbs planted for spring. In Regent's Park, where the show of spring colors was always especially fine, there will be nothing but the herbaceous borders. Many flower beds are being grassed over. I believe that large quantities of old bulbs have been replanted. Apart from the crocuses and narcissus that grow wild in the grass, there will be little color in the parks this spring. The effects of this war economy will be felt most severely at Hampton Gardens. The beds there are the pride of Londoners at all seasons of the year. It would surely be better to charge for admission, as at Kew, rather than deprive London of the famous flower under the rosy palace walls.

SOCIETY AFTER THE WAR.

While ordinary people are thinking hard about what trade and employment will be like after the war is over, many minds in the West End have been thinking over how "society" will then go on. It is pointed out that the number of young men available for social purposes in the fashionable world will be very limited, and the preponderance of girls, formerly considered as the "bottle," will be hopelessly out of proportion. The dowager had almost disappeared from society, but nowadays she is a complete anachronism. Conventions, rules and regulations have gone overboard, and it is now impossible for a chaperone to forbid her charges to go and let her acknowledgement be written in the third person and on note paper, advised her mother.

Gin Pills
FOR THE KIDNEYS
Why Demanded
"Gin Pills did for my husband and me what no other remedy could. I was being my mother who has been a sufferer for upwards of 20 years, and one box cured her, so as to enable her to sleep on her left side, something she could not do for many a year. The doctor told her they could not cure her, but could relieve her by an operation for a moving kidney. But we never thought they did not think it advisable for her to go. Upon my advice she tried Gin Pills which cured her and for which she is ever ready to speak in terms of praise."
MRS. THOMAS H. BRESTID
Richmond, N. D., Box 115
N. D., U.S.A.
Your druggist sells GIN PILLS, 50c. the box.
National Drug & Chemical Co. of Canada Limited, Toronto.

Ladies' COLLARS!
Neat, Dainty and Charming
25c.
COLLARS
This week, Ladies, at
A. & S. Rodger's.

Here are a few of the Goods
We have received ex s.s. Stephano:
SINCLAIR'S BACON. SINCLAIR'S HAMS. BEECHNUT BACON.
N. Y. Beef. N. Y. Sausages. Royal Scarlet Goods. Sugar Corn. Asparagus, Spinach. Beef, Pumpkin. Macaroni, Honey. Sultana Raisins. CIGARETTES—Albany, Westminster, Three Castles, etc.
Bananas, Oranges, Apples. Lemons, Grape Fruit. Pears, Pineapple, Tomatoes. Celery, Egg Plant, Carrots. Parsnips, Carrots, Beet. Oysters, Haddie, Kippers. Eggs.
AMERICAN BEAUTY BUTTER.
N. Y. Turkeys. N. Y. Chicken. Heinz's Specialties. India Relish. Tomato Chutney. Sweet Pickles. Sweet Gerkins. Tomato Soup, Celery Soup. Peanut Butter, etc.
CIGARS—All the Best Brands on the market.
AYRE & SONS, LTD., Grocey Department.

British, Canadian and American
Hats & Caps
Just opened.
Special Values and Perfect Styles.
A Large and Smart Lot of BRITISH CAPS. 50c. to 90c.
Great value.
15 doz. MEN'S CANADIAN TWEED CAPS. Newest on the market; \$1.60 to \$2.00 value \$1.25 to \$1.40
Attractive Bunch MEN'S SOFT FELT HATS. Colors: Tobac, Cuba, Olive, Slate \$1.00 to \$1.60
12 doz. MEN'S BLACK HARD FELT Hats. New styles, very cheap \$1.00 to \$2.40
6 doz. MEN'S AMERICAN SOFT FELT HATS. The last word in style \$1.75 & \$1.90
SEE OUR WINDOW.

Bishop Sons & Co., Ltd.
Phone 484. Mail Orders Receive Careful Attention. Dry Goods Dept.

CE LINED
SE.
this week,
C.
weight, fine
just suitable
Secure a pair
pecial.
indow.
BLAIR

Your
tion
and smartest de-
that attractive suits
Tailoring
men
we could fit you cor-
every particular with
this week.
rang,
Tailoring,
St. John's.

A MAN
this: It is, no doubt,
for a
get your uniform and
are right
There is no other
and where you can
established factory
and
the finest military
Newfoundland.

0 People
Telegram