The St. John Standard

ing worked out that will render fit fo

At the moment of writing the Brit

carry on the work:

"It is intended that every soldier

settler shall have the chance of acquiring his plot out of profits on

the most generous conditions. Considering the extraordinary fertility

of the soil the homesteads need

AS TO ADVERTISING.

C. A. Brownell, advertising manager

"We analyze our advertising and the best media to approach the most people. We aim to carry our message to the maximum number of people at the minimum of ex-pense. To attain this end we found that 360 lines in 142 news-papers in fifty-one different cities would reach an aggregate of 15.

would reach an aggregate of 15,-477,422 individual subscribers. Our

477,422 individual subscribers. Our advertising agents investigated at the same time and found that the individual subscribers of the Saturday Evening Post and Collier's in the same fifty-one cities aggregated only \$73,638. Now \$60 lines in 142 newspapers cost us less than \$6,000. One page space in the Saturday Evening Post and Collier's would cost us \$7,500 and the difference in the number of people who would receive our message. We spoke to 15,477,422 people through the newspapers and

ST. JOHN, N. B., MONDAY, MARCH 4, 1918.

"We are fighting for a worthy purpose, and we shall not lay down our arms until that purpose has been fully achieved."--H. M. The King. TO THE PEOPLE OF THE EMPIRE-Every fighting unit we end to the front means one step nearer peace.

A SERIOUS SITUATION.

In these days every provincial legislature works under a serious responsibility. The raising of revenue for the affairs of the province is always a matter attended with more or less difficity between British and United to the province is always a matter attended with more or less difficity between British and United to the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less than a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more or less difficity between British and United the province is always a matter attended with more o culty and in these times, when the war States troops. needs make extraordinary demands upon every part of the country, it is particularly so. This situation demands the most careful attention to the finantial affirm of the row review and it is was held in Baltimore and there the imperative that every item of expenditure that can be controlled shall be.

The United States contended that the Of the creaking sides without. kept within the closest limits. No new settlement of the boundary between expenditures should be undertaken untable that country and Canada should be proud

expenditures should be undertaken unless it can be shown that they are most urgently necessary.

The government and legislature of New Brunswick must face this situation in common with the government and legislature of every other province in Canada. To meet the case demands courage and decision and in its effort along this line the government should have, and no doubt will have, the support of the County between California and Alastration in the government should have, and no doubt will have, and no doubt will have, and a demand for war on both sides.

We're a lusty crowd and we're justly proud of the slimg ray craft we drive, and the roaring engines and churning screws Make her a thing alive. We love the lunge of puluse As we sail the seas in our dingarees are demanded by the Americans.

For a time there was much clamor and hitch should have, and no doubt will have, the support of the Opposition. Conditions created by the war are only be ginning to develop and it may be that before long many things will have the done for the provision of revenue.

For a time there was much clamor and hitch to the nautical gait we take, of the line. The Oregon question had been argued in 1826 by the American asiant units Gallatin and in the dispute of 14 England reverted to his decision drum.

Sometimes and hitch to the nautical gait we take, for we're used to the cant of the decks asiant. As the white-toothed combers break on our sides that thrum like a beating drum. before long many things with lave to

44 England reverted to his decision
be done for the provision of revenue
which, a few years ago, would have
been unthinkable.

It would be highly inadvisable to
It would be highly inadvisable to
It would be nightly inadvisable to the nightly inadvisable to
It would be nightly inadvisable to
I

approach any of these matters in a par- was averted. tisan spirit. It is not the time to consider questions of partisan politics or to attempt to hamper the work of administration. The problems that must ministration. The problems that must be met should be dealt with along the standing shoulder to shoulder as broth-weight of the dealt with along the standing shoulder to shoulder as broth-weight of the drills. broad lines of true constructive states-ers who have taken arms against the ingly difficult the task of administra is a better understanding between the A grimy chaser's crew. tion in every province in Canada it 18 two countries and never again can the duty of everyone to assist in bearing the common burden.

No doubt, during the session of the At the moment of writing the Brit-

New Brunswick legislature, which opens on Thursday, there will be differences of opinion as regards details of administration and legislation and the Opposition will probably find ample opportunity to exercise its ordinary functions. Conditions, however, are so grave as to practically preclude their 30,000 acres are in British Columbia, is to be rendered fit for farming by re
"They issued over a hundred invitations."

"They issued over a hundred invitations."

"Id they get many valuable presents?"

"No; they barely made expenses."

VALETUDINARIANS.

"What do you think of these mean less days, Mrs. Jims?"

"It think it just as well that people New Brunswick legislature, which ish Columbia government and the use by either party for the manufacture of political capital. These conditions demand the attention of our men no matter whether sixty-mile tract, flat as a billiard table they sit to the right or left of Mr. sixty-line trace, has a state of and with the exception of a fringe of

peaker.

There is no doubt that this feeling cottonwood trees along the banks of the river, clear from side to side and the river, clear from side to side and will prevail at Fredericton during the ready for the plow. It is, however, at present session as it has prevailed in present, subject to summer overflow. disposition will be to give attention to Graham, an old British Columbian, wh the larger things and, for a season, to matters of political import ance only to the minor position they should occupy in the administration of a province under the conditions creat ed by world war. The situation is to

KING'S COLLEGE APPEAL.

Educational institutions, like privat costs due to war conditions, it being practically impossible to conduct any such institution today on the same scale, or for the same outlay, as in pre war days. Consequently it becomes necessary to appeal to the public for ort unless the work of the institu tion is to suffer

This is the case with King's College Windsor. That splendid old college has done a great work in the Maritime Provinces and has a strong claim upon fought for Anglo-Saxonism and liberthe support of all. And King's needs ty, stand to grow up in the very coun To carry on its work and insure its future development at least prove the background to a fratricida conflict. effort is to be made to raise that sum.

day eloquent pulpit appeals were made in behalf of King's. These will be repeated on Sunday next in every Angli. of the Ford Company, in a commun can church in the city, and from March cation to The Fourth Estate, pays be made to secure the mode are the mode and the immediate future. Strong combined and mittees have the work in hand and by the Ford people and its result.

Says:

"We analyze our advertising and "We analyze our advertising and "We analyze our advertising and the strong content of the skin and eyes, floating and the skin and eyes are skin and eyes are skin and eyes and the skin and eyes are skin and

ritime Provinces is richer in achievement than the college at Wind-Men of St. John owe it a particuforded opportunity for the study of law in this city, having taken over what was formerly known as the St. John Law School.

The appeal should meet a very generous response from all.

NO "54.40" NOW.

Readers of American or Canadia story, who are familiar with the ents that, in 1844, threatened to enthis continent in a war, will be in-ted in knowing that a plan is besines could have reached but \$78,638 individual subscribers. I want to say right here that I am not saying anything against the advertising in the magazine referred to. They are both excellent mediums; but every man who reads the Saturday Evening Post and Collier's Weekly gives undentable evidence that he surely is a reader of the daily newspapers. We reached the multitudes and we sold 338,770 cars."

Other nation-wide advertisers coul ell the same story. The best adver tising medium in existence is the daily

A BIT OF VERSE

A DESTROYER'S CREW

As long as war conditions great conspiracy that seeks to destroy Than the battleship fackies do. continue and war needs render increas- all Anglo-Saxon civilization. There As we sail the seas in our dingaree

A BIT OF FUN

lies in the State of Idaho, while some 30,000 acres are in British Columbia, is to be rendered fit for farming by returned soldiers of the two countries.

The land is delta land, very rich, a

Judge (severely)—"Aren't you shamed to be seen here so often." Boozy Bill—"Why, bless yer honor,

GASOLINE MANNERS.

Graham, an old British Columbian, who writes about the scheme to The New York Sun, the Idaho legislature has formality and stately ceremony." already \$600,000 on hand with which to "Now he merely drives honks for her to come out."

DODGING THE QUESTION.

She—"Here's the paper says a law yer told a man in court that he was yer tota a man in court that he was particeps criminals in the affair. What does this mean, William?" He--"My dear, you ought not to ask me to explain such things to you before the children." of the soil the homesteads need not exceed twenty acres, with adjoining hillside forest land on a more liberal scale. Hence, some 3,500 soldiers will find most desirable homes in a beautiful country, favored by a really fine climate (altitude 1,800 feet, 20 inches rainfall and no harmful summer frosts), which will enable them to raise bumper crops, for which the numerous mining communities

GETTING ALONG. "How old is Madge?"
"Old enough to make a goose of herself when she tries to play the chicken."

numerous mining communities nearby will furnish the best of markets."

and HEARTBURN

CURED BY

Milburn's Laxa-Liver Pills.

be made to secure the money necessary for the needs of the present and

pains between the shoulders, yellowness of the skin and eyes, floating;
specks before the eyes, coated tongue,
bad taste in the morning, heartburn,
water brash, etc.

Milburn's Laxa-Liver Pills gently
unlock the secretions, clear away all
effete and waste matter from the system, and give tone and vitality to the
whole intestinal track, and are by far
the safest and quickest remedy for all
diseases or disorders of the liver.

Mrs. A. Cummings, Manchester, Ont.,
writes: "I have used Milburn's LaxaLiver Pills some time, and can faithfully recommend them to anyone suffering from heartburn and liver
tromble. I tried a great many other
remedies, but they only relieved me
for a time. I believe Laxa-Liver Pills
to be a valuable remedy for all sufferers from liver troubles."

Milburn's Laxa-Liver Pills are 25c. a
vial at all dealers, or mailed direct on
receipt of price by The T. Milburn Co.,
Limited, Toronto, Ont.

Little Benny's Note Book

My cussin Artic came erround to my house this aftirnoon, and we tawked about diffrent things, sutch as how they get the lead inside of pencils and weather its dangerous to breathe wile youre going past houses with crape on the door, and Artic sed, Lets make fudge in your

Maybe, I dont know, Ill go and ask Nore, I sed. Nora being our cook, and I went back and leened agenst the kitchin door and looked in, and Nora was wawking erround laying things down hard as if that was the way she felt, and I stood there watching her, and after a wile I sed,

Nora not saying enything, and pritty soon I sed, Arties up stairs,

Wats it my bizniss, wat do I care? sed Nora

And she kepp on wawking erround laying things down hard, me king, G, she aint acting very incurridging. And I sed, Did you ever make eny kind of candy, Nora? I did not, sed Nora.

Dident you even ever make fudge? I sed.

Wat is this, the question and anner departmint? sed Nora And she went to the stove and lifted the lid off of a pot and banged it down on agen, me thinking, Shes mad, all rite. And I sed, Well did you ever see

No, and I never wunt to, sed Nora. And I went back to ware Artie was waiting in the frunt hall, and he sed, Wat did she say? I dont think I better ask her, I sed. And we went out and got up a

CHILD'S TONGUE

BECOMES COATED

give "California Syrup

of Figs."

IF CONSTIPATED

IN ST. JOHN SOON

Report That Halifax Pilotage

Commission Will Be Abol-

ished-Sydney and Louis

burg Also Under Enquiry.

Ottawa, Mar. 2.—The report of the commission appointed by Hon. C. C. Ballantyne, Minister of Marine, to investigate pilotage conditions in the Maritime Provinces and Quebec, is now

Maritime Provinces and Quebec, is now in the hands of the minister. It is understood that a statement will be issaided with regard to it in the course of the next few days. The minister has taken the report to Montreal with him.

to make any statement.

GOMPER'S MESSAGE TO

RECEPTIONS FOR THE SOLDIERS

Soldier Boys Were Entertain ed in Four City Churches When cross, feverish and sick After the Regular Service Last Night.

Receptions for soldiers were held in four of the city churches last night after the regular services. In two of these, St. David's and Germain street Baptist, these Sunday evening receptions have been a feature for over three years, but in the other two the work has only been taken up recently.

system full of cold, has sore throat, stomach-ache or diarrhoea. Listen the vestry was fairly well filled last night with soldiers and their friends at the usual Sunday evening reception. A pleasant hour was spent in song after which refreshments were served by the ladies. Corp. Wheeler sang a solo which was much enjoyed by the audience. A number of men returned from the front were sold was much constructed by the system, and you have a well, playful child again.

Symp of Figs" because it is perfectly harmless; children love it, and it never fails to act on the stomach, of men returned from the front were

present at the service.

Germain Street Baptist.

About seventy-five soldiers took advantage of the opportunity to spend a social hour and indulge in a singsong at Germain street church last evening. During the evening Master Rae Reid sang a solo. Refreshments were served by the young ladies.

Knox Church.

At Knox church.

At Knox church there was a fairly good attendance of soldlers. This is the first Sunday evening reception since the amalgamation of St. Stephen and St. John churches, and as the church is so far from the centre of the city Rev. Mr Fraser said last night he did not think they would be continued. Miss Helen Irvine sang a couple of solos and a number of old hymns were sung by these present. Refreshments were served at the close.

Queen Square.

The Sunday evening reception for soldiers were started in this church during the month of February and Mave been very successful. Last evening the attendance was good. A duet by Mrs. F. G. Spencer and DeWitt Cairns was enjoyed by the audience. After a song service cake and coffee was served.

SWITZERLAND IN

SERIOUS SHAPE

Coming to St. John.

Montreal, Mar. 3.—With reference to the above despatch, Hon. C. C. Ballantyne said tonight: "The commission has only visited Halifax as yet and it will be some days before they get through with Sydney, Louisburg and St. John, N. B. When they have done so they will make a final and complete report. Until they do so I do not complete Frontiers Closed and Bread report. Until they do so I do not can

numerous mining communities
nearby will furnish the best of
markets."

And so a people of mixed Canadian
and United States breed, whose fathers
fought for Anglo-Saxonism and liber

The communities

Didn't you feel homesick sometimes
bennis?"

"Sure; but I used to look at your
photograph, and then I didn't feel
homesick any more!"—Bystander.

The communities

Geneva, Mar. 2.—By the closing of the frontiers at midnight Switzerlan
again finds herself completely isolate
in Europe. Meantime the food que
tion, especially as it relates to brea
is becoming more serious dally. The

NEWS SUMMARY

New York, March 2—Opening campaign of Liberty Loan April 6th, interest rate and amount of issue depends on congress.

Majority of British press favors Japan's entry into war. Some however urge caution.

Steel manufacturers at meeting in New York decide to ask for higher prices from government after April 1. Senate holds up passage of war finance bill temporarily by ordering re-inserted provision barring Wall Street interests from office in the corporation.

D. J. & CO

TO ARRIVE **GOVERNMENT TESTED SEED OATS**

2,000 Bus. Selected Western "Gartons Abundance" 2,000 Bus. Selected P. E. I "Banner'

Germination Tested. Good Seed is scarce—We would recommend placing your orders early.
Wire or write for prices and samples

C. H. PETERS' SONS, LIMITED :-: St. John, N. B.

JUNIVERSAL

Hot Water Bottle



water bottles because entirely built of Aluminum-with no rubber to dry out when not in use, and then crack and leak in

A Necessity in Every Home. Complete in Cotton \$3.50 Felt Bag

Exclusive Platinum Jewelry Set With Diamonds

Markedly favored by Fashion are Lavallieres and Pendants of Platinum set with Diamonds, in patterns quite exclusive, which are foremost among our specialties, and dominate our select showing of the Latest Crea-

Also we offer many charming effects in Gold set with Diamonds, and Diamonds combined with Rubies, Pearls, Sapphires, Peridots, and with other precious and semi-precious stones.

We will welcome your critical inspectio

FERGUSON & PAGE Diamond Importers and Jewelers

andralaissa tubi bir dalabig ah bah dalah dalah bir dalah da

GALVANIZED BAR IRON, CARRIAGE HARDWARE, BAR IRON. BAR STEEL CHAIN, **BOLTS AND NUTS.** SPRING STEEL HORSE SHOE NAILS,

'Phone 818.

M. E. AGAR.

WAGGON RIMS & SPOKES WAGGON WHEELS, CASTINGS. SLED RUNNERS, SHAFTS, WAGGON AXLES, BLACKSMITH TOOLS, Etc. 51-53 Union Street

St. John, N. B.

BALATA BELTING

LACE LEATHER

PRESSED STEEL and WOOD SPLIT PULLEYS Belt Fasteners of All Kinds

D. K. McLAREN, LIMITED

MAIN 1121

Alliance authorized this action after voting by telegram. The message warns the Russian people that Prussian militarism menaces free Russia today as never before and that "the clear abject of Germany is the destruction of Russian freedom and the annexation of a great area of Russian territory." The Russians are urged to arm themselves to meet the invading German troops.

FUNNY BUT NOT LAUGHABLE.

It is stated that the report contains a recommendation that the Halifax pii-otage commission be abolished as the result of the recent disaster to that Art Editor—I think the drawing of this horse's legs looks a bit funny. Artist—Well, I thought yours was a comic paper.

Lose Your Fat. Keep Your Health

Superfluous flesh is not healthy, either is it healthy to diet or ever Superiuous nesh is not heatily, neither is it healthy to diet or exercise too much for its removal. The simplest method known for reducing the overfat body two, three of four pounds a week is the Marmola Method, tried and endorsed by thousands. Marmola Prescription Tablets, containing exact doses of the famous prescription, are sold by druggists at 75 cents for a large case, or if you prefer you can obtain them by sending direct to the Marmola Company, 864 Woodward Ave., Detroit, Mich. They are harmless and leave no wrinkles or flabbiness. They are popular because effective and convenient. RUSSIA IS TOO LATE United States Labor Urges Slavs to Arm Themselves to

THE BEST QUALITY AT A REASONABLE PRICE

When You Break Your Glasses

Come to Sharpe's for the new lens. It will be ground for you in our plant on the premises. We make the glasses for our customers as well as examine their eyes and prescribe the

You secure absolute accuracy here. There is no delay and the charge is no more than oth-ers ask who are not so well pre-pared to serve you.

L. L. SHARPE & SON, JEWELERS AND OPTICIANS, 21 King Street, St. John, N. B.

Douglas Sheathing

7-16 in. thick in 2 1-4 in. and 5 1-4 in. face. The latter has a centre

V, making it look like narrow stock. For wainscotting or veranda ceilings this makes a good sheathing.

The Christie Woodworking Co., Ltd. 186 Erin Street.

BUSINESS MEN

Are just as anxious to discover and employ well trained and talented help itions.

No better time for beginning pre-paration than just now.

Catalogues containing Tuition Rates and full information mailed to any ad-



We can promptly fill your orders for-OFFICE STATIONERY PRINTING

-TRY US NOW-FLEWWELLING PRESS. 3 Water St., Market Square

Francis S. Walker SANITARY & HEATING ENGINEER No. 18 Germain Street

NOW

16 Acc BARNES & CO.

NEW ENGLI

Fine Spring an EDG THE U

UNITED T

WANT

R. G. & F. W

ELE 91 Germain

Phone M. 356

West St. John.

G

Surveys, Plans, Es Prints. Maps of St ROY

A Good Comp

ROYAL PHA FIF Structui

NOTIC On February 1st v method of business for CASH. All te must be C. O. D.

WM. LI

Smith's Fish 25 Sydney St.

> ANNOUNG S. Goldfeather

Wishes to Annot for One Day Only PETITCODIAC. TI HAVELOCK, We

There will be sold in front of the Court urst on May 27th, the botton lands and put the Bathurst drivale is by virtue of a

the Bathurst dri
hale is by virtue of a
ed out of the Glouces
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plaintiff and the Ext
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ments will go under