

VIII HINE BUTTES WAT

THE WAR, THE WHOLE WAR, AND

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hether or not you lack an abun-vigor, here is a free offer th will surely interest you, and ugh which you may easily profit

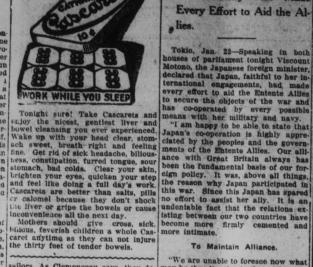
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oever involved in this offer

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from now on to the end of a ripe, healthy, advanced age. I have com-piled a little treatise for self help (book form), which I am pleased to send absolutely free by mail in a

end absolutely free perfectly plain, sealed



BEST FOR LIVER

BOWELS, STOMACH

stomach sour.

HEADACHE, COLDS

The difficure as they can not injure the difficure of the difficure of bowels. Ballors. As Clemenceau says, they do mand that none of our thoughts of the mass they deal of the source of the subject of the

Soldiers All Right. The soldiers are all right. The gen-crals are all right. The high command is all right. Sir Douglas Haig is all right. Sir William Robertson is all right. Sir William Robertson is all right. Include the solution of the solution the war is all right if only civilians will hold out. It may astonish some of you if I tell you that the army and the navy represent only about twenty-five per cent. of the force necessary for victory, and that seventy-five per cent. of it resides in the non-combatant pop-ulation. But it is true. If we are to win, clean out, the people who stay at home must be mobilized and organized into a great army of victory. It is not the business of the generals to mobilize them and to organize them. It is the licitsts and the press. Go to it, gentle

and the press. Go to it, gentle

My advice to members of parlia-ment is to trust the solders to do the fighting and to see that they are supported by every man and every woman behind the Front. That is the real task for our men of light and leading. It has been grossly and grievously neglected. Speeches at 4Vestminster are no good at all. What we need is spadework in the towns and in the villages. Every engineer, every laborer, every munition worker, every maricultural toiler ought to be inspired to do his and her dammedest. Every housewife in every home onght



THE STANDARD, ST. JOHN, N. B., SATURDAY, JANUARY 26, 1918

JAPAN IS EVER

FAITHFUL TO

JOHNSON'S

16 MILL STREET

STARTS

THIS MORNING, 9 O'CLOCK

Large quantity of Damaged, also New

Spring stock of Ladies' Ready-to-wear

Clothing just arriving, to be sold at un-

FIRESA



While the New York World calls U. S. Fuel Commissioner Garfield's conservation order the "greatest disaster that has befallen the United States in this war," and other journals are equally emphatic in condemning it, many other American newspapers view the action with tolerance, as being a necessary war measure, the Boston Herald declaring that "we should not criticize military orders no matter how needlessly sweeping they seem, and in the same spirit we approach these provisions for the conservation of our resource". the conservation of our resources.

"The port of New York is part of the battle-line," says Public Service Commissioner Whitney of New York, in the Times, "and the people should realize this as clearly as if the battle-line lay in the Connecticut Valley. The coal situation is exceedingly critical and it is no time for public officials to rock the boat.

In THE LITERARY DIGEST for January 26th, public opinion, as reflected in the newspaper press from all sections of the country, is presented in the leading article dealing with Commissioner Garfield's drastic coal conservation order.

All phases of the subject are dwelt upon in this article, and a careful reading of it will make clear to the Canadian people just why this order was necessary, how it will be carried out, and what its probable effects will be.

Other topics of pressing interest in this number of "The Digest" are:





whatsoever involved in this offer, nothing which you are required to pay for in any way, either now or in the future. It is just simply an out-and-out free proposal. In this little book of 72 pages, 8,000 words, and 30 half tone photo reproductions, I have endeavored to give a straight-forward talk to men, young and elderly, single and married, a con-cise compendium for self-reference, a perfectly plain discourse upon those important, personal matters relating to vital strength of men, the preservation of virility, its pos-sible self-restoration, its legitimate uses and its wanton abuses. Every make up his mind that he WILL conquer himself. Of course I do not include the man of extreme old age or the one who is incurably diseased. Lost vitality is not, ac-cording to my theory, an organic disease. It is more a sick condition of the mind and the nerves, and a lowered state of the whole body, all

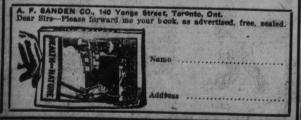
IT'S THE MAN. NOT THE CLOTHES THAT COUNTS.

Something Free ManlyStrength

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Let Me Send You This Book Free

If you live too far to call, or if you cannot call, please fill in the cou-oon below and send it to me. You will receive free, sealed, by return mail, my 72-page illustrated book, containing 5,000 words, a complete sompondium of useful information for men, young or elderly, single or maried, who want the truth about the subject of vital strength, its pre-maried, who want the truth about the subject of vital strength, its pre-maried, who want the truth about the subject of vital strength, its pre-subject of the subject of vital strength its pre-buses. You get it all free.



every agricultural toiler ought to be inspired to do his and her damnedest. Every housewife in every home ought to be thrilled by the consciousness that she is fighting Germany. In this mail ordeal for victory there is no such thing as military age on the front behind the Front. Nobody is too old or too young to help. Let us take off our hais to the tired solders in the workshops and the solders, in do more a sub the sold ratio of the sold of the sold of the sold sold or too young to help. Let us take off our hais to the tired solders in the workshops and the solders, in the north sold of the sold ratios on on railway platforms, in kitchens or in factories. They are all solders. I do not care what work hay are doing, whether it be elerk-ing or chaiffing or digring or horse of the boy who is doing a man's work is a saviour of civilization. The girl buffet or a solder's hut or ciub is a solder. In order to beat the Hun we want every kirl to do her level and her own why in her own town as deally a weapon as man-power. **CASIIALTIES**

CASUALTIES

Ottawa, Jan. 25.—Among the list of casualities of thirty-eight names issued last night are three from the mari-time provinces and one from the prov-ince of Quebec outside of the city of Montreal. They are as follows: infantry. Killed in Action— W. Rabey, Rose Bridge, Que. Wounded and Missing— R. P. Nelson, North Häver, N. S. Mounted Riffes.

Wounded-L. J. Leaman, Moncton, N. B. Medical Corps. Died-W. S. Conrad, Halifax.

PORTUGUESE AID

New York, Jan. 25.-G. S. Thomp-son, chairman of the press committee of the American Defense Bociety, yesterday declared the society had been informed that the United States had executed fourteen spice since the beginning of the war with Germany. He added that enemy allons in this country "should be apprised of these facts, as evidence of America's do-termination to protect herest!"

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British Labor's Appeal to the German People

"Peeples of Central Europe," British Labor Entreate, "Do Not Let Your Governments Drive"the British People, As They Are Driving the Russian People, into the Terrible Cheice Between Continuing the War and Abandoning the Only Principles That Can Save the World."

The Call for a War Lord Both Sides Veto President's "Free Sea" Plan The Next Battle-Thrust "U"-Boats as Peace Arguments Are Engineers Narrow-Minded? Triumph of Secretary Daniels

Thumbs Up for Mathematics The Fallacy of Cost Plus 10% Plot Failures in Great Fiction A Man Who Thinks We Can Pray the Kaiser Off His Throne

News of Finance and Commerce Austria-Hungary's Future Where Adams Got His Brains Shooting Through a Slot Another Step Toward the Talking Movie Art Beauty for Profit of the Blind How the Schools Can Help Corn as a War-Time Food (Prepared by U. S. Food Adm High Moral Tone of American Soldiers in France Our Conscientious Objectors

Many Interesting Illustrations

"The Digest" a Beacon to Puzzled News-Seekers

In the darkness of night, amid the quicksands and rocks that beset the coasts of the world, many a ship would be lost but for the guiding flare of the lights that the ingenuity of man has placed everywhere for the service of sailors. For the bewildered citizen, battling in the deep waters of politics in these dark days of world wide storm and stress, urged hither and thither by the thousand contrary currents

of shifting opinion, one steady beacon shines aloft, to direct him into the caim haven of sound judgment—THE LITER. ARY DIGEST. This great news-magazine, unaffected by the winds or waves of opposing ideas, gathers up for you the vital substance of the world's news, using every source impartially, and makes of it an illuminating beam of world-information. Get into the circle of its radiance today and know the truth.

