THE STANDARD. ST. JOHN, N. B., MONDAY, NOVEMBER 2, 1914

## LATE SPORT NEWS AT HOME AND ABROAD MURPHY LED THIS SEASON,S

HOTEL ading Hot HERTY CO., LTD.

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and Generator Re-ewinding. We try running while mak-ENSON & CO. St. John, N. B.

ILLIAMSON AND ENGINEER.

and General Ro Work. ST. JOHN, N. B. residence M-1724-11

AVERS SLEY & CO. and Electrotypers, St. John, N. B.

ETC, ETC.

**GRAND CIRCUIT** THE BEST YET **CIRC'T WINNERS** 

ALL GRAND

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# **Red Cross Changes Its Name**

We have relinquished our right to the name of RED CROSS GIN which has taken us 20 years and One Half Million Dollars to promote and maintain as a popular Canadian Drink

flag or emblem is better known to-day than a RED CROSS on a white ground, the sign of protection for all wounded and suffering humanity. From the steppes of wildest Russia to the halls of deepest learning in our largest cities, no emblem arouses more respect or arrests man's attention with greater force. It is the greatest flag and emblem in the world — the RED CROSS, a symbol for all mankind.

A White Cross on a Red Ground is the flag of Switzerland. The ambulance systems of the world met at Geneva, in Switzerland, in 1864—exactly fifty years ago—and adopted a flag with a Red Cross on a White Ground as the neutral flag of all nations, a protection to the sick and wounded from harm and a protection also to all persons engaged in the work of caring for those sufferers.

In this present European conflict it has gained greater importance than ever since men knew war. It has become so important that we are compelled to realize that only nations themselves should be allowed to use the RED CROSS emblem.

Under the name of RED CROSS we have for the last twenty years made a pure, well matured gin that has become a popular drink of Canada. It is made from Canadian grown grain with Canadian labor and money. On the popularising of this healthy liquor we have expended \$500,000 in the years we have been building our trade up. It has been a labor of love as well as of gain, for we have striven to maintain the high standard of Canadian manufacturers.

At the instance of the Imperial and Canadian Governments, who, like all other nations, have concluded to keep the name RED CROSS for national use, we have decided to relinquish "RED CROSS" as a name for our GIN.

On the first of January next "RED CROSS" GIN will be changed to "GOLD CROSS" GIN. Under the new name GOLD CROSS, the present purity, food, medicinal and beverage value of this splendid gin will be maintained. It will simply be the old favorite RED CROSS under the new name GOLD CROSS.

We feel, in giving up the name of RED CROSS to the use of the British Government, and to all humanity, that we are only following a patriotic course. The great and noble work of the Red Cross Society shall not suffer if we can help it.

Our friends and customers will, we feel sure, make this course known to every good Canadian.

Montreal, November 2nd, 1914

The Melchers Gin & Spirits Distillery Co Limited 115 Bisson





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RE us if you want The LVER BLACK FOX-VXES Ranch Bred. Reliable New Brune-r sale. Agents want-

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The pick of the best British Cloth bought by one of the

Semi-ready patterns are

confined to us, because our consumption is so great that makers are glad to do special work for Semi-ready.

Suits, \$15 to \$35. Overcoats, \$15 to \$40. Special Order Suits, \$18

and up. Dress Suits, \$25 and \$30. J. P. CONDON, 54 King St.

principals of the Semi-ready house, with headquarters in the heart of England's woollen

to Canada to exhibit, but the A. A. U. refused. Al. Southern California went up in arms to fight the A. A. U. and form a new association, but the bot-tom quickly fell out of the threatened rebellion when it was hinted that Drew might be "fired" out of the armsteur capts

ACCUSED Trew is undoubtedly the greatest amateur sprinter of the present day. Party last spring he ran 100 yards in 9 3-5 seconds.

AMATUER

SPRINTER

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