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THE EVENING TIMES AND STAR, ST. JOHN N, B. SATURDAY, MARCH 24. 1917

ABANDON HALF MEASURES IN THE NATIONAL SERVICE IN THE NATIONAL SERVICE

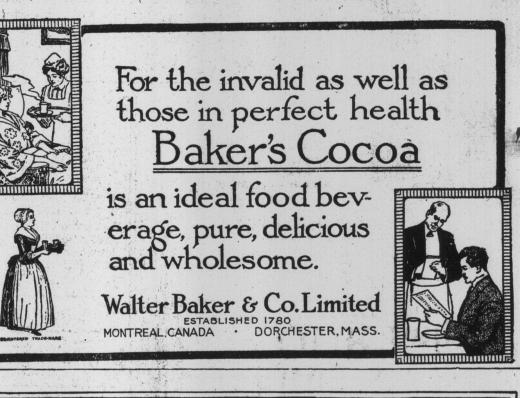
Horatio Bottomley Calls Upon Neville Chamberlain With "Now or Never" Plea — Not Two Bices By Horatio Bottomley, editor of "John in the case of Devonport, you are prob-Bull", following his recent appeal to ably handicapped by the politician. Give Lord Devanport to "do it now," again him a miss. If you are controller of

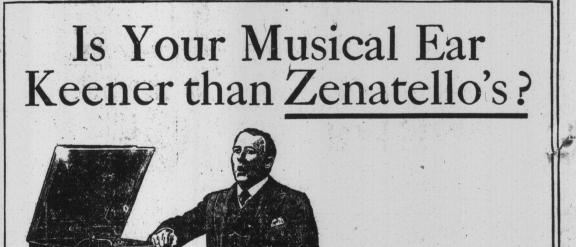
IN CITY ON APRIL 2 berlain and the other business men in the government are being hampered and Miss Ida Gardner, Artist of Recog-

the same discipline at home as that which prevails in the military fields and on the seas. At present it is chaos and

Ask the cooks

who use





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Keep It New

hat can only clea

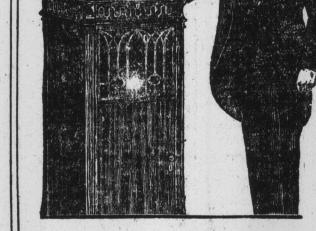
The demands of home—such as the care of children and of he old and infirm— would, of course, be a first considera-tion; but subject to that, everybody would be called upon to do some work of national importance. In these days, war has ceased to be the job of only the sailor and the soldier. They—God

Besides, think of the effect on the Ger Besides, think of the effect on the Ger-man mind of knowing that the whole of the civil, as well as the naval, military and financial power of the British em-pire is to be thrown into the struggle. The Huns are getting a fairly severe shock already from the push in the west —and we must continue the treatment. Do you remember that story which was current during the Boer War about poor old Kruger, who, when he heard that the Australians were coming, asked one of his officers to find out all about them —and who fell down in a faint when he received the report: "They appear to received the report: "They appear to be a terrible lot; last year eleven of them beat all England?" Well, that is the kind of shock we must give Fritz

now. Therefore, Now or, Never, Neville! May I give you a well-known phrase, taken from the rich vocabulary of our great Ally?—L'audace, l'audace et tou-jours l'audace. That doesn't mean "au-dacity" in our own narrow sense—it means boldness, boldness, all the time. And in days of crisis that is the cardinal vietne of statesmapshin Let every min-Never sub ordinary soap di-octly on a fine fabric. This it. You can cleanse it wonder-fully without rubbing, with And in days of crisis that is the cardinal virtue of statesmanship. Let every min-ister have that motto printed and hung over his desk. Not to be afraid of the enemy is only half the courage required; ministers must not be afraid of the peo-ple at home. Govern them—and let "National Service" be the watchwords. And surely it cannot be necessary in these tragic days to read such a lesson to the son of Joseph Chamberlain? I know that such men are not born every day, but victory in war does not depend a beautiful, snowy as, crepe-de-chines, etc.,

ease method; and now





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