

THREE-FOLD CALL FOR GREAT BRITAIN

Appeals for Money, Economy in Food and for Men—All Resources of Sensational Advertising Utilized on a Scale That Secures Kitchener's Recruiting Campaign Early in the War.

(Special Correspondence of The New York Evening Post.)

London, March 13.—During the last week or two the whole nation has been summoned to listen to a threefold call for help—for voluntary subscriptions to the war loan, for voluntary food rationing, and for voluntary offers of public service. Of these three appeals, the most spectacular by far has been the financial one. All the resources of sensational advertising have been utilized, on a scale that reminds one of the Kitchener recruiting campaign early in the war.

Trafalgar Square has been turned into a huge advertising medium. On the plinth of the Nelson column is a revised version of the great sailor's famous signal: "England expects you to make your money fight before February 16." The facade of the National Gallery has become an immense board, and the neighboring hotels and clubs give scarcely less prominence to the Chancellor of the Exchequer's appeal. Every bus plinks up and down the streets of London bears an exhortation, together with the message: "Germany is watching." The newspapers have been displaying day by day full-page advertisements drawn up with an ingenuity that would do credit to a publicity expert. Readers are urged to "Wear old clothes, old boots, old dresses," that they may save money to put into the loan. Last Saturday the suggestion ran: "Sunday is the day of meditation. Decide tomorrow how much more money you can subscribe to the victory war loan."

On Sunday itself such meditations would have been by no means out of harmony with the prevailing atmosphere, even in church hours, for war loan sermons were generally preached by the Archbishop of Canterbury having duly certified that the appeal for the money was "a sacred one" and might properly be urged from the pulpits—and at the close of many of the services members of the congregation stayed behind to hand in their names as subscribers.

A war loan demonstration was held last week in front of the Royal Exchange, under the presidency of the Lord Mayor, at which a special feature was the performance of the German "Hymn of Hate" by the band of the Coldstream Guards. At a similar demonstration in Trafalgar Square today there will be substituted for that unfamiliar music the better-known "O God, Our Help in Ages Past," to be sung by massed church choirs. Altogether, any one would have to be both blind and deaf to escape knowing that all the money he could spare or save was wanted by the government in order to hasten the end of war.

As yet the Food Controller, Lord Devonport, has made no mention of either of the advertisements; names of the newspapers. Perhaps he is waiting for the war loan appeal to be cleared out of the way first. He has contented himself so far with the publication of his manifesto as a news item in the press. The three most important staples of daily consumption, he says, are bread, meat, and sugar. He asks every person in the country to limit his own weekly consumption as follows: Bread, 4 pounds, or its equivalent in flour; 3 pounds for bread-making; meat, 2 1/2 pounds, and sugar, 3/4 pound. The necessary arrangements, will, of course, be made by heads of households, and it is suggested that the industrial allowance will provide for adjustment or apportionment between members of a household in relation to individual needs—some, for example, eating more bread and less meat than the prescribed maximum, and others eating more meat and less bread. Lord Devonport mentions that, before issuing this appeal, he had rationed himself on this scale, and had found the quantities quite sufficient.

Like the previous food order restricting the number of courses at hotels and restaurants, this schedule presents several anomalies and difficulties. It has been officially explained, for instance, that meat is to be reckoned according to its weight when it leaves the butcher, not according to what is left of it after cooking. This ruling bears inevitably upon different classes of consumers, for the man who can afford to buy porterhouse steak will be allowed to eat more than those who have to content themselves with the cheaper fare of rabbits or shoulders of mutton. There is a difficulty, too, in making the necessary calculations when members of a household take some of their meals away from home. The housewife whose husband lunches or dines at a restaurant will have to count that meal in her weekly estimate. It is pointed out, too, that growing children, especially in the poorer classes, are accustomed to eat large quantities of bread, and that to

TWO LONG YEARS HE SUFFERED

"Fruit-a-tives" Made Him Feel As If Walking On Air

Ottawa, Ont., Nov. 28th, 1914.
"For over two years, I was troubled with Constipation, Drowsiness, Lack of Appetite and Headaches. One day I saw your sign which read 'Fruit-a-tives make you feel like walking on air.' This appealed to me, so I decided to try a box. In a very short time, I began to feel better, and now I feel fine. I have a good appetite, relish everything I eat, and the headaches are gone. I can't recommend this pleasant fruit medicine to all my friends."
DAN McLEAN,
50c. a box, 6 for \$2.50, trial size, 25c. At all dealers or sent postpaid by Fruit-a-tives Limited, Ottawa.

which he considers himself specially qualified, but the acceptance of his offer will not by any means bind the authorities to give him the kind of occupation he desires. He may be set at any job, whether under the government or under any employer named by the Director-General in any part of the country. He is to receive the standard rate of wages for the job upon which he is to be employed, but with a minimum of twenty-five shillings a week. This is to be supplemented by a subsistence allowance at a rate not exceeding half a crown a day for seven days a week, if his work necessitates his living away from home. His offer is to hold good for the duration of the war.

The first and most obvious comment on this scheme is that the national register, taken eighteen months ago, at a very large cost of money and labor ought to have made it quite superfluous. Every one was then required to state what kind of work he had done and could do, and to say whether he was willing to undertake other work than that upon which he was employed at the time. Thousands of offers of service were then made, of which no notice whatever has been taken by the government from that day to this.

Many Criticize Plan
The present idea of inducing men to put themselves under the control of the Director-General for any kind of work anywhere is roundly condemned by its critics as foredoomed to failure. The London Nation attacks it unmercifully: "The roof-fallacy of the whole proceeding," it says, "is the notion that labor is a trifling commodity to be poured from superfluous into necessary industries, without any economic or human waste." The case is not at all compossible, the critic continues, to divide the industries of the country into the two classes of permissible and prohibited. Employers would then know just where they were. As it is, nobody can tell what are the standards of national utility in the mind of the Director-General, but the question will apparently be decided in the case of each individual application.

Appeal For War Service
The third appeal is addressed to all male persons between the ages of eighteen and sixty-one. They are asked to place themselves at the disposal of Neville Chamberlain, the Director-General of National Service, for any work to which he may allot them. An applicant has to fill up a blank with particulars of his occupation, average weekly earnings, name and business of present employer, etc. He is informed that volunteers are especially wanted for agriculture, aeroplane construction, building construction, coal mining, coke workers, docks, engineering, explosives factories, flour millers, general laborers, iron and steel workers, motor mechanics, munition works, national shell factories, national filling factories, ore mining, quarry workers, shipbuilding, transport service, and other government work. He is asked to mention any work for

ROSS RIFLE FACTORY IS SHUT DOWN

Cause of Closing is Cancellation of Orders by Imperial and Canadian Governments

Quebec, March 19.—Following is the statement of Sir Charles Ross, giving the reasons for the closing of the Ross rifle factory:
"The management of the Ross Rifle Company regret to announce that they have closed down their factory for an indefinite period on account of the cancellation of all existing orders for rifles by the Imperial and Canadian governments.
"The Imperial cancellation reached us a few days ago, and is to take effect on the 31st instant. The cancellation by the Canadian authorities only arrived this morning, to take effect immediately, and this without previous warning or representation of any kind.
"In view of this, we were with regret forced to close our doors, although we were capable and willing to continue operations."
(Sgd.) "C. ROSS."

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DANDRUFF GOES! HAIR GETS THICK, WAVY, BEAUTIFUL

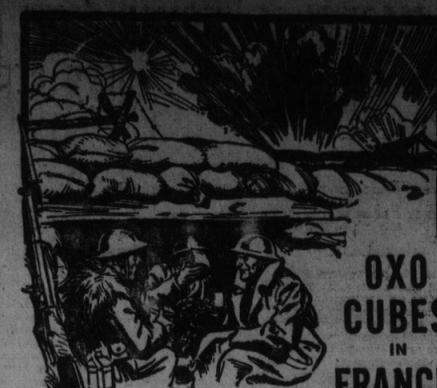
Save your hair! Double its beauty in a few moments. Try this!

Hair stops coming out and every particle of dandruff disappears.

Try as you will, after an application of Danderine, you can not find a single trace of dandruff or falling hair, and your scalp will not itch, but what will please you most, will be after a few weeks' use, when you see new hair, fine and downy at first—yes, but really new hair—growing all over the scalp.
A little Danderine immediately doubles the beauty of your hair. No difference how dull, faded, brittle and scraggy, just moisten a cloth with Danderine and carefully draw it through your hair, taking one small strand at a time. The effect is immediate and amazing—your hair will be light, fluty and wavy, and have an appearance of abundance; an incomparable lustre, softness and luxuriance, the beauty and shimmer of true hair health.
Get a 25-cent bottle of Knowlton's Danderine from any drug store or toilet counter, and prove that your hair is as pretty and soft as any—that it has been neglected or injured by careless treatment—that's all.
Danderine is to the hair what fresh showers of rain and sunshine are to vegetation. It goes right to the roots, lubricates and strengthens them. Its exhilarating, stimulating and life-producing properties cause the hair to grow long, strong and beautiful.

NO ALLIANCE BETWEEN RUSSIA AND JAPAN

(MCDUGALL & COWANS.)
New York, Mar. 19.—There will be no alliance between Japan, Russia and Germany after the war against the U. S., under the new Russian government according to well informed international bankers who intimate that the revolutionists were greatly helped in their work by Washington breaking off relations with Berlin. Persistent reports emanate from high class quarters to the effect that the accumulation of Central Leather stock is going on even at the advanced level of prices and predictions are forthcoming from good interests to buy common stock for a speculative rise of considerable extent.
Frequent reference is made to the large working capital of the company as providing means for important expansion of business. The common stock is estimated to be earning close to 30 p.c. annually.
It is rumored that some large new locomotive and car orders are to be placed for foreign account in the next two weeks.
Inquiries suggest that Russia will enter the market especially for locomotives and that American Locomotive and Baldwin Locomotive will be favored in this connection.
American Car and Foundry and Pressed Steel Car are in line for part of the new business.
N.Y.P.B.



The following is an interesting letter received from France:

"You must already know how widely OXO CUBES are used and how sincerely they are appreciated wherever the British Army is to be found fighting for the Empire, but I feel sure it will interest you to learn that both during the 'great push' on the Somme, and now, when we are nightly worrying the Hun with raids, I make it an invariable rule to make an issue of hot OXO to the men before they 'pop the parapet.' We have, as you know, to face all weathers out here, and learn to take things as they come. This is done the more easily because we are never without a supply of your OXO in its most convenient form—cubes. We find them of the greatest possible benefit to us. OXO CUBES are of enormous value for home consumption, but you may take it from me that their value is multiplied many times over out here in the trenches, and often times when nights are bitterly cold and horribly long, I really do not know how we should get on without the hot OXO."

OXO CUBES aid and increase nutrition and stimulate and build up strength to resist climatic changes; they are invaluable for all who have to undergo exertion either to recuperate after fatigue. They take up little space, are easily carried, and can be converted quickly into a hot nourishing drink, which, with bread or biscuits, will sustain for hours.

Be sure to send OXO CUBES

Tins of 4, 10, 50 and 100 Cubes.

Rubbers Save the Children's Shoes and Many a Cold as Well!

Nothing but rubber will see the children dry-shod through these slushy, splashy spring months! See that their feet are well protected, either by rubbers or rubber boots, for their health depends on it.

The protection is most perfect, and the service most satisfying, when you choose rubbers bearing one of these marks of proven quality and long wear:

Canadian Consolidated Rubber Co. LIMITED

Largest Manufacturers of Rubber Goods in the British Empire
EXECUTIVE OFFICES - MONTREAL, P.Q.
SEVEN LARGE, UP-TO-DATE MANUFACTURING PLANTS IN CANADA
28 "SERVICE" BRANCHES AND WAREHOUSES THROUGHOUT CANADA

THE ST. JOHN STANDARD

Places Refinement and Force in Speech and Writing Within Reach of Every Reader at Nominal Cost. Take Home Today a Copy of the

NEW UNIVERSITIES DICTIONARY

All other dictionaries are useless—out of date—printed so long ago that the language of business and society today has surpassed and outgrown them. Fashions in words change—just as fashions in dress differ from period to period. Thousands of words never before in any dictionary, brought in by marvelous changes and advances all over the world, are now clearly defined in THE NEW UNIVERSITIES DICTIONARY. Having a separate dictionary for every science and sport, it is in fact a

Dictionary of Dictionaries

Containing 25 Dictionaries in One—25

Bound Like a Bible, Stamped in Gold—Genuine full limp leather, Round Corners, Red Edges, 1,300 Pages; New Type; Special Paper; Strong and Durable, Easy on the Eyes, A Luxurious Book.

Take One Home Today HOW TO GET IT Publishers' Price \$4.00 Yours for only 98c and 3 Coupons

Mail Orders Filled on Terms Explained in Coupon. Coupon Daily on Another Page.

GOOD HEALTH

With good health at your back you can do anything. If you are troubled with Headaches, Dizziness, Biliousness and kindred sickness you can't expect to accomplish much.

Dr. WILSON'S HERBINE BITTERS that "True Blood Purifier" has been proved, during the last fifty years, to be the best remedy for those diseases.

Get a bottle at your store Family use, five times larger size.

The Bradley Drug Co. Limited, ST. JOHN, N. B.

Dr. Wilson's Deadshot Wormstick is a sure and never failing cure.

When There Were More Votes Than Some Larger Parishes

Shediac, March 13.—Mr. the well known merchant of Shediac, in looking over his father's old papers re-covered the Westmorland a provincial election held 67 years ago. Westmorland four members in the though the total vote was that of some of the present time. The 1850 election are as follows:

Crane
Hanington
Botford
Chapman
Gilbert
Lantry
Stedman
Dixon
Braineau
Braineau
Stimson

(Gilbert, demands of a 4th member of Botford's man was unseated and a 5th ordered. Albert J. Smith, Sir Albert, was elected. Crane, Dixon and Botford were from Dorchester was the father of the late P. A. Lantry, Hon. Lantry was the father of A. F. Hanington of St. John, and Judge D. F. Hanington, Charles F. Hanington of the 10th Battalion, recently and was grandfather of Young, F. E. and Charles of that city.

Sir Albert Smith was John W. T. Smith, ex-Member of the House of Commons and uncle of Dr. E. L. A. elect of Shediac.

SHIPPING

MINIATURE ALM

March—Phases of moon
Full moon 8th—5
Last quarter .. 18th—5
New moon 23rd—0
First quarter .. 30th—4

Date	W.	Sun	Rise	Set	H. Water	Ch. of
18	St	6.37	6.23	5.56	11	11
19	Mn	6.35	6.23	7.04	11	11
20	Mn	6.34	6.30	8.04	11	11
21	W	6.32	6.32	9.04	11	11

PORT OF ST. JO

Arrived Monday, March 19:
Sch Wilfred, Grand
Fred and Norman, Grand
Batican, Louisburg.

Cleared
Schs Wilfred, Grand
ald, Annapolis Royal.

FOREIGN P

Eastport, Mar 16—A
nial, Calais for New Y
New York, Mar 16—
Bella.

Returned Mar 18:
Ames, hence for North
Sld Mar 16: Schs
for — (in tow of)
ford Annie B. Mitche
for Rockland; Isaac
Bridgeport (last two
ored.)

Rockland, Mar 16—
Castner, Jr., New York
Vinoyard Haven, M
Ravola, New York for
sailed.)

Sld Mar 16: Schs
York; Abert, do
Boston, Mar 15—
wanteak, Rockport.
Baltimore, Mar 16—
L. Bunker, Port Thom
Brunswick, Ga., M
Jas M W Hall, Sagun
Sld Mar 15: Str C
Schs Gardiner G Du
Jeremiah Smith, New

Careless Shampoo

If you want to keep your hair in its best condition, use the best. Don't use any cheap or anything else that is too much alkali. This makes the hair brittle. The best thing is just ordinary maple leaf rubber which is pure and is better than any use.

One or two teaspoonfuls of the hair and scalp to moisten the hair with it. It makes an creamy lather, which, removing every dirt, dandruff and hair dries quickly leaves the scalp fine and silky, bright and easy to manage.

You can get this at any pharmacy, for a few ounces will last for the family.

Methodist M
met yesterday m
church schoolroom
rough was in t
Business was disc
were sorted for
solicitation in c
grange-like camp