

The Evening Times & Star

VOL. XIV., No. 146.

ST. JOHN, N. B., TUESDAY, MARCH 26, 1918

TWELVE PAGES—ONE CENT

THE SITUATION IS REPORTED DECIDEDLY IMPROVED

FIGHTING DIED DOWN DURING NIGHT; OUR TROOPS IN NEW POSITIONS; NOYEN GIVEN UP

German Losses Continue to Be Very Severe—More Than 70 Divisions Known to Have Been in Battle—Washington Gets Cheering News—Enemy's Best Trump Will Be Out-Trumped

Although still giving ground at points before the desperate German drive, the British and French armies engaged in the great battle in Northern France are preserving their front intact and apparently awaiting the opportune moment for the delivery of a counter-blow to dispel the German dream of world domination.

British Army Headquarters in France, Mar. 26—(By the Associated Press)—There is reason to believe important events will be recorded within the next few hours, which may lead to a betterment of the position of the armies which are stemming the German onslaught. The enemy is fighting desperately hard against time. A heavy German attack yesterday about Ervillers was completely smashed by the British artillery fire.

London, Mar. 26—The fighting died down during the night. The war office so reports. The British established themselves in new positions east of Roye and Albert.

"The fighting died down during the night. Our troops established themselves in new positions east of Roye and Albert. North of the Somme continuance of the fighting is expected, but it has not yet developed.

"Attacks are reported to be developing this morning south of the Somme against our troops and those of the French in the neighborhood of Roye and Chaulnes.

"The enemy's losses continue to be severe. He has been obliged to reinforce his battle front from all parts of the western theatre.

"More than seventy hostile divisions are known to have been engaged in the battle."

Washington, Mar. 26—Information received today by the British military attaché, Major-General McLachlan, is that the situation at the battle front decidedly improved during yesterday. The advices are based on the repulse of the Germans to the east bank of the Somme between Peronne and Morschain.

French Front, in France, Monday, Mar. 25—(By the Associated Press)—Entire confidence reigns that the Germans' last trump in the world battle will be overtrumped when the proper moment comes.

There is every sign in today's situation that the terrific attack, in which apparently somewhere in the neighborhood of one million Germans of all arms are engaged, is being slackened.

The ground over which the fighting has taken place possesses small tactical value, but it permitted the Allies to retire in perfect order. It had been devastated by the Germans before they retreated last year, and the inhabitants had not had the time or means to build it up again.

The initial rush of the enemy seems to have been stopped. Military opinion generally is that this first phase of the great battle, in which even more troops were employed than in the battle of the Marne, gives no indication what the results will be.

London, Mar. 26—(By Associated Press)—The long range guns bombarding Paris, according to a Viers despatch received here, are Austria's manufacture, having been built at the Skoda factory.

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Over a large part of the battle zone the retirement is being made voluntarily so as to maintain an unbroken front. Prisoners say the advance of the Germans is behind their schedule.

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GAVE HIS LIFE

MORE THAN 20,000 COPIES OF THE TIMES NEEDED YESTERDAY TO MEET DEMAND

THEY CALL IT "MYSTERY GUN"

SOME THEORIES ADVANCED

General O'Callaghan Does Not Agree With Them—Vicia Says the New Weapon is of Austrian Make and Secret is in Shell and Casses

MORE ST. JOHN SOLDIERS HOME TOMORROW

TURKS WANT CRIMEA

WEATHER REPORT

FAMOUS SHOE-MAKER OF COLPENICK DEAD

THREE STEAMERS AT HALIFAX SEIZED FOR ALLIES

ENEMY USING BRITISH TANKS

ALLIES NOT ANXIOUS

HEAVY TOLL FOR EVERY FORT

NOYON EVACUATED IN GOOD ORDER

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W. H. Thorne & Co. Ltd. Suffer Heavily In Spectacular Fire

Loss In Noon-Day Blaze May Be \$50,000

SEVERAL EXPLOSIONS

Outbreak on Top Floor Where Ammunition Was Stored—Rattle of Shells Like Infantry in Battle Sends Crowd Scattering in Flight

ALL CONTENTION IN ENGLAND SILENCED; THE NATION IS BRACED TO BACK ARMY

Word From Front is That News Should Be Read With Entire Calm and Unshaken Confidence; High Water Level of German Advance Reached

ONTARIO AIRMAN IS DOUBLE ACE

THREE HUNDRED MILE TRIP BY SLED AND CANOE AND SNOWSHOES

F. X. Bourret on Way to Ottawa for Aid to People of North Shore to Get Supplies

Quebec, Mar. 26—(X. Bourret, a training agent on the north shore of the Gulf, arrived here today after a 300 mile trip in dog sleds, in canoes and on snowshoes.

"DIE WACHT AM RHEIN" BRINGS IN THE POLICE

More Than 50 People in Chicago Arrested for Celebrating German Offensive

Chicago, Mar. 26—More than fifty persons were arrested last night for celebrating the German offensive. Early in the evening police were attracted to one house by strains of "Die Wacht Am Rhein" and as a result of arrests elsewhere federal and civil authorities combined in a drive throughout German settlements where it was found that general celebration was being held.

FAMOUS SHOE-MAKER OF COLPENICK DEAD

Amsterdam, Mar. 26—William Voigt, a shoemaker, who caused the whole world to laugh at the expense of German militarism by his escapade at Copenick in 1906, is dead, according to an announcement made in Berlin.

GERMANS GIVE UP SHIP

Stockholm, Mar. 26—It is reported that the Germans have released the Swedish steamer Princess Ingeborg. This steamer, while bound for a Swedish port after having unloaded a Belgian relief cargo, was captured by a German submarine off the Skaw on March 16 and taken to a German port. The Swedish government protested.

THREE STEAMERS AT HALIFAX SEIZED FOR ALLIES

Halifax, Mar. 26—Two Dutch steamers and one Russian were seized by the naval authorities here yesterday and will be before long engaged in the British merchant marine service. The Dutch steamers, which are about 2,000 tons net each, have been in Bedford Basin for some time, while the Russian steamer was towed into this port on Sunday with a propeller blade.

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POOR DOCUMENT

MC 2035

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, MARCH 26, 1918

LOCAL NEWS

OVERLAND EXHIBITION
See the exhibition of all latest models of the Overland car...

A man who can't afford to pay for his spring suit or overcoat...

WALL PAPER SALE
Don't miss these bargains. Come get yours today...

AUCTION SALE
Arnold's big auction sale will commence Tuesday evening next...

LOCAL NEWS

The friends of Sergeant G. Harry Willett, who spent a winter in St. John...

Word has been received in the city that D. B. Smith, son of Captain and Mrs. David Smith...

The campaign fund for the re-building of St. David's church has now reached \$22,000...

Mayor Hanson of Fredericton said yesterday that the location of the demobilization centre for New Brunswick is to be in Fredericton...

J. W. Smith, for seventeen years manager for the C. P. R. Telegraph Company and the Dominion Express Company in Fredericton...

MR. LEAVITT'S LECTURE AT Y. M. C. I. KEENLY ENJOYED
A. Gordon Leavitt spoke in the Y. M. C. I. last evening on "An Hour with Nature..."

The draft across the border has caused some in shirting employees to the recent shuffling of employees.



WHEN going out to dances, theatre parties, or on other important social occasions, use Mennen's Cold Cream...



MENNEN'S COLD CREAM

Soldiers Of the Soil For the Farms

The proof of the value of boy workers on farms is that nearly every farmer who got boys in 1916 wanted them again in 1917. In 1916 a little over 2,000 boys went on the farms in Ontario. In 1917 nearly 8,000 were demanded and this year more than 25,000 will be required.

Hundreds of letters from farmers have been received, speaking in the highest terms of the work done by the boys. In many, many cases no other farm labour was used because none could be had. Nor was any other needed because the boys did all the work well and willingly.

This year Canada asks that no less than 25,000 boys shall enroll in the Soldiers of the Soil to help Canada raise the food our Allies and armies must have to win the war.

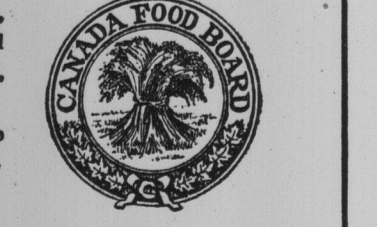
25,000 volunteer boy workers will help materially to solve Canada's farm labour problem.

ENROLLMENT BEGINS APRIL 8 and it is necessary that it be complete by March 23 so that the farmers of Canada will know for a certainty that this help will be forthcoming when it is needed.

Boys from 15 to 19 inclusive, can enroll with High School Teachers, Y.M.C.A. Secretaries, Scout Masters, etc.

Farmers can apply for boys to the Provincial Minister of Agriculture.

Canada Food Board Ottawa Henry B. Thomson, Chairman



GILLETT'S LYE
HAS NO EQUAL
It not only softens the water but doubles the cleaning power of soap...

THE EMPIRE'S BREAKFAST PURITY OATS
SOLD IN GERM PROOF TUBES
MANUFACTURED BY Western Canada Flour Mills Co. Limited

Fond of Good Coffee? of course!
But why not make it BETTER Coffee? Coffee at its BEST, in fact - SEAL BRAND COFFEE

Little Miss Muffet Sits on a tuffet Washing her hands and brow. The soap, there beside her, Her mother supplied her. It's "Infants-Delight" I brow. INFANTS-DELIGHT TOILET SOAP

New Styles are graceful This year's D & A models show the figure at its best. Without undue compression they help to realize the dressmaker's ideal. NON RUSTABLE D & A CORSETS

PAINLESS EXTRACTION Only 25c
We make the best teeth in Canada at the most reasonable rates. BOSTON DENTAL PARLORS

GREAT STOCK-REDUCING SALE is still going on at Robertson's

Table listing various grocery items and prices: FLOUR, SUGAR, TEA, EGGS, etc.

E. R. & H. C. ROBERTSON
Buy Your Groceries at BROWN'S GROCERY COMPANY

Sereisky & Co., 687 Main Street
Nice Things to Eat
LILLEY'S POPULAR PRICES

SMOKY CITY, 22c a Tin 5 for \$1.00
Quickly and Easily Cleans Wall Paper, Etc. WASSONS GOOD VALUE DRUG STORE 711 MAIN ST

CREX RUGS
Canadian Crex Rugs—8 feet wide, 10 feet long... For \$8.00

Wise People
Are hustling after necessities and getting their homes in order before the warm Spring weather arrives. We do Not Carry Cheap, Trashy Furniture.

BOYS! \$10.00 cash to you if you solve the contents of the Soldier's Kit Bag and mail your answer.

BORDEN'S Reindeer Coffee
With Milk and Sugar Ready to Use

APPLES
Choice Nova Scotia Apples Baldwin, Golden Russet, Fallowater, Royal Household Flour, standard.

To The Housekeeper
Your problem at present is to make your dollar go the farthest. We carry a full line of Meats and Groceries at very reasonable prices.

Sore Eyes
Granulated Eyelids, Eyes inflamed by exposure to Sun, Dust and Wind quickly relieved by Murre's Eye Remedy.

FLOUR
Bills, 98 lb. bags, 24 lb. bags Charlot, \$12.75 \$6.35 \$1.65

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The St. John Evening Times is printed at 27 and 29 Canterbury street, every evening (Sunday excepted) by The St. John Times Printing and Publishing Co. Ltd., a company incorporated under the Joint Stock Companies Act.

Opposes Union of West Indies With Canada

Maritime Merchant Asserts it is Impracticable and That the Islanders do Not Want it; Interesting Review of the Whole Question

(Montreal Merchant.) The last trip of the Royal Mail steamer to the British West Indies is said to have not the largest passenger list of an sailing in the history of the Canada-West Indies steamship trade.

Columbia No. 6 Ignitor Dry Cells



Are packed with power. They're dependable. They're uniform. The same fresh high-powered batteries always.

Especially adapted to such severe service as gas and gasoline engines, automobiles, motor boats and motor cycles, also for lighting electric lamps on autos and motor boats.

Prices: Barrel lots \$33.85 50 or less than 125.... \$35.35 12 or less than 50..... 37.35 Less than 12 40

MURESCO The Modern Wall Finish. MURESCO covers more surface and covers it better than any other material on the market.

Emerson & Fisher Ltd. Make Creamy Wholesome Bread and Toothsome Pastry with LA TOUR FLOUR.

DENMARK FACES CRUEL DILEMMA. George Bech, Danish Consul, Tells Empire Club, Toronto, Situation.

"GOD REIGNS." At a critical moment in American history a clear-thinking statesman cried out to a swaying crowd of sorely troubled citizens at the nation's capital:

CUT OUT THE TITLES. The Toronto Globe and Star voice the general sentiment in Canada against giving titles in Canada.

CONFIDENCE GROWS. "If the time is not one of over-optimism, it is certainly far from the moment for extreme pessimism."

THE CITY AND THE FARM. In an article laying emphasis upon the fact that the cities must do much this year to help in giving the farmers the labor necessary for increased production, the Toronto Star says:

RAISE VEGETABLES. The Rotary Club has decided to perfect an organization to ensure the largest possible development of vacant lot gardening.

Gained 20 Lbs. and Feels Fine

Never Expected to Be So Well and Strong Again—An Enthusiastic Statement Endorsed by a Postmaster.

Parkeville, N. B., March 26—Here is a cheerful letter from a man who was greatly broken in health and much disabled by nervous prostration.

Easter Shoes

Every department is complete with the best and newest in this season's production of graceful footwear.

FRANCIS & VAUGHAN

Foley's Shoe Linings

Don't Let The Fire Burn Through The Sole

TROUBLED FOR YEARS WITH BRONCHITIS

DR. WOOD'S NORWAY PINE SYRUP GAVE INSTANT RELIEF. Bronchitis is a disease which is prevalent during the late winter and early spring, when there are sudden changes in temperature.

GOOD BLOOD

"Blood will tell." Blisters, blemishes, like murrain, wash out, unless the blood is kept pure, its purity is restored and protected by the faithful use of BEECHAM'S PILLS.



Fashionable Footwear FOR THE Easter PARADE
A WONDERFUL EXHIBITION OF EASTER FOOTWEAR

Is Now Ready for Your Inspection



At the Spring Opening of Unexcelled Boots, Low Shoes and Pumps of Waterbury & Rising, Limited, New York, Boston nor any of the leading Canadian cities have anything on OUR display of Spring Footwear which we are, this week, throwing open to the Citizens of St. John for their inspection.

We have any number of smart, attractive shoe styles in seasonable types that will delight you. Handsome Grays, Browns, Tans, some very smart Two-tone Models, High Louis and Cuban Heels, Light Weight and Medium Soles, Cloth and Leather Tops.

"Dorothy Dodd" and "Queen Quality" Footwear were always leaders in every respect. The "Bell Shoe" is the best Canadian shoe made, noted for Style, Fit, Quality. We have other famous lines, such as "The Hartt Shoe," "The Just Wright Shoe," "The Invictus Shoe," "The Romper Shoe" for children, and last, but not least, our "W. & R. Specials" for Ladies and Gentlemen.

Our Oxfords Have Arrived

All the charm of Spring is manifested in the handsome Oxford styles we are now showing.

Here is just one of the many smart models that are sure to be in the fore among Fashion's Favorites for this season.



Street Pumps For Early Spring

Wear them now with spats, and then when the warmer days come you have what amounts to a new pair of dainty street shoes by simply putting aside the spats.

We have many styles that will please you, and what is more in keeping with the smart tailored costume than the combination of pumps and spats?

THE POPULAR SHOE STORE

Shoes for Men, Women and Children
 Popular Styles and Popular Prices



To make you feel that this is your store is our one big aim. We can do this only by giving you day in and day out the best values obtainable at the prices you want to pay and by rendering the best service that lies in our power to give.



Our Slogan—"Service and Quality"

Waterbury & Rising

LIMITED

61 King Street 212 Union Street 677 Main Street

LONG LIVED INDIANS.
 One of Them, a Chipewya, Said to Be 130 Years Old.

Kabonawwoyee, Chipewya Indian, is said to be 130 years old; said to be, but probably isn't. However, the long-named one is unquestionably a long-lived one, and when a man gets to be over 100 the mental addition of a few years is to be forgiven. The Indian, after a so-called civilization struck him, began to die younger than he did when he roamed at his own sweet will and did pretty much as he chose. However, the refinements of life which at the first cut years from his life now are beginning to add years to it, and so all's well that ends well.

There have been some notable instances of longevity in the red ranks. Warrior Indians who in their day tempted death in a thousand ways lived to leave the warpath and to go along the ways of peace for many long years. Red

Reserved For CONSUMER COAL COMPANY, LTD.

Cloud, the Sioux, significant name for the warrior that he was, lived to round out a century. He went to the happy hunting ground, in which he firmly believed, only a few seasons ago. Red Cloud will be remembered and honored for his bravery when Sitting Bull, who was a medicine man and counsellor and not a first rank fighter, is forgotten.

It was Red Cloud who forbade the whites to trespass on his domain until a treaty giving possession was ratified. He gave fair warning, but the whites paid no heed, and Red Cloud went to war

HORLICK'S Malted Milk for Infants
 A safe milk diet, better than cow's milk alone. Contains rich milk and malted grain extract.

and forced the government to pay attention to "the rights of red nations." This Sioux chief was old when the battle of Wounded Knee was fought, in 1890. He was so old that he could not fight, and the government thought he was friendly. His heart, however, was with his people, and in stolen counsel he told the young men to follow the warpath. He died more than a score of years later, a true warrior to the last. Red Cloud is only one. There were Geronimo, the Apache, and Chief Joseph, the Nez Perce, and other famous ones of the mountains and plains who lived long and carried long memories. There are plenty of the ancient warriors left today, and it would be better for the self-respect of the white brethren if these old Indians had lost to mind the records of the sins of the pale faces against the red faces.—Rocky Mountain News.

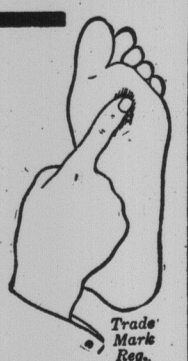
Have You a Callous or Pain Right There?

Just on the ball of your foot—or do your feet pain or the easily? Relief can be easily and quickly secured by using

DR. SCHOLL'S METATARSAL ARCH SUPPORT

Go to your shoe dealer at once or write

THE SCHOLL MFG. CO., LTD., TORONTO



HELPING SOLVE LABOR PROBLEM ON THE FARMS

J. R. Moorhead Speaks of How Lexington Business Men Were Interested

J. R. Moorhead tells how he interested the business men of Lexington, Mo., in helping to solve the farm labor problem last spring. He says: "The way to organize farm help clubs is for the business men of the communities to get together and first pledge themselves to give so many days' work and also to pledge so many days' work to their assistants—either one or the other or both.

"A card index then should be made of those who pledge either their assistance in temporary farm work or those who may want to go on the farm and work for a longer period. The information then should go to the farmers, through the newspapers or by circular letter, that so many business men in the community have pledged a certain number of days' work on the farms whenever they may be wanted and whenever called for, and that so many men are pledged for permanent farm work during the summer.

"Included in this list of voluntary farm workers should be the Boy Scouts and other school boys big enough and strong enough to do farm work. A central office should be maintained for an intermediary and for telephone purposes in order to get the farmer and this labor together. Communities that depend altogether on agriculture for their business can afford to close up during harvest week in order to put this thing over, not only for their own benefit but for the one big thing that we are all working for—to save grain and crops for war purposes.

"The automobile will facilitate the handling of this emergency labor. It will not be necessary for these business men even to sleep at the farm houses, and the farmers' wives will thus be relieved of the excessive and extra work placed upon them by feeding harvest hands. Besides, many of these business men will want to go home to attend to minor business matters at night, and the merchant could even afford to close his store during the day time and keep it open at night to take care of his customers.

"My personal experience over at Lexington, Mo., on this matter is just this: I went over at the invitation of the City Club. I talked to fifty business men—lawyers, professors, carpenters, contractors, and everybody interested in the upbuilding of that community. After presenting the matter, I asked them to sign a service card.

"I secured pledges from forty of these fifty of 254 days' work to be performed either by themselves or their clerks or assistants. In addition to the 254 days pledged, one professor in a school notified me that he expected to work during the entire summer on the farm. There were two farmers present, one with his wife. At the close of the meeting we introduced one of these farmers to the professor who wanted to work all summer, and they will make a deal accordingly. The farmer will be supplied with a first-class farm hand and the professor

As Usual, on the Saturday Before Easter Sunday All Our Stores Will be Open Until 10 p.m.

MEN'S and BOYS' Easter Furnishings

The Most Attractive Authorized Styles, Introducing Many Novelties in Color and Fabric

NECKWEAR—That almost unerring index to man's taste, is displayed in a large and attractive variety of innovations, some daring, perhaps extreme; but fashion demands the most brilliant effects this season, so be prepared for bright coloring and bold patterns. The shapes are the regular folded ends with the latest improvements 50c. to \$2.00

GLOVES—Spring and Summer weights the newest kinds. Cape and Washable Leathers \$1.75 to \$3.25 Suede Leathers (different weights) \$1.00 to \$3.00 Chamois Color \$1.75 to \$2.35 Fabric and Silk (plain and embd. backs) \$1.35, \$1.50 New Styles in Soft Collars,

Shirts in the Newest Patterns and Colorings, Spring and Summer Hosiery—Cashmere, Silk and Wool, Lisle and All Silk.

Ladies' Handkerchiefs

Many Novelties are being shown this season, one of them being:

Pure Linen Handkerchiefs, Irish Lace corners, white or colors 35c. and 40c. each Crepe de Chine, novel effects 25c. to 40c. each Embroidered, Pure Linen 25c. to \$1.10 each Linen Hemstitch 15c. to 40c. each Linen Initial—½ doz. in box for \$2.00 Linen Initial—½ doz. in box for 90c. Children's Handkerchiefs, All Prices

Manchester Robertson Allison, Limited

will have employment all summer. "The other farmer who was present with his wife secured a cook out of the number in the person of a gentleman who is employed in a bank who advised them he could not do farm work but that he was a good cook. The farmer's wife and the bank clerk immediately made a bargain. Thus, I believe, the emergency farm labor problem at least was solved at that meeting at this particular town of Lexington, Mo. It can be done everywhere in the country if the live lumbermen and other business men will take hold of it, soliciting first the assistance of the local newspapers, the preachers, the school teachers, and every-body interested not only in the communi-

ties' welfare but the big thing of saving crops to win the war. "One gentleman who signed for five days' work told me after the meeting that I had cost him \$15. He meant that he was not able personally to work in the harvest field, but that he would have to hire a man to do five days' work. He was a county official. I told him that would get him more votes than anything else he ever did in his life, and it was money well spent from a personal standpoint, as well as helping the big cause. "The service card reads as follows: I hereby pledge myself personally to perform days' labor in assisting the farmers in this territory in emergency farm work.

I hereby agree to release of my employes to perform similar service if called upon. I hereby agree and pledge myself and to urge my employes to use as much of their annual vacation in farm assistance work as may be possible. Name Address Phone The American secretary of agriculture says: "If soldiers are willing to serve in the trenches, to dig ditches, build railroads and risk their lives, many civilians can well afford to spare a part of their time to serve in the furrows and in the harvest fields."

Easter

ASTER—redolent of budding leaf and flower—bright sunshine—Spring, and the dawn of new life throughout all Nature!

Fitting it is that such a time should be joyously welcomed.

Let your Easter table be in keeping with the day—your menu as attractive as the flowers that adorn it.

Start with a breakfast of SWIFT'S PREMIUM HAM—the one ham that is outstanding in excellence because of its firm, juicy tenderness—its succulent fat and exquisitely flavored lean—that mild, characteristic, satisfying savoriness that comes only with the exclusive Swift process of selection and curing.

You can seek no better Easter breakfast dish than ham—you can find no better ham than SWIFT'S PREMIUM.

Swift's Premium Ham

Swift Canadian Co.
 Limited
 Toronto Winnipeg Edmonton

M C 2 0 3 5

The Other Day Something Happened. Now I'm Going to Make a Wide Open Confession.



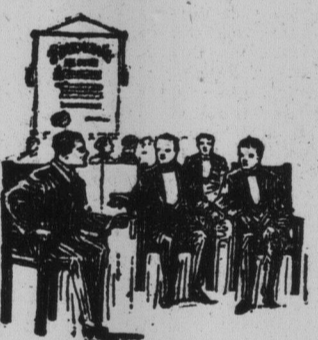
I FEEL that it's an act of common decency, wrung from a busy man, and no matter how busy you may be, I guess you'd better read it.

For years THE LITERARY DIGEST was nothing to me. I had too much reading matter, and too many ways to spend my money.

I thought THE DIGEST was simply one of the multitude of magazines, and the family has half a dozen, or more, lying around the house all the time.

Some fate got after me a month or so ago and began to hand me one knock after another.

The first one that made a dent, I think, was at the meeting of the lodge. An argument arose over the war situation in Russia. I couldn't hold up my end; the other man knew more than I did, and made the fact plain to several members who were listening. I remarked, not very pleasantly, "You seem to know more than the newspapers." My ill nature brought only a cheerful laugh. "Oh, yes," he said, "THE LITERARY DIGEST explained the whole thing last week." Of course I hadn't seen it.



Coming in on the train a day or two later, my seat companion asked me how I thought France could ever recover from the devastation of her orchards. I said it probably would take five or ten years to grow new ones. Then the fellow opposite spoke up and said, "Oh, no; the French armies are doing miracles over there in restoring to life thousands of fruit trees that were cut down, or circled. The article in last week's LITERARY DIGEST describing it reads like The Arabian Nights." I hid my discomfiture with a polite, "Is that so?"

At the dinner table, yesterday, two of the children began discussing the question whether the German U-boat warfare could ever starve the British or French into submission. It seemed strange to hear them quote fact after fact, and opinion of this or that authority which I hadn't read anywhere. I began to be afraid they would ask me some question I couldn't answer. At length I stopped them short by saying, "That will do now; where did you hear all that, anyhow?" And this is what I got in reply, "Why father! That is our high school topic from THE LITERARY DIGEST this week." I had forgotten reading in a letter some time ago that THE DIGEST is used as a text in several thousand high schools.

Harold Bell Wright, the Author, Tells the Reason:
"To attempt to gain anything like a clear view of the world's activities through the fogs of prejudice and the clouds of self-interest that hang always about the local newspaper, is a hopeless task. For one who would look with unobstructed vision upon the moving world forces that make for or against the welfare of human kind, The Literary Digest is a mountain peak in a clear sky.
"Because The Literary Digest gives me an unclouded view of the world's doings, because it places me in an atmosphere above prejudice and local self-interest, because it separates for me the grain of the world's thought from the chaff of idle words, and cleans it from the dirt of sensationalism, I appreciate and enjoy it. It is a Godsend to all who feel that they have work to do that requires clear thinking."
—HAROLD BELL WRIGHT, Author of "The Shepherd of the Hills," "The Eyes of the World," etc.

Wife is fond of visiting and has a good many friends among nice people. Lately they have been talking a lot about various plans of food conservation and other new methods of economy. I heard her telling somebody over the phone the other day about a wonderful substitute for eggs in making cakes. Then I heard a little exclamation of dismay and a few broken sentences of embarrassment before she hung up the receiver. In a minute the trouble was all up to me: "Mrs. Page says I mustn't use that egg powder, because it hasn't any egg in it at all. She says I ought to read the article in my LITERARY DIGEST this week telling all about such things. My LITERARY DIGEST! She seemed to take for granted that we have THE DIGEST. I was ashamed to tell her we haven't. Everybody seems to have it except us." Of course I couldn't admit such a thing. At the same time I couldn't deny having seen THE LITERARY DIGEST in most of the nice homes we had visited.

Saturday afternoon my neighbor called me over to his garage to see his new car. It was a beauty. "I thought you couldn't decide which make to get," I remarked. "How did you settle the matter?" "Why, yes, it did seem like a deadlock between my wife and me, but the advertisement of this car in last week's LITERARY DIGEST was so convincing we agreed, as soon as we read it, that this was our choice. It's getting to be rather a habit with us, you know, to find answers to things in THE DIGEST." The matter-of-course tone in which he spoke, made me wonder what he would say if he knew I didn't read THE LITERARY DIGEST.

Last Sunday morning the dominie mentioned a request made by some church member that the pastor would "not preach about the war." Then he told about the experience of the Church in England and France and the criticisms of its attitude, and what his own position on the subject was. I declare, if he quoted THE LITERARY DIGEST once, he must have quoted it half a dozen times.

Is the answer to everything in THE LITERARY DIGEST?

This was getting on my nerves. The next morning at the office I noticed THE DIGEST on my partner's desk with his personal mail. In the most casual manner I asked him to let me take a look at it. I didn't mean to start anything!

"Do you mean to say you don't read THE LITERARY DIGEST?" he exclaimed.

"Why is there anything surprising about that? I don't pretend to read every magazine that's published," I said, rather nettled.

He came back at me strong. "That's just it; you try to read too many magazines, and too many newspapers, no doubt. You might better spend less time with some of them rather than miss reading THE LITERARY DIGEST. You simply can't get on, nor hold your own anywhere without it. I know I couldn't. It's the only magazine in the country that keeps you informed—fully and rightly informed, I mean, free from all editorial bias—on the big, live matters of the war and business, and every other vital topic. Surely! Look it over and see for yourself."

I retired to my own office and sat down, face to face with the magazine that had been challenging me everywhere I went during the past month. An hour was gone before I knew it. I was surprised, startled, thrilled. The world seemed bigger to me, and closer. Things that had puzzled me became clearer. My mind seemed to be opening. I had thought of THE LITERARY DIGEST simply as one of a multitude of magazines which did not concern me. Here it was, now, revealed as THE ONE which I had been really needing all this time. I certainly had been missing a good thing.

Well, I hurriedly sent off my check for the \$3.85 which would bring THE LITERARY DIGEST to my home for a whole year. Thank goodness, that's done! Of course, the joke is on me. It was my own fault. I might have enjoyed THE DIGEST long ago. Now, as an act of neighborliness, I'm making this confession; and I'm telling you, also—you who haven't been reading THE DIGEST—if you now sign and mail an order for it, as I did (when I woke up), you can call it a good day's work.

The Literary Digest

FUNK & WAGNALLS COMPANY
(Publishers of the Famous NEW Standard Dictionary)
New York

'Tis a Mark of Distinction to Be a Reader of The Literary Digest

The Digest Habit Saves Worry, Time, and Money

HERE ARE TWO WAYS TO GET THE LITERARY DIGEST:

- Buy it from the nearest news dealer for a dime each week.
- Send this order, with \$3.85, and receive the magazine at your home or office every Saturday for a year.

FUNK & WAGNALLS COMPANY,
354-360 Fourth Avenue, New York City.

Please send me THE LITERARY DIGEST for a year, beginning at once. I enclose \$3.85.

NAME

STREET AND NUMBER

CITY

PROVINCE

March 26, "Telegraph and Times," St. John, N. B.

WHAT'S NEW AT THE MOVIES

OPERA HOUSE VAUDEVILLE TONIGHT 7.30 and 9 AFTERNOONS AT 2.30 KELCEY CONBOY and ROSE MARSTON Comedy Sketch, "The Claim Agent"

PALACE VARIETY PROGRAMME For MONDAY and TUESDAY Harry D. Carey in "HAIR-TRIGGER BURLEY" A 3-Act Western With Plenty of Pep Throughout

VAUDEVILLE AND PICTURES 7.15, 8.45 JUNE Miss CAPRICE in U.S.A. Captivating story of a girl's adventures with German spies in States. Inspiring war scenes.

HIS GIRL JILTED HIM AND WENT TO WAR WHILST HE QUIT Although they said he was a slacker and a coward; although his club black listed him and his sweetheart returned his ring at their engagement dinner

SPORTS NEWS OF THE DAY; HOME AND ABROAD. Table with columns for various sports teams and scores.

has been purchased today by the Boston National League baseball club, according to word received from the Braves' spring training camp at Miami, Florida.

LYRIC - A 2 Big-Star Program! That Adorable Little Princess of the Screen Mary Miles Minter "BEAUTY AND THE ROGUE"

"The Taking of Luke McVane" A Splendid 2-Reel Picture! Featuring WM. S. HART SPARKLING 2 COMEDIES

THE NICKEL 5 CENTS TODAY MARJORIE RAMBEAU in "The Debt" YOUNG MACEDONIAN IS VICTIM OF GUN MEN

ing the seven minutes twenty-eight seconds that the bout was under way. There was bad feeling between the two fighters from the start.

London, Mar. 26.—In the engagement between allied and enemy destroyer squadrons off Dunkirk on last Thursday, the British destroyer Botha cut a German destroyer in half and took a leading part in the fighting.

AN EASTER REMINDER FROM KING SQUARE SALES COMPANY WE BUY YOU are prepared to supply you with glad apparel for this glad season at prices on all lines that will make your shopping money go farther than ever before.

STEFANSSON VERY ILL Was Seen in January by Son of Sir Charles Tupper, Captain in Mounted Police Vancouver, B. C., Mar. 26.—With eyes bandaged and sunken and face yellow and severe pains in the head and body, so wracked with pain that only daily sled journeys had been negotiated, Stefansson, the Arctic explorer, was a very sick man when he was seen at Herschel Island police barracks by Captain J. M. Tupper.

The Conflict of Love and Fat The average man will "jolly" with the stout girl, but he steals glances over her shoulder at that Miss Slender. He would sooner hold the hands of the latter in the fatuous silence than really enjoy himself with the other. Such is the power of love. Just a line—from chin to toe, or nose to heel—that's all. But it rings the merry marriage bell.

KING SQUARE SALES CO. OPPOSITE THE MARKET SOME OF OUR LINES: Boots and Shoes for Men, Women and Children, Men's and Women's Furnishings, Rubbers, and Varieties in Dry Goods—Everything Plainly Marked.

