

BRITAIN A HUGE ADVERTISEMENT FOR VOLUNTEERS

Charles Edward Russell Tells of the Remarkable Campaign to Entice English Patriotism—Volunteerism Tested and a Failure—Conscription Evidently Only Plan to Raise Army

(By Charles Edward Russell.)
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LONDON, April 30.—Staff Special.—Talk about advertising! The government of Great Britain, in the last nine months has become incomparably the greatest advertiser the world has ever known. In extent, variety, ingenuity, boldness, attractiveness and cost it has set a new and truly wonderful record.

What has the government been advertising for?

Men. That's all.

In spite of many and grave warnings, Great Britain was caught by the war absolutely unprepared, like an uncrewed ship struck down by a squall.

Here is the final and unanswerable proof that whatever may be pretended elsewhere, this country never desired, expected nor considered such a war. Except for her traditional navy, she was almost weaponless, and even if she had been provided with tools she had no trained men to handle them.

The staggering problem was to create an army from a population unschooled in war.

England's Problem May Be Ours

Here is something in itself far more interesting than any battle. Besides, we may some day face the same kind of problem.

Now, to criticize the manner in which the British government attempted this stupendous task is not my job. Any administration composed of unwarlike men slung in a moment into such a mess would blunder. Also, for my own part, I am satisfied from independent investigation before the war that the cause of the allies is just and true. Therefore, I am not much moved to pick needless flaws in what they do, but only to set down here, for the benefit of my countrymen exactly what happened.

On August 4, 1914, Great Britain had an army of 170,000 men; Germany had 7,000,000 under arms and 2,000,000 in reserve; Austria had 3,500,000 under arms and 2,000,000 in reserve. One hundred and seventy thousand against 14,500,000—it didn't amount to a patch on the landscape.

For years many sage counselors had urged Great Britain to adopt the system of compulsory military service that Bismarck riveted upon continental Europe. In 1905 the conservative government was all ready to do this and had a bill for it drawn, but before it could be introduced the liberals carried the country. The liberal policy has always been against conscription and in favor of volunteer enlistment for the nation's defense.

How System Was Tested

Volunteer enlistment as against conscription was now put into the crucible and fiercely tested.

The moment the council declared war the recruiting offices were opened and the men of Britain called upon to come in and enlist.

They didn't come!

This made an alarming situation—Germany with her vast army complete and Great Britain with next to nothing. So the government took to advertising. It bought full pages in the London and other journals and filled them with the biggest type ever seen in a British newspaper, eloquently appealing for recruits.

You could not imagine a more complete and conclusive endorsement of the value of newspaper advertising. The government in its greatest emergency had recourse to printer's ink.

Appealed in Letters Six Feet High

It also resorted to other expedients not so wise. It covered the billboards with letters six feet high. It pasted appeals on the glass shield of every taxicab and the side of every omnibus. It filled store windows and dead wall space with an endless variety of posters constantly renewed. It held public meetings and engaged speakers.

It appealed through church, commercial, social, political and philanthropic organizations.

The newspapers most generously gave every conceivable help. I believe there never was a press so patriotic.

Clargymen preached and statesmen argued. Young women patrolled the

streets and pinned white feathers on every able-bodied young man who had not enlisted.

"Wait until the first battle," said the wise men; "then you'll see them rush to the colors."

The first battle passed.

"Wait until the first death lists are printed," said the wise men; "that will stir them up."

The first death lists passed.

Even Lowered Physical Standard

The physical standards were lowered and sometimes conveniently overlooked. In some parts of the country it was posted that men 5 feet 1 inch in height would be accepted; the chest measure limit was reduced to 34 inches everywhere.

Under these provisions a view of some of the detachments strongly suggested eradic robbery.

The government declared "separation allowances" to be paid to the wives and dependents of men that volunteered. Many persons said that the trouble was these allowances were too small; no poor man would be eager to enlist so long as his wife would receive in his absence only \$1.87 a week, with 4 cents a day for each child.

So the government increased the allowance to the basis of \$3.12 a week for wife and \$1.25 a week for each child.

"Men and more men, and still more men," continued to be the urgent demand. Since the country's last great war all war conditions had been transformed. What was a great army then is but a beggarly handful now. Recruits gathered slowly, and every recruit must be trained at least six months before he could be worth anything in modern warfare.

Language Rummaged for Words of Appeal

The weeks and months went by; the government redoubled all its efforts. Nine months have passed since the beginning of the recruiting campaign. Today London is one huge advertising gallery, the like of which has never been seen. There is hardly a square foot where a poster could be stuck that does not scream the appeal to enlist. On one bill board I counted thirty-six different varieties of posters. The language has been rummaged and strained to find new phrases that may awaken the patriot to a sense of the nation's danger. A "whirlwind speaking campaign" for enlistments covers every region of the great city with more than seventy meetings a day.

Here, from my notebook, are a few specimens of the billboard style of appeal one sees everywhere:

"To arms for the king and empire! Join today!"

"Line up, boys! Enlist today!"

"Men, to delay is dangerous when your country needs you—enlist now."

"Rally round the flag! We must have more men!"

"Think! Are you content for him to fight for you?" (Him being the picture of a gallant young warrior.)

"Remember Scarborough! Enlist now!" (With a picture.)

Nine months of prodigious effort have gathered a large army of recruits but the dullest observer must know the army is not nearly large enough and a vastly greater army of available men walks the streets every day, apparently unconcerned.

There had been enlisted what in former times would have been regarded as a huge army. Probably it was the largest volunteer army ever created. And yet the totals fell so far short of the totals attained in continental countries that the disproportion struck one as hopeless.

Only Two Million in Nine Months

In nine months the government had spent \$125,000,000 in securing recruits and had collected, including the responses from Canada, Australia

and New Zealand, what optimists declared to be a little more than 2,000,000 men—some trained, some untrained and some as raw as a March day.

Two millions! On December 15, 1914, Germany had under arms 9,542,000 trained men.

At the outbreak of the war Germany had a population of about 65,000,000; Great Britain a population of 45,000,000.

Taking the outside figures, Great Britain in nine months had secured one-fourth as many men as Germany had put into the field in forty-eight hours.

THE NINETY-MILE-A-HOUR FACE



This picture shows how an automobile race driver looks when traveling 90 miles an hour. It is the first of the kind ever made. The face is that of Eddie Rickenbacker, speed demon. C. Latta, a mechanic, was strapped to the hood of the machine, as indicated in the sketch below, to take the snapshot when going at this terrific speed.

If Great Britain had been as well able as Germany to produce an army she would have had about 7,000,000 men in the field.

Counting the populations of the overseas dominions she would have had about 9,000,000.

Apparently the system of volunteer enlistment, having been put to the test, had crumpled up.

Human ingenuity could have done no more with it and these were the results.



40^c lb.
THREE POUNDS
\$1.10

A steel-cut, fresh-roast Coffee—no dust—no chaff—air-tight cans.

Sold by Reliable Grocers.

Closset & Devers
The Oldest and Largest Coffee Roaster in the Northwest.

YOU MAY VISIT THE

California Expositions

On your way to or from the East.

Summer Excursion Tickets

On sale May 15 daily to September 30 permitting stop-overs en route. Ten days' stop allowed on one way tickets at San Francisco and Los Angeles.

Low Round Trip Fares to San Francisco and San Diego during the Exposition period.

Visit the Southern Pacific building at the Panama-Pacific Exposition. Rest room, Moving Pictures, travel lectures, Ticket and Validating Office and Information Bureau.

Full information from nearest Agent of

SOUTHERN PACIFIC

John M. Scott, General Passenger Agent, Portland, Ore.

O.W.R.&N. ALLOWED TO OWN VESSELS UPON COLUMBIA

WASHINGTON, May 12.—Application of the Oregon-Washington Railroad & Navigation company, under the Panama canal act, to retain ownership and continue operation of boat lines on the Willamette and Columbia rivers, Lake Coeur d'Alene and the Snake river, was approved today by the interstate commerce commission.

PORTLAND, Or., May 12.—Applications of the Oregon-Washington Railroad & Navigation company to retain ownership of its inland steamer lines was made a year ago on the ground that, while water and rail lines ran parallel at certain points, there was no real competition between the two.

Shippers in Washington, Oregon and Idaho petitioned that the railroad be allowed to retain ownership. Idaho farmers, on the south bank of the Snake, between Lewiston and Riparian, cited as an instance that they would have to ferry their crops across the river in order to reach the railroad.

The Spokane, Portland & Seattle railway system, which made application at the same time as the Oregon-Washington lines, was recently ordered to dispose of its inland water lines because actual competition existed.

VALE STANDS BY WILSON: GERMANS REGRET DISASTER

NEW HAVEN, Conn., May 12.—Nearly a thousand Yale students signed resolutions, which were sent to President Wilson today, approving his attitude in the "unfortunate events incidental to the European war."

LIBERTY BELL TO STOP IN MEDFORD

The Liberty Bell, the most cherished relic of American history, will pass through Medford next July, date yet unknown. It is planned to have the bell make the trip across the country on a special train, thus allowing for ample stops at all points on the schedule. Besides Medford, the bell will stop in Portland, Eugene, Grants Pass and Ashland in western Oregon. It will leave Philadelphia July 3. The story of the Liberty Bell is known to every man, woman and school child. Recently the city of Philadelphia city council ordered that the heavy clapper be removed for the trip across country, as a precautionary measure against damage.

Dr. Gieser on Tuberculosis

Sir William Gieser, one of the foremost of living medical men, formerly of Johns Hopkins, Baltimore, and now Regius Professor of Medicine at Oxford, says in his "Practice of Medicine" (1903), on page 260:

"The healing of pulmonary tuberculosis is shown clinically by the recovery of patients in whose sputa elastic tissue and bacilli have been found. . . . In the granulations a scar tissue is formed, while the smaller cavities areas become impregnated with lime salts. To such conditions alone should the term healing be applied."

Widespread use of this remedy in numerous cases of tuberculosis—many of which appear to have yielded completely to it—justifies our belief that it is worth a trial, unless some other treatment already is succeeding. It contains no opiates, narcotics or habit-forming drugs. We make no promises concerning it any more that reputable physicians give promises with their prescriptions, but we know of many cases in which IT HAS HELPED. Your druggist has it or can get it, or you can send direct. Eckman Laboratory, Philadelphia. Price \$1 and \$2 a Bottle.



10^c

Smokers of
TURKISH TROPHIES
Cigarettes fifteen years ago
—are smokers of
TURKISH TROPHIES
Cigarettes today!

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

STOP!



Is Your Car Insured?

IF NOT, SEE

R. H. McCURDY
MEDFORD, OREGON

MAIL ORDERS

Receive our prompt and personal attention. We prepay all postage, express or freight charges. Give us a trial. Send for samples.

MANN'S

THE WOMEN'S STORE
CENTRAL AVE., NEAR P. O.

LAST CHANCE TO GET SILVERWARE FREE

All purchases during the next nine days are good for
Wm. Rogers' Guaranteed Silverware

After May 22nd We Discontinue the Use of All Premiums

ONLY A FEW SUITS LEFT But They Are Selling Cheap

10 beautiful new Spring Suits, all good styles and colors, worth up to \$20, now on sale, each **\$10.98**

10 very Stylish new Spring Suits, in good colors and styles, worth up to \$25, now on sale each, **\$16.50**

ALL SPRING COATS SELLING CHEAP

10 new Spring Coats, very good styles and colors, values up to \$12.50, now on sale **\$6.98** at, each

10 beautiful new Covert and White Chinchilla Coats, all this season's styles real \$20 values, now on sale, each **\$13.48**

MAY SALE OF WAISTS

100 Women's Waists, slightly mussed, up to \$2 values, on sale Thursday, ea. **48c**

100 Women's Silk Waists in plain and fancy, up to \$2.50 values, on sale Thursday **\$1.39** at, each

New Middy Blouses for children, very special, each **69c**

100 Women's Lingerie Waists, good styles and sizes, up to \$2.50 values, on sale Thursday, ea. **\$1**

100 Women's fine Crepe de Chene Waists, very new styles, in white and colors, up to \$5 values, Thursday, **\$2.69** each

New Middy Blouses for women, very special, each **98c**

We Are Sole Agents for the "Korrek" Walking Skirts

MAY SALE OF NECKWEAR

Just received a new shipment of the latest fads in Neckwear, on sale Thursday at, **29c** each

25 doz. new Collar and Cuff Sets and Chemises, white and ecru, special, each, **69c** at

MAY SALE OF BELTS

New Patent Leather Belts, all sizes, on sale Thursday, **35c** each

New Black and White Belts, all widths, on sale Thursday, **59c** each

MAY SALE OF CORSETS

Warner's Rust-Proof Corsets, discontinued styles, up to \$2 values, pair **98c**

Special display of "Red Fern" Corsets, front lace, per pair, **\$4** at

MAY SALE OF WASH GOODS

2000 yards of fine Voiles and Organdies, all beautiful floral patterns, on sale Thursday, **12½c** yard

40-inch Organdies, in new floral patterns, **28c** special, yd.

Best Dress Prints on sale Thursday at, **5c** yard

Beautiful new Zephyr Gingham, per yard **10c**

2000 yds. of new Organdies, Flaxons and Fancy Wash Goods, new patterns, on sale Thursday, yd. **16c**

Devonshire Cloth, regular price 25c, our price Thurs., yd. **18c**

Good Apron Gingham on sale Thursday, **6c** yard

Galatea Cloth, all colors, special, yard, **18c** at