

YOUR KING AND COUNTRY NEED YOU

First Appeal of Most Stupendous Advertising Campaign in World

London, June 19.—(Correspondence of The Associated Press)—When the British government at the beginning of the war covered the billboards of the country with its now famous appeal for recruits, "Your King and Country Need You," it embarked on an advertising campaign of such a nature and extent as has never before been undertaken by any nation.

This first advertisement has grown into scores, dealing with a wide field of subjects, from pleas for army volunteers and loans of money, to condemnation of extravagance in the purchase of too many boots and stockings by my lady. It is said that there is scarcely a home in the British Isles that has not been reached by some of the display advertisements which have been kept running in fifteen hundred newspapers and spread on myriads of billboards. After nearly two years of experiment officials emphatically declare that it pays for a government to advertise. It is estimated by some that billions of dollars have been raised in loans in this way and that nearly five million recruits have been drawn to the colors by the printed appeals.

Journalists Helped To one man is said to belong the credit of originating and carrying out this novel and elaborate campaign. He is Sir Hedley LeBas, head of a large publishing house in London, who received his title recently as a mark of honor for the services which he had rendered his country. During an interview with a representative of The Associated Press Hedley was asked how large a status was required to conduct such a great business for the government. He smiled and replied: "In getting subject matter for the advertisements I have called on various journalists and others for their assistance. As to my regular staff, he is in the next room and I assure you he is a very busy young man."

It was Sir Hedley's way of confirming what had already been said by others—that the bulk of the work had fallen on his own shoulders. His personal business has to a large extent been turned over to other hands and he has been devoting almost his whole time to putting before the public the telling advertisements which his training as a publisher has enabled him to produce.

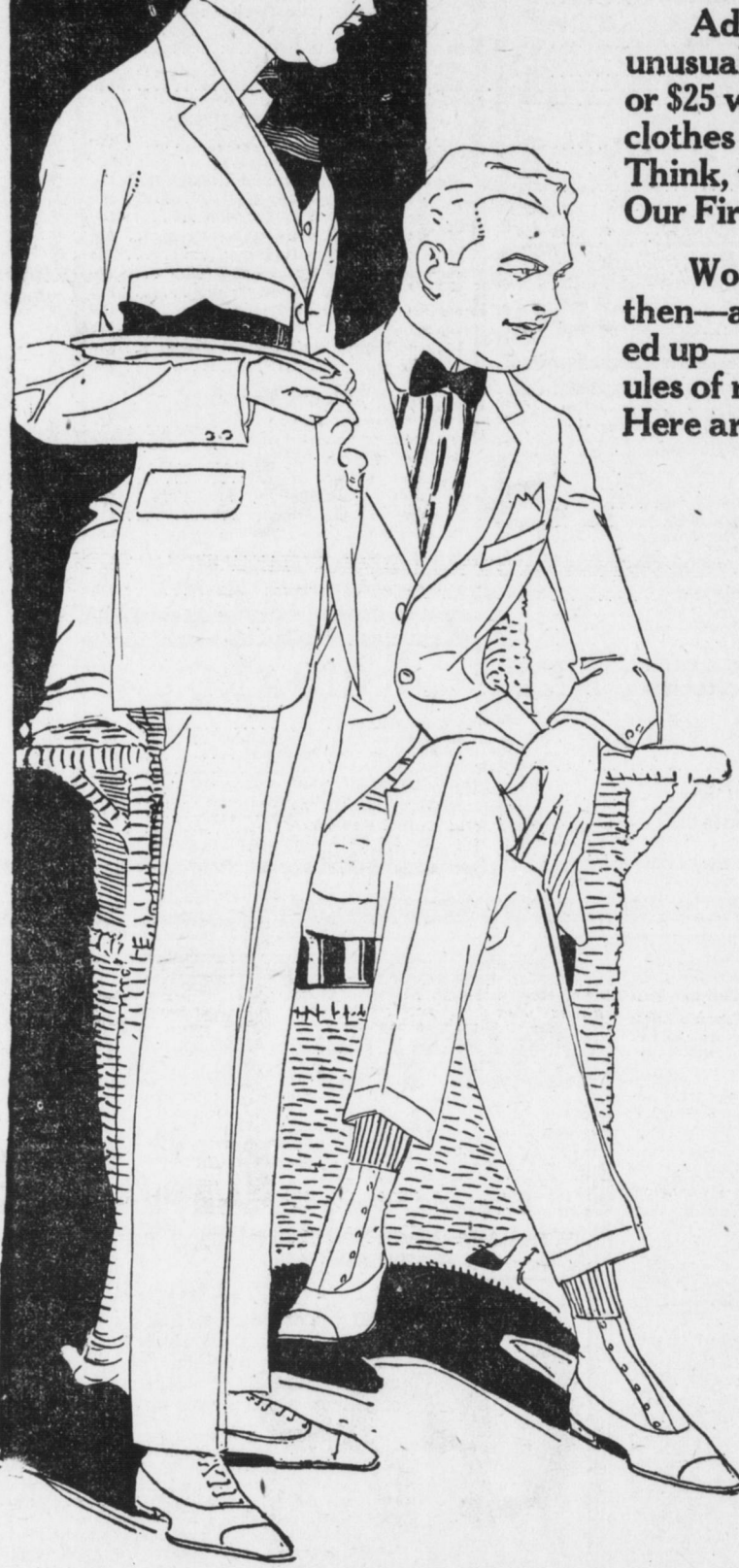
Would Advertise? It was some two years before the war began that Sir Hedley conceived the idea of advertising extensively for recruits. During a conversation with Colonel (now General) Seely, who was then Secretary of State for War, the Colonel asked how Sir Hedley, as a former soldier and a businessman, would go about to raise 35,000 recruits needed for the army. Sir Hedley instantly replied that he should advertise. The proposition was novel, but it interested the Colonel and ultimately the recruits were advertised for with amazingly good results. The war office was so pleased with this campaign that when the war broke out it was decided to advertise again and Sir Hedley was called upon to engineer the work.

At first the advertisements were very conservative in tone and before Sir Hedley was able to broaden the scope of his work and get his new business on a "paying" basis he encountered much opposition from many sources, not excluding members of Parliament.

American "Punch" "It was hard to bring the conservative British mind to accept such a radical departure," said Sir Hedley in discussing this point. "Many declared that it was undignified for a government to advertise, and others who were willing to see some advertising done held that the displays should be couched in the most dignified and stereotyped form. The idea of a government telling a woman that she was buying too many hats and expensive clothes—something which we have been doing recently—shocked them, but gradually we were given more leeway and the results have justified the course followed. My idea is to put out advertisements that have in them what you Americans call "punch." Successful businessmen conduct their concerns that way. Why shouldn't a government do the same?"

Another ground of opposition was that the expense of the work was too great. This claim was made by those who did not know the circumstances. As a matter of fact the cost has been comparatively small. Many of the newspaper proprietors have contributed the space in their papers and owners of billboards have given us the use of them. The printing of the bills is done by the government printers and the cost is the minimum.

At the New Store of Wm. Strouse Prices Are Little, But Values Are Big



Adler-Rochester Clothes—the clothes we're offering now in Our First Sale were unusual clothes values even before present price reductions were in force. If \$15, \$20 or \$25 was paid for a suit of clothes you got a suit that is crammed full of good, rugged clothes service—style, fit and clothes-comfort—with expert tailoring thrown in. Think, then, what wonderful values you're getting in these same clothes, now that Our First Sale has knocked prices into a cocked hat.

Workmanship, fabrics, fit and satisfaction are guaranteed now just as they were then—and if they're not right you MUST bring the suit back. Prices were not marked up—then down; the original price tags remain on every garment and the schedules of reductions posted throughout our store tell you exactly how much you save. Here are the schedules of reductions—we'll let prices talk for themselves.

Men's Suit Reductions

Table listing Men's Suit Reductions with columns for original price and sale price.

Men's Trouser Reductions

Table listing Men's Trouser Reductions with columns for original price and sale price.

Schedule of Reductions on Boys' Suits

Table listing Schedule of Reductions on Boys' Suits with columns for original price and sale price.

Reductions in Our Men's Furnishings Dep't.

Table listing reductions in Men's Furnishings Department, including shirts, neckwear, pajamas, and underwear.

THE NEW STORE OF WM. STROUSE



Gray Hair Restored to its Natural Color

Remove every trace of prematurely gray, streaked and faded hair, easily, quickly, safely, and turn it an even dark, beautiful shade with Hays' Hair Health.

Getting Too Fat? Try This—Reduce

People who don't grow too fat are the fortunate exception. But if you find the fat accumulating or already cumbersome, you will be wise to follow the suggestion which is endorsed by thousands of people who know. Ask your druggist (or if you prefer write to the Marmola Co., 361 Woodward Ave., Detroit, Mich.) for a large case of Marmola (Prescription) Tablets. 75c is the price the world over. By doing this you will be safe from having to go to the doctor to reduce two, three or four pounds a week without dieting or exercise.

away—or forty miles nearer to London than is Manchester? How much nearer must the Germans come before you do something to stop them? The German army must be beaten in Belgium. The time to do that is now. Will you help? Yes? Then enlist to-day. God save the King!"

Sacrifice Convenience Another advertisement contained the following appeal to those who employed male servants: "Have you a butler, groom, chauffeur, gardener or game keeper serving you who at this moment should be serving your King and Country? Have you a man serving your table who should be serving a gun? Have you a man digging your garden who should be digging trenches for the war? Have you a man driving your car who should be driving a transport wagon? Have you a man preserving your game who should be helping to preserve your country? A great responsibility rests on you. Will you sacrifice your personal convenience for your country's need? Ask your men to enlist to-day."

Best Boy Wearing Khaki What is considered by many as one of the best recruiting advertisements was addressed to the young women of Ireland where Sir Hedley spent some time during the campaign. It follows: "Is your 'Best Boy' wearing khaki? If he doesn't you think he should be? If he does not think that you and your country are worth fighting for, do you think he is worthy of you? Don't pity the girl who is alone—her young man probably is a soldier, fighting for her and her country—and for you. If your young man neglects his duty to Ireland, the time may come when he will neglect you. Think it over—then ask your young man to join an Irish regiment to-day. Ireland will appreciate your help."

"What is the Price of One of Your Arms?" Civilian: "How did you lose your arm, my lad?" Soldier: "Fighting for you, sir?" Civilian: "I'm grateful to you, my lad." Soldier: "How much are you grateful, sir?" Civilian: "What do you mean?" Soldier: "How much money have you lent your country?" Civilian: "What has that to do with it?" Soldier: "A lot. How much is one of your arms worth?" Civilian: "I'd pay anything rather than lose an arm." Soldier: "Very well. Put the price of your arm, or as much as you can afford, into exchequer bonds or war saving certificates and lend your money to your country."

The recently inaugurated plan whereby small savings may be turned into war loans at five per cent. compound interest, fifteen shillings and six-pence returning twenty shillings at the end of five years, has been advertised in many ways, the most striking displays being those pointing out that 124 cartridges can be bought for fifteen shillings and six-pence, and that six hand grenades cost only fifteen shillings. Urging Economy The advertising that has brought about the greatest criticism from the more conservative people is that condemning extravagance, it being maintained that it is beneath the dignity of the government to deal with such matters in this way. Many businessmen also are said to have attacked this campaign, for it was striking hard at their business. It was a delicate matter to handle but Sir Hedley kept putting out his ads with the result, he declares, that there has been a decided turn in favor of economy throughout the country.

NUXATED IRON

Increases strength of delicate, nervous, rundown people 200 per cent. in ten days in many instances. \$100 forfeit if it fails as per full explanation in large article soon to appear in this paper. Ask your doctor or druggist about it. Croll Keller and G. A. Gorges always have it.—Advertisement.

Cumberland Valley Railroad SPECIAL TRAIN to Presbyterian Reunion at PEN MAR Thursday, August 3d Train leaves Harrisburg at 7:15 A. M. \$1.40 For the Round Trip

CASTORIA For Infants and Children In Use For Over 30 Years Always bears the Signature of Dr. J. C. Watson Try Telegraph Want Ads