

# The St. John Standard

Published by The Standard Limited, 32 Prince William street, St. John, N. B., Canada.

H. V. MacKINNON, Managing Editor.  
ALFRED E. McGINLEY, Editor.  
United States Representatives:  
Henry DeClerque, Chicago, Ill.  
Louis Klebahn, New York.  
British Representative:  
Frederick A. Smyth, London.

ST. JOHN, N. B., MONDAY, MAY 24, 1915.

"We are fighting for a worthy purpose, and we shall not lay down our arms until that purpose has been fully achieved."—H. M. The King.  
TO THE PEOPLE OF THE EMPIRE—Every fighting unit we can send to the front means one step nearer peace.

## KITCHENER AND HIS CRITICS.

Earl Kitchener will not suffer in the esteem of the British public from attacks made upon him by certain English newspapers. The hero of Khartoum has been a pillar of Empire too long, and in that capacity, has done too much good work for the clamor of Lord Northcliffe to displace him from a position he has won by hard and capable service.

Lord Northcliffe, through his newspaper, the London Daily Mail, charges that Earl Kitchener's methods of conducting the recruiting campaign savored of self-advertising, inasmuch as his appeal for troops was made in his own name instead of in the name of the King. So far as King George is concerned, it is most likely that he would be the last man to object to the method adopted by the Secretary for War if the necessary recruits are secured by it. Consequently the charge must be regarded as very petty.

It is also charged that Kitchener has used old-fashioned shrapnel in the trenches in France instead of the modern high-powered, high-calibered shell. Whether this can be supported, is unknown, at any rate, the reports from the battlefields of France and Flanders indicate that even the old-fashioned article has proved its efficiency.

The third charge is that Kitchener has conducted the European war on the lines of the South African campaign and that the policy had not been successful. That charge also may or may not have something to warrant it, but the ordinary man will find it difficult to believe that the editors of the London Daily Mail are as well qualified as the British Secretary for War to judge of the success or failure of his plans. It must be remembered that in the first few months of the fighting the British army was outnumbered by the enemy, but there will be general agreement in the statement that this disadvantage was overcome as speedily as possible.

Possibly the charges against the British Secretary for War might be taken more seriously if the newspaper making them did not represent the opinions of the man, who, more than any other, has striven to introduce the sensational element into British journalism. Lord Northcliffe has been termed the English Hearst, and it is said of him that he may prove more dangerous in Britain than his counterpart has been in the United States. Mr. Hearst is widely known as being identified with the publications he controls, while Lord Northcliffe's identity is masked beneath various publishing companies. Thus it is that while he was the directing interest behind the reorganization of the once staid and influential London Times, that fact is not generally known.

The London Daily News has declared that Lord Northcliffe is "the greatest peril confronting the Empire," and while this view may be an exaggeration, there is no gainsaying the fact that he has great power for good or evil, but in wielding it he has been actuated to a greater degree by considerations for the circulation of his publications than by the idea of Empire weal. His charges against Lord Kitchener are probably preferred for the sake of the attention they will attract, but it is not likely that the British public will be stampeded even by publications so widely circulated as those under the Northcliffe control and the fact that members of the London Stock Exchange made a bonfire of copies of the Mail and Times may be taken as a fairly good indication that the English Hearst has oversteered the mark. Because of its viciousness the attack may recoil with deadly effect.

## VICTORIA DAY.

The anniversary of the natal day of Victoria the Good, bids a greater Empire than Victoria had known engaged in the most momentous struggle of its history. War clouds which, even during the sixty years' reign of England's most beloved queen, threatened to drench the world with blood, have at last burst with an ap-

fect more terrible than anticipated.

When the crisis came, the British people were pursuing the arts of peace, and the opinion in Germany was that the Britain of 1914 was less proficient in the practices of warfare than at any time during the past half century. Speedily disillusion came to the Huns. While the British people had their domestic differences and troublesome questions seemed to obstruct largely upon the Imperial horizon, the warlike Teutons soon learned at awful cost the truth so aptly phrased in one of the Empire's greatest fighting songs, that "Englishmen unite when called upon to fight the battle of old England's common cause."

Queen Victoria, if alive, would thrill with pride and satisfaction at the demonstration of Imperial unity to be found in the splendid fighting force confronting the common enemy. All quarters of the Empire represented by thousands of willing, earnest men, drawn together by the common Empire bond, ready to fight and die for the principles which, during her glorious reign, she so successfully taught as the very fabric of Empire.

Honor, freedom and justice—these were the characteristics of Victoria's reign, these are the characteristics of the Empire today, and though the celebration of this day may lack some of the holiday spirit because of more serious business to which one's attention must turn, there will be recompense in the knowledge that the sacrifices of the present will make for the grander Empire of the future. Victoria's Day finds Victoria's Empire a united and powerful force for world freedom and betterment. Victoria, herself, would ask no more.

## A NEW HAND IN THE GAME.

The action of Italy in declaring war against Austria had been anticipated and expected in all the chancelleries of Europe and practically by the entire world. Practically, the decision of the Italian Parliament to confer extraordinary powers on the ministry was the real warlike step, the formal declaration being little more than formality, for it is probable that all preparations for participation had been taken weeks ago.

A declaration against Germany, or by Germany against Italy, is certain to follow within the next few hours and similar action is sure to be taken in the case of Turkey, for, in arraying herself against Austria, Italy is definitely committed to the allies and will fight the allies' enemies no matter who they may be.

As already pointed out in these columns the entrance of Italy provides Great Britain, France, Belgium and Russia with a powerful ally likely to prove of especial value in the operations in the Dardanelles. Also it will close a gateway by which Austria has been receiving large quantities of supplies. The importance of these facts is not to be underestimated.

In the active campaign on land or sea Italy should make a fine showing. Her army, on war footing, numbers 3,330,000 men made up as follows: Permanent army, 734,401; mobile militia, 320,170; territorial militia, 2,275,621. Four armies have already been organized, each of from two to four army corps and one division of cavalry. It is likely that the first line of troops will include something in the vicinity of three quarters of a million men, while the second, third and fourth lines will be correspondingly strong.

On sea, too, Italy is well prepared for whatever may come. She has four Dreadnoughts in commission and two more to be completed this year. Those in commission range from 18,000 to 22,000 tons, and are armed with big guns. The guaranteed speed is from 22.5 to 23 knots. Other vessels in the Italian navy include eight warships of the pre-Dreadnought class, nine armored cruisers, sixteen protected cruisers, ten torpedo gunboats, forty-six destroyers, eighty-six torpedo boats and twenty-five submarines. The vessels are all well equipped and thoroughly capable.

That there is little fear of a successful invasion of the "boot-leg nation" is evidenced by the elaborate character of coastal and frontier defenses at

strategic points. On the Austrian boundary conditions are similar to those in the Carpathians where nature has provided defenses which military science has turned into fortresses of great strength. There is practically no danger of an attack from the sea as the Italian navy is admittedly superior to that of Austria.

It is reasonable to believe, however, that the first fighting may be on Italian territory as it is likely Germany and Austria will attempt tactics similar to those employed in France and try to strike a heavy blow before Italy has fully mobilized her army. The months of delay before deciding to act should have given the Italian military authorities ample time in which to prepare and any successes that might be gained by an early attack can have but very brief life.

The general effect of Italian entry into the struggle should be to materially shorten the war. Already Germany has all she can do to keep her enemies from crossing her boundaries. The addition of a new and powerful foe cannot but turn the scale even more heavily against her.

## GOVERNMENT OFFERS \$300 TO AID 55TH

Campaign to recruit Regiment opens and results are looked for by week-end.

Indications point to a most successful recruiting campaign to increase the number of men for the 55th. Throughout the province on Saturday speeches and various other methods whereby men of this section could be induced to join the ranks, were introduced. Chief among the activities were the posting of hand bills in the various store windows. This work was carried on from the office of The Standard and from an early hour in the morning boys were busy in sticking an attractive poster in the store windows.

Several hundred of these were distributed and there is hardly a store in St. John but what has a poster calling attention to the fact that "Kitchener Needs Men." Throughout the remainder of the week a programme in which speeches will predominate will be carried out and the committee expects to report results before the end of the week.

It has been announced that the government will assist in the campaign and already the sum of \$300 has been offered toward this end.

On next Thursday evening a public meeting will be held in St. Andrew's rink, when addresses will be made by men who are going into active service. A hand bill to be present and every effort is being made to make the meeting a success. Arrangements are also being made for meetings to be held in Portland, Carleton, Lorneville and other towns near this city.

Take it all in all it will be a busy week for the committee who have the details in charge. They expect to secure a number of recruits for the 55th and will continue the campaign until the full number required is secured.

The 55th Battalion at Sussex has now got down to hard work and the task of providing proper attention to the details of cooking, bedding and other such matters is being well carried out.

The programme of the day's routine is as follows: 6.45 a.m. to 7.30 a.m., physical training; 7.45 a.m. to 8.45 a.m., breakfast; 9 a.m. to 9.50 a.m., squad drill (without arms); 10 a.m. to 10.50 a.m., firing and rifle exercise; 11 a.m. to 12 noon, squad drill with arms; 12.45 p.m., dinner; 2 p.m. to 2.50 p.m., squad drill without arms; 3 p.m. to 3.50 p.m., drill in extended order; 4 p.m. to 4.50 p.m., musketry exercises; 5.45 p.m. to 6.45 p.m., extended order; 7 p.m. to 7.30 p.m., lecture.

Another draft has been prepared for the 26th Battalion and with the drafts already arranged for the battalion is depleted and there are vacancies for 650 men at present.

26th Field Kitchen.

Only \$515 has so far been received by Mayor Frink for the purchase of the field kitchen apparatus for the 26th Battalion. When the fund was suggested it was the idea that contributions would be made quickly, but the response to the appeal has not been as speedy as desired. As Mayor Frink said: "This is an express train affair not a way freight."

**Sydney Book**  
Sydney Book Co. Ltd.  
MADE IN CANADA

## VICTORIA DAY CELEBRATIONS OF INTEREST

Victoria Day—the Empire national holiday—will be fittingly observed in St. John. An attractive programme of events will be carried out. The presence in the city of General the Hon. Sam Hughes, Minister of Militia and Defence, will serve to lend additional interest to the local celebration. Aside from the activities along military lines, there will be the usual baseball matches in the local leagues, the performances at the moving picture houses and at the Opera House, which will, as usual, doubtless attract large numbers.

Both Rockwood and Seaside Parks will be in full swing and thousands of people will doubtless visit these popular resorts. A large number are expected to attend the construction company's sports on the West Side. Many local anglers have declared war on the fish in the waters in this vicinity and the usual stories of record catches will no doubt be again heard.

An important feature will be the opening of the new tram line to Coldbrook. The opening of this part of the street railway system should prove an incentive to building along the route. Desirable houses are being offered at Eastmount by Amdur & Co.

## WILLIAM COLEMAN DIES FOLLOWING A LINGERING ILLNESS

The death took place yesterday, at his residence, 26 Orange street, of William H. Coleman, in the forty-first year of his age. The deceased, who had not been in good health for the past few weeks, was well known in the city as the proprietor of a luncheon wagon in Market street. He leaves, besides his wife, three daughters, five brothers and three sisters to mourn.

The funeral will take place tomorrow morning at 8.30 a.m., to the Cathedral for high mass in requiem. The following are the brothers of the deceased: Thomas M. of Jefferson, Mass.; James E., of Waverly, Mass.; John P., of Hampton, King's County; Frank, of St. John, and Joseph, of North Lynster, Mass.; the sisters are Ceresa, of Pittsburg, Mass., and Ada, of Boston.

The Best Quality at a Reasonable Price.

## Ideal Glasses For Summer Wear

Sharpe's new tinted lenses are the most satisfactory glasses ever devised for use in the bright sunshine of summer time. They will add greatly to your comfort and delight in being out of doors because they shut out the harmful ultra-violet rays and much of the heat rays.

They are cool, restful lenses which make it unnecessary to squint—they keep the eyes from getting tired in strong, white light, and at the same time preserve practically all of the visible light.

These new tinted lenses can be ground to correct any defect in refraction and they are reasonably priced. Step into Sharpe's and have them demonstrated.

**L. L. Sharpe & Son,**  
JEWELERS AND OPTICIANS,  
21 King Street, St. John, N. B.

## Now Is the Time To Plan for the Summer

St. John's Summers are so deliciously cool that the city is a place of refuge during the hot season, and study just as pleasant as at any other time. Students can enter at any time. Catalogues mailed to any address.

**S. Kerr, Principal**

**Wedding Invitations and Visiting Cards**  
Careful Work - Full Count  
**FLEWELLING PRESS**  
Engravers and Printers  
85 1-2 Prince William Street

## EMPIRE DAY AT EDMUNDSTON

Patriotic programme carried out in Superior School proved very interesting.

Edmundston, May 23—Empire Day was observed in the Edmundston Superior School Friday afternoon, the 21st, from 2.30 o'clock to 3.30. A programme was carried out in a manner which reflected credit upon Principal Caruthers and his staff of teachers. The following prominent citizens delivered short addresses on patriotic subjects: Rev. Father Conway, Messrs Macinnis, P. Michaud, M. P. Dr. Sormany, Aaron Lawson, Michaud, Dr. Seyward, A. G. Lockhart.

The programme was as follows: Salute the Flag, by the pupils; song, Raise the Flag, by the pupils; recitation, "Les Petites Bilges," by Miss Dionnes, pupil; song, "O, Canada," by the pupils; recitation, "The Old Flag," by Miss A. Rideout; song, "Our Flag," by the pupils; recitation, "Our Fighters," Ralph Rideout; "Le Marcellaise," by the pupils; God Save the King.

Mary E. Gillin.  
Miss Mary E. Gillin, daughter of the late William and Julia Gillin, died yesterday at her home, 173 Sherbrooke street. She had been ill for a long time and leaves two brothers, James, of New York, and William, employed in the electric power station of this city, and three sisters, Mrs. Chas. Bunn, Mrs. Sara and Miss Teresa, all of this city.



## Ladies' Cloth Top Button and Laced Boots

Dressy Shoes must fit perfectly or they are worthless.

Be particular in regard to the fit, finish and workmanship of the shoes you wear and your feet will look neat and smart.

We have these latest novelties

From \$2.75 up to \$6.00

In about 30 different styles, high heels, medium heels and low heels.

Our Shoes are made by Specialists in Ladies' Fine Footwear and these goods will hold their shape and look the part until the end. Black, White, Grey, Putty and Sand Tones.

Mail Orders by Parcel Post.

**FRANCIS & VAUGHAN,**  
19 King Street.

## Hemlock Boards

One screw load landing. Kiln-dried Spruce Flooring—One Car-load landing.

Douglas Fir Boards and Door Frames—One Car-load landing.

Bishopric Wall Board—One car to arrive.

Low Prices While Landing

**CHRISTIE WOODWORKING CO.**  
Limited  
Erin Street

## Thinly Sliced Bread and Butter Tempts Your Palate

Good judges of BREAD prefer BUTTERNUT for its delicate appetizing flavor.

Grocers Sell It Wax Paper Wrapped

**S. Kerr, Principal**

**Wedding Invitations and Visiting Cards**  
Careful Work - Full Count  
**FLEWELLING PRESS**  
Engravers and Printers  
85 1-2 Prince William Street

**COOK IN A COOL KITCHEN**  
DON'T sweats over a hot range this summer. The NEW PERFECTION Oil Cookstove keeps your kitchen cool and clean and does away with all the ash-pan, coal-bod drudgery of the coal range.  
THE NEW PERFECTION lights like gas, regulates like gas, and cooks like gas. It is gas stove comfort with kerosene oil. NEW PERFECTIONS are sold in 1, 2, 3 and 4 burner sizes by dealers everywhere. If your dealer cannot supply you, write us direct.

ROYALTY OIL GIVES BEST RESULTS  
**PERFECTION**  
"NOW SERVING 2,000,000 HOMES"

**THE IMPERIAL OIL COMPANY**  
Limited

Made in Canada

**MODERN TIME PIECES**

The accurate Time Keeping qualities of "The Modern Watch" are to be found in the Watch of Moderate and even Low Price, as Compared with those of our Grandfathers time. Our large stock of Watches, are from "The Best" only of the "Modern Watch Factories". You should consult us about Watch accuracy.

**Ferguson & Page,**  
Diamond Importers and Jewelers—King Street.

**Next Monday Is Empire Day And the Fishing Season Begins**

Look Over Your Kit NOW, See What You Need and Then Come To Us.

Rods, Reels, Lines, Bait, Flies, Minnows, Bait Boxes, Landing Nets, Baskets, and everything to aid you in bringing home a nice "string."

See Our Special Steel Rod at \$2.00  
3-Piece—8 1-2, 9 1-2 and 10 ft. Lengths.

**T. McAVITY & SONS LTD., 13 KING ST.**

**SAFETY FOUNTAIN PENS**

Can be carried in any position without leaking. In Gold and Silver Mountings

**BARNES & CO. LTD. - 84 Prince William St.**  
ST. JOHN, N. B.

**BALATA BELTING**  
The Best for Laundries, Dye-Houses and Exposed Situations.

**D. K. McLAREN, LIMITED**  
64 Prince William St. Phone Main 1121. St. John, N. B.  
"MADE IN CANADA"

**Printing**

You Want Printing We Want Your Orders

Come In and Ascertain the Cost

**THE STANDARD JOB PRINTING CO.**  
St. John, N. B.