THE STANDARD, ST. JOHN, N. B., TUESDAY, JUNE 22, 1915



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

NON, ALFRED E. McGINLEY, H. V. MacKINNON, United States Representatives: Henry DeClergue, Chicago, Ill. Louis Klebahn, New York.

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British Representative: Frederick A. Smyth, London. ST. JOHN, N. B., TUESDAY, JUNE 22, 1915.

Editor.

"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.

THE WAR SITUATION.

In the advantages which the pres ence of railway lines will give to the The British and French armies op Russians must be counted the ability erating in France continue their suc to bring munitions of war for which, cesses, and while individual reports and while individual reports small gains, the territory cov-suffering. If in their new positions ered is in the aggregate large and the outlook most encouraging. This is materials and ammunition it may, particularly noticeable in the campaign after all, prove that the retiremen after all, prote that are an after all, prote that the turning across Galicia will mark the turning across for turni told of the capture by the French of the village of Metzerel, which is indicome. The French have now carried yet inflict upon the Austro-German their positions over the crest of the to the important German towns the pressing need on the west and south course is down the Rhine Valley. Fol-lowing on the map the probable advance of the French forces that have

the next capture might be Munster and then the armies could proceed to Colmar. It is likely that the successve steps will be marked by desper-

if the French are well reinforced they increase the output of munitions of war will probably be able to win their way and other supplies required by the Althrough to the last named place. Once Colmar is taken there should be little to prevent an advance down the Rhine to Strasburg. Letter the members of the Ro. In the R

While attention naturally turns to tary Club. That message might well the gripping struggle between the be taken to heart by all manufacturers. enemy and the Russians in the eastern This province has already profited arena the importance of the French largely through war contracts, but the

gains should not be overlooked. Heavy limit has not by any means been pressure from the Western and South- reached. ern areas of fighting cannot but prove The demand for munitions of war of great assistance to the Russians in has been emphasized by every states-

the campaign they are putting up, as it man who has had occasion to draw the may lead to the diversion of German attention of the people to the Allies troops from the Galician lines to Alsace urgent needs. The most recent evito face the French, or to Trieste to dence is found in the retreat of the

The British Foreign Secretary, Sir Edward Grey, warns British subjects not to go to Mexico. The warning is innecessary. With such entertain ment as Europe today affords who'd want to go to Mexico anyway?

German submarines continue to tor pedo Norwegian vessels. Which is a pretty good indication that the only rmed force respected in Berlin is the force that fights back.

Latest advices from Manitoba indiate that Premier Norris and his folowers are hardly the sainted inno cents the Grit newspapers would hav as believe.

War and "Lollabouts"

They "want more men-still more,"

they plead, To fight in this dire hour of need: The case is urgent, 'tis agreed-Why not claim our "Lollabouts?' In cafes, tea-rooms, day by day Chess and draughts they gaily play

"Let those who like to fight' say they Good old England's "Lollabouts With racket, bat or rowing sculls

point in the eastern campaign and that reinforced and strengthened they may the light strengthened they may Bright interest in the War they shew

chance of diverting troops to meet the pressing need on the west and south will be gone. The next few days

Now, is it fair that "at the front" Our willing lads should bear the brunt,

vance of the Flench Infect and appear that taken Metzerel, it would appear that the next capture might be Munster _______ There are many "Lollabouts?" That the manufacturers of this pro-Yet more brave lads whose hearts are ince might profitably organize their right

plants and co-operate in the effort to Would freely swell our Army's might, But can't quite see why they should fight To save the skins of "Lollabouts.

"nibs"

hurt' Are the views of "Lollabouts."

We ne'er were meant the foe to face Here, in the homeland, is our place; We'll stay and propogate the race"— A race of docile "Lollabouts." London, June 1915. -A. H. A.

HOTEL ARRIVALS.

Little Benny's Dote Book. By LEE PAPE

Pop went to the segar stoar to get sum segars aftir suppir yestid-day, me going with him, and awn the way back we saw 2 boys swn the uthir side of the street standing in frunt of estch uthir with thare finite up as if in a minit they wood be fiteing fearse. Wats that, 2 boys about to fite, nevvir let it be insinnerated that Willyum Potts evvir encouraged militarism in eny way, shape or form, sed pop.

And we crossed ovir to ware the boys was still standing with thare fists up, and wun of them was saying. You hit me ferst, thats awi, so awn, hit me ferst. You jest toutoh me, thats awl, I dubbel dare you jest to toutch me, sed the uthir wun.

sed the uthir wun. Now boys, sed pop, in the intrists of universil peece my little boy and I constituto ourselves a delegayshun of 2 to beseetch you to kiss

and make up. Wich jest then the wun that the nthir wun dared to toutch him put out his hand and toutched him awn the neck tie jest as wun that the uthir wun dared to hit him made a fearse fase and hit him a orfili krack in the nose, proving that its safer to dare them to toutch you than to dare them to hit you, and the next seckind they was fitting as hard as they cood. Heer, heer, sed pop, say, by Jorge, thare pritty evenly matched, arent they, no, I think the tow heddid wun is a littel lighter in wate that the uthir fello, go it, blondy, pile in, blondy, dont let him get yure scoat. and make up.

goat. Wich jest then a littel old lady caim running up waving a umbereller and saying, Boys, boys, stop, stop that fitting immeedity, and ou, ou big thing you, ou awt to be ashamed standing thare egging them

Meening pop, and pop sed, Madam, you do me an injustice, I caim cvir heer to stop them.

cvir heer to stop them. Well then in merseys naim wy dident you, sed the old lady. Bekause, for the simpil reezin that I fownd they werent doing enuff to stop, but now they are, and I shell perseed to stop them, sed pop. Wich he did, pulling them apart by the hare and making them etch go in diffrent direckshins, and then me and pop kepp awn wawk-ing hoam, pop saying. Thares no dowt about it, the way of the peece-makir is full of littel serprizes.

EDITION OF MCKIM'S CANADIAN NEWSPAPER DIRECTORY" NOW ISSUED. Its red-banded, gold-stamped green 1915 EDITION OF McKIM'S "CANADIAN NEWSPAPER cover has become a familiar sight on It is now nearly a quarter of a cen-the desks of advertisers, publishers tury since Mr. A. Molkim, who estab-lished the first independent Advertising interested in Canada.

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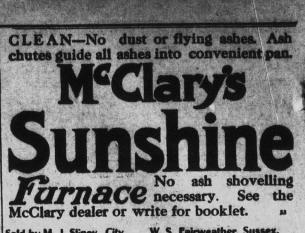
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Agency, in this country, completed the rather ambitious task of publishing the first Directory of Canadian publications. The nine successive editions of this valuable work provide the most omplete and detailed record available of the growth of **Canadian** periodicals. The 1915 edition, of which we have just received a copy, shows that the great war has not seriously aff the newspapers of Canada. While the Profit-seeking "Lollabouts." "The army folk are stern and curt; "We're quite averse to smoke and dirt "And don't like bayonets—'cause they "And don't like bayonets—'cause they "And bay the stern and curt; "And bay the bayonets—'cause they "And bay the bayonets bay the bad bay the bad bay the bag bay the bay the bag bay the bag bay the bay the bag bay the bag bay the bay th particularly the dailies, show healthy increases in circulation. Three metropolitan dallies have reached or passed the hundred thousand mark. A census of the papers listed and described in the 1915 Directory shows nearly 150 dailies, 7 tri-weeklies, 45 semi-weeklies, over 1065 weeklies, about 40 bi-weeklies or semi-monthlies, 250 monthlies, 3 bi-monthlies and 18

quarterlies—a total of over 1575 pub-lications.





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