THE STANDARD, ST. JOHN, N. B., TUESDAY, JULY 11, 1916.

WHAT DO YOU <section-header><section-header><section-header><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text><text>

TELLS OF TRIP ACROSS

AR

Party

will be

ational de-in 1914, to

and

if the activing Swede would have bathy of the navia—Den r since the n in March

utrality and to act to

the

in Sweden rt. due

King de-

with all her

much ha

IEMY

TFRFD

SUBMARINE'S CAPT

REDILETTER

This illustration shows exact size

THE ST. JOHN STANDARD offers the very best edition ever printed for popular use, to its readers, in what might be called a "gift distribution" The Big Print Red Letter Bible

know about the printing of that most wonderful book-the Bible? Read the interesting facts and figures about it given below, and perhaps you will know more!

Fascinating Figures About The Bible

Over 200 million copies of the Bible have been printed. Touching end to end, they would go 'round the world—25,000 miles. Piled one on another, it would take 4,000 moun-tains like Mt. Everest, the highest in the world, to reach the topmost book. But this is not all. The public libraries of the entire model could east contain them. world could not contain them. It would take two of the largest ships ever built, loaded to the deck, or a hundred freight trains, with 25 cars to the train, to transport them. Stacked in columns, they would make 100,000 Eiffel Towers, the tallest structure ever built by human hands. To print them would re-quire at least 100 billions of pages of type.

The mere physical facts about the Bible stagger the imagination. All the other books ever printed seem microscopic by comparison. The Bible has been read by more people than any ten thousand books. Today it forms the basis of religion for several hundred millions of the most enlightened peoples of the earth. The greatest war in history began in 1914,

and shook the world from center to circumference. As a result, untold millions of people, startled out of their lethargy, took to the Bible to save their sanity and restore their mental vision. The first year of the war saw more Bibles sold than in any other year since it was suited. it was printed.

It was the consideration of these facts that led this newspaper, in conjunction with all the leading newspapers of the country, to seize upon the psychological moment in which to inaugurate a nation-wide revival of Bible-reading. The edition now offered in these columns is the same as is being offered by the leading papers everywhere—not for profit to themselves — but for the benefit of their readers.

We invite comparison with any other edition of the Bible. We challenge competitive examina-tion; secure in the knowledge that the Famous Red Letter Edition we offer, is easily first-and beyond any ordinary offering by publishers who seek only profit.

Compare It--No Other Bible Like It!

Wondrously Beautiful Half-tones of Scenes of Sacred History. Text Printed in Large Type, Easy on the Eyes. Eight Tinted Maps of Bible Lands

EXQUISITE COLORED PLATES OF

Nazareth, Bethlehem, Holy Sepulchre, Garden of Gethsemane, Visitation of Vir-gin Mary, Modern Jerusalem, After the Crucifixion, Tiberias, Damascus, Gate of Jerusalem, etc.

ALL THE WORDS AND SAYINGS OF CHRIST distinguished from the context by being printed in red.

All Passages in the Old Testament prophetic of the coming of Christ, marked with a Star.

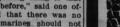
All the difficult words in both Testaments made

self-pronouncing by diacritical marks; made so simple a child can pronounce them. Complete Compendium of Bible Aids and

Helps; useful to every Reader. This teature alone is worth MORE THAN the small distribution price asked by this paper.

SPECIAL DISTRIBUTION PRICE TO OUR READERS





T YEAR

e 1900 there e enormous ants. Of this from British United States ental Europe, l understand tal has gone

tal has gone ce 1901 there me Provinces eived 493,952. Chere sottled Saskatchewan d British Co-

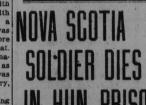
ration of the interesting to from Austria-digration was 98. In recent large Bulga-total for the 98

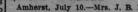
28. n or how they not clear, but that last year 172 Austro-rarian and 27 no Turks but

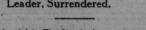
very foggy. So we chough it was the order to submerge for the night, and until there should be clearer weather. The next morning all was well and we proceeded through the channel into the Atlantic ocean with-

<text><text><text><text><text><text><text><text><text><text><text><text>

Specially Bound in Genuine Limp Bible Leather, Folding Cover, Red Edges, Round Corners, Gold Lettered Back. Full size 9 5-8 x 6 3-4 inches.







ONLY \$1.

This Bible and One Year's Subscription to The Daily Standard to bona fide new subscribers for \$3.50 by mail or \$5.50 in city

> OUR SUPPLY IS LIMITED. ACT QUICKLY. **BEGIN CLIPPING COUPONS AT ONCE.**

MAIL ORDERS Filled on Terms Explained in Cou-pon Printed Elsewhere in this Paper

<section-header><text><text><text><text><text><text><text><text><text>



