

Begin the New Year Right

By Subscribing to

The St. John Standard,

Read this Special Offer which will remain in effect for a limited time.
Instead of paying a commission to canvassers for new subscriptions
we will let the people have the benefit

In these days of world activity, no intelligent man or woman can afford to be without a daily report of the news. The European war is the greatest struggle in the history of nations. Happenings on the field are of supreme importance in shaping the destiny of empires, and it is the duty of everyone to know what is going on, to keep in touch with the day to day events, and to follow closely the development of international history. It is a duty too, to learn the experiences of our own men at the front, share in a personal way the trials through which they pass, and support them by our sympathy. The only method by which this can be done is by careful reading of a daily newspaper, such a paper as contains up-to-the-minute reports of all important happenings. And in addition to this it is imperative that to live intelligently, one must know what is going on at home. Our own Maritime Provinces are taking a large place in Canada's National life; every portion of New Brunswick is in a state of active progress, and in every community there are developments which only the daily papers properly record. To keep alive, therefore, to the duties of the day, it is necessary that everyone should read his or her daily paper regularly.

We pay our canvassers \$1.00 for each new subscription they send us. Instead of keeping canvassers on the road for the next few weeks, we propose giving the benefit of this commission to all who care to send us new subscriptions. Therefore new subscribers instead of paying \$3.00 for this first year's subscription will receive The Daily Standard for \$2.00 paid in advance.

The St. John Standard stands at the head of the list of Maritime Province papers. It prints every day the full Canadian Press news report, which includes the Associated Press and a supplementary cable service, as well as a large proportion of telegraphic news from all parts of Canada. The Standard enjoys too, the services of a large circle of special correspondents who provide that class of matter of local or provincial interest. It carries the New York Herald picture service consisting of the very best selection of photographic reproductions of subjects treated in the daily news. It publishes each day the ever popular Mutt and Jeff cartoons, as well as many other features which add to the value of the paper from the standpoint of the average reader. The Standard too, is noted for the excellence of its sporting and financial news, and while, owing to outside conditions, these departments do not now contain so much of interest as formerly, there will no doubt be a resumption of activity in these spheres of life before very long. In short The Standard is in every respect an ideal paper, catering to the needs of all classes and giving better value for the money than any other newspaper in the Maritime Provinces.

Only bona fide new subscriptions will be entitled to this rate

We realize perfectly well that at the present time there is a tendency towards economy. People are not inclined to spend money which they cannot well afford, and in some lines of business it is perhaps true that there are good reasons for retrenchment. But the greater mass of people of New Brunswick are just as well off as they have ever been, and have not felt the effect of the war in the slightest degree. Yet realizing that such a tendency exists, we are making a special offer to all the people of this province, and one which they cannot well overlook.

DIRECTIONS
Use the coupon printed below.
Write your name and address distinctly. Pin \$2.00 to the coupon and mail it to The Standard.
DO IT NOW!

While a great many newspapers in the United States have increased their subscription rates, while this action has been followed by a number of the most important Canadian newspapers and even by some Upper Canadian journals, having wide circulation in the Maritime Provinces, The Standard has not found it necessary to do anything of the kind. On the contrary the proposition which is herewith presented is an indication of our faith in the progress and prosperity of New Brunswick and a pledge for the future.

The Daily Standard will be sent to any address in New Brunswick, outside the city of St. John, and by mail only, for one year for the sum of \$2.00. Cash in advance. Subject to the conditions given below. No one can afford to miss this offer.

Enclosed find \$2.00 for which send The Daily Standard to my address as per your special offer.

Name _____

Address _____

Date _____

This offer will remain open for a limited time. Send in your orders immediately. You cannot afford to overlook this opportunity of securing the best daily newspaper in the province at a greatly reduced subscription rate.

THE STANDARD LIMITED
82 Prince William Street - St. John, N. B.

Financial

EARNINGS
COMPANIES

Returns of current
may establish
record - No
bring improv

New York, Dec. 29. - The United States Steel Corporation has reported its earnings for the third quarter of 1914. It is yet too early to say whether the profits of the last quarter, it would be as follows: Steel subsidiary bonds, \$17,322; sinking fund Steel bonds, \$1,576; United States Steel subsidiary bonds, \$1,576; preferred dividends, \$23,186,532.

If the Steel Corporation had the same deductions in 1914 as in the third quarter of 1913, it would report a deficit of earnings of \$15,000.

World

MINIATURE

December Phase

Full Moon, 2nd ...
Last Quarter, 10th ...
New Moon, 18th ...
First Quarter, 24th ...

Date	D. of W.	Sun Rises	Sun Sets
20 W	8.11	4.45	10.10
31 Th	8.11	4.45	10.10

SAILED
The Donaldson is expected to sail from St. John with general cargo.

SAILED FOR

The steamer Nautilus sailed yesterday morning with a cargo of lumber and took away a large number of automobiles, and a ship.

STEAMERS

The Head Liner is in port yesterday afternoon to load general cargo.

The steamer Glen Partridge Island docks this morning and unloads for France.

ARRIVED FROM

The steamship C. Smith in command yesterday afternoon from the ship brought general cargo and passengers. The latter were Mr. Serates H. Ingersoll, Laurie and Captain soldiers will go to the front.

THE ALL

Word was received at Boston of the steamer Ocean, chartered by the Canadian government, will leave Carthaginian Feb. 1st. It is to be made for to Abo and Helsinki. Petrograd. Since the war only passenger ships were accepted.

KRON PRINZ

The North German ship Kronprinz is at a temporary berth at Clyde street, East. It brought up from 1000 members of the crew, who are permitted to land after paying a tax of \$4 each. The crew remain at being mostly from engine department.

CHINESE

Cunard Line S. ship from Portland day for London. The crew consists of 100 men, and the few on deck since the zero weather number of sailors merchant steamers war vessels has a city of seamen, and boats are now manly with crews of cars, who although the regular Jack at a material reduction.

BRITISH SHIP

London, Dec. 29. - Four months of the fish foreign-going ships 400,000 with a cargo were captured or enemy. These are of the Liverpool Risk Insurance Association. In these figures number of vessels their total value, and their value of cargo. This would indicate