

The St. John Standard

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H. V. MacKINNON, Managing Editor.

ALFRED E. McGINLEY, Editor.

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ST. JOHN, N. B., MONDAY, JULY 12, 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.

THE WAR AND BUSINESS.

Those prophets of calamity who when the Empire war broke out last August, were quick to predict disaster to the business structure of the British Empire as the result of the commercial dislocation which the war would cause have had eleven months in which to revise their estimates. The war has affected business in some lines adversely. Newspaper advertising revenues, for instance, have fallen off while costs of production have increased. Lines of general business have suffered but it does not appear that there has been any great reduction even in Great Britain where the war's effect has been most severely felt.

The Economist, a financial and business journal published in London, recently presented a list of the great London stores with their capitalization and profits for the year 1914. The record is more favorable than might have been expected. It has been found that the war affected the big businesses in varying degrees. Some of the concerns, by quickly readjusting their affairs to meet changed conditions, specializing in lines for which there were increased demands, and subordinating others which in normal times were big profit earners, were able to go through the year very satisfactorily. Stores catering almost exclusively to luxuries or to commodities outside the sphere of prime necessities suffered to some extent but the big stores that were able to specialize came through the year well and with little difference in their profits. The following examples of comparative profits taken from the Economist's lists show the situation plainly:

Store	1913	1914
Army & Navy	\$942,831	\$1,194,353
Civil Service		
Supply	218,569	189,944
D. H. Evans	840,250	214,272
Dickins & Jones	295,996	210,174
Frederick Goring	161,675	151,855
Harrod's	1,436,598	1,594,853
Jay's	198,831	87,894
Jeremiah Rotherham	229,334	312,974
John Barker	311,995	370,175
Liberty & Co.	295,455	147,319
Maple & Co.	1,007,925	648,201
Mappin & Webb	264,908	124,772
Selfridge's	546,975	563,692
Spencers	181,065	147,406
Swan & Edgar	82,477	34,051
Thomas Wallis	112,594	109,542
William Watley	341,731	289,776

From this list of seventeen of London's greatest stores it can be seen that nine of them increased their gains during the war while in twelve cases there was a profit reduction. The profit reductions naturally affected dividends paid but the stockholders in those enterprises have as yet no cause for complaint as their rate of interest is, in most cases, far higher than could be obtained in other lines of investment, the dividend ranging from 2 per cent. in one case to 200 per cent. in the Army and Navy stores.

Except for the fact that the people of London are not squandering money, or buying luxuries, there is little to indicate that the war has had a detrimental effect on business there. In Canada the conditions are similar. Certain lines have suffered to a considerable degree but other report business much the same as in the last two or three years. The succession of Balkan wars ushered in an era of depression and while the Empire struggle has of course increased it there has been absolutely nothing to justify the mournful predictions of pessimists who saw the complete collapse of business structures as a result of this conflict. After eleven months of it, Canadian and Imperial business houses are doing business possibly under reconstructed methods, but with most encouraging results.

Canadian and British business will weather the storm in much the same fashion that other periods of depression have been overcome. In the meantime there is nothing to be gained by undue pessimism. Whatever curtailment may be necessary during the continuance of the war the future will certainly give an equivalent for it in additional prosperity and good times.

WHAT FRANCE IS DOING.

To Canadians the matter of most moment in the great war is the success of our own boys at the front. We are, of course, tremendously interested

in all that the British Empire is doing, and we follow closest that portion of the war news which deals with British successes or reverses. Recently, the dramatic retreat of the Russians and their more exciting return to again oppose the advancing enemy has engaged much attention. The entrance of Italy into the conflict is a subject of present interest, while wonder is always manifested over the marvellous power of Germany. The campaign in the Dardanelles, being of such importance, brings Turkey prominently into the limelight. Tales of suffering and hardship have served to create great sympathy for Belgium, Serbia and Poland, but the really gigantic part France is playing in this struggle has escaped with comparatively little comment.

Yet it is not too much to say that France has so far borne the heaviest part of the land operations. She has manifested readiness and a quick effectiveness which the other allies have not shown. Proportionately to her population she has suffered more than any. If we except Belgium, she has held the enemy along an immense line and is still holding on grimly and finding opportunity, here and there to force the fighting. Her campaign in Alsace has been the cause of more anxiety to the Germans than even the spectacular advance of the mighty Muscovite forces in the east. Gradually she is progressing, foot by foot she is gaining ground. Soon, if her present rate of advance continues, she will be in a position to dominate the situation on the southern part of the western line. And she is bearing her share of the war burdens with a firmness and a tenacity the possession of which few would have credited to her prior to the opening of war.

The French people are a unit behind the government. While the spirit of militarism and of authority has never ruled in the European republic with the same force it has exhibited in Prussia yet today we find less discontent among the French than in the very strongholds of Prussianism. Recent utterances of the Socialists in Berlin have found no echo among the Socialists of France yet before the war Socialism had gained a deep foothold in that country and doubtless, after the struggle, will regain its prestige.

France is fighting for a cause almost as dear to her as religion. The loss of Alsace and Lorraine has been engraven as a national disaster on the hearts of the French people. For years the public men of France have dreamed of the day when the fairest blossoms in the French garden would be restored to their natural condition, when the trappings of mourning would be removed from the memorials in Paris. And that day is almost at hand. After the war there will emerge a greater and better France. With her lost provinces restored and probably additional territorial gains, the French nation will go on to a grander development than in the past. France has suffered and bled. She will wear the crown of victory with the gentleness befitting her noblest traditions and with the knowledge that she fought with signal courage and purity of motive, and that on her escutcheon has no blemish been found.

THE STRIFE PROMOTERS.

The Fredericton Mail, an obscure paper published in the provincial capital, takes advantage of the approach of the Orange Grand Lodge celebration in Fredericton to devote two columns of its front page space on Saturday to an article written by its St. John correspondent, the purpose of which is plainly to arouse feeling between two sections of the people of New Brunswick. The Mail's articles from this same correspondent, who seeks the shelter of a non-demure to write what he would not dare to openly voice to the men he libels, are frequently republished under scare headings in the St. John organs of the machine Grit party. In the interests of common decency it is to be hoped that the most recent effusion is not given publicity beyond the very limited circulation of the paper for which it was written.

If ever there was a time when we should be forgetting conditions of

race, creed or class, it is in the present hour. There are Orangemen at the front, fighting the Empire's battles in France and Flanders. Just as there are Catholics, and they are fighting shoulder to shoulder, forgetting all considerations save those of Empire. It is one of the finest tributes to the solidarity of the Empire that such matters should be laid aside by all save journalists of the gutter type. When the British Empire was first plunged into this war the men of Ireland responded nobly, forgetting their differences, and the same spirit characterized the entire Empire. The Canadian contingents were organized by one of the most prominent Orangemen in Canada, Major-General Sam Hughes, and in their ranks are to be found men of English parentage fighting side by side with their comrades whose ancestors owed allegiance to the land of the Lily. That is as it should be. Canada is too big and too broad, and holds too mighty a destiny to perpetuate petty grievances of race or creed. It will be a big thing for this country when all such are completely obliterated or welded into an harmonious whole. This consummation is being looked forward to by the biggest men in both political parties, Catholic or Protestant, English-Canadian or French-Canadian; it is only hindered by the sap head journalism of which the Mail is a characteristic example.

CASUALTY LIST

Ottawa, July 11.—The following casualties were announced today:

SECOND BATTALION.
Prisoners of War.
Sergeant Albert Edward Cross, Kingston, Ont.; Boyce Davidson, Ont.; William Holtham, Kingston, Ont.; Frederick Graham, Verner, Ont.

FIFTH BATTALION.
Killed in Action.
James Duckworth, Moose Jaw, Sask.
Died of Wounds.
Cyril Hunsley, England.
Wounded.
Lieut. Gordon Percival Howe, Edmonton, Alb.

SEVENTH BATTALION.
Wounded.
Harry Simpson, England; Harry Allan Coulmer, England.

EIGHTH BATTALION.
Wounded.
William Secorow, Rothwell, Man.
LORD STRATHCONA'S HORSE.
Wounded.
Bernard Payne, England.
ROYAL CANADIAN DRAGOONS.
Died of Wounds.
James Frederick Lewis, Swan River, Man.

FIRST CANADIAN FIELD AMBULANCE.
Suffering from Shock.
Lance Corporal Herbert Davies, England; Arthur Hartley, England; Sergeant William S. Robb, Scotland.

NO. 2 CANADIAN FIELD COMPANY.
Wounded.
Sapper W. Hurst, England.
Midnight List.
FIRST BATTALION.
Wounded.
William Richard Woodard, England.

SECOND BATTALION.
Missing and Wounded.
Lance Corporal Frank W. R. Nichols, Sault Ste. Marie, Ont.

Prisoner of War.
William J. Panning (formerly 12th Battalion), Quebec.

THIRD BATTALION.
Unofficially Reported Prisoner at Paderborn.
Corporal Henry W. Browne, England.

Unofficially Reported Prisoner at Cassel, Germany.
Albert J. Seymour formerly (9th Battalion), England.

Unofficially Reported Prisoners at Giessen.
Corporal Alexander Dickson, Scotland; Wilson Tisdale, England; Frank Kent, England; Ralph Jackson, England; Thomas W. Palmer, England; Thomas Taylor, England; John Warburton, England; Alfred J. West, England; Ernest Combs, Toronto; Company Sergeant Alfred E. Thomson, Toronto; Thomas H. Sheahan, Toronto; Thomas R. Ridout, Toronto; Samuel Wallwork, Toronto; Frank H. Pillar, Toronto; William J. Westover, Swansea, Ont.; Charles Wolstenholme, Toronto; S. H. Taylor, Toronto; Sergeant Frederick David Lorsch, Toronto; Lance Corporal John E. Hewitt, Toronto; Frederick G. Harkin, Buffalo, N. Y.; George J. Lucas, Toronto; Herbert Gardner, Toronto; Sergeant Frank Harrison, Toronto; Robert H. Blayney, Toronto.

FIFTH BATTALION.
Reported Wounded June 30.
Lieut. George Pigum Bowie, England.

TENTH BATTALION.
Missing.
Thomas Keith, Ireland. Lance Corporal Clifford G. Roughton, Calgary, George Holland, Madoc, Ont. John Lear (formerly 9th Battalion), England. Alex. McNab (formerly 32nd Battalion), Scotland. Company Sergeant Major Thomas Oswald Nesbitt, England. Joseph R. Curtis, England. Lance Corporal Christopher L. Pope, Alhambra, B. C. Ernest Flowers, Ireland. G. W. R. Pearson, James Reynolds, England.

Killed in Action.
Stephen Sewell, William Pinnock, England.
Wounded May 21.
Joseph Ramsay (formerly 32nd Battalion), Scotland.

Little Benny's Note Book.

By LEE PAPE

Me and my cuzin Artie had a memory contest today wile we was sitting awn my front steps, the contest being to see which wuz cood remembering things that happened the ferthest back, me starting it by saying, I remember the first time I was vasinated, I was ony about 5 years old and I yelled like anything and tried to bite the doctor.

That's nothing, sed Artie, I remember wen I had the hoopink lawff, I was ony 4 years old and I went erround sowingd like a dawg barking at sumthing.

That's nothing, I sed, I remember wen I had the meersle, I was ony 3 and I brook out awl ovir and didnt haff to go to skool.

You wasent going to skool wen you was 3, sed Artie.

Well, I woodent of had to go if I was going, I sed.

Wich I woodent of, and Artie sed, Well, I remember sumthing wen I was ony 2 years old I remember fawling out of my go cart and getting a ferse cut awn the hed, and I can show you the scar if you dont believe it.

Ware is it, I sed.

Heer, sed Artie. And he put his hed down and startid to pull his hare difrent ways and I sed I coodent see anything and Artie sed I must be blind, and I sed, Enyway, thats nuffing, I remember sumthing wen I was ony a year old, I remember wents I drawled down stairs awn 4 legs awl by myself and nobuddy thawt I cood do it, and they didnt no ware I was for about a week.

How lawng, sed Artie.

About 2 hours, I sed.

Thats nothing, sed Artie, I remember wen I was ony 3 months old they thawt I was going to die, but I foolid them and didnt.

Thats nothing, I sed, I remember wen I was ony 2 days old evrybody got excited because I startid to haff teeth awlreddy.

2 days old, go awn, sed Artie.

Yes, 2 days old, go awn yureself, I sed.

I dont believe it, sed Artie.

That aint my fawff, its true I sed. Wich it mite of bin, for awl I no and enyway, thats how I won the memory contest.

THIRTEENTH BATTALION.
Missing.
Henry Coop, England.
Unofficially Reported Prisoner of War.
William Grimwood, England. Robt. MacLachlan, Scotland.
FIFTEENTH BATTALION.
Missing.
William McEwen, Toronto.
Previously Reported Missing, Now Unofficially Reported Prisoner of War.
Joseph Kehoe, No. 18 Brook street, North Sydney, N. S.; Fred Nelson Carter, Hamilton, Ont.
Previously Missing, Now Unofficially Prisoner of War.
Corporal John Lowndes, England; Frank Gold, Port Credit, Ont.; C. E. F. Lonstaff, Toronto; Sergeant Henry Ralph, Toronto.
SIXTEENTH BATTALION.
Killed in Action May 22.
Arthur Strup (formerly 30th Battalion), England; Sergeant Henry William Forbes, Scotland; John Thomas Davies, Victoria, B. C.
PRINCESS PATS.
Unofficially Reported Wounded and Prisoner at Munster.
George Royston (formerly 30th Battalion), England.
ROYAL CANADIAN DRAGOONS.
Died of Wounds.
Archie McKercher, Winnipeg.
Wounded.
Corporal Chester S. McDonald, Goderich, Ont.; Alexander Turner, Scotland.
LORD STRATHCONA'S HORSE.
Reported Wounded.
Bernard Payne (formerly 6th Battalion), England.

DALMATIANS DESERT TO SIDE OF ITALIANS

Udine, Italy, via Paris, July 11.—According to the report here a detachment of sixty-five Dalmatians broke away from the Austrian lines on the Isonzo front two days ago and endeavored to reach the Italian outposts. They were fired upon by their own troops, and twenty-eight were killed, but the remainder deserted and were received by the Italians.

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