

The St. John Standard

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ALFRED E. MCGINLEY, Editor.
H. V. MACKINNON, Managing Editor.
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ST. JOHN, N. B., THURSDAY, OCTOBER 3, 1918.

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

RUSSIA FACING STARVATION.

While Canadians have food and to spare, a winter of discontent, suffering, disease and famine threatens the people of Russia. It is understood that Siberia has not suffered so greatly from the destruction of crops, the failure to plant an adequate acreage, or the seizure of reserve stocks of food, but in European Russia it is reported that the people are bound to meet misery and death by starvation this winter. And winter in Russia commences during the present month.

Just now South Russia is overrun by Germans and it is upon South Russia that the people of Central and North Russia mainly depend for food. Railway disorganization and civil war have isolated Siberia so the usual supplies from that portion of the Russian Empire will not be forthcoming. It is evident that Russia faces a tragedy, the magnitude of which will shock the world and the only possibility of help is from the countries that have a food surplus.

Vladivostok is practically the only port in Russia that is open to the world. The ports of the Baltic and the Black Sea are sealed while the White Sea port will be blocked with ice. To add to the seriousness of the situation, as a writer well acquainted with present conditions in Russia states, the railway facilities out of Vladivostok are and will be inadequate to carry food supplies for the Allied armies of occupation and the civilian population.

Of the 140,000,000 people in Russia, 55 per cent. are food producers but since the third year of the war they have been largely shut off from obtaining supplies necessary for their agricultural operations. The result has been a gradual diminution of crops and a consequent increased demand. The revolutions through which that unhappy country has passed made the situation even worse and today it is stated that the most ordinary sort of farming implements are not to be had between now and the spring of 1919.

Any assistance the Allies can render must be sent through Vladivostok, because in the White Sea region it already is too late to attempt entry and the railway on the Murman coast is not connected with the interior of Russia except through Petrograd, which is still subject to the German and Bolshevik menace.

The arable territory of Russia is estimated at one million square miles and she has a labor population of 120,000,000 people accustomed to working on the land. Given an adequate supply of agricultural machinery, she could in 1919 produce sufficient food to supply her own demands and allow a surplus for the needs of Europe. But without the necessary producing plant, and in a condition which is still not far from chaotic she cannot at present feed herself. And the Russian winter is just commencing.

So far as food is concerned Canadians are in comfort. In that respect this country presents a happy contrast to Russia. In such a case it behooves every Canadian to conserve every possible pound of food stuffs for as Canadians and other equally fortunate people save, so shall our less fortunate fellow men be fed.

THE PRAIRIE PROVINCES.

The official report of the census of the three prairie provinces, which was taken in June, 1916, has just been issued from Ottawa and it tells an interesting story of the growth of the Canadian West. The last census prior to 1916 was taken in 1906, and on that occasion the population of the three prairie provinces was given at 508,862. In 1916 it was 1,698,220, or an increase in the ten years of 110 per cent. Also in the ten year period Saskatchewan passed Manitoba in the race for population. In 1906 Manitoba was the most populous of the three provinces, boasting 365,688 souls within its boundaries. The population of Saskatchewan was at the same time 357,748 and of Alberta, 185,412. In 1916 Saskatchewan had a population of 647,836; Manitoba, 553,860, and Alberta, 496,526.

The western provinces still furnish a splendid field for "Joan in search of a husband" for the census reveals that there is an excess of males over females although the disparity is not nearly so marked as it was in 1906. The figures of the western census tell a wonderful tale of progress and development, and as parliamentary representation is based upon population they afford another strong argument for Maritime Union. The movement for population to Canada has not yet turned eastward and if the west continues to develop at the same rate as shown by the ten years from 1906 to 1916 it will soon become a necessity for New Brunswick, Nova Scotia and

Prince Edward Island to unite themselves into one large province if their place at the nation's council board is to be maintained at even its present status. Statements such as the prairie provinces' census return should give easterners food for serious thought.

THE CHARACTER OF THE TEUTON

It is said that a man's real character can best be tested by his conduct in periods of great success or great adversity. If, winning honors, he bears them modestly with a word of compassionate encouragement for the less fortunate, he is also certain to be a "good loser," who will not acknowledge defeat, but with muscles taut and purpose high will strive the harder to bring victory from it. If the character of nations can be judged by the same standard then the attitude of Germany in the war situation as it has developed during the past few weeks, compared with the German point of view as expressed earlier in the war, confirms previous beliefs to the effect that the German is a boastful bluffer in success and a whimpering cad in failure.

During the time the German troops were over-running Belgium and France, even as late as the inception of the last Hindenburg drive for Paris and the Channel ports the German papers with their talk of world domination and an Empire of Kultur reflected the character of the people who read them and for whose interests they stood. Germany was to ride rough shod over the rest of the world, bending all to her will, unscrupulous, pitiless, cruel, gloating over her successes, and finding in them an impetus to more degrading savagery.

When the Allies commenced to strike back against the oncoming Teutons, when the Hindenburg drives were halted and it became apparent that Foch had a mighty blow in reserve the German press changed its tune. No longer did it praise world domination or the "place in the sun" which the heart of Wilhelm the Murderer had craved. To judge from the newspapers of Berlin, Germany's sole purpose in waging war was to secure for herself room in which to live at peace with her neighbors. As the force of the Allied blows increased Berlin grew more humble, less aggressive in her public professions, until finally, with the Hindenburg line smashed, Ludendorff's armies reeling under the weight of the Allied attack, Bulgaria out of the war and Turkey's power gone, with Austria-Hungary disintegrating and nervous over the outcome Berlin cried in terror: "We have our backs to the wall and are faced by death." At last the Prussian butchers who plotted and ordered the murder of helpless non-combatants feel in their bones the abject terror of defeat. Already they are working in the hope that their foes may be more merciful than just and that some generous fate may save them from the punishment they so richly deserve.

The attitude is not surprising. It is characteristic of the Teuton—a vain boaster in success, a miserable coward in failure.

A BRAVE SOLDIER.

St. John has great reason to be proud of Lieutenant Thomas Moffat Bell, son of Mr. and Mrs. Thomas Bell, of Rothesay, who has been awarded the Military Cross for a deed of singular daring as the result of which he succeeded in killing fifteen Germans, capturing one and driving the remainder into the area of the Canadian barrage where they were speedily accounted for.

Lieut. Bell's action, while it will rank with the most notable displays of individual courage recorded during the war, might have been expected from a young man of his spirit. A mere lad when war broke out, he was a student at King's College, Windsor, and progressing splendidly in his studies. But he forsook the placid life of the campus for the more exciting and highly perilous career in the trenches, enlisted as a private and went to England in the ranks.

By ability he won a commission and returned to France to demonstrate his quality and courage in such signal fashion. It is young men such as Lieutenant Thomas Moffat Bell who are assisting to make the world free for democracy and to them Canada owes much.

THE GERMAN RETREAT.

Signs are not wanting that the Germans will withdraw from Belgium before a great while, and possibly from France also, for the purpose of concentrating their efforts towards defending the soil of their precious fatherland from the ravages of war. Plans for the evacuation of Belgium, if necessary, have already been prepared, according to Baron Von Falkenhayn, military governor of that country. And Baron Von Falkenhayn ought to know. A German withdrawal would give the Berlin junkers an opportunity to state that they never intended to occupy Belgium permanently and had carried out their intentions, according to plans.

The Germans while fighting more desperately in France, especially in the vicinity of Cambrai, continue to lose ground steadily and their whole army in both France and Flanders is in a bad way, in fact in grave danger. The German big guns are being withdrawn from the Belgian coast line and it may be that the Boche has sickened of his long sojourn abroad and will return across his beloved Rhine for the winter, there to make plans for peace or defend Hun soil.

Little is left of the Turkish army. Damascus has fallen and seven thousand more Turks have been captured. We are in the midst of great events and history is being made, possibly as rapidly as it ever was. There is great reason for rejoicing that the outlook is so promising and the end of the bloody war much nearer.

"CLEARING FOR ACTION"

The Victory Loan Leaders Getting Ready for the "clearing for action," everything that would in any way impede its progress, or that would hinder or endanger the operations of its men and its guns is removed. All the vital parts of the ship are tuned up and strengthened, so that every available ounce of fighting power and energy every muscle and fibre and nerve of the great fighting machine are ready for the emergency, ready to do their utmost to defeat and destroy the enemy.

The Victory Loan ship of Canada is clearing for action at this moment. It is most important in the interests of the nation and of the Canadian army that it should attain its objective. All the non-essentials must be laid aside, everything that would imperil the success of the great project upon which it has entered must be eliminated and the community must be in a position to extend absolute and complete co-operation.

An Chairman of the Publicity Committee of the Victory Loan for the City and County of St. John, I would appeal for the willing co-operation and support of all classes and creeds in the community on behalf of the Victory Loan campaign.

The issues at stake are too broad, the importance of the undertaking too vast, to admit of anything short of absolute and complete harmony on the part of the whole citizenship. The City and County of St. John will be asked to subscribe Five Million Dollars for the Victory Loan.

For what purpose? That the war should be won as speedily and effectively as possible; that war supplies should be sent forward to the fighting units in Europe and elsewhere with the quickest despatch; that the troops who are fighting with such splendid spirit and equally splendid success should be supported and strengthened by the men at home to the utmost of their ability; that the construction of ships and of war munitions be accelerated, and what is most important of all, that the day should be hastened when our victorious and gallant soldier boys may come home again. And, oh, the joy that that great day will bring to the hearts of the loved ones at home, and the happiness that it will give to a world that is freed forever from the curse of militarism and autocracy.

For what purpose? With such a glorious object, there can be no doubt as to the nature of the reception that the canvassers for the Victory Loan will receive from the patriotic people of the City and County of St. John.

Yours for Victory!
R. E. ARMSTRONG,
Chairman of Publicity Committee
City and County of St. John.

A BIT OF VERSE

THE SEA CALLS.
Thou art not clamorous. Nay, thy silvery tongue
And rhetoric that holds me night and moon
Attends to one tender monotone,
A clear as fairy chimes by lilies rung.
They speak of twilight and grave
By seamen brown beneath a low, broad moon.
And breezes with the sea-scent in
them blown
At sundown, when the few faint stars
are hung
Dim overhead in fields of hyacinth blue;
Waves, lifted between sea and sky,
those isles
North-gazing from rose and blossom
ing rue
To privet-paleness; and dark harbor
piles
Bar the wide fire-irradiate west;
—John Addington Symonds.

A BIT OF FUN

On a Slushy Day.
Boggs—That chap who just passed in his auto must be a politician.
Bogger—Why so?
Boggs—Didn't you notice the way he was throwing mud?

THE GERMAN RETREAT.

Not Always.
"The young fellow who's calling on your daughter, Smith, has a lot of 'go' in him."
Not any to speak when he's calling on my daughter.—Zschang.

Little Benny's Note Book

By LEE PAPE.
Me and Puds Simkins and Leroy Shooster was standing on the corner jest standing there, and Puds sed, G. look at that guy, dont he look like the Kaiser? Meaning a man leaning against a telegraph pole with a big black mustash going out strate and then sticking up on both sides as if it had changed its mind all of a sudden. Looking like the Kaiser all rite, and I sed, G. maybe he is, maybe he came over heer jest to spy and find out things about different things, and everything.
G wize, let us play we are detectives and find out if its the Kaiser or not, sed Leroy Shooster.
Wich we started to do, going over to the telegraph pole he was leaning against and standing there looking at him a minnit, and after a wile the man sed, Well, its a nice day if it dont rain, wats all the excitement? Meaning us 3 detectives standing there looking at him, and Leroy Shooster sed, Did you have far to come, mister?
Are you talking to me or wawking in your sleep? sed the man.
Hows the Queen? sed Puds Simkins. Wich the man jest looked at him as if he didnt know who was crazy, him or Puds Simkins, and I sed, Would you mind please showing us the goose step?
Ill slap the 3 of you into the middle of next week if you dont clear out, sed the man. And he started to take his back off the telegraph pole and us 3 detectives ran like anything, and who was it around the corner but Flatfoot the cop, me sayin, G. lets tell Flatfoot. Wich we did, going up to him and Puds saying, The Kaisers erround the corner leaning against a telegraph pole.
How haw haw haw haw, sed Flatfoot. Meaning he didnt believe it. And the 3 detectives went back to see if he was still there, wich he wasent. Puds saying, O well, maybe for all we know it wasent him enyhow. Wich maybe it wasent.

FRANK STOCKDALE ON SIZING UP CUSTOMERS

Tells How To Interest Buyers and Make Buyers of Them—Attendance and Interest Growing Nightly.
A large number were present last night at the Board of Trade rooms to hear Frank Stockdale in an interesting talk on "Sizing up the customer." F. W. Daniels presided and introduced the speaker.

Mr. Stockdale stated that salesmanship was the greatest game in the world, according to his view, but the psychological ascendancy over the minds of the customers, and he cited as a test the ability to influence a person to buy more than he intended. He stated that personal interest in the customer was the beginning of real salesmanship, but that bad habits, such as chewing gum were based fundamental on indifference.

In answering the question of why customers left one store to purchase in another, Mr. Stockdale stated that the percentage of women leaving one store for another for each of the stores was as follows: The biggest percentages were 47 per cent. for indifference of salespeople, 18 per cent. for errors, 17 per cent. for slow service, 16 per cent. for trickiness and 24 per cent. for substitution.

Mr. Stockdale then outlined how these faults of the storekeepers could be overcome, and he showed how it was the best policy for the customer to be treated right in every transaction.

He stated that a great mistake dealers in St. John were making was that they often sized up possible customers as looking at people who simply wished to look at goods without any intention of buying. He showed how these lookers, the majority of whom were women, helped the store by their talking over with their friends their impressions of the store and the goods it offered, so that even if they did not buy they tended to attract other people to the store.

Mr. Stockdale went fully into his subject and elucidated many points that could be used to advantage by the merchants in St. John.

Mr. Stockdale's subject for tonight will be "Opportunities in Advertising" and for tomorrow night, "Cash Drawer Value of Co-operation."

WEDDINGS.
MacLaren-Jack.
At half past three yesterday afternoon, before a large number of friends at St. Paul's (Valley) Church, Rev. Archdeacon Crowfoot united in marriage Miss Dorothy Jack, daughter of Mr. and Mrs. Andrew Jack, and Capt. D. Laurence MacLaren, son of Mr. and Mrs. John S. MacLaren. The bride, who was given away by her father, looked lovely in a gown of white tulle and orange blossoms, with tulle veil and orange blossoms. She carried a shower bouquet of roses and sweet peas. The bridesmaids were Miss Barbara and Miss Isabel, sister and cousin of the bride. The groom was ably supported by Capt. Gerald Anglin. The duties of ushers were efficiently discharged by Capt. Anglin, Mr. Keawick, Lt. C. Ross Culbert, M. C., and Lt. Daryl Peters. After a trip to American cities the young couple

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NOTICE—
Male citizens 21-35, both inclusive with the Regular which they live SEPTEMBER 20 and \$144, DAYS NEXT PHASED THAT OF THE ABOVE EMPTION OR SUL, OR HAVE UNITED STATES

NOTICE—
Having in view of men on those national Food Sup

NOTICE—
MEN EX
1. ALL ME AB FARMERS EMPT should of their respect TIME OF SUGC be issued to the their exemption contributing
2. In order Winter months, PLY TO THE R THE WINTER REST, SUCH AS permits will ser useful occupation cannot be carried

SGT. MAJOR STRACHAN IS NOW MIA
Honored With D Conduct Medal While Carrying Officer To Place

Mrs. J. Erickson, of has been advised the Major James Strachan slightly wounded and led of the Distinguished for gallantry on the front. He was struck by carrying a wounded of tallion to a place of region swept with shot it is believed that his ing his life to save the is responsible for the Sergeant-major Strachan a military family. His name Strachan, of t Watch, saw twenty-five with the Imperial through the Boer War paigns during his long vice.

When the Canada took over the garrison late Sgt. Strachan, tioned there, at the time he family to St. John front of fate, a man w much service and pas through such perils, los engaged in the peaceful a pulp mill employe, b ed in the reversing fall

When the great w James Strachan, the working as a chauffeur returned to St. John. He seas forces, and enlist 104th Battalion.
A younger brother, years of age in wh t England, and the next years old, already has a service in the British is engaged in the dar vice.
Mrs. Erickson's second so is overseas. He enl the 236th MacLaren Ki transferred on the other Canadian killed

GOVERNMENT Frederickton, Oct. 2— ment met here tonight business on the progra returned to St. John. V coming visit of the Du shire.