

The St. John Standard

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ST. JOHN, N. B., MONDAY, JUNE 8, 1914.

MR. PUGSLEY SHOULD EXPLAIN.

In their attitude of the past few days the Pugsley newspapers are more than usually amusing. They still attack Hon. Mr. Hazen and claim that The Standard is unfair in its treatment of Mr. Pugsley, but it will be noticed that they have carefully refrained from commenting upon the significant statements made by Mr. Pugsley in the closing hours of the N. T. R. debate, when he stood in his place in Parliament and, with all the force at his command, opposed a section of the N. T. R. agreement which had as its purpose the safeguarding of the interests of Canadian ports.

The debate in question occurred on June 2nd and the Telegraph of the following morning, although it carried several thousand words of partisan "dope" from the capital, completely ignored Mr. Pugsley's effort. Nor has it since deigned to give to the people a report of what that gentleman did and said. The Telegraph purports to be a newspaper, yet it refrained from printing a report of the speech delivered by Mr. Pugsley in which he fought against the section of the N. T. R. agreement which was intended to benefit St. John. The Standard, on several occasions, has called attention to this speech but the Telegraph refuses to come out of the hole. This being the case the question may well be asked: Who has his foot on the soft pedal around the Telegraph office?

In the course of his speech which the Telegraph did not dare either to report or defend, Mr. Pugsley attacked the Postmaster General for his solicitude for the welfare of Canadian ports. He declared that the section of the bill which insisted that the freight of the Canadian Northern should be shipped through Canadian ports was "bad legislation," and that to say to the shippers in the west that they must use "one port and one port only" would be most unjust. "I say that would be unjust to the western producers," is the way he expressed it.

It may be pointed out that the section in question did not limit the shippers or the railway to one port, as Mr. Pugsley would have the people believe. It merely specified Canadian ports, and surely the people will agree that the Government was entirely within its right in asking a railway to which it was proposed to grant assistance that, if such assistance were given, the railway on its part should bind itself to a policy which would result in the upbuilding of the ports in this country instead of sending their trade through the ports of the United States. Surely such a desire was patriotic and merited better treatment at the hands of the self-styled champion of St. John, especially when St. John was one of the ports which will chiefly benefit from the wise provision of the Government.

But Mr. Pugsley's utterances were not confined to this one statement. After he had been taken to task by Mr. Fowler of Kings-Albert, he returned to the attack with even more violence. Upon the section of the bill which especially seemed to arouse his ire Mr. Pugsley said in part, the quotation being taken from Hagar: "It means that they are going by legislation to compel the western producer to send his traffic over the Canadian Northern to Canadian ports and thence by sea to the markets of the world, no matter what may be the difficulties in his way or the cost to him of crossing the ocean. This is restrictive and prohibitory legislation which should not be tolerated by the people of this country. It is taking away the liberty of the people of the west, who have a right to send their produce by what route they please, by railway or by steamship, to the market to which their produce is destined."

It must not be forgotten that the only restriction the Government sought to impose upon the Canadian Northern was the simple one that it should route its traffic through Canadian ports. Now there are not such a large number of Canadian Atlantic ports through which the C. N. R. traffic, under the agreement, can go. Montreal, Quebec, St. John and Halifax. The two former in summer, the two latter in winter. So it can be seen that, in his attitude for the western shipper, Mr. Pugsley is quite content that St. John should suffer the loss of much business which would likely come here, especially as this port represents the shortest winter rail haul to and from the sea.

This is the action the Telegraph does not attempt to defend. This is one section of the Pugsley speech which the Telegraph did not dare to print, and the words of Mr. Pugsley himself explain the reason why it was not given Telegraph publicity. It was not a gospel which would go well with the people of St. John. Coming from a man who has always proclaimed himself as being for St. John first, last and all the time, it appears to have been a distinct breach of faith,

and the Telegraph, not to be outdone, uses the scissors to reproduce a column "boost" of the same gentleman from the weekly edition of the Grit Toronto Star. It is to laugh.

Another week and Huersta not yet eliminated.

GOOD ADVERTISING.

(Montreal Gazette).
A remarkable testimony to the efficacy of newspaper advertising was that paid at the convention of electric light and power interests at Philadelphia, representing an invested capital of over three billions of dollars, when the special committee on merchandising and advertising, after prolonged investigation covering the whole continent, reported that legitimate newspaper publicity was absolutely essential to the complete development and permanent success of any industry, no matter how firmly established and prosperous it might be, or how constant its expansion. The advertising appropriations should be generous and regular, and they should be expended continuously and systematically. Unlike a well-known and popular spirit, of which it has been said that there are only two kinds, whisky and good whisky, it must be admitted that there is both good and bad advertising. It is to remark that the psychology of the advertiser, and it is sometimes happens that the end sought is defeated by lack of attention to this principle. A case in point is furnished by a display card used by a large concern which conducts its business operations as its advertising campaign on a national scope. "If we can't suit you, there's something wrong with you," is the legend borne by the card. This calm assumption of superiority and infallibility on the part of the advertiser is apt to irritate the reader rather than to predispose him to investigate the worth and make a trial of the wares offered. If the sign read "If we can't suit you, there's something wrong with one of us," it would convey to the average person the same meaning as the version quoted above, while doing much more to point out more effectively by its good humor and inoffensiveness. It is the observation of such niceties of taste and the appreciation of the viewpoint and mental attitude of the person addressed which constitute a considerable part of the secret of telling advertising and explain much of the phenomenal success of huge businesses built up by the liberal and judicious use of printer's ink.

Diary of Events

HISTORIC DAYS IN CANADA

The Quebec Act, which doubtless saved Canada to England, was not passed by the British Parliament without bitter opposition from statesmen who were not far-seeing as Sir John A. Macdonald, the Canadian Governor, who originated the immortal measure. It was 140 years ago today, June 8, 1774, that the measure was passed. The House of Commons and a stormy debate followed its introduction. William Burke, one of the most forceful orators of the day, and a member of the act the colonists were not given English liberty and freedom, but were sentenced to French government for centuries to come. The act was a damned slaves by the British Parliament," he said, and added that if the Quebec Act passed would have the able assistance of Chief Justice Hey and Attorney General Massey of Quebec, and after the flow of torrid language had subsided Parliament was brought to their view and passed the Act. The verdict of history has abundantly justified the action, for the Act alone prevented French-Canadians from joining the revolution of the Colonies to the south.

THE PASSING DAY

CENTENARY OF CHARLES READE.

English men of letters will join today in paying tribute to the memory of Charles Reade, the great novelist whose works, "The Cloister and the Hearth," is held by many to be the finest example of historical fiction in the English language, and certainly the second to "Henry VIII."

Reade was born 100 years ago today, June 8, 1814, in Ipsden House, Oxfordshire. He was educated at Oxford, and at twenty-nine was called to the bar, but he soon abandoned legal profession to devote himself to literature. Like many another genius, he had a difficult struggle for recognition, and in 1851, after he had been writing more or less for a score of years, he drew up the following "account with literature":

"Item—My family had brought me up and educated me till I was 16.

"Item—I earned my demyship at Magdalen College, 18 pounds a year, at 17.

"Item—At 21 I obtained my fellowship, beginning at 250 pounds per annum and ultimately rising to 650 pounds.

"Item—Eighteen years devoted to the study of dramatic art.

"Item—Now let us see what I had gained for this outlay:

"Item—'Ladies' Battle,' nil.

"Item—'Masks and Faces,' half of 150 pounds—75 pounds.

"Item—From Bentley for book of 'Peg Woffington,' 30 pounds.

"In all, about 75 pounds. That is to say, about half a crown a week for eighteen years—not enough to pay for pens, ink and paper, leaving copying and show money out of the pocket."

This "account with literature," which now appears as an indictment of the literary tastes of his contemporaries, was sufficiently discouraging, but it did not daunt Reade. He continued to write, and ten years after drawing this "account" he gained immortality by the publication of "The Cloister and the Hearth."

During that long period of struggle

Little Benny's Note Book

BY LEE PAPE.

A man was painting a fence around the corner from our house this afternoon, and I was going past and I stopped to watch him instead of keeping on going past, being a little man in white clothes and painting the fence brown, and after I had stood there watching him a while I said, is that your fence or are you just painting it.

He just painting it, he said, do I look as if I owned a fence.

Which I didn't say whether he did or not, just standing there watching him, and after a while I said, You were the white wuns because you don't want to drop paint awn yure uthir wuns, don't you.

Thats the deer, sed the man.

You drop enuff paint awn the white wuns, dont you, I sed.

Just about enuff, sed the man.

And he kept awn painting the fence brown and I looked at his white clothes a while, being so full of different kinds of paint you mite think every time he didn't have anything eta to do he painted his white clothes, and I sed, How is it you got awl different kullered paint awn yure white clothes wen yure only using brown paint.

Do you want to smell sumthing funny, sed the man.

Yes, I sed.

Then smell this brush, he sed. And he held it out and I went ovr and smelled, but I didn't smell anything very funny, and the man sed, Smell clozer. Wich I did, putting my face rite up, and awl of a sudden wat did the man do but push the brush rite agens my nose, being pack full of paint and awl, saying, Thats for asking kweshions.

And I went hoam and looked in the mirror and heer my nose wag awl brown, looking as if it had bin painted, wich it had, and ma got sunn of it awl with turpentine, but not awl of it, the rest being still awn.

And disappointment Reade was often driven to the verge of despair, and once he said:

"Great God, had it not been for the fellowship—which, though it bound me to celibacy, preserved me from pauperdom—and a mother's generous help I must have been in the workhouse or breaking stones on the highway."

Most of Reade's first literary efforts were in the dramatic field. His "Masks and Faces" was produced on the stage by Mrs. Seymour, a famous actress of the period, and she it was who suggested to Reade that he rewrite the play as a novel. He followed this advice, and "Peg Woffington," another play, was then turned into a novel. Reade considered these mere "pot-boilers," however, and continued firm in his allegiance to dramatic art until 1855, when an exposure of the cruelty of the governor of Birmingham jail led Reade to study prison conditions. These investigations into the horrors of English prisons inspired "It is Never Too Late to Mend," which became very popular and made a small fortune for the author. Until his death in London thirty years ago, Reade devoted himself to writing fiction, but his "The Cloister and the Hearth," is so far superior to his other works that he will doubtless go down in literary history as a "one-book" author.

THE ST. JOHN FUSILIERS

ATTEND DIVINE SERVICE.

The 62nd Regiment St. John Fusiliers, three hundred strong, under command of Lieutenant-Colonel J. L. McAvity attended divine service in St. Paul's (Valley) church yesterday morning. Both the brass and band of the regiment were in attendance and the men in their march from the drill shed to the church and return presented a very fine appearance. The weather conditions were almost ideal for the turnout. Many citizens lined the streets along the route and the parade and there were many fine

Growing Girls

Sizes 2-12 to 6.

Misses

11 to 2.

Children's

8 to 10-12

Infants

3 to 7-12

We have a splendid array of Practical Dress Summer Foot-wear for girls of all ages.

Our goods are made with leather box toes and counters, and give complete satisfaction.

Patent, Cloth Top Button Boots

White Duck, High Cut Button Boots

White Duck, Strap Pumps

Patent, Strap Pumps and Sandals.

A Shoe to fit every foot and every purse.

Mail Orders by Parcel Post.

Francis & Vaughan

19 King Street

When Glasses Are Dangerous

The Best Quality at a Reasonable Price.

The most perfectly made glasses are dangerous to good vision when they are improperly adjusted.

To insure the best results we take the same extreme care in adjusting your glasses we do in examining your eyes and making your glasses.

Too much depends on your eyesight for you to neglect the slightest detail that means correct glasses accurately adjusted for the betterment of your vision.

Send for Catalogue

S. Kerr, Principal

THE CHRISTIE WOODWORKING CO., LTD

ERIN STREET.

BRANTFORD ROOFING

AS A FIRE RESISTANT

Our City Road Factory was roofed with Brantford Roofing when it was burned.

After the fire, long strips of roofing hung from the ruins, while nothing remained of the boards beneath.

See sample at our Erin street factory.

Brantford Roofing has many good points. Send for samples to

THE CHRISTIE WOODWORKING CO., LTD

ERIN STREET.

L. L. Sharpe & Son,

JEWELERS AND OPTICIANS,

21 King St., St. John, N. B.

Butternut Bread

HAVE YOU TRIED IT?

FIFTY DOLLAR COURSE in Bookkeeping and Shorthand and Typewriting for

IF BOUGHT THIS WEEK. Enter any time. Books and Stationery free.

Currie Commercial Institute

85 UNION STREET

For June Weddings—Wedding Stationery and Visiting Cards

Careful Attention Given Each Order.

C. H. FLEWELLING,

ENGRAVER AND PRINTER.

85 1/2 Prince Wm. Street.

OPERA HOUSE SCOTNEY

JUNE 11-12

Westminster Chime Clocks.

Just opened up another new lot of these choice clocks in Chaste designs never before shown.

Also some "GLOW WORM" watches, and Watch Bracelets. The latest useful novelty. You can tell the time by them in the DARK as easily as in the daylight.

Very useful for Travellers or for Nurses.

Also "Glow Worm" Alarm Watches, in folding leather cases—and "Glow Worm" Alarm Clocks. Come and see them.

FERGUSON & PAGE

41 KING STREET

WHITE MOUNTAIN FREEZERS



These famous freezers produce smooth, delicious ice cream more economically and with less labor than any other freezer.

We have them in all sizes from 1 to 25 quart.

A Four Quart Freezer---A Good Family Size,

COSTS ONLY \$3.35

T. McAVITY & SONS, LTD., 13 KING ST.

Boston Safety Fountain Pen



For Sale By Barnes & Company Ltd. 84 Prince William St.

J. E. WILSON, LTD.

MANUFACTURERS OF

Cast Iron and Sheet Metal Work of Every Description

Copper, Cast Iron and Galvanized Iron Work for Buildings a specialty.

17-19 Sydney Street. Phone M 356

JUST RECEIVED FRESH CAR WESTERN BEEF

GUNNS LIMITED, 674 Main Street

M 1670

D. K. McLAREN, LIMITED

Manufacturers of

Genuine English Oak Tanned Leather Belting, Balata Belting

Lace Leather and Belt Fastenings of Every Description

Complete Stock at

64 Prince Wm. St. Phone 1121. St. John, N. B.

Success

The success of ROYAL ARMS

SCOTCH stands out against a background of a century of leadership in quality.

It has developed in purity, flavor, and public favor with the years.

Uniform, rich and mellow.

John J. Bradley, St. John, sole agent for Canada and Nfld.

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CANVAS PUMPS

YACHTING SHOES

CANVAS COLONIALS

MACAULAY BROS.

Our Stores Open 8 a.m.

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We have just opened

Cluny Lace Edge D'O's

with pure Irish Linen

exquisite conception in

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edges, round shapes;

CENTRES—Hand

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prices

OVAL SHAPES—

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