

# 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.**

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