

OUR SPECIAL OFFER

THE DAILY STANDARD FOR TWO DOLLARS

Reduced Rate for New Subscribers to The Daily Standard is Extended

READ THIS ANNOUNCEMENT

During the month of August, The Standard, having in mind the intense interest everywhere existing in news from the war, and desiring to place this news before the people of New Brunswick at the least possible cost, offered to send The Daily Standard for one year to bona fide new subscribers, at the remarkably low rate of two dollars. This offer was promptly seized upon by hundreds of persons throughout the Maritime Provinces and since the end of August we have received many letters from persons who had indirectly heard of the offer but were unable at the time to take advantage of it.

The Standard, as is apparent to all, is publishing each day the fullest and most reliable war news available to papers in this territory. This news should be read by all, and in furtherance of our desire to have full information of the deeds of The Empire's Armies placed before the people, we will extend for a short time the offer previously made.

READ THESE INSTRUCTIONS

All who are interested in securing a high class newspaper at a greatly reduced rate should read every word appearing here.

On this page a coupon is printed. Cut it out, enclose two dollars in express order, money order, postal note or cash. Fill in the name and address clearly. Mail at once to The Standard, 82 Prince William Street, St. John, N. B.

Only bona-fide new subscriptions will be accepted at this low rate. But here is an opportunity for those who are already subscribers to this paper.

If you are now a regular subscriber to The Daily Standard, and if your subscription is paid in advance, you may enjoy the reduced rate on the following conditions.

Send us one new subscription at the two dollar rate, and we will accept two dollars in renewal of your own subscription when enclosed in the same envelope. If your own subscription is not paid in advance it will be necessary to pay up all arrears before this offer can be enjoyed. That is, no person who is now indebted for his or her paper may secure the renewal rate of two dollars until his or her subscription is paid to date.

No such new or renewal subscriptions at the rate of two dollars per year will be received for a shorter or longer period than one year.

This Offer applies only to The Daily Standard sent by mail to any address in Canada, outside the City of Saint John

On this offer, no reductions of any sort can be allowed in the form of agents' commissions, etc. The rate is two dollars and this amount must be enclosed.

Subscribe Now and Get All the News of the Day

Have Your Friends Subscribe, and by so doing get your own Paper at the Lower Rate

USE THIS COUPON

COUPON

The Standard Limited,
St. John, N. B.

Herewith enclosed find two dollars, for which send me your daily paper for one year as per your offer in The Standard.

Name _____

Address _____

Date Sept. _____, 1914

Persons who secure new subscriptions from others and by this means wish to take advantage of the reduction in their own subscription for the present year, should use this other coupon and fill in very carefully the information required

COUPON

Send The Daily Standard for one year to

Name _____

Address _____

Enclosed find four dollars, in payment of above, and in renewal of my own subscription to The Daily Standard which is now paid in advance.

Name _____

Address _____

Date Sept. _____, 1914

Act on This Offer at Once --- It May Not Last Very Long

THE STANDARD LTD., ST. JOHN