

## The St. John Standard

THE MARITIME ADVERTISING AGENT, LIMITED... PUBLISHERS

51 Prince William St., St. John, N. B., Canada.

Representatives:

Henry DeCherque, Chicago

Louis Kiesbahn, New York

Frank Calder, Montreal

Freeman &amp; Co., London, Eng.

Subscription Rates:

Contract Display, \$1.00 per line

Classified, 15¢ per word

Inside Readers, 25¢ per line

Outside Readers, 35¢ per line

(Average measurement.)

ST. JOHN, N. B., MONDAY, JANUARY 23, 1922

GREAT MAN DEAD.

The Pope is dead and the whole Catholic world mourns his loss. He was a man of outstanding ability and, as head of a great church, his attitude on the greatest questions of world-wide interest were given careful consideration. Both before and during the war he made increasing efforts to bring about peace. His note, in favor of the conclusion of peace, forwarded to all the powers, was one of the first steps toward the present Washington Conference on limitation of armaments.

Cardinal Giacomo Del La Chiesa, was elected Pope by the Sacred College on the 3rd September, 1914, in succession to Pius X, who had died on August 20. He had been created a cardinal a few months previously, and was at the time of the election, Archbishop of Bologna, in Italy.

The late Pontiff was born at Poggi, in the diocese of Genoa, November 21, 1854, and was ordained a priest December 21, 1878. He served as secretary of the manufacture in Spain from 1883 to 1887, in which year he was appointed secretary to the late Cardinal Rampolla.

He was appointed substitute secretary of state in 1901, and in 1907 he was elected to the post of adviser to the Holy Office.

In 1907 he was elected Papal nuncio of Madrid in succession to Mgr. Rinaldi, but his appointment was撤销三天后。This incident had occurred just before he was made Archbishop of Bologna. When Mgr. Del La Chiesa was given this post, it was declared at Rome that it was mainly with the object of combatting modern religious ideas. Bologna being the headquarters of the National Democratic League, whose members advocated what is known as "Modernism" in religion.

On his accession to the throne of St. Peter, the new Pope assumed the name of Benedict XV. It had been 174 years since the last Pope Benedict. On his election to the Papacy, in 1740 Cardinal Prospero Lambertini assumed that title. It is an interesting fact that the late Pope was Archbishop of Bologna, while Pope Benedict XVI. was born in Bologna.

THE FALL OF DUBLIN CASTLE.

A few days ago in one of the rooms of a motley and unimposing appearing structure in Dublin, there took place a ceremony which was the evacuation of the mile posts of human history. The building was Dublin castle, and the ceremony was the evacuation of the same by the British authorities to make way for the new rulers of Ireland—the representatives of her own people.

"The fall of Dublin castle," the Irish called it, in recollection perhaps of the fall of the French Bastille a century and a quarter before. So it is a fall for more than seven hundred years this ancient pile of stone has stood as the physical evidence of British domination of Erin.

But quite different scenes were enacted when the authority of Britain passed without the walls of this castle from those witnessed when the French prison was razed by the frenzied revolutionaries of another century. "Three rather ancient looking taxicabs" we are told by one of the eyewitnesses of the event "whirled in and out through the lower yard, passing under the arch into the upper yard." In these cases were the ministers of the new provisional government of Ireland headed by the youthful Michael Collins.

A few moments later, the accent continues, "the Tommies were standing at salute and a magnificent limousine with gilded crest emblazoned on its shiny black enamel turned through the gate and went humming up the driveway."

This more stately carriage brought the lord lieutenant, Lord Plasman, just arrived from the viceregal lodges at Phoenix Park, of tragic memory.

The two groups passed within the council chamber, and there, unseen of the public, the ceremony took place which made Ireland a self-governing nation.

There were smiling faces, handshakes and other evidences of cordiality, and the consummation of this great historical event was later announced by the British authorities in this simple language:

"Members of the Irish Provisional Government received the surrender of Dublin Castle at 12.45 today and the Government is now in the hands of the Irish Nation."

Contrast those words with those uttered when the French political prison was destroyed!

Paris was in an uproar. Anarchy prevailed. A madman thought of

death upon industry, though industry is big enough to shake banking or like a wisp of straw, if it would. The editor is still the big man, if he can know it. The printing press is still mightier than the bank account, it's handled with half the skill which marks the manipulation of the bank account.

When editors evade their task as leaders of public opinion and are content to be business managers of advertising sheets first, and followers of public opinion second, it is a sorry thing for the country. Advertising ultimately captures the apparent approval of the Press, which is not Press approval at all, but only the pre-emption of space on the printed page. The Press in its nobler sense has been engine, has been used, has been degraded by evil association. It ought to come back. It ought to get on the job. It ought to resume its task as the exterior conscience of the uniform of multitude. It ought to speak out. It ought to give a religion which convinces it that nothing wrong can injure it while it holds fast to right. It ought to get its breath back, so that it can speak, and its heart back so that it can fight, and it ought to shake off the parasites that have clung to it and so nearly sapped its power.

Examining one of the United States Government's reply postal cards the other day we noticed that the portrait of Martha Washington decorated the answer card. Courteously permitting the women to have the last word, as it would appear.

The second halfship Maine, of the United States Atlantic fleet, cost \$2,000,000, and will bring \$45,500 for junk. But the first Maine was more expensive than that for the United States had to fight a war on account of her.

Now that the farm bloc in the United States Senate has provided a way for the appointment of a farmer to the Federal Reserve Board perhaps it will find a way to admit a farmer to the bloc.

I've found a home in fair New England, north of Boston, up in Maine," sings a bard in the Boston Transcript. Geographically, the poem seems to be all right. The map discloses that Maine is north of Boston.

Twenty-five acts of heroism have been rewarded by the Carnegie Board, but the man who undertook to tell his wife how she'd got to vote wasn't included.

Henry Ford says that gold is useless except for decorative purposes. From which we may conclude that Henry is by way of being the champion decorator of the world.

After reading about the salary that Will Hays is going to receive, Judge Landis may conclude that he ought to have gone into the movie business instead of baseball.

What seems to be called for in diplomatic circles now is some kind of a truce to keep the open door in China open.

## WHAT OTHERS SAY

A Merchant Bank Probe.

(London Free Press)

The Dominion Government should make a thorough probe into the Merchant Bank, not so much to find out who was responsible for the business of the institution drifting into the state it did, but to prevent the repetition of such a condition of affairs.

It is strange that so many persons believe that Sunday is intended for over-indulgence in hearty food. With less physical work to be done and therefore, less need for energy supplying food, hundreds of families prepare and eat, on the day of rest, bigger and richer dinners than on any other day of the week. An effort might well be started to make Sunday a day of rest for the stomach as well as for body and spirit.

Says the medical writer of the London paper, "The Sunday dinner is doing its part to cause suffering and to shorten its span of human life. Also it might be convicted of playing a part in the dullness and distress upon getting down to work again on Monday. When the only form of exercise taken is the mastication of food, the less rich and stimulating that food is, the better for the eater Sunday dinner reform is now in order.

## NEWSPAPER INDEPENDENCE.

(London Free Press)

Henry Ford's news on newspaper independence appears to be considerably sounder than his opinion of history. Concerning the former, he says that the modern newspaper is a pressure depending not, as the earlier Press did, on its readers, but on its advertisers. Being a property thus sometimes enters the question of jeopardizing that property by taking actions or expressing views which might alienate the supporters of that property. It is not a question of cowardice, it is a question of prudence. The Press forms itself thus in the editor's or owner's mind: "Is it worth while, for the sake of expressing an opinion or a warning or a fact, that may just as well be passed over to the public or some other agency—it is worth while, for the self-satisfaction it might give us to express this opinion today, to endanger the existence of this paper?"

Whenever an editor formulates this opinion he abdicates his position, or his claim, as an invincible master of public opinion. No editor is a false claim, at least as far as himself and his paper are concerned. He virtually says, "this paper is the product of its editors but of its advertisers; it is not our principle and opinions that keep us afloat and make us useful, but it is the projecting power of our advertisers. The newspaper is only an advertising board, to make it a more attractive advertising board, sets aside a small fraction of space for printed news."

It is true, of course, that readers are most valued by newspapers because they are used, but it is the projecting power of our advertisers, the newspaper is still in a position to be free, if they would only realize it. Freedom is, after all, a temper of the mind, it is in ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors simply because those editors were men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

simply because those editors were

men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

simply because those editors were

men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

simply because those editors were

men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

simply because those editors were

men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

simply because those editors were

men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

simply because those editors were

men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

simply because those editors were

men who could be frightened.

It is the industry and trading banking

line succeeded in making the line of

this simple language:

But this also is true—editors are

still in a position to be free, if they

would only realize it. Freedom is,

after all, a temper of the mind, it is in

ratio to the courage of the individual.

The advertiser has succeeded in

reducing the fear of him on some editors

<div data-bbox="343 139