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BISHOP'S PASTORAL LETTER READ YESTERDAY MORNING

The following is the lenten pastoral letter read at St. Dunstan's Cathedral yesterday morning.

LOUIS JAMES O'LEARY

By the Grace of God and Favor of the Apostolic See Bishop of Charlottetown.

To the Reverend Clergy, Religious Communities and Faithful Laity of the Diocese:

HEALTH AND BENEDICTION IN THE LORD.

Dearly Beloved,

The various Popes who have occupied the See of Peter during the last years have repeatedly enumerated "contempt for authority" as one of the great existing evils of the day. Our own experience, dearly beloved, in beholding the increasing disrespect for the laws of God and of the Church, the almost worldwide careless and thoughtless infringement of the laws of the land and the ever diminishing honor, love and obedience of children to their parents and of inferiors to their superiors in all walks of life shows us with what reason the Holy Father calls attention to and gives us warning concerning this growing evil. Contempt for the authority vested in man, whether in the Church, the State or the Family, indicates a corresponding contempt for the authority of God upon which is based all authority that man legitimately exercises. "Let every man be subject to higher powers," says St. Paul, "for there is no power but from God, and those that are, are ordained of God; therefore he that resisteth the power resisteth the ordinance of God. And they that resist purchase to themselves damnation." (Rom. XIII. 1-2).

God being our Creator, having given us life and all that life contains, has a direct right not only to our love but also to our filial obedience. He is the Supreme Master of life and of death and of all things and all things are owing unto Him. What He has given to man has been given to him that he may serve his Lord and God during the time of trial upon earth, not that he may use them for his own enjoyment and pleasure. That God on His part exacts this obedience on the part of man and asserts His inviolable authority over man's thoughts, words and actions is shown from the very first when He commanded Adam not to eat of the Tree of Knowledge and threatened him with dire punishment should he presume to disobey. The disobedience was followed by the threatened punishment, and God further insisted upon His authority and upon the necessity of obeying it by the promulgation of the Ten Commandments and the threat of enternal damnation for their infringement. In fact only those who deny the existence of God dare also to deny the complete and universal authority of God over mankind.

In the design of Divine Providence, however, God does not always exercise His authority over man directly and by His own words and commands. Having founded a Church to carry on the great work of salvation for which the Son of Man died, He delegates to it and to its leaders a portion of His own authority. "He that heareth you" says Christ to His disciples "hareth Me, and he that despiseth you, despiseth Me. And he that despiseth Me, despiseth Him that sent Me." (LUKE X.-16) and to the Apostles, "Whatsoever you shall bind upon earth it shall be bound also in heaven, and whatsoever you shall loose upon earth it shall be loosed also in Heaven." (Mat. XVIII.-18). From the delegation of Christ and the mission He gave to His Apostles arises the authority of the Church known ordinarily as the Ecclesiastical Authority in obedience to which man must submit his will in all things that pertain to the salvation of his soul and the service of God as he must submit to the will of God Himself.

In the family also the Divine Master has appointed His own representatives and vested them with the authority of His eternal sanctions. "Honor thy father and thy mother" (Exodus XX,112.) He proclaims to children as an absolute command, and threatens dire punishment upon those who refuse to obey Him.

On the other hand as a sanction to His command He promises various blessings and rich rewards to those children who are obedient to their parents for He says: "Honor thy father and thy mother that thou mayest be long-lived upon the land which the Lord thy God will give thee." (Exodus XX. 12), and again, "He that honoreth his mother is as one that layeth up treasure; he that honoreth his father shall have joy in his own children, and in the day of his prayer he shall be heard." (Eccl. III. 5-6).

It is evident then, dearly beloved, that parents are for their children God's representatives upon earth in all family matters and are directly invested by their state of life with the authority of God which children are bound to obey as they are bound to obey the word of God Himself. In life, moreover, because parents are frequently unable to exercise their parental control, particularly in matters of education, they commit their children to chosen guardians or superiors who are commissioned by them to replace the parents in the direction and guidance of the children. By this act they give over to said superiors or guardians the temporary exercise of their authority so that while the children are under their care, teachers, guardians and superiors partake of the duties of parents, become God's representatives for the children and are endowed with authority based on the authority of God.

We then see that the authority of God is exercised on earth by His representatives as ecclesiastical authority in Church matters and as parental authority including that of teachers and guardians in family matters and those of education. Man is furthermore constituted to live in society and must observe the rights and privileges of others. He also has a right that he in turn should be protected, and hence what is known as civil government has been for this purpose. Any legitimately formed government has therefore a duty to protect its subjects and its if, and corresponding to this duty it must also have authority to enforce its legislation. Being inferior to the Church which leads drectly to God and deals in things of God, as also inferior to the family state which has been directly constituted by God as representing Him in family matters, the State or Civil Authority may not infringe upon the rights of either Church or Family, but within its own sphere may exercise, and should exercise, its jurisdiction for the welfare of society, and in this exercise it has authority based upon God's authority as St. Paul says: "Let every man be subject to higher powers for there is no power but from God, and those that are, are ordained of God, therefore he that resisteth the power resisteth the ordinance of God. And they that resist purchase to themselves damnation." (Rom. XIII. 12). St. Peter says also: "Be ye subject therefore to every human creature for God's sake, whether it be to the king as excelling, or to governors as sent by him for the punishment of evil doers and for the praise of the good: for so is the will of God." (I. Peter II. 13-14).

The State or Civil Authority guides man in his social relations with his fellow-m-n, protects his rights and property and defends itself against its enemies, but in civil society there are many inequalities of station so that we find some in the condition that we may call by a general name of masters or superiors and others whom we may call servants or inferiors. The servants or inferiors may indeed in the eyes of God be far superior to their masters but in the social conditions, for one reason or another, hire, contract, etc., those whom we call servants or inferiors are bound in conscience to obey the authority of their masters in so far as this condition exists. St. Paul says: "Servants be obedient to them that are your lords according to the flesh ... as in Christ, not serving to the eye as it were pleasing men, but doing the will of God from the heart," (Eph. II. 5-6), and again, "Exhort servants to be obedient to their masters, in all things

(Continued on page 3)

Condensed Specials

RATE.—2c per word, net each insertion in this column

*FOR SALE—CORNER STORE and dwelling house combined. In good locality, Apply "J." care of Guardian. 1422-2-9-tf.

*FOR SALE—HEAVY BROWN paper 5 cents a roll, Guardian office. 1730-2-28-tf

*FOR SALE—McCLARY RANGE. Apply 89 Rochford St. 1777-3-3 2i

*FOR SALE—NEW DOUBLE house, clearing over 10 per cent. Terms, write or phone E. E. Park man.—1770-3-3 3i.

*LOST. — GOLD WATCH FOB with amethyst setting. Finder please return to Dr. R. J. Ledwell, 202 Richmond Street. Reward. 2i

*FOR SALE — TWENTY-FIVE acres of land with good buildings in Cornwall Village. Apply to Seymour Scott on premises. 1739-2-29-8i.

FOR SALE-150 ACRES LAND ON North side Dundee Road, Lot 50, lately occupied by Malcolm Lester McLeod. Apply to McLeod & Bentley. 1759-3-1-tf

*FOR SALE. —ONE PURE BRED Ayrshire bull, registered, 3½ years old. Apply Joseph McLeod, New Wiltshire. 1710 2 27 5i

*WANTED—PERSONS WHO APpreciate pure tea to ask for Hazzards Brahmin. 1756 3 1 3i

*APPLES! APPLES! RETAILers are giving wonderful bargains in No. one Spy Apples. Get them before they are all gone. 3i

*FOR SALE—VALUABLE FARM, containing 150 acres, all necessary buildings, well watered—one half mile from Kensington. Will sell in one block, or in parts to suit. John T. Mullin.—1773-3-3 3ier

The Weather, Etc.

TORONTO, Mar. 3. —Maritime fresh westerly winds with much the same temperature.

Toronto, Maximum thirty, minimum eighteen; Montreal, twenty and ten; Quebec twenty two and eight; Halifax, thirty six and fourteen; St. John, thirty and seventeen; Boston, forty and twenty-six; New York, forty and twenty six; Charlottetown, thirty and twelve.

High tide this morning at 9.34 and tonight at 8.57.

Sun sets this afternoon at 5.50 and rises tomorrow morning at 6.30.

New moon Wednesday, March 5th 5.11 a.m.

S'side tide eighteen minutes latter than Charlottetown.

BRITISH PREM. AND POINCARE EXCHANGE NOTE

Conferences For Settlement of European Troubles Proposed.

(Canadian Press.)

LONDON, March 2.—Premier MacDonald and Poincare exchanged letters discussing the Anglo-French differences, Allied debts, reparations, disarmament and the possibility of a European conference. Letters exchanged a week ago will be published in London shortly. They are expected to lay the foundation for a meeting of Premiers and also to pave the way later for a European reparations conference. MacDonald hinted at a possible disarmament conference and also suggested a European conference to settle the debt question.

MacDonald first reviewed the differences pointing out the uneasiness over the French aims regarding Germany. He said that the British empire wanted security against war and urged "allaying of the international suspicions existent today." Declaring that an Anglo-French agreement is the first essential for European settlement he urged that the two nations might discuss reparations.

Poincare replied declaring that France desired neither the political or economic annihilation of Germany and wished no annexation of German territory.

Obregonians Take Capital of Vera Cruz

(British United Press.)

VERA CRUZ, March 2.—Jalapa, capital of Vera Cruz state, is again in the hands of the Obregon government, forces under General Almazan having taken over the city without resistance.

CHURCHILL NOW POLITICIAN MIN US A PARTY

Chances for Success In Coming Bye-Election Very Remote—Not Wanted by Con. or Liberals.

(British United Press)

LONDON, March 2.— Winston Churchill will not have the support of either Conservatives or Liberals in his fight for the Abbey Division of Westminster seat and his chances of winning are exceedingly small.

General opinion among organizers of poltical parties is that Churchill will be snowed under. He has made a strong attempt to gain the support of the Conservatives .

Die-hards who exert a powerful influence in the city of London do not welcome the return of Churchill to the Conservative fold after his long sojourn in the Liberal camp and for the moment he is politically disowned by the two older parties. Churchill is today the most tragic and saddest figure of the old coalition. He will undoubtedly find a place in the Commons eventually however for he is still a comparatively young man but the political situation must undergo a great change before he will be welcomed by either party, especially the Conservatives.

Persians Now Talking Republic

(British United Press.)

LONDON, March 2.—The people of Persia are severely censuring the Shah for his repeated lenghty absences in Europe and are talking of founding a republic, says the Teheran correspondent of the Daily Mail.

The entire Persian press, he declares, is strongly in favor of a change which is virtually their sole topic of discussion in Teheran.

Halifax Magistrate to Resign His Position

(British United Press.)

HALIFAX, N. S., March 1.—Stipendiary Magistrate Geo. H. Fielding notified Mayor Murphy this morning of his intention to resign his position, which he has held for upwards of 30 years.

Princess Louise of Belgium Passes Away

(British United Press.)

BRUSSELS, March 2.—Princess Louise of Belgium died today at Wiesbaden, according to despatches just received here.

Split in Free State Cabinet Widens

(Canadian Press)

LONDON, Mar. 2. —A split in the Free State cabinet which was noticeable first about three weeks ago is becoming more glaring. One party wants to develop Ireland along constitutional lines which afford the best hope of prosperity while others demand that Ireland be entirely self supporting and want only Irish spoken.

DEFIES LABOR PARTY

Winston Churchill, who is likely to run as an independent anti-Socialist candidate in the Abbey Division of Westminster for the British Commons, has issued a letter which is a definite challenge to the Labor party. He is making an effort to bring together again the Liberal and Conservative parties.

WIRE BRIEFS

Last Minute News Flashed in Over the Wires

PETER HEAD, Mar. 2—No word has been received yet regarding the obsolete battle cruiser Suttlej which broke adrift from her tow Saturday while en route to Belast from Rosyth in a terrific gale. Eight men were aboard.

CONSTANTINOPLE, Mar. 7—Newspapers here say that a fierce encounter has occurred in Hadjiler a village on the Syrian frontier between French Troops and a Kraf-skill tribe with many killed and wounded on both sides.

It is said the French had thirty casualties.

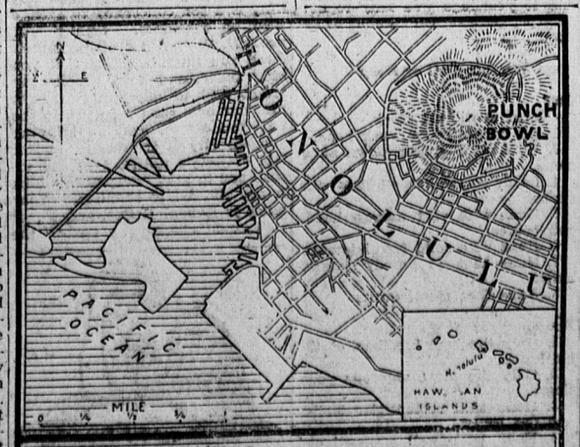
NEW GLASGOW, Mar. 2—Mrs. H. M. Andrews died at her home in Stellarton this morning as a result of burns sustained late Saturday night when she poured gasoline in a mistake for keresone on the furnace fire which was low.

A sharp explosion followed and the unfortunate woman was horribly burned.

(Canadian Press)

TOKIO, Mar. 2—Prince Matayossi Natsukata, whose death was announced yesterday and for whom the entire nation went in mourning, is alive today and has a bare chance for recovery, according to statements made by his physicians this morning. The Prince was pronounced dead at 11.15 yesterday morning when his heart and respiration stopped. Shortly, however he began to show faint signs of life.

LONDON, Mar. 2—Lord Newton's motion in the House of Lords that taxation of betting is both desirable and practicable will come up March 13. On that day Lord Muskerry will ask whether the government can indicate the nature of the main proposals of the bill limiting hours of labor in different industrials which it is the intention of the ministry to introduct shortly.



PUNCH BOWL—It is planned to turn this extinct crater at Honolulu into one of the largest athletic stadiums in the world, seating 95,000 people, the present population of the city. The Bowl is about 1,800 feet in diameter and 200 feet deep, with a 15-degree side slope

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SPLENDID MUSICAL TREAT GIVEN BY THE CONCERT "8"

Large Audiences Enjoyed Magnificently Rendered Programmes on Saturday and Sunday Evenings.

Charlottetown music lovers were given one the most enjoyable treats of many years in the splendid concert at the Heartz Hall on Saturday night by the London Concert Eight. The concert, which was in aid of the Protestant Orphanage, was to have been given on Friday but the arrival of the concert party was delayed owing to the stormy weather. This was a matter of great regret, as many who intended hearing the troupe on Friday were unable to attend Saturday night. However, an opportunity was given of hearing them Sunday night when a splendid sacred concert was rendered in the Prince Edward Theatre.

There was a large attendance in the Heartz Hall on Saturday evening and every number of the richly varied program was thoroughly appreciated, encores being called for and generously responded to on every occasion.

The first number was the first verse of the chorus "Hail Glorious Canada," composed by Mr. Copeland in honor of the opening of the Canadian tour of the company, and rendered magnificently by the entire eight members of the troupe. This was followed by an instrumental trio "Gipsy Rondo" (Hayden) by Miss Alwynne (violin), Miss Duff (piano) and Mr. Nunn (cello). As an encore. Brahm's Hungarian Dance in G. Minor was given.

Mr. Richard Alexander sang "Its a Beautiful Day" (Sterndale Benett) in a voice of splendid quality and was heartily encored, responding with a new song just issued by Boosey and Co. "If I Were."

Mr. Walter Nunn's cello playing was one of the delicious treats of the evening, his mastery of the instrument being perfect. He played Popper's Tarantelle so beautifully that he was compelled to return, when he gave Lemare' "Andantino."

Miss Suzette Tarri in charming monologues, "The Song of the Clock," and "Daddy" and "Babsy" won the heart of the audience and was warmly encored. She was followed by Miss Molly O'More in that delightful Irish melody "Hills of Donegal". Her encore number, "The Orchard by the Sea", was equally well received.

Miss Dorothy Alwynne, in a violin solo, "Gipsy Airs (Sarasate) was splendid in tone and technique. She responded ot a warm encore with "Humoresque", an old favorite, apparently, with the audience, as the applause was tremendous.

The solo "Sailor's Grave suited the rich voice of Mr. Wilfred Virgo to perfection. In his encore number he sang "On with the Motley."

In the next number Mr. Copeland's appearance with the bagpipes fairly "brought down the house." His humorous Scottish songs and monologue which followed were warmly applauded. "A Rag Rye Riot" in which he was assisted by Miss Tarri created a riot of mirth. This was followed by a fine and spirited rendering of "The Cameron Men."

Miss Alwynne, Miss Duff and Mr. Nunn again appeared in an instrumental trio, Tosselli's "Serenade". The encore number was Noscawsky's Spanish Dance, both renditions being warmly received.

For the 5th act in Faust on the original programme a quartette "My Love is Like a Red, Red Rose" by Miss O'More, Miss Tarri, Mr. Virgo and Mr. Alexander was substituted. To an enthusiastic recall "Afton Water" was sung.

By no means the feast delightful number was given by little Miss Joan Duff, in a charming pianoforte solo, Chaminade's 4th Waltz. Her encore number Capriccioso's Andanti Rondo, was received with equal enthusiasm. Though only sixteen years of age, Miss Duff showed a capacity for interpretation and an understanding of her art which classed her among the master entertainers.

The final number was the complete rendition of "Hail Glorious Canada," by the entire company, and was a brilliant close to the concert which held the audience enthralled throughout the evening.

The pianoforte accompaniment by Miss Joan Duff to the vocal and instrumental numbers was in itself a rare artistic delight.

On Sunday evening the Prince Edward Theatre was crowded to the doors, many being unable to get even standing room. The performance, containing several masterpieces of sacred music, began shortly after 8.30 p.m. and continued for nearly two hours. Encores were courteously responded to in every instance and the audience sat spell-bound throughout the evening.

A silver collection in aid of the Protestant orphanage was taken at the door.

E-Mayor Dudley Wright, on behalf of the Orphanage trustees, thanked those present for their attendance and referred to the urgent need of financial support for the Orphanage. In addition to the great expense of upkeep an outbreak of diptheria is feared at the present time in the institution. This will involve additional expense which of course must be met immediately.

Mr. Wright announced that the members of the London Concert Eight hoped to again visit Charlottetown next autumn

Announcements, Coming Events, Meetings, Etc.

RATES.—2 cents per word each insertion.

**Play at Wiltshire Mar. 3rd. 2i

**"Hickory Farm" at Wiltshire Monday night.—2i.

**The first Red Cross home nursing class will be held in the G. W. V. A. Building on Tuesday, March 4th at 7.30 p. m. Phone 432 1748 2 29 4i

**Annual Meeting. The Annual Meeting of the Mt. Herbert Fox Company will be held at the home of Mr. Leonard Wood, Hopeton on Thursday, March 6th at 2.30. Lincoln Wood, Secretary. 1743-2-29-3i.

Serious Labor Troubles in Denmark

(British United Press.)

LONDON, March 1.—Extensive lockouts, affecting about 40,000 men, are to be declared shortly by the Danish Employers Union, according to special despatches from Copenhagen.

The lockouts, the majority of which are set for March 8, involve metal workers, brick-layers, masons, lithographers and many branches of unskilled labor.

A DAILY TALK ON ADVERTISING

By SCAMMON LOCKWOOD

THE READING OF AN ADVERTISING MAN

Those of us who have read "Rasselas," by Samuel Johnson, will remember how the prince, ambitious to be a poet, questions an old poet as to the necessary qualifications.

The old poet tells him that in order to be a poet a man must know this and that and the other and piles of such a catalog of necessary knowledge that the prince is finally dismayed and exclaims, "Enough, stop! You have convinced me that no man can ever be a poet."

Now, your advertising man, in a sense, is the poet of modern business. True he does not very often make use of the poetic form but assuredly he needs an understanding of human nature and widely varied knowledge.

The other day I happened to be in the home of an advertising manager who handles the work of one of the biggest advertisers in the United States, a concern which spends over a million dollars a year in all forms of publicity. He took me up to his room and there, alongside of his bed, was a bookcase. Just a list will give you an idea, perhaps, of the catholic taste and intellectual breadth which this man was cultivating.

There was the Bible but there also was a copy of the Talmud. Shakespeare was there and so also was Chaucer, and Smollett, and Fielding and Samuel Pepys.

Below is the list, as I hastily jotted them down, of a number of the books. But the bookcase was very large and must have contained several hundred volumes.

Shelley's Poetical Works, The Dance of Life, by Havelock Ellis, The Garden Party, by Katherine Mansfield, Jean Christophe, by Rolland, The Theory of the Leisure Class, by Veblen, The Unknown Guest, by Maeterlinck, The Seven Seas, by Kipling, English Composition, by Wendell, The Dynasts, by Hardy, The Psychology of the Unconscious, by Jung, History of English Civilization, by Buckle, The Principles of Political Economy, by John Stuart Mill, Moby Dick, by Melville, Studies in the Psychology of Sex, by Havelock Ellis, Life of Michael Angelo, by Grimm, Age of Fable, by Bullfinch, Plutarch's Lives, History of Philosophy, by Coppens, Montaigne Essays, Outline of History, by Wells, The Decay of Capitalist Civilization, by Webb, Hindu Literature, by Reed, A Dreamer's Tales, by Dunsany, Creative Evolution, by Bergson, First Principles, by Spencer.

One entire shelf was devoted to books on psychology and advertising.

"Have you read all these," I asked him. He nodded,

"Oh, yes, I have read them all and keep rereading them."

"What else do you read," I asked.

"Well", he said, " I subscribe to a London newspaper. I would subscribe to a Russian newspaper too, if I could read it.

"I take a small town newspaper, varying it from month to month, but always a small weekly published in some small town somewhere in the United States.

"I take a farm paper.

"I read Ed Howe's Monthly and, of course, I read all of the trade papers."

"You think an advertising man has to do a lot of varied reading, I see."

"Oh, yes, he needs the very widest possible information on all subjects. Everything is grist that comes to his intellectual mill. There is hardly an item of knowledge that may not sometime be of use to him and if that particular item is not of use it may suggest something to him that he will find useful in his work."

We search the world from pole to pole for novel and interesting bits of information which we may link to an advertising message in order to get a greater number of readers.

We search history from the beginning of the world for the same purpose. One of the most interesting advertisements I ever saw used the Emperor Charlemagne: It showed how he astonished his guests by throwing an asbestos tablecloth into the fire, and thus gave a most happy introduction to an advertisement of Johns Manville on the subject of "Asbestos". We search every department of science. We go through the literary classics and draft into our service the characters created by those geniuses who have survived beyond their generation.

Helen of Troy, Ulysses, Oedipus, Anna Karenenna, Mr. Dombey Mother Goose, Adam Bede, and a thousand others, have all been used at one time or another in some form of advertising. Sometimes they have not been wisely used but they have been used just the same and sometimes their use has been very effective.

Are you now aghast as was Dr. Johnson's prince and are you ready to paraphrase his excelamation and say, "Enough, you have convinced me that no man can ever be an advertising man."

Sometimes when I am trying to write an advertisement and not succeeding very well I fear there may be one or two of us of which this is true.

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13 PERISH IN N. J. FACTORY EXPLOSION

Also One Hundred Injured When Million Gallons Amonium Nitrate Went Up

(British United Press)

NEW BRUNSWICK, N. J., Mar. 2.—Thirteen people are known to have been killed and twelve more are believed to be dead, while about 100 persons were injured in an explosion which destroyed the storage building of the Aminite Company on the property of the Nixon Nitration Works at Raritan, near here today.

New York authorities are investigating the terrific explosion of one million gallons of ammunium nitrate in a factory at Nixon, New Jersey, which blew the factory to atoms killing 13 and injuring one hundred. Forty buildings in the vicinity were wrecked while the shock was felt over a fifty mile zone. A hundred doctors rushed from nearby towns and firemen and troops fought the blaze.

The cause is unknown.

Sensational Case in Charlottetown

Two well known business men in peculiar case; one confesses to being an escaped convict while the other is undoubtedly one of the most desperate blackmailers ever caught. Well known and pretty local girl is also involved.

See a Noble Outcast at Prince Edward Theatre tonight and tomorrow night. 1i