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EDUCATIONAL PUBLICITY CAMPAIGN

We understand that the Dominion Government purposes to supplement the personal work of the Patriotism and Production campaign, by an educational advertising campaign, through the medium of the most widely circulated newspapers throughout Canada.

The Apple Advertising Campaign conducted last year by the Department of Agriculture proved, as is well known, a splendid success, and emphasised the possibilities in educational advertising. The conditions created by the war and the pressing need of greater production afford a good opportunity for further demonstration along this line, and it is gratifying to know that the Government is undertaking its campaign in a businesslike manner.

The backbone of all commercial and industrial business is publicity, and there is no reason why a campaign undertaken by a government for the general betterment of the country should not benefit by such means as are adopted for the development of other enterprises. The success of the Apple Advertising Campaign, the first of the kind ever undertaken by a Canadian Government, is a precedent well worth following, and we have no doubt that, vigorously and persistently followed up, the campaign about to be inaugurated in connection with the greater production movement will prove equally successful.

The value of advertising, in commercial experience, is that the thing advertised is kept everlastingly before the people. In connection with the agricultural movement, the changing demands of the market, the successes of other provinces and other countries, the possibilities associated with certain methods of procedure, whether in soil preparation, care of stock, stock raising and the hundred and one ramifications of farming cannot be too often or too strongly emphasised. Nor can the successful operations of our experimental farms and the agriculturist specialists be kept too prominently before our farmers. This and much other valuable information, the result of experience and study, placed judiciously and methodically before our people should, and we have no doubt will, have the effect of very greatly increasing the agricultural production of next year and of the years to come.

No business has yet been known to prosper without publicity, a fact to which the successful merchants, manufacturers and artisans throughout the world are witnesses.

The business of Canada to-day more than ever before is to increase its production. There are many things to learn, many things to be continually kept before the people, and this will best be attained by a systematic publicity campaign, such as the Dominion Department of Agriculture has so successfully initiated and now intends to follow up.

PROGRESS OF THE WAR

The Canadian vote of \$100,000,000 for war purposes, although anticipated, again reminds us that we are at war. When we remember that the total ordinary expenditure of the Dominion is comparatively only a little more than this amount, (\$144,457,000 in 1913) we begin to realize that the war will mean something to Canada. So far we have had only about six months of it and the end appears to be still a long way off.

In the western theatre, to which, naturally, British communities give most thought the contending armies have been facing each other for nearly five months without either gaining any advantage that gives promise of early victory. In the early days of September the German generals recognized that their attempt to outflank the British and French armies had failed. They then retired from what has been called the line of the Marne to positions generally north of the Aisne. These positions they practically held today. There have been gains at points along the front, sometimes by one side and sometimes by the other. Except in the vicinity of Soissons, where peculiar conditions favored the Germans, the majority of the advances would appear to have been won by the French, who have gained in Alsace and penetrated Lorraine.

This is well, so far as it goes, but it does not offset the greater occupation of Belgian territory by the Germans. The people in the greater part of Belgium and in some of the most enterprising commercial centres of France are paying taxes to the Germans and by their industry helping to maintain German trade and German strength. If peace were to be arranged on the basis of present conditions the gains would be for the enemy.

In the eastern war region, in Prussia, Poland and Galicia, the tremendous numbers of the Russians have not yet had the effect that was expected. There is nearly as much Russian territory held by the Austrian and German forces as there is German and Austrian territory held by Russian armies. The Russian advance into Hungary has evidently been stopped for the time being, by the weather, possibly, as much as by the Austrians. This remark applies also to the German and Austrian forces in Poland. The new Russian move on Koenigsberg has not developed sufficiently to show how threatening it may be. It is in this field, however, that the German staff thinks the chief danger lies. The Russian reports say large bodies of German troops have been sent south to aid in the defence of Hungary or to relieve Galicia from the invaders. For this service the garrison in Germany appears to have been reduced and troops also seem to have been moved from the western frontier.

It may be in the eastern section that the blow which will settle the fate of one of the parties in the war will be struck. It has not been struck yet, nor will any wise prophet go farther than to say that when it falls the heavier battalions marshalled from Petrograd should be the victors.

It is well to look the facts fully in the face and to recognize what they mean. Heavier sacrifices on men and money will have to be made before the Germans are driven to such straits that the Allies can afford with regard to their future to consider peace proposals. Six months more of the conditions that have prevailed since the middle of September would find France seriously weakened and Great Britain wearying of the struggle.

There is talk of other nations entering. Their help

would promise an early ending; but it is not to be counted upon. Italy is short of money, has troubles in Tripoli, and (what is at home). The freebooting Balkan States would enter if they could be sure where profit for themselves would lie; but if one enters on one side it may be attacked by another, and its influence neutralised.

Outside of France the burden of the new efforts to be made will fall upon Great Britain and her dominions. They have the man, the money and the spirit. All are likely to be required, first to break through the German lines in France, and then to carry the war to the German frontier and end it. So only may there be secured a peace that will not menace the safety of the British Empire and its people. This should be learned and understood in Canada; because both honor and self-interest require that this country's part should be effectually played, not less for the sake of freeing trade from the incubus of present conditions, than for the success of the Empire.

AUSTRIANS UNEASY

Articles sifting occasionally into the open from the German press indicate a growing uneasiness as to the probable outcome of the war. It has been known for some time that Austria-Hungary has been getting more than uneasy and that rebellion has more than once threatened. This, notwithstanding the strict censorship over the press, is significant and shows clearly that the truth will eventually work its way to the masses and then there will be trouble.

How rigorously the truth is being suppressed may be judged from the fact that on two occasions recently the first column on the front page of the Neue Freie Presse, the leading newspaper of Vienna, was left blank, thus indicating that two leading articles had been deleted by the censor. From the matter that followed it was evident that the forbidden articles had criticised the debacle in Serbia, which the Austrian authorities have vainly attempted to minimise. The Neue Freie Presse made the following extremely significant announcement shortly afterwards:—

"From a feeling of duty towards its readers the Neue Freie Presse had yesterday prepared an article discussing the official communique in regard to the latest events in the southern theatre of war and the change in the supreme command of the Balkan army. This article was to have appeared in this morning's edition. The article was, however, suppressed in its entirety by the censor and we are, therefore, unable to offer our readers even a fragmentary reflection of our views. We bring this fact to the knowledge of our readers in order to strengthen their conviction that the Neue Freie Presse is endeavouring, under the most difficult conditions and with all proper respect for the public interest, to discuss political, military and economic questions, and that it will remain at the post with which it has been entrusted by the public. In more important cases we have repeatedly closed up white blanks in our paper in order not to disturb our readers by such intrusions (on the part of the censor). Nevertheless we must acquaint our readers with the suppression of our article on the events in the southern theatre of war, to avoid being reproached by them with neglect of duty."

About the time this article appeared, in Vienna despatches were being sent out of that city presenting rose-coloured views of conditions in the Dual Monarchy. Since the changes in the Austrian Ministry came, the people are evidently beginning to comprehend the real hopelessness of the position.

AN AMERICAN VIEW

The New York World says editorially with reference to the attempted destruction of the international bridge over the St. Croix River:—"No international complications can possibly result from the attempt of a German to blow up the Canadian Pacific Railway bridge, which spans the St. Croix River. The man is a foreign subject, who went from the United States into Canada and committed a crime. Then he returned to the United States where he was arrested. The Canadian authorities demand his extradition, and the United States Government will naturally grant the request."

He will be taken back to Canada, which has jurisdiction over his crime and he tried for the offence that he has committed. The fact that he calls himself a German officer and pretends that his criminal exploit was a political act, is no concern of the United States. He might have gone over to Canada and robbed a bank, or forged a check, or killed a policeman and called it a political act, but the United States would be unlikely to agree with him.

"If one German subject in the United States having crossed the Canadian border and committed a crime, could lawfully demand the protection of the American government, two hundred thousand German subjects in the United States could cross the frontier, commit 200,000 crimes against Canada and pretend that they had been engaged in political exploits not subject to the penal code. The time has not yet come when aliens temporarily in the United States have rights and privileges superior to the rights and privileges of American citizens."

"Blowing up bridges is not commonly known in this country as a political act. Several noted labor leaders are serving terms in the penitentiary for similar offenses, and even they did not pretend that dynamite was merely political in its effects."

"Germans who wish to cross from the United States into Canada and commit crimes of violence will have to take their chances with Canadian courts. Canada is no refuge for aliens, who commit crimes against the United States, and the United States is no refuge for aliens who commit crimes against Canada."

NOTES

"La Prensa published in Lima, Peru says: Germany wants to conquer the world. With her imperial fanaticism she is convinced that the iron discipline of her army can subjugate the earth. In the world, Germany feels herself omnipotent, because unfortunately the Germans think that omnipotence is the fruit of despotism. But to subjugate nations it is first of all necessary that your powers should be great in the material but greater in the moral sphere. It is because Germany fails in moral dominance that she is placed in the unequal struggle of today. She thinks she is fighting five Powers; in reality, the whole world is her adversary."

The Edinburgh Scotsman says Germany has undertaken that not a loaf of bread given in charity for a destitute people shall be appropriated by her soldiers. How are the German Commanders keeping their promise? By creating the destitution which America is relieving, and creating it deliberately for the maintenance of German troops. They pledge themselves not to appropriate American foodstuffs. At the same time they strip the unhappy villager and countryman of everything he possesses and leave him starving and woebegone. "Give us your wine," they say; "deliver up your sheep and cattle; hand over all your foodstuffs; then you can betake yourself to the agents of American charity, who will perhaps feed you, and in that case you may depend upon us—we will not steal your pittance of bread." This is what is happening in every part of Belgium where the Germans are in possession.

HAPPENINGS OF THE WEEK BROXTON DOCTOR WEDS ISLAND NURSE

An enjoyable skating party was given this week by the Duke and Duchess of Connaught, and after their Royal Highnesses had received their guests Princess Patricia, the latter wearing a black velvet suit with orange toques and sash, skated all afternoon. Among those present were Sir Louis and Lady Davies and their guest Mrs. Tom Davies of Edmonton.

Principal McKinnon of the Halifax Presbyterian College, returned home Tuesday from Trinidad whither he had gone in December to participate in the ordination of the first class of graduates from the Presbyterian theological college in San Fernando. Principal McKinnon met several missionaries while on his visit including those from Trinidad and British Guiana in which this Province is specially interested and has a most entrancing story to tell of his travels in the tropics.

Mrs. Bulman is being welcomed back from a most enjoyable visit to Boston.

Mrs. McCready entertained the Afternoon Bridge most agreeably on Wednesday of this week.

The tea in St. Paul's schoolroom on Thursday afternoon came as a pleasant change in an otherwise quiet evening and was quite largely attended. The different tables were widely patronized and the daintily served tea was thoroughly enjoyed.

The Afternoon Bridge which meets on Tuesday, had a very pleasant game this week, when they were entertained by Mrs. W. E. Bentley.

Miss May Twoedy has returned from a very enjoyable visit to her old home in Alberton.

Dr. McLaughlan's many friends here will be pleased to learn that he has been gazetted at Calgary, to go to the front with the second contingent.

Mr. Percy Pope is expected back from his West Indian and South American trip about a fortnight hence. He is now in much better health and from latest accounts is enjoying himself immensely. In Georgetown, British Guiana, he met his cousin, Mr. T. A. Pope, B. A. (Contab), Principal of Queens College, and was the guest of Hon. J. J. Nunan, Attorney-General, a gentleman of high literary attainments, who recently received the degree of D. C. L. from Dublin University. In Barbados, Mr. Pope has been entertaining all over the beautiful island as the guest of Sir George Clark, one of the principal estate owners. Golf, cricket, lawn tennis and sea bathing are his principal pastimes.

AMERICAN RELIEF COMMISSIONERS IN BERLIN.

BERLIN, Feb. 3, via London.—Herbert C. Hoover, chairman of the American Belgian Relief Commission, has arrived in Berlin for an important conference with the German Government. So important are these negotiations that it may be said that upon them depends whether American relief measures in Belgium can be continued or not.

With Mr. Hoover are Dr. Rose and Ernest Bicknell, who have been investigating the conditions in Belgium and in Russian Poland on behalf of the Rockefeller Foundation and the American Red Cross. These two Americans are in Berlin to consider the establishment of a relief organization for Poland. A condition to the undertaking is the pledge of the German and the Austrian Governments not to requisition from the inhabitants any foodstuffs whatsoever for the use of the German and Austrian armies in Poland. There is good reason to believe that these pledges will be given; but if they are not, the relief measures for Poland, as at present planned will have to be abandoned.

In the event that the two Governments assent to the proposal that they requisition no foodstuffs from the people, grain could be imported into Poland from Roumania, and the price would be comparatively low.

If this plan of relief for Poland succeeds, an executive committee will be established, with Julius Kutmacher as chairman.

INDIAN FIRM CHARGED WITH GERMAN TRADING

CALCUTTA, India, Feb. 1.—Recently there has been an important prosecution of a Bengal firm on a charge of trading with Germany since the war broke out. This is the first case of its kind in India, but German merchants and Bengal merchants have been searched also in connection with trading with Germany. In one case the person concerned is said to be a naturalized British subject.

In the case in which the prosecution was actually launched, the advocate-general of Bengal, who appeared for the prosecution, stated that correspondence had been held with German traders so late as the middle of November. It is noteworthy, as showing the methods of the Indian censorship, that most of the correspondence was known to the authorities for weeks before any arrest was made. This would appear to be the British method of keeping in touch with suspects. Their letters are opened and studied, but no move is made against them for a considerable time.

The advocate-general admitted that it was quite possible that the firm might be quite loyal, in spite of what had happened. Mr. Sinha, by far the ablest lawyer in Bengal, for the defence then expressed his deep regret for what had happened, and said that his clients had undertaken not to forward goods to Germany, or any other enemy country so long as the war lasted.

MILITARY MEDAL FOR QUEEN OF BELGIANS.

HAVRE, Feb. 4.—The military medal has been conferred on the Queen of the Belgians by Emperor Nicholas of Russia, in recognition of the Queen's heroic courage in ministering to wounded soldiers at the risk of her own life.

The medal was presented to the Queen at the Belgian Army headquarters, by Major General Price Felix Youssoup, of Emperor Nicholas's suite.

WEDS ISLAND NURSE

The following clippings from a Brooklyn exchange will be of much in this Province, the bride's former homes:

After working together a year at the Brocton hospital in 1911, as physician and nurse, Dr. J. J. Condrick and Miss Edith J. Cosgrove, formed a friendship which later ripened into the desire to continue their life work together. This morning at the rectory of St. Patrick's Church, the doctor and Miss Cosgrove were married by the pastor, Rev. B. F. Killilea. They left early this afternoon on a honeymoon trip to New York.

The couple was attended during the ceremony by James F. Condrick, of Weymouth, brother of the groom, as best man, and Miss Louise Hogan, of Jamaica Plain, cousin of the bride, as maid of honor. The ceremony was performed at 10:30, the single ring service being used. The bride was attractively gowned in a travelling suit of blue broadcloth, with fur trimmings. She wore a hat of champagne shade, trimmed with plumes and carried pink roses. Miss Hogan as maid of honor was gowned in a suit of taupe broadcloth, with hat to match trimmed with orange plumes. She carried pink sweat peas.

After the ceremony the couple and their attendants were guests of honor at a wedding breakfast, served at the home of Mr. and Mrs. Louis P. Barney, 93 Newbury Street. Previous to their departure from Boston at 1 this afternoon, the couple was met by near relatives who extended congratulations and wishes for a pleasant trip. Upon their return to this city, Dr. and Mrs. Condrick will go to housekeeping at their recently furnished home, No. 217 Spring Street.

Mrs. Condrick, who is the daughter of Dr. and Mrs. J. T. Cosgrove, of Wellington, Prince Edward Island, graduated from the Brocton hospital training school for nurses in 1912, and has done private nursing since that time with the exception of a short course in school nursing in 1914. She is an active member of the Brocton Hospital Training School Alumni Association, is a member of the Twentieth Century Catholic Club and a communicant at St. Patrick's church.

Dr. Condrick is the son of Mr. and Mrs. John Condrick of Weymouth. He graduated from the University of Vermont, medical school, later coming to this city, where for one year he was interne at the Brocton hospital. Since that time he has been doing private practice in this city and is assistant surgeon at the hospital. He is a member of the Massachusetts and the Brocton medical societies and is physician for both the Order of Owls and the Order of Eagles in both of which he holds a membership. He is also a member of the A. K. K. fraternity and of the Foresters of America.

Miss Edith Cosgrove was pleasantly surprised Wednesday evening when she returned from a social hour at the home of Mrs. Leonard Crocker, on Highland Street, in honor of her approaching marriage to Dr. J. J. Condrick. Miss Cosgrove was invited by Mrs. Crocker to do some sewing and was much taken aback when she found in the luncheon table, including several of the Brocton hospital alumnas, gathered there.

After a social hour, Mrs. Crocker and Mrs. Ralph D. Poole, who were the hostesses and had made all arrangements, formed an aisle with pink crepe tissue and Miss Cosgrove marched to the seat of honor at the luncheon table in the dining room. The decorations were carried out in pink, hearts and Cupids being used effectively and above the table under the chandelier was poised a Kewpie, dressed only in pink ribbon, holding in one hand a marriage ring and in the other a mammoth solitary.

The table was lighted with pink candles, shaded with pink and the centre piece was a huge cake handsomely decorated with pink icing and hearts. A chafing dish luncheon was served, the color scheme of pink being maintained in the menu. Creamed salmon and pan-fried steaks and cakes were served. At the close of the luncheon the bride-elect cut the cake, distributing generous slices to the guests. The usual tokens of a ring, nickel, thimble and button were found by the guests.

Miss Cosgrove was sent to the den on the pretext of an errand and as she opened the door the shower fell upon her unsuspecting head. The packages of linen, silver, cut glass and other articles were daintily wrapped in white, tied with pink ribbons and each had a rhyme expressing good wishes.

THROWN OUT OF SLEIGH AND FRACTURED SKULL

QUEBEC, Que., Feb. 3.—Coroner Jolicoeur, yesterday held an inquest on the remains of a young man named Alphonse Paquet, who was killed in the woods at Notre Dame des Anges, Portneuf County. A verdict of death from fracture of the skull was returned.

The unfortunate victim who was only nineteen years of age, was driving in the woods, where the horse taking fright bolted, caused the sleigh to overturn, with the result that Paquet was thrown out, alighting on his head, thereby fracturing his skull.

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