

THE EVENING TIMES AND STAR, ST. JOHN, N. B., FRIDAY, APRIL 16, 1915

CONAN DOYLE ON RETALIATION

Cannot Sink to German Level But
Knowledge of Atrocities Would
Inspire British Soldiers to Greater
Efforts

London, April 16.—Sir Arthur Conan Doyle writes to the Times: "It is difficult to know how to act in the case of these European Red Indians who torture their prisoners. It is clear we cannot retaliate by spitting on, kicking, beating, starving and freezing Germans who are in our power."

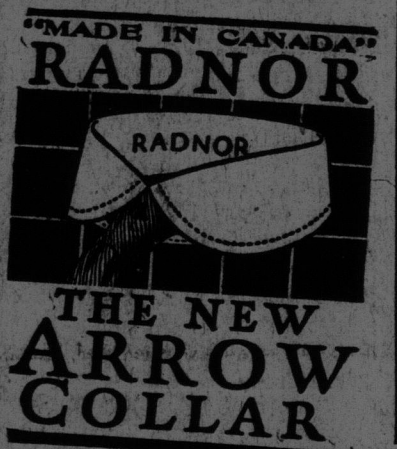
"Appeals to good feeling are unavailing, for the average German has no more understanding of civility than a cow has of mathematics. He is honestly unable to understand our attitude when we speak kindly of von Muller. Well, digen or any of our opponents who have shown some approach to decency. His papers ascribe it partly to sentimentality and partly to hypocrisy."

"I have no doubt when German aeroplanes drove away our boats while we were endeavoring to pick up survivors of the Bluecher they were unable to conceive what it was we were trying to do. It is worth noting that since they have endeavored to excuse their barbarity by saying it is retaliation for our naval blockade they have acted in exactly the same fashion to our prisoners. Before this maritime policy had been declared the narrative of British Red Cross doctors who were taken in Belgium shows they endured similar inhuman persecution."

"If there is no retaliation which we as a nation can employ, there is at least one line of action which might be taken, that is, to print Major Vandelaar's account with the American official reports and such documents as the narrative in the Dutch paper, Tyd, of tortures of three wounded British prisoners in a frontier station in October."

"This paper should be officially sent not only to all neutral countries, but should be circulated among our soldiers in France. No man fights worse for having his evil done with righteous anger, so we should use the weapon which the Germans have put into our hands."

"It will teach our men also, if any of them still need the lesson, that it is far better to use the field than trust to the humanity of the German victor. If our enemy is unchivalrous, he is at least intensely practical. If he realises we are gaining any military advantage from his misdeeds he may perhaps reconsider not their morality, but their wisdom."



GERMAN PEOPLE REALIZE BOLT HAS BEEN SHOT

Still Believe Germany Can Not Be
Beaten But Realize She Can
Not Win

London, April 16.—Wilbur Davidson, a New York Rhodes scholar, has returned here after doing hospital work in Serbia. He came via Munich, Frankfurt-on-the-Main and Cologne.

Mr. Davidson told an interviewer that the common people of Germany were undoubtedly ready for peace. They seemed to realize that Germany had "shot her bolt," and there was no longer any talk of marching on Paris, Petrograd and London. The enthusiasm of the people had cooled, but nevertheless they were neither disconsolate nor hopeless. They were confident Germany could not be defeated, although they believed she could not overthrow her enemies and would be willing to call it a draw.

Mr. Davidson said his outstanding impressions of what he saw in Germany were the gigantic efforts that were being made to secure a great harvest, and the large number of able-bodied men in the cities. He said it was evident that every acre of ground in the empire capable of bearing grain was being sown. Old men, women and children were working in the fields. Judging by the numbers of men he saw in the streets of Munich, Frankfurt and Cologne, Germany could easily raise another army.

The American Hospital at Munich, Mr. Davidson said, complained of a shortage of bandages, gauze and such articles. It had to rely practically on the American Red Cross for supplies.

Mr. Davidson declared that in Germany, England was hated as much as ever and America more than ever.

RECENT WEDDINGS

Morton-McFarlane.

Sussex, April 15.—The home of Mr. and Mrs. King McFarlane, Sussex, was the scene of a very quiet wedding on Wednesday afternoon at 4 o'clock when their eldest daughter, Sadie Louise, was united in marriage to Carry Morton, son of Mr. and Mrs. Samuel Morton, of Penobscot. The ceremony was performed by Rev. Thomas Mitchell in the presence of a few immediate friends and relatives of the contracting parties. The bride entered the room on the arm of her father and was beautifully gowned in white silk with net and pearl trimmings and wore a bridal veil with wreath of orange blossoms and carried a shower bouquet of carnations. Little Miss Evelyn McFarlane, sister of the bride, acted as flower girl and was daintily gowned in white and carried a basket of pink and white carnations and tulips. Miss Grace Robinson, cousin of the bride, presided at the piano and effectively rendered Lohengrin's wedding march.

The house was prettily decorated for the occasion with ferns and cut flowers. The groom's present to the bride was a beautiful pearl pendant; to the flower girl, a gold bracelet, and the pianist a crescent brooch set with pearls. The bride's travelling suit was a tailored costume of navy serge with military hat of the same shade. Many handsome presents were received, including cut



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glass, silver, checks and linen. Their future home will be in Fredericton where the groom holds a responsible position in the department of agriculture.

Jokes-Mills.

At the home of Alfred Mills, of Nashwaakia, Wednesday evening, his daughter, Miss Nancy Edna, was united in marriage to Edward Jones.

DIED IN BANGOR.

Mrs. Margaret F. Crowley, wife of Jeremiah Crowley, died at her home in Bangor on Tuesday. Besides her husband, she is survived by two daughters and a son, Miss Mary Crowley and

Recruit very anxious to join Kitchener's army enters recruiting station determined to accommodate himself to any condition required. Officer (filling in form).—"What's your religion?" Zealous recruit—"Well, what are you short off?"

RECENT DEATHS

The death of Nellie C. wife of Frank M. Shannon, occurred yesterday at her home, 64 Wright street, after an illness of nearly two years. She was in the forty-first year of her age and leaves besides her husband four sons—Fred M. Ralph A. Frank L. and Robert B.; also two daughters, Lillian and Marjorie, all at home. She had been a member of St. Luke's church and was very prominent in all matters connected with the church, and her death will be a severe loss.

John R. Girvan, aged fifty years, of West Branch, Kent county, died suddenly on Monday evening. He was returning from a church meeting when he was stricken with apoplexy and fell from his wagon. He recovered consciousness and crawled to a neighbor's house where he expired soon afterwards. He is survived by his wife, two daughters, one son and one sister, Mrs. McLeod of Amherst.

The death of Mrs. Daniel Baldwin, aged sixty-six years, occurred on Monday at her home in Nelson, Northumberland county. She is survived by her husband, one son, one brother and three sisters.

Robert Tingley of Upper Point de Bute is dead, aged seventy-eight years, leaving his wife and three daughters.

Ernest W. Brown of Moncton is dead, aged forty-one years, survived by his mother, Mrs. Hazen Brown, two brothers and two sisters. He had been employed on the I. C. R. for nineteen years.

Mrs. Charles Crossman of Upper Dorchester is dead, aged sixty-three years. She was formerly Miss Sarah Sheridan of Buctouche.

Mrs. Daniel Baldwin of Nelson is dead, aged sixty years. She was formerly Miss Catherine Platt, and leaves one son, two sisters and one brother. Her husband is Scott Act inspector in Northumberland county.

NOW AT EASTPORT

Rev. A. C. Berrie, formerly pastor of the Baptist church at Woodstock, is now pastor of the Washington street church at Eastport, Me.

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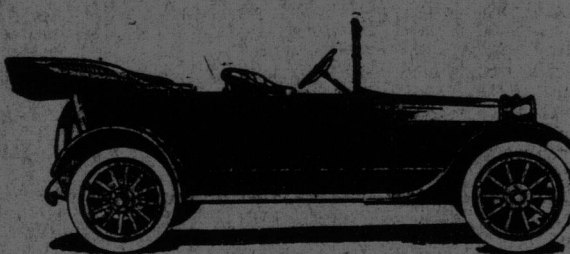
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Use the WANT AD. Way

For the First Time in the History of Our Dominion "MADE-IN-CANADA" Becomes a Hall Mark

Will Canada Accept the Vast Trade Lost By Germany and Austria?

(Prepared by E. A. BAKER,
of the Baker Advertising
Agency, Limited,
16-20 Wellington Street East,
Toronto.)

INEVITABLY the next few months will see vast and far-reaching changes in the commerce of Canada. There will be decided changes in the stocks of Canadian merchants. New accounts will be opened by manufacturers who have heretofore striven in vain against foreign competition.

All this because at a single stroke, literally over-night, the vast trade with Canada of Germany and Austria, to say nothing of other combatants in the European war, is wiped out.

CANADA HAS ALL IN HER FAVOR

SOMEBODY is going to get this business. England is alert for it. The United States wants it. Canada has the first choice. Here we know our people; we know the needs; we have the sales organizations; we have the factories; we have the workers; we have the market.

Also we have in our favor that newborn spirit of patriotism among Canadian purchasers that leads a man or woman to demand "Made-in-Canada" goods. The words "Imported" and "Direct From Europe" have lost their savour. Today "Made-in-Canada" sounds with a new ring—the ring of Necessity as well as of patriotism, and as a consequence, for the first time in the history of our Dominion, "Made-in-Canada" becomes a Hall Mark.

We do not presume to advise any manufacturer technically as

to how the new lines are to be made. We believe this part of the proposition presents little difficulty to the manufacturer—certainly no unmountable difficulties. What we do emphasize, is that now is the time to stop theorizing, and ACT.

Unless the Canadian manufacturer and merchant accept this opportunity NOW, it will be snatched up by more enterprising concerns who are already training their guns on our market.

READ THE OPINION OF AN AMERICAN TRADE INVESTIGATOR

"TWO months ago I realized that we wanted the Canadian market. Today the Canadian market wants us. True, we must still fight for it, but our greatest problem—German and French competition—was solved almost overnight, and through no effort of our own. . . . Canada imports nearly seven hundred million dollars' worth of goods. . . . Right here is a great field for the American manufacturer. . . . The American manufacturer, once established here, will give all comers, even after the war is over, a stiff fight to take the market away from him."

"There is no reason in the world why an American manufacturer cannot go into Canada now and practically sweep the market in his line." So says an American trade investigator. He investigated the Canadian market, but not the Canadian manufacturer, who

furnishes one very substantial reason why the United States cannot grab our trade.

The limitless forces of Initiative and Advertising enter vitally into the situation. Canadian manufacturers must use their initiative NOW and go after the market with greater vigor than they ever before exercised—they must study Canada's import statistics, and make the sturdiest possible bid to supply the demand.

THE TIME HAS COME FOR ACTION

REACH out for the markets with the mighty force of Advertising. Tell your story far and wide. Canada wants to know which are the right lines to buy, under the new condition. Faced with the necessity of choosing new brands to replace the imported products, and fired with the patriotic impulse to encourage "Made-in-Canada" merchandise, they await your message, eager to respond. Advertising in the daily newspapers will reach them in their buying mood. Make it plain to them that by purchasing what you have to offer they are not only supporting Canada and the Empire, but they are getting as good quality and better value than the imported articles they heretofore bought. The people won't know these facts unless you tell them—and that is what advertising does.

Advertising in Canada today will "pull" better than ever before. The time is opportune to strike. Strike with a will.

"Made-in-Canada"

(Republished from Toronto Globe.)