BUKOWINA CAPITAL AGAIN IN SLAV HANDS, **BUCHAREST REPORTS**

Czernowitz Falls Before Czar's Guns - Russians Force German Retirement to Mlawa-Teutons Win at Lomza.

Heavy Damage by German Artillery, Mounted on Captured Positions Near Ypres, Was Inflicted Upon the British, Says Berlin.

Czernowitz, capital of Bukowina, has again fallen into Russian hands according to dispatches from Bucharest. Details of Petrograd official reports Indicate that the Germans in the Niemen-Bobr region have extricated themselves from a perilous situation, though their offensive is dangerous, it is contended, only at Ossowitz, where 16-inch. guns have been brought up to strengthen the bombardment of the

In the Przasnysz sector the Slav offensive has pushed the foe backward 12 miles, to Mlawa. Admission is made that a Russian attempt to storm this border town failed.

Russian officials acknowledged a violent Austro-German offensive at Dukla Pass, but report advantage in the extended Stanislau battle for mastery of the Galician railroads. Their guns are still shelling Czernowitz.

Berlin's bulletin announces heavy lesses for the Slavs in the Lomza fight- had the man's size job on his hands of ing and check of hostile advances at getting together an army to times larger Plock and Skierniewice on the general front west of Warsaw. Admission is contained in official reports of the Russian forward movement from Przasnysz, this indicating a certain basis for the Russian statements concerning progress toward Mlawa.

Berlin officially reports that heavy damage was inflicted upon the British by artillery mounted at positions recently captured near Ypres. Attacks of the French in the Champagne and Vosges were also repulsed, asserts the

GERMAN POSITION STRONGER ALONG NORTH POLAND FRONT

Petrograd Admits Foe's Extrication From Predicament.

PETROGRAD, March 5. That the German armies have succeeded in extricating themselves from a perilous predicament along the Niemen and Bobr Rivers in Poland was officially admitted here today. Swamps and streams are her. frozen over, permitting the Germans to bring up their 16-ii ch artillery, which had

Along the seven-mile front from Simno to Sereje, west of the second-class fortress of Olita on the Niemen, the Germans are massing for an attack, ap-parently in an attempt to cross the Nienen and advance along the railway to Vilna, Russian reinforcements, hurried to Olita, are opening their offensive.

On the Bobr, though the Russians have succeeded in forcin, their way across that river at Wizna, the Germans have eturned to the assault upon Ossowitz. The fall of this fortress and a German ad-vance toward Vilna would render Grodno vulnerable to attacks from two sides.

TURKEY SEEKS PEACE TERMS. SAYS DIPLOMATIC REPORT

Rome Asserts U. S. Ambassador Has Been Sought as Mediator.

ROME, March 5. Reports that Turkey will sue for peace were in general circulation in diplomatic circles here today. Some rumors were to the effect that the American Ambassa-dur at Constantinople had been informally approached by Turkish officials and asked to ascertain on what terms the Allies would consent to a termination of hos-

Italian newspapers have resumed their efforts to induce the Government to participate in the war. They assert that the tribal outbreaks reported from Tripoli are due to Turkish machinations and that Italy must make a firm stand to protect her interests.

Both Germany and Austria have re-

fused to come to the aid of the Sultan, according to Bucharest dispatches to-day. Austria has refused Turkey's urday. Austria has refused Turkey's ur-gent request to send her fleet to attack the allied warships, fearing the destruc-tion of her entire navy. She has advised the Sulian to cross into Asia Minor if the strait is forced. Germany is re-ported to have refused a request for mora gunners to direct the Krupps on the atrait fortifications. strait fortifications.

PORT OF PHILADELPHIA

Vessels Arriving Today Sir. Olaf Kyrre (Nor.), Christiania via Bos-on, Sweden-Norway Line. Str. Gulfstream, Port Arthur, crode oil. Gulf Delaware, New York, merchandise, Chyde aship Company, Scotlin Menarch (Br.), Landon, mer-ler, Alian Line,

Steamships to Arrive

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Steamships to Leave

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Large Roung Pea Coal, 85.50
Largest Usal Fard to Philadelphia
EWEN LETTER'S SONS

ALLIES' "BLOCKADE" SHARPLY ASSAILED BY BRITISH EXPERT

LONDON, March & Bharp criticism of the Allies' new block-ade policy was expressed by Thomas Gib-son Bowles, former member of Parlia-ment and a writer on naval matters, in an address before the Institute of Ship Brokers, He said:

"What is to happen to cargoes of

"What is to happen to cargoes of enemy ownership, origin and destination which are brought to port? They are not to be conflacated; this is expressly declared. Are they to be purchased by the captors, according to the doctrine of pre-emption, with 10 per cent, compensation for delay?"

If the latter course was pursued, ar. Bowles points out, Great Britain would trade with Germany on a large scale. If pre-emption was not to be resorted to, Mr. Bowles asked if seized goods would be held in trust.

Mr. Bowles asked if selzed goods would be held in trust.

The speaker criticised the new policy in that it does not conform to the com-mon law which protects neutral traders, and does not inflict maximum damage upon the enemy by confiscating the enemy's goods found on neutral ships.

WAR SPIRIT STIRS BRITISH HEARTS AS ADS TELL OF NEED

Recruits Now Rushing to Join Colors in Greater Numbers Than Ever as Force of Appeals Through Press Are Felt.

By WILLIAM G. SHEPHERD

It pays to advertise. Ask Lord Kitchoner. Ask Winston Churchill. Ask the English Government. Not many weeks ago Kitchener was a conscriptionist. He than England had ever hoped or planned to have. It looked to him and to many another Englishman as it the Kitchener

another Englishman as if the Kitchener army would, beyond a certain point, have to be made up of drafted men.

But all this time an influence was at work that Kitchener didn't know much about. Of war and armies and the task of ruling colonies no man knows more than Kitchener, but what Kitchener knew advartishes—newspaper—advertished. about advertising-newspaper advertis-ing or any other kind-was nothing. ing or any other kind-was nothing. There was one man in England who knew as much about advertising as Kitchener did about armies, and while Kitchener and his army council were worrying about conscription, this man was patiently, scientifically and hopefully advertising. And this man's advertising has saved England from conscription.

No Englishmen are to be forced into

No Englishmen are to be forced into the army; no men are to be dragged, unwilling, from their families; England will go through the war with the proud boast that every one of her army of millions is a willing volunteer. That is the outlook today. Kitchener is no longer a conscriptionist. The volces of the Dukes and Lords, who believed that the masses ought to be forced to join the army, have been silenced; and England will have the glory of possessing an army of men who asked to be permitted to fight for her.

This man is Hedley Le Bas. He's a psychologist of the masses. He knows how the public thinks and what it wants and what it will want. And always before the public knows these things itself.
He has made a fortune in a publishing
concern by this talent, and when the
war started be knew that Englishmen
wanted to fight for their country. His duty was to tell them they did. The War Office knew Le Bas. One day a War Office official said to him on a golf links: "Say you've got a big business, with many men working for you. What would you do if you wanted more men. How would you get them?"

WOULD ADVERTISE.

"Easy." said Le Bas. "I'd avertise for

"Well, the army needs thousands of men. Do you suppose you could get them by advertising?"

TOWER HELD IN REVERENCE BY TURKS BRITAIN WILL REFUSE



The ancient Column Brules is one of the oldest monuments in Constantinople. There is a tradition that as long as it remains standing the Turkish empire will endure. Its fall will mark the end of the

became for millions,
"How shall I tell England the army
wants men? What thought is big enough and what words strong enough to
catch their attention?" The danger was that his first message would be too weak. He worked one whole night, writing down short phrases. By morning he had only 29. Then he spent the rest of the 24 hours picking

out the phrases that were not good on-ough and throwing faem away. Finally they could be equipped. That was five there was only one phrase left. It read: weeks ago. The tide has been flowing in

"Your King and your country need you."
The newspapers blased forth that advertisement that night. They called attention to the fact that this phrase was to appear on posters and biliboards everywhere. The public read the newspapers and watered for the posters. The phrase hit the English mind exactly in the centre. And then Le Bas set out on a terrific advertising campaign. He followed English public opinion. He kept his nerves raw to English feeling. Lord Roberts died at the front. "Lord Roberts died at the front." "Lord Roberts died at the front. "Lord Roberts died his duty. Will you do yours?" was thundered in the newspapers and then on the billboards, even while public attention was still fixed on the old hero's death.

the old hero's death. APPEALS TO EMPLOYERS

These messages were to the masses. What about the employers whose business might suffer by letting their men go? Le Bas handed these thoughts to them in one huge blast in the evening papers: "Is there some man serving your cus tomers who ought to be serving his

"Is there some man preserving your game who ought to be preserving the

These two queries were punches. Landowners and employers wrote to the news-papers in which the advertisements land appeared, saying that they had never looked at the matter in this new light. When the soldiers' letters began to come "Without a doubt," said Le Bas.

Whereupon the War Office gave Le
Bas a sum of money and told him to go
whead. This was just before the war

Le Bas sensed the feeling.

"Volume regard of your pale in the army."

Troke.

Le Bas was just about getting started of course; but what will your pals think

when the declaration of war came like of you?"
a holt out of the blue. The need then became for millions.

And then there was a display ad, showing a soldier silhouetted on a hill hold-

The army council and Kitchener can almost put their finger on the day and hour when the torrent broke. The bat-

the true facts and pondered them long scription. And what is advertising but letting the people know? There are plenty of new features in this war, but Le Bas' advertising campaign in England is perhaps the 20th-centuriest thing that



No matter what else is served, a welcome awaits Social Tea Biscuit at afternoon affairs. A sweetened biscuit appropriate for all



Always look for that Name

U.S. PROPOSAL, GERMAN OFFICIAL'S PREDICTION

Declares English Nation Is on Trial Before the World and Expects Neutral Powers to Render Just Verdict.

BERLIN, March 5 .- "The decision now rests with England. Germany has shown her good faith and desire to protect the interests of neutrals. If England wants to do the same, let her act at once and accept the suggestions made by the United States. It is needless to say that we do not expect her to do so.

"England is once more on trial before the world. We trust to the fair minds of Americans and other neutrals to bring in a just verifiet.

In the foregoing words a high official of the German Government today preof the German Government tonay pre-dicted the failure of the American Gov-ernment to effect a compromise between England and Germany, through modifi-cations of the former's "bread war" and the latter's submarine campaign. He then cited the statement made in the British Parliament yesterday by Foreign Secretary Grey as forecasting the atti-tude to be taken by England, saying: "Sir Edward Grey served hotice on neu-"Sir Edward Grey served notice on neu-tral nations in that statement that Eng-land would not listen to the United States

or any other nation unless it joined Great Britain in its warfare against Germany. Is it possible for Americans to misunderstand British motives? We do not think

In our reply to the note of the United



PACKAGE of N. B. C. A Graham Crackers is an ideal lunch for you. They are fresh, crisp and wholesome. Keep them on hand for daily use.

NATIONAL BISCUIT COMPANY

Buy biscuit baked by

Always look for that Name

Once in a Lifetime a Trip Like This

There are two wonderful Expositions in California this year and railroad rates will be much reduced. You can get the most out of your trip to California by including the marvelous ride through Colorado and Utah on the way out. There are several ways of taking it all in, but only one best way, without extra expense and inconvenience.

extra expense and inconvenience.

Everybody knows that the Burlington Route (C. B. & Q. R. R.) is the standard, highly equipped "On Time" allroad to Denver; but I want to tell you in particular about our through service to California, passing in daylight. Denver, Colorado Springs, Pike's Peak, Pueblo, the marvelous Royal Gorge and Salt Lake City.

And then I can tell you about coming home by way of either Glacier National Park or Yellowstone Park. In fact I will gladly help you plan your trip and suggest the most comfertable, interesting and sconomical way of going and returning. That is my business and my pleasure. Will you allow me to be of use, and furnish you, without charge, such nigures masses.

what to do. Will call on you at any time, or shall be glad to see you at my office. Write, telephone or call.

Wm. Austin, General Agent Passenger Dept., C., B. & Q. R. R. Co., 836 Chestnut street, Philadelphia. Phone Walnut 766.

States we set forth our position fairly and showed that further negotiations would have to depend upon the attitude of England. Our reply, I am informed, was accepted by the American Government as the evidence of our good faith and forwarded to England. No further action was necessary to show that we had ratisfied the United States.

"Then comes Sir Edward Grey with his decree that England will listen only to her allies, Germany resis her case."

The Berlin newspapers editorially accept the sentiment voiced by this official. They comment on the reply to the United States without showing any bitterness except for England.

BRITAIN DETAINS AMERICAN FOOD CARGO FOR HOLLAND

LONDON, March 5. Although the question of dealing with hips and their cargoes is paramount in the public mind, officials remain silent

as to the course that Great Britain intends taking. Meanwhile foodstuffs from the United States destined to neutral countries con tinue to be delayed without explanations

tinue to be delayed without explanations being given which satisfy shippers. Chicago packers are much annoyed over the delay at Falmouth, since February 23, of the Norwegian steamer Vitalia. There are no prospects for the release of the steamship, although it is said everything possible has been done to comply with British requirements.

All the goods in the Vitalia are consigned to the Netherlands Overseas Trust, at Rotterdam. The ship was inspected by the British consul at New York before her departure, and her hatches were scaled. The owners of the Vitalia's cargo gave specific guarantees that the food gave specific guarantees that the food was for Holland consumption, yet the ship still is held.

The delays in the products of American

packers are declared to be so inexplicable that the European agents of the packers

probably will advise that ships probably will advise that shipment of the countries be not made unless Great ain definitely defines her policy he such cargoes in advance of their second

The packers, it is said, did every within their power to make the tuconform to the supposed British resistions, and have repeatedly protest through Waiter Hines Page, the American Ambassador, concerning the del-steamer, but without result.

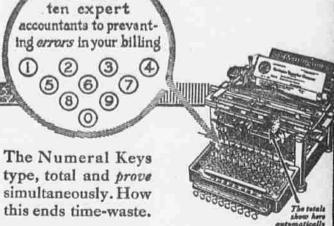
EACH Uneeda Biscuit is just like every other Uneeda Biscuit-perfect as soda crackers can be made Fresh from oven, they come to you in a protecting pack, age with all their crisp good



Bay biscuit baked by

NATIONAL BISCUIT COMPANY

Always look for that Name



A user writee: "We purchased this machine

Put these

principally for issuing our monthly statements which usually took anywhere from three to five days. This work is now accomplished in practically one day's time." This report is typical. Do you realize what it means? It simply means cutting out dreary,

costly footing and proving. This complete correspondence typewriter automatically foots and instantly proves your state-ments or bills while it types

With absolute certainty it sends every bill out of the office correctly totalled.

The Remington Adding and Subtracting Typewriter quickly pays for itself in time-saving alone—to say nothing of the error; prevented. It calls for no change in your billing system. It does your work your way. The only change will be from human inaccurate to call the land of the change will be from human inaccurate to call the land of the lan curacy to cold steel precision -from time-waste to time-And, by the simple touch of a

lever, you have a complete Rem-ington Typewriter ready for reg-ular correspondence. Write for illustrated folder, "The Story of a Day's Work." It shows how to error-proof your

bills and statements Official Typewriter Panama-Pacific Exposition

REMINGTON Adding and Subtracting TYPEWRITER

Remington Typewriter Company

(Incorporated)
110 South Ninth Street, Philadelphia, Pa.
Bell Tel., Walnut 6750 Keystone Tel., Main 2904

Francesca-Heppe Player-Piano, \$450

The resources of twelve great factories make possible the wonderful value in this instrument

In response to a long demand for a strictly high-grade player-piano at a popular price, the Aeolian Company made for us the Francesca-Heppe.

Every resource at their command-every artisan in their twelve great factories, where are built the Weber, Wheelock and Stroud pianos, and the worldfamous Pianola-every inventor in these factories was employed to make the Francesca-Heppe a possibility.

Every commercial advantage which the vast manufacturing operations of this great company provide was used to make this the world's best popular-priced player-piano.

Here is a moderate-priced instrument possessing the structural features and the high artistic ideals that characterize the great Pianola-Pianos.

To those considering the purchase of a player-piano and with whom price is a limiting consideration, we unhesitatingly commend the Francesca-Heppe at \$450.

Terms-Cash or :harge account or rental-payment plan-all rent applies to purchase. Write for large illustrated catalogues.

THE AEOLIAN COMPANY the Makers of

PIANOLA-PIANOS also sold at Heppe's Stroud \$550

Wheelock \$750 Weber\$1000 Steinway\$1250



The Francesca-Heppe Player-Piano, \$450

C. J. HEPPE & SON

1117-1119 Chestnut Street 6th and Thompson Streets