

S. A. McDonald

Everybody to S. A. McDonald's on \$ Day

DOLLAR DAY is going to be the BIGGEST merchandise event ever held on the Island. Come one—come all;—bring your cousins, your sisters and your aunts. Make it the biggest event of the season. From Souris to Tignish they are coming to S. A. McDonalds. Don't forget the date, Wednesday 27th.

Ladies' Raincoats \$2.00 Each \$ Day

50 Ladies' Raincoats, splendid material in all sizes from 32 to 44. These will be placed on sale at 9 a. m. at \$2.00 a coat. Positively only the one coat to each customer.

Corsets 1.75 and 2.00 for \$

LADIES' CORSETS: A lot of clearing lines, regular values from 1.75 to 2.25 for 1.00 per pair on DOLLAR DAY.

LADIES' UNDER VESTS in good heavy ribbed material, regular value 50 cents at three for 1.00 DOLLAR DAY.

Boys' Rain Coats for \$1.00

SMALL QUANTITY OF BOYS' RAINCOATS to fit young lads from 8 to 10, regular values 3.00 for 1.00, DOLLAR DAY.

Ladies' Waists 2 for \$1.00 Dollar Day

LADIES' LAWN WAISTS: New Dutch collars; right up-to-the-minute in style, regular values 75c to 1.35 each at 2 for 1.00 DOLLAR DAY. All sizes from 32 to 42.

Underskirts \$1.00

LADIES' UNDER-SKIRTS: 75 only in the lot, regular values 1.25 and 1.35 for 1.00 DOLLAR DAY.

Lace Curtains \$1.00

LACE CURTAINS: Special values, new dainty curtains for 1.00 on DOLLAR DAY.

Sweaters \$1.00

A quantity of men's coat sweaters and pull-over sweaters, good heavy wool materials, regular values 1.25 1.35 for 1.00 on DOLLAR DAY.

Men's Hats \$1.

MEN'S HATS: On a large table we are arranging a quantity of men's black and colored soft felt hats, regular values 1.50 to 2.25 for 1.00 on DOLLAR DAY.

Ladies' Fur Coats \$50.00

LADIES' RAY COATS: Special values, regular \$60 and 65 values for \$50.00 on DOLLAR DAY.

5 yards Curtain Muslins for \$1.00

2 1-2 bleached table linen 1.00. 5 yards Kimona Crepe 1.00.

Bargains all over the Store \$ Day

THE Charlottetown Guardian

Head Office at Charlottetown, Branch Office at Summerside, Alberton, Souris and Montague. London Office, Marconi House, Strand, W. C.

President A. A. Bartlett
Managing Editor J. R. Burnett

SATURDAY, OCTOBER 23, 1915.

WHAT DOLLAR-DAY MEANS

Wednesday, Oct. 27, is Dollar Day in Charlottetown. This means that buyers on Wednesday obtain a large discount on all their purchases.

This is possible for two reasons. First, because the local volume of trade and quick turn-over of ready money enable the store-keeper to reduce his percentage of profit. Second, because it is better to reduce stocks in this way and make room for new goods than to hold them on the shelves eating their heads off in interest.

This is an interesting issue of this newspaper to housewives—and would still be both interesting and helpful to them if it contained nothing directly appealing to them except the Dollar Day store advertisements.

The nowadays-woman knows as much about VALUES as she knows about fashions. And she would take no more pride in paying too much for a gown, or for any article of dress, than she would take in wearing obsolete styles in these things.

Make that shopping errand on Wednesday a profitable business trip, as well as a pleasant outing, by giving a little serious attention to the store advertisements.

If, by reading the "ads" you could save a dollar, on Wednesday's store purchases, would not that be a very gratifying way in which to EARN a dollar?

Readers of store advertisements learn that a dollar is a very "elastic" thing. For it varies in buying power, sometimes doing almost "double duty."

Even an aggressively-advertised store cannot give you all of its "opportunity news" in any one issue of a newspaper. But if you confine your buying to stores that do advertise you will profit by the fact that such stores always can and always do undersell other stores.

In a store's advertisements the real selling "events" of the moment are EMPHASIZED, just as, in the news columns of The Guardian, the important news items of the day, are often of special significance, too.

If some of the store advertisements quote prices on things you must buy on Wednesday, could you find more "interesting reading"?

The "news-value" of the store advertisement just now is very great—for the value-seeker is very much in earnest, and has learned that wise buying is about as important as wise-planning in the business of home-making.

Not many women, nowadays, start on shopping trips without definite knowledge of what they want to buy, what stores to visit, and what the cost is to be. Thus ad-reading makes shopping a "business matter."

Knowing "usual selling prices" of things, you will find some pleasant surprises in to-day's Dollar Day store "ads."

When a merchant, on Dollar Day, for the sake of a quick clearance of goods, makes a special price reduction on something you would have bought to-day, even at the "usual price," is not the fact both interesting and important?

No merchant could make his advertising profitable unless he could always make it profitable to the people who READ IT and who take advantage of the buying opportunities presented.

No amount of advertising could sell goods at inflated values, at "written-up" prices. And no merchant would ever be foolish enough to attempt the feat.

If you know twice as much about VALUES as you knew a year ago—due to your attention to the store advertisements—then to-day's store advertisements for Dollar Day are twice as interesting to you as were the "ads" of a year ago.

The stores grow in interest all the time. Never before in this city's history were they so alluring as now—never have they shown such a wide variety of attractive things, of the new ideas that contribute to the liveableness of life. You'd realize this fact by reading the "ads." You'd realize it more fully on Wednesday by visiting the stores that advertise Dollar Bargains.

The price-writing pencil is busy in the stores these days—and "downward revision" is a part of the task. The "ads" tell the news of its work.

Dollar Day will be memorable in the history of Prince Edward Island, for in addition to the bargains obtainable, the farmers, their wives and families will have an opportunity of reviewing and saying good-bye to the boys who are going to the front.

NO LIQUOR FOR SOLDIERS

As intimated in yesterday's Guardian Sir Sam Hughes has notified all recruiting centres in Canada that no troops will be billeted at any centre where liquor is sold to the soldiers. This order is definite and will be observed. Sir Sam is not in the habit of making threats that will not be enforced. He knows in his long experience that soldiers who drink are not the kind of men wanted in the army when there is

men's work to be done and he is determined that no obstacle shall be placed in the way of the Canadians who are going to do men's work.

In this action the father and mother of every boy in the Canadian forces at home or overseas will stand by him. Drink has been the curse of many a British soldier and in many cases the habit has been acquired during the probationary period. It requires nearly a year of hard discipline and drill to fit the men for the work before them. If during that period their manhood is being sapped by drink they will show it when the day of trial comes. We may take it for granted that the men who "saved the situation," who recaptured the guns, who brought glory to their country were not "boozers."

And besides, the war will some day be over, the soldiers, the great majority of them at least, will return to take up again the peaceful callings they left. The habits acquired during the soldier life will have developed into character and if the drink habit has a place in that character they will have a more dangerous enemy to fight than they have to-day in the trenches. Our returned soldiers will be heroes and will be treated as such; their country will stand by them and do all that is possible to reinstate them as part of the national machinery, but if the drink habit has been acquired, if the hero is addicted to drink his country cannot and will not help him. In the whole ocean of human misery there is perhaps nothing more pitiful than the man who, after participating in a glorious fight and a glorious victory, sinks down into the pauper life of a drunken and broken soldier.

It was to avert this calamity as much as to keep our men in physical and mental shape for the work immediately before them, that Sir Sam Hughes declared that no soldiers shall be billeted where drink will be sold to them. And for these two reasons every man and woman in Canada should do everything possible to see that his wishes are carried out to the letter and also that his threat to remove the men from contact with the temptation is put into effect.

We have soldiers in Charlottetown. The citizens, collectively and individually, are deeply interested in them and will do everything possible for their comfort and welfare. There is no prayer that is more heartily uttered than that which has been added to our National Anthem, "God save our splendid men, send them safe home again, God save our men," and our citizens, while working as well as praying for this consummation, must see to it that this temptation of drink is not placed in their way.

THE FUR TRADE

The Monetary Times in a recent issue, referring to the fur trade, says:

"In the older provinces of Canada a marked decrease has occurred in the number of furs taken, which is accounted for by (1) the advance of civilization in the settlement of ever-expanding areas, in the clearing of forests and in the drainage of swampy lands, (2) the efforts of the Dominion and Provincial Governments to ensure a close season for the preservation of game and fur-bearing animals.

"The values of the black and silver varieties of foxes in the census are much below what is secured when the skins are placed upon the world markets for furs, where prices range from \$500 to as high as \$2,000. The common red variety shows the highest percentage as to number killed being nearly 55 per cent. of all foxes.

"In 1912 and 1913 certain investigations were conducted regarding the extent to which fur bearing animals were being domesticated, and it was found that nearly all the principal fur-bearers were being successfully bred in captivity, foxes of all colors, minks, martens, fishers, racoons, skunks, beavers and muskrat having been found upon fur farms. The province of Prince Edward Island takes the lead in the industry."

NOTES

Those of the soldiers who are well built and vigorous are able, with the help of the Government, which takes upon itself to furnish them with all that is necessary, to look after themselves; but the wounded or the sick soldier has the right to count on our sacrifices to relieve him of his sufferings, and also to aid him in his struggle against an untimely death. This struggle against his suffering and death is the battlefield which is reserved for us. The Red Cross and Patriotic Funds are the work to which we should devote ourselves to the utmost of our energies.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

IS THIS THE TIME TO SOUND RETREAT?

"Is this the time, O Church of Christ, to sound RETREAT? To arm with weapons cheap and blunt. The men and women who have borne the brunt of truth's fierce strife, and nobly held their ground? Is this the time to halt, when all round. Horizons life, new destinies confront. Stern duties wait our nation, never wane. To play the laggard, when God's will was found? No! Rather strengthen stakes and lengthen cords, Enlarge thy plans and gifts, O thou elect.

And to thy kingdom come for such a time! The earth with all the fullness is the Lord's. Great things attempt for Him, great things expect! Whose love imperial is, whose power sublime."—Oriental Missionary Standard.

New Coatings

They are cosy and warm looking as their name indicates.

Blanketing

Come in Greens, Greys, Browns, Tans, Scarlet, Cardinal and Blue.

Prices as of old

No advance, there were contracted for when wool was 25c per lb. The price is \$1.35 per yd. all around. Get busy with your needle.

PATONS

POPULAR RISING THREATENED AGAINST KING OF ROUMANIA.

LONDON, Oct. 21.—Despatches from Bucharest indicate that a violent campaign is being waged in Roumania over the question of that country's intervention in the war. One of the Bucharest opposition newspapers, according to the despatches, has gone so far as to threaten the King with

a popular rising. Much indignation has been caused in Roumania by the action of the Austrian authorities at Salzburg in arresting Michael Cantacuzene, former Roumanian Minister of Justice, who was returning to Bucharest from Paris, whose arrest, it is alleged, was due to the finding of a letter in his possession addressed to M. Filippesco leader of the Conservative party in Roumania.

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Carry Insurance against every contingency with



Hyndman & Co., Ltd.

Established in 1876
61 Queen Street Charlottetown
The Oldest Insurance Agency in the Province.

WHERE AMHERST MAKE EXCELS



7 POINTS

—THE PERFECT NUMBER—

A. A. Alley
Agent for P. E. I.

3569-10-23

A Few of Goff Bros Dollar Day Bargains

Fancy Slippers 3 prs for \$
Goffs Patent Shirts \$1.50 for \$
Ladies Heavy Boots \$
Ladies' Boots \$
Ladies' Boots and Shoes 3.00 for \$
Men's heavy woolen Socks 3 prs for \$

Men's Long Boots for \$
Men's Felt Boots for \$
Ladies Rubbers 2 prs for \$
Ladies' Felt House Boots \$
Ladies' Cloth Top Rubbers 1.50 for \$
Boy's Dongola Boots \$
6 prs children's woolen stockings \$