

S. A. McDonald

The Island's Leading Store

Men's Straw Hats

1-2 price



| | |
|-----------------|------|
| \$1.00 Hats for | 50c |
| 1.50 " " | 75c |
| 2.00 " " | 1.00 |
| 2.50 " " | 1.25 |

This is a great clearing out of all the Men's Straw Hats in Sailor Shapes and Dips, everything in the way of Straw Hats go out now at 1-2 price.

Ladies' Straw Shapes

from \$1.25 to \$3.25

for 49c

In our window today we are placing Ladies' Straw Hats which we are clearing out at 49c, this is your last chance to get a nice up to date Straw Hat for 49c regular values run from \$1.25 to \$3.25 for 49c.

S. A. McDonald

A Big Shirt

For Little Money

A good strong shirt for 50c.

A heavy Khaki Shirt worth 90c

for 65c



10 doz. Ladies' Hose

65c for 35c

This lot consists of Tans, White and Black Lisle in sizes from 8 to 10, regular values 60c on sale now for 35c.



35c Hose for 19c

This consists of 20 doz. colored Hose, Lisle and Cotton, regular value 35c on sale now for 19c.

S. A. McDonald

THE Charlottetown Guardian

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TUESDAY, AUGUST 31, 1915.

AUSPICIOUS OPENING

During the present week the political campaign will be in full force throughout the province. A number of joint meetings have already been held and the reports received indicate that invariably the sympathy and support are with the Government candidates. This is just what was to be expected and what we anticipated. The Patriot admits that the Opposition candidates have nothing to offer the electorate and that all they need do is to find fault. Unfortunately for the candidates the Patriot has been doing that for the past three years and has left no powder of this description to prove effective in the guns of the aspiring office-seekers. It is a sad commentary on the powers of initiative of the candidates, jointly and severally, that they were unable to provide even an original platform.

As we have shown, the Opposition simply plagiarised the platform submitted by Hon. Mr Mathieson as the Liberal-Conservative programme in 1908. Most of the planks in this platform have already been carried into effect during the past three years, and what remains is simply a continuation of the policy pursued since the Mathieson Government came into power. The Grits cannot improve upon that policy and have advertised the fact in the manifesto they have issued.

From what we can gather the line of criticism advanced at the joint meetings is simply to deny that the facts are as represented. No evidence is submitted in substantiation of the allegation and the electors are simply asked to take the personal assurance of the Grit candidates that what they say is true! Fortunately the Government candidates are in a position to produce overwhelming evidence to prove the contrary to be the case and the electors present have not been slow to appreciate the situation. It is not, however, the policy and plan of campaign enunciated in the press or on the platform that is being worked assiduously by the Opposition. A great deal of underhand slander and misrepresentation are being industriously circulated and that, of course, the Government candidates must meet and refute in their personal canvass. We are assured by those who have been through the constituencies that the feeling is overwhelmingly in sympathy with and support of the Mathieson Government, and it is very doubtful whether any but a disgruntled few will be found to rally to the support of the Opposition standard.

MACHINE GUN FUNDS

Elsewhere in this issue will be found acknowledgments from Hon. James A. Loughheed, Acting Minister of Militia, of \$4,000 for the purchase of machine guns, \$1,000 a personal gift from Mr John Nichols, of Souris; \$1,000 from the town of Souris, and \$2,000 from the Retail Merchants' Association of Charlottetown. This is in addition to amounts previously mentioned from other portions of the province.

It is worthy of note that the town of Souris has now donated three machine guns, one from Hon. John McLean, one from Mr Nichols and one the joint gift of the citizens. Nor, when giving credit for this splendid contribution from our little eastern town, should it be forgotten that the name of Mr John Nichols appears with \$300 in the joint gift of the citizens, making in all a gift from him of \$1,300. Souris and its citizens certainly deserve credit for the part they have played in the war. The three guns above mentioned do not by any means represent the total of Souris' giving. Some of Souris' stalwart sons are at the front or in different arms of the service. They have contributed liberally to the various war and patriotic funds and altogether have kept themselves in the forefront in all that has been done by way of helping the Empire since the war began. Surely the name of our little eastern sister will figure creditably among those of Canadians when the story of the war is written.

And while Souris has done her share other sections of the province have not been idle. Prince County has already contributed a number of guns and the funds being raised there will, when completed, make a most creditable showing. The fund, contributions to which were invited by the Guardian a few weeks ago, already exceeds \$5,000, \$750 of which was contributed by Mr James Paton. This fund is still growing and the amount will be used to provide guns for the 55th Battalion, in which there are many Prince Edward Islanders, officers and men.

As stated in the letters of the Acting Minister of Militia, a large order has been given for Lewis guns, the best machine gun in the world, and as fast as they can be turned out they will be placed in the hands of our soldiers.

INFANTRY DEPOT

The announcement made by us yesterday that Mr A. A. McLean, M.P., and Mr Donald Nicholson, M.P., had secured a military depot for Charlottetown is news of the highest importance. As the capital of the province Charlottetown has a right to such distinction and privilege, and it did enjoy them until the Laurier Government took them away. Now we shall again have in our midst a local military organisation with staff and detail. Apart from the effect this will have on the military spirit of the community, it will have important financial results which cannot fail to be appreciated. The camp at Brighton has resulted in the circulation of money among our business people which otherwise would have gone to Halifax or St John. The new depot, where some 250 men will always be stationed, will further entail a very considerable expenditure by the Dominion Government on maintenance, etc. We are sure this concession obtained by Messrs McLean and Nicholson will prove a great boon to Charlottetown and to the province.

MAKING ADVERTISING PAY

That store which cannot "make advertising pay" does not justify its own existence, and might as well close its doors.

What does it mean when advertising does not "pay" a store? Simply that that particular store has nothing to communicate to the public WHICH WOULD INTEREST THAT PUBLIC IN WHAT IT HAD TO SELL. And truly; a store which can offer no real public service, which can offer no distinctive values to patrons, which would suffer in comparison with other stores IF THE LIGHTS WERE TURNED UPON ITS POLICIES AND PRICES, may not hope to make advertising pay.

The true test, therefore, of a store's usefulness is in the extent to which it DOES MAKE ADVERTISING PAY. For good advertising is merely a dissemination among the people of the truth about a store—a daily summing up of what it offers of buying-advantage to the people. If the truth about a store helps the store to win patronage, then advertising pays. If it eliminates patronage, then advertising does not pay.

Just as he must buy the right kinds of goods, so must he buy the right kinds of newspaper space.

Just as he must buy his stocks in sufficient QUANTITIES TO SECURE THE MOST FAVORABLE PRICES, so he must buy his advertising space in sufficient amount to secure ADEQUATE PUBLICITY.

If he bought stock sparingly, timidly, in almost retail quantities, he could not hope to sell profitably, in competition with the merchant who buys liberally and who secures every price-advantage. And if he buys his advertising space sparingly and uses it intermittently, he is at a like disadvantage.

A great many people in the community judge your store's COMPARATIVE IMPORTANCE almost solely through the COMPARATIVE IMPORTANCE OF YOUR ADVERTISING—perhaps giving first place, in their favor, to a less important store because of its more important advertising.

If your store is bigger or better, than the other fellow's store, see that your advertising is bigger and better than the other fellow's advertising!

MARITIME RECRUITING

Mr M. Mackenzie, Vancouver, B.C., in a recent issue of the Toronto Globe, takes exception to some recent comments in that journal on what it calls the "small enlistment of soldiers from the Eastern Maritime Provinces as compared with that from the other English-speaking provinces." Mr Mackenzie points out that such enlistment as the Maritime Provinces have given has been "largely native born—in the case of Prince Edward Island wholly native born—and at present there is no part of the Dominion that has so few young men of fighting age to spare."

Continuing, Mr Mackenzie says—and those who know this province as he evidently does will agree with him:

"A visit to the Island Province will, I know too well, reveal the fact that out of large families of, say, five sons, one is at home, the only helper of his parents, and the other four are in the west; and this condition is more or less typical of the whole of the Maritime Provinces. It is, therefore, unfair to fathers and mothers of these parts to represent that their sons are not taking their full part in the present struggle, without first ascertaining how many of them are actually enlisted in all Canadian regiments.

"One family alone from my native village has given three sons, and one of them is already killed. He enlisted in Winnipeg and the other two in Vancouver. Superficial comparisons are apt to be unfair, and I feel sure that when a record is taken of the Canadian fathers and mothers who have given their sons to their country in the present crisis, those from the Eastern Maritime Provinces will be found to have contributed their full share."

NOTES

"Prince Edward Island," says the Montreal Gazette, "is to elect a new Legislature on September 16. The present administration, under Hon. J. A. Mathieson, has been in power for four years and seems to have fairly commended itself to the people of the province. Those who expect it will be retained after the appeal now being made have reason on their side."

When the whole world is going through such a measureless tragedy we seize upon the few gleams of light. One of them is that people now are less serious about their private griefs than they were thirteen months ago. Millions of bereaved, not feeling their losses less, are more heroic in the spirit of acceptance, more ashamed to emphasise the private fate. They see it all more under the aspect of eternity. When we have ceased to cry too much about our own individual sufferings we have already gone far along the road to holiness and wisdom.—Ex.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

KINSHIP.

(By E. Russell Paterson.)

There's a figure in the trenches,
Hollow-cheeked and anxious-eyed,
With the spectre of destruction
Ever moving by his side;
And he hasn't time for morals.
Or to think about his soul;
He's too occupied with business,
Keeping mind and body whole.
But it's not his fault he's fighting
In this Armageddon grim-Liberty called to the Empire,
And the Empire called to him;
And his wounds are borne for others,
Bleeding flesh and shattered bone—
He is suffering for evil,
Though the sin is not his own!

There's a woman in a kitchen
Plodding through her daily grind,
With the horror of the trenches
Ever present to her mind;
And she fears to see the papers
For a certain column there
Scans the names with apprehension

Reads each item with a prayer:
Dreads a telegram or letter,
Trembles as she waits alone—
She is suffering for evil,
Though the sin is not her own!
There's a figure on a hilltop
Hanging on a cross of shame,
While the rabble surging
round him
Mock his wounds and curse his name;
Crucified with malefactors,
He who once refused a throne—
He is suffering for evil,
Though the sin is not his own!
Ye who hear the nation's struggle,
Thinking freedom highly priced,
Ye have kinship with the Master,
Ye are suffering with Christ.

School Clothes



Not merely boy's clothing but School Suits for a definite purpose. CLOTHES that will wear well, that are strongly sewn and made of materials that will not show every mark and stain that gets on them. Thrifty mothers will not take her boy's best suit to school and get another "Best Suit" a little later on, if she is a wise and thrifty Mother she will come direct to our Clothing Department and find hundreds of suits grouped together fitting lads from 6 yrs. old to 16 and sold regularly by the Catalogue Houses at from \$5 to \$8.00.

Our School opening price for any of these suits will be \$3.49.



School Caps, Shirts, Stockings, Collars, Caps, Hats, Jerseys, Coat Sweaters and other School Boys and Girls needs.

PATON'S

SEVEN GERMANS HAD FALSE PASSPORTS

BARCELON, Aug. 29.—Seven Germans were arrested last night on board the steamer Regina Helena at the request of the French consul as they were about to sail for Italy. It is alleged that the prisoners had false passports and intended to reach Germany through Italy. One of the men arrested was a former member of the crew of the famous German cruiser Emden who escaped from the British and reached Lisbon. The police had some difficulty in proving the Germans from other passengers on the steamer, mostly Italian seamen returning from America.

PATRIOTIC YEAR

Canadian National EXHIBITION

TORONTO

Aug. 28th to Sept. 13th

Complete display of Canada's resources and Manufactures
Canada's greatest Live Stock Show.
Creator's famous band, heading unequalled musical programme
MARCH OF THE ALLIES

Splendid military scenic productions featured by aviation flights.
Closing each night with wonderful fire works display.
The usual low rates will apply from Charlottetown and other points.

| Dates of Issue | Return Limits | Fares |
|------------------------|-----------------|---------|
| Aug. 27th to Sept. 6th | Sept. 15th | \$34.35 |
| Sept. 1st, 4th, 7th | 8th, 13th, 15th | 25.75 |
| 3rd, and 8th | 11th and 15th | 23.55 |

Tickets for sale, sleepers and information given
Call, Write or Phone

W. K. ROGERS,
City Ticket Agent
80 Great George Street

2498-8-11Mthstul.



Guns That Get The Game

You can't expect success in hunting unless you go out properly prepared for it. A thoroughly reliable gun and dependable ammunition are absolutely necessary to a successful shooting trip.

We have a line of necessities for sportmen that experts endorse as the very best possible to procure—the kind that will never fail you. Everything that will give you comfort and success on your hunting trip will be found here.

We handle Dupont Powder, U. M. C. Shells, Dominion Cartridges and other hunting necessities of national fame, our stock is large and very complete, quality supreme and prices moderate. Call and let us help you make your hunting trip a success.

Fennell & Chandler, Victoria Row

Midsummer Sale In Footwear

Ladies' White Suede Boots, Pumps and Button Oxfords at 40 p. c. discount.
Women's Colored Canvas Oxfords \$1.85 for \$1.00 also White Canvas Colonial Pumps at 25 p. c. off.

Women's Tan Button and Laced Boots (good year) \$3.75 for \$2.19.
Women's and Misses' Patent and Dongola Blucher Oxfords \$2.10 for \$1.49.
Women's Dongola Strap Slippers \$1.15 for 89c.
A lot of Men's Boots Tan and Black \$6.00 now \$4.50—\$5.00 now \$4.00—\$4.50 now \$3.50.
Men's Split Plow Boots \$1.50, suitable for Hay and Harvest.
Men's Oxfords Tan and Black \$4.00 to \$5.00 now \$2.49.
An assorted lot of Childs' Canvas Shoes, Sandals and Slippers at \$50c.
Be prompt and you'll be the gainer.

G OFF BROS.

128 Richmond Street