

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' RAT 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

Boys' Knickers
2 pr. for 1.00
Dollar Day

A LOT OF CHILDS ODD KNICKERS: The regular values of these are 75 cents to 1.25 at 2 pair for 1.00 DOLLAR DAY. These run in sizes to fit little lads from three to seven years.

Tweed Vests
4 for \$1.00
Dollar Day

A LOT OF MEN'S ODD VESTS: All small sizes from 32 to 35 at 4 for 1.00 DOLLAR DAY.

Aprons 2 for \$1.
Dollar Day

LADIES' APRONS made from splendid quality, finest quality print cotton, made full length going for 1.00 DOLLAR DAY.

Ladies' Felt Hat Shapes
() \$1.00

LADIES' FELT HATS: a quantity of ladies' felt hats, regular values from 1.00 1.50 each at 2 for 1.00 DOLLAR DAY.

Ladies' Hats
2.00 to 2.75 for \$1.00

ANOTHER LOT OF LADIES' FELT SHAPES, regular values from 2.00 to 2.75 for 1.00 each ON DOLLAR DAY.

Gloves 1.00

MOCHA GLOVES 25 dozen for 1.00 each on DOLLAR DAY.

Men's Caps
2 for 1.00

MEN'S CAPS: 2 for 1.00 on DOLLAR DAY.

Ladies Cloth Coats 10.00

LADIES' CLOTH COATS: Finished in the latest style, good, heavy, all-wool material, regular values 12.50 to 14.00 for \$10.00 DOLLAR DAY.

Ladies' Cloth Coats \$15. to \$25. for \$10.

In our mantle room we are placing for that day 50 ladies coats regular values from 15.00 to 25.00 all going for 10.00 each on DOLLAR 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

THURSDAY, OCTOBER 21, 1915.

THIS IS RED CROSS DAY

It is hardly necessary for us to remind our readers that this is Trafalgar Day when "England expects every man to do his duty." His or her duty to-day is to give a contribution to the Red Cross Society funds. In Charlottetown a number of patriotic ladies have devoted the past two days to the distribution of Red Cross envelopes to every householder and to-day they will return and ask for the envelopes and the contributions which they contain. There should be a generous response to the appeal of Lord Lansdowne. The cost of maintaining the Red Cross work during the past six months has been \$15,000 per day and with the increased aggressiveness on the part of the Allies and their enemies this will now be greatly increased. Additional funds must be got unless the dying and wounded are allowed to lie in agony on the fields of battle. It should be a question of not how much can each of us spare out of our abundance but how much can we deny ourselves to help to alleviate the sufferings of those who are offering their lives for us. We feel satisfied that in every instance the response to the appeal to-day will be more than generous.

DOLLAR DAY OCT. 27

As previously announced in The Guardian the Retail Merchants' Association have decided to hold another Dollar Day, and the date has been set for October 27th, next Wednesday.

The great success that attended the Dollar Day in June last, both from the merchants' and the customers' view point has not been forgotten and there are many reasons to believe that for both merchants and customers the day now arranged for will be even a greater success. The fall is the great buying time. Many will be making their winter purchases, the merchants have their fall stocks on their shelves and in their warehouses, and merchants and customers will meet each other on the common ground of supply and demand.

As on the former occasion special train arrangements have been made whereby customers will be able to come in and do their shopping and return home within the day. In addition the merchants are making special preparation for the day and they may be depended upon to put up even more tempting bargains than were given on the last occasion.

This will afford a splendid opportunity for bargains and the public are asked to reserve the 27th exclusively for a shopping trip to Charlottetown.

Fuller particulars will be given from day to day by the merchants as to what they are going to do for their customers on Dollar Day, and their advertisements should be read with more than ordinary care.

OUR POTATO CROP

We are in receipt of a communication signed "Farmer" in which the suggestion is made that the exportation of potatoes from this province should be prohibited, as there is not a sufficiency of potatoes on the Island for the use of the people themselves. On enquiry at the Department of Agriculture and of local dealers we find there is a unanimity of opinion that there is plenty of potatoes not only for the use of the people but also for export. The estimated yield last year was six million bushels, while the estimated yield this year is from three and a half to four and a half million bushels.

Taking it at the lowest figure, 3 1-2 millions, it would mean about 40 bushels per head, or 200 bushels per family. When potatoes are cheap the farmer uses a great many; but when they are dear, as they no doubt will be this year, very few families will use 200 bushels. In fact, some of our merchants say that if the price this autumn goes to 50 cents per bushel and continues, there will be more potatoes exported from P. E. Island this year than last year or before, when the crops were abnormal. There is no doubt that with potatoes selling at such a big price farmers will economise in their use of them.

FUR SALES IN CHARLOTTETOWN

Elsewhere in this issue we reproduce from a Montreal exchange a report of a record sale of raw furs in that city, a perusal of which we commend to those who have become more or less discouraged with reference to the future of the fur market.

It will be noted in the first place that the silver fox furs sold were from the wilds and therefore, many of them at least, not in as prime condition as the ranch-bred variety whose pelts are taken when in the best possible condition. The prices realized will also be noted. The average for all silver fox pelts, and many of them were doubtless inferior as demand goes to-day, was slightly over \$329, while the best pelt brought \$2,250.

These prices, in the midst of a period of financial

depression and unrest, when luxuries are supposed to be at a discount, are very significant and prove conclusively, that the demand for first-class furs is not only a lasting one but is increasing, and that there is practically an unlimited market for this class of furs on this side of the Atlantic. This has been The Guardian's contention throughout the "cold feet" period through which we have been passing since the war began and this is why we so persistently advised fox men not to sacrifice their breeders. The sale in Montreal referred to is the strongest possible proof of the correctness of our theory.

The Montreal sale opens up a unique opportunity for the fox men of Prince Edward Island, the home of the fox industry, and where the best silver fox fur in the world is being produced, and it is gratifying to know that our leading fox men have recognized the opportunity. Already it has been suggested that a fur exhibition and sale be opened in Charlottetown during the month of January next and that the leading furriers in our own Canadian cities and in the United States be notified of the date. We have no doubt that such an exhibition would attract the furriers of the Continent and that the result would be another and the greatest boost yet to our Prince Edward Island fox industry. By hearty and unanimous co-operation on the part of our fox men throughout the province a collection of pelts could be placed on sale which would at once establish our claim as the greatest fur-producing country in America and also locate the most valuable fox families in the province. The prices realized for pelts would give owners the best idea of the value of their foxes and enable them to perpetuate the best breeds.

We trust the Fox Breeders Association will get together at once and agree definitely on the necessary steps to carry this undertaking to a successful conclusion.

LATE SENATOR ROBERTSON

In the passing of Senator Robertson another of Prince Edward Island's prominent public men has been called to his reward after a useful career as a citizen, a medical practitioner, and a politician. The late Senator Robertson was a man of more than ordinary ability as a speaker and debater and his retirement from active duty some two years ago, owing to ill-health, was a distinct loss to the party of which he was one of the strongest pillars and whose esteem and confidence he held throughout his long and successful career. Owing to the break in his health two years ago he was unable to take his seat in the Senate during the last two sessions and accordingly at the session of 1915 his seat was declared vacant. The Guardian unites with the many friends throughout the province and the Dominion in sympathy with the bereaved family in their loss and in sincere sorrow for the death of a good man and a useful citizen.

RURAL EDUCATION

It is gratifying to note that in the matter of rural education Prince Edward Island leads all the provinces, with the single exception of British Columbia. This is shown by the attendance of teachers at the Summer Schools held during the present year. The number in attendance in Charlottetown was 360; in New Brunswick 179; in Nova Scotia 157; in Ontario 231; in Manitoba 150; in Saskatchewan 136; in Alberta 310, and in British Columbia 690. Referring to the course of studies followed at these schools the Agricultural Gazette says, "While there was naturally a variation in the different provinces, the main subjects taken up were common to all and could be included generally under the headings of rural and household science, art cultivation and manual training. Closest attention was devoted to these subjects that appealed to the greatest number, not only of teachers, but of pupils, such as gardening in all its phases, farm mechanics, plant and animal life, nature study and the household arts. Special courses were given in chemistry, physics, music, drawing and in extra branches of agriculture. Alberta was unique in that folk dancing was included in the curriculum and attracted 60 students."

NOTES

Is it any wonder there is so much unrest in the industrial world when John D. Rockefeller's amazing income of \$100,000,000 a year works out at about \$2,000,000 a week, or about \$300,000 a day.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louison.
THE MANLY MAN

The world has room for the manly man with the spirit of manly cheer; The world delights in the man who smiles when his eyes keep back the tears; It loves the man who, when things go wrong, can take his place and stand with his face to the fight and his eyes to the light, and toil with a willing hand.

The manly man is the country's need, and the moment's need, forsooth, With a heart that beats to the pulsing tread of the allied leagues of truth; The world is his, and it waits for him and it leaps to hear the ring Of the blows he strikes and the hammers he dares to swing; It likes the forward look in his face, the poise of his noble head.

Standing on the Threshold of Furland



A Set of Furs is more to be prized than jewels which may offend by their flash. Fur, however, expresses the truest taste and the deepest distinction, and never goes out of fashion.

STOP, we want your fur business. We want it on the merit of our Merchandise. The "force" behind Paton's Furs is summed up in one word—"VALUE."

HANDSOME SETS of Skunk, Black Fox, Red Fox, Patch Fox, Grey Fox. We have Black Siberian Fox, Mink, Lynx and Raccoon Sets in Opposum Seal and Beaver. Showy White Fur Sets and Light Colored Fur Sets. Also splendid line of Ladies' Fur Coats. You can't think of Furs of "Quality" unless you think of Paton's.

PATON'S

PHONE 9-6

Victoria Row - CHARLOTTETOWN, P. E. I.

ISLANDERS WITH 64TH BATTALION.

In the list of two thousand officers and men of the 64th (double) Battalion, now at Sussex Camp, are the following Prince Edward Islanders:—Private H. Lamont, Springton. Private J. Wilson, Souris. Private Fred E. McBeth, Charlottetown. Private J. Kelly, Charlottetown. Private A. J. Martin, Charlottetown. Private M. Myers, Charlottetown. Private Jas. McNeil, Summerside. Private Matthew Macdonald, Glenfanning. Private A. S. Strange, Miswish. Lieutenant C. H. Hobbkirk of the 64th Battalion is a grandson of the late Dr Hobbkirk, Charlottetown. Lieut.-Col. H. Montgomery-Campbell, of Apahouki, N.B., a brother of Mrs Deacon, who resides in Charlottetown, is officer commanding with Lieut.-Col. F. Flowers of Halifax, N.S., second in command. G. H. Maxwell, Halifax, is major, and in addition there are eleven captains with twenty-six lieutenants in charge of this great body of men, which is representative not only of the Maritime Provinces and other part of the Dominion, but has within its ranks some men from England, Wales, Scotland, Ireland, Australia, Jamaica, Barbadoes, Honolulu, Hawaii, Newfoundland, Magdalen Islands, Russia and the United States.

A movement is now on foot to supply this Battalion with a good brass band. The Halifax Herald has already collected between \$500 and \$600 of the \$2,000 which Col. Montgomery Campbell considers necessary to purchase instruments, and the relatives and friends of the men are invited to take an interest, and by proceeds of concerts, etc., or individual subscriptions, make up the balance required. The 25th and 40th Battalions of Nova Scotia were each provided with a band by the generosity of the people, and the 85th Highlanders (Nova Scotia) will have both pipe and brass bands.

The 64th Battalion will probably spend the winter at Halifax and if they march from Sussex to the former city the sight will indeed be one well worth seeing.

WOULD MEAN SOMETHING.

"Most of these city flags are very inappropriate, it seems to me." "Think so?" "Now, take Boston, for instance. With a pot of beans and a couple of codfish you could fix up a neat and significant design."

LAMBS WANTED

We are in the market for Three or Four Thousand (3000-4000) Lambs and fat Sheep. Drivers or Institutes having any to offer should get in touch with us before selling.

The Island Cold Storage Co., Ltd.
Charlottetown, P. E. I.
3476-10-16MS113L

For Store Satisfaction COME HERE

Cold weather is coming and you will soon feel the need of a good heating stove.

We have a splendid line of heating stoves in stock now. All the leading lines are represented and we know that you will find a stove here that will suit your individual need.

These stoves are well made, are neat in appearance, will give splendid heat, and are priced most moderately. The line includes hall, sitting room and bedroom stoves.

Call in today and see the showing.

Fennell & Chandler, Victoria Row

Big Sale of Classic Shoe Samples for Ladies and Children GOFF BROS

"Today" when economy is the by word why not take the advantage of this Great Sale of Sample Shoes. Here you can get the very newest and best footwear at a big reduction. We believe our prices will put a new pair of Shoes on the feet of every woman who reads these inducements.

GOFF BROS

The Home of Good Shoes