

S. A. McDonald

The Island's Leading Store



New Overcoats

The NEW OVERCOATS are here now—the classiest, nobbiest line of coats ever shown by us. They comprise the first choice from three of the largest clothing houses in the Dominion, who have confined these lines to us, and the prices here quoted will meet and beat any catalogue, or any other house—it matters not where it is.

At \$7.50 a good black overcoat, full length, with good quality satin lining, nicely finished throughout.

At 10.00 a swell line of tweeds, beautiful patterns of good wearing material. This is a coat that is absolutely guaranteed by us—a coat we know will give satisfaction.

At 12.00 a line of good heavy wool chinchillas, made in the different shades, also in mixed tweeds, such as greys, fawn and light mottled effects; a coat good enough for any one; a coat having the regular \$15.00 value. Our low net "one price to all" only 12.00.

At 15.00 is probably the strongest overcoat ever shown here, made from best quality of English Coating Cloth, beautifully tailored in fit, finish and make-up quality of the best tailored work. One price to all 15.00.

At 16.50 another special value made from English Chinchillas and Tweeds; all of these coats are made with reversible collars.

OUR GUARANTEE

If after buying any of these coats, examining carefully, comparing with any other of the same price, I think they are at least ten per cent cheaper, you may return them to us and we will gladly refund money.

Order By Mail

ORDERS BY MAIL will be accepted for any of these coats. Parties living in the Country may buy by mail and receive the same satisfaction as customers in the store, as our terms now are ONE PRICE TO ALL. Try our mail order system for one of these coats, and if you are not perfectly satisfied with it return it to us. Money will be cheerfully refunded. Fill in the accompanying order and mail to S. A. McDonald, Queen Street, Charlottetown, P. E. I., date..... Herewith find enclosed the sum of \$..... for which please forward me by..... size..... with the understanding that I may have money refunded at once if goods are not satisfactory.

NAME
ADDRESS

A Knife Free at S. A. McDONALD'S

We have BOY'S SUITS AND OVERCOATS in all sizes and prices. If you want a good suit or coat for your little chap write us giving age and the price you want to pay. We will forward the same day as the order is received, and if the goods are not satisfactory return to us and money will be refunded. We are giving a handsome POCKET KNIFE FREE with each suit and overcoat.



Sweater Coats

in all sizes and prices; the different combination of colors at \$1.25, 1.50, 2.00, 2.50, 3.00, 3.75 and 5.00.

Ladies' Underwear 25c

a special heavy, ribbed underwear Ladies' sizes at 25c each.

At 35c a heavy weight, comfortable, warm and well finished. This is a particularly good value and one that will give good satisfaction.



At 45c a very special value made from fine imported yarn, this line comprises all the values usually found in 50c garments. Our low net ONE PRICE TO ALL at 45c, enables us to offer it now at 45c instead of 50c.

At 65c This is a special good underwear, regular value 75c which under our present system we are selling at 65c, you will find this one of the best underwear values offered yet.

THE Charlottetown Guardian

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THE LATEST GERMAN MENACE

The welcome news of the Allies' advance in Belgium distracts attention for a time from the situation in the near east.

Since the outbreak of war, fourteen months ago, the Balkan attitude has been of prime importance. There has been a continual battle of state craft and intrigue to land as many as possible of the Balkan States in one camp or the other. They have swayed back and forth, first inclined to one side and then to the other but always openly holding out for neutrality. Finally Bulgaria, through Russia's ultimatum was forced to declare openly her allegiance to the German cause.

From authoritative reports it is evident that the majority of the people who are slaves and, therefore, far more strongly attached to Russia than to Germany, are strongly against such Alliance. The royal party and majority of higher officials are pro-German and it is they who have delivered Bulgaria into German hands. This strong discord, though it will probably not cause a real internal revolution, will doubtless cause a wide spread dis-satisfaction and in that way make the Bulgarian assistance much less formidable than if it had the unqualified support of the masses. Bulgaria would have been a much more willing ally of the Entente Allies had the voice of her people been followed, and she could have given valuable assistance and hastened peace. Now she is doomed to fall with the Teutons, as one of the common enemies of the human race. Her tragic error can, at most, but prolong the agony a little.

Greece, another Balkan state is struggling hard to maintain her neutrality. The mass of people are strongly urging participation with the Allies but the King, who is very popular, persists in his stand for neutrality. It is a big question, which way the country will go. But it is sure it will never willingly go to the Germans.

Roumania, also, is struggling hard, the masses being divided between, immediately joining Russia and the Allies, or maintaining neutrality. It is considered probable that she will remain neutral for a time and then finally fall in with the Allies. But, much the same was thought of Bulgaria for some time. Yet, German intrigue, German gold, and German sympathies in the Royal family led Bulgaria astray. It is not impossible that the same might prove to be the case with Roumania, though the influences of Germany do not appear to be so great on Roumania, and her extensive boundary directly on Russia would be a great counter-balance to German efforts.

During the past six weeks, Germany has been losing on both fronts. Russia is once more rolling back the German forces and driving them out of the country, daily gaining momentum and as the new minister of war has stated, once more starting resolutely on the long and terrible march to Berlin. The Allies in the west are daily demolishing the most formidable western line of entrenchments and capturing section after section of trenches. Their advance is slow, steady, and methodical like an irresistible battering ram which knows no limit but keeps hammering away night and day like clock work.

Italy on the Western half of the South is gradually forcing her way into Austria.

Servia, on the other half of the South is holding tenaciously against enormous odds. She is the only obstacle between Germany and Turkey. As yet, Turkey, holds the Dardanelles and could give Germany an outlet through Asiatic Turkey to menace Egypt, India, and we know not what else. So, as soon as Bulgaria was forced to disclose her hand, Germany had been compelled to start her effort to break through to Turkey for whatever purpose she may have in mind. At the point where Servia projects between Germany and Bulgaria, the distance between the two countries is but thirty miles. At this spot Germany is hurling all available efforts. When she breaks through, as she probably will, she will have a free and friendly highway for supplies, troops, and everything through Bulgaria to Turkey, Egypt, India, and wherever else she has planned. Obviously, the Allies must completely block this move if they possibly can. There is no telling what might be the consequences if they do not.

The landing of allied troops at Saloniki is for this purpose. They are being rushed there in large numbers daily. It is their aim to strike the railway which makes direct connection between the capital of Bulgaria and the capital of Turkey. They will strike it as far to the north as possible. If possible, they will get their troops into Servia and completely block the German rush at its source. It is hoped that they may do so and we all confidentially expect they will.

In a way, the situation may be likened to a rubber bottle. The Allies form the outer wall, Bulgaria is the bottle neck, Germany the contents, and Servia the stopper. As the Allies contract Germany they squeeze her against the stopper, Servia, and as Servia begins to slide up into the neck with danger of letting out the contents, the Allies send around forces to force the stopper back and prevent any burst of leakage. We all hope that stopper will hold.

HOW MANY?

We have learned to repeat glibly enough, and often enough, the now stereotyped expression, "the fate of the Empire depends upon every man doing his duty."

"The fate of the Empire"! To a British subject the idea of the British Empire failing is as unthinkable as that the heavens should fall or the sun cease to shine. To him the Empire is the universe, it was always here, it shall always be here! Yet it is true that to-day, as never before, the fate of the Empire depends upon the faithfulness of its people. They are being weighed in the balance of the Almighty; they are being tested as to their worthiness to continue in the stewardship of the greatest Empire ever entrusted to a people. If found wanting they will be deprived of their stewardship. That is the eternal, relentless, merciless law of the universe.

How do we stand in relation to this law? Are we doing our duty as a people? To put it bluntly, we are not. In the matter of recruiting we have fallen fearfully short—as a people. In the matter of contributing of our means we have fallen lamentably short—as a people. Yet it is as a people that we are being weighed, it is upon our faithfulness as a people that the fate of the Empire depends.

We boast that we have sent to the front, or have on their way to the front, some 160,000 men, and this is true. This is only four per cent. of our male population, only four out of every hundred of our men and boys of all ages; only four out of every forty of military age and physically fit; probably only four out of every twenty who have no legitimate reason for remaining at home. By way of comparison we might remind our readers that Great Britain sent 16 per cent. of her male population to the front; that is 16 out of every forty of military age and physically fit, or 16 out of every twenty who have no legitimate reason for remaining at home. And this showing in Great Britain is so unsatisfactory that the authorities who know the situation and the need are seriously discussing the need of conscription. The figures we have given show that for every volunteer in Canada there are three shirkers—and this is a very conservative estimate.

This is only one phase of the situation. There is, in addition, the matter of contributing to the various funds, for comforts for those who are to spend weary days and nights in the trenches, for our legitimate share of the war taxes, etc., etc. Towards those funds many have contributed generously, others have shirked the duty. We have no data by which the percentage of giving may be estimated; even if we had it would not reveal the situation, but we have examples of pitiful meanness, so pitiful that the question involuntarily arises, are we worth saving after all? Some of these have been brought to our notice. A man went into a bank—it may or may not have happened in this province—to get a draft for some fifty dollars to send to a departmental store in another city. When he handed in his cash he was told he must pay two cents for a war tax stamp. He rebelled, accused the banker of trying to rob him, abused the government for putting on such an iniquitous tax. As there was no redress he paid it. Before leaving the bank he was asked for a subscription for one of the patriotic funds—a quarter would be gratefully accepted. He refused. Some brave-hearted lad has gone to the front to die if need be in order that this man and a few others like him may have the shelter of the British flag. This also is only one instance. How many such will be required to sink the Empire?

NOTES

The Fiji Islands have given ten per cent. of their population to aid in the maintenance of the British Empire in this war. Not so very many years ago the Fijians were using British missionaries as mince meat.

As the Russians have no immediate means of access to their country, they are permitted after due authorization by their consuls, to enrol in the ranks of Canadian regiments, a privilege not officially accorded to other nationalities. They are volunteering in large numbers.

Bulgaria owes all she has and is to Russia and Britain. As with Greece, Turkey has ever been Bulgaria's implacable enemy, from whom Russia and Britain have protected her. King Ferdinand in selling his country to a Teuton-Turk Alliance has given an exhibition of baseness almost unparalleled.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louison.

BITS OF VERSE

My Father, Thou art good to give me these
With which to see along the common way
The other beauty of Thy mysteries—
These orbs that catch the ever-varied ray.

My Father, Thou art good to let me peer
Through such fine lenses on thy world that lies
So beautifully along the changing year—
Why, all our life of joy is in our eye.

My Father, though they often look through gloom
On shadowy skies that clouds have turned to night,
Thank Thee most for faith to see the bloom

And know, through faith, still shineth Thy clear light.

And would mine eyes—so gifted, Lord, to see
The outer beauty of this world of Thine—
Could also catch that inner sight of Thee
Which makes our golden visions seem divine.
—Baltimore, Sun.

The House of Quality

Sport Coats



A manufacturers line of samples ONLY ONE OF A KIND bought right and you will get the benefit of our savings

Coats From \$2 to \$9 colors Tan, Red, Grey, Fawn, Brown, and combination colors.

For Winter Sports

Canadians who indulge in Canadian Winter Sports have become so attached to the sweater coat that the continued demand for them is assured. Paton's knit coats are rapidly becoming known to them for they are designed specially for sports—warm, substantial finish; pure worsted wool; up-to-the-minute styles. A garment with a distinctly exclusive appearance.



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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

Here's Where Your Feet Come In!

We have secured the Classic Shoe Sample and we are giving our patrons something unusual in Shoe Values, nothing short of A great Shoe Benefit no more to be had at these prices. The Ladies seem pleased with the shoes and they are selling fast. Don't yut off your coming; come at once—Later will be too late.

GOFF BROS

The Home of Good Shoes