

S. A. McDonald

The Island's Leading Store

Tea Aprons 15c

Made from nice quality Lawn well finished, price 15c

House Dresses 98c

Another lot of these 98c dresses received yesterday, made from good quality of Cotton, comfortable, cool fitting and well finished in all sizes 32 to 44, 98c.



Winter Coats \$10.00

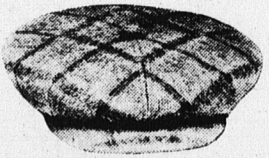
New Winter Coats, our first shipment arrived, may be seen in our mantle room today. We are making a leader of a \$10.00 Coat, it's the best \$10.00 Coat we have ever shown which is saying a great deal. It has all the points of fit and finish found in the \$15, and \$18 coats. We would advise you to make an early selection as later in the season we will be unable to secure more at this price.

Men's Hats \$1.75 to \$3 for 98c

On a table in the hat department you will find a lot of black and colored hats, regular values from \$1.75 to \$3.00, your choice, all sizes 98c.

S. A. McDonald

Men's Caps 75c to \$1.25 for 40c



This lot consists of a lot of odds and ends, all good shapes and patterns, all sizes for 40c.

Maritime

The Boys New Suits This way Boys

Our first shipment of Boys' New Fall Suits has arrived, the make is new and smart new pleated backs, also Norfolk and plain double breasted style, the smartest lot of suits shown here this season an extra pair of bloomers go with each suit, prices 6.50, 7.00, 8.00, 10.00.



Curtain Muslins and Ratines 20 p. c. dis.

All Curtain Muslins and Ratines go on sale now at a discount of 20 p. c.

Aprons 50c

Made from a good quality Cotton made large full length, good patterns, excellent values at 50c.

S. A. McDonald

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MONDAY, AUGUST 16, 1915.

A NAVAL VICTORY

The announcement that the Russians have obtained a great naval victory over the Germans in the Baltic is one of the most pleasing items of news received for months. And this for two reasons. First, it is an offset to Germany's advance in Poland, and second, and more important still, it connotes the first really effective attack on Germany's navy. It is true British men-of-war have accounted for the whole of Germany's scattered war vessels in the Atlantic and Pacific but great and important though that triumph has been, yet it made practically no impression upon Germany's naval defensive forces. As Mr Archibald Hurd points out in the Quarterly Review, during the past three months the British navy has suffered losses, and a large number of merchant vessels have been sunk by German submarines, with no corresponding destruction to Germany's fleets. In addition to the battleships Irresistible and Ocean, the operations in the Dardanelles have cost us the battleships Goliath, Triumph and Majestic; and the destroyers Recruit and Maori; two modern torpedo boats (Nos. 10 and 12), and at least two submarines, E-10 and E-15, have been destroyed. On the other hand, until now Germany has during that period been deprived of no large ship, though she has lost several submarines and two patrol vessels. But Russia's great naval victory more than equalises the balance, for we are told that a German cruiser and several other warships have been destroyed. Such a loss to Germany means a disaster a hundred per cent. greater than it would have been to Great Britain; for although details are lacking of the additions which have been made to the British and German fleets since the opening of the war, confidence may be felt that, in spite of the losses which have been incurred, our relative power at sea is higher to-day than it was a year ago. Machinery and labour which were then engaged upon foreign work have since been concentrated on British work. In Germany no corresponding reinforcement has been possible, because German firms have never added a single large armoured ship to an alien fleet, and, apart from one Greek battleship (the guns of which were ordered in the United States and cannot have been delivered) had in hand only small orders for torpedo craft—in which her naval yards specialise—when the war began. So that a loss of a cruiser and several other warships means a loss which practically cannot be made good. In his review of the naval situation, Mr Hurd is optimistic, as he has a right to be in the circumstances. It may be assumed that all ships of the armoured classes down in the programme of 1912-1913, building in Great Britain and Germany on the outbreak of war have since been completed or are now on the eve of completion. On that assumption the British fleet, including the three vessels purchased from Chile and Turkey, now comprise 29 or 30 battleships and 10 battle-cruisers of the dreadnought type; while Germany will possess 17 battleships and 5 or 6 battle-cruisers, an aggregate of 39 or 40 on the one hand, and 22 or 23 on the other. It is not necessary to examine in detail the basis on which these figures rest; we may be satisfied with the general conclusion that in dreadnought units the British fleet will now have a margin of about seventy per cent. over that of Germany. In the light of this conclusion, the disappearance of such comparatively old battleships as the Majestic (laid down in 1893), the Goliath and Ocean (1897), the Irresistible and Formidable (1898), the Bulwark (1899) and the Triumph (1902), involves indeed heavy losses, deeply regrettable owing to the destruction of so much life, but losses which are more than compensated for by the destruction of a considerable part of the German's Baltic fleet by the Russians, and which still leaves our battle fleet overwhelmingly strong; particularly as the squadron of dreadnoughts are supported by the 33 remaining battleships of the pre-dreadnought era, representing a superiority over Germany of considerably over sixty per cent.; and bearing in mind, finally, that owing in large measure to the influence of the British fleet, the navy of Italy is now co-operating with the Allies. Altogether this victory of Russia will seriously handicap Germany on the sea, and moreover, detrimentally affect her naval status, both in materiel and morale.

ONE GERMAN'S OPINION

Not every German has lost his head at the present time. One exception to the rule is Herr Maximilian Harden, the distinguished litterateur and critic, and editor of the well-known Berlin weekly paper Die Zukunft. In a recent issue of that journal Herr Harden enters his solemn protest against the cavalier attitude adopted by the majority of his conferees regarding "the stuff Britons are made of." The Glasgow Herald publishes a translation of the article, from which we make the following extracts:— "Germany has a hundred reasons to fear Britain, with the sort of fear that is not unworthy of a man, that is based upon respect, and has nothing craven about it. . . . "Any German who has sat on a Swiss mountain railway next to a Liverpool tailor got up like a lord, or has regarded our comic papers as a fount of wisdom, thinks he knows Britain and the British. They have hucksters' souls, are deceitful and cowardly, are unsociable, surly and splenetic, never aspire to higher things; have minds only for sport, foolery, money-making. That is the popular view. "It is forgotten that the greatest of the modern theories that have taught us something of the spirit of Nature was conceived in England, and that of all the peoples of Europe during the nineteenth century it is Shakespeare's countrymen, who have produced the richest and most varied literature. "It is thought that the Briton cuts a ridiculous figure

because he loves sport, and spends nearly as much time over his golf and his football as the German over his beer. Is he really a fool because he is keen on his county winning a cricket match? Is not a game which makes the body taut and strong of value to the State? "Get you to Hyde Park and look up at the greybeards cantering by, hundreds strong, on their well-groomed horses. The young girls and the old ladies in the West End, the workmen with their offspring at the people's sport centres, look on them, and compare them with the anemic, prematurely old obesity or starvelings to be met with at every corner of a Continental town. "The Briton is a good, healthy figure of a man. On his ocean-circled isle he has laid to heart the lesson that only the strong can inherit the earth, and has elaborated a course of health exercises such as are wanted by men cooped up in offices and factories if they are not to grow flabby. "His way of life is reasonable. He can obey without cringing, and can compel obedience without tyrannizing. . . . The Briton will not bend the knee to the greatest official in the Empire. "Let us give praise where it is due. Hucksters' souls? It was not of their counters and tills that they thought when they imperilled their national life, and sacrificed their sovereigns by the hundred million to destroy Bonaparte, to whose overwhelming will they alone among the peoples of Europe would not submit themselves. "And if in some dark hours the foundation of the British Empire should be threatened, strong men of Anglo-Saxon stock will hurry to its aid from every corner of the globe, to show to mankind at large that the might of this people is indeed unconquerable." Of course, while sympathetic towards Britain, Herr Harden is bitterly opposed to Russia. The bear, he maintains, is the deadly foe of the Teuton, and he suggests that it was bad policy on the part of Germany to depart from the diplomacy of Bismarck, who made it a point to keep friendly with Britain at all costs, and at the same time to keep Britain estranged from Russia.

THE DEALER AND NEWSPAPER

The Maritime Merchant says: The merchant doing business in a town where a newspaper is published should endeavour to co-operate with the publishers in matters pertaining to the advancement of the town. The interests of the publisher and the merchant are mutual. It is to the interest of the merchant that the paper should continually educate the people in the matter of trading at home, and it is to the interest of the publisher that the local merchants should have all the encouragement he can give them to use his space. There is no doubt that when intelligently used newspaper space can be made to yield splendid returns, a very good example of which is given in the story published on page 2 of this issue. If the newspaper were to do nothing in the way of editorial effort to encourage people to trade at home, it would still be of advantage to the local dealer to use its space. But if dealers are generous in their support of the paper they may depend upon it, the publishers will lend a willing ear to any proposals they may have to make regarding a campaign for the encouragement of buying at home. We have recently read of a very successful "Buying at Home" campaign conducted by a paper in an American town, one feature of which was an essay contest. Prizes were offered for the best essays on the subject of "Buying at Home" contributed by the pupils in the public schools. One hundred and seventy-six essays were sent in, evidencing a wide interest among the younger generation. The benefit of this from the standpoint of the local stores should be both immediate and lasting. The young people who have had their interest awakened in this matter should carry it into their future lives and that ought to make for a perpetuation of a spirit to help the home town. The same thing might advantageously be carried out in many towns in the Maritime Provinces.

SIR GEORGE FOSTER'S VISIT

Charlottetown is particularly fortunate in securing the services of Sir George E. Foster to deliver a patriotic address. Sir George is one of the greatest orators, not only in Canada, but in the Empire. On the occasion of his recent tour in Australia he was described by the Melbourne Argus as the Canadian Demosthenes. Prophets are not usually honoured in their own country, but in this respect Sir George is an exception, for in the House of Commons, the most critical audience in the Dominion, when he is slated to speak the House rapidly nills, both sides recognising that when Sir George is up, there will be something worth hearing and listening to. The address in Charlottetown will be delivered on Thursday night under the auspices of the Provincial Patriotic Society, and the People's Theatre has been engaged for the occasion. A short musicale will precede the address, and it is almost unnecessary to bespeak a crowded attendance.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louison.

SONNIE'S PRAYER.

Listen, Saviour, while I pray
For my daddie, far away;
Gone—as mother says—to fight
For our Country, King and Right;
Shield my daddie, Saviour, shield
On the distant battle-field.
When the shells ar falling near,
Wounding, killing—front and rear;
When his trench is bullet-swept,
Safely may he then be kept;
Shield my daddie, Saviour, shield
On the distant battle-field.
Take away my mother's fear,
Bid her dry each big warm tear;
Thou, canst guard him to the end,

And from ev'ry foe defend;
Shield my daddie, Saviour, shield
On the distant battle field.
Answer, Saviour, while I pray
For my daddie far away;
Grant us vict'ry send us peace,
Let this cruel war-time cease;
Until then my daddie shield
On the distant battle-field.
W. H. BIRD

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Established in 1876
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The Oldest Insurance Agency in the Province.

50 Per Cent

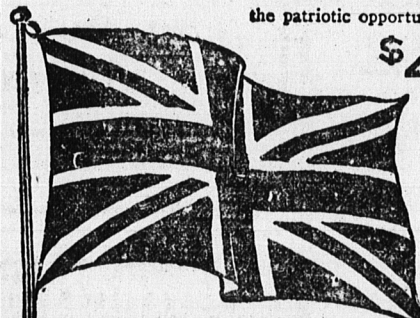
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[Incorporated 1913]
ONE OF THOSE THAT STOOD THE TEST
Guaranteed that 50 per cent was to be paid in 1914, but paid 100 per cent, 50 per cent in cash and 50 per cent in stock. With twenty pairs of beautiful Silver Black foxes capitalized at \$300,000.00 only \$15,000.00 a pair with all expenses and ranching free
GUARANTEES 50 PER CENT AT THE LEAST FOR 1915 OR WHATEVER MORE IT MIGHT BE
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WE PRESENT YOU

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\$4 FLAG OUTFIT



Stout, fast-colored, full-sized (3 x 5) Union Jacks, brass ferrule jointed pole, ball and halliard, and rustless window socket, on a basis which so nearly eliminates cost! on, if you already have a pole, etc., the flag alone may be secured.

\$1.10—For the Flag Alone; \$1.48 or, for the \$4 Outfit—

PATRIOTIC CANADA

THIS FLAG COUPON

(Accompanied by the amount mentioned in the announcement as covering the cost of the distribution)
Will, When Presented at the Office of the CHARLOTTETOWN GUARDIAN

Secure the reader of this paper presenting same to the office of the CHARLOTTETOWN GUARDIAN
The Full-Size Flag, Alone; or
The Complete \$4 Flag and Outfit

MAIL ORDERS.—If complete outfit is wanted send the \$1.48 and 7c. additional for postage in 20 mile zone (or 15c. in other zones of Province); for greater distances ask your postmaster agency to include for 2 lbs.; if flag alone is desired, send the \$1.10 and 7c. additional postage in first zone (or 7c. any Canadian point).

A FLAG FOR EVERY HOME

Fire Insurance A Necessity

Then insure in good strong stock companies, which never contest an honest claim such as is represented by

E. R. BROW

Charlottetown

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 Haying 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.

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