

PATONS LTD.

THE HOUSE OF QUALITY
AUTUMN IS HERE!

The calendar says so. The cooler days say so. Everybody's desires say so. More than all of them, the wonderful new stocks of merchandise in our store say so.

Here Autumn has actually come to pass. The AUTUMN MILLINERY is at its ripest and best; the complete assortments of Autumn apparel are ready—the suits, the coats, the dresses, the blouses, the gloves, the veils, the stockings, the neckwear—EVERYTHING that gives autumnal tone and color to the wearer—everything that provided home comfort and beauty for the new season.

There is such a gratification about having "first pick" of the new things, and now is the time to most fully enjoy this privilege.

THOSE BRIGHT-FACED CHILDREN AT SCHOOL!

How often we think about them—how our hopes and good wishes center about them. So much of their future depends upon what happens to them during the school days of preparation.

They must have the right clothes—

And we can help a lot, in that important service.

Everything, for boys and girls of all ages—everything best, because we spent many weeks searching out and comparing styles and grades, and fighting for best values.

Now we KNOW they're BEST. So will you.

THE YEAR OF THE SKIRT!

Fashion has smiled on the skirt again. Perhaps it has been the friendly influence of the sport coat and the handsome sweaters that have aided in the present unprecedented popularity of this useful garment.

At all events, the skirt has been newly developed into a garment of greater style, beauty and variety than ever before known.

The models are so different and varied. The fabrics are so striking; so effective, and of so many different kinds.

For sports wear—for business wear—for most pleasing semi-dress wear.

You'll be highly interested in the collection that we have ready to show you. THE NEW VELVET HATS ARE SO DELIGHTFULLY BECOMING!

Rich in texture and coloring, soft in their highly artistic lines—rolling from the face, or cuddling so quaintly around the hair; some large, some small, some simple, others quite elaborate—

Little wonder that women love them so and crowd our store each day.

Some are quite plain in color and trimming—some are decorated in sharply contrasting colors; some are trimmed with motifs of lace; some with radiant ribbons; some with ostrich.

So many women find they are more becoming than any other hats they ever tried on.

COATS FOR THE MISS OR YOUTHFUL MADAM.

It just seems as though the designing art of the whole apparel trade has set itself to work to create new beauty in Misses' Coats, this season.

There is such individuality to the styles. Each one looks as though it were specially made for the person who tries it on. There is a new gracefulness about them—a delighting clinging effect, that speaks youthfulness in every line. And then the fabrics are so rich and colorful. The coats look their comfortableness so completely.

So hard to express—so delightful when you try them on. THOSE FALL DOWN-POURS—UMBRELLAS TO GO UP.

How lucky to have the Umbrella at hand—at home or office—just when needed.

How fortunate that it should be so sturdy and good looking as these that we have provided for this special selling—just at the time when everyone needs to be specially prepared.

One lot for MEN and one for WOMEN

TIME FOR THE NEW KNIT UNDERWEAR.

The first chill usually brings the early cold that stays around all winter. "An ounce of prevention"—is merely the buying of the proper knit underwear, to have it ready to put on when the first chilly morning suggests it.

Here are all the nice new, comfortably made, perfect-fitting kinds.

PATONS

THE CHARLOTTETOWN GUARDIAN

Morning Daily (founded 1887) \$5.00 per year (delivered) in advance; \$4.00 per year (mailed) in advance in Canada, and \$4.50 for U. S. A.
Mal. A. A. Bartlett, President. J. R. Burnett, Editor and Publisher.
D. K. Currie, Associate Editor.

THURSDAY, SEPTEMBER 23, 1920

THE HOG MARKET.

Many farmers, impressed by the recent sharp decline reported in American barreled pork, have become panicky over the situation, fearing that the price of hogs this fall is going to be exceedingly low. As a matter of fact the hog situation is much better than it was a year ago. Looking over the market reports we find that in July, 1919 hogs were quoted in Chicago at 22 1-2 cents in September at 18 cents and in October 13 cents, a steadily falling market. In Toronto, which sets the pace for the Canadian market, the price in September and October, 1919, was 18 1-4 cents.

This year the situation is entirely different; the market has been steadily strengthening. In May Chicago quoted \$14.70; in August \$15.75; in September \$17.80. In Buffalo there was a similar steady advance. In Toronto May quotations were 20 cents, fed and watered, in August 19 3-4 to 20 1-4 and in September 20 3-4 cents to 21 cents. It will be seen therefore that this year the market is steadily strengthening while last year it was steadily declining.

The recent decline in American barreled pork is easily accounted for. Feed prices were high; hogs, owing to the prevailing high price of pork, were plentiful and farmers rushed them to market unfinished with the result that barreled pork became a drug. The market however is still looking for good quality and is willing to pay the price; so that we find that in the United States as well as in Canada there is a big demand and at strengthening prices for good quality hogs.

The fact that prices are stiffening up should set the minds of our farmers at rest on the pork question and, above all, should convince them that it would be very imprudent to rush their hogs into the market in an unfinished condition. Prices will not be as high as they were two and three years ago, probably they will not be high enough to leave a reasonable margin of profit over the cost of feed and care but in any case it will be more profitable to feed to a proper finish than to sacrifice the hog and at the same time do an irreparable injury to the pork market.

Quality always counts, whether on a full or an empty market and a safe rule to follow under any circumstances is to put up the very best quality.

EFFECTIVE ADVERTISING.

We are in receipt of the fall catalogue of the Messrs Holt, Renfrew & Co., Ltd., the well known fur dealers. Our purpose in referring to it is not to boost the Holt Renfrew business, which has for many years been speaking very effectively for itself throughout Canada and the United States, but to commend the catalogue itself as a model of effective advertising, such advertising as cannot fail to build up a business. The catalogue is an artistic gem to begin with, a booklet for the drawing room as well as for the office; printed on finely calendered paper, beautifully illustrated, each garment so displayed as to make a most effective and attractive picture. The cuts are reproduced from actual photographs of women as attractive as the garments they are displaying.

The catalogue is so designed as to create a demand not only for a certain garment but to show the beauty of the fur of which it is made, to set the pace both in style and fur and to so impress the beauty and the suitability of each as to make the desire to secure it practically irresistible.

Such advertising as this will do much for the fur business, a business in which this firm is extensively engaged and the lesson should not be overlooked by our fox men. Judicious publicity will popularize any worthy commodity and we feel assured that any lady with an incipient desire for a fur garment will, after a study of this catalogue, see exactly what she wants and will take the necessary steps to procure it. Talking in general terms of fur and fur garments and seeing them as displayed in this catalogue are miles apart; the catalogue is convincing and, where the means are available, will compel purchase.

AS TO ORGANIZERS.

The world knows more about organization today than it ever did before; there is more of it; there is more need of it and it is more easily accomplished than ever before.

Organization has become a profession and the professional organizer or promoter is an individual to be reckoned with. He is a trained force, a power in the land, a power for good or evil according to the object he has in view and the means which he adopts to accomplish his purpose. For this reason he needs to be watched, his bona fides need to be tested. Whether he comes with a gold-mining proposition which promises untold wealth or a political nostrum which assures benefit to one class at the expense of another, he may be depended upon to have his eye fixed on his own particular job. That is his business; that is why he is a professional organizer. New and untried schemes, like unexplored gold and oil fields, have their attractions for the unsophisticated and the credulous but experience proves day after day that the great majority are content to follow the charted courses and leave to the unsophisticated and the credulous the short cuts to financial, social or political happiness.

CURRENT COMMENT

To illustrate an intemperate zeal to mislead we cite a few excerpts from a farmers letter to his farm journal, which received editorial commendation as an effective presentation of cause and effect; contending with "Protection" for the "Interests" against the farmer. He commences by declaring he is an old man holding a "farm with forty head of cattle and five horses." He has evidently a fair share of this worlds goods to commence with. "I don't suppose it will sell for enough to buy the lumber in the barn! It is surely surprising news to learn that farm property has so depreciated in value in late years. Those who have been compelled to pay from twice up to five times former prices for farms of recent purchase will find it very difficult to believe that story. "When butter was 20 cents a pound it would buy more cotton than it will buy now at one dollar a pound." Most of our people are buying cotton and have a knowledge of prices. Has 10 cent cotton gone up to 50 cents or twenty cent cotton advanced to \$1.00? When potatoes were 50 cents a bushel, they would buy more shoe leather than four dollars a bushel will buy now." Nearly every one is buying shoe leather and have some fair knowledge of prices. Is it possible that the \$4. pair of boots of yore is now costing \$32. or the \$5. pair selling at \$40. Yet this is an actual argument against protection circulated exclusively amongst farmers in a prominent farm journal. Do they expect their intelligent readers to be influenced by such transparent sophistry?

Upon principle and in fact the great bulk of the people of Canada are of the intelligent class who are not carried away by the clap-trap or vote catching bait from any party. They reason for themselves and only the argument of fact and common sense will appeal to them. It is not to this class that the professional politician preaches his "gold brick schemes" and "get-rich-quick policies." It is to the floating fluctuating few, that number which too often constitutes the turning majority in an election, who are looking for easier roads to fortune than that by which all who succeed must travel, that the political magician entertains with his sleights-of-hand wealth producing fads. There has always been a percentage of this class of easy marks who jump to his hook like the trout to the fly only to realize their mistake when they feel the pangs of the sharp cutting barb. They are led to believe that governments have a controlling power over the natural and physical laws of nations, and can command prosperity or adversity to the country at will, that every evil is a designed product of the ruling powers, and that the sun of virtue shines only on the opposition camp.

There are some plain facts which the man of sense will not overlook. Canada must have a revenue to meet the interest upon her national debt, to maintain the public service, and to pay the pensions for war services. As the country grows in public business and in population, that revenue must needs also continue to in-

Daily Selections Guardian Readers Furnished by W. S. Louson.

CHANGING ONE'S DISPOSITION

Have you ever said: "I wish I had a more cheerful disposition?" How much do you wish it? Enough to dispose yourself so as to be in the way of getting it? Your words are idle and sinful unless you will have it, instead of wishing to have it. You are not responsible for the disposition you were born with, but you are responsible for the one you die with. Suppose you earnestly purpose for one week to look for pleasant things, and speak of them, and never speak of what you dread, or do not like. You will be more cheerfully and happily disposed at the end of the week, and you know it.

Maltbie D. Babcock.

Some people dream of happiness as something they will come to by and by, at the end of a course of toil and struggle. But the true way to find happiness is as we go on in our work. Every day has its own cup of sweetness. In every duty is a bit of hidden manna. In every sorrow is a blessing of comfort. In every burden is rolled up a gift of God.

J. R. Miller.

Love is not getting, but giving; not a wild dream of pleasure and a madness of desire—oh, no, love is not that—it is goodness, and honor, and peace, and pure living—yes, love is that, and is the best thing in the world, and the thing that lives longest.

Henry van Dyke.

crease. Less revenue than we now have will not meet these requirements. When the farmer or free trader proposes a reduction of duties upon any article, or line of articles, he is also proposing a reduction of revenue. That loss of revenue must be made up in some way. How does he propose to do it? One of their answers is that it will be implemented by an increase of imports. Let us then admit this and see how it works out. Five million dollars worth of agricultural implements are imported at a 12 1/2 per cent rate of duty. Reduce this duty by half and you must then import just double the quantity, viz, ten million dollars worth to realize the same amount of revenue. This means that five millions of dollars worth of implements now made in Canadian workshops, by Canadian workmen, fed by Canadian farmers, would be manufactured in the United States, by American workmen and fed by the American farmer. It further means that there would be that number of our skilled sons thrown out of employment in their home land, who would have to go over to the United States to get employment making these implements for Canadian use.

There are other answers given, such as raising the revenue by direct taxation, but this is what would inevitably happen, and there is no possibility of getting away from it. If it is not so, if lower tariffs will not increase importations, what purpose would they serve? And if they did not increase importation, from whence would come the increased revenue from the lessened duties? By increasing the duties upon the things which the other fellow uses? That would be another way, but the other fellow might object that he is already paying double as much as his fair share amounts to. Is the idea uppermost to shift the whole burden of the country's support and the payment of all war expenses and the heavy war debt upon the shoulders of industry and labor? If this revenue is war debt upon the shoulders of industry and labor? If this revenue is to be raised by direct taxation, will it be imposed upon the wheat product, this great "basic industry," or will they come back upon the workman whose industry they are trying to cripple or wipe-out, with his weakened forces and reduced ability, to maintain the public service and provide for the national expenditure?

There is loneliness and desolation in the state apartments of Liberalism. Their growing and well grounded suspicion, that in the selection of the "bright," "brilliant" and "able" (?) MacKenzie King, to lead their party they invested in a huge but useless white elephant, has developed into a scientific and practical confirmation. Their first discovery was his want of adhesion to party principles and his tendency to vary, according to the character of the audience he was addressing, from the well defined policies laid down as the platform of the party at the Ottawa Conference. The next revelation was the "lessening power of Liberalism," first proclaimed by himself, the natural outcome of his vacillating opportunism and trimming of his sails to catch every changing breeze, and finally the insubordination of the party machines when commanded to ascend the altars of sacrifice in the form of bye-election contests, in what they instinctively felt was a lost cause.

There will now be a period of excuse making with the Liberal party press, and explanations will be freely volunteered for the enormous majorities rolled up for the Meighen Government in Colchester and St. John-Albert. Principal amongst these will be that it was largely contributed to by the better class of Liberals who disapproved of by-election contests and who felt that it was only just to give the new government a season of trial. No doubt there were many good Liberals who viewed it in this light and voted in this accord. Without a doubt this splendid result was heavily contributed to by those who formerly opposed the

Millinery Opening

This Afternoon

A Fall Showing of the Season's Latest Novelties in Millinery, Silks, Mantles, Furs, Dresses, Suits, etc.

Everybody Welcome

S. A. MacDONALD



POCKET FLASH LIGHTS

These attractive articles have proved wonderful, useful, convenient and always on the job. You will find this safe and ready light very useful during Exhibition Week. We carry them in all styles, and sizes.

Special prices now prevailing.

The Rogers Hardware Co. Limited

QUEEN STREET. GRAFTON STREET

BOOT VALUES

- Women's Box Kip Boots in two styles \$3.50 and \$3.90
 - Women's Box Kip 9 inch laceboots—splendid style and good wearing \$5.90
 - Same quality in 7 inch high \$5.25
 - Women's high cut dongola kid boots \$6.50
 - Women's high cut fine calf boots Goodyear welt \$7.50
 - Misses Box Calf boots \$3.25
 - Misses glove grain split boots \$3.15
 - Men's heavy grain slip and clump sole \$6.00 and \$6.75
 - Boys' heavy grain slip and clump sole \$4.00 and \$4.90
- All other footwear at equal values.

LePAGE BRADY CO, LTD.

Wholesale and Retail

Government, but it has been more because of what they have seen of the marvellous achievements of those have been guiding the ship of state through the most turbulent waters, and because of their abiding faith in the progressive policy of the Government, than by any sentiment of political etiquette, or protest against ill-advised opposition.

Of the "Leafs" the fans say: "They done things well—in spots—and made an odd dollar for the management, as well as increased their popularity—but they failed to win a pennant! Syracuse done better. They won one, for Baltimore.

Milburn's Liniment for Burns, etc.

E. R. BROW

146 Richmond St
Charlottetown

Fire, Life, Accident, Sickness and Plate
Glass Insurance at Lowest rates.
Good Strong, Stock Companies

