

# \$1. DAY

Wednesday, June 30th.  
Boosting Charlottetown,  
Boosting P. E. I.,  
Boosting S.A. McDonald.

## \$1. Bill

More Goods for a Dollar  
Bill than you ever read  
before

### Special Rates by Rail from every Station on P.E.I. to S.A. McDonald's

- 500 yds. of dressgoods, regular price \$1.50 and \$1.75 per yard. \$1.00—dollar day.
- Ten yds. white and grey cotton, regular 10c. per yard—12 yds. for \$1.00—dollar day—600 yds. in the lot.
- 400 yds. of 25c. Curtain Muslin, 5 yds. for \$1.00—dollar day.
- 300 yds. of ten cent towelling, 12 yds. for \$1.00—dollar day.
- 120 prs. of corsets, all sizes, regular price from \$1.65 to \$2.25—\$1.00 per pair, dollar day.
- 25 doz. Ladies' Underwear, regular price 2 for 25c.—10 for \$1.00—dollar day.
- 20 dozen 25c. hose, 5 pair for \$1.00—dollar day.
- 8 dozen Men's Hats, regular price, \$1.25 and \$1.50—for \$1—dollar day.
- 6 dozen men's Overall's, regular price \$1.25 and \$1.35—\$1.00 per pair on dollar day.
- 6 dozen men's working shirts, regular price 65c. and 75c. each—2 for \$1.00—dollar day.
- 8 dozen Negligee Shirts at \$1.25 and \$1.35 each for \$1.00—dollar day.
- 20 dozen boys' wash suits, regular price \$1.25 and \$1.50 for \$1.00—dollar day.
- 50 pairs of boys' knickers, regular price \$1.25 and \$1.35 for \$1.00—dollar day.
- 25 boys' Tweed Suits to fit boys from 3 to 6 years of age, regular price from \$2.50 to \$3.50 each, for \$1.00—dollar day. Only one to each customer.
- 400 yards Sheeting, price 30c. per yard—4 yards for \$1.00—dollar day.
- 40 Ladies' House Dresses, regular prices \$1.25 and \$1.35 for \$1.00 on dollar day.
- 3 dozen Ladies' Blouses, made of good quality linen, high neck, regular price, \$1.25 to \$2.00 each—2 for \$1.00—dollar day. Only two to any one customer.

# \$1. DAY

at S. A. McDonald's

- 30 pair Lace Curtains, price \$1.25 and \$1.35 for \$1.00 per pair—dollar day.
- Three hundred Ladies' Hats, \$1.25 and \$1.75 and \$2.25—\$1.00 on dollar day.
- 5 dozen men's Underwear (summer weight), regular \$1.20 per suit for \$1.00 on dollar day.
- Men's Hose, regular price, 15c. per pair—10 pair for \$1.00 on dollar day.
- 25 dozen of 25c. hose—5 pair for \$1.00 on dollar day.
- 35 cent hose—4 pair for \$1.00 on dollar day, 20 dozen in the lot.
- 10 dozen Ladies' Kid Gloves (Perrin's) black and tan, all sizes; regular \$1.25 for \$1.00 on dollar day. Only one pair to each customer.
- Men's Neckties, price 35c. each at 4 for \$1.00 on dollar day.
- Ladies' summer Underwear, regular 45c., 3 for \$1.00 on dollar day.
- Kimona Cloth, 25c. yard at 5 yards for \$1 on dollar day.
- 50 Ladies' White Underskirts, regular values \$1.25, \$1.35 and \$1.50; selling for \$1.00—dollar day.
- 85 Night Dresses, regular price \$1.20 and \$1.35 for \$1.00 on dollar day.
- Ladies Drawers; regular 25 cent value at 5 for \$1.00 on dollar day. 45 pair, regular value 35c. at 4 for \$1.00—dollar day.
- Children's Colored Cotton Dresses, regular values \$1.25, \$1.35 and \$1.50 for \$1.00 on dollar day.
- Corset Covers, regular values 40c. each at 3 for \$1.00 on dollar day.

Many Other Bargains at  
1.00 Dollar Day  
**\$1. DAY**  
S. A. McDonald's

## THE Charlottetown Guardian

Advertising Phone ..... 132-3  
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President ..... A. A. Bartlett  
Managing Editor ..... J. R. Burnett

Thursday, July 1st, being Dominion Day and a statutory Public Holiday, the Morning Guardian will not be issued on Friday. The Evening Guardian will not be issued on Thursday but will be published as usual on Friday. Advertisers please note these changes.

MONDAY, JUNE 28TH, 1915.

### GRIT TOWER OF BABEL

Confusion is becoming worse confounded in the Liberal party to judge by the convention meetings being held. Take the Automobile question for example. Certain candidates have signed a pledge to repeal the Automobile Act, others have flatly refused to do so, while in the case of the First District of Queen's, the candidates have signed a modified pledge depriving the country districts of a privilege which the candidates are prepared to extend to Charlottetown and Summerside. What is the Grit policy on the question? Is there any body of responsible opinion in the remnants of the Grit party capable of giving a lead on the subject? Should the free and independent farmers of Kings, say, desire to link up their railway connection by automobile are they to be denied the right which the Grits would concede to Charlottetown and Summerside? Why should the Grits make flesh of the city and town and fish of the country? The contempt with which the Grits treat the farmers is almost incredible. At present under the Automobile Act, the most democratic measure ever introduced in any province in Canada, the farmers of each district have the power in their own hands to say whether they will or will not permit the automobile to run. One section of the Grit candidates would deprive the whole province of this right of choice, another would deprive the farmers only while permitting the city folk their blessed independence; while a third section would give the whole province equal rights in the matter. In this Babel of opinion who should prevail? Let us know exactly where the Grits stand on the question. The catchpenny policies of vote-mongering candidates are too numerous to carry conviction of the genuineness of any of them. Come out in the open and let us know where we may expect the curious conglomeration to stand in the unlikely event of one of each variety to be returned.

### GRITS BEATING THE AIR

Following The Patriot's lead, the Grit candidates in the First District of Queen's roundly denounce the Government for (a) increasing the salaries of certain officials and members of the Government and (b) for appointing ten school inspectors instead of five. We have already put the straight question to The Patriot.

In the unlikely event of the Liberals being returned to power will the Liberal party pledge themselves to reduce the present salaries? If not why not.

The Patriot declined to accept such a pledge and thus convicted itself of insincerity. Any candidate who follows The Patriot's deplorable example is equally insincere and not to be trusted by the farmers. The fact is The Patriot and every candidate know that under no circumstances would the present salary list be cut. A farmer or any business man knows that if he pay \$1 per day for labour instead of \$1.50 per day, the current rate, they just get the value and class of labour for which they pay. The Patriot itself has been foremost in its demand for further increases of salaries for certain people and cannot now consistently back down. Neither can any self-respecting candidate who seeks the suffrages of the electorate.

Regarding the inspectorate we should like to know what policy, if any, the Grit conglomeration has on the subject. Would they reduce the school inspectors and return to the Dominion Treasury the money for the other five? Or would they divide the inspectorate into two classes—one purely agricultural and the other purely scholastic? It is up to the Grits to make the choice or fall in with the present policy. The policy of the Government has been described by the Department of Agriculture at Ottawa as the best in the Dominion—in fact twenty years ahead of any other province. Are the Grits prepared to favour a retrograde movement in education—or are they merely trifling with the educational interests of the farmers of this magnificent province?

### DOLLAR DAY

The Retail Merchants' Association, recently organized in this city, is, we believe, the first effort on the part of our retail merchants to get together. Heretofore each was working out his own commercial salvation relying on what his own unaided efforts could accomplish. And, generally speaking, the reliance was justified. Our merchants have, we believe without exception, made a success of their business. But times are changing. A quicker pace has been set, a broader outlook has developed. Mere individual success is not now the goal; the interests of the whole community, of the whole province, are being considered, not necessarily for unselfish and philanthropic reasons but because we have learned that through co-operative effort, through mutual helpfulness, we can best help ourselves as well as the community in which we live.

This is the trend of the new forward movement, the idea that is today being emphasized in our school work, our agricultural education; it is the keynote of the optimism and the progress that have become evident in our province during the past few years.

Our farmers throughout the province are co-operating as never before; Seed Grain Associations, Live Stock Breeders' Associations, Farmers' Institutes, Egg Circles, Women's Institutes, Teachers Associations—all these are part of the forward movement now in progress, part of the modern idea of progressiveness. The merchants have done well to follow the lead so successfully followed by our farmers and we have no doubt they will find it equally profitable.

The object of the Association is mutual helpfulness, the betterment of general conditions. And there is much that can be done in the way of civic legislation, improvement of marketing facilities, the securing of better accommodation for customers &c. But the thing is not to be one-sided. The co-operation movement must not be confined to the merchants; the city as a whole as well as the peoples throughout the province should join in the movement and

help make it a success. The people's first opportunity will present itself on Wednesday next, Dollar Day, when the merchants are displaying their special bargains. The generous patronage of the public, on this the first bargain day will repay both the public and the merchants, for it may be taken for granted that, in order to give the movement a good send off, the merchants will vie with each other to give the utmost possible value for every dollar expended.

We trust city and country will unite in making Dollar Day a memorable one in Charlottetown. The City should be gaily decorated with bunting to show there is something special doing; the citizens should as far as possible do their shopping in the morning before the special trains arrive, thus giving the visiting customers a chance in the stores, and all should unite in making the affair a great success.

### AWAKE BRITONS

The seriousness of the task before the British Empire to-day is indicated by the fact that Sir John French granted one of his staff, Captain Frederick E. Guest, son of Baron Winborne, seventy-two hours leave of absence to come over to London to tell the House of Commons the need of men and munitions and also to impress upon them the peril confronting the nation.

Captain Guest in the course of the debate on the Munitions Bill said that the nation still failed to grasp the meaning, size and significance of the war. The energizing of the manufacture of munitions, he said, although it brought a sigh of relief to the trenches, was only tinkering with the main proposition of the summer offensive.

He spoke of the enormous difficulties under which the Allies were laboring and asked: "Where would they have been but for the indescribable gallantry of the French troops in the past six weeks?"

Capt. Guest said that the nation ought to be organized to the utmost. He said that he had strongly opposed national service before the war, but that what he had seen at the front had convinced him that before the war was over men would be wanted in such numbers, and munitions in such quantities, that no other system could overcome the difficulties.

It was true, he said, that more men had enrolled than could be usefully employed at present, but only for the present. He said he was convinced that if the war was prolonged, national service would be a fundamental necessity of the country's safety.

In the face of such a declaration as this from such a source is it not time that we too in this part of the Empire had awakened to our responsibilities as well as to our danger? Is there a man among us, whose duty it is to offer his services, who will refuse this call of the Empire?

### UNBEATEN RUSSIANS

Although the Austro-German army has driven the Russians from Lemberg, the capital of Galicia, which has been held by the invaders of Austrian territory since last September, the successful forces have little prospect of winning a decisive victory. They are unable, in fact to finish their job. The Russians have retreated for the time being, but their tremendous army remains unbroken and is still capable of resisting the enemy's advance. Von Hindenburg realized the situation some time ago, when he said: "Of course we cannot go to Moscow." The Austro-Germans will still have to keep great bodies of men to hold the Russians in check, for the weakening of their lines to any extent will give their foe the opportunity to advance once more and threaten the territory of the German allies. It is also evident that the Russians are organizing the factories of the country to produce ammunition on a larger scale than hitherto, so that it will not be necessary to depend on foreign countries for supplies. Meanwhile it is reported that munitions of war intended for the use of Russia's armies are arriving at Vladivostok in great quantities, so much so in fact that the facilities for forwarding them by rail through Siberia are very inadequate. To remedy this, rush orders for cars and locomotives are being placed in the United States and Canada. With more ammunition both from home factories and abroad, the Russians should in due time be able to resume the offensive against the enemy, which is even now being kept well occupied in the eastern field.

With every Russian reverse rumors crop up that the country is secretly working for a separate peace with the enemy. These rumors are always denied. This time there is corroboration of the denial from Berlin, the Frankfurter Zeitung, in an inspired article, declaring positively that there is no truth in the stories that negotiations are under way looking to the conclusion of peace with Russia. In this connection it should be remembered that Russia and the other Allies have signed an agreement not to make a separate peace. It is to Russia's advantage to keep this pledge, so even if the forcing of the Dardanelles is a slow and difficult business, the Czar's armies may be counted upon to continue doing their share towards bringing about the defeat of the common enemy.

### NOTES

The Italian Government's announcement that grave penalties will be imposed in the case of any person who publicly circulates any report about military operations except those contained in the official bulletins, follows close on the order expelling newspaper correspondents from the neighborhood of military offices and camps. The people of Italy and their friends evidently are not to be very much enlightened as to the progress of the war if their Government can help it. In this respect they are in much the same position as the people of some other belligerent countries. In time of war much secrecy is necessary and even more is practised.

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DAILY SELECTIONS  
FOR GUARDIAN  
READERS  
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Furnished  
by W. S. Louson.  
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FOR FAMILY WORSHIP

By John Timothy Stone, D.D.  
Generations and times change in religious as in secular and social customs. The custom of family worship is now prevalent. In general it prevails with those who read articles such as this, for we are interested; but it has passed from many a home whose father and mother knew its place in their childhood. Although the blessed custom has drifted out of modern life, there is a place for it and it will surely return. God made the home the unit of society, and nothing can take its place. The church will be stronger as the ties of home-life tighten, for the home and the church are very closely related. But the home without religion has lost its greatest charm and

## Some Useful Seasonable Articles for \$1. on DOLLAR DAY

- 2 Brassieres for \$1.00
- 1 Brassier for 1.00
- Corsets 1.00
- 2 pair Corsets 1.00
- 2 Vests for 1.00
- 4 Vests for 1.00
- 8 Vests for 1.00
- 1 Blouse for 1.00
- 1 Middy for 1.00
- 1 Princess Slip for 1.00
- 1 Apron for 1.00
- 6 Tea Aprons for 1.00
- 1 House Dress for 1.00
- 1 White Underskirt for 1.00
- Combinations 1.00
- Night gown 1.00
- 2 Night Gowns for 1.00
- 4 Nazareth Waists for 1.00
- 2 pair Drawers for 1.00
- 3 Corset Covers for 1.00
- Kimona 1.00
- 4 pair Childrens Drawers for 1.00
- Colored Linen Underskirts for 1.00
- Black Sateen Underskirts for 1.00

## PATON'S

### PRINCE EDWARD Evening 7 & 8.45

Episode Fourteen

## The Master Key

In Two Parts

Other Pictures

Including a Broadway Star Feature

For Complete Program See Evening Papers

### People's Theatre 7.15 and 8.50

Pathe Presents

## "The Wolf Unmasked"

A Powerful American Drama in Three Parts  
Lots of Mystery, Love and Excitement, Featuring  
James Vincent Roy Sheldon Violet Stuart

### The Beloved Adventurer Series No. 4

"THE GIRL FROM THE WEST"

In Which Lord Cecil is Still in Search of an Heiress  
And He Gets Her—Yes! No!

### Runaway June Episode Fourteen

Battle Royal in This Number—Ned, Blye and June  
What Do They Do?

## 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

## Summer Footwear For Men

### GOFF BROS.

We have a complete line of Summer Footwear, just the kind men like to wear, in Patent, Tan and Gun Metal, Button or laced, Patent with Cloth Tops, high or low pointed toes, also Tan Rubber soled shoes price \$4.50.

When looking for Tennis Shoes we have them "all sizes" Men's, Women's and Children's.

## GOFF BROS.

The Shoe Store

Regal, Banker and Slaters Boots for Men