

S. A. McDonald's

The Island's Leading Store

Ladies' Coats \$10.00

A special value, made of good heavy weight, all-wool material in colors, tan brown and black, finished up in the season's style, regular 14.00 value—our net price is 10.00, in all sizes. We know this to be the best 10 00 coat in the City.

LADIES' SERGE DRESSES: made from all-wool serge, a good heavy weight; well-finished, a good dress in every respect, a special value 5.75 each.

Ladies' Hats \$1.00

Regular Prices \$1.50 to \$3.00

On the large table on the second floor we have placed a large quantity of ladies' felt shapes. In most of these lines there are only one or two of a kind left. The regular values run from 1.50 to 3.00—going on sale now for 1.00 each.

More New Dress Goods

We are fortunate in receiving another shipment of serges and tweeds. The values are real good, considering the present state of the dress goods market. Prices from 50c to 2.25.

Coating Cloth

A splendid range of heavy, all-wool materials, comprising all the season's newest weaves and shades, ranging in price from 1.25 to 3.50.

Kimona Cloth

30c to \$1.20 per yard

We are showing today a large range of patterns in Eiderdown fancy Kimona flannellette in Pink, Blue, Red and Black check. Prices at 30c to 1.20.

Ladies' Rat Coats \$50.00

For ladies. This is one of the best values in rat coats we have shown for the past two years. It is a nicely marked coat with a good quality of silk lining—a coat that is recommended to us by the makers and one we can recommend to our customers. The net cash price of these coats is 50.00.



Girls' Sweaters

For girls with the roll collar, or the buttoned up, military style, ranging in price from 1.25 to 2.50 each, in navy, brown cardinal and khaki.

Boys'

Coat Sweaters

A good range, beginning with the pull-over sweater to fit lads from 6 to 10 years at 50c each. Other lines at 75c, 1.00, 1.25, 1 50 to 2.50.



Girls' and Boys' Coats

A splendid comfortable coat; just the thing for this season of the year. We have these coats to fit boys also from age 4 to 12 years. They run in prices from 3.00 to 6.50.

LADIES' HOSE: "Our Leader"—a splendid all-wool hose, in all sizes at 25c per pair. Other lines at 35c, 45c, 50c, 65c and 75c.

S. A. McDonald

THE Charlottetown Guardian

President A. A. Bartlett
Managing Editor J. R. Burnett

SATURDAY, NOVEMBER 6, 1915.

OUR TOURIST TRADE

In the comfortable, peaceful and prosperous security of our isolated province we, not infrequently, sneer at the idea of the tourist business amounting to anything. When confronted with the fact that tourists and occasional visitors spend money freely in the places they visit, we merely shrug our shoulders and say they leave the money with the hotel-keepers and the merchants and the rest of the community, the great bulk of the population, receive nothing from them. This argument, too commonly used in other connections as well, is a pernicious one and begotten of the lowest kind of selfishness. The fear that some one else may make a dollar has been a stumbling block in the way of many an enterprise. It is unworthy of enlightened people although, sadly, too common not only here but elsewhere. If only one man in a community, as a result of his enterprise, makes a few extra dollars the whole community is benefited. If the tourist trade should leave several thousand dollars in the hands of our hotel-keepers and merchants the province as a whole would be benefitted to that extent. All the money spent in our province finds its way into the general cash circulation and everyone who works for it receives his share.

But to return to the tourist business. Does it pay to encourage it, to spend money in developing it? W. T. Robinson, organizer of the Canadian Travel Association (formerly General Advertising Agent of the Canadian Pacific Railway), has prepared a careful estimate of the amount of money spent by tourists in Canada last year. His figures are \$50,000,000. Startling as it may appear, these figures place the value of tourist traffic in the fourth position with respect to revenue from Canada's national resources. The comparison is:

Field Crops, Canada, 1913	\$509,437,000
Forest products, Canada, 1913	161,093,000
Minerals, Canada, 1913	102,300,000
Tourist traffic, Canada, 1913	50,000,000
Fisheries, Canada, 1913	43,667,000

The United States Bureau of Statistics has made a calculation in regard to the amount of money spent abroad in 1912 by American tourists. On the basis of 800,000 persons sailing from the United States in 1912, it is estimated that 400,000 were tourists and that each of these spent on an average \$1,000 on the trip, making a total annual expenditure abroad by American tourists of \$400,000,000.

It is calculated that from \$25,000,000 to \$30,000,000 is spent each year by tourists in the three great tourist cities, London, Paris, and Berlin. Figures have been compiled by the New England railway lines with respect to tourist traffic in the New England States. In these states there are 4,406 hotels and boarding houses capable of accommodating 221,141 people. In 1913 these accommodated 1,400,000 guests, and it is calculated the tourists spent there not less than \$100,000,000.

These are large figures. The \$50,000,000 was spent largely in certain localities, and of course on the railways and steamers throughout the country. The point for us to remember is that in every locality which received its proportion of the \$50,000,000 there were certain natural attractions, scenic beauty, facilities for enjoyment, healthfulness of location, etc., and chiefly that these attractions were advertised abroad. We in Prince Edward Island, received a proportion of the \$50,000,000, but a pitifully small proportion. We might have had a very much larger proportion had we gone after it. We have many of the attractions that the great majority of tourists are in search of. Above all we have a summer climate that for healthfulness cannot be surpassed anywhere in the world; we have quiet, pastoral scenic beauty that invariably attracts; we have facilities for boating and bathing; we have splendid roads along stretches of beautifully cultivated farms, by sun-kissed rivers and pebbly beaches. True we cannot use our autos nor can we allow our visitors to bring theirs any nearer than Pictou or Point du Chene and a great many of them refuse to leave their autos behind them, preferring to stay where they may use them. Nevertheless, even with this handicap we still have attractions that will appeal provided we tell the world about them. A good deal has been done in the past year or two to attract visitors, but much yet remains to be done, but the first thing we need is to get a proper grasp of the value to the province of a good, healthy, properly encouraged tourist trade. Realizing the wealth that could be derived from it we would put forth a greater effort in securing it.

THE WAR

The war news is alternately encouraging and depressing. To those who predicted an early annihilation of the Germans it is extremely depressing, while to those who look the situation fairly in the face there is sufficient to encourage and entuse.

There are those who are in a panic over the Balkans and the Dardanelles and are accepting Germany's prediction that she will shortly overrun the rest of Europe, capture Egypt on her way and march victorious to India. These are they who a year ago announced

ed that Germany was starving, that the Austrians were annihilated, and who, after the bombardment of the Dardanelles began, set an early date for the arrival at Constantinople.

There are many features in the situation, it is true, that are discouraging and depressing. Germany has put up a tremendous fight but when it is remembered that she did so after a forty-years preparation against people who were absolutely unprepared, her achievement was much less than we in our pessimistic moments usually give her credit for. The London Saturday Review, commenting on the situation, says:

"Germany is not going to march to India any more than she is going to march to Cape Town; and she is not going to take possession of Egypt on her way. For one thing, Germany knows far too much about the art of war to indulge in such absurd wild goose chases.

"What we have all got to do at this moment is to pay not the smallest heed to panic-mongers and be no more scared by their bogeys than were the common sense among us elated by the trash of the 'Optimists' during the first year of the war. Panic is the ugly brother of anarchy; and anarchy really is a 'more dangerous enemy than Prussia.'

"As for seeking about to-day for imaginary despots or demagogues who by some marvel will pull us out of our difficulties, it is totally useless; it is like people with a serious illness flying from doctor to doctor and exchanging prescription for prescription. The end of that can only be nervous prostration.

"But what is our position to-day, viewed soberly and with intelligence? In some respects it is actually a little better than it was before the new Balkan crisis was suddenly sprung on the country. For many weeks the whole Russian Army, after its extremely severe defeats and its long and agonising retreat, was in the gravest possible danger. That phase may not yet have completely passed; we are not at all sure it has; but beyond all doubt the position is much eased on the Eastern Front, even though Dvinsk should fall. On the Western Front the French and British armies have given the Germans a rare taste of their quality. We do not expect to break through the German lines, much less free France and Belgium, at present, and the stories, as usual, about the terrific carnage of the Germans there are rubbish. But we have no belief that the Germans are going to break through the line of the Allies now, much less sweep us into the Channel. Thus the position is far securer—almost incomparably securer—than it was not so many months ago. Baulked in a large degree of their prey on the West, and disappointed—if in a less degree—in the East, Germany is striking hard in the new quarter, in the Balkans; and she is certainly beginning to menace gravely our holding in Gallipoli, which has never been too comfortable—in spite of the amazing delusion that for months past we have been on the verge of getting through there. Germany has brought in the coolly calculating Bulgaria on the strength of her immense prowess and feat of arms in Russia, and has made Greece hesitate. On the whole, she has done great things on land, not the least of which has been her capture and stiffening of the Austrian Army which was hit hard by Russia last winter, though not so hard as reported here officially and unofficially. On sea she cuts a very wretched and craven figure indeed. Her submarine campaign has not been really effectual, and our power at sea and our unquestioned mastery of her there in every quarter grows and grows; only we must keep building hard.

"We see no cause whatever for panic or for unmanly choruses of shrieks and moans. The real danger which threatens to-day is not the danger of the British Empire going under to Germany. There is no reasonable chance, of that; and the talk about it is mainly fudge. The real risk, as we have so often urged in the past, is the risk of a made-up peace after a muddled draw, and a half and half sort of settlement to follow. And we shall need a thorough and relentless policy at home, indeed, and a far more rigorous discipline for the lax and libertine section of our people, if we are to avoid that."

NOTES

The British have given the Germans a dose of gas, and Sir John French makes it quite plain that they will give them another should the Huns again resort to this method of warfare. This is the only way to make a protest effective with the Germans.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

TATION.

By Rev. Samuel M. Miller.

I thanked God for Christian patience, fortitude and prayers have followed me every day of my life, have succored me in the hour of temptation and strengthened me for life's responsibilities; and have been a constant buoyancy to my soul when the fire has burned low.

I thank God for good men and women, whose pure lives are a perpetual rebuke to my imperfections and make me believe in a possibility of my achieving personal goodness.

I thank God for the men and women who keep alive in me the belief in great ideals.

I thank God for a friend here and there to break the monotony along life's road, who thinks kindly of me, and whose friendship is unselfish and heroic.

I thank God for the great friend whose abiding presence grows ever sweeter to me, and who forgives my sins and believes in me when others do not and I despair of myself; whose love is higher than the heavens, broader than the world around, deeper than the heavens, broader than the kingdom of death, and more enduring than the successive rounds of day and night.

I thank God for enough sorrow to keep my heart tender and make me sympathize with all others who sorrow.

RED CROSS SHOPPING MADE EASY AT PATONS

Plenty of Grey, Red and Khaki Flannel.

English Flannelettes in stripes and plain, suitable for night shirts, pyjamas, etc.

Twill cotton, single and double width.

Blanketting for Convalescent Robes.

BUTTERICK PATTERNS FREE for all kinds of Garments suitable for Red Cross use.

Knitting Yarns

Red Cross knitters will find PATONS yarns the best, in Grey and Khaki, suitable for Socks, Mufflers, Balaclava Caps. Seven in one Crochet Garment, also Berling Wool for Caps, Wristlets and Mufflers. Knitting needles, Crochet hooks in bone and steel. All goods for Red Cross work at Special prices



Butterick Patterns
Waist 8018, Skirt 8019

PATONS

PHONE 9-6

Victoria Row Charlottetown, P. E. Island

NOTE:—

Also ready-to-wear Military Ties, Socks, Body Belts, Handkerchiefs, Underwear, Pyjamas at special holiday prices. PATONS.

Always Be Prepared

It's the only Safeguard

Carry Insurance against every contingency with



Hyndman & Co., Ltd.

Established in 1876

61 Queen Street Charlottetown

The Oldest Insurance Agency in the Province.

Get Your Stoves Now---Take Advantage of the Big Savings

Just a little while longer—a week or so at the very most and our Big Stock-Reducing Stove Sale will be over.

The time is here—the opportunity is yours to buy high quality heating and cooking stoves at a big saving in price. If you are going to take advantage of this sale, you must decide quickly and act at once.

Imagine getting a Silver Moon-Burner at such prices as these:
No. 10, \$12.00.
No. 11, \$13.00.
No. 12, \$15.00.

Get a good Range now. If it has been the price that has kept you from owning a good kitchen range, you have not that reason now. For you can get at this sale, the celebrated Capital Favorite Ranges at about the same price as an ordinary cooking stove. Then, there are other good ranges here, and everyone has been cut in price to clear out quickly.

Fennell & Chandler, Victoria Row

Men and Boys Boots for Mud and Wet

Made by the Wry Standard Factory, Sackville, N. B.

Are the right kind of Boots to buy for hard wear—This Company Tan their own Leather and make the Boots of Solid Leather throughout so you can depend on this class of Footwear—Prices reasonable at

GOFF BROS

Sole Agents for P. E. I.