

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



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

WEDNESDAY, NOVEMBER 10, 1915.

HELP THE STARVING BELGIANS

No one can adequately appreciate the debt we owe the Belgians. They saved Paris, they saved London, and probably saved the Empire.

As the first consequence of their heroic stand they are now in the direst straits any people possibly could be in.

Seven million of them in their native country do not know where to turn for a peaceful habitation. Three million of these are on the verge of starvation. Two hundred thousand are being cared for in Britain.

The Belgian Relief Committee consists of the Lord Mayor of London, the Archbishop of Canterbury, Lord Norfolk, Cardinal Bourne, Lord Lansdowne, the Moderator of the Church of Scotland, Lord Rosebery, the President of the English Free Church Council, Viscount Bryce, Hon. Arthur Henderson (Minister of Education), Chief Rabbi Hertz, Mr John E. Redmond, M.P., Mr W. A. M. Goode, Secretary, and Mr A. S. Benn, Treasurer.

This representative Committee has conceived the idea of celebrating the birthday of King Albert of Belgium by raising sufficient funds to feed for one day 3,000,000 Belgians at an estimated cost of 12c. per head. Short notice has been given for the purpose, but cabled appeals have been made to every dominion and colony to come to the Belgians' assistance, and we feel confident that on the 15th, instead of enough to feed these poor people for one day, there will be plenty probably for a week.

But if Prince Edward Island is to do her duty, she must act at once, and the mode of action is to forward at once to the Hon. Secretary-Treasurer, Mr D. J. Riley, Charlottetown, as many sixpences as we can afford. Don't wait to be asked, but send your contribution at once.

—It would be a fine thing and a lasting credit to us, were the Governor to be able to cable to the Lord Mayor on Friday enough money to provide for 20,000 Belgian women and children—and that would only mean \$2,000.

BRITAIN'S REPLY TO UNITED STATES

After a period of six months the United States has made its rejoinder to Sir Edward Grey's reply to the original protest against interference with United States shipping trade. The rejoinder states that the U.S. Government "cannot submit to the curtailment of its neutral rights," and it cannot "with complaisance suffer further subordination of its rights and interests."

In other words, the blockade of Germany by Britain is, in the opinion of the United States, "ineffective, illegal and indefensible," and an unjustifiable interference with the trade of neutrals, and especially with the trade of the United States.

In considering the nature and tone of this latest note, we must dissociate from our minds altogether America's unofficial sympathy with us as expressed from the Atlantic to the Pacific. Our neighbours to the south at the outbreak of the war were swept by moral indignation to support our cause. They were convinced that Britain and her Allies are fighting on behalf of Christian civilization to destroy a false and brutal idea symbolized by German "Kultur." This conviction for the moment transcended all thought of where ultimately self-interest lay, and it had its influence on the executive to a certain extent. But it was too much to assume that such cordiality would continue to govern diplomatic relations to the exclusion of the discussion of thorny questions such as those relating to the interruption of sea-borne trade. While crowds are swayed by sentiment, governments are guided by precedent, and the government of President Wilson has, under the guidance of Secretary Lansing, been delving into the practice followed by the United States and Great Britain in 1862. It is more than probable that the precedents cited by Secretary Lansing are diplomatically correct, but, circumstances alter cases and provide new precedents.

In 1862, when the United States was at war, Britain recognized international law and was bound thereby. With the present belligerents it is different. The British Navy, suddenly opposed by an enemy recognizing no law, had to develop a defensive offensive organization to suit the altered conditions. The speed and efficiency with which this was developed has been unparalleled in history, and of course in the developments some precedents have had to go by the board. But we may rest assured that Sir Edward Grey will be able to cite precedents to justify the abandonment of the precedents in question. The claim which Britain will make in reply to this note will be that she is committing no act which is opposed to the sense of the law of nations as applied to modern warfare at sea.

HURTFUL CRITICISM

There are certain newspapers and certain individuals in Canada that think it politically advantageous to criticize and belittle the efforts of those who are carrying Canada's burden in the war. Major-General

Sam Hughes has been singled out especially by these cheapjacks for unkind and caustic and supposedly "funny" attacks. Certain penny-a-liners have made a specialty of this species of political warfare and their vapourings are given a place in certain newspapers whose partyism stands out very much more prominently than their patriotism. And as there are certain newspapers which publish this sort of rubbish, so there are certain individuals who are ready to believe it. In this way public opinion becomes more or less poisoned, public confidence in the men at the head of affairs becomes more or less weakened and that unity which should characterize a nation standing neck deep in a life and death struggle is impaired.

For this kind of criticism the oldest evening paper in London was suspended the other day by the authorities and its papers and plant seized and locked up. Similar measures will probably be taken in Canada if these would-be funny people persist in their dirty and dangerous childishness, and the sooner it is done the better.

Major-General Hughes is to-day probably the busiest man in Canada and few men in Canada or elsewhere have as much to their credit as he has. But because he is doing things, because he is in the limelight, he is a ready mark for the cheap wits and, regardless of consequences, they continue their cowardly attacks. Apart altogether from the fact that a censorship has been established in Canada for the purpose of eliminating from the newspapers everything calculated to either directly or indirectly benefit the enemy, the commonest form of common sense and common decency should suggest that all criticism of the kind we have referred to is a serious handicap to enlisting and to any other assistance that the public may feel disposed to give in the cause in which all are, or ought to be, so deeply interested.

Nothing could be more pleasing to the Germans than to learn through Canadian newspapers that the Minister of Militia or any other official in connection with our military preparations is inefficient, and nothing will more surely discourage recruiting among Canadians than to undermine their confidence in the heads of departments. Canada is in this thing for its life and no barriers or hindrances should be placed in the way of those who are willing to do their part.

NAPOLEON AND THE KAISER

Every day the resemblance between Emperor William and the Kaiser grows stronger, says the Canadian Courier. In 1810, France stretched from the confines of Naples to the Baltic, Holland and the Hanseatic towns having been the latest additions. It was possible to travel from Lubeck to Rome without passing outside the boundaries of Napoleon's domain.

Shortly it may be possible to travel from Hamburg to Constantinople without passing outside the area controlled by the Kaiser's soldiers. Austria is virtually a vassal kingdom of the Prussian, and Bulgaria will shortly be dominated by the same impudent power.

Another comparison lies in the inevitable end of this attempt at world-conquest. Napoleon's final defeat was inevitable from his first campaign, and so is the Kaiser's. Napoleon attempted the impossible, and so did the Kaiser. Napoleon's Russian expedition of 1812 has been much discussed in comparison with the Kaiser's Russian campaign of 1915. It remains to be seen whether the results will be the same, but at present it seems likely. The campaign in Bulgaria has its counterpart in Saxony in 1813. Napoleon's great victory at Dresden in August of that year only postponed the great defeat at Leipzig in October. The Kaiser may occupy Nish and join hands with the Turks, but his Leipzig will come sooner or later. Between Napoleon's last victory at Dresden in August, 1813, and the occupation of Paris in March, 1814, there was only a period of five months. The downfall of the Kaiser may be less swift, but it is equally certain. Will it be Elba or St. Helena?

NOTES

The departure of Lord Kitchener for the scene of the conflict in the Balkans will renew the confidence of the people in the final outcome of operations in that region. Lord Kitchener, to a greater extent perhaps than any other military man in Europe, has studied and understands the situation in the near East, and his presence at the front is expected to clear up any tangle that now exists, and pave the way for a united effort that will ultimately drive the Teutons back to their own territory and leave their Bulgarian allies in a most critical position.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

THINGS WE KEEP.

Have you ever noticed how we cling to the odds and ends that accumulate round us with the years? Time and again do we loiter to turn out those drawers, and do away with some of the useless things, in energetic moments we even commence; but nearly all of us end up by folding up our little treasures in their tissue paper, after a glance brought us a smile or a sigh. And back they go again until the next burst of energy.

There was a gaudy little brooch young Ted had given me as a necklace, of my mother's. And the dance from

amme, snapshots of girls at school my first love-letter, a tiny curl mother had cut from my head when a baby, heaps of photographs, Christmas cards, school certificates, pieces of ribbon, a broken bangle, and the hundred and one things that one never uses but never has courage to throw away.

Ostrich Feather Ruffs

Black, White and Black and White Neckwear, Dainty Neckwear NEW

Our line of Fall Neckwear Novelties is a winner—more than ordinarily attractive. See Eastern Window.

Lovely new Chiffon Pleating by the yard. 3/8 of Ostrich or Maribou stitched in the centre of this pleating will make a lovely dressy Ruff and cost you within a Dollar.

Pleating 85c and 90c per yd. Maribou \$1.00 per yd. Ostrich \$1.00 per yd. White with Black picket edge also all white with hemstitched edge. Ostrich comes in Brown and White, Black also White.

Pretty Ostrich Feather Ruffs, correct length, \$3.25 4.00 and up to \$10.00.

Also new stock of Ladies' Collars and Neckwear, new Laces, Chiffons and Veilings.

PATONS

Phone 9-6 Victoria Row Ch'town, P. E. I.

Miller Bros Pianos

The Heintzman & Co.

--A Piano for the Fastidious

The makers of the Heintzman & Co., Piano are not in business to produce merely a good or a VERY GOOD instrument; they manufacture beyond question the BEST PIANO that has ever been offered the public, and the whole resources of their institution are bent toward maintaining their SPLENDID STANDARD and IMPROVING IT, be it ever so slightly, from time to time. The Heintzman & Co. Piano is not an instrument that is produced at a given price to place upon the market; the expense of its manufacture is a matter of but minor consideration, and the ruling idea has been to make the best piano that skill and genius can put together irrespective of cost. The Heintzman is beyond ordinary commercial usages, and is far beyond the ordinary best piano quality.

The exquisite quality of tone in the Heintzman Piano is a matter of marvel. Every other manufacturer acknowledges its unrivalled beauty and very many have spent time and money in the attempt to duplicate it.

Nevertheless, the Heintzman tone remains today a thing apart in Piano tone; there is no other piano like the Heintzman, and we think, no other can satisfy the fastidious purchaser—who can afford to have one.

We are sole handlers of Heintzman & Co., Pianos in Prince Edward Island. It will give us pleasure to have you examine our stock.

MILLER BROS.

123 Kent Street

Five times larger stock of pianos than any other house in Prince Edward Island.

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.
and remember, it is the same Silver Moon, with all the improved points and patented features, only priced low to clear out, and clear out fast, during this sale.

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 out 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.