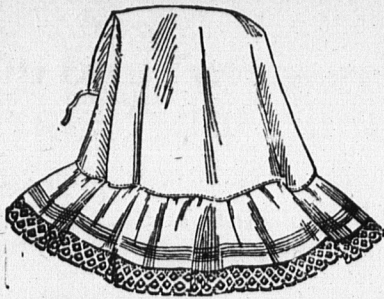


S. A. McDonald

The Island's Leading Store

White Goods Sale 20 p. c. Dis.

We have planned to make this the biggest White Sale in the history of our business. The goods were imported direct from the largest white goods factory in Canada. We save you the middle mens' profit, also a special discount of 20 per cent during the great white sale. This sale begins today and will last for one week.



Undershirts 20 p. c. dis.

Made from extra fine cotton, embroidery flouncing, with dust ruffles, finished with lace insertion at 1.35, 1.50, 1.65, 1.85, 1.98, 2.00, 2.25 and 2.75—20 per cent off these prices during the white sale.

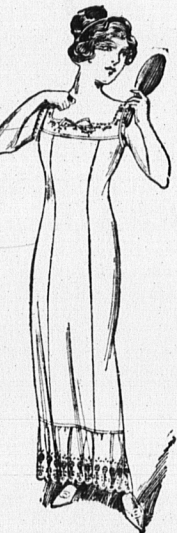


Infants' Robes 20 p. c. dis

Made from extra fine quality white Lawn, trimmed with embroidery and insertion at 65c, 80c, \$1.20, 1.65 and 2.10—20 per cent discount during the white sale.

Childrens' Dresses 20 p. c. dis.

Embroidered and trimmed with lace insertion, to fit sizes from 3 to 14 years at \$1.00, 1.25, 1.50, 2.25, 2.75, 3.25, 3.50 and 3.90—20 per cent discount during the white sale.



Ladies' Nighties 20 p. c. dis.

Slip-over style, short sleeves, finished with lace insertion, embroidered yoke at 80c, 98c, \$1.20 to 2.75; others fastened in front with embroidery trimmings at 98c, \$1.20, 1.35, 1.50, 1.75, 2.25 and 2.75.

Ladies' Drawers 20 p. c. dis.

Opened and closed, finished with embroidery frills at 25c, 40c, 50c, 60c, 65c, to \$1.30—20 per cent off during the white sale.

Corset Covers 20 p. c. dis.

Finished with all-over embroidery made from dainty white lawn at 60c, 75c and 80c; others with lace yokes fine quality of lawn at 35c, 40c, 50c, 60c, 65c, 75c—all sizes—20 per cent during the white sale.

Undershirts 20 p. c. dis.

Finished with embroidery flouncing and dust ruffles, 2 1/2 yds. wide;—other styles with lace insertion at \$1.50, 1.65, 1.85, 1.98, 2.00, 2.25 and 2.75 at 20 per cent discount during the white sale.

Ladies' Princess Slips, 20 p. c. dis.—finished with embroidery yokes and flouncing. New fresh goods direct from factory at \$1.86, 1.50, 2.10 and 2.25 at 20 per cent discount during the white sale.

Children's Undershirts 20 p. c. dis.—to fit girls from 4 to 14 ye-rs. Dainty little white skirts made from fine quality of cotton, with embroidered frills at 35c, 40c, 45c and 55c.

Misses' Princess Slips, 20 p. c. dis.—made from fine quality of cotton, trimmed with embroidery and lace—sizes 8 to 16 years at 70c, 85c, 95c, \$1.30, 1.45, 1.50, 1.75 at 20 per cent discount during the white sale.

Children's Drawers, 20 p. c. dis.—sizes to fit from 2 to 14 years, prices 30c, 35c and 45c at 20 per cent discount during the white sale.

Combination Corset Cover and Drawers—20 p. c. dis.—sizes 34, 36 and 38 at \$1.10, 1.35, 1.45 and 1.98 at 20 per cent discount during the white sale.

Blouses \$1.50 to 1.75 for \$1.00—regular values from \$1.50 to 2.00, made from very fine quality of white Lawn, trimmed with lace and embroidery. These are dainty new goods, right up-to-the-minute in style, going on sale now at \$1.00, in sizes from 34 to 42.

Boy's Wash Shirts 20 p. c. dis.—all sizes, going on sale during the white sale at 20 per cent discount. Bring your boy and get fitted to the largest and best selected stock of wash suits in the City. These prices are good for one week only.



THE Charlottetown Guardian

Advertising Phone 132-3
Subscription Phone 132-2
News and Edit. Day Phones 133
News and Edit. Night Phones 132 & 133

Head Office at Charlottetown, Branch Office at Summerside, Alberton, Souris and Montague.
London Office, Marconi House, Strand, W. C.

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

FRIDAY, JULY 23RD, 1915.

OUR VOLUNTEERS

Throughout Prince Edward Island, as well as throughout the rest of the Empire, there is an insistent and a persistent call for "men and more men." Very generally the men are responding and, doubtless, more might respond who do not. Why they do not respond is a matter for themselves largely. Under our present system there is no compulsion. Men are free to enlist or not to enlist as the call appeals to them, and as their personal necessities may dictate. We, however, make a serious mistake when we assume that all the able-bodied men of military age we meet and who are not attached to one or another of the companies formed or in course of formation, are recreant to their duty. We are told that within the past few days for instance seven men who applied for places in the Heavy Artillery now being organized were turned down on account of some slight physical defect, defective eyesight being one of the chief causes. These men volunteered their services, but through no fault of their own or of the military authorities, their services could not be accepted. It would be exceedingly unjust to classify these men among the cowardly and the selfish, and we have no doubt there are many such throughout the province.

Of course there are others. There are those who, according to every law of gratitude, self-preservation, patriotism and all the rest of it, should be serving their country, sharing with others the hardships of the battlefield, but who prefer to let others do their work for them. These are the parasites whom every country without compulsory military service has to carry. We have them in Charlottetown. Fortunately they are few in number, and we believe we have enough devoted, self-sacrificing men to help the Empire through this crisis and to carry these parasites on their backs to the shelter and the safety that lie beyond the war. The point, however, is that all who remain at home are not parasites.

WAR INVENTIONS

The statement that "Necessity is the mother of invention" has never been better demonstrated than by the present war. In times of peace the calls for invention and improvement are continual and often very urgent, but they are never so urgent, so great, or so vital as in a war of such proportions as the present.

It is generally accepted that Germany had been strenuously preparing for this world conflict for a number of years, and that in such preparation she had used the best brains of the empire. In doing so, she not only followed the old and well beaten paths, but immensely improved them and developed new lines as well. The Allies have been developing in the more peaceful directions and were not so well prepared when war broke out.

So, with the enormous advantages of the highly developed German science, as applied to all lines of war preparation, there was little the Allies could do in the early stages of the war to check the all but irresistible advance of Germany and her allies. As the German hordes poured through Belgium and France, some of their really terrible inventions of destruction became apparent for the first time.

Among the first of these was the enormous mortars used to destroy the forts of Namur and Antwerp, forts which it was thought could withstand practically any artillery. As a fact, they could withstand artillery known up to that time, but the inventive powers of the Germans had developed this enormous gun, which, with a very few shots from a very long distance, could completely silence forts which could not be taken in many months by the heaviest possible ordnance previously devised. Shortly after this, it was discovered in the ill-fated battle off the Chilean coast, that the naval guns of the German boats were differently arranged from those of any other country. Their mounts were so made as to permit them an extreme elevation of about 30 deg., enabling them to throw their shells to a much greater distance. So, in meeting vessels with guns of the same or even somewhat greater range, these German guns would completely outclass the enemy. They could shell and sink the enemy boats before the enemy boats could even get within shooting range. That is another enormously important invention of German science. Then came the latest type of German submarine. In their submarine warfare, the Germans found that they could not, safely, depend upon the merchantmen to halt when called upon—many of them got away because of their superior speed. To prevent this, they again invented something. This time it was a compact high-power disappearing gun, so arranged within the submarine that it may be raised instantly through the top of the submarine and start firing the instant they come to the surface. Many of their recent captures have been made by shell fire by such guns. Then, when they found they could not pierce the Allies' lines, they resorted to that diabolical invention of the gas cylinder with which we are all so familiar in the daily news.

The Allies have been in many cases able to offset these developments by equally wonderful inventions of their own. The famous French gun, for instance, by recent reports is a counter-balance for the giant German mortars. We hear, vaguely as yet, that an invention has been perfected for definitely locating a prowling submarine twenty miles distant, so that it may be destroyed. Recently, too, it is said that a Canadian has invented a counteracting gas, which, if let loose in the presence of the German gas, completely neutralises it.

But, most important of all, it has been definitely stated that England has officially established a department of inventions, including the best inventors in England, to give all possible help in inventing and developing devices for overcoming the enemy's inventions, as well as to greatly increase the greatness of their own resources. The United States has established a similar department with Thomas Edison as its chief. The value of invention has never been so decisively established and so imperatively needed as at present, the world over.

THE IRRESPONSIBLE PATRIOT

In refutation, if such were needed, of the insinuations made by The Patriot in connection with the expenditures for the Summer School of Science, Mr. J. D. Seaman, Secretary-Treasurer of that institution, took the trouble yesterday to bring to our office for inspection the detailed and audited statement of expenditures for last year's term, the receipts for remuneration, duly signed by the members of the faculty, for railway refund to teachers in attendance, and for all expenditures connected therewith. Needless to say, and as no one except The Patriot doubted, every dollar charged to the Summer School in the Public Accounts is vouched for, every item indicated and the whole statement verified by competent and trusted auditors.

It is unfortunate that a newspaper claiming respectability, circulating among our people, read—as it no doubt is—by strangers and visitors among us, should so far forget what it owes to itself and to those by whose patronage it exists, as to involve under its political slime all that is reputable and even all that is sacred in our province. Within the past few weeks it has, with the silly idea of making political capital out of it, dragged in the mire the names of some of our most respected citizens, has maliciously tried to spread doubt and want of confidence in those who are doing their best to assist the Empire in the darkest hour in its history; has dragged the names of the teachers of the Summer School through its columns questioning and publishing broadcast the amount of remuneration they received. And all this, as already said, with the silly, childish idea that it is injuring the Government. If The Patriot has any responsible friends who care either for its reputation or that of the province, they should place a censor over it at least until it has recovered from the political spasm in which it is now struggling.

LARGE FINANCING

Henry Clews & Co's financial review for the week ending July 17th, makes the following interesting comment on the financial situation created by the war:

The world is becoming accustomed to great events and correspondingly great transactions in financial affairs. The largest financial operation in history has just been completed, and its effect upon this market, the only free market of importance for the time being, proved quite inconsequential. The successful placing of the \$3,000,000,000 4 1/2 per cent British loan will go down into history as the most remarkable financial achievement on record. The previous British loan was \$1,750,000,000, making a total of \$4,750,000,000 since the war began. During the same period Germany has issued loans amounting to \$3,500,000,000. The total amount of loans issued by all the Allies is estimated at \$10,000,000,000, while the total issued by all belligerents is placed at about \$16,000,000,000. These are figures almost beyond human comprehension. Considering size and circumstances, the British loan was subscribed with remarkable promptness, much more promptly than has been the experience of other nations.

While the terms were attractive, the net results show that in the neutral markets British credit is on a 4 1/2 per cent basis, compared with Germany's credit on a 6 per cent basis. As to how long the belligerents can stand such a terrific financial strain, no safe predictions can be made. Rumors of German weakness are current, but the facts are difficult to obtain. So far as British credit is concerned, it has suffered least impairment. Great Britain is not only financing her own war, but also to a large extent that of her Allies. Her resources are enormous, and up to date have proved quite equal to the stupendous strain. On account of her position in the world's affairs, Britain's financial abilities are of supreme interest. No suitable comparison is possible, except that of the Napoleonic wars a century ago. Since then Great Britain's population has trebled, while her wealth has increased ten fold, and it is estimated this war will cost about 5 per cent of her total wealth compared with nearly one-third during the Napoleonic war. Great Britain has enormous investments abroad, estimated at \$20,000,000,000, which provide her with a handsome revenue. To this must be added the profits upon her foreign commerce, the largest in the world; upon her shipping, representing nearly one-half the world's tonnage; and upon her domestic industries, all of which are highly developed. If it be true, as Lloyd George predicted, that success in this war would ultimately depend upon financial resources, the outlook for Germany is anything but encouraging.

"THE PITY OF IT" INDEED.

"A gentlemen for whom we have much respect remarked yesterday, 'Don't you think it is a great pity that this political bickering and quarrelling the newspapers are indulging in should be taking place when the awful struggle in Europe is going on?' He is right! At a time like this . . . it is a profound pity that this everlasting and wearying political quarrelling and bickering should be kept up, etc., etc."—Patriot, July 22.

This expression of temporary repentance is followed by something over a column of about the most abusive, and perhaps the most meaningless, criticism yet indulged in even by The Patriot. Our esteemed and misguided contemporary is a veritable Dr. Jekyll and Mr. Hyde, and the Mr. Hyde appears at present to be in the ascendant. We trust Dr. Jekyll will make his appearance shortly.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louison.

CONSIDER THE LILIES.

Flowers preach to us if we will hear:—
The rose saith in the dewy morn:
I am most fair;
Yet all my loveliness is born Upon a thorn.
The violets whisper from the corn:
Let but my scarlet head appear
And I am held in scorn;
Yet I live of subtle virtue lies
Within my cup of curious dyes.
The lilies say: Behold how we
Preach without words of purity.
The violets whisper from the shade
Which their own leaves have made;
Men scent our fragrance on the air,
You take no heed

Of humble lessons we would read,
But not alone the fairest flowers:
The merest grass
Along the roadside where we pass,
Lichen and moss and sturdy weed,
Tell of His love who sends the dew;
The rain and sunshine too,
To nourish one small seed.
—CHRISTINA ROSSETTI.

Want to Dress Well?

No difficulty to buy judiciously here. You need not pay enormous prices either to get smart stylish garments. All garments have been designed to meet the demands of the careful and conservative dresser, who wishes to be clothed correctly and yet save money.

Special this Week

- Men's A. 1. Suits \$7.00
- Ladies Raincoats \$4.98
- Womens House Dresses 98c
- Ladies Blouses 98c
- Ladies Summer Suits \$3.00, \$4.00 and \$5.00
- Boys Suits \$3.49
- Men's Shirts 3 for 1.00
- American Waists in new candy stripes, 1.50 value for 98c

To the Farmers and other hard working men we offer for this week only,

50 Mens woolen tweed Suits

in leading fashionable colors. Our regular \$11.00 value for \$7.00 all sizes. These suits are all well lined, the cloth cannot be duplicated any where for the same money in Canada. They are stylish and yet not extreme and are offered at this low price and will meet the demands of the careful and thrifty buyer. . . . \$7.00

James Paton & Co.

Your Kitchen Will Be Cool and Your Cooking Good--

Don't swelter over the hot kitchen stove during warm weather. You can do your cooking quicker and far more comfortably with one of our superior oil stoves.

These oil stoves we have now on display are just the thing you need to make cooking a cool comfort this summer. They save time and fuel, give an intense heat right where the heat is wanted—not all over the kitchen, are simple, efficient, clean and satisfactory.

We would like to show you our special line of oil cooking stoves—the high quality and low prices are sure to interest you.

Fennell & Chandler, Victoria Row

The Island Wool and Hide Co.

Charlottetown, P. E. Island
Highest Market Prices
Paid For
Wool, Hides and Skin

Write or phone us for quotations.
—OFFICE & WAREHOUSE—
Opposite Davis & Fraser's Pork Factory
Grafton Street East
Phone 441J. P. O. Box 441
2222-7-23M31p.d.

Get Good Plumbing In Your Home NOW

Right now is the best time for you to have your plumbing in your home attended to—not in the fall when any improvements made would mean more trouble, confusion than it would now.

And if you want the work done right it will pay you to let us send in our bid. We can give you such perfect and permanent satisfaction in every branch of plumbing at so moderate a charge that you will wonder all along why you didn't have the work done before.

Fred H. Trainor, 80 Grafton, Phone 393 J

Great Sale of White Footwear GOFF BROS.

Now is your time to buy White Footwear. Ladies' White Suede and Canvas Poms at 25 per cent Discount. There is a long season yet of warm weather, you will need a pair of White Poms. We have a window full at 25 per cent Discount.

GOFF BROS.

The Shoe Store
When out shopping come in and look over our Bargain Tables