S. A. McDonald

The Island's Leading Store

New Overcoats

The NEW OVERCOATS are here now—the classiest, nobbiest line of coats ever shown by us. They comprise the first choice from three of the largest clothing houses in the Dominion, who have confined these lines to us, and the prices here quoted will meet and beat any catalogue, or any other house—it matters not where it is.

At $7.50 a good black overcoat, full length, with good quality satin lining, nicely finished throughout.

At 10.00 a swell line of tweeds, beautiful patterns of good wearing material. This is a coat that is absolutely guaranteed by us—a coat we know will give satisfaction.

At 12.00 a line of good heavy wool chinchillas, made in the different shades, also in mixed tweeds, such as greys, fawn and light mottled effects; a coat good enough for any one; a coat having the regular $15.00 value. Our low net "one price to all" only 12.00.

At 15.00 is probably the strongest overcoat ever shown here, made from best quality of English Coating Cloth, beautifully tailored in fit finish and make-up quality of the best tailored work. One price to all 15 00.

At 16.50 another special value made from English Chinchillas and Tweeds; all of these coats are made with reversible collars.

OUR GUARANTEE

If after buying any of these coats, examining carefully, comparing with any other of the same price, I think they are at least ten per cent cheaper, you may return them to us and we will gladly refund money.

Order By Mail

ORDERS BY MAIL will be accepted for any of these coats. Parties living in the Country may buy by mail and receive the same satisfaction as customers in the store, as our terms now are ONE PRICE TO ALL. Try our mail order system for one of these coats, and if you are not perfectly satisfied with it return it to us. Money will be cheerfully refunded. Fill in the accompanying order and mail to S. A. McDonald, Queen Street, Charlottetown, P. E. I.,

date..... .....Herewith find enclosed the sum of $.....for which please forward me by..... .....

size .....with the understanding that I may have money refunded at once if goods are not satisfactory.

NAME ....

ADDRESS ....

A Knife Free at S. A. McDONALD'S

We have BOY'S SUITS AND OVERCOATS in all sizes and prices. If you want a good suit or coat for your little chap write us giving age and the price you want to pay. We will forward the same day as the order is received, and if the goods are not satisfactory return to us and money will be refunded. We are giving a handsome POCKET KNIFE FREE with each suit and overcoat.

Sweater Coats

in all sizes and prices; the different combination of colors at $1.25, 1 50, 2.00, 2.50, 3.00, 3.75 and 5.00.

Ladie's Underwear 25c

a special heavy, ribbed underwear Ladies' sizes at 25c each.

At 35c a heavy weight, comfortable, warm and well finished. This is a particularly good value and one that will give good satisfaction.

At 45c a very special value made from fine imported yarn, this line comprises all the values usually found in 50c garments. Our low net ONE PRICE TO ALL at 45c, enables us to offer it now at 45c instead of 50c.

At 65c This is a special good underwear, regular value 75c which under our present system we are selling at 65c, you will find this one of the best underwear values offered yet.

THE

Charlottetown Guardian

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

WEDNESDAY, OCTOBER 13, 1915.

BATTERY FUND

In a few days the Heavy Battery recruited here will be off for overseas. The men are leaving home and the comforts of home to do work that many of those remaining at home would gladly do but cannot, for various reasons. The work, however, is the work and the duty of all although it falls only upon those who are physically fit. What share of it are the rest of us going to take? Surely whatever share will be required of us to assist in any way those who are risking their lives and braving discomforts and hardships for us, should be cheerfully assumed. What is asked of us is but a little thing. We are not asked to take any risks with our lives or our limbs, to endure cold or hardship, to leave our homes and our comforts; we are simply asked to contribute our share towards providing such comforts and necessaries as may be needed by those who have voluntarily abandoned all their comforts and who are going out to do our work.

Many of the friends of the soldiers will be sending gifts of various kinds indiscriminately during the winter. The history of such gifts in the past has been that less than half of them ever reached those they were intended for and a large proportion of those that did reach were of little use. The men on the spot who know the conditions are the best judges of what comforts are required and if they have at their disposal a regimental fund with which these things can be purchased their needs can be supplied promptly and satfactorily. The fund will be administered by the officers of the Battery who may be depended upon to do everything possible for their men. With a fund to draw upon there is little danger of any of the men lacking for any comforts that may be procured for them.

It is worth noting here that the City of St. John, N. B., presented their regiment with $5,000 when leaving for overseas and afterwards sent them $10,000. This insures the men of the regiment every necessary comfort that it is possible to provide them with, and it is only what they are entitled to

It is of course true that the Militia Department provides all necessaries required by the soldiers. The clothing provided is supposed to last a certain length of time. It does not always, and when the clothing, socks, shirts or any other article gives out the soldier often is obliged to suffer. It is in such cases as this that the battery fund comes in, providing such necessaries as may be required and when they are required.

Our men are shortly leaving. The fund is needed right now, befort they leave. It is not a charity fund; we are not asked for something which we have no right to give. We are given the privilege of doing our little bit in this, the easiest possible way of doing it. We trust the response will be prompt, generous and worthy of our province. It is not too much to say that $5,000.00 placed in the hands of the Battery Commander will do more good to the men in that command than $20,000.00 expended by people at home in presents, etc., of which three-quarters are thrown away upon receipt. It is safe to say that up to the present, no Battery, Company or Troop left Canada without many thousands of dollars in their Battery or Company Funds, and in many cases they have sent back for more money, and got it too.

PROVINCIAL GIFT

Hon. Premier Mathieson has accepted for this province the gift of a Bust of Lord Nelson for the Legislative Chamber. The offer was made by Rev. Alfred Hall. Commissioner for the Strathcona-Nelson Shields, and is the gift of the late Lord Strathcona in commemoration of the issue of the Nelson Shields to the Educational Institutions of the Province. 2,500 of the Nelson Shields have been issued in Canada, and the Commissioner has addressed 150,000 students and pupils in all types of universities, colleges and schools; and the issue in this province is now almost concluded.

The Historical Trophy now to be presented is quite unique. The metal Bust of the hero of Trafalgar is made purely of the copper of his own Flagships, the "Victory" and "Foudroyant," and it is mounted on a small circular column of real "Victory" Oak, resting on a pedestal made in Canada, a true miniature of the pedestal of the famous Nelson column in Trafalgar Square, London, with the Landseer lions at each corner. An identical copy of this Trophy is in the possession of His Majesty the King at Buckingham Palace, London.

The Commissioner has presented similar trophies to the Legislative Chambers of Alberta, Sackatchewan and Natal, South Africa; the other provincial Legislatures in Canada are being arranged for.

As the presentation now assumes the form of being the final gift of the late High Commissioner for Canda, the ceremony will probably call together a representative and brilliant assemblage. The Commissioner is expected to arrive shortly in the capital when the arrangements will be announced. As the ceremony will not be very distant from Oct. 21, Trafalgar Day, the proceedings may take the form of a celebration of the 110th Anniversary.

BRITISH WAR TAXES

Dr. Ross, in his recent letter from England to The Guardian, referred to the way in which the War Budget, the biggest in the history of the Empire, had been received. Although the taxes have been enormously swelled and the cost of living has almost, if not entirely doubled, the additional load has been assumed cheerfully.

In our despatches at the time some of the taxes were specified and a general idea was given of the increase in the nation's burden. British papers just received give a much more interesting history of the new taxation, a history that will make our Canadian, and especially our Prince Edward Island taxation look like the proverbial "thirty cents."

With one swoop the taxation has been doubled. The income tax has been increased by 40 per cent., but fathers of families are treated more mercifully than bachelors. Thus a man without any children earning £2 15s. per week will pay 12s. every three months, whereas if he has one child he will be called on for only 9s., and so on in proportion till, if he has three or four children, he is exempt altogether. A fairly rich man with an income of £5,000 pays an income-tax and super-tax together a fraction over 4s. in the pound; if his income is £10,000 he will pay in both something over 5s. in the pound, and if he is fortunate enough to have £100,000 a year he will be taxed for nearly 7s. in the pound. All trades and manufacturing concerns, including agencies, whose profits have grown since the war broke out by an amount in excess of £100, are to pay 50 per cent. of the excess.

In some cases prices went up the day after the budget was brought down. There was an advance, for instance, in the price of tobacco and cigarettes, as well as in that of tea, coffee, cocoa and petrol; while motor-cars from the United States rose from 10 to £50 each. Many complain that no new duties have been placed upon beer and spirits. The duty on patent medicines has been doubled, and one of 33 1-3 per cent. placed on cinema films, clocks, watches, musical instruments. A commission controls the whole supply of sugar and the new duty of a penny per pound is not likely, therefore, to augment the price by more than a half-penny.

The amount advanced by England to her Allies and principal colonies to date is £420,000,000, which will be repaid after the war. The national debt at the end of the present fiscal year (March 31, 1916) will probably amount to £2,200,000,000. No duties have been levied on foreign or colonial wheat, flour or meat. The Government some time ago requisitioned the entire British shipping tonnage trading with the Argentine and bought up the meat at less than the price quoted by the American firms controlling the Argentine supply, besides reducing the rate ordinarily demanded by the ship owners; so that the British consumer is tolerably well guarded. The prevalent feeling is thus expressed by the "News of the World," an influential weekly:

"The country does not quail before its stupendous responsibilities. Confident in its own strength and in the justice of the cause, its resolve to win grows stronger with every new call that is made upon it, and demands which in peace time would be reckoned a hardship are to-day cheerfully accepted in a spirit of martial and patriotic self-sacrifice."

THE GREAT LOAN AN OMEN

The New York Times has called attention to a phase of the great war loan in the United States which many have overlooked, namely, that it is the most tangible indirect evidence which could be given of America's belief in the power of the Allies to bring Germany to terms. It says:

"This transaction, entirely non-political as it is, is based on confidence that the borrowing Governments will, in the course of the next five years, be able to fund this short-term loan in longer-term bonds at par, which is equivalent to confidence that, if they are not victors in the war they are waging, they at least will meet with no crushing defeat. Every dollar of the loan is a concrete evidence of that confidence. Every investor who puts his money into the loan avows that belief and backs it."

NOTES

Bernstorff defends the Armenian atrocities of the Turks, which is to be expected. The unspeakable Turk has nothing to his discredit that could well bring blush to the cheek of the nation that sank the Lusitanja, that attacked its enemies with asphyxiating gas, that crucified its antagonists in the field, that killed old men, women and babes in Belgium and that earned the title of "The Baby-killers" in Great Britain.—London Free Press.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

THE DAILY POEM.

WHERE CAN SHE GO?

"Where's an old woman to
go when the years
Leave her alone, with her
sighs and her tears,
Grey-haired and penniless,
feeble and slow—
Where's an old woman to
go?

"What's an old woman to do
when her kin
Fail to remember that hands
worn and thin,
Cared for them, slaved
for them, all the years
thought —
What's an old woman to do?

"What's an old woman's reward for a life
Given to others as MOTHER and WIFE
Leaving her faltering furrowed and scored —
What's and old woman's reward?

Stanfield's Underwear

Made To Measure

Want your Underwear made to measuae? Well, come in and get measured. Special attension given to made-to measure Underwear.

Stanfields' N. D. Good Heavy Ribbed Garments $1.00 Per Garment

RED LABEL—Well known all wool absolutely unshrinkable $1.35 a Garment.

BLUE LABEL—Specially for out door use. Unshrinkable $1.50 a Garment

BLACK LABEL — very heavy all wool unshrinkable. Just the Garment for cold weather $2.00 a Garment.

NO. 88—Splendid medium weight, all wool Winter wearing Garments, $1.75 a Garment.

Stanfield's Combinations

Come in Fall Weight for inside or outdoor use Very choice Garments suited to the most sensitive skin. A splendid Garment $3.50.

FALL STOCK of Ladies 2 piece suits or Combinations in Stanfield's or Watsons'.

PATON Phone 96 Victoria Row

CANADIAN FIELD COMFORTS.

The Canadian Field Comforts Commission wish to send Christmas gifts this year to every Canadian in the field, which may mean to 50,000 men or more. Everything must be in before the end of October in order to have packing and despatching done in good time. These are to be for general distribution, and quite distinct from anything we may be asked to forward to special units. Fifteen dollars would cover 100 welcome articles, and it is hoped that different societies or individuals will undertake to collect enough to provide one or more hundred gifts, in addition to regular supplies they may be sending. The intention is to send a bale containing packages of cigarotts and tobocco, pipes, handkerchiefs, small books, stationery wallets, playing cards, mouth-organs, cocoa, soup sweets, or other little luxuries in sufficient numbers to provide at least one gift for every man in every unit. Packages containing 100 pipes, 100 packs of cards, or one hundred of any little thing suitable for such gifts would be very helpful. The commission will be very grateful for help with this, and especially grateful for an immediate response. Address money to Miss Arnoldi, Canadian Field Comforts Commission, Moore Barracks, Shorncliffe, England. Shipping address to November 1: c-o F. McCourt, Esq., Dominion Iron and Steel Co., Warehouse, Wellinkgton Basin, Montreal, P.Q.

"The Haberdashery"

Beautifully Tailored Overcoats

Since we live in Clothes most of our lives—let's have them nice.

We have some of the most beautifully tailored overcoats ever shown here. Some of them are fairly high in price but the majority sell at

$12.50, 13.50, 14.50, 16.50, 18.00 and 20.00

If you would appreciate an overcoat better made than is generally shown with real class built into it. See ours before buying. We have 300 brand new ones to choose from.

Yours for high-grade clothing.

Henderson & Cudmore

Wellner Bldg. **Sunnyside**

3365-10-9Mtf.

Here's Where Your Feet Come In!

We have secured the **Classic Shoe Sample** and we are giving our patrons something unusual in Shoe Values, nothing short of **A great Shoe Benefit** no more to be had at these prices.

The Ladies seem pleased with the shoes and they are selling fast. Don't yut off your coming; come at once—Later will be too late.

GOFF BROS

The Home of Good Shoes