

S. A. McDonald

The Island's Leading Store

A Pocket Knife Free

To every Boy with each suit or Overcoat. The largest stock of Overcoats and Suits in the city to choose from.



Boys Suits and Overcoats

With every Boys Suit or Overcoat, we are giving free nice Pocket Knife; we are doing so in order to more fully introduce our Boys Clothing to every lad in this City and country. The Overcoats are made mostly with shawl collars, also convertible lapels, finished with side pleats and fancy straps on back. In Greys, Brown, Navy and Mixed Tweeds.

For the smaller chaps we have them made in Military style very stylish and dressy. The Boys Suits are pronounced the most stylish cut in the City.

Every well dressed lad now a days wears one of S. A. McDonald's Suits. Another lot just received made in Norfolk pleated back and the plain D. B. styles, all prices from \$4.00 to \$20.00 and please bear in mind one price to all.

Caps

Another lot of Fall and Winter Caps received by express a nifty lot they are too, in prices at 75c, 90c, \$1.00, 1.25, 1.50, 1.75.



Overcoats

Our Store has been headquarters for Men's Overcoats for many years. The values this season are all good. With our low one price system we are able to quote you values that cannot be duplicated outside this store at \$7.00, 8.00, 9.00, 10.00.

At \$12.00 we are showing a special Chinchilla Coat made with special collar 46 in. long, double breasted and lined with a good quality satin.

Sweaters

A special price on a quantity enables us to quote you, to day boys regular \$1.20 Sweaters for 85c. This is an all wool make, button on shoulder the larger sizes are worth \$1.65, our special low price is \$1.25 net.

Coat Sweaters in Boy's and Men's, all prices and combinations.



THE Charlottetown Guardian

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

MONDAY, OCT. 11TH, BEING THANKSGIVING DAY AND A STATUTORY PUBLIC HOLIDAY, THE MORNING GUARDIAN WILL NOT BE ISSUED ON TUESDAY. THE EVENING GUARDIAN WILL NOT BE ISSUED ON MONDAY BUT WILL BE PUBLISHED AS USUAL ON TUESDAY. ADVERTISERS PLEASE NOTE THESE CHANGES.

SATURDAY, OCTOBER 9, 1915

WINDOW DISPLAY WEEK

Commencing Monday and continuing for the whole of the week ending Oct. 16, all the principal stores in Canada and the United States will devote their attention almost exclusively to the sale of newspaper advertised goods. The scheme was inaugurated by the Newspaper Publishers Association, of which Mr. J. F. McKay of the Toronto Globe, is chairman. The purpose of the movement is to impress national advertisers with the fact that dealers are interested in pushing goods for which a demand is being created through newspaper advertising. Display and push are the complements of advertising, and so the interests of the national advertisers go hand-in-hand with those of the retail dealer. There are so many specialties widely advertised now-a-days that it is part of wisdom for advertisers and retailers to get together and make a special effort to specially exhibit them. After mature consideration and in consultation with the principal newspapers, the second week of October was fixed as the most suitable period for such exhibition. The merchants in Prince Edward Island when approached by the Guardian enthusiastically took the matter up, with the result that for the next week their windows and show cases will be almost exclusively devoted to the exhibition of goods advertised in the Guardian. In subsequent issues we hope to give a description of the various displays made by our merchants, and we feel sure the public will appreciate this opportunity of inspecting all over the province the goods advertised by our enterprising firms, both international and local.

THE CALL FOR MEN

The crisis in the Balkan situation, summarised in our recent despatches, has created a new, and in some respects a serious, situation in connection with the war. The friendship of Greece had been counted upon, but German diplomacy, aided by the not unnatural inclinations of the Queen and King of Greece towards their brother and brother-in-law, has succeeded in shutting off the expected assistance, and Greece may now be looked upon as an ally of the enemy. It is possible that open hostilities on the part of Greece may be averted by the weight of public opinion which is overwhelmingly favourable to the Entente Allies, but from present appearances the best that can be hoped for from Greece is a surly and unfriendly neutrality.

Serbia, according to our despatches of yesterday, has already been invaded and Anglo-French troops are being rushed to her assistance. We know that these troops are sorely needed elsewhere, both on the western front and at Gallipoli. We know also that Russia is hard pressed at many points and that she can ill spare any considerable number of properly equipped men to fight this new outbreak of the now general conflagration.

This, then, is the situation at present, and the call for "men and more men" that has been resounding throughout the British Empire for the past year or more, has become more insistent, more imperative. The new turn of affairs means, in all probability, the prolongation of the war. There is only one way in which it can be shortened—that is, by rushing in more men and doing it now. As to what the end shall be there is no question, no doubt. We shall win, but in the winning, in order to avert unnecessary sacrifice of life, in order to save those who have already gone to the front, we must send more men.

We have not yet done our full duty. There are even in this province some hundreds of men who should, long ere this, have offered their services. We have probably done as well as any other part of Canada, but while we have one man at home who should go we have not done our whole duty, and the salvation of the Empire demands that every man do his duty.

Canada as a whole has not done her part. According to the census of 1911 there were 4,250,000 men in Canada. The enlistments up to the present are about 160,000, or less than four per cent. of our male population. The male population of the British Isles at the outbreak of the war was about 22,800,000. Of these 3,660,000, or about 16 per cent., have enlisted. In Canada we are far behind this, but it is gratifying to know that the present boom in recruiting is meeting with marked success and we may yet redeem ourselves.

NEUTRALITY PAYS

While the war has brought suffering and financial loss to many people, and to many countries, it has brought almost fabulous financial gain to the United States. The United States Investor, in its last issue, points out the growth of the country's trade as a

direct result of the war. It will be remembered that our southern cousins, during the early stages of the war, when Great Britain found it necessary to show her mastery of the seas and incidentally held up several American ships there was a hue and cry over the matter and even a protest sent to the British Government complaining that this action was ruining United States trade. The reply of the British Government to this protest pointed out that instead of trade declining it was increasing even at that early stage of the war. That it has since then increased marvelously is shown by the Investor which points out that the exports to the United Kingdom for the present year to date are \$911,702,000, compared with \$594,000,000 the year before, a gain of \$317,000,000, or 54 per cent. Exports to France were \$369,397,000, compared with \$59,818,000, a gain of approximately \$310,000,000, or 130 per cent. To Russia, the exports were \$60,400,000, compared with \$31,200,000 in 1914, a gain of nearly 100 per cent. To Italy, \$74,235,000 in 1914 grew to \$184,819,000 in 1915, an increase of 150 per cent, while to Serbia, Montenegro and Albania, the total exports, which were only \$9,462 in 1914, swelled to \$909,000 in 1915, and exceeded the exports to Turkey.

Then, says the Investor, we have to add the \$400,000,000 of American exports to Canada and other British possessions, which will be equally benefited through American investment. One year of war has expanded our exports to the Entente countries in Europe by \$550,000,000, or 57 per cent, and to all possessions of the Entente nations in Europe and other sections of the globe, until the aggregate, as stated, reaches \$1,850,000,000, or two-thirds of our total export volume. The result is that the trade balance of \$494,000,000 in 1914 has become \$1,094,000,000 in 1915, and is estimated by the United States Department of Commerce, on the basis of the trade of the past few months, at \$1,400,000,000 for 1915-16.

THE DUTY OF RECRUITING

While it is the bolder duty, says an exchange, of all men, physically fit and without home ties, to join the colours prepared, if necessary, to make the supreme sacrifice in the cause of Empire, there should be no unreasoning condemnation of those who do not go unless it is very plainly understood that they have no ties to keep them from bearing their part in the struggle, and it is not always the case where the reasons a man can present to keep him from going to the front can be made sufficiently apparent to his neighbours to save him from unwarranted censure.

The Toronto Mail and Empire deals with this phase of the recruiting question very sanely when it says:

"If a man feels that he ought to go, he should go; if he feels that he ought not to go, he should stay; and hysterical young ladies who confer upon him a white feather or who send him anonymous letters ought to be disregarded. It is probably true that for many citizens the harder task is to stay at home and meet the ignorant opprobrium of those who do not understand the grave and creditable reasons that persuade many able-bodied young men to this course. A man who is the support of his mother ought surely to be as regardful of his responsibility as the man who has a wife. A man may be the sole support of his father, or of his sisters, or be a mainstay to others who have a claim upon him without advertising the matter to his friends, who may thus be inclined to think he is shirking a national duty in not offering himself for service. Many such a Canadian in these dark days will understand for the first time the meaning of the words, 'the heart knoweth its own bitterness.'"

"The word has not yet come which should prompt all able-bodied Canadians to put wife and family behind them and take their places on the firing line. Should it ever come, there will be, we think, more rejoicing than sorrowing on the part of the volunteers who will go rather as a bridegroom to a wedding than as a felon to his fate."

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Lawson.

BE NOT DECEIVED.

By B. W. Spilman, D. D.

A number of years ago a certain community was shocked beyond measure when the daily paper in the little city announced that the cashier and the president of a local bank had defaulted. The shock was all the more violent because practically everybody had the utmost confidence in the superintendent of a local Sunday school, the other a Sunday-school teacher, and both church officials. For many years the lives of both these men had given every indication, that they were good men. Were they?

It is a just reason for one to doubt, the worth of business of religion when people who for years have lived lives of righteousness go to the bad by a single act. Was David a good man or a bad one? There was a man who said that he did not have any faith in religion at all, and never expected to become a Christian because so many Christians did bad things, even worse things, sometimes, than he would do.

Let us take a look at the other side of it. A man who professed to be irreligious did a really good deed,— a religious deed. Thousands of people have gone that way. Would you believe that there is no such thing as irreligious because men of this character sometimes do good things? It was a wise person who said, "There is so much bad in the best of us and so much good in the worst of us that it does not become any of us to speak ill of the rest of us." He has mastered one of the world's fine arts who knows how to treat a really good man who has gone wrong. Better do what the Bible says, and restore such as ones in the spirit of meekness. When good men sin, they get up, begin toward God and try again.

Thanksgiving Linens Rightly Priced

Buy your Thanksgiving Linens at last years prices and save from 40 p.c. to 50 p.c.

500 Yds. Table Linen at Old Prices

The old fashioned unbleached, something that will turn as white as snow after being properly washed and bleached.

25c, 27c, 35c, 40c, 50c, 65c

These Clothes come 54 inch, 60 inch, 62 inch and wide as 72 in. Some very pretty designs and the material is made to wear, in some cases the thread are union and flax, in better quality, every thread is pure linen.

Get your Thanksgiving Table Cloth to-day and save money.

Pretty Rich Table Linens

Linens that would make your Thanksgiving Dinner taste good. Beautiful patterns in Rose, Daisy, Poppy, Carnation, Lily of the Valley, Maiden Hair and Fine Spot. The prices are 60c, 65c, 70c, 80c, 90c, \$1.00, 1.15, 1.25, 1.35 and 1.40. Paton's special \$1.65. Remember there is a saving of from 40 p.c. to 50 p.c. Take advantage of our offer and save money.

PATONS PHONE 9-6 VICTORIA ROW

"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

3365-10-9M.T.

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.

Here's Where Your Feet Come In!

We have secured the Classic Shoe Sample and we are giving our patrons some thing 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 put off your coming, come at once—Later will be too late.

GOFF BROS

The Home of Good Shoes