

S. A. McDonald

Everybody to S. A. McDonald's on \$ Day

DOLLAR DAY is going to be the BIGGEST merchandise event ever held on the Island. Come one—come all—bring your cousins, your sisters and your aunts. Make it the biggest event of the season. From Souris to Tignish they are coming to S. A. McDonalds. Don't forget the date, Wednesday 27th.

Ladies' Raincoats \$2.00 Each \$ Day

50 Ladies' Raincoats, splendid material in all sizes from 32 to 44. These will be placed on sale at 9 a. m. at \$2.00 a coat. Positively only the one coat to each customer.

Corsets 1.75 and 2.00 for \$

LADIES' CORSETS: A lot of clearing lines, regular values from 1.75 to 2.25 for 1.00 per pair on DOLLAR DAY.

LADIES' UNDER VESTS in good heavy ribbed material, regular value 50 cents at three for 1.00 DOLLAR DAY.

Boys' Rain Coats for \$1.00

SMALL QUANTITY OF BOYS' RAINCOATS to fit young lads from 8 to 10, regular values 3.00 for 1.00, DOLLAR DAY.

Ladies' Waists 2 for \$1.00 Dollar Day

LADIES' LAWN WAISTS: New Dutch collars; right up-to-the-minute in style, regular values 75c to 1.35 each at 2 for 1.00 DOLLAR DAY. All sizes from 32 to 42.

Underskirts \$1.00

LADIES' UNDER-SKIRTS: 75 only in the lot, regular values 1.25 and 1.35 for 1.00 DOLLAR DAY.

Lace Curtains \$1.00

LACE CURTAINS: Special values, new dainty curtains for 1.00 on DOLLAR DAY.

Sweaters \$1.00

A quantity of men's coat sweaters and pull-over sweaters, good heavy wool materials, regular values 1.25 1.35 for 1.00 on DOLLAR DAY.

Men's Hats \$1.

MEN'S HATS: On a large table we are arranging a quantity of men's black and colored soft felt hats, regular values 1.50 to 2.25 for 1.00 on DOLLAR DAY.

Ladies' Fur Coats \$50.00

LADIES' RAT COATS: Special values, regular \$60 and 65 values for \$50.00 on DOLLAR DAY.

5 yards Curtain Muslins for \$1.00

2 1/2 bleached table linen 1.00. 5 yards Kimona Crepe 1.00.

Bargains all over the Store Day

Boys' Knickers 2 pr. for 1.00 Dollar Day

A LOT OF CHILDS ODD KNICKERS: The regular values of these are 75 cents to 1.25 at 2 pair for 1.00 DOLLAR DAY. These run in sizes to fit little lads from three to seven years.

Tweed Vests 4 for \$1.00 Dollar Day

A LOT OF MEN'S ODD VESTS: All small sizes from 32 to 35 at 4 for 1.00 DOLLAR DAY.

Aprons 2 for \$1.00 Dollar Day

LADIES' APRONS made from splendid quality, finest quality print cotton, made full length going for 1.00 DOLLAR DAY.

Ladies' Felt Hat Shapes 2 for \$1.00

LADIES' FELT HATS: a quantity of ladies' felt hats, regular values from 1.00 1.50 each at 2 for 1.00 DOLLAR DAY.

Ladies' Hats 2.00 to 2.75 for \$1.00

ANOTHER LOT OF LADIES' FELT SHAPES, regular values from 2.00 to 2.75 for 1.00 each ON DOLLAR DAY.

Gloves 1.00

MOCHA GLOVES 25 dozen for 1.00 each on DOLLAR DAY.

Men's Caps 2 for 1.00

MEN'S CAPS: 2 for 1.00 on DOLLAR DAY.

Ladies Cloth Coats 10.00

LADIES' CLOTH COATS: Finished in the latest style, good, heavy, all-wool material, regular values 12.50 to 14.00 for \$10.00 DOLLAR DAY.

Ladies' Cloth Coats \$15. to \$25. for \$10.

In our mantle room we are placing for that day 50 ladies coats regular values from 15.00 to 25.00 all going for 10.00 each on DOLLAR DAY.

THE Charlottetown Guardian

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MONDAY, OCTOBER 25, 1915.

PATRIOTIC SUNDAY

Yesterday was observed throughout the city as Patriotic Sunday, and the sermons in all the churches were soul-stirring and patriotic. From the call made in all the churches for men and more men it is safe to predict that few eligible men among us will much longer postpone their response to their country's call. The King's appeal for men and more men, which was published in Saturday's Guardian, has gone forth throughout the Empire as a clarion call and every loyal hearted Briton will take it as a direct call to himself. This call was emphasized yesterday, and the need of a prompt and general response was plainly set forth. It is no longer denied that the war has reached a critical stage and that all the resources of the Empire in men and money must be requisitioned, and at once, if the greatest catastrophe in the history of the world is to be averted.

We still have men walking our streets and killing time on our farms to whom this appeal must surely mean an appeal to men, an appeal to manhood, to honour, to duty. Self-respect as well as respect for and loyalty to their flag all demand that decision be made and made now. Your King needs you—NOW.

DOLLAR DAY MEANS CO-OPERATION

The day after to-morrow is Dollar Day in Charlottetown. On Dollar Day purchasers will probably get \$1.50 or \$1.25 value for \$1 and \$10 for \$8 or \$6.75 or at even greater reductions. In some cases there will be 50 per cent. reductions. Merchants nowadays find that once or twice a year it is better to "cut" their losses and obtain ready cash to turn over in their business—hence the slaughter prices, now known as Dollar Day, in which all the merchants and all the consumers co-operate in making a general success for the general good of the community.

These sales can be made a general success by intending purchasers studying the advertisements before hand and knowing what they may expect when they visit the stores.

The price one usually pays for a gown may, possibly, buy a better gown than one has usually secured for that amount. There are many interesting things about gowns in the Dollar advertisements these days.

The housewife who is anxious to save a dollar as she is to have her husband earn one is not likely to overlook the store advertisements, or to consider them tiresome reading.

Furniture-buying plans, which we have been keeping in the background, may now be brought into the forefront of our buying programme—profitably!

All wives aspire to have better home furnishings—and the aspiration is, while not always expressed, shared by all husbands—of the worth-while kind. During the Dollar Day sale a great many wives and husbands are going to find it possible to realize these joint aspirations.

Time was when the woman who studied the store "ads" was considered a trifle eccentric. Perhaps there was a time when the man who persisted in doing business in a practical way was similarly considered. But, in both instances, these were the old times—not the better ones of now.

The Dollar Day "ads" furnish immediate information about some of the bargains in styles, fabrics, models, furniture, hardware, groceries, household essentials and all sorts of things to wear or to use.

THE LATEST HORROR

It was General Kruger who threatened to "stagger humanity" by the machinations of war in South Africa; it has been left to the Kaiser to make it an actuality. The cruel, cold-blooded murder of an English girl for assisting Englishmen, Frenchmen and Belgians to escape from Belgium has no parallel in the annals of civilized warfare. The German wife of an English M.P., convicted of espionage in England, has been sentenced to imprisonment, and as the American Minister pointed out to the German Governor of Belgium, espionage is the only crime for which death has hitherto been meted out in the present war. But Britain is too humane to demand the last penalty in the case of a woman. Not so Kaiser William. According to the American Minister, Miss Cavell was prosecuted for having helped English and French soldiers, as well as Belgian young men, to cross the frontier and go to England. She admitted by signing a statement before the day of the trial, and by public acknowledgment in court that she was guilty of the charges.

The report of the investigator, Mr Deleval, says that Miss Cavell, in her oral statement before the court, disclosed almost all the facts of the prosecution.

She spoke without trembling and showed a clear mind, and often added some greater precision to her previous depositions. When she was asked why she helped these soldiers to go to England, the report of Mr Deleval continues, she replied that she thought if she had not done so they would have been shot by the Germans. Therefore she thought she only did her duty to her country in saving their lives. Yet for this humanitarian act, Miss Cavell has been foully done to death in the streets of Belgium by an officer of the German Kaiser. Sir Edward Grey puts it mildly when he says that the news of the execution of this noble Englishwoman will be received with horror and disgust, not only in the Allied States, but throughout the civilized world. German Kultur henceforth will be synonymous with bloody butchery, and no public protestation of self-righteousness will wash out the blood guilty stain. The martyrdom of Nurse Cavell will rouse the Christian nations of the earth, not to seek reprisals, but to demand revenge.

SIEGE BATTERY CONCERT

Another opportunity to help the patriotic funds and at the same time to enjoy an evening of rare pleasure will be afforded on Tuesday night when the Siege Battery will give a concert in Prince of Wales College Hall. Several members of the Battery assisted at a concert in St James Hall, a few nights ago, and so well did they acquit themselves that there has been a general demand that they be heard again before leaving for the front. It is in compliance with this demand that Tuesday evening's concert is to be given, and the programme will be entirely in the hands of members of the Battery. The Fourth Regiment Band will also be in attendance and will lead the Battery parade to the College Hall. This will unquestionably be one of the most enjoyable entertainments ever given in the city, as quite a number of the members are more than ordinarily gifted as entertainers. And there will be an added incentive in the fact that the proceeds will be for patriotic purposes. This will probably be the last time the Battery will appear in public before leaving for the front, and no doubt the whole city and a great part of the country will turn out to see and hear them. The hall is large, probably the largest in the city, and there will be no danger of overcrowding or of any being turned away for want of room. We bespeak for our parting boys a magnificent turnout.

THE FUGITIVE GERMANS

Latest and perhaps most plausible of the several theories in regard to the fugitive officers of the German ships interned at Norfolk, says an American exchange, is that they boarded a Swedish ship well out to sea, sinking as they quitted it the boat in which their flight began.

This would account for the otherwise mysterious disappearance of the small but staunch and well-equipped Eclipse, and it is not impossible that arrangements for the taking of such passengers in such a manner could have been made with one of the many Swedish captains using that port. His consent to undertake the rather ticklish job might have been a matter of money alone, or of money combined with the sympathy which not a few Swedes—the majority of them, however, not in the seafaring class—feel for the German cause.

Of course the captain who took a hand in laying a plot to break our laws, and to bring upon us heavy responsibilities and serious embarrassments, would incur some risk of future penalties for himself and his owners, but the danger is not great. Proof of his participation in the conspiracy would be next to impossible, while it would be the easiest thing in the world to tell a story colourable if not convincing of having encountered the Germans in a disabled boat far from land and of having taken them aboard in common humanity.

That tale might even serve the missing officers as an answer to the charge that they have committed the deeply disgraceful crime of breaking parole. Nobody would believe it, but probably none could demonstrate its falsity in court. It's a long road, however, from Norfolk to Germany, or even to Sweden, and there are British as well as American cruisers looking eagerly for these men so forgetful of the plight of the world. Their conscience may not be saying much now, but a lot will be heard from it should the voyage so ill begun end in capture. Then, even though they should evade remorse, regret would certainly overtake them.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

GROWING OLD

The days grow shorter, the nights longer; And life grows sadder, but love grows stronger; For those who walk with us day by day.

The tear comes quicker, the laugh comes slower; The courage is lesser to do and dare; And the tide of joy in the heart falls lower; And seldom covers the reefs of care.

But all true things in the world seem truer; And the better things of earth seem best; And friends are dearer, as friends are fewer; And love is all as our sun dips west.

Then let us clasp hands as we walk together And let us speak softly in low, sweet tone, For no man knows on the morrow whether We two pass on—or but one alone. —Unknown Author.

Glove Bargains at the Kid Glove Counter for Dollar Day

Good French Kid Gloves in Tan only, sizes 5 3/4 to 6 1/2, \$1.25 for \$1.00 Tan Dog Skin Gloves, extra value at regular \$1.25, DOLLAR DAY. A dandy Glove and it fits lovely. Our French Kid Gloves, Tan only, all sizes, \$1.00 on DOLLAR DAY. Ladies Leather Gloves, Wool lined, worth \$1.35 for \$1.00, extra value. Mocha Lined as above, worth \$1.25, for \$1.00. Ladies Swell Stockings in Tan, 2 1/2 Ribb, Cashmere, good value, at 85c. for .65c.

PATONS were lucky to get a lot of Cashmere Hose at the old price, ladies make a note of this when making up your DOLLAR DAY list.

Red Wool Hose, all sizes to 10 1/2, 2 pairs for \$1.00 worth up to 65c. a pair.

White Washable Gloves, leather, guaranteed \$1.00 pair 500 yards VELVETEEN, one of the best makes in Green, Tan, Brown, Blue, Crimson, Prune, Black, Copen Blue, worth 75c. for 50c. No more than 1 Dress length to a Customer.

Men's Reefers worth from \$5.00 to \$7.00 DOLLAR DAY. Double and Twisted Bannockburn Pants, Homespun. Men's Vests worth \$1.75 to \$2.00, quilted backs.

PATONS

Order Your Telephone Now

As a new Telephone Directory is shortly to be issued.

TO SUBSCRIBERS:—

If there is any error in your listing as it appeared in the last Directory, please let us know.

TO NON SUBSCRIBERS:—

To realize the full benefit of Telephone service, it is necessary to have your name appear in the Directory. If it is your intention of arranging to have the service installed some time it would be to your interest to attend to it at once, as after November 10th, it will be impossible to list your name until the next directory is issued, probably a year hence.

TO ADVERTISERS:—

We have some splendid advertising space in our Directory at a very moderate rate, which we will be very glad quote on application. CALL NUMBER 200, CHARLOTTETOWN.

The Telephone Company Of P. E. I.

3584-10-25Mw(4).

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.

MONEY SAVED DOLLAR DAY BY PURCHASING GROCERIES FROM COFFIN & CO

SNAPS SNAPS

SNAPS SNAPS

3604-10-25m3i

A Few of Goff Bros Dollar Day Bargains

Ladies' Fancy Slippers 3 prs for \$ Goffs Patent Shirts \$1.50 for \$ Misses Heavy Boots \$ Child's Boots \$ Ladies' Boots and Shoes 3.00 for \$ Men's heavy woolen Socks 3 prs for \$

Men's Long Boots for \$ Men's Felt Boots for \$ Ladies' Rubbers 2 prs for \$ Ladies' Felt House Boots \$ Ladies' Cloth Top Rubbers 1.50 for \$ Boy's Dongola Boots \$ 6 prs children's woolen stockings \$ Suit Cases 1.00 DOLLAR DAY.