

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

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FRIDAY, NOVEMBER 12, 1915.

QUALITY COUNTS

It is gratifying to note, in the midst of the tumult and the worries of war, that the campaign for more and better production has not been lost sight of and that, in this province particularly, production both in quantity and quality has been maintained. It is true that, through unfavourable weather conditions in the early summer, some of our crops, notably the root crop, suffered somewhat seriously, but the higher prices will, generally speaking, compensate largely for the shortage.

Prices of other products also are good. It is worthy of note that this season, pork is selling here at about the same price as in Ontario. Indeed the prices paid for pork during the past few years, emphasizes the fact that our farmers, in their own interests should very largely increase the number of their hogs. We are told by some of our most progressive farmers that, at present prices, no other product of the farm pays as well as hogs do.

Hog raising for profit is, of course, a science, and can be made profitable only when carried on scientifically and in conformity to the demands of the market. In hog products the market demands are more exacting perhaps than in any other line and if we are to become a successful hog raising province and secure a place in the world's markets we must produce the quality that the market demands. It was by doing this that Denmark and Ireland secured and held the highest place in the British market and received higher prices for their hog products than any other country in the world. Our opportunities for successful hog raising are superior to those of either Ireland or Denmark and we are unjust to ourselves if we are satisfied with a place second to either of them.

Our local markets are regulated by the demand in the larger outside markets. Our packers can place in these markets only the quality that the markets will accept. The demand for bacon and hams of the right quality is practically unlimited, and if we make up our minds to supply only that quality our hog business and the demand for it will increase.

The hog for which there is a demand at present, and has been for years and will continue for years to come, is the bacon hog. This, generally speaking, is a hog weighing between 120 and 180 pounds, properly fattened—that is, neither hogishly fat nor flabbily lean. It is the quality of the flesh, however, not the weight, that counts, and the packers, we understand, are not particular about overweight, so long as the quality is right. The hog must be in such a condition that its bacon product will be nicely streaked with alternate fat and lean. This hog brings at present ten and a half cents in Charlottetown, while the next class, in weight, 180 to 250 brings one quarter of a cent less, and the 250 to 350 and over class is worth only about 8 1/2 cents. In every case, quality takes precedence of weight, however, although the heavier hogs—those over say 200 pounds cannot by any possibility bring as high a price as those of the first class, 120 to 180 pounds.

With hogs of the right breed the intelligent farmer will be able to judge for himself when the animals are ready for market. The small hog may without any danger of over-fattening, be fed up to a maximum of 180 pounds. The typical bacon hog is a Berkshire and York cross.

The demand for hams, as well as for bacon, is regulated by weight and quality; the smaller hams having the preference. The classification of hams is, Number One, bringing the highest price, 8 to 12 pounds; Number Two, lower in price, 12 to 18 pounds; Number Three, lower still, 18 to 25 pounds, and Number Four, scarcely wanted in any market, 25 pounds and upwards.

With care in the selection of proper breeds, good judgment in feeding and in choosing the right time for killing, the highest prices will be obtained and a foundation will be laid for an enduring market.

HISTORICAL POINTS

In view of the situation in the Balkans—where, by the way, the war began and where, according to some predictions, it is going to be finished—it is interesting to look backward a few weeks as events are whirling around each other with such rapidity that it is difficult to keep track of them.

It was Bulgaria that precipitated the present crisis. Through her perfidy to her benefactors, the Russians, and her new found friendship for her ancient enemy, the Turk, a situation has been created that has, for the present at least, changed the complexion of the whole situation, necessitating a new disposition of troops and practically a new plan of campaign.

As early as October 8th, when the "treason of Bulgaria" first began to manifest itself, Sir Edwin Pears,

one of the best known and best informed Englishmen in Europe, and who had lived in Constantinople for forty years, expressed the quite natural opinion that if Bulgaria had committed an act of war it was not by the will of the people. "The peasants, and Bulgaria is a nation of peasants," he said, "have a profound reverence for the Czar of Russia whom they rightly speak of as their Deliverer, and a deep gratitude towards the Russian people." "Within the last six months," continued Sir Edwin, "two Bulgarian highly placed officials have written to me, each saying the same thing in different words, first, that no ministry could exist for a week which proposed war with Russia or opposition to England; and, secondly, that nothing would ever induce the Bulgarian people to fight on the side of Turkey. If, therefore, the statement is true that Ferdinand has joined himself with the enemies of England and Russia, I feel certain that he will not have the mass of his subjects behind him."

At about the time this was written, it will be remembered, we had reports of Bulgarians fleeing into Roumania to avoid service in a war against Russia, and of an order officially published over the signature of General Savoff, declaring that "every Bulgarian who breaks away from Russia commits an act of treason towards his country. Now, General Savoff was, according to common belief, the agent of King Ferdinand in submitting the conditions which led to the disastrous Second Balkan war. The story should not be lost sight of. The Premiers of Serbia and Bulgaria, respectively had come to an agreement on all essential points of difference between the two states. These points of difference arose, as did the whole war, through the interference of Austria. It was declared at the time that the great object of Austria was to destroy the Balkan League. She was the power most strongly opposed to Serbia obtaining a seaport on the Adriatic. When this object, which had been contemplated by Serbia, Bulgaria and Greece, became apparently impossible of achievement, division between Serbia and Bulgaria became dangerously near, but the common sense and ability of the two Premiers had saved the situation, when General Savoff, to the surprise of his colleagues, introduced the fatal conditions which led, on June 30, 1913, to the outbreak of the war between the two countries. A writer in the British Review of August last boldly states that the Bulgarian offensive had been determined upon in collusion with Austria. It is now admitted that the great disaster of Bulgaria, the injustice that she suffered by the division of Macedonia between Serbia and Greece, an injustice which was sanctioned at the Treaty of Bucharest, was due to the action of Ferdinand, acting as the agent of Austria. After the crushing defeat of Bulgaria, the King made a suggestion which was taken to imply that Savoff was responsible for the fatal war. Savoff replied substantially by threatening to make a statement and publish his instructions. Thereupon, the only response that the public has heard anything of was that Savoff received a high decoration and left the country. Indeed, in the absence of further evidence, the conclusion is that the author of the Second Balkan War, which brought about all the misfortunes of Bulgaria, was the King himself.

How the King and his agents succeeded in hoodwinking the people and driving them into a war against their lifelong friend, Russia, shoulder to shoulder with their ancient enemy the Turk, may be revealed some day when the history of this war is written. Austrian and German diplomacy—if by that name it is to be called—will some day make interesting reading. How they poisoned public opinion in Bulgaria, what they are attempting to-day in India and Egypt will be only a part of the revelation. Meanwhile, before the whole story is written, it will be well to note the outstanding points as the history is developing.

NOTES

If the world does not recognize your talents, don't get discouraged; get mad. An angry man sometimes accomplishes something; a discouraged one never does.

The New York Sun says, it is reported that the crew of the German cruiser Prinz Adalbert "got nervous and excited" when attacked by a British submarine. Von Tirpitz should reprimand them. What is there in the sinking of a cruiser to get nervous and excited over, when ships full of women and children go down without injury to the Teuton nervous system?

Now, Britons— all together—
Without delay or halt—
A sturdy stock we come from,
—Let's show 'em we're worth our salt.
And since our country needs us,
All thoughts of self must cease.
Let all unite to win the fight
And pave the way of peace.
—JESSIE POPE in London Daily Mail.

DAILY SELECTIONS FOR GUARDIAN READERS
Furnished by W. S. Louison.

THE TESTING.
You may have been a saint,
You may have been a saint;
You may have lots of money,
And then again you many;
Today the test of merit
By which you fall or stand,
—What are you prepared
To help your native land.
You may live in a castle,
You may live in a town,
Your name may have a halo,
Or it may be Jones or Brown,
High birth or low condition
Don't count a row of pins;
Your country's sweating in a fight—
You've got to see she wins.

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.

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 cut 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

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