

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' Raincoats
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. 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

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, OCTOBER 22, 1915.

TRAFALGAR DEMONSTRATION

The demonstration on Queen and Market Squares yesterday was a revelation to many, and as a result of it, unless we are greatly mistaken, there will be a considerable addition to the Infantry unit now recruiting. The addresses by Major Fullerton, D.D., Col. Peake and Captain Campbell were eloquent, forceful and convincing, but the appeal that told, the appeal that bowed the heads of those who could not respond to it because of age or physical unfitness, the appeal that stiffened the backbone and lifted the heads of those with red blood in their veins and brought six of them to the recruiting officer, was the mute appeal of the empty sleeve of Gunner McKinnon, when he was called to the platform and faced the crowd. Here was one who had done his share; beside him and around him were the men in khaki who had volunteered to give their services as he had done—and there were the others, enough of them to complete the unit now being recruited, enough of them to form a regiment. These latter will go about the streets, but henceforth different men. They have all been set thinking and those of them who are worth their salt will go and play the man. The others will continue to infest the streets.

Col. Peake made a suggestion which will not be acted upon, but which will have its effect all the same. Referring to the honour roll that is being set up in the churches giving the names of those who had volunteered, he said that what was needed was a dishonour roll giving the names of those physically fit who had not enlisted, in order that we might know what manner of men we had. The cheer that greeted the suggestion told only too plainly that the dishonour roll is already written and what the men and women think of it. God grant that this dishonour roll may not stand too long to our discredit. If the crisis through which we are now passing ends in disaster it will be because of this roll. We have splendid men, some of them have already done their duty, others are doing it and still others are going to. To those and their like in past generations we are indebted for all that we have and are. We are proud of them. But the others? Well, the roll is not yet complete and we shall hope.

There are 150 men yet wanted in the Infantry unit now recruiting. These 150 men were on the Square yesterday, heard the speeches, saw the men. When will they come?

ARE YOU A DOLLAR BUYER?

As a rule one is able to rightly appraise a store's immediate interest to him or her through reading its advertisements.

If there were but one store in the city, one would know where to go—but, as it is, it is the best policy to keep in touch with the store advertisements.

When a merchant puts on a special dollar sale, he realizes that his store's reputation depends upon that sale's genuineness—and this fact makes the advertising of dollar sales always interesting and often very important to the readers of The Guardian.

If you are one of the women who secure one of the best "bargains" advertised by the stores today, you are not merely fortunate—you are wise!

Some buyer of things for the home, who studies the advertisements, will SAVE enough money on Dollar Day, on necessary purchases to enable her to "afford" to buy something else which she wants, but would otherwise have to do without.

There may be one little item of information in one of today's store advertisements which, in view of the buying you intend to do on Wednesday, Dollar Day, will be worth at least a dollar to you.

The merchant who expects to be in business in this city tomorrow, and next week, and next year, and longer, would no more think of misrepresenting values in his Dollar Day advertising than he would think of setting fire to his store.

The term "bargain-hunter" used to be almost a derisive one—yet the "bargain-hunters" of the old days were the pioneers of that larger class of women of today who, because they want to do business in a business way, seek to find the best possible values for their money.

Just as there is competition between merchants—leading to many buying opportunities for shoppers—so there is competition among buyers of supplies for the home. Others read the "ads" as well as yourself, and the special thing you want to buy will be sold on Dollar Day to some other ad-reader if you do not decide on your visit to the store.

Not quality-economy, for that is not economy at all; but price-economy—that is possible to all students of the Dollar Day "ads."

Something advertised today may make your visit to that store on Wednesday, Dollar Day, a very important part of the day's duties.

The merchants are paying for their advertisements in the Guardian—some of them think the bargains they

are offering do not warrant the expense—and they have taken the trouble to describe some of the Dollar Bargains in the Guardian simply to facilitate business by enabling readers to know beforehand what they may expect on Dollar Day.

Therefore, if you intend to be among Dollar Day purchasers, read the Dollar Day bargains as advertised in the Guardian today, tomorrow and the beginning of the week.

CAPTIVE BALLOONS--THEIR USE

With military telephones, wireless stations, and long range guns, chance still played a considerable roll in the battlefields of recent wars, though a far less important roll than in the earlier past. Today with the addition of air craft chance is all but eliminated. Every move of the troops on either side is known at once to the enemy. Batteries may be concealed beneath brush, and trenches be partially covered, but no massing of forces can take place along the battle front without knowledge of such action being gleaned by the bird men. This knowledge is immediately communicated to headquarters and the move at once checkmated.

The success of the weapons of the Germans cannot be denied. They have guns in use which the rest of the world had scarcely accepted in theory. In the air, however, with the costly and reputedly invincible Zeppelin, they are an utter failure.

France had easily demonstrated superiority over the common enemy in warfare. Her success in aerial scout duty has been more pronounced than that of the enemy, with the result that offensive movements have been anticipated and met so successfully that the French line is slowly but surely advancing.

The work of signaling the position of the enemy, their approach, their retreat, their every movement from aeroplanes is very interesting. Yet, the height of the aviators must attain to be out of range of hostile guns, and the speed at which they must fly, make the handling of telescopes very difficult, and the necessity of a more effective method of observation imperative.

This need brought about the development of the captive balloon, which was made portable and easy to operate by means of specially constructed automobiles. The automobile required for this purpose is a three or five ton truck, equipped with every necessary device for the operation and transportation of the balloon. This car carries a reel holding about 5,000 feet of cable and is connected by gears and friction clutch to the main shaft of the motor, which gives perfect control of the balloon in any position. It can be manoeuvred with great facility—either following along the front, retreating or advancing at the will of the operators. The gas generating device is most compact and effective, filling the balloon in a very short time. The car is also equipped with searchlight, electric generator, telephone and wireless instruments.

War balloons are small and of two types, round and cigar shaped. The round balloon is most in use but the cigar shaped bag is said to have great stability. The baskets or cars of these balloons are usually occupied by two men, one to make observations, while the other communicates with the staff below. The telescope covers a range of fifteen to twenty miles, and shows very clearly the movements of the enemy and the effect of the artillery fire of both sides within that radius. All information is at once communicated to the commander, who issues his orders accordingly and by means of messengers on horses or motorcycles. In many instances, the general himself goes up in the basket to make observations or to direct the artillery fire from that point. Movements in the enemy trenches can be watched, and the artillery fire directed either from the ground or from the air. Information may be signalled from the balloon either night or day. Thus special information and instructions may be sent immediately to the officers of any command within a radius of six or even eight miles. Needless to say these balloons are hunted by the German air craft and this necessitates French air patrol men keeping a close lookout for hostile Taubes while balloons are in the air. These combination balloon and automobile observatories have proven so successful that a great number are under construction at the present time. The perfection of these air sentinels is only another phase of the rapid strides being made in the science of war.

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louison.

TRUE SUCCESS

He kept his soul unspotted
As he went upon his way,
And he tried to do some
service,
For God's people day by
day;
He had time to cheer the
doubter,
Who complained that hope
was dead;
He had time to help the
cripple
When the way was rough
ahead;
He had time to guard the
orphan, and one day,
well satisfied
With the talents God had
given him, he closed
his eyes and died.
He had time to see the
beauty
That the Lord spread all
around;
He had time to hear the
music
In the shells the children
found;

He had time to keep re-
peating
As he bravely worked
away;
It is splendid to be living
In the splendid world to-
day!
But the crowds—the crowds
that hurry
After golden prizes—said
That he never succeeded,
When the clouds lay o'er
his head—
He had dreamed—'He was
a failure,' they com-
passionately sighed,
For the man had little
money in his pockets
when he died.

New Coatings

They are cosy and warm looking as their name indicates.

Blanketing

Come in Greens, Greys, Browns, Tans, Scarlet, Cardinal and Blue.

Prices as of old

No advance, there were contracted for when wool was 25c per lb. The price is \$1.25 per yd. all around. Get busy with your needle.

PATONS

HOW KITCHENER AND MARCHAND MET SEVENTEEN YEARS AGO IN AFRICA

(From the Cleveland Plain Dealer)
Early in October, 1898, just seventeen years ago, Kitchener, the British commander at Khartoum, was leading a small Anglo-Sudanese force up the White Nile. His objective was Fashoda, a dismal little native village 400 miles south of Khartoum. On this apparently airless expedition he had been despatched by the highest authority of his governments. He was to do things at Fashoda.

For, somehow, out of the heart of the sudd, there had reached London the news that one Marchand, a French captain, had resisted the tricolor over the mud, and palm huts of Fashoda. It was the duty of Kitchener to remove that flag.

The grim Irishman pushed onward into the pestilential south, and found the Frenchman ensconced among the wretched hovels. With a tiny band Marchand had come from somewhere out of the wilderness to the west, and sure enough, the tricolor of France was flapping disconsolately in the fever-laden breeze.

Kitchener was polite. In such a God forsaken place it was pleasant for two white soldiers to exchange courtesies. But after the first cordial how-de-do Kitchener emphatically made known his business. That tricolor had to be pulled down. Whereupon Kitchener arranged his force, which was much greater than Marchand's, about the handful of squalid huts, Fashoda was to all intents and purposes, besieged. The war between England and France had practically begun, and away in the worthless jungle of the White Nile, where white men cannot live.

Meanwhile the high official writers of London and Paris had been very active. London demanded a disavowal of Marchand's presumption and insisted on an official disavowal of French claims to the land between the southern Egyptian boundary and the central African lakes. Paris objected and London directly threatened for Fashoda and therefore war. Paris was not ready to fight yielded. Somewhat the message was sent through the desert, the sudd and the jungle, and Marchand quit. He pulled down the tricolor, shook hands with the man who had been besieging him, and walked away into the wilderness. Thus ended the Fashoda incident which seventeen years ago brought England and France to the verge of a great war.

Last week Marchand, now a general, was severely wounded at the Dardanelles, fighting side by side with the British. The forcing of the Dardanelles is the pet project of Kitchener, who has risen to be England's supreme war lord. Marchand, who has not risen so high, was doing his best to forward Kitchener's aims. And in fighting for

TEUTON PROTEST IS IGNORED IN STATES.

WASHINGTON, Oct. 20.—The State Department does not contemplate any action on the affidavit filed by the German Embassy charging that marines and sailors of the British patrol boat, Baralong killed the commander of a German submarine. Officials pointed out today that the case did not differ from many others filed by belligerent Governments charging violations of military law and atrocities. The American Government has merely filed all such protests.

The use of the American flag by the British patrol boat is regarded as a ruse in keeping with the naval practice of previous wars, and used by the United States as well as other nations.

Unofficial advice from Germany said that people there were widely excited about the "barbarous" affair, and one correspondent had worked himself up into quite a state of indignation over the "misuse of the American flag," forgetting that Germany considered false colors and fraudulent ship's papers as a pretty trick on a foe.

BELIEVE SIR EDWARD CARSON WILL STUMP THE COUNTRY.

LONDON, Oct. 20.—As a sequel to his resignation as Attorney General, it was generally believed today Sir Edward Carson would begin an active stump campaign against the British Cabinet. He was understood to consider the present Allied methods of conducting the war fundamentally wrong, and to hold a new administration absolutely necessary to beat the Germans.

FOR THE TOBACCO FUND.
The Postmaster of North Rustico acknowledges the following:— Stephen Marsahl .25; Andrew Blacquiere .25; P. D. D. McClure .20; Lucie B. Gallant .25; A Friend .25; Theos. Le-Clair .50. Total \$1.70.

For Store Satisfaction COME HERE

Cold weather is coming and you will soon feel the need of a good heating stove.

We have a splendid line of heating stoves in stock now. All the leading lines are represented and we know that you will find a stove here that will suit your individual need.

These stoves are well made, are neat in appearance, will give splendid heat, and are priced most moderately. The line includes hall, sitting room and bedroom stoves.

Call in today and see the showing.

Fennell & Chandler, Victoria Row

Big Sale of Classic Shoe Samples for Ladies and Children GOFF BROS

"Today" when economy is the by word why not take the advantage of this Great Sale of Sample Shoes. Here you can get the very newest and best footwear at a big reduction. We believe our prices will put a new pair of Shoes on the feet of every woman who reads these inducements.

GOFF BROS

The Home of Good Shoes