

# \$1. DAY

Wednesday, June 30th.  
Boosting Charlottetown,  
Boosting P. E. I.,  
Boosting S.A. McDonald.

## \$1. Bill

More Goods for a Dollar  
Bill than you ever read  
before

### Special Rates by Rail from every Station on P.E.I. to S.A. McDonald's

- 500 yds. of dressgoods, regular price \$1.50 and \$1.75 per yard. \$1.00—dollar day.
- Ten yds. white and grey cotton, regular 10c. per yard—12 yds. for \$1.00—dollar day—600 yds. in the lot.
- 400 yds. of 25c. Curtain Muslin, 5 yds. for \$1.00—dollar day.
- 300 yds. of ten cent towelling, 12 yds. for \$1.00—dollar day.
- 120 prs. of corsets, all sizes, regular price from \$1.65 to \$2.25—\$1.00 per pair, dollar day.
- 25 doz. Ladies' Underwear, regular price 2 for 25c.—10 for \$1.00—dollar day.
- 20 dozen 25c. hose, 5 pair for \$1.00—dollar day.
- 8 dozen Men's Hats, regular price, \$1.25 and \$1.50—for \$1.00—dollar day.
- 6 dozen men's Overall's, regular price \$1.25 and \$1.35—\$1.00 per pair on dollar day.
- 6 dozen men's working shirts, regular price 65c. and 75c. each—2 for \$1.00—dollar day.
- 8 dozen Negligee Shirts at \$1.25 and \$1.35 each for \$1.00—dollar day.
- 20 dozen boys' wash suits, regular price \$1.25 and \$1.50 for \$1.00—dollar day.
- 50 pairs of boys' knickers, regular price \$1.25 and \$1.35 for \$1.00—dollar day.
- 25 boys' Tweed Suits to fit boys from 3 to 6 years of age, regular price from \$2.50 to \$3.50 each, for \$1.00—dollar day. Only one to each customer.
- 400 yards Sheeting, price 30c. per yard—4 yards for \$1.00—dollar day.
- 40 Ladies' House Dresses, regular prices \$1.25 and \$1.35 for \$1.00 on dollar day.
- 3 dozen Ladies' Blouses, made of good quality linen, high neck, regular price, \$1.25 to \$2.00 each—2 for \$1.00—dollar day. Only two to any one customer.

# \$1. DAY

at S. A. McDonald's

- 30 pair Lace Curtains, price \$1.25 and \$1.35 for \$1.00 per pair—dollar day.
- Three hundred Ladies' Hats, \$1.25 and \$1.75 and \$2.25—\$1.00 on dollar day.
- 5 dozen men's Underwear (summer weight), regular \$1.20 per suit for \$1.00 on dollar day.
- Men's Hose, regular price, 15c. per pair—10 pair for \$1.00 on dollar day.
- 25 dozen of 25c. hose—5 pair for \$1.00 on dollar day.
- 35 cent hose—4 pair for \$1.00 on dollar day, 20 dozen in the lot.
- 10 dozen Ladies' Kid Gloves (Perrin's) black and tan, all sizes; regular \$1.25 for \$1.00 on dollar day. Only one pair to each customer.
- Men's Neckties, price 35c. each at 4 for \$1.00 on dollar day.
- Ladies' summer Underwear, regular 45c., 3 for \$1.00 on dollar day.
- Kimona Cloth, 25c. yard at 5 yards for \$1 on dollar day.
- 50 Ladies' White Underskirts, regular values \$1.25, \$1.35 and \$1.50; selling for \$1.00—dollar day.
- 85 Night Dresses, regular price \$1.20 and \$1.35 for \$1.00 on dollar day.
- Ladies Drawers; regular 25 cent value at 5 for \$1.00 on dollar day. 45 pair, regular value 35c. at 4 for \$1.00—dollar day.
- Children's Colored Cotton Dresses, regular values \$1.25, \$1.35 and \$1.50 for \$1.00 on dollar day.
- Corset Covers, regular values 40c. each at 3 for \$1.00 on dollar day.

Many Other Bargains at  
1.00 Dollar Day  
\$1. DAY  
S.A. McDonald's

## THE Charlottetown Guardian

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SATURDAY, JUNE 26TH, 1915.

### CHARLOTTETOWN'S DOLLAR DAY

The decision of the newly formed branch of the Retail Merchants Association to hold a Dollar Day inaugurates a new era in business enterprise which should be fully appreciated by our readers. It means that the merchants are combined to celebrate a bargain anniversary for the special benefit of their country customers. These Dollar Days have proved very popular and highly successful in Ontario and elsewhere throughout the Dominion. Mr. H. R. Donly, editor of the Simcoe Reformer writes as follows of the event there:

"The weather turned out favorable, and the roads were better than fair.

"The general opinion is that we had the biggest buying crowd ever in Simcoe. Practically all of our advertisers are pleased with the results; many are delighted.

"You may possibly know that we have in Simcoe one overshadowing store, that of the Falls Company. It is really a fine shop. Mr. Falls told me last night they had had considerably the biggest day in their history and I happen to know that they have had some pretty fat ones. At three o'clock they took a census of their building. It contained a staff of 48 people and 711 customers. Guess that will hold some towns for a while."

At Fredericton the Retail Merchants' Association gave strong support to the movement. March 10 was the date selected. In a letter to Printer and Publisher from the Daily Gleaner the following information is given:

"Every business in Fredericton benefited by Dollar Day. It was most satisfactory and cash turnover in the majority of cases was larger than any one day in the Christmas Shopping Season. Our merchants are all well pleased."

Newcastle is another New Brunswick town that did not overlook Dollar Day. On March 18 crowds of shoppers thronged the stores and merchants did a record business.

"Wingham merchants had more customers than they could wait on," is the way Wingham Advance refers to Dollar Day held at Wingham. Prizes were given for the best horse and team in town on Dollar Day, also for the largest family, the person driving longest distance, person making largest cash purchases, etc.

March 6 was Dollar Day in Cayuga. March 19 and 20 was Dollar Day in the plural at Campbellford. March 3 was the big day in Galt, whilst Parry Sound chose St. Patrick's Day. Wetaskiwin, Alberta, celebrated on February 27 and Barrie had "Twin Shopping Days" on February 26 and 27.

February 17 was the day selected for Dollar Day in Norwood and although it happened to fall on the same day as Peterborough Dollar Day, owing to a postponement of the latter, the event was a tremendous success from every point of view. Their first experience with Dollar Day brought forth favorable expressions of opinion from the Norwood merchants. The farmers came in from miles around and took advantage of the special inducements offered by the merchants.

A special inducement that appeals to farmers and their families and which applies particularly to Dollar Day is what might be termed "the community spirit"—the desire to make use of the opportunity to meet one's friends from some other district and have a friendly chat about things of common interest.

After Wednesday the Guardian hopes to be able to report that the farmers in their thousands took advantage of the Dollar Day offer and that the merchants had an abundant harvest as the result of their enterprise.

### EFFICIENCY

The world is to-day witnessing a demonstration in efficiency such as perhaps has never before been witnessed, one nation in arms against, practically, the world, and up to now able to hold it off. Leaving out of the question the treachery and the barbarity; the Judas kiss of friendship with which the nations of Europe were lulled into false security while Germany was preparing in secret to strike a deadly blow; leaving out all the accursed methods with which she followed up her treachery, Germany's efficiency in the task she has undertaken is a marvellous thing, and the value to her of that efficiency is now apparent. For eleven months she has defied all Europe and extorted, by sheer force of efficiency, a nation's ransom from her enemies. With her borders closed against all importations and exportations, her commerce driven from the seas, confined within her own borders and the strips of territory snatched from her enemies, she has been able so far to feed and clothe herself, to keep up an apparently inexhaustible supply of war necessities and to keep the enemy outside of her borders.

We have nothing to learn from Germany, and God forbid that we should learn anything from her, except the value of that one quality, efficiency. This she has developed to an amazing degree, to a degree that, had it been properly directed, would have made her a happy, useful and prosperous nation, a world power of which the world would have been proud. But she had sown the seeds of selfishness with her efficiency, and those seeds have produced the harvest which is now being reaped, a harvest of blood and tears and sorrow to the world and of shame and contempt and ultimate ruin to herself. Through all the ages to come the word German will be a reproach, and Germanism will stand for all that is low and contemptible.

The fact that Germany has thus stained her soul does not detract anything from the wonderful efficiency she has developed, nor does it in any way impair for us the value of the lesson she has given us in efficiency. One of the crying needs of our day is efficiency. We in these prosperous Canadian provinces, and more especially, perhaps, in our own province, have grown careless. We have, in a comparatively few years, grown prosperous, and in the wake of our prosperity have come carelessness, short cuts to wealth, haste to get rich. Our young men no longer serve an apprenticeship to any trade or art. From school they go direct to moneymaking. The clerk enters the store as a salesman, not as a choreboy as did the captains of industry who are to-day leaders in the commercial world. Machinery has taken the place of the workman and we no longer have tradesmen. The efficiency of the man has

given place to the efficiency of the machine. The daily wage, not efficiency, has become the goal and we measure success by the standard of the former.

These things must be changed if we are to keep up with modern progress. The world is moving on, a rapid pace has been set, and only the efficient can keep up with the procession. A brilliant spurt may carry us along for a time, but endurance to the end comes only of efficiency.

In the forward movement now in progress in our schools, in our agricultural education, in our new commercial life the quality of efficiency should more and more be insisted upon and while we learn from the Germans the value of efficiency we shall learn from them also the necessity of guarding that efficiency from the curse of selfishness and greed.

### PENSION VOTE INSUFFICIENT

With the receipt of authentic reports of the deaths and permanently wounded at the front the Dominion Government has taken up consideration of the scheme for the administration of the pension fund. Boards of medical men are to be appointed in every military division of Canada. Already between 300 and 350 pensions have been granted, most of them being for the families of dead soldiers. It is already apparent that the sum of \$2,000,000 set aside for pensions this year will be quite insufficient for the purpose. If more is needed before another session of Parliament it may be obtained by Governor-General's warrant. The establishment of medical boards in the different divisions will materially assist in the work of paying pensions which is expected to reach large proportions. Reports will be sent from these medical boards to the pensions board in Ottawa which will then pass on each case. Where a man is temporarily incapacitated the practice so far has been to pay him his regular active service pay until he recovers. When it is evident, however, that the injury will outlast the war the man is put on the pension list at once. The problem of caring for convalescents is expected to prove one of the heaviest burdens of the war and action will shortly be taken to deal specially with it.

### IMPROVED SUBMARINE

Hudson Maxim has invented a new position indicator for submarines, which he is convinced will prove much cheaper and far more effective than the indicators now in use. This instrument, he says, will enable a submarine to find her own position under water without the necessity of having to rise to the surface to make observations with the periscope, a most dangerous proceeding. So true is the device that an officer may locate his vessel's whereabouts on a map within a hundred feet or so. If this invention lives up to expectations, the submarine carrying it will be possessed of a great advantage over other vessels. Next the world may hear of an implement that will enable the undersea boat to discover another vessel's exact whereabouts without rising, and perhaps of a searchlight capable of piercing the gloom beneath the surface. Then the submarine will be a far deadlier machine of destruction than at present. It is in its infancy, but keen brains and skilled hands are helping it to grow.

### NOTES

Montreal Journal of Commerce:—Since mining first commenced in Alaska in 1880 that country has produced \$286,000,000 worth of minerals, of which \$224,000,000 has been in gold, \$20,000,000 in copper, \$2,200,000 in silver, and the balance in coal, tin, lead, petroleum, etc. Last year the total mineral output of Alaska was \$19,248,000, as compared with \$19,416,000 in 1913. Uncle Sam, who bought Alaska from Russia for a mere song, certainly got a bargain.

It is pleasing to note that Turkey is giving a few object lessons in humanity, if not in christianity, to the Huns. The worship of Allah, and the adoration of his prophet, Mahomet, is, after all, far nearer akin to the worship of the Almighty than is that of the gods, Odin and Thor, whom Britons, too, paid adoration to in their far-off days of savagery.

Straws show which way the wind is blowing. British prisoners are now being treated in a much better manner in Germany. The American ambassador's report places this beyond all doubt. The fire-eating Count von Reventlow, who has been breathing defiance of everything and everybody, and has especially distinguished himself by defending the sinking of the Lusitania, has been bottled up by the German Government and the paper in which he wrote has been suspended. Germany, apparently, is beginning to realize that after all she is not going to rule the world, and, failing this, does not relish the idea of being looked on as an outlaw nation.

If the War is costing £3,000,000, or \$15,000,000 daily, the sum is a stupendous one, but it is well within the annual income. The gross amount of income from which income tax was derived in the year 1911-12 was £1,070,122,343, or something over five and a quarter billions of dollars. Thus the three million pounds sterling daily represents the daily income of the wealthier classes, without touching the capital. If silver bullets count—and they will count increasingly as the weeks roll by.—Britain's supply, if not exhaustless, is incomparably great. But let the War cost what it will, the national assets in gold as well as in manhood will be freely given for the national salvation and in defence of human rights.

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DAILY SELECTIONS  
FOR GUARDIAN  
READERS  
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Furnished  
by W. S. Louson.  
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### SO LITTLE

It takes so little to make us sad,  
Just a slighting word or a  
doubting sneer,  
Just a scornful smile on  
some lips held dear;  
And our footsteps lag, though  
the goal seemed near,  
And we lose the courage and  
hope we had—  
So little it takes to make us  
sad.

It takes so little to make us glad,  
Just a cheering clasp of a  
friendly hand,  
Just a word from one who

can understand;  
And we finish the task we  
long had planned,  
And we lose the doubt and  
the fear we had—  
So little it takes to make  
us glad.

## Summer Footwear For Men GOFF BROS.

We have a complete line of Summer Footwear, just the kind men like to wear, in Patent, Tan and Gun Metal, Button or laced, Patent with Cloth Tops, high or low pointed toes, also Tan Rubber soled shoes price \$4.50.

When looking for Tennis Shoes we have them "all sizes" Men's, Women's and Children's  
**GOFF BROS.** Regal, Banker and Slater Boots for Men  
The Shoe Store

## More Pretty Summer Frocks

Just received to sell at \$5.00. In view of the extraordinary purchasing we have been doing in Summer Frocks, it should be sufficient to say that these Dresses are the best attainable in Canada at the money. Special to day, \$1.95, 2.50, 3.50 and 5.00.



Pretty Fluffy White Summer Dresses received on Saturday, selling as fast as shown.

Keep cool with Patons' Summer Underwear. Smart Middy Waists straight from New York, you can save 75c on your Middys by securing them here, laced fronts and sides, 98c, 1.25, 1.50, 1.65 and 1.75.

Special Coutille Middys with banded bottom.

Charming Lingerie Blouses, regular up to 1.75 special 98c. Mail orders filled, any size, money back if not satisfied.

"Niagara Maid" Silk Gloves.

Women's White Cotton Stockings, 4 prs. for \$1.00, seamless feet, and size.

Women's Silk Boot Stockings 65c, quality for 50c by mail.

New York's latest and smartest in black and white and fancy wash goods, in white bar stripes, coin spots and awning stripes.

Extraordinary values in outing Hats, \$1.35. Misses' washable dresses sizes to 16, \$1.25 up.

WAIST 7/105 SKIRT 7/00

Boys' High Grade Suits, American Models, values to \$8.00, sale price \$3.49.

Special D. & A. Corsets, \$1.50 value for 98c. A Sale of Women's New White Voile Dresses, every dress fresh, new and up to date, all sizes, a wide variety to choose from \$5.00 up.

## PATONS

### SHIPPING NEWS

Inward, June 25.—Schr. Ida M., Williams, Pictou; Schr. Jessie Brown, Richards, Pictou.  
Cleared, June 25.—Schr. Wapeti, Griffin, Port Hawkesbury; Ida M., Williams, Pictou; Schr. Jessie Brown, Richards, Pictou; Schr. Pacific, Murray, Sydney.

"A big, big, big, Dollar's worth at PATONS on Dollar Day."  
1628-6-26-M11

### INTERESTED

"Your name, please, Miss?"  
"Jona Carr."  
"Oh, do you? What make?"  
"If the Dollar ticket get on a \$5.00 Garment on Dollar Day, it's yours at PATONS"  
1628-26-M11

"It's Dollars, Dollars and Dollars at PATONS on Dollar Day that will count."  
1628-6-26-M11



## The "GEM" Is the Freezer for You to Buy

Because it has won its superiority on its merits. They are the simplest, neatest, most convenient and satisfactory for family use, and the best in quality of materials and workmanship that has ever been put on the market. Their constantly and rapid increasing sale attests this, and calls for the careful consideration of all who desire the best goods. We have them in stock from 1 Qt. to 10 Qts. at prices ranging from \$2.10 to \$6.75.

We also carry the "Blizzard" Freezer in stock, the best low-priced Freezer to be had. 3 sizes. Prices from \$2.25 to \$3.25.

See our line before purchasing elsewhere.

WHOLESALE & RETAIL

## The Rogers Hardware Co LIMITED.