

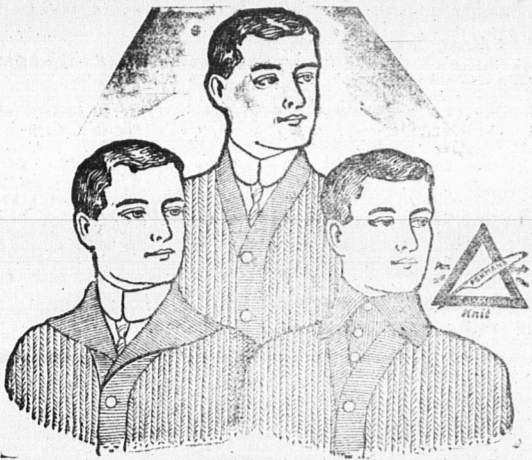
# S. A. McDonald

The Island's Leading Store

## A Large Shipment of New Furs received on Saturday consisting of Ruffs, Muffs, and Throws.

## New Caps

We have just received by express another shipment of Fall Caps. This is the nicest lot of caps shown in the City for some time. If you want to be strickly in it get one of these. The largest assortment in the City to select from.



## Coat Sweaters

THE NEW COAT SWEATERS are here, including all the new combination of colors, ranging in price from \$1.25 to 6.00. These coats were ordered previous to the advance in woolen goods, and the values offered are 15 per cent less than they can be bought for today.

## Dress Goods

Another shipment received of serges, tweeds, worsteds and chevots, in all the new colors and designs for the present season, ranging in price from 50c to \$2.25 per yd.

It has never been our privilege to show such an extensive range of coating cloth as we have this season. Lovely warm cloths in heavy mixed tweeds, chinillas and Zebelins. Now is the time to secure this material while the stock is large.

## Ladies' Coats

MOKE NEW SILKS direct from the Orient at 99c per yard. This silk is still a winner, notwithstanding the many advances made we are able to hold to the old price.

Another shipment of ladies' coats were received yesterday in fancy mixed tweeds; a splendid coat made full length, from heavy weave cloth, finished in the seasons' latest cut, exceptionally good value at \$10.00. Other lines at \$12.00, 15.00, 18.00 and 20.00.

## Ladies' Underwear



- 25c
- 35c
- 45c
- 50c
- 65c
- \$1.00
- 1.50

This department has been stocked with all the different weights, bought direct from one of the best ladies' underwear factories in Canada. The prices are 25c, 35c, 45c, 50c, 65c, \$1.00 and 1.50.

## Millinery

Our Miss Murnigean and Miss Dougan have returned from the American and Canadian Cities, having attended the Millinery Openings and securing all the latest novelties for our customers. Our showing of new exclusive millinery will be the largest this season of any in our history.

# THE Charlottetown Guardian

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MONDAY, SEPTEMBER 27, 1915.

### A MARE'S NEST, &c.

Protesting on the one hand that it does not wish to discuss politics at the present time, our sorely depressed Contemporary on the other hand cannot help having a fling at the successful Mathieson Government and also the Guardian. On Saturday our Contemporary, aided by Mr. J. J. Hughes, discovered a mare's nest. In a previous issue we compared the promptitude of the Borden Government in filling up the vacant judgeship for King's with the dilatoriness and procrastination of the Laurier Government in 1904, which by its tactics prevented the due fulfilment of the law with respect to the election in King's County. We then stated that the delay prevented the proceeding with a "petition" against the successful Liberal candidate, and Mr. Hughes and the Patriot take us to task on the point, because "petitions" are presented in the Supreme Court. We are aware of that, petitions for unseating or disqualifying are so brought, but we were referring to a petition for a recount. This the Patriot and Mr. Hughes knew, for when we recalled "the bit of history" it was in connection with the Patriot's insinuation that the Borden Government were pursuing similar tactics on the present occasion. Although there was only a very small and doubtful majority in favour of Mr. Hughes, the Conservatives were frustrated in their desire to have a recount because of the failure of Sir Wilfrid Laurier to fill the vacant judgeship. Our Contemporary is also greatly offended that its "lying prophecy" should be recalled, and tries to justify itself by the tu quoque. It quotes in part from an article in our issue of Sept. 11—and of course misrepresents. On that occasion the Guardian stated that reports had been received from every poll on Nomination Day "which indicated that the Mathieson Government will be sustained by an overwhelming majority. In two districts only were there any doubts expressed about the return of a Government candidate, and the reports stated that were these two candidates to work a little harder among the constituents these seats would be safe also." That was the report received on Nomination Day and who shall deny its accuracy? Unfortunately in some districts the Government candidates took too optimistic a view of the situation, and in others the methods pursued by the Opposition proved disastrous, but this notwithstanding the Mathieson Government, if not sustained by an overwhelming majority, as it ought to have been, was returned by a substantial majority, which is more than the Patriot can claim for its essay in prophecy. No, the Patriot need not attempt to relieve its vexation at the expense of the Guardian. It deliberately set out to mislead its readers and supporters as to the outcome of the election, and now that its readers and supporters are turning and rending it, surely it is poor sportsmanship to retort, "the Guardian also was wrong!" The difference between the two papers is this that the Patriot positively claimed certain Liberal victory every day for six months, while the Guardian merely recorded that, as a result of the reports received from the Government candidates on Nomination Day indications pointed to the Mathieson Government being sustained by an overwhelming majority. The Patriot's readers or those of them who believed our Contemporary, have had their faith sadly shattered, whereas Guardian readers are quite satisfied, probably better satisfied, to have a "substantial" take the place of an "overwhelming" majority.

### WHY BULGARIA IS UNCERTAIN

Why is the support of Bulgarian to the Entente powers uncertain, and why should she give the idea that she would tumble down on the side of the hedge favouring Germany? It is merely a matter of a land quarrel between Bulgaria and Serbia as the final outcome of the Balkan wars of 1911-13. The European concert, as it then was gave a decision which Bulgarians accepted but bitterly resented, and she has been nursing her wrath to keep it warm ever since.

The Balkan treaty of 1913—the treaty arranged at Bukarest as the result of the second Balkan war—assigned to Serbia a region of Macedonia to the south-east. It is precisely this region which today is the key of the diplomatic position. This region is known to Ambassadors as "the uncontested zone." It is described as "uncontested" (says a Saturday reviewer) because in 1912, when Serbia and Bulgaria were in friendly league, it was by agreement allowed by Serbia to be the natural possession of Bulgaria. It is a region which is still Bulgarian in sympathy, and it has given the Serbian Government serious anxiety in the matter of recruiting during the present war. It would perhaps be too much to say that it threatens to become a Serbian Alsace. But it is at least clear that the future welfare of Serbia is not, when it comes to taking large and long views, bound up with its possession. Serbia recognized this well enough in 1912; but in 1913 the position had changed owing to circumstances which now are happily no longer likely to weigh either with Serbia herself or with any of the Entente Powers. In 1913, owing to the attitude of Austria, it was impossible for the Entente Powers to consult the best interests of Serbia. The Serbians, then as now, desired to see Serbia expand to her natural limits; and the natural direction of this expansion was towards the Adriatic. The future of Greater Serbia lay to the West. But here all expansion was forbidden, except at the price of provoking Austria to a perilous resistance. The question then arose; how was victorious Serbia to be compensated for the disappointment of her natural aspirations? The answer was suggested with an unfortunate clearness by the fact that Bulgaria was at that time an enemy who had recently attacked Serbia in defiance of the Powers. Serbia in 1913 was finally compensated for lack of accommodation in the West by possession of the "uncontested zone" in the East—the region of Macedonia which the calm judgment of the Balkan peoples in 1912 had definitely assigned to Bulgaria.

It is now recognized by the Entente Powers that this

was a bad arrangement. The best interests of Serbia were not obviously served, whereas on the other hand a position was created which must perpetually sour and mortify the whole Bulgarian nation. The Bulgarian Government, in breaking up the Balkan League and rushing into the second Balkan war, had undeniably blundered; but farseeing and disinterested statesmanship would not have required, had other means of satisfying the strong claims of Serbia offered themselves, that Bulgaria should be thus humiliated. The point which now is being gradually realised by informed opinion in Great Britain is that the need for this unfortunate arrangement has passed. It does not now seem beyond the resources of Entente diplomacy to reconcile the reasonable aspirations of Serbia (for which naturally we have the deepest sympathy) with the desire of Bulgaria that the unnatural opportunist arrangements of the Treaty of Bukarest should be calmly and judiciously corrected.

The future of Serbia, as the Serbians clearly realise, depends utterly upon a decisive victory of the Entente over the Central Powers. If the Central Powers were to come victorious out of the war, there would, once for all, be an end, if not of Serbia herself, at any rate of the conception of a Greater Serbia. Serbia, in weighing the advantages of this or that line of diplomatic action, is therefore bound to count upon victory absolute and complete. Such a victory in turn implies that the opposition of Austria to Serbian expansion towards the Adriatic need no longer be seriously considered. The point for Serbia to ponder now is whether, to help in the achievement of a common victory, she is prepared to come to terms with Bulgaria as to the "uncontested zone" on the understanding that, in the general settlement after the war, her more vital aspirations towards the West are reasonably satisfied. In plain terms, is Serbia prepared to surrender to Bulgaria a definite tract of territory in the East in return for a direct interest in the Slav provinces of Bosnia and Herzegovina, and access to the sea upon the Adriatic? No one who has seriously asked where the best interests of Serbia really lie can have a doubt as to which of these alternatives she should in wisdom prefer.

### THE WAR'S AWFUL TOLL

Figures of the war's bloody toll presented to the French Senate by the French War Department, if approximately correct, prove that the losses have been much heavier than indicated by any previous estimates. They are simply staggering, though they only bring the sad record down only to the end of last June.

A total of fourteen million four hundred and ninety-three thousand killed, wounded and taken prisoners is the official estimate of less than a year of war. Germany and Austria will probably deny the accuracy of these figures, because they prove that Germany and Austria are not yet willing to admit that they have suffered far heavier losses than the Entente Allies, and that the wearing down policy of Generals Joffre and French is surely bringing results. The French War Department figures, and they are only to the end of June, are as follows:

	Entente	Teutonic	All
Killed	1,739,000	3,350,000	5,089,000
Wounded	2,589,000	3,885,000	6,474,000
Captured	1,135,000	1,795,000	2,930,000
Totals	5,463,000	9,030,000	14,493,000

Losses in killed are divided as follows: French, 460,000; English, 180,000; Russians, 1,250,000; Germans, 1,620,000; Austrians, 1,610,000; Turks, 110,000; Belgians, 49,000. The figures if correct show that the Entente Allies suffered 38 per cent. of the losses of all kinds and the Teutons 62 per cent. up to the end of June. Since then there has been much heavy fighting, particularly in Galicia and Poland and at the Dardanelles, with losses terribly severe on both sides, but undoubtedly greater on the side of the Teutons than of the Allies. Fighting between Italy and Austria also has been very heavy. The total casualties to the end of August, assuming that these French figures are reliable must reach close to fifteen millions, if they do not exceed that total. Possession of large areas of enemy territory cannot compensate Germany and Austria for losses, practically two to one of those sustained by the nations they are fighting. The time must come when the weight of numbers, assisted by new and modern armaments, will win back all the lost territory and bring an end to the awful slaughter which is the price of world liberty.—Ex.

### NOTES

Mr Runciman told in the House of Commons the other day the story of the British Government's fight with the meat kings. In recent years South America has become a large source of supply for the British meat market and men in the United States control most of its trade. When the demand created by the war was felt these undertook to raise the price to a figure the authorities thought was too high. The Government, through the Board of Trade, took control of the refrigeration ships that carried meat to Great Britain and sent them to Australia, where the commonwealth authorities had taken control of the meat product. The ships were loaded, and brought back enough meat to supply the British and French armies and a surplus to sell to the civil consumers. The lesson of the situation may apply to more than the meat trade. There is a limit to the price raising a government will stand even in war time.

### DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louson.

#### DON'T BE GLUM!

No one has any more right to go about unhappy than he has to go about ill-bred.

He owes it to himself, and to the community in general, to live up to his best spiritual possibilities, not only now and then, but every day and every hour.—Lillian Whiting.

We've done the best we could, my dear.

There's nothing to regret; We've taught the children many truths.

On which our hearts were set.

But if against our old-time ways They foolishly protest, We never need regret, my dear.

That we have done our best.

For out of evil good has come, And out of darkness light; And all wrong-doing in this world.

Some day will be set right, And though we have not reached the height, Attained by others, yet We've done the best we could, my dear;

'Tis useless to regret.

## Above all in the Field of Fashion OUR MILLINERY

Militarism Prevails in Fashion to-day. Everything is built on Military lines, the Hat, the Waist, the Coat, the Dress, the Boots even draw ATTENTION. The smart dresser today must adapt herself to the present vogue, if she must feel well dressed. Our Lady Buyers have returned from the Fall Millinery Openings where they have purchased everything that is smart and reasonable in price. Come along on Tuesday Afternoon and see what they have to offer.

### Our Millinery Opening will take place Tuesday, September 28th.

### Every Lady in the land is Invited

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We have here a full line of stoves of every kind, for every purpose—almost any size or style you could desire, at most any price you would care to pay.

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Guaranteed that 50 per cent was to be paid in 1914, but paid 100 per cent, 50 per cent in cash and 50 per cent in stock. With twenty pairs of beautiful Silver Black foxes capitalized at \$300,000.00 only \$15,000.00 a pair with all expenses and ranching free  
GUARANTEES 50 PER CENT AT THE LEAST FOR 1915 OR WHATEVER MORE IT MIGHT BE  
Anyone wanting to invest in this great Black Fox Industry will make no mistake to invest in this Company for they are sure of 50 per cent, whatever more the first year.  
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## G O F F B R O S .

The Shoe Man