

SEPTEMBER SPECIALS IN SATISFYING FEATURES

THE PEOPLE'S THEATRE

Have you noticed the air of cleanliness that predominates throughout the theatre? Everything clean, bright, sparkling, in order to remind you of the forest special disinfecting used.

JESSE L. LASKY and DAVID BELASCO, PRESENTS EDITH WYNNE MAITHSON

In a Picturization of Belascos' Famous Success
THE GOVERNOR'S LADY
5 ACTS 5

A big production of the kind that appeals to all, every scene one of interest. Don't take our word for it, See it.

ONE LONG LOUD LAUGH

Love in Armo

You'll simply have to hold your sides, laughter will reign supreme, it will knock the spot clean off the blues. A Key-stone scream of the first water.

Coming! **TILLY'S PUNCTURED ROMANCE**
With Marie Dressler and Chas. Chaplin. Big 6 Act Comedy

WED. and THU. SINTY DARLING OF THE SCREEN MARY PICKFORD

The Theatrical Play Exquisite
AND THE SCENES

The Central Guardian

IT PAYS to buy in this Province.

SUPPORT THE CANDIDATES WHO SUPPORT THE MATHIESON GOVERNMENT THAT SECURED \$100,000 SUBSIDY FOR ALL TIME.

KNIGHTS OF COLUMBUS.—Regular meeting of the Knights of Columbus tonight at 8.15. Election of officers and other important business. 2949.

BORDEN EXPECTS EVERY MAN TO DO HIS DUTY BY MATHEISON.—THE MAN WHO DOES THINGS.

LAWN PARTY SUCCESS.—The lawn party and ice-cream festival held at Hampton on Wednesday evening last was a decided success. It was under the direction of the Hampton Tennis Club who realized a fair sum to defray the expenses of their tennis courts. The young people of this place have prepared a fine court and are now enjoying this healthful game in their spare time. Much thanks is due Rev. J. S. McKay for his efforts in successfully organizing the tennis club.

WHY DO OUR FISHER FOLKS NOW CHANT A SONG AS THE GREAT WHITE FLEET GAILY STEAMS ALONG? WHY DO OUR WORKERS NOW MERRILY RING AND JOLLY OLD FARMERS WHISTLE AND SING? 'TIS THE LIFE AND HOPE PROSPERITY BRINGS, FOR MATHEISON'S GOV'T IS DOING THINGS; FOR MATHEISON'S GOV'T IS DOING THINGS.

BEAUTIFUL FLOWERS.—Mr. Ewen McDougall, Prince Street, very thoughtfully presented each teacher in Prince Street School last week with a charming bouquet of assorted sweet peas picked from his garden. Mr. McDougall has for some years past remembered the teachers of this school with flowers on opening day and they are much appreciated.

NOW, WHO SHOULD WITHHOLD THEIR FAIR MEED OF PRAISE FROM MEMBERS WHO HAVE BROUGHT US HOPEFUL DAYS; WHO HAVE SERVED THEIR COUNTRY WELL AND TRUE, UNDER A LEADERSHIP STRAIGHT THROUGH AND THROUGH? FROM A LOVE OF COUNTRY ACHIEVEMENT SPRINGS—SO, LONG MAY THEY ALL SERVE STILL DOING THINGS! STILL DOING THINGS! STILL DOING THINGS! SO, LONG MAY THEY ALL SERVE STILL DOING THINGS!

Evening 7 and 8.45 Prince Edward Matinee Every Day at 3 p. m. Sharp

"CORNERED"

TENTH EPISODE OF
"The Broken Coin"

IN TWO REELS

Kitty and Roleaux Escape with The Broken Coin Racing down the Railroad Track on a Tireless Automobile. See Count Fredrick's Sensational ride after the train, His daring Leap from a Horse onto a fast Moving Train

Rory O'More

AN IRISH DRAMA

Produced by Kalem Company Amid the Beautiful Scenery of Ireland

Klaw and Erlanger Present Cecil B. Demille's Great Play "Strong Heart" IN THREE PARTS One of the Greatest Broadway Successes

"Lizzie's Dizzy Career"

Fast and Furious Fun by Eddie Lyons, Lee Moran and Victoria Ford

Forbes Law Duguid

BY REQUEST
"DE POSSENTE FROM FAUST"

Prince Edward Orchestra

Come to the Matinee and Avoid the Rush at Night



Herb Wessel

squeezes his ribs against those of the umbrella. He is waiting for rain to drive Point 7 his way. While Herb is busy you've a great chance to hunt it in the package!

1—Crowded with flavor
2—Velvety body—NO GRIT
3—Crumble-proof

4—Sterling purity
5—From a daylight factory
6—Untouched by hands

What?

Sterling Gum

The 7-point gum

PEPPERMINT AND CINNAMON FLAVOURS
Made in Canada

Suitable rewards for the discovery of the 7th point will be offered later.

THE SECOND YEAR OF THE WAR

What it Means to the Canadian Patriotic Fund.

We have now entered upon the second year of the war, and the end seems as far off as ever. No one, a year ago, that by September, 1915, Canada would have sent across the Atlantic nearly 100,000 men, with as many more to follow if necessary. The war may yet last a long time. We can permit no "stale mate," no truce that means returning to the relative positions occupied before the war. This would only mean that all of the belligerents would at once commence preparations for another and a greater conflict, and that the children for those heritages, themselves be called upon to lay down their lives in the next generation.

What the Prime Minister of England said in autumn as true today and it ever was. This war cannot end until Belgium has been restored to all that she lost and more; until France has been given boundaries that can be protected against the menace of invasion; until the right of the little nations of Europe to live has been unquestionably established, and until Prussianism has been completely crushed. To accomplish these things will require enormous sacrifice. Lord Kitchener says the war can only be ended by trained men, "Men, more men, and yet more men."

The issue today depends upon Britain and the British Empire. We alone have the reserves that permit of the creation of the preponderating army. The Germans before the War made many predictions. In respect of France and Russia, they were not far astray, but they wholly underestimated the power of the British Empire. The overseas dominions which were contemptuously referred to as a negligible quantity, will probably furnish 300,000 men or more before the end of the war and a large proportion of these will consist of the conscripts from Canada.

It is the duty of the Canadian government to arm, equip and maintain its expeditionary force. The money for this purpose is raised by taxation equally distributed on the people of Canada. The task of providing for their wives and children of the men who go to the front, however, has been entirely assumed by the generous public, on the ground that he who cannot fight should pay.

For this end was inaugurated the Canadian Patriotic Fund. With the month of September, this organization enters upon the work of its second year. On that date about 20,000 families were on its list of beneficiaries, and it required over \$375,000 per month to meet their needs. Although in the early months of the war subscriptions to the Fund were in excess of the demands made upon it, and a considerable surplus accrued, this latterly had not been the case, for since May these reserves have been subject to an ever increasing drain. During June, July and August, the deficit amounted to \$400,000. If the war continues for another year there will be required during that period not less than five million dollars to care for those entrusted to our care. To be sure, we have no written contract with the soldier that we will continue to provide for his wife and children, but he has gone to the front with implicit faith that we will not repudiate our obligation, and this pledge must not be broken.

Since the outbreak of war, new fields of activity, beyond those originally contemplated, have been opened up. Not only does the Fund care for the wives of British and Canadian soldiers, but also for those of the Allies; Belgian, French, Italian, Russian. All these nations have had reason to feel that Canada recognizes the bond of a common brotherhood in this terrible struggle. Moreover, the Patriotic Fund has taken the convalescent soldiers under its care. That is, when he has a family dependent upon him. A representative of the Fund meets every returned soldier at Quebec, learns of his history and condition, passes him on to the Secretary of the Branch in the town to which he is going, and on his arrival there, the local committee stands by the family until convalescent is restored to health, and employment for him is secured.

When, a year ago, the Fund made its first appeal to the public, it was on behalf of an idea, and everybody admitted that the duty of caring for the soldiers' dependents was one that could not be overlooked. Today, the Fund appeals as a record. For twelve months its directors have endeavored, as trustees of the people of Canada, to administer the monies so freely given. The Fund now appeals to the public for money to enable the work to be continued along well tried and established lines.

Naturally, when one is asked for a second subscription, if there be any criticism, it is then that it is offered. This has been the experience of the Patriotic Fund. We find it desirable therefore to deal now with some of the criticisms that have been advanced.

It is sometimes said that the Fund acts too generously towards the soldier's dependents. Let us examine this assertion. We would, in the first place point out that relief is determined by local committees. These are in close contact with the soldiers' dependents and on their recommendation the amount awarded to each family is fixed. The head office lays down general rules which are followed, for the most part, with commendable exactness. Every month a statement is pre-

pared, showing in respect of each family, the amount of assistance given. These statements are checked by the accountant of the Fund at Ottawa, and where the Head Office has reason to believe that a local committee is going beyond the authorized scale, that committee is requested to revise its future grants. The Fund is intended only those who would be in need were it not in existence. Throughout Eastern Canada, the average help to a soldier's wife, with children, amounts to from 50 to 60 cents per day. In the Western Provinces it ranges from 70 to 80 cents per day. This does not seem an extravagant amount, and yet in most instances it represents the difference between a bare existence and a reasonable degree of comfort. Occasionally the claim is made that the soldier's wife is better off than when her husband was at home. This may be the case and yet not necessarily a matter for regret or reasonable ground for reproof. Prior to the enlistment of her husband, "Mrs. Bill Smith," and her children may have lived during many a month below the scale of decent subsistence, but when "William Smith" enlists in the Canadian Overseas Contingent, takes his training, and goes to the front to fight the battles of the Empire, we claim his wife is entitled to receive commensurate treatment from the community in which she lives. And further, if we are to ask the Canadian born artisan, in receipt of good wages, to enlist, we cannot expect him to leave his wife with only a bare subsistence for herself and children. Hitherto, in deciding what a soldier's family should receive, the Patriotic Fund has not taken into consideration the soldier's assigned pay. We have been criticized for this but there are reasons which to us seem valid for following this course. Many men enlist whose families are in debt, and it is thought wise that the assigned pay should at first go to wipe out these obligations. Then during the long, hard, Canadian winter, an ill-furnished home could hardly be improved or an ill-clad family adequately clothed out of the allowance paid by the Canadian Patriotic Fund, so the soldier's wife is advised to use the assigned pay to furnish the house, and clothe the children. Lately, our committee have been preaching the doctrine of saving against the day of the soldier's return. When he comes back to Canada, his pay will cease. No longer will he have any claim on the government or on the Patriotic Fund. He must henceforth earn his own living. He may not be able to find immediate employment, hence we are now advising his wife, during his absence at the front, to save a part of what he sends her, with a view of tiding the family over this period or rehabilitation. It does not necessarily follow that a frugal soldier's wife, who by denying herself can lay by some money against her husband's return, is being too generously treated by the Patriotic Fund.

Sometimes we hear the assertion

(Continued on page seven)

FAMILY FOOD.

Crisp, Toothsome, and Requires No Cooking.

A little boy asked his mother to write an account of how Grape-Nuts food had helped their family. She says Grape-Nuts was first brought to her attention where she visited.

"While I was there I used the food regularly. I gained weight and felt so well that when I returned home I began using Grape-Nuts in the family regularly.

"My little 18-months-old baby shortly after being weaned was very ill while teething. She was sick nine weeks and we tried everything. She became so emaciated that it was painful to handle her and we thought we were going to lose her. One day a happy thought urged me to try Grape-Nuts soaked in a little warm milk.

"Well, it worked like a charm and she began taking it regularly and improvement set in at once. She grew well and round and fat as fast as possible on Grape-Nuts.

"Sometime ago several of the family were stricken with La Grippe at the same time, and during the worst stages they could not relish anything in the shape of food but Grape-Nuts and oranges, everything else was nauseating.

"We all appreciate what your famous food has done for our family."

"There's a Reason."

Name given by Canadian Postum Co., Windsor, Ont.

Ever read the above letter? A new one appears from time to time. They are genuine, true, and full of human interest.

Anti-Auto Association

Members of the Association and others interested will take notice that the following Candidates have signed our Pledge:

4th District of Prince both Liberal and Conservative.
1st District Queen's The Conservatives
2nd " " The Liberals
3rd " " both Liberal and Conservatives
4th " " The Conservatives and one Liberal (Geo. Forbes)

3rd District of King's Conservative (J. A. Dewar.)

The Liberal Candidates for 1st District of Queen's Signed to allow them in Charlottetown and Summerside only.

We trust they will receive your support as indicated by Voters Pledge which is as follows:

We the undersigned pledge ourselves to vote for no Candidate for our Local Legislature who is known to be in favor of the running of the Automobiles, and we shall require from such Candidate a pledge that he will not support any Government that will refuse to appeal "The Motor Vehicle Act of 1913," and re-enact the Act of 1908.

Anti-Auto Association

2911-9-10Me21.

NEW DEVELOPMENTS ON ROUMANIA BORDER

PETROGRAD, Sept. 10.—The concentration of heavy Austrian forces on the Roumanian frontier points to serious operation in the near future against Bessarabia and the region of Middle Dniester. It is the opinion of the Russian war office officials. It is regarded that the concentration indicates that an offensive move against Roumania is in prospect. Officials declare, however, that it is premature to regard Kiev and the Dniester Line as endangered. An advance from Galicia is regarded as unlikely at present because of the recent Teutonic defeat in Tarnopol. The partial evacuation of Kiev already is under way, and a number of institutions have been removed. Military authorities consider that to the expedition on the ground that it would be a lighted tax of the army in the event that the city was threatened seriously. From the Russian town of Kovel Kin Volynia the Austrian advance of 35 miles in the direction of Pinsk but their progress was checked. Between Pripiet and the Niemen the Germans continue to move forward through thick forest region towards Roanba, but every mile their difficulties are multiplied by increasing distances from their base and bad roads.

"Aren't they handsome? That's what nearly every woman says, when looking at our Classic Shoe Sample at 25 p. c. Discount. Goff Bros. 2890-9-9Mtf.




"Hagar" Shoes

for men cannot be beaten and seldom equalled.

"Made In Canada"

and guaranteed to fit. We carry these shoes in seven lasts and in all sizes and the prices are reasonable for this high grade gentlemen's shoe \$5.50, 6.00, 6.50 7.00.

Morris & Smith



Let Us Equip You For Your Hunting Trip

If you want to bring home a good bag of game from that hunting trip, you will need to get outfitted at this store.

Shot guns—single and double barreled styles, in all the most popular and serviceable makes.

Shells—famous U. M. C. blacks.

Shot—powder—and empties for those who want to make their own shells.

You will like our stock and prices—and you will be pleased with our service. Call in.

Fennell & Chandler

Victoria Row

The Prince Edward Island Exhibition

and
Horse Races

at
Charlottetown Sept. 21 to 24, 1915

OPEN TO ALL CANADA

Over \$8000.00 in Exhibition Prizes

Live Stock entries except Poultry close 10th September
All other entries close 14th September.

Three days Horse Racing, \$2800.00 in purses.
Special attractions in front of the Grand Stand.
Nearest Station Agents will give particulars of Railway rates.

For Prize List and all information write the Secretary
C. R. SMALLWOOD,
Sec'y-Treas.

FRANK R. HEARTZ,
President.

2739-9-11Mwts31thents71.

Do you love your Smoke better than your wife?

Pipe and cigars or cigarettes cost you an average of ten cents a day, perhaps.

This is \$36.50 a year, or \$36.60 for a leap year.

You don't carry life assurance to protect your wife, because, you say, you can't afford it.

But if you are thirty-four years of age now, you can carry a \$1,000, 20-payment Life Policy, with profits, for \$36.60 a year; or for less if you are younger.

Don't you think your wife is worth as much as your smoke?

For Particulars Consult
T. EDGAR MacNUTT
MANAGER FOR P. E. I.
Sun Life Assurance Co. of Canada. Over \$250,000,000 of Insurance in force.

2922-9-11M31.

50 Per Cent

Guaranteed Dividend 1915

Glenaladale Silver Black Fox Co., Ltd.

[Incorporated 1913]

ONE OF THOSE THAT STOOD THE TEST

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.

Shares are \$25. Write for prospectus and other information to
M. C. MACKINNON, Secretary-Treasurer
Glenaladale, : :
2288-7-24MEH