

S. A. McDonald
The Island's Leading Store

Ladies' Coats

\$15.00 for \$10.00
18.00 for 12.00

This is a good Coat Bargain only 55 coats in the lot



We are placing on sale today the most attractive line of ladies' coats at reduced prices; the best that has been shown here for many years. This lot consists of 55 coats, ranging in size from 32 to 42, in tweeds, chinchillas, curl cloths and zebbelines. The coats are the proper length for this season's wear. A few of the lines are made with raglan sleeves. We have decided to clear these out at the prices here quoted. Samples of these coats may be seen in our window today.

\$15 Coats for \$10
Only 22 Coats at this Price

There are 22 coats at \$15.00 made from splendid all-wool material, in brown, blue, navy and grey. The coat is well finished in every respect we are selling now at \$10.00.

\$18 Coats for \$12
Only 15 Coats at this Price

Another very attractive line of which there are 15 coats. These are mostly silk-lined. The edges are finished with velvet piping, with inlaid collar of fancy plush. Full assortment of sizes can be seen today for \$12.00, regular value \$18.00.

\$22 Coats for \$15
Only 18 Coats in this lot

There are 18 coats in this lot costing \$22.00. The garments are beautifully finished and are well worth \$25.00. This lot of coats on sale today for \$15.00, if you have not yet secured your Winter Coat we would advise you to look this line over as we are confident that the values will appeal to you.

As there are only 18 coats in this lot we would advise you to call early.

HURRAH BOYS

More New Suits and New Overcoats too

See how I look in my New Suit, the best yet, a new lot just like this illustration, come along Boys and get Suited at \$5, \$6, \$7 and \$8.



We have just received from one of the largest boys' clothing factories in Canada a lot of new trappy suits made in the new Norfolk Style, plaited back; bloomer pants. Patterns are mostly in brown tweeds and worsteds. The prices range \$5.00, \$6.00, \$7.00 and \$8.00.

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THURSDAY, SEPTEMBER 30, 1915.

THE TURN OF THE TIDE

The great success of the Entente Allies in the West has been followed by victories in the Dardanelles and Mesopotamia. The glorious news makes the red blood run quicker in every true Briton's veins. The long looked-for, hoped-for turn in the tide has come at last. For fourteen months we have been preparing for such victories oft-times in face of dispiriting reports from the front. Now that we have the glad tidings we forget the weary months of anxious waiting and rejoice with a great joy that the cause of truth, justice and righteousness is prevailing. But, as the London Times says, the lesson for us to learn is that to make these victories effective, more men are wanted, and surely the response will be immediate and adequate to the needs. These victories cannot have been obtained except at great cost, and the call is for men to fill the trenches and keep the flag flying. Over the door of the Army of the 21st Essex Fusiliers in Windsor, Ontario, is painted the following verse which carries a message worth quoting in this connection:—

What if the best of your wages be
An empty sleeve—a stiff-set knee—
A crutch for the rest of life—who cares?
So long as the one flag floats and dares."

QUEBEC AND RECRUITING

A correspondent writes: "Will you be good enough to give publicity to the following article from the Montreal Gazette as during the election an attempt was made to put the French element against the Government on the question of volunteering. You will see from this article that Sir Wilfrid Laurier is as strongly committed to support the Government's war policy as is Sir Robert L. Borden himself and the whole of the French leaders in Quebec are united in calling for recruits."

The attitude of the people of Quebec in regard to the war is the subject of comment in the newspapers of some of the other provinces, and this province's public men are being held up for censure because they are not earnest enough in the work of promoting interest in recruiting. From opposite sides of the political fence Sir Wilfrid Laurier and Hon. Mr. Blondin have been selected as representatives of the indifferents if not actually opponents of recruiting work. Sir Wilfrid Laurier is on record in no unequivocal way. Speaking at St. Lin on August 8, he declared that he fully supported the policy of sending troops to participate in what he called the great conflict for liberty now going on in Europe. Then, as reported, he added:

"I speak with all the authority I possess as leader of the Liberal party when I proclaim the fact that I am behind the Canadian Government in this policy."

This was straight as it could be, and he supported it with advice that, if has been declared, helped the work of recruiting. Nor was this the only occasion on which the leader of the Opposition declared himself on the issue.

The same day that Sir Wilfrid Laurier so spoke at St. Lin, Hon. Mr. Blondin addressed a meeting at Little Magog, commending the chivalry of the young Canadians who had volunteered to take part in the great struggle on behalf of Great Britain and France. At St. Narcisse on Wednesday last, addressing a gathering at the Champlain agricultural show, Mr. Blondin gave expression to his pride at the way in which the people of Canada and of Quebec had shown their zeal in the cause of the Allies and said it was the determination to keep on until the war was carried to a successful conclusion. There was no mistaking the meaning of his words. They meant the same thing as the words of Sir Wilfrid Laurier and the action of the Government.

The attitude thus set out is also that of other French speaking public men in this Province. Hon. Mr. Casgrain has declared himself plainly and strongly, and so has Hon. Mr. Lemieux. At Quebec Sir Lomer Gouin and Hon. Mr. Taschereau shared in meetings for the encouragement of recruiting; and what they did other men in public places have repeated. The accusations against Quebec and its French-speaking public men to which reference has been made are not well founded.

DEFEATING THE SUBMARINE

From the moment Great Britain entered the war on the side of justice and humanity, there were great claims made for the destruction to be wrought by the German submarine. When the German fleet was herded into seclusion behind the fortresses of Heligoland rumour was busy with the terrible submarines of the German Navy and it was spread abroad that soon the German U boats would sink so many of the British fighting ships that the German high seas fleet could quickly destroy the remainder without serious effort and then quickly conquer Britain. When this did not materialize, a new programme was started by Germany's declaration of the war zone about Britain and attempting to destroy British commerce by torpedoing of merchantmen.

Admittedly, Germany has developed her submarines enormously. Their speed, range of travel, carrying capacity, and armament have increased by enormous strides. She has done all in her power to make them the most effective engines of destruction of their class.

What has been the result of all this? Practically nothing. In the early stages of the war England did lose several fighting ships and more recently, a transport. In addition a few merchantmen, and fishing boats have been destroyed. The merchant boats destroyed amount to but a fraction of one per cent. of those engaged in the trade. On the other hand it has been reliably stated that Germany has lost practically 80 per cent. of her entire submarine fleet. The comparison could not be much gloomier for Germany.

And what is the good cause of this failure? Simply the inventive ability of the English people. From the outset, the war has developed the greatest possible competition in inventions. Germany for years, has been developing and putting to effect every branch of applied science in the

production of destructive war machines. So, she was well supplied with every powerful weapon of offense. To counteract these Britain has racked her brains to develop even more effective means of defense. That Britain has succeeded is amply demonstrated by the total failure of the German submarine programme which, in turn, may mean the total failure of the entire German naval programme. Of course, no one knows the details of the wonderful inventions which have enabled the Allies to so completely and quickly eliminate the German submarine menace. But, several of them have been mentioned in general terms. About the time that the first British battleship was torpedoed, it was stated that an English scientist had invented a way of detecting the presence of a submarine at any point within a radius of 20 miles. A little later it was stated, and has been repeated many times since that enormous iron nets had been placed in spots frequented by submarines and that they were arranged as trap nets with floats. It seems fairly certain that a great many of Germany's best U boats have been caught in this way, just picked up out of the sea. Later it has been stated that Britain's recently organized Board of Inventions headed by Lord Fisher has developed an invention which it is believed will make a battleship entirely immune to attacks by torpedo. The latest important development is announced from Sir Hiram Maxim. It is said that Sir Hiram has invented means for a submarine to find its exact location at any time and under any circumstances. This avoids the necessity of coming to the surface to get bearings, thus British invention has triumphed over German invention and has enabled Britain to completely destroy the greatest menace of the German navy with comparative little effort. What we hear now of British invention to offset the German science, is but a fraction of what will be disclosed after completion of the war.

SURVIVAL OF THE FITTEST

"Nature red in tooth and claw," and down among the beasts of the forest, among the untutored savages, among the wild things in the vegetable and animal worlds, "tooth and claw" rule supreme; the weaker goes to the wall, is trampled under foot or is choked out of existence. Races of animals and of plants have become extinct because of the brute strength of their neighbors, and the brute strength succumbed and perished only when there were no weaker neighbors to prey upon.

On the higher levels of life where the humane teachings of Christianity and of a higher civilization rule the actions of men, the weaker are wards of the community; helplessness is a shield of protection; the "least of these" are a sacred trust and the manner of our care for them is the measure of our manhood, the test of our right to be counted as members of the higher brotherhood of man.

And yet on this higher level the hereditary instincts of our original savagery still manifest themselves. Brute force is still a factor to be reckoned with. Evidence of this may be found in our international relationships, when, as at present in Europe, a nation reverts to primeval conditions of savagery, tramples underfoot every law of civilization and resorts to brute force as the only right. Germany as a nation has fled, has bullied, has committed acts of cruelty which will for all-time to come make the word Germanism a synonym of all that is lowest in primitive, untutored, inhuman savagery. Should this savagery prevail over the forces now contending against it, the world would be at the mercy of a horde of militarists whose ethics would be the ethics of the jungle; human freedom would be at an end and the civilized world would be under the dominance of a government for which it could never entertain anything but contempt and abject fear.

Evidences of a similar reversion are to be found in the industrial and commercial world when we find the monopolist driving the weaker competitor to the wall, when the Golden Rule which should govern the actions of men, one towards the other, becomes only a "scrap of paper" and the ability to succeed is the only law recognized.

We find it in the political world when, as occurred in our own recent provincial election, studied misrepresentation takes the place of argument; when patriotism, religion, temperance, morality are invoked, not for the sake of furthering these, but to further partizan ends.

How near we are to the "survival of the fittest" by brute force, is indicated by the intensity of the struggle in Europe, by its awful cost in human sacrifice and suffering; it is indicated by the frequent success of the monopolist in the industrial and commercial world, by the occasional success of the pretending patriot and the designing hypocrite.

Civilization is still quite close to the borderland from which it emerged only a comparatively few generations ago, and it will require the best that the highest form of civilization can do to save itself from the poisonous influences which it has inherited from the dark and forbidding past. And there is such a thing as reversion to type, even in civilization. Germanism must be sternly fought not only in national relationships but in the political, the industrial and commercial, the religious and the social sphere if civilization is to endure.

GERMAN "KULTUR"

A Mr. Thomas Smith, of England, has recently published a book entitled "The Soul of Germany," which throws considerable light on the true status of that country as a civilized nation. He quotes the statistics of crimes of various kinds committed during recent years in Germany and England respectively, and it is important to bear in mind that the latter country has only about two-thirds of the population of the so-called home of culture. Following are the figures:—

	Germany	England
Maleficent and felonious wounding,	172,163	1,262
Murder,	350	97
Sexual crimes,	9,381	216
Malicious damage to property,	25,757	358
Arson,	610	278
Illegitimate births,	178,115	37,041
Divorce proceedings,	20,340	965

DAILY SELECTIONS FOR GUARDIAN READERS

Furnished by W. S. Louison.

IN TIMES OF WAR.

For husband, brother, son and sire
We raise up hands that never tire
On this our mount of prayer
Thou knowest we but dimly guess
The days long toil the nights distress
And all they do and bear.
The battle's issue hangs on thee
In Thy firm hand the scales we see
Of mortal loss and gain

And tidings carried swift as thought
Twixt land and land to
They are sought
But there own will made plain.

Given of strength O bless and aid
Thy servants against the free arrayed
Go forth with them to fight
In battles storm their shelter be
Thy spirit grant of unity
Of counsel and of might.

Watch o'er the wounded in the field
And where the sick and dying yield
Their souls do Thou be nigh!
Give peace within the heart distressed
And peace on Earth and last and best
Thy peace beyond the sky.
Amen.

E. WORDSWORTH.)

Waistings That Are Not What They Seem ---They're Flannelette

You'd never think it, to look at them a foot away They have a cashmere finish, some of them; others are in a fine honeycomb weave. It's only the nap on the under side that makes them flannelette.

As to colors, you will find
Cream Mid-Blue Black
Sky Navy Mauve
Saxe Green Brown

patterned in pin dots or stripes, or a combination of both. Sometimes the stripes are white, sometimes black, according to the contrasting background
36 inches wide, 24c the yard.
Others in Fawn, Tan and Blue grounds, with small rose pattern,
25 and 28 inches wide, 15c and 20c the yard
They will make up into neat morning blouses or dressing jackets or into school dresses for the children.

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Avoid early holes in Underwear. They are expensive.

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Simply buy carefully made garments of carefully selected wool. In other words, buy Stanfield's Unshrinkable Underwear.

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Stanfield's Red Label, \$1.35 garment.
Stanfield's Blue Label, \$1.50 garment.
Stanfield's Black Label, \$2.00 garment.
Stanfield's Red Label Combinations \$2.75 suit.

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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.

Come in and look over the display—you are sure to see the stove you want and our price will please you.

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