

Attention Mothers

Boys' Ribbed Wool Underwear, 95c. and \$1 a garment.
Boys' Heavy Fleece-lined Underwear, 40c., 45c. and 50c. a garment.
Boys' Heavy Wool Hose, 45c. to 75c. a pair.
Boys' Rock-Rib and Hercules Hose, 35c. a pair.
Boys' Tweed and Knit Caps, 65c. and 75c.
Boys' Woolen Gloves, 65c., 75c. and 5c. a pair.
Boys' Sweater Coats, \$1.50 to \$3.50.
Boys' Pullover Sweaters, \$1.25 to \$3.25.
Boys' Tweed and Oxford Pants, \$1.50 to \$2.25.
Boys' Mackinaw Coats, \$6.25 to \$7.75.
Snappy Overcoats for the little fellows 4 to 7 years—
Khaki and Blue, \$4.75.

Peter Farrell & Co.

AGENTS FOR PROGRESS MADE-TO-MEASURE CLOTHING.

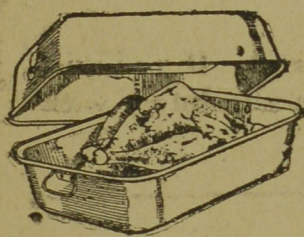
Soldier's Comfort Boxes

Will take 11 lbs to England or 7 lbs to France. Light and Strong. See them in our Carleton Street Window.

RYAN'S DRUG STORE

THE PENSLAR STORE

Replace the Utensils



That wear out with the ones that wear-ever. We carry a large assortment of

WEAREVER ALUMINUM WARE

in Tea and Coffee Pots, Tea Kettles, Roasters, Griddles, Double Boilers, Windsor Kettles, Stove Pots, etc. Now is the proper time to take stock of your kitchen equipment and put in a supply of this guaranteed ware for your Xmas cooking.

LAWLOR & CAIN

THE VALUE OF ADVERTISING in all cases must be based on the return for the outlay. No better opportunity in this respect can be found in this locality than

THE DAILY MAIL

This paper has a special value to the local advertiser, as the majority of its readers are in this city and the immediate surrounding country.

Our Advertising Rates will be found decidedly reasonable in view of the results.

PEOPLE READ

OUR

ADVERTISEMENTS

They are trying to buy as wisely as they can. It is necessary they should.

They are eager to know what the local merchants have to offer, and good live advertising is interesting reading to them.

Most of our enterprising business men have already realized this fact and their advertising appears regularly in the Mail.

If you are not a regular advertiser in the DAILY or SEMI-WEEKLY MAIL, you are overlooking an opportunity that no business man in this locality ought to be too busy to appreciate.

THE AD. AND THE MAN.

By James J. Montague.

He saw the ad from day to day
And muttered: "I see it;
The stuff may be just what they say,

But I'm not going to buy it."
As time wore on he made remarks

It would not do to mention,
For he was mad because that ad
Was forced on his attention.

But in a week, or two, or three,
He said: "There's no denying,
The way that ad gets hold of me,
The stuff may be worth trying"
For just about a fortnight more
He dared mere words to win him,

And then the ad completely had
Aroused the spender in him.

Next day he drifted in a store
And quietly expended
A few big iron dollars for
The stuff the ad commended.
He found it filled a long-felt need
Its excellence surprised him,
And now he's glad because the ad
So deftly hypnotized him.

THE WILLIAM DAVIES COMPANY REAPED ENORMOUS PROFITS

Report of Royal Commission Made Public—
Company Controlled by Sir Joseph Flavelle Made a Profit of Eighty Per Cent on Bacon in 1916—Company Had a Distinct Advantage Over all Competitors—
Price of Live Hogs was Boosted by the Packers.

Ottawa, Nov. 18. — That the profits made by the William Davies Company Ltd., and Matthews-Blackwell, Ltd., more particularly the former, were exceptionally high during the war period and yielded "an extraordinary return upon the capital invested", is the most important statement made in the report of the commission appointed to investigate further the business of these two companies.

No Big Profits in Future.

The commission, which consisted of G. F. Henderson, K.C., chairman, and Messrs. A. B. Brodie and G. F. Clarkson, has made an unanimous report to Hon. T. W. Crothers, minister of labor. This report, after being under review by a sub-committee of the cabinet, of which Hon. N. W. Rowell, president of the privy council, is chairman, has been made public in its entirety. Incidentally, it is pointed out that, owing to the action taken by the government recently, it will be impossible in the future for packing companies to make excessive profits. Under the terms of the order-in-council, packers in future can make, by way of profit, a maximum of eleven per cent. only. They can retain seven per cent. clear and one-half of their earnings on the money invested between seven and fifteen per cent. Above fifteen per cent. all profits are confiscated.

"Exceptionally High."

Profits made, according to the reports of the commission, ran as high

This profit was made by the William Davies Company during the year 1916. The commissioners say in part: "That the profits made during the war period were exceptionally high and yielded an extraordinary return upon the capital invested. In the year 1916 the trading profits of the Davies Company were equal to eighty per cent. on its investment in packing house plants and retail stores. War taxes, however, are repayable out of these profits.

"That these exceptionally high profits were due to an extraordinary expansion in the volume of business done, as well as to an increase in the percentage of profits earned upon sales.

"The increase in the volume of business done was almost entirely attributed to the export sales, principally to the British war office. These sales yielded a high percentage of profit.

"That in respect of its export business with the British war office, the company for a considerable period of time enjoyed the advantage of a fixed minimum selling price, a concession granted, so far as we could ascertain, to no other packer. It was suggested during the inquiry that this concession might have been obtained by Sir Joseph Flavelle, whose occupancy of a public position would facilitate his so doing. The evidence of the commission is that he took no part in the negotiations which resulted in the granting of this concession and the cabled correspondence indicates that it resulted from a business negotiation influenced only by business considerations.

PUBLIC NOTICE

I, Harry Fulton McLeod of the City of Fredericton, in the County of York and Province of New Brunswick, Barrister, having been nominated as a candidate at the election now about to be held of a member to represent the Electoral District of York-Sunbury in the House of Commons of Canada, do hereby appoint Charles D. Richards of the said City of Fredericton, Barrister, as my official agent for the said election. The address of the said Charles D. Richards is 532 Queen Street, Fredericton, N. B.

HARRY FULTON McLEOD
In presence of
JOHN A. YOUNG.

PUBLIC NOTICE

I, Nelson Wentworth Brown, the candidate in the election now about to be held, do, under section 237 of the Dominion Elections Act, hereby name and appoint E. Jack Miles of Devon, in the Parish of St. Mary's, in the County of York and Province of New Brunswick, Merchant, as my official agent in the said election.

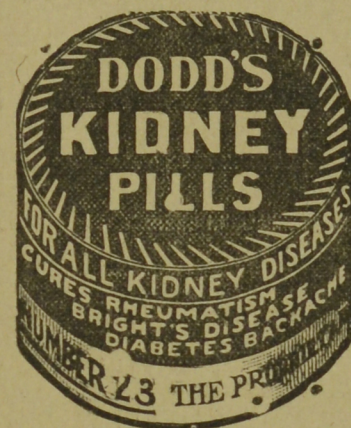
Dated at the City of Fredericton, in the County of York and Province of New Brunswick, this 19th day of November, A. D. 1917.

NELSON WENTWORTH BROWN.

"That the present high price of hog products in Canada is primarily due to the high prices paid by packers for live hogs in Canada.

"That, in considering the present price of bacon in Canada, it must be remembered that the packer has to dispose of the whole animal. During the period of the war it would seem that there has been a larger demand for the choicer cuts, such as bacon. As the demand for bacon has increased, the demand for the other parts of the animal have lessened in proportion, thus throwing upon the parts from which bacon is manufactured, an

(Continued on page 4.)



Our Store will open to-morrow, Tuesday Morning.

Our 73rd Anniversary Sale will continue for days, Tuesday, Wednesday and Thursday.

Lemont & Sons, Ltd.



COLDS

IF HE ONLY HAD NOT BEEN SO CARELESS ABOUT THAT COLD!

You've heard it often, and you've sympathized with the sad wistfulness in the tone of the speaker... A neglected cold is so often the beginning of an illness that ends with serious consequences.

No matter how trivial a cold may seem, it is capable of rapid development into diseases which are not easily cured. The best time to shake it off is right at the start.

Take NYAL'S LAXACOLD TABLETS. 25c. a box, at

STAPLES' PHARMACY

Cor. King & York Street, Fredericton.

NOW CUTTING A CHOICE CROP OF ROSES

Off Our New Plants.

Richman's American Beauties, Taft, etc.

CARNATIONS IN STOCK as usual. POTTED PLANTS, including a good selection of Ferns of the leading variety.

A Fine Lot of PALMS in all sizes.

WEDDING BOUQUETS and FLOWER DESIGNS a Specialty. CUT FLOWERS always on hand for the sick.

ADA M. SCHLEYER, FLORIST

226 CHARLOTTE STREET.

'Phone 217.

GEM THEATRE

MONDAY AND TUESDAY

SEE THE SCREEN STORY!

"THE FIGHTING TRAIL"

Third Instalment

EXTRA! MISS MARY MILES in "ENVIRONMENT" - - - 5 REELS

"The influence that shapes our lives and careers."

WED. and THURSDAY

THE REMARKABLE PHOTO-SPECTACLE "POLLY OF THE CIRCUS"

Featuring the Famous Little Celebrity, MISS MAE MARSH
Star of "Birth of a Nation" and "Intolerance,"
OUR FIRST GOLDWYN PRODUCTION

SEE THE CIRCUS PARADE!
SEE THE FUNNY CLOWNS!
SEE THE ELEPHANTS!
SEE THE TIGERS!
SEE THE LIONS!

FOR "THE CIRCUS HAS COME TO TOWN!"



GAIETY TO-DAY ONLY

PRESENTS THE EXQUISITE SCREEN FAVORITE

Alice Brady

THEN I'LL COME BACK TO YOU

By Larry Evans — a World Feature.

GAIETY WILL BE CLOSED ON TUESDAY, WEDNESDAY AND THURSDAY OF THIS WEEK.

EXTRA TODAY! Salmon Fishing on Cain's River.

GRAND OPENING

THE NEW GAIETY

350 Queen Street,
This FRIDAY and SATURDAY,
November 23rd & 24th.

OPENING PROGRAM, MARY PICKFORD

"LITTLE AMERICAN"

SAME LITTLE PRICES
Afternoons - - 5 and 10c.
Evenings - - 10 and 15c.