

Horse Blankets

50 horse blankets, a good serviceable blanket, well lined, made large, double girt.

Without a doubt this is the best value in horse blankets to be found in the city today.

Two Qualities, Special Price \$2.75 and \$2.95.

Buy early they will soon be gone.

Peter Farrell & Co.

AGENTS FOR PROGRESS MADE-TO-MEASURE CLOTHING.

IVORY CREAM

Something you have been looking for. Imparts a beautiful lustre to Ivory. Removes discolorations from toilet articles. Will keep all Ivory articles in perfect condition.

RYAN'S DRUG STORE

THE PENSLAR STORE

To The Victor Belongs The Spoils

Now is the proper time to call in and procure your supply of - - VICTOR TRAPS

the ones that are sure to go and sure to hold

Boys there's great fun in trapping, both interesting and profitable. Set a line of these traps in your spare time and see the results.

We carry them in all sizes, both single, double and jump traps.

One of these small size traps makes an excellent rat trap. Special Prices on dozen lots

LAWLOR & CAIN

USE OUR HARDWARE IT STANDS HARD WEAR

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 defy 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 held 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.

WESTERNERS LINE UP FOR THE UNION GOVERNMENT

Party Organizations in Saskatchewan Pass Out of Existence---New National Government Association is Formed---Each Constituency to Have a Local Executive ---More Candidates Placed in the Field in Ontario.

Winnipeg, Man., Oct. 25. — The Regina correspondent of the Winnipeg Telegram says. "Last night the two political organizations, which have fought for the control of the government since the territorial status was abandoned in 1916, passed out of existence for the period of the war, so far as the federal elections are concerned. Their places have been occupied by the new National Government Association of Saskatchewan. This is the climax of negotiations which have been under way since the federal union government was formed.

"Dr. Bowman of Weyburn, president of the Conservative Association, resigned with the other officers and their headquarters in the capital are closed. Similar steps were taken by the Liberals, Hon. J. A. Calder acting for them in the ultimate arrangements.

"The Unionists' central organization will be an executive committee, composed equally of Liberals and Conservatives and each constituency will have local executives, similarly organized, on which will devolve the obligation of calling conventions and naming union candidates.

"Final details were harmoniously arranged, dividing the province by conceding ten seats to Liberals and six to Conservatives."

Western Leaders Confer.

Winnipeg, Oct. 25. — Hon. James A. Calder, Hon. Arthur Meighen and Hon. T. A. Crerar, members of the new government, who are back in Winnipeg after their trip to Regina, spent the forenoon in conference over the organization of the province for the coming federal election campaign.

Candidate Chosen.

Sudbury, Ont., Oct. 26. — George B. Nicholson of Chapleau, was unanimously chosen as the unionist candidate for East Algoma by a convention of Conservatives and Liberals here yesterday afternoon. No other name was submitted to vote.

Col. Clark Renominated.

Tara, Ont., Oct. 26. — Col. Hugh Clark was yesterday unanimously nominated as the win-the-war candidate for North Bruce, at a non-partisan convention here.

Mr. Lalor Chosen.

Dunnville, Ont., Oct. 26. — F. R. Lalor, who as a Conservative, has represented Haldimand in the House of Commons for the last fourteen years, was the unanimous choice yesterday of the Union government organization here in the coming elections.

Sherbrooke, Que., Oct. 26. — A meeting of the eastern townships Liberal Conservative Association was held yesterday afternoon when a resolution was passed endorsing the platform laid down by Sir Robert Borden.

Meetings will be called in all the counties in the townships of prominent Liberals and Conservatives with the object of deciding jointly on a candidate who favors the Union Government's policy.

Candidate Withdraws.

Edmonton, Oct. 26. — The executive committee of the Strathcona Liberal Association today accepted the withdrawal of J. M. Douglass, the former member, who resigned his candidacy because of his sympathy with the new government. It was decided to call a new convention and put a straight Liberal candidate in the field.

Win-the-War League.

Toronto, Oct. 26. — The council of the Ontario Win-the-War League, at a luncheon yesterday passed a resolution supporting the Union Government and pledging itself to secure the election, irrespective of party affiliations, of candidates pledged to support the Union. At the same time a resolution was passed that the Union Government

WILL ATTACK LEGALITY OF ACT

Canadian Press direct wire.)

Montreal, Oct. 26. — Council for the defence in the case of the prosecution of anti-conscriptionist orators, proposes to attack the legality of the Military Service Act and to apply for a writ of prohibition against Judge Saint Cyr to stop him from proceeding with the prosecution next Tuesday. He claims that he act is unconstitutional.

ment ought not to recognize any candidate nominated solely by any particular party.

Union Endorsed.

Montreal, Oct. 26. — The executive committee of the Canadian Manufacturers' Association yesterday unanimously passed a resolution congratulating Premier Borden on the consummation of the Union Government and pledging its support in all matters pertaining to the vigorous prosecution of the war.

Plain Talk on Loyalty.

Montreal, Oct. 26. — Those who talk most about loyalty to the Empire, the necessity of defeating Germany and winning the war are those most anxious to keep themselves out of the war are those who render the most treacherous service to Canada under the cloak of ultra-loyalty. So said Oscar Gladu, former M. P. for Yamaska, last night in an address before the Young Men's Liberal Association in St. Jean Baptiste market place on "Loyalty and Treason." Mr. Gladu said there are many men, both Liberal and Conservative, who can be worked upon under the spell of the word loyalty to ruin Canada to save the Empire. An evil wind is blowing over the country, he said, and the national equilibrium seems broken. Mr. Gladu spoke as if he thought there were people in Canada who would like to eliminate the French-Canadians altogether.

HALL FURNITURE

Your hall is seen by everyone who calls, therefore you should have it attractively furnished.

Come in and see our large showing of

Hall Mirrors, Hall Tables,
Hall Racks Hall Seats
Hall Chairs,

Quarter Cut Oak, Golden or Fumed Finish, Walnut, Elm and Surface Oak.

Lemont & Sons, Ltd.

For a sprain-strain
or bruise—
APPLY A



Red Cross
Plaster
25¢

OUR PLASTERS

GIVE EFFECTIVE RELIEF for aches and pains, sore and stiff joints, in fact for anything from a crick in the back to a chronic case of Rheumatism. There is nothing better. The next time you are troubled with anything of this sort, get one of our plasters and put it on. The results will surprise you.

STAPLES' PHARMACY

ALONZO STAPLES, Prop.
Cor. King and York Sts., Fredericton.
Agency for Miller Standard Rubber Goods.

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

326 CHARLOTTE STREET.

'Phone 217.

GEM THEATRE

FRIDAY & SATURDAY

PEA 7 RLS

And Our Usual Variety
Week-End Program

COMING!

"THE FIGHTING TRAIL"

MARVELOUS
EPILODRAMATIC
SERIAL

OF THE GREAT OUT-
DOORS.

MYSTERY
INTRIGUE
LOVE
ADVENTURE

PLEASE NOTE—BEGINNING THIS WEEK EVERY CHILD WILL BE REQUIRED TO HAVE A TICKET OF ADMISSION.

COMING! "The Fighting Trail"

has been designated as the "most melodramatic photoplay of the GREAT OUTDOORS ever screened." Extravagant phrases, and words in the superlative degree have been used on countless occasions to describe film productions, but in the large majority of cases they have been used in a meaningless manner, and without product to substantiate the claims.

A PIONEER ALL-OUTDOOR SERIAL

consisting of 32,000 feet of film, only a few feet showing interiors, so this subject can be truthfully labelled "the first all-out-door serial ever made." The pictures were eight months in the making, and more than 1,000 persons were used in one scene, the burning of a town. For this, a modern town, with more than 200 buildings, was built just to have the torch applied to it.

OF THE HARDY BREEZY WEST

much has been written and depicted on canvas, but no painting has more faithfully reproduced such fine mountain photography as was registered by the camera during the filming of this out-of-the-ordinary screen melodrama, the scenes of which were set in the vast reaches of the Yosemite Valley among the Sierra Nevada Mountains.

NOTE—Start your Scrap Book NOW, with these bits of information as they appear in the newspapers, then you will be more fully prepared to be entertained when you start (in your comfortable seat at the "GEM") to travel along

"THE FIGHTING TRAIL!"

The SCHOOL GIRL and SCHOOL BOY who submit the neatest, original, and most complete collection (in scrap-book form) of these advertisements and pictures, from now up to the opening date of this SERIAL, NOVEMBER 5, 1917, will be GIVEN A CASH AWARD for their work.

To All Highway Users

Why should the Maritime Provinces and British Columbia be the only places in America that pass to the left?

Are you in favor of changing the Road Law at the next session of the Legislature to read "Pass to the Right," and thus put our Province in line with the rest of the continent? Nova Scotia will change if we do.

Please write me as to whether you favor the change or not.

PERCY W. THOMSON,
Chairman N.B.A.A. Good Roads Committee,
St. John, N. B.

Not As Favorable.

A direct report from the residence of His Honor the Lieut. Governor at St. Stephen to Mr. R. S. Barker, private secretary, at noon, was that His Honor's temperature was better but that other symptoms were not as favorable as they had been.

FINE LASKY PHOTOPLAY TODAY

GAIETY

TODAY and SATURDAY
Offers the Two Popular
Film Favorites.

WALLACE REID and ANITA KING in
"The Squaw Man's Son"

(A Sequel to The Squaw Man)

A PARAMOUNT PICTURE.

EXTRA! - - - A NEW O. HENRY STORY

Monday—VIOLA DANA in THE LIGHT OF HAPPINESS