

A LIST OF Money Savers

Ladies' Fine Cashmere Hose . . . 35c. and 50c. a pair
 Ladies' Heavy Wool Hose 45c. pair
 Ladies' Heavy Fleece Cashmere Hose 35c. pair
 Rock Rib Hose 35c. pr. Hercules Rib Hose 35c. pair
 "Little Darling" Fine Cashmere Hose for the little one 35c. pair
 "Avonknit" Wool Hose, . . 60c., 65c., 70c. & 80c. pair
 Ladies' Underwear, 40c., 50c., 65c. & 75c. a garment
 "Turnbull's" Underwear for Children, 30c., 35c. and 45c. a garment.
 Grey Wool Flannel, 30c., 35c., 40c. and 45c. a yard.
 Flannelettes in light and dark colors, also Shirting Flannelettes.
 Table Damask at 50c., 65c., 75c. and 80c. a yard.
SPECIAL—Boys' Overcoats, age 3 to 6 years, colors khaki and blue, made of good quality English Cloth with brass buttons, reg. \$6.75, reduced to \$4.50.

Peter Farrell & Co.

AGENTS FOR PROGRESS MADE-TO-MEASURE CLOTHING.

Cameras, Films and Supplies

Films developed and printed. If there is anything wrong with your Camera, let us look at it—costs nothing.

RYAN'S DRUG STORE
 THE PENSLAR STORE

ASK YOUR HUSBAND TO BUY ONE OF OUR GUARANTEED

Modern Alaska Ranges

Easy to regulate, even heating. The Hot Blast fire-box in this high grade Range will conserve one-third the amount of coal consumed in the ordinary Range. You soon save the price of it at the rate fuel is today. We carry them fitted for wood or coal. We can save you money both in purchasing and maintenance of this modern Range. Come in.

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 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 UNION GOVERNMENT OUTLINES ITS POLICY

Rir Robert Borden Issues an Important Statement--Members of Both Political Parties Have Come Together in the Interests of National Service--Thorough Cooperation With the Imperial Government is Promised--Patronage to be Abolished in the Civil Service.

Ottawa, Oct. 18. — Today, after consultation with his colleagues, the prime minister has issued the following statement with regard to the formation and personnel of the new government and with respect to its policy so far as there has been opportunity to consider it:

"The present union or national government has been formed with a desire to give representation to all elements of the population who support the purpose and effort of Canada in this war. Representative men of both political parties are included in its personnel; and it is intended forthwith to give to labor special representation upon the principle already followed with regard to agriculture.

"Impressed by the urgent necessity of putting aside all minor considerations, of sinking all party differences, and of presenting a united front at this solemn and momentous juncture in the nation's history, the members of the government have come together in the duty of service to the national interest.

"The lines of policy which will be followed, chiefly relate to the prosecution of the war and to the consideration and solution of problems which will arise during its progress, or which will supervene on the conclusion of peace. They may be outlined as follows:

"1. The vigorous prosecution of the war, the maintenance of Canada's effort by the provision of necessary reinforcements, the immediate enforcement of the Military Service Act and the most thorough co-operation with the governments of the United Kingdom and of the other dominions in all matters relating to the war.

Civil Service Reform.

"2. Civil service reform with a view to extending the principle of the present Civil Service Act to the outside service, and thus to abolish patronage and to make appointments to the public service upon the sole standard of merit. The Civil Service Commission has already been directed to make a report to the prime minister as to the existing regulations, which give preference in appointments to returned soldiers who are duly qualified.

"3. The extension of the franchise to women, with suitable provisions for enabling married women to determine their nationality and to obtain naturalization, notwithstanding marriage.

"4. Adequate taxation of war profits and increased taxation as necessitated by the continuance of the war.

"5. A strong and progressive policy of immigration and colonization, accompanied by suitable provisions to induce settlement upon the land, to encourage increased agricultural production and to aid in the development of agricultural resources.

"6. Effective arrangements for demobilization, for the care and vocational training of returned soldiers; for assistance in enabling them to settle upon the land and for adequate pensions to those who have been disabled and to the dependents of those who have fallen.

"7. The development of transportation facilities; the co-operative management of the various railway systems, so as to secure economy in operation to avoid unnecessary construction, and to secure the widest and most effective use of existing railway facilities; the encouragement and development of the shipbuilding industry and the establishment of steamship lines upon both oceans and upon the great lakes; co-operation with the various provincial governments for the improvement of highways; the investigation of the possibilities of air service for important national purposes.

"8. The reduction of public expenditure, the avoidance of waste, and the encouragement of thrift.

"9. Effective measures to prevent excess profits, to prohibit hoarding and to prevent combination for the increase of prices and thus reduce the cost of living.

"10. The encouragement of co-operation among those engaged in agricultural production, with a view to diminishing the cost of production and marketing, so that the price paid to the producer may conform more closely to that paid by the consumer.

"11. The general development of all

the various resources of Canada and their conservation and utilization to the best advantage of the people with co-operation and assistance of the state in every reasonable way for that purpose.

"12. Adequate consideration of the needs of the industrial population; the maintenance of good relations between employer and employed, and such considerations of employment as will assure suitable standards of living among the laboring classes.

"The policy of the government will also aim at a truer understanding and comprehension between the various communities, both east and west, and the development of a national spirit of united effort among our people, as the trustees of a great heritage.

"For the purpose of effectively carrying out these policies, the following methods have been determined:

"1. A new portfolio, that of immigration and colonization, has been established.

"2. For the effective prosecution of the war, a permanent committee of the cabinet will be established.

"3. For the purpose of considering and carrying out the other lines of policy above mentioned, another permanent committee of the cabinet also will be constituted.

"The orders-in-council establishing these committees have been prepared, and as soon as they have been accepted by his excellency the governor-general, they will be given to the press for publication. The personnel of each committee will be announced at the same time."

Prepare for Winter

I wish to inform my friends and the public that after a busy season my services as a plasterer and brick mason are now available. Those who want cellar walls repaired, chimneys topped out, or odd mason jobs in general promptly attended to, please notify me at once. Cost estimates supplied and satisfaction guaranteed. Am prepared to go into the country if necessary.

G. W. HOLMES,
 192 Northumberland Street.
 TOO LATE FOR CLASSIFICATION.

FOR SALE.

FOR SALE — A three year old colt, sound and kind. Apply to Mrs. E. W. Darcus, Fern Hill.

Kirsch Rods Can't Sag—Never Tarnish

Kirsch Rods Can't Sag—Never Tarnish

Kirsch Flat Curtain Rods

Guaranteed not to sag or tarnish. They last for years, are washable.

Kirsch Flat Rods will fit any window or series of windows in your home. See these rods at

Lemont & Sons, Ltd.

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.

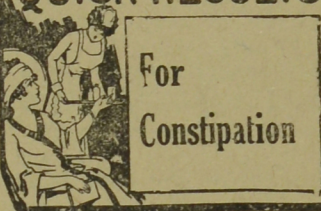
CUT FLOWERS always on hand for the sick.

ADA M. SCHLEYER,
FLORIST

326 CHARLOTTE STREET.

Phone 217.

QUICK RESULTS



For Constipation

PAROLINE

An intestinal lubricant which may be administered even to delicate patients.

Price \$1.50 a bottle.

STAPLES' PHARMACY

ALONZO STAPLES, Prop.
 Cor. King and York Sts., Fredericton.

Agency for Miller Standard Rubber Goods

PARAMOUNT PICTURES

GAIETY

Offers Exceptionally Fine Program Today and Saturday

WHAT IS YOUR AMBITION IN LIFE?

GEORGE BEBAN The Great Character Actor, Gives You His in
"THE COOK OF CANYON CAMP"

A story of the Chef of a lumber camp, whose greatest desire was to own a "Flapjack Palace."

EXTRA ATTRACTION TODAY and SATURDAY!

ONE OF THE WORLD-FAMOUS **O. HENRY STORIES**

Gem Theatre

MUTT & JEFF

"BUD FISHER'S" CELEBRATED COMEDIANS IN ANIMATED CARTOONS.

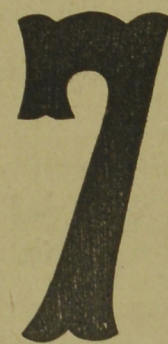
YOU ALL KNOW

THAT

MYSTIC NUMBER

BY THIS TIME

And if you have been so unfortunate as to have missed the preceding episodes, why—just join the crowds and be in line for the next ten fascinating instalments of this INTERESTING MYSTERY.



PEARLS

OUR OLD FRIEND **HANK MANN** IS

"CHASED INTO LOVE"

MONDAY and TUESDAY
 Vitagraph Blue Ribbon Feature

SALVATION JOAN
 WITH **EDNA MAY**