

**YOU'RE SAFE YOUR LEATHER LABEL OVER-HAULS WILL HOLD**  
It's lucky you didn't have cheap ones.



Fortunately your overalls don't often run up against a test like the above, but DON'T FORGET that the same qualities which will stand this strain will withstand the wear and tear of your day's work. LEATHER LABEL OVER-HAULS ARE DOUBLE SEWED on every seam with thread tested in a pulling strength of ten pounds. Every pocket is cross-stitched at the corner with three seams. Think what these things mean to you. Your LEATHER LABEL OVER-HAULS will hang together until the fabric is worn out. They cost more per garment but LESS per year. Expensive Over-Hauls are the BEST ECONOMY.

**WE ARE THE AGENTS**  
**Peter Farrell & Co.**

**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

**HOME GUARDS, ATTENTION!**

REPAIR THAT LEAKY ROOF before the Weather Man entrenches around your home for the winter. Don't put off looking after your house, outbuildings or garage. It's not only a nuisance, but a great bill of expense to allow the rain to destroy your property. A few dollars invested in our

**HIGH GRADE GUARANTEED ROOFING**  
WILL PAY EXCELLENT DIVIDENDS by way of protection. It's not only weatherproof, but fireproof. Call in today for samples.

ROOFING at \$1.75 upwards. TAR SHEATHING, TARRED FELT, CYCLONE BUILDING PAPER.

**LAWLOR & CAIV**  
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.

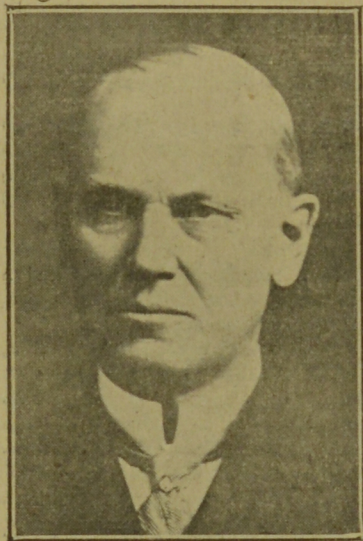
## MR. CARVELL CONFERS WITH PARTY MEN AT ST. JOHN

Disposition Shown by the Better Element of Both Parties to Drop Politics and Agree on Union Candidates--Minister Well Pleased With the Spirit Shown--Representation Must be Fair to Both Parties--Political Notes From the West

(St. John Telegraph.)  
Hon. F. B. Carvell, Minister of Public Works, who came to the city Monday night, had another busy day yesterday.

When Mr. Carvell was in St. John last week it was arranged that the Liberal executive of St. John and Albert should send a committee to talk over the matter of Union government candidates with him on his return to this city. This committee met Mr. Carvell yesterday morning at the Royal Hotel and discussed the question fully, but at the conclusion of the conference Mr. Carvell said that he had as yet nothing to make public. Yesterday afternoon the minister met a large delegation of Conservatives including representatives of the Conservative executive in this constituency as well as leading Conservatives from other parts of the province. Mr. Carvell had nothing to say regarding this conference which lasted almost up to the hour of his leaving for Ottawa. He expects to return to St. John in about ten days.

He did say this, however: "I have been delighted with the willingness of so many of the leaders of both parties to forget old party lines and to work together with the common object of aiding in the solution of the war problems."



HON. F. B. CARVELL.

Hon. Mr. Carvell arrived in the province last week and since then has had an opportunity to meet many members of both parties. His object, frankly stated, was to endeavor to arrange the co-operation of both parties for the purpose of union candidates and thus avoid party contests in the coming election. That the electors of the province are favorably disposed towards this plan has been represented to him by many of those whom he has met and, he said yesterday, that it has been the better and more responsible element in both parties which have responded most willingly to this programme.

"The representation must be fair to both parties is the union effort is to be successful," Hon. Mr. Carvell said, "and there seems to be a general willingness to work out the problem in a fair and equitable manner. I know what an effort it is to lay aside party feelings which have been the growth of years and I can appreciate the difficulties which stand in the way of complete harmony, but I have been more than pleased with the way the people in this province are facing the situation and the disposition there seems to be to forget party animosities and to co-operate in the effort to aid the new government in meeting the problems which the war has produced."

Buchanan Endorsed.

Lethbridge, Alta., Oct. 31. — The Liberal executive of the Lethbridge Federal riding has refused to accept the resignation of W. A. Buchanan as their nominee. They unanimously endorsed his attitude at Ottawa, and appointed a committee to meet with the Conservative executive to arrange for a Union convention in the near future.

The labor men here have decided to call a convention to nominate a Labor candidate for the riding. There will also probably be a Laurier candidate in the field.

Against Union.

Winnipeg, Oct. 31. — At a meeting last night the Laurier Liberals of

Centre Winnipeg affirmed their determination to stand by the platform of the Western Liberal convention held here last August. They decided unanimously against supporting union government candidates, and declined to have anything to do with any Conservative association.

Will Support Union.

Winnipeg, Oct. 31. — At a representative meeting of Fusionists of South Winnipeg, representing both Conservative and Liberal parties, last night, George W. Allan, K. C., a prominent Conservative, was unanimously chosen as the Union delegate. Mr. Allan's name will be submitted at a Union convention to be held in the near future at which electors of the whole constituency will be present.

Women were well represented at last night's meeting.

Dr. Neeley for Union.

Saskatoon Sask., Oct. 31. — Because he feels that there should be a united effort and entire submerging of party politics for the duration of the war, Dr. F. B. Neeley has resigned as a Liberal candidate in Humboldt for which he was nominated three years ago. Dr. Neeley says he does not mean for an instant that he is forsaking the principles of true Liberalism.

Hon. Robert Murray of Chatham, arrived in the city this morning.  
Mr. T. B. Kenney of Amherst, is at the Queen.

## Rayo Lamps

If you are looking for a light that is easy on the eyes and one that will give you no trouble buy

### A Rayo

We guarantee every Rayo to give perfect Satisfaction or your money back.

Rayo Lamps in two sizes. Nickel finish, will not tarnish. White or Green Shades.

**Lemont & Sons, Ltd.**

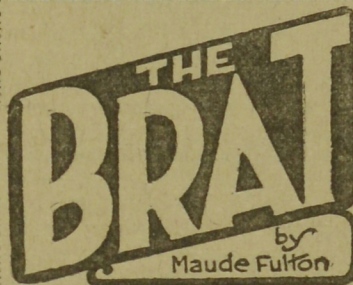
## OPERA HOUSE

FREDERICTON, N. B.

F. G. SPENCER, Lessee.

C. F. STOWE, Manager.

COMING HERE DIRECT FROM NEW YORK  
OLIVER MOROSCO'S GREAT LAUGHING SUCCESS!



"Better than PEG O' MY HEART."—N. Y. Evening Sun.

FIRST TIME ON TOUR

SAME PRODUCTION PLAYS  
"IMPERIAL," SAINT JOHN,  
and BIJOU THEATRE, WOOD-STOCK.

Brilliant New York Cast and Only Company Playing

NOT A MOTION PICTURE!  
Seat Sale at RYAN'S DRUG STORE FRIDAY.

## GEM THEATRE

WED. and THURSDAY

Miss Theda Bara

SACRIFICES HER LIFE  
FOR HER SISTER

In the Photo-Drama  
"HEART and SOUL"

Founded on Sir Rider  
Haggard's

"JESS"

A Screen Production replete with stirring episodes, and MISS BARA makes the most of this

INTENSELY

EMOTIONAL ROLE

Her remarkable feat of Daredevil Horsemanship at the head of a troop of United States Cavalry is a revelation to those who best remember her previous screen triumphs in roles of the Vampire type.

This is the  
HERO

In the Coming  
VITAGRAPH SERIAL

"THE FIGHTING  
TRAIL"

WHO battles for his life against  
a Mountain Lion, 300 feet in  
Mid-air—

WHO Leaps Across a Chasm 10  
feet wide to escape a Band of  
Outlaws—

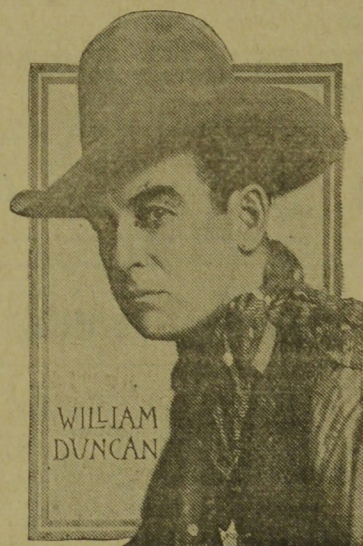
WHO holds up a Suspension Bridge (constructed of rope and limbs)  
with his two hands, to save our heroine from being dashed to Certain  
Death on the jagged rocks in the raging torrent below.

WHO drives an Automobile over an 80-foot Embankment into a roaring  
river to escape the bullets of the Bandits—

WHO is tied to the tail of a Wild Horse, which is then sent galloping  
across the desert in a raging sand storm—

And "NEVER FAKE" is WILLIAM DUNCAN'S Maxim  
in

The Fighting Trail



WILLIAM  
DUNCAN

## THE RECORD OLYMPIC STEEL RANGE

represents the most complete and only properly proportioned Range on the Canadian market.

It is guaranteed to be perfect in construction and operation, and has been designed to meet the requirements of the most particular people.

THIS RANGE has been given to the RED CROSS SOCIETY by D. J. SHEA & SON, and is now on exhibition at their show rooms, Carleton Street, and everybody will be welcome to inspect and examine it. It will be disposed of by

DRAWING

On the 19th Day of December, 1917.  
TICKETS, 10 CENTS.

For sale by all members of the Red Cross.

FINE LASKY SOCIETY DRAMA TODAY.

GAIETY

TODAY and THURSDAY  
Offers the Well Known  
Lasky Star

FANNIE WARD

—IN—

"The Crystal Gazer"

A PARAMOUNT PICTURE.

EXTRA TODAY! — — — THE PATHE NEWS

Friday—VIVIAN MARTIN in "A KISS FOR SUSIE."