

Winter Clothing

OUR CLOTHING DEPARTMENT is crowded with warm wearables for the cold and blustery days.

WINTER OVERCOATS, MACKINAWs, HEAVY TWEED SUITS, BROWN BANNOCKBURN PANTS, OXFORD AND HOMESPUN PANTS, OVERALLS, SMOCKS, WOOLEN UNDERWEAR, FLEECE LINED UNDERWEAR, HEAVY WORK SHIRTS, COUNTRY-KNIT MITTS and many other lines.

We can give you better value for your dollar than you will obtain elsewhere.

A New Lot of those HEAVY TWEED SUITS FOR BOYS, \$6.95 to \$7.50.

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

Horsemen Attention!

The cold weather is at hand. You will need one of our warm, comfortable HORSE BLANKETS. Large and roomy, full lined, 73 inches in length, well quilted, leg attachments, \$2.95.

We carry a large assortment of stable supplies, including CURRYCOMBS, HORSE BRUSHES, LANTERNS, STABLE BROOMS, HARNESS OIL, AXLE GREASE, WHIPS, SHAFT-ENDS, GRANGER HORSE FOOD.

You will obtain greater milk production by using COW TIES on your cattle, by giving them greater freedom in the stable.

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.

SIR R. L. BORDEN ISSUES MANIFESTO TO THE PEOPLE

The Chief Planks in the Union Platform Are Affirmed--Government Pledged to Prosecute the War With Ceaseless Vigor--The Military Service Act Defended--No Thought of Compulsion Until It Became Imperative.

Ottawa, Nov. 11. — Sir Robert Borden, on the eve of his departure for Halifax to open his campaign, issued a second manifesto to the Canadian people, setting forth his reasons for believing that they should give their support to the new administration. The second manifesto re-affirms the chief planks in the union government platform announced by the prime minister on October 18th, emphasizing more particularly what he conceives to be the duty of the government and people in regard to the prosecution of the war and the solution of the various problems arising out of the world struggle.

"The government," says Sir Robert, "realizes that in this national emergency there is imperative necessity for fulfilment of its policies with the least possible delay. It pledges itself to prosecute the war with ceaseless vigor, to strive for national unity, to administer the public departments with economy and efficiency, to devise measures of taxation which will regard social justice and to neglect nothing that may be required to sustain the soldiers on service or to comfort those of their households whom they have left behind."

The prime minister defends the military service act and strongly asserts the necessity for its introduction. He declares it to be "a democratic measure, calling the rich as well as the poor." He says that it is eminently fair as between the provinces and as between those portions of our people who are of different racial origins, because it pays no attention whatever to provincial boundaries or racial groupings, but calls all young Canadians of the same circumstances wherever they may live.

"There was," says the manifesto, "no thought of compulsion until compulsion became imperative. There was no hesitation to seek authority for enrolment by selection when the necessity for greater reinforcements was indubitably established. It was the enemy — not the government — which issued the call to arms and compelled a mobilization of all the resources of the Empire."

Sir Robert declares that the government is not the agent or organ of any group, section or party. "There are," he says, "those among its members who must assume responsibility for the past conduct of the war. There are those also among its members who have no such responsibility. For the military service act all assume the fullest responsibility, as do all for the future conduct of the war and for the future measures of policy and acts of administration."

Abolition of Patronage.

Referring to the decision of the government to abolish the patronage evil Sir Robert says: "It is believed that a government derived from both political parties and strengthened by special representation of agriculture and organized labor, can act with greater freedom and independence than a government which held office under the older conditions."

Sir Robert promises vigor in the administration of railway affairs. He asserts that "measures must also be taken to ensure adequate ocean transportation under national or international regulation if extortionate charges are attempted."

"Firmly convinced," says Sir Robert in closing his manifesto, "that these objects can best be achieved by a government representing all parties, classes, creeds and interests, I appeal with confidence on its behalf for the sympathy and support of the campaign."

In conclusion the premier says: "The franchise will be extended to women not chiefly in recognition of devoted and capable service in the war, but as a measure of justice, too long delayed. If men die, women suffer; if they are wounded, women heal; if they are maimed women labor. And since there can be no separation in suffering and sacrifice there should be none in citizenship."

"The government will strive to develop and stimulate and common patriotism in all elements of the people and all portions of the Dominion. It inherits no baneful legacies. It cherishes no grievances or animosities. East and west are equal at the council table and in the new parliament all the provinces will have equal and adequate representation. In the electoral campaign it is greatly to be desired that reticence should be observed in treatment of all questions in which smoulder the fires of old racial and religious quarrels and contentions. Those who gave their lives for us on far-away fields of battle cherished the vision of a united Canada. To deny them this would be treason to their memory."

The government thoroughly realize that in this national emergency there is imperative necessity for fulfilment of its policies with the least possible delay. It pledges itself to prosecute the war with ceaseless vigor, to strive for national unity, to administer the public departments with economy and efficiency, to devise measures of taxation which will regard social justice and to neglect nothing that may be required to sustain the soldiers on service or to comfort those of their households whom they left behind. Firmly convinced that these objects can best be achieved by a government representing all parties, classes, creeds and interests, I appeal with confidence on its behalf for the sympathy and support of the Canadian people."

BIG FIRE AT INGERSOLL, ONT.

(Canadian Press direct wire.) Ingersoll, Ont., Nov. 10.—Fire of an unknown origin completely wiped out the premises of the Northway Company's dry goods store and the Bowan piano and sporting goods store, with a loss of \$70,000, early this morning.

1844 Lemont's 73rd 1917 Anniversary Sale

We have 12 only Bed Outfits, consisting of White Enamel Iron Bed, Woven Wire Spring and Soft Mattress.

Crockery

We are going to close out a few of our Stock Patterns at prices that will surprise you Watch this space for prices.

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.

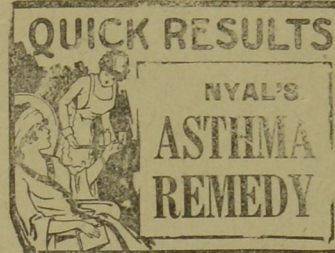
WEDDING BOUQUETS and FLOWER DESIGNS a Specialty.

CUT FLOWERS always on hand for the sick.

ADA M. SCHLEYER, FLORIST

326 CHARLOTTE STREET.

'Phone 217.



It relieves your Asthma and relieves it quickly. It goes quickly to the seat of the disease and allays the inflammation and soothes the painful membranes. It cures by removing the cause. It must be clear to the dullest mind that it is more effective than medicine taken into the stomach. 25c. a package, at

STAPLES' PHARMACY

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

GEM THEATRE

MONDAY and TUESDAY

"THE FIGHTING TRAIL"

INSTALMENT NO. 2.

DO YOU WANT TO KNOW WHAT THE ENVELOPES CONTAINED? Do you want to know what bearing they had on

THE LIFE OF OUR HEROINE?

Then witness the two reels which we are showing MONDAY and TUESDAY, and further familiarize yourself with the interesting novel of "THE FIGHTING TRAIL," published in THE MAIL every WEDNESDAY.

THE MOST VALUE

FOR OUR MONEY is what we are looking for. "THE FIGHTING TRAIL" is a feature picture by itself, but in addition to this we are presenting our patrons with

"THE VALLEY OF DECISION"

WITH THAT FORCEFUL MR. RICHARD BENNETT AS AN ADDED DRAMATIC STAR ATTRACTION

SCHOOL GIRLS, SCHOOL BOYS! Remember, "The Fighting Trail" is shown at 4.15 Every MONDAY and TUESDAY, so don't have to stay after school. WED. & THUR. "The Blue Streak," A WESTERN STORY With a New Theme.

CHANGES ON PURCHASING COMMISSION

Ottawa, Nov. 12.—Sir Edward Kemp, having accepted the portfolio of Minister of Militia overseas, has resigned the chairmanship of the War Purchasing Commission. H. A. Laporte, of Montreal, a member of the commission since its start, has been appointed chairman.

In recognition of his services in this field of public usefulness, Mr. Laporte has been made a member of the Privy Council. The vacancy on the commission caused by Sir Edward Kemp's retirement has been filled by the appointment of W. P. Gundy, of Toronto. Mr. Gundy is a Toronto business man and a former president of the Board of Trade of that city. He comes of a well known family.

DOES KINDNESS ALONE WIN A WOMAN'S HEART?

— SEE —

Mabel Taliaferro

GAIETY TODAY AND TUESDAY

In the Metro Wonder-Play of Love and Thrills— A MAGDALENE OF THE HILLS

"SYSTEM IS EVERYTHING" — DREW COMEDY

WED. and THURSDAY BROADWAY JONES Special Super-Picture With George M. Cohan and Marguerite Snow—Artcraft.