

DON'T STAND IN YOUR OWN LIGHT

BUY THE FOLLOWING NECESSITIES NOW.
PRICES ARE SURE TO ADVANCE.

Heavy Bed Comforters, reg. \$3.25 and \$3.50, for \$2.75. Large Bedspreads at \$1.59.
Wooltex Blankets, latest patterns, size 60x80, \$6.50 pair.

Ibex, Monarch and Kingcot are the best Flannelette Blankets made, \$1.95 a pair and up.

White Shaker Flannel, 15c., 17c. and 22c. a yard.
Heavy Shaker, pink and blue stripes, 1 yard wide, 22c. a yard.

Ladies' Underwear, 40c. to 75c. a garment.

Ladies' Hose, 25c., 35c. 40c. and 50c. a pair.

Ladies' Sweater Coats, \$4.50, \$4.95 and \$5.50 ea.

Ladies' Corsets, \$1.00, \$1.25 and \$1.50. See our special Corset at 79c. a pair.

The Roller Towelling we are selling at 15c. a yard is really worth 22c.

Attractive values for men and boys in Sweaters, Overcoats, Hosiery, Pants, Underwear, Mackinaws, Caps, Shirts, Braces, Neckwear and many other lines.

Remember our Suits for Men and Boys are the hard wear quality.

Peter Farrell & Co.

AGENTS FOR PROGRESS MADE-TO-MEASURE CLOTHING.

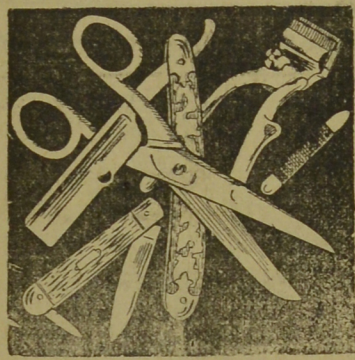
Soldier's Comfort Boxes

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

KEEN CUTTING CUTLERY



A VERY PLEASING GIFT in the form of a CARVING SET, TABLE CUTLERY, POCKET KNIVES, EMBROIDERY SCISSORS, is much appreciated.

We carry a large range of the same and would invite your inspection.

Our store is well filled with useful Xmas gifts, from which you can make a pleasing selection for each member of the family.

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 BRITISH CONTINUE THEIR DRIVE IN THE WEST

In Two Days They Have Overrun an Area Equal to That Taken by the Huns in Their Drive on Verdun---The Enemy in a Desperate Plight--Compelled to Force Cripples Into the Firing Line.

British Army Headquarters in France, Nov. 22. (By the Associated Press.)—The success of the British arms in the Cambrai sector has continued to grow steadily, and Field Marshal Haig's troops in a little more than two days' fighting have overrun an area equal in size to that won by the Germans during the first fifteen days of the spectacular drive on Verdun. British cavalry, ranks and infantry were today battling their way forward along a line which at many points west and southwest of Cambrai was less than three miles from that important town. The advance also was spreading northward in the region of Bullecourt and the salient towards Cambrai was being widened. The total of prisoners captured must approach the nine thousand mark. At last the British and Germans are at grips on comparatively open ground, and some of the fiercest hand to hand fighting of the war has been going on.

Enemy Surprised.
The enemy troops were unprepared for the attack, but they have been putting every ounce of their strength into an attempt to stem the rising tide. Troops have been pulled away from other points, and rushed to the Cambrai sector by the desperate Germans, and so hard pressed were they for men that two companies of cripples and convalescents were recruited hastily at one camp and thrown into the line in the region of Masnières. Some of these pitiful objects are in British hands and are receiving medical treatment. One prisoner was in the last stages of tuberculosis, and he had to be moved to prevent the disease from spreading to the others, who were in a state of cruel exhaustion and virtually helpless from their valiant attempts to fight under the lash of their unrelenting officers.

The great battlefield has taken on the aspect of scenes in wars gone by. It is no longer a conflict of trenches and shell holes, but of men struggling bitterly with rifles and bayonets over a virgin battle ground which the long prepared cavalry sweeps in picturesque charges against the enemy positions over the wide territory involved.

Great Activity.

The British front everywhere for two days have been swarming with advancing troops and with prisoners and civilians coming back from the front. Many rejoicing non-combatants, men, women and children, have been pouring out of the captured towns, under the guidance of their deliverers from German bondage.

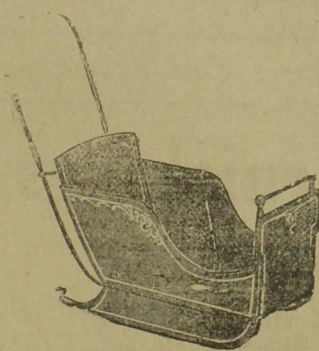
This has been a battle of strange sights, but no more strange spectacle has been witnessed than that of these people marching toward homes and comfort back of the British front. Through the very gaps which the tanks had torn in the famous Hindenburg line, mothers yesterday and today were pushing baby carriages containing infants or tramping happily along with their babies clutched to their breasts. Beside them tottered other youngsters, many of them carrying their treasured dolls and not a few clinging determinedly to squirming puppies which they dared not trust to run on the ground. Old men and women were bringing away all the household effects they could pack on push carts or carry on their backs. For three years they had been in captivity and some of them in slavery.

Hard fighting has taken place today at Crevecoeur, southeast of Masnières. The British were holding a high ridge in front of this place, and some troops had forced an entrance into the western part of the town. The Germans were still holding the eastern section. A German battery here

which had been giving trouble was charged and captured by dismounted cavalymen. The battery was surrounded by a heavy barbed wire entanglement precluding the use of horses, so the soldiers stormed the position and foot and annihilated the gun crews. In the region of Rumilly heavy machine gun and rifle fighting was proceeding last night and this morning.

Vigorous Fighting.

West of Cambrai, tanks, cavalry and infantry were pressing the action vigorously about Fontaine Notre Dame, and the strong positions in Bourlon Wood. Fontaine Notre Dame has not been officially captured but the story goes that tank crews were served by the civilians in this place with hot coffee this morning. (Field Marshal Haig's official report Thursday night said the Germans had retaken Fontaine Notre Dame). Farther north near Bullecourt the British were in possession of the entire ground fortified and known as the Tunnel trench, which had been famed for its supposed impregnability. At least five determined counter attacks have been smashed in this region. Southeast of Bullecourt hard fighting occurred at Mouves last night, and a strong counter attack was repulsed. The last line of trench defenses in the region of Cantaing have been broken, and the British today were firmly established at many points in the Masnières-Beaurois line south of Cambrai.

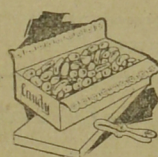


Baby Sleights

As soon as snow comes you will want to take baby out for a sleigh ride.

Come in now and pick out the sleigh you want while our assortment is complete. Colors, White, Red, Green, Oak and Gray. Prices from \$1.75 up.

Lemont & Sons, Ltd.



Candy is the gift that never goes wrong, and the gift that always demands appreciation. We really don't need to advertise candy, but merely say we SELL candy. The quality of our candy advertises itself.

On Sale Saturday—
NEILSON'S WEEK-END CHOCOLATES.
43c. a lb.

STAPLES' PHARMACY

ALONZO STAPLES, Prop.
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

225 CHARLOTTE STREET.

'Phone 217.

GEM THEATRE

SPECIAL! SPECIAL!

CHARLIE CHAPLIN

"A NAME TO CONJURE WITH," IN

EASY STREET

And "CHARLIE" is ON "EASY STREET" too, with his \$15,000 a week salary! "What?" "Yes, that's what Charlie receives in good coin of the realm."

"MOLLY" AND "CREIGHTON" ARE WITH US AGAIN.

10th EPISODE OF THE 7 PEARLS

Altogether, we've selected a variety of features that will compare favorably with any Metropolitan Program.

MONDAY and TUESDAY

NANCE O'NEIL

"THE INTERNATIONALLY FAMOUS EMOTIONAL ACTRESS" in

"MRS. BALFAME"

From Gertrude Atherton's Powerful Human Life Story.
A Play Every Woman Should Witness.

FOURTH INSTALMENT "THE FIGHTING TRAIL"

WOMEN'S UNIONIST BOSTON HARMONY UNIONIST MEETINGS

MEETING

SATURDAY AFTERNOON,
4 p. m.

Unionist Committee Rooms,
Edgecombe Building,
York Street.

All women interested are requested to attend.

Major F. H. Mersereau of Oaktown, arrived in the city last night.
Mr. Davis Robinson of Miramichi, arrived in the city last night.

GLEE CLUB

Under the Auspices of the Women's Institute.
OPERA HOUSE,
Friday Evening, Nov. 23rd,

Proceeds in aid of the Soldiers' Yarn Fund.

Tickets 25c., 35c. and 50.

Reserve Seats at Ryan's Drug Store.

In the interest of
UNION GOVERNMENT
In this Constituency, will be held as follows:

Monday, November 26th,
McADAM

Tuesday, November 27th,

NASONWORTH

MILLVILLE.

