

## PUBLIC NOTICE

For the purpose of conserving coal, electric light and power will be shut off on Sundays from daylight to dark until further notice. It is not anticipated that this curtailment of electric service will continue for more than two months, probably not so long.

By order of the Directors of Fredericton Gas Light Co.  
HARRY D. WHITE,  
Sins Manager.

MEN'S WOMEN'S  
AND CHILDREN'SBoots and Shoes  
At Reduced Prices

Mens and Boys Furnishings

J. R. Monteith

Phone 552—North Devon.



## Imperial Cold Cure

Will check a cold in a few hours. Does not cause ringing in the head.

Price 25 cents. Sent by mail to any address on receipt of price. Sold only by

C. FRED CHESTNUT THE QUALITY DRUG STORE  
572 Queen Street.

## Custom Tailoring

The New Importations for the Coming Season are now on display. An early inspection will assure you of a large and varied selection to choose from.

We are also prepared to fill all orders entrusted to us for MILITARY CLOTHING at a reasonable price. We are sole agents for the Crown Tailoring Company, of Toronto, the largest Military Tailoring Company in Canada.

WALKER BROS. MERCHANT TAILORS

QUEEN STREET, WEST END

## BARGAINS IN CARS

We have for sale the following SECOND HAND CARS, which are in first class shape, for a very reasonable price:

OVERLAND, - - - - - 5 Passenger, Model 83  
McLAUGHLIN, - - - - - 5 Passenger, Model C 25

Fredericton Motor Sales Co.

Agents for CHALMERS and OVERLAND CARS.

Phone 352-11

625 QUEEN STREET.

## THE VALUE OF ADVERTISING

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 obtained.

## PEOPLE READ ADVERTISEMENTS

They are trying to buy as wisely as they can. It is necessary that 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.

In spite of increased prices of materials and the upward tendency in rates for all services in the business world, the subscription price of the Mail has not been increased, and we are daily booking new subscribers, which means more readers and customers for our advertisers.

WOMEN WORKERS ARE  
MORE THAN MAKING GOOD

Are Characterized by Their Never Failing Courtesy, Bright faces and good Humor --An American Dry Goods Man Has a Good word for them--Servant Problem in Old Country now More Acute Than Ever Before.

(New York Sun.)

Whether the women who are rapidly taking the places of elevator operators, subway guards and men engaged in other occupations who have gone to the front or are training for service in France will step out of these positions when the men return is a question that has only recently arisen in this country and one that has not yet been settled.

In England, where the women have been serving as substitutes for the men at the front for some time, the general sentiment of employers would seem to favor keeping the women in some of these positions even when peace has been restored.

Harry Gordon Selfridge, the Ameri-



Wood's Phosphorine.

The Great English Remedy. Tones and invigorates the whole nervous system, makes new blood in old veins, cures Nervous Debility, Mental and Brain Worry, Despondency, Loss of Energy, Palpitation of the Heart, Failing Memory. Price 21 per box, six for \$5. One will please, six will cure. Sold by all druggists or mailed in plain pkg. on receipt of price. Newspaper mailed free. THE WOOD MEDICINE CO., TORONTO, CAN. (Inventor Windsor.)

can dry goods man who revolutionized the retail dry goods trade in England when he opened a department store in London in 1909, is in this country on a visit. Mr. Selfridge has replaced with women a number of his 1,004 male employees who are at the front, and he has decided that never again will he employ men elevator operators in his huge store, and that he probably will retain the women window cleaners.

## Women More Courteous.

"Women workers in England," he said, "have proved more than a success. They are characterized by their good will, their bright faces and all around good cheer. They are punctual, honest and efficient workers. I find that in the positions formerly occupied by men they are more respectful and more courteous than the men who previously held their places. I shall never employ men lift runners again."

According to Mr. Selfridge, the conditions that have induced women to take positions in retail stores and

other lines of work have removed that "snobbishness which formerly existed and caused to be drawn a line between those 'in trade' and those who followed professions or were members of the leisure class."

"A number of my humblest employees," he said, "are daughters of colonels and generals and members of the 'best families.' Women have been perfectly magnificent in this crisis and we are proud of them—very proud."

"Every two or three hundred years the world undergoes a change and public opinion is remade. Such a change occurred when knight errantry passed out, when the Magna Charta was signed, when printing was first invented, and such a change is, I believe, taking place now."

"This war is placing the English merchant in a position higher than any he ever occupied before. It is proving that he is indispensable. The buying and selling of merchandise once looked down upon, has risen to a respected position of responsibility."

## Wage Scale Increased.

Mr. Selfridge said the wage scale in England had been increased to no small extent since the beginning of the war.

"Why, in my establishment," he said, "the wages the workers are receiving today are almost equal to

## CASTORIA

For Infants and Children  
In Use For Over 30 Years

Always bears the Signature of *Chas. H. Tuttle*

those they would receive in similar occupations in this country."

This change in salaries of store workers, together with the lure of high pay for work in munition factories, has made the "servant problem" in England greater than ever before. It is daily becoming more difficult, according to Mr. Selfridge, for housekeepers to obtain servants, and the majority of them have been forced to perform the duties which formerly fell to the lot of the paid workers. The end of the war will see this changed again, he declared, and with the decrease in the demand for women workers in factories and munition plants they will be glad to return to domestic service.

The attitude of England and the English people toward the United States Mr. Selfridge described as one of "appreciation and respect." He also declared that President Wilson "is the man who probably will derive the prestige out of the war."

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Special Announcement for Fredericton  
Dollar Day

The Retail Merchants of Fredericton have made special arrangements with all the railways for excursion rates. The C. P. R. will give one fare to parties of ten. Special reductions on other roads. Special Train from Chipman. All tickets good for three days. Consult your agent for particulars.

## TRAIN SCHEDULE.

Chipman	Leave at 7:15 a.m.
Midland	7:30 a.m.
Newcastle	7:50 a.m.
Minto	7:55 a.m.
Arrive at Fredericton	10 a.m.
Return Special will Leave Fredericton at	5 p.m.

## Sound Advice

THE best information obtainable at present indicates plentiful supplies of raw sugar for the year 1918, and, PROVIDED THAT SHIPS ARE AVAILABLE to transport the raw sugar, everybody should be able to obtain a reasonable supply.

This is a great big "IF" however, to overcome, and therefore it would be safer for consumers and dealers to make plans only for eighty to ninety per cent of last year's consumption.

It will be well on in February before any large supplies of raw sugar reach Canada, and in the meantime the supply will be limited owing to the small stocks on hand.

During 1917 this Company has operated its Refinery continuously, the only interruption being two days at Christmas time. We believe this record has not been equalled by any refinery in the United States or Canada.

During the whole year it has been our constant aim to keep the Canadian public supplied with "LANTIC PURE CANE SUGAR" at reasonable prices.

In order to accomplish this extraordinary feat in view of the actual sugar shortage that occurred, we were obliged at different periods, to purchase raw sugar at highest prices when such action was most unprofitable.

During 1918 we will continue our Advertising Campaign of our celebrated "LANTIC SUGAR" and, in addition, will make a feature of our Old-Fashioned Brown Sugars, known to the trade as soft or yellow sugars.

These sugars are available in three different grades, under the names of



Light Yellow  
Brilliant Yellow  
Dark Yellow

Such sugars as these have a pronounced flavour all their own that adds richness to everything for which they are used.

Try "LANTIC OLD FASHIONED BROWN SUGAR" for Cooking and Cereals and on homemade bread for the kiddies. Its rich deliciousness and melting goodness will induce you to USE IT DAILY.

For sale by all first class grocery stores in any quantity. The Red Ball Trade Mark appears on each 100 lb. bag and your

grocer will be very glad to show you that the sugar you are getting is out of a "LANTIC" bag.

We thank our friends, the people of Canada, for their generous approval of the quality of our Products and the liberal share of their patronage given us during the three years of our existence.

We assure them that in the future the same high standard of quality will be maintained so that our Red Ball Trade Mark will always be recognized as the "SEAL OF PURITY".

ATLANTIC SUGAR REFINERIES LIMITED.

Montreal, Que.

St. John, N. B.