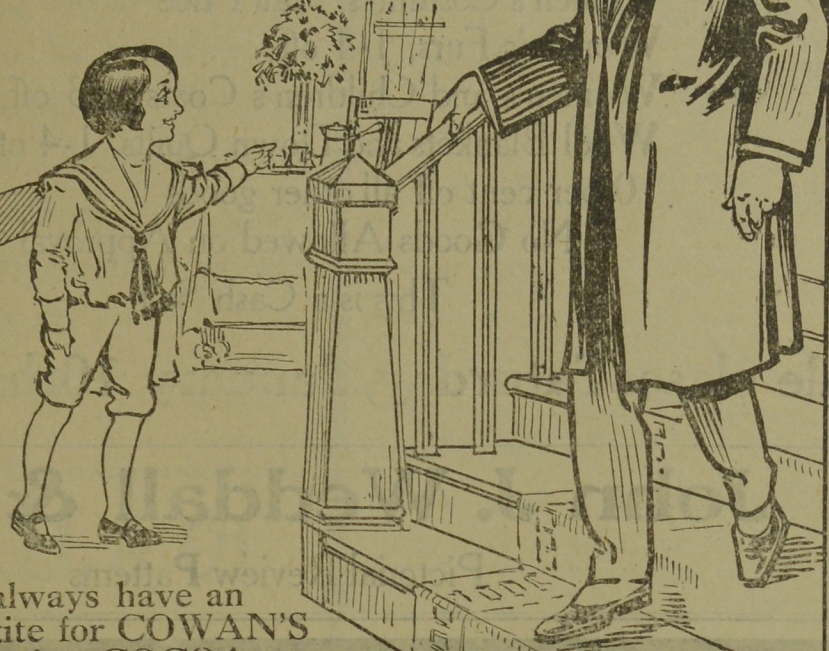


The FIRST CALL in the Morning

COWAN'S
PERFECTION
COCOAMAPLE
LEAF
LABEL

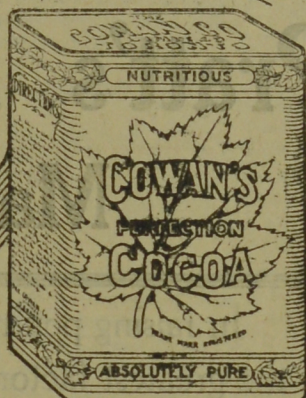
YOU always have an appetite for COWAN'S Perfection COCOA. The fragrant aroma is so tempting. And what food that you enjoy as much as Cowan's Cocoa is so nourishing—and so easy to digest? Breakfast—Cowan's Cocoa—they seem to go together.

10c. TINS— $\frac{1}{4}$ LB.— $\frac{1}{2}$ LB.—AND 1 LB. TINS

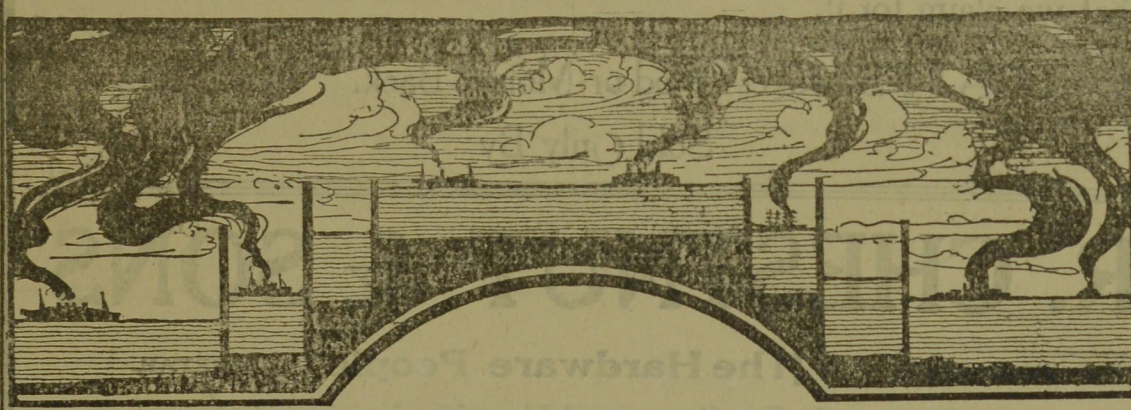
AT ALL GROCERS

The COWAN CO., Limited
TORONTO, CANADA.

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Advertise in the DAILY MAIL



Greater than Panama's Bridge of Water

The Panama Canal is the logical outcome of the trend of modern commerce—it is monumental evidence of the present-day need for shortening distance—for lessening time and for reducing cost of distribution between maker and consumer.

In point of distance, the Panama will bring the Pacific nearer to the Atlantic by 1,000 miles. In point of time, the sea voyage between Halifax and Vancouver will be shortened by 24 days. In point of cost, the canal will very materially lessen the expense of carrying freight between these places. But there is a stronger factor than even the Panama in shortening distances, lessening cost and saving time between manufacturer and user.

It is Advertising—

It is the quickest—
It is the most direct—
And it is the cheapest—
means of communication between the maker and user of goods.

For instance, Advertising enabled a manufacturer in Nova Scotia to carry a demand for his product

from his factory to the Pacific Coast
— in a few days
— at an insignificant cost
compared with slower and more laborious selling methods.

In one week, thousands learned of his product where it would have taken years for the news to get around without advertising.

To the Manufacturers of Canada:

You will be alert to take advantage of the Panama route for the physical transportation of your goods. Have you considered how quickly, how far, and at what small cost the Advertising Trade Route will carry demand for those goods?

If you are doing a local business talk over your advertising problems with the Advertising Department of this newspaper.

If you are doing a provincial or national business it would be well for you to have the counsel and assistance of a good advertising agency. A list of these will be furnished, without cost or obligation, by the Secretary of Canadian Press Association, Room 503, Lumsden Building, Toronto.

Dr. Morse's
Indian Root Pills

are not a new and untried remedy—our grandfathers used them. Half a century ago, before Confederation, they were on sale in nearly every drug or general store in the Canada of that day, and were the recognized cure in thousands of homes for Constipation, Indigestion, Bilioussness, Rheumatism and Kidney and Liver Troubles. Today they are just as effective, just as reliable as ever, and nothing better has yet been devised to

Cure Common Ills

WHO ARE THE
LIP LOYALISTS?

(St. John Times.)

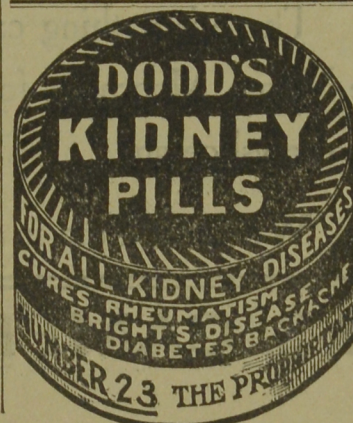
If the report in The St. John Standard is to be relied upon, Hon. H. F. McLeod signalized his entry into the larger field of federal politics by grossly slandering Sir Wilfrid Laurier. He described Sir Wilfrid as "a gentleman whose loyalty has been lip service." He said that a sense dictated to by Sir Wilfrid Laurier "has prevented the loyal sentiments of Canadians having expression in providing our share of the empire's armament."

Touching the question of the loyalty of Sir Wilfrid Laurier, it is only necessary to recall the fact that the Rt. Hon. Winston Churchill, who perhaps knows almost as much about imperial matters as the Hon. H. F. McLeod, lately referred to Sir Wilfrid as "that great imperial statesman." If Sir Wilfrid were not loyal he would not thus commend himself to a member of the imperial government so discerning as Mr. Winston Churchill. But Canadians know that Sir Wilfrid has over and over again proved his loyalty and that the party of this very gentleman who now talks of lip service found when they came into power a Canadian naval policy which had the approval of the imperial government and which is today the policy of Australia and New Zealand, and which, but for the alliance made between Mr. Borden and the Nationalists would by this time have advanced Canada well along the way to take her rightful share in the naval defence of the empire. Moreover, it was Sir Wilfrid Laurier who gave the British preference, when the best the Tories could do was to put up a tariff barrier against the Mother Country, to which Mr. H. F. McLeod so noisily professes the loyalty of himself and his party. The Conservatives have been in power for more than two years and have had ample time to do something to prove their loyalty if they possessed a brand of superior quality such as readers of Mr. McLeod's remarks might be led to assume. The best they have been able to do, however, has been to submit a naval policy which was not dictated by loyalty, but was a result of the Tory alliance with the Nationalists of Quebec. If Mr. McLeod wishes to be taken seriously, the less he says about Tory loyalty and Liberal disloyalty, the better it will be for his reputation as a gentleman of discernment. Instead of the people of Canada being prevented by Sir Wilfrid Laurier and the senate from giving expression to their sentiments they have really been prevented by Mr. McLeod's leader, Premier Borden the man who boasted that he would submit a naval policy, and if it were not at once adopted would appeal to the people. Mr. Borden is afraid to appeal to the people and when he does appeal the proposed policy of contribution will be utterly condemned.

It is a peculiarity of the Tory mind that it regards itself as the sole repository of loyalty. And yet, its peculiar brand of loyalty did not prevent Tories from burning parliament buildings in Montreal on a famous occasion and it does not today prevent Sir Edward Carson and certain English Tories from uttering defiance of the British constitution and of parliament and the king.

Sawdust Bread

There is a bakery in Germany that turns out 20,000 loaves of sawdust bread daily and finds a ready market for this output. Although this "wooden bread" is intended for consumption for horses only, it is claimed by the manufacturer that in case of famine it would furnish a nutritious and highly satisfactory food for human beings. The sawdust is first subjected to a process of fermentation and various chemical manipulation, and is mixed with one-third part of rye flour. It is then formed into loaves and baked in an oven like any other bread.



HOLIDAY SALE

During the next few days we will give 20 per cent off all Fancy Goods and Notions, Feckwear, Belts, Hand Bags, etc.

Get your friend something nice for New Years.

R. L. BLACK - - - York St.
"LADIES" and CHILDREN'S STORE"

Skate Grinding

BEST IN THE CITY.

SKATES REPAIRED AND PUT ON BOOTS. LET US STORE YOUR BICYCLE FOR THE WINTER.

Wm. C. Burt - - - F'ton. N. B.

A Happy and Prosperous
New Year
Is the wish of

A. A. Belmore

To our Numerous Customers and the Public We invite all to call and examine our large range of Clothes in all the latest shades. Fit Workmanship and Style cannot be surpassed. If you get your suit made by us you will be satisfied.

WALKER BROS.,
Importing Tailors
Queen St., Fredericton, N. B.

CHRISTMAS MILLINERY

reat reductions in all trimmed hats. Special lot of hats from \$5.00 to \$7.50 to clear at \$2.50 and \$3.00

Children's headwear, widow's caps, evening caps. The latest mourning always on hand.

Miss Morgan YORK STREET

Compliments of the
Season

We take this opportunity of thanking our patrons for the generous patronage extended to us during the past season, and wish one and all the Compliments of the Season.

The Misses Young

476 Queen Street

Have you tried the New Confection

Delicious Crispettes

Made fresh every day. Nothing but Fresh Dairy Butter, Honey and Sugar used in the manufacturing of them.

Always Crisp and Nice.

Sold by all Grocers and Confectioners.

Drop a card for Sample Order to

terprise Bottling Co HON E 19.11