

SCOTT'S EMULSION

OF PUREST COD LIVER OIL

usually stops a stubborn cough or chest cold when ordinary specifics fail.

It helps strengthen the lungs and throat—adds energy to the blood—and gives the system the force to help resist disease.



Use SCOTT'S
Refuse Substitutes

Scott & Bowne, Toronto, Ont.

THE OBSERVER

Frederic H. Stevens, Editor, and Managing Director.

Advertising Rates made known on application.

Published by The Observer Limited

Harland, New Brunswick

Terms of Subscription: The OBSERVER is \$1.00 per year, payable in advance. The paper will be sent to subscribers until it is ordered stopped, but each subscriber will be notified when the time to which he has paid is ended.

Vol. VIII. DEC. 28, 1916 No. 29

A NEW YEAR

Before another issue of The Observer goes forth a new year will have been ushered in. It is our sincere wish that it bring Peace and Plenty to every reader. We wish for peace in the broad sense that will include peace among nations—that the war may speedily end and that right may conquer.

From every visible sign there is no chance for doubt about there being Plenty for all who are willing to work. Let us, then, add to our other wishes one for strength and good health and a willingness to work.

The Observer has "pulled through" 1916 better than the first months of the year indicated. New conditions, wartime conditions, have upset ordinary routines. Some sources of business for the printer have been out of, but new ones have opened up—and so we continue existence.

The Observer cannot be boastful of its year's operations, but it is not at all blue and looks forward to the new year entirely convinced that a sustaining measure of success is in store.

The manager wishes to most heartily thank the many subscribers who have paid for another year during the month. Several hundred have done so, and a great many of them in remitting have added words of cheer and encouragement, which the editor, being human, finds comforting.

A score of correspondents—those busy workers who furnish district and village news items—have also been of one mind in wishing the editor and his readers a happy New Year. So crowded are our columns this week that the individual messages, intended for publication, are omitted, and this paragraph is acknowledgement of them.

The newsprint situation is still critical but The Observer announces that there will be no increase in price to Canadian subscribers. New methods of economy are being evolved and we promise that during 1917 The Observer will print more county news than any contemporary and charge no more for it.

THE WONDERFUL POWER OF ADVERTISING

The greatest and most successful advertising campaign ever carried out was that in England under the direction of Sir Hedley le Bas, and was for raising recruits for the army. Whole pages of all the British newspapers were taken and while the cost was enormous the results were amazing. Sir Hedley is a publicity expert and maintains that anything may be bought, sold, ac-

quired or attained by persistent advertising. He does business by a few brief general rules, which are:

You cannot create big sales in these days of fierce competition unless you advertise.

You must state in your advertisement nothing but the truth; not as it appears to the manufacturer, but as it can be demonstrated to the prospective buyer.

You must have the courage to take a sufficiently large space; for the larger the space, the greater the chance of success.

You must have the courage to give advertising a fair trial.

You must have judgment in selecting the right media through which to appeal to the public.

You must remember, in massing your advertisement, that the theory of successful warfare is an overwhelming attack at a given point.

Royalton Ripples

Perley Briggs and family spent Christmas with relatives in York county.

Harry Owens policeman at the German detention camp at Amherst, is home for Christmas holidays.

Miss Lucy Cummings and C. C. Shaw went to Woodstock on the 21st inst. to attend the Teachers' Institute.

Mr. Weade of York Co., is visiting relatives here.

Red Cross met with Mrs. Wilfred Crawford on the 21st.

Elisha Crawford made a business trip to Hartland recently.

Harry Burt and Mrs. Harry Weade are both on the way to recovery after their recent illness.

Herbert Buchanan has been threshing for the farmers, and Eddie Tompkins and Elisha Crawford with their crews are pressing hay.

Mrs. Ezra Cronkite has returned from Presque Isle after a pleasant visit.

Lower Brighton Notes

Our school closed Wednesday as our teacher attended the Institute in Woodstock.

Mrs. Beecher McKinney from the West is visiting her sister, Mrs. Alva Dow.

Richard Nixon has been confined to the house the last week with rheumatism.

Mr. and Mrs. Guy Downey have moved to McAdam Junction.

Mrs. James McLary is quite poorly again having got a bad fall a few days ago.

Mr. and Mrs. F. Nixon and family took the evening express last night for Boston to visit friends in that city.

Edgar Bryant visited his parents at Bartlett's Mills, Charlotte county, last week.

Wallace Noble and Miss Aurilla Nixon went to Houlton last week to visit friends in that vicinity.

Mrs. Moses McCollum is improving very fast much to the joy of her friends.

Willie Nixon visited his brother at St. Stephen recently.

George Nixon is suffering from a relapse of rheumatic fever, being confined to his bed again.

THICK, GLOSSY HAIR FREE FROM DANDRUFF

Girl! Try it! Hair gets soft, fluffy and beautiful—Get a 25-cent bottle of Danderine.

If you care for heavy hair that glitters with beauty and is radiant with life; has an incomparable softness and is fluffy and lustrous, try Danderine. Just one application doubles the beauty of your hair, besides it immediately dissolves every particle of dandruff. You can not have nice heavy, healthy hair if you have dandruff. This destructive scurf robs the hair of its lustre, its strength and its very life, and if not overcome it produces a feverishness and itching of the scalp; the hair roots flail, loosen and die; then the hair falls out fast. Surely get a 25-cent bottle of Knowlton's Danderine from any drug store and just try it.

Thomas O. Boyer

The death of Thomas O. Boyer occurred at his home on Saturday after several years of failing health. He was over 80 years of age and was born and lived most of his life at Victoria Corner where he worked at the tanning trade. He is survived by his wife and two sons, Russell, and Cecil. The funeral was held at Victoria on Sunday, conducted by Rev. N. Franchette.

Be Progressive—ADVERTISE

GOODBYE SALE!

Baird's Store will Close for good and all on Monday, Jan. 8

This no fake clearance sale. I'm going out of business and will close the store finally as above. There is a good \$3000 worth of goods on my shelves and I am determined to dispose of every cent's worth in the next ten days. But I realize that old prices must be rubbed out and new, amazing low prices put in their place.

Goods in all lines---Dry Goods, Ready-to-wear goods, Footwear, Groceries---everything in the store is offered to the public at actually

Less than Today's Wholesale Prices

An opportunity like this seldom comes to the people of this section and you will act wisely to hurry before the best bargains are gone.

All the low prices previously advertised still hold good, except in some cases where prices are marked even lower. Let the great saving be yours. Save real dollars here!

14 pounds Sugar for \$1.00

14 lbs Best Granulated Sugar for \$1.00 to everyone who buys Dry Goods, Clothing or Footwear to amount of \$5 or more.

5 gals Kerosene - 80c.

to those Who buy \$2 worth of other goods.

Come here for Flour and all Groceries, Footwear and all Dry Goods. Stock up for the New Year.

BAIRD'S