

The Carleton Observer

Vol. 9. No. 35.

HARTLAND, N. B., FEBRUARY 7, 1918.

Whole No. 448

IF YOU PATRONIZE
The Everyday Bargain Store
YOU LEARN TO SAVE MONEY

SPECIAL

50 doz. Gilt Cups and Saucers, \$2.00 doz.
50 doz. China ditto 2.00 "
150 doz. Plain white ditto 1.75 "

House Dresses Just to Hand
—a full line, sizes 34 to 50 inch bust

Full line of **GODDESS CORSETS** Laced in front

English and Canadian Prints
to be sold out at
Less Than Wholesale Prices

I still have a well assorted stock of Dress Goods for your selection. Notwithstanding the scarcity of Dry Goods, Clothing, etc., I am able to offer a better range for your selection than ever before, and at prices much lower than I would be able to quote if I bought the goods on today's market.

Complete Spring Stock of Wall Papers In

A. W. PHILLIPS

BRISTOL N. B.

WINTER GOODS

of all kinds and descriptions at

BARGAIN PRICES

Sweaters, Mackinaws, All-wool Pants,

Winter Caps, Gums, Packs

and all other winter goods in abundance, with prices away below today's markets, as all the goods were contracted for months ago.

Overcoats for Men and Boys

Usters and Blacks with Fur Collars. Some New, some "carried over." Special prices now on all to clear.

Timothy and Clover Seeds

These will be much higher this year, but I Carried a large stock over from last year, and these will be sold cheap to early CASH BUYERS.

PULP WOOD

I am still buying this and paying highest prices. If you have any and have not sold call me at my expense on either telephone.

S. W. SMITH

The Cash Store

N. B. Phone 3-2

EAST FLORENCEVILLE, N. B.

Farmers' Phone 18-2

DETAILS OF CONTEST EXPLAINED

So That There May Be No Misunderstanding
in The Race to The Finish—Names of
Judges Now Announced

To many people the object of the Observer Voting contest may not yet be clear. For the benefit of such of our friends who are interested in the enterprise for any reason, it may be stated that there is nothing mysterious about the contest. It is simply a plain business enterprise, the purpose of which is to increase the circulation of The Carleton Observer and MacLean's and Farmer's Magazines. Instead of employing canvassers in the ordinary way to accomplish this object, ladies possessing energy and aptitude for the work are engaged on a guaranteed commission basis, and large rewards are offered in addition, in the form of valuable prizes, to those who do the most effective work. The proposition becomes, therefore, simply a sales promotion scheme, based upon a sound, recognized and generally used, business principle. The voting plan is utilized for the simple reason that it provides the most convenient means of accurately differentiating the values of the various classes of subscriptions, and of expressing those values in tangible terms which can be calculated easily.

The enterprise upon which The Observer is now engaged is not an experiment. Contests similar to The Observer contest have been conducted throughout Canada and the United States for many years, and while in the early stages of the business, experimentation was necessary, the same as it has always been necessary in the development and progress of any business or profession, the experimental stage in the contest business has long since been passed, and under the direction of a competent person, a newspaper circulation contest today is no more of an experiment than is a new hardware, clothing or grocery business in the hands of an intelligent man who knows his business. For this reason, The Observer management entered into the present contest with no doubt as to the outcome, and for the benefit of those who may have not been able to see "how it could be done," it may be stated that the contest has already reached the point where its success is absolutely assured, and where the "doubting Thomases" among our friends, were they fully informed of the facts, could now see clearly "the whys and the wherefores" of the whole undertaking.

THE PRIZES

Why offer such expensive prizes as a Ford car and a Lonsdale piano?

Save Food

In a time needing food economy many people are not getting all the nourishment they might from their food. It is not how much you eat, but how much you assimilate, that does you good.

The addition of a small teaspoonful of Botril to the diet as a peptogenic before meals leads to more thorough digestion and assimilation and thus saves food, for you need less.

5-18A

NURSING SISTER

PAULINE BALLOCH

Writes Home of the Wonderful Work of the Red Cross

The letter reprinted below should set at rest any doubts that may exist as to the value of Red Cross Work. The writer, a daughter of R. W. Balloch of Centreville, was well known in this county and in Aroostook as an efficient professional nurse. She offered for service with the Canadian Red Cross in France and under date of Nov. 23 wrote to the Centreville Red Cross Society as follows:

"It would be neglectful of me, indeed, not to write you a note from France; particularly after receiving warm stockings, so beautifully knitted, which are keeping me warm and comfortable. I cannot thank enough the individual members who spent so much of their time for me, and the Society in general, to which I and so many, many others are indebted for comforts innumerable, and otherwise unobtainable.

While from week to week you in a measure realize just what you are accomplishing and at certain periods must be encouraged by really surprising results when you set to work with your usual zeal to earn the necessary money to carry on your work, yet you can scarcely know to just how great an extent you are helping to victory those who are fighting the great fight on this side of the water. It is true that in our hospital here, practically all of our equipment is from the Red Cross—bedding, sheets, blankets, pillows, dishes, knives, forks, spoons, hot-water bags, instruments, canned and preserved fruits, brooms, cleaning powders and soaps, toilet articles, stockings, bed socks,—innumerable necessities.

I think if others understood the value, only in part, of the work you are doing, every family would be represented—and personal feelings would be lost sight of in the effort to help and increase the work of the Red Cross, so splendidly organized and so effective. Always will this wonderful society be known and remembered for the work it has done and is doing, and shall do in even greater measure, and its zealous and unselfish members will have their share in the glory that belongs to it for all time, to come.

To do our bit in so far as we may in this great battle for the right, is of all things most worth the doing. Trivial as each little bit may seem to be, it helps to complete and make efficient the great force that is to bring us out of this chaos of suffering and sacrifice, into a saner and cleaner world.

May you thrive and grow to greater accomplishment, if that be possible, and it is—for there is no limit set, is my Christmas wish for you.

With many thanks for your remembrance of me.

Very sincerely yours,

Pauline D. Balloch
No. 3 Canadian Stationary
Hospital
B.E.F., France.

PUBLIC NOTICE

The undersigned Assessors for the Parish of Brighton have received the Warrant of Assessment to assess the said Parish for County, School and Parish purposes. All persons liable to be rated are required to bring in to us within Thirty days from this date true statements of their property and income liable to be assessed. The Valuation list when completed, will be posted at the following named places:

Post Office Hartland, N. B.
Post Office Lower Brighton, N. B.
Post Office Co. d. east, N. B.

Dated this First day of Feb. 1918

R. W. CAMERON
C. R. FIDLER
ELWOOD FOSTER
Assessors of Rates for Parish of Brighton.

Board of Works

(Continued on last page)