

# The Carleton Observer

Vol. 7. No. 4.

HARTLAND, N. B., JULY 8, 1915.

Whole No. 316

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

## Value for Both Sides of YOUR DOLLAR!

The art of spending money is greater than the art of making it. Yet far more has been taught, written and lectured on the subject of the making of money than about the spending of it. This doubtless inspired the old adage that "a fool and his money are soon parted." Today the world is too busy to stop and study the best ways of spending it. Price is not the same as value; for price is what you pay for an article, while value is what you receive in merchandise—plus service.

Years ago I began studying to make both sides of my customers' dollars represent value to them when spent with me, and today it is recognized that our merchandising represents value.

Daily all my efforts are toward making a bigger and better organization to back up the policy, and while today I am giving the best I know how, tomorrow I hope to make it better. Try the Everyday Bargain Store.

(The Mrs. C. A. Phillips stand)

**A. W. PHILLIPS**

BRISTOL N. B.

### HOTELS

#### WINDSOR HOTEL

C. A. CRAIG, Prop.  
 Large, well furnished rooms, bath room, etc.; first-class table. Permanent or Transient Board. Livery Stable in connection.

HARTLAND, N. B.  
 8-11

#### Royal Hotel

A Home Away from Home.  
 Main Street, South Side of Bridge  
 Livery in Connection

HARTLAND, N. B.  
 A. W. CLARK, Prop.

#### Exchange Hotel

W. F. Thornton, Proprietor  
 Well equipped in every way. Livery Stable in connection.  
 Main St., Hartland, N. B.

#### Fredericton Business College

WILL OPEN ITS  
**FALL TERM**  
 on Wednesday, Sept. First  
 Now is the time to write for full particulars. Address:  
 W. I. OSBORNE, Principal  
 Fredericton, N. B.

#### DR. J. E. JEWETT

Dentist  
 At Hartland every Monday. At Bath every Wednesday and Thursday. P. O. address Woodstock.

W. P. Jones, K. C.  
 Attorney-at-Law, Solicitor, etc.  
 WOODSTOCK, N. B.

### Avondale Woodworking Factory

C. S. DIFFIN, Manager  
 Avondale, N. B.  
 Farmers' Phone, Hartland 33-41

WE MANUFACTURE  
 Doors, Sashes and Sheathing, Spruce and Hardwood Flooring, all kinds of Inside and outside Finish. Mouldings of all kinds always in stock.

Can give you close quotations on anything in these lines you need, either at the mill or f. o. b. either railway station. A call or correspondence solicited. We will treat you right in any case—fill your order promptly at reasonable price.

### Western Assurance Co.

(INCORPORATED 1851)  
 ASSETS \$3,213,438.25

DIBBLEE & AUGHERTON, Agents

Woodstock, N. B.  
 Telephone: Office, 18-11. Residence, 144-11.

JUST RECEIVED THE FOLLOWING NEW GOODS:

### Men's Panama Hats

Prices \$4, \$5, \$6, \$7 and \$8. Men's Straw Hats from 25c to \$2  
 Boys' Hats from 25c to \$1.25. Children's Hats from 20c to \$1.50

### Raincoats for Men, Women & Children

all colors, including black rubber. Men's from \$6 to \$13.  
 Women's, \$5 to \$12. Boys', \$3.75 to \$5.50. Misses', \$3 to \$5

See Our Men's Blue Worsted Suits  
 \$12, \$15, \$17, \$18 and \$20

**C. M. Sherwood, Limited**  
 CENTREVILLE

## LETTER FROM DR. MacINTOSH

Dear Friend Fred:

It will probably be interesting to you to hear how Canada sends 2000 soldiers to uphold the honor of our country and to do her part in the huge struggle with the Hun.

We nine R.A.M.C. men holding the rank of Lieut. travel and mess with the officers 1st classes, so in our conversation learn a little of the detail of moving a brigade of men.

We are all on the "Meganitic" a fine steamer of the White Star Line sailing from Canada. This is her fourth load of troops or 8000 in all. This is a fine, big steamer, very steady, very fast and seaworthy. Her captain, an old R.N.R. man, is considered very cool and very wily. She has been chased three times by submarines and escaped although she had a very close call on her last trip. German spies have been caught on two trips signalling from port-holes with flash lights. There is a secret service system aboard and among the troops. She is beautifully fitted and served and as she is not sailing as a troop ship every man aboard is travelling as passenger from the officers of Brigade staff to the private. Of course the officers' quarters and mess is luxurious; the comfort that could be thought of at hand. We, the three New Brunswick representatives, Drs. Lawson, Sullivan and myself, were very fortunate in securing a fine stateroom together on the outside. These two fellows are fine young men both making big sacrifices to go abroad and no their part. Of the others, one from Toronto and five from Winnipeg. Being all on the same mission we have become fast friends.

Now as to the brigade. This is a western brigade, purely and typically western. They were recruited as Mounted Rifles at Winnipeg, No. I, Victoria No. II; and Medicine Hat, No. III. As all westerners are lovers of horse and saddle, there was no dearth of recruits to offer as the officers were able to pick their men for size, physique and efficiency. As one officer remarked they all "hand-picked." I never saw such a fine body of men together. 30 boys—nearly all men between 30 and 40, great, big, strapping fellows, fit and ready. Among them is Boyle's Horse from Dawson at last given a chance to get away.

One thing noticeable about them is the large number of old country boys—these number 60 per cent, but have been a long time in the West and are crack riders and shots. They have been in training since last August and as mounted troops have not been wanted they at last been accepted after volunteering to go as infantry, if needed; but they will be a disappointed lot if they do. Their horses have been shipped—all picked and beautifully trained to lie down to protect their rider who shoots from behind them when needed. These mounts are half cayuse and half thoroughbred, the finest cavalry horse in the world, capable of any amount of hard work and subsist on little. They tell us that Major Morts squadron—he himself a big rancher—is every man a picked rider and cowpuncher and can ride and shoot with any squadron in the world.

There is the finest feeling possible among the officers and the men. They are extremely loyal to each other. The men have all confidence in their officers and

look as if they would follow them to certain death if called upon. The officers look out for every comfort of their men. These officers are nearly all men from six to six one half, big, fearless men and gentlemen, many making big financial sacrifices and leaving families behind them. There is something grand behind the spirit that moves these men to do their part in the big struggle while others with no ties or care to hold them loaf about the street and play the game of coward.

We also have on board 14 men off the H.M.S. "Carnarvon" which took part in the fight off the Falkland Islands and is now in dry dock in Montreal.

There are two mates and twelve midshipmen hoping to be transferred to more active service when they reach England.

This ship is just one big military camp. We had to show passes at Montreal to gain admission to the shed and were challenged at each end of the gangways and at each stairway above and below. Sentries are still on guard on each passage and stairway and walk each deck, just as in camp. Exercises are given (physical drill) in troops both morning and afternoon on deck. They are also given boat drill each day and we three are assigned to the headquarters staff and take our place with our men and drill with life preservers on. As the German are very anxious to get us every precaution is taken. All lights are shaded at night and we have orders to wear life belts day and night when we enter the danger zone. We expect we are sailing away south in a zig-zag course nearly down to the Ozores, and will turn south toward France and England and meet a convoy of destroyers in the danger zone. We have had it dull and cold but the sea fairly smooth and very few sick, and now I'm able to do justice to the fine mess served us.

Many of these men are veterans of other campaigns, some of Soudan and many of South Africa and Riel. One veteran abroad, unattached as ourselves, Lieut. Potter, going over to serve in Canadian staff office, was attached to Fredericton and Halifax some years ago and came Kingston. He knows my old friend "Trooper" Lorne Mulloy, a professor in R.M.C. there, and his family physician at Ottawa was my old room mate at college, the late Major Dillon. How small the world has become.

Since starting this letter the machine gun sections of each regiment have mounted their guns on three decks and are preparing to put men duty from daylight until dark until we land and expect if a periscope of a German submarine shows up they can "put her eye out" and render her helpless. There will also be an armed sentry on all decks with rifles to assist.

[Later] We reached Plymouth Harbor Sunday afternoon. Our escort did not reach us until about noon but it was a fine sight to see these destroyers swarm down around us. They are capable of 40 miles an hour and remind you of greyhounds running here and there. We passed up by Lands End and Eddystone Light House into the harbor and are now safe from submarines. We go up to the naval docks in the morning to disembark—then old London for us.

The shores we approach all look like well kept lawns and the

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## AUTO ACCIDENT RESULTS FATALLY

Miss Geneva Johnson Instantly Killed and Patrick Heffernan Seriously Injured

As the result of an accident occurring at the Andover end of the bridge at about 7.30 last evening Miss Geneva Johnson lies dead and Patrick J. Heffernan may not recover.

Mr. Heffernan who recently purchased a new auto was out to take Miss Johnson out for a ride. She was seated beside him and Mr. Heffernan was backing the car out of her father's yard and in some manner seemed unable to actuate the reversing gear, with the result that the car went over the river bank and, overturning partly, brought up against a clump of cedars, the unfortunate girl having her life crushed out between the car and a tree. Mr. Heffernan was able to extricate himself from the wreck and climbing the bank called for help, which was soon at hand. He completely collapsed after having assisted in carrying the girl's body up the bank.

Such a horrible calamity has not happened here for years and every heart aches with grief. Miss Johnson was a young woman much beloved by a wide circle of friends, was very popular, and grew to womanhood in our midst. She is survived by her father, William Johnson, and an uncle, Mason Johnson of Johnston's hotel. Since the Wade Drug Co. opened business here she had been employed as clerk in the store. The unfortunate victim of the terrible tragedy was only 21 years of age, and was a member of the Church of England. Her mother died a year ago.

These immediately at hand to assist Mr. Heffernan were Bert Whitlock, John Lafferty, George MacLauchlan and the Moore brothers. Dr. Earle was on the spot in a brief space of time and rendered all possible aid to Mr. Heffernan. As we go to press Mr. Heffernan still lies unconscious with no hope of recovery.

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 L. de C. Macintosh

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