

THE OBSERVER

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CHRISTMAS AS USUAL

Here's hoping the merchants of the St. John Valley will have a Merry Christmas Trade! Such has not been theirs to date, however, and there is only one week more. Absence of snow and bad roads—and a feeling among farmers that war has brought hard times—has made the Christmas Season of 1914, to date at least, most discouraging. There is no reason why we should not have "a Christmas as Usual." So far as it directly concerns the people of this, the Valley Peaceful, hard times because of the war have not really struck home. There is, however, fear where there should be courage, panic where there should be peace. These conditions are most marked among the farmers, while the real pinch comes on the merchants who say the least about it. The farmers ought not to kick. The crop of 1914 was the biggest on record and prices average higher than ever before. Yet they "buy and pay" slowly as though disaster were hovering over them.

The truest form of charity is that which begins at home. Exactly the same with Patriotism. "Be loyal to your own town." The Observer urges its farmer readers to buy Made-in-Canada goods, and to buy them from their neighbor-merchants. And the great need of the hour, the very greatest need, is "business as usual." Then come with a wagon, if you cannot come with a sled, and buy freely this year as last, and make Merry the saddest Christmas the world has ever known.

All the merchants bought their Christmas goods before there was thought of war, and when the promise was for the best times ever. It will mean great loss to them if Christmas is not kept as usual—but it will be, and here is the very best wish for Prosperity, Good Cheer, and a Merry Christmas to merchants, to farmers, to all.

That war has brought hard times to merchants who advertise in The Observer is not apparent by the display of goods in their stores. One cannot enter these places of enterprise and business confidence without feeling that hard times is indeed a myth.

Hartland stores never looked sayer and only lack the throng of cheerful buyers to make the busiest of holiday seasons. This throng will come as usual during the "last week."

Eatey & Curtis

have for 18 years led as an emporium for holiday goods, and this year their display exceeds all previous efforts. Most particularly in "toy-land," in the second story, is there a wealth of what might be called "stocking goods." A child would instantly be convinced that here is where Santa fills his pack. On the two floors devoted to Christmas display this firm is this year showing the biggest and widest range of holiday goods in the St. John Valley. That's going some!

At Baird's

there is Christmas as usual. Arthur Baird is a hustler and since he started business, about the time The Observer did, he has met success through square dealing, courtesy, good service, and the goods the people want. His holiday display has scarcely been equalled and besides gift goods he supplies the highest quality and the lowest price on the goods that go into the Christmas dinner.

Horace R. Nixon

the shoeman and grocer, has a display most inviting and he points out that nothing under the sun makes a nicer present for man, woman or child than a pair of slippers, and he has them galore. He also has by all odds the most fetching array of candies ever shown in this place, and the prices are lower than usual. For Xmas cooking Nixon has all the necessities in a variety almost confusing.

Ziba Orser's

It is amazing what a variety of useful gifts can be found in a hardware store. At Orser's, for instance, there are a thousand things to make a housewife glad, just go in and see. Then for boys—gee! What about sleds, ekates, knives, hockey sticks?

John McLauchlan Co.

"A man's store for a man's present." That tells the whole story, and the inference is that you will go first to McLauchlan's for a present for father, brother or "Jack".

Keith & Plummer, Ltd.

in their big store are showing surely "a Christmas as Usual" and their stock comprises everything staple and fancy.

Cyr Violette

Hartland's busy jeweler is showing a splendid line of gift goods, and what girl or woman is not "tickled to death" with a piece of jewelry or silverware?

J. T. G. Carr

Tru. Mr. Carr does not carry immense stock that in former years made his store the Mecca of the buying public. Nevertheless, he has some good goods at exceptional low prices, while his staple lines of groceries, always best and fresh, is complete for Christmas cookery.

H. S. Albright

At this fruit store is a profusion of fruits, nuts and confectionery. Nothing better for the girls than a box of chocolates, or for the man friend than a box of cigars.

C. Humphrey Taylor

Another final sale is on here, preparatory to an auction on Dec. 29 when the last vestige of stock will go. It stands to reason that what Xmas goods are left will go at bargains—an opportunity for the really poor to get something for a stocking that might otherwise go empty.

In Other Towns.

Centreville with its hopes deferred on account of no train service may have reason to be sad, but their two big stores, Wilson's and Sherwood's, do not give evidence of anything but the most cheerful optimism. We would infer from their advertising that these two stores will get the whole of the trade in their vicinity. They have stock to supply every possible need.

The Observer considers that G. E. Wilson is its most scientific advertiser. If he "keeps everlastingly at it" he will as sure as day follow night get the lion's share of the trade in his district. Any reader of the paper would know his trade is growing by leaps and bounds, although if he merely holds his own at this time he is doing more than most.

S. W. Smith's Two Stores.

At East Florenceville and Mount Pleasant are two well stocked stores, the Smith stores, where the Xmas cook will find everything imaginable for her art, where the practical will find useful gifts, and the people who like nic-nacs will be fully satisfied.

Mrs. C. A. Phillips

This store under the management of A. W. Phillips is conducted wisely and well. A store that depends on quality and service is always depended on by the public. This store is managed by modern methods which of course includes liberal advertising well attended to. Leading always, Mr. Phillips is not behind with Xmas goods.

Belyea & Estabrooks.

of Coldstream have a growing trade and a stock of useful and fancy holiday goods, while

Bohan & Co. at Bath

in their famous old stand are replete with all that makes the glad season joyful—at least so far as gift goods and cookery goods are concerned.

The Observer.

Let us speak a word for ourselves. What could be better for the absent friend than a year's subscription? The paper will be sent anywhere for \$1 per year. Our advertisers could make two gifts with one effort—send The Observer to a friend and make both Observer and friend glad. Visiting cards are a popular gift and orders should be sent in before Tuesday Dec. 22, as on that date all such orders for Xmas will be filled. The price for either ladies or gents, correctly lettered, is 50 cents per box of 50.

CENTREVILLE NEWS

Clark A. McBride Corr.

The supper held in Sherwood's Opera House on Thursday evening, Dec. 3, by the ladies of the Red Cross Society was a very successful affair. The tables were loaded with a profusion of good things, including a liberal supply of chicken. Our ladies pride themselves in their culinary abilities and they certainly gave an exhibition of it at the supper. A number of chickens, etc., were sold at auction after the supper. A number of men arrived from Woodstock at 9.30 and some of them listened to the proceedings by singing "It's A Long Way To Tipperary". The total proceeds were \$120, which is, we think, a very creditable showing for Centreville.

A large number of men from this vicinity went to Woodstock on the special train over the Valley R. R. on Dec. 3 and returned well-pleased with the smooth and easy manner in which the train transported them. We are getting anxious waiting for a regular passenger train.

The Sunshine Choir will hold a Xmas concert in the Baptist church on Sunday evening, Dec. 20. Those who have had the pleasure of listening to our choir before will understand that a treat is in store for those who can attend. A silver collection will be taken.

We are pleased to report that our popular merchant, Glenn E. Wilson, is improving in health after being ill for a few days. His large circle of friends will be glad to see him restored to health again.

C. A. McBride attended court in Houlton on Tuesday and Wednesday Dec. 8 and 9. Great interest was manifested in the Dudley Sullivan case. A large number of people were unable to gain admission to the court house on account of the limited seating capacity.

Dr. D. W. Perkins has in his possession a cancer weighing 6 lbs, which he removed from a horse owned by Edmund Ball of Upper Woodstock. The horse is doing well and will soon be all right again.

Will the people please take notice that I am prepared to frame or enlarge in both flat and oval style and have the best stock of mouldings, mirrors, hymn books, Bibles, Testaments and fruit pictures, that I ever had; also a nice stock of Christmas mottoes some new styles. Henry J. Seeley, Somerville.

The Everyday Bargain Store

YOU LEARN TO SAVE MONEY

Do Your Christmas Shopping Now!

Do not wait to do your shopping until a day or two before Christmas. DO IT NOW!

Our stock is new and fresh and was ordered before the war began. It is complete in a grand array, ready for your easy selection. In shopping early you can choose at leisure from the full stock. You get the cream of the store in the way of both goods and service.

Come in and look our goods over. Don't buy unless suited in every way. We will treat you so that you will come again and induce your friends to call.

VERY SPECIAL

10 doz. Ladies and Girls Aviation Caps to close out at 33 cents. These are the 75-cent kind.

WE COVER BUTTONS

Mrs. C. A. Phillips

BRISTOL N. B.

Jennie E. Pelkie

At the home of her brother, Emerson, at Hartland, Maine, Jennie E. Pelkie, daughter of Susan and Frank Pelkie, Goudville, Carleton County, passed away from this life, Saturday at 1.30 p. m., November 21st, in the 21st year of her age. She had been working in Houlton, Me., where she had recently graduated from the business college. She was on a visit to her brother when taken sick. Everything was done by kind friends and physicians but to no avail. Her mother was sent for but did not arrive until after she had passed away. Jennie was a tight and cheerful disposition and made many friends wherever she went. There were floral tokens from her uncle, Robt. Fisher, Hartland, Me.; Miss M. Estabrooks and Miss Hanlin, Houlton, Me.; Miss Trena Wilson Houlton, Me. The remains were brought to her father's home on Monday accompanied by mother and brother and girl friend, Miss Minnie Perkins. The funeral services were held in the U. B. church, Wednesday at 2 p. m., where a large congregation assembled to pay their last respect to the departed and sympathy to the sorrowing family. The writer officiated assisted by Lic F. T. Wright. She leaves to mourn their loss, her parents, Mr. and Mrs. Frank Pelkie; four brothers, Emerson, of Hartland, Me., Benjamin, Adolphus and Garfield, at home; three sisters, Sylvia, Martha and Faith, at home. Much sympathy is felt for our brother and sister in their time of sorrow. Jennie's last words were "I am praying to God."—Highway.

BUSINESS CONDITIONS

Business conditions in New Brunswick are so much more satisfactory than was anticipated at the outbreak of the war that the people may well congratulate themselves upon the general situation. The various industries are busy, and the pressure of unemployment is probably not more seriously felt than it was a year ago. The lumber cut in the province will be at least as large as that of last winter, and some operators are of opinion that if the season is favorable there will be an increased cut. At all events there has been a good demand for men for the lumber woods. The farmers do not find themselves handicapped for a market, and the country districts are prosperous. It is true that merchants generally are pursuing a conservative policy, and that is wise; but as a matter of fact the volume of traffic in general merchandise has not been greatly reduced, while wholesalers report that payments continue to be fairly satisfactory. It has been demonstrated that there is plenty of money in the province, for in addition to local demands there is a generous response to the appeal in behalf of the various funds made necessary by war conditions. New Brunswick is probably in a better position to apply the motto "business as usual" than any other province in the Dominion.—St. John Times.

Weldon Flemming Seriously hurt.

Woodstock, N. B., Dec. 13—Weldon Flemming, a son of ex-

Premier Flemming, was terribly injured yesterday while operating a circular saw at the Gibson-Flemming mill. The saw flew off the shaft and hit the young man in the shoulder making a deep gash. He was badly cut in the head and leg. Doctors Rankin and Sprague were summoned and the injured man was taken to his home, where he remained in an unconscious state several hours. At first his injuries were thought to be fatal, but today his recovery is hoped for unless blood poisoning ensues.

H. A. Huntly, employed by the Smith Lumber Company, was found dead in his berth in the lumber camp yesterday. One of the crew tried to awaken him and was horrified to find him cold in death. Dr. Kierstead said the man had probably died from heart trouble. A coroner's jury found a verdict accordingly. The deceased belonged in Weston was twenty-five years of age, and leaves a wife and four children.

Futher Belgian Aid

Andover Red Cross Society, 1 case.
Edmundston, 1 case.
G. H. Wheeler, Florenceville, 1 case.
H. K., Florenceville, 1 case.
Father Durand, St. Francis, 2 cases.
R. F. D., Grand Falls, 3 cases.
Woodstock, 1 Box.
Florenceville, 1 Bag.
Peel, 1 Box.
Mrs. D. Curry, 1 Box.
Arthurette, 1 Barrel.
Richmond Patriotic Society, Richmond Corner, 2 Bbls.
B. X. Lockhart, Bristol, 1 case.
People of Stickney, 1 case.
Woodstock Belgian Relief, 3 Boxes 2 Barrels.