

THE OBSERVER

Vol. 6. No. 17.

HARTLAND, N. B., OCTOBER 8, 1914.

Whole No. 277

Dress Goods

Regular Price 60c a Yard

49 CENTS

Big Discounts on some odds and ends of Sweaters and Men's Wool Shirts and Drawers

Heavy Cotton Hose, regular 22c, for 15c pair

A few pairs of \$1.25 Corsets for 75c a pair

GROCERIES

- 13 lbs. XXX Sugar for \$1.00
- Cape Cod Cranberries 12c quart
- Sweet Potatoes 5c lb.
- 6 lbs. Onions for 25c
- 3 pkgs. Corn Flakes for 25c
- Cream of Tartar 50c lb.

Baird's

Hartland, N. B.

DON'T READ THIS

Our stock of new seasonable goods in all lines was never more complete than at present.

Boots and shoes in all popular leathers and styles, tan and black.

Dress goods, including Ratines, Poplins, Whipcords, Bedford cords, Voiles, Serges, etc., in all popular shades.

Charmeuse Silks, 1 yard wide, at \$1.00 to \$1.25.

Rain coats for men, women and children from \$2.50 to \$15.00.

Our stock of Men's and Boys' "Ready-to-wear" clothing comprises the very newest cloths and best makes and we can save from \$5.00 to \$10.00 on a suit and give you as good value as the so-called "ordered-to-measure", besides delivering the goods from stock.

Cotton Dress Goods, Muslins, Ginghams, Voiles, Ratines, Crepes, Steel Clad Galateas, Curtain Muslins, Duck Suitings, Prints, etc.

Linoleum 1 yd. 2 yd. and 4 yd. wide, cut and matched to fit your rooms. We call special attention to the fact that we are selling English Linoleums this year and we know they will wear much better than other makes.

We are showing the largest line of Furniture this Spring that we have ever shown, including iron beds from \$2.75 to \$13.00. Woven wire and Coil Spring Mattresses from \$2.50 to \$4.50. The celebrated Health Mattress, \$2.50 to \$6.00.

Parlor Suites—3 pieces and 5 pieces.

Other Chairs \$20 and \$24 a set.

Bureaus and Commodes in Solid Oak Surface Oak and Mahogany finish, from \$15.50 to \$38.00 per pair.

Rockers from \$1.00 to \$10.00. Centre Tables from \$1.25 to \$10.

Sideboards, Kitchen Cabinets, Writing Desks, Framed Pictures, Baby Carriages, Selsels, Reed Rockers, Dining Tables, etc.

C. M. Sherwood, Limited

Now for Big Game!

We have in stock for the hunting season something new in

Heavy Rifles

Hunting Rifles, Shot Guns

.22 Rifles, Gun Oil

Good Stock of Ammunition

Belyea & Estabrooks

Dressmaking

MRS. LARGE

Main Street, Hartland, up-to-date Costume and Dress Making. Most reasonable charges.

When in Hartland call on W. E. THORNTON

for up-to-date work in

Barbering and Hairdressing

You cannot get better Satisfaction in any barber shop north of Woodstock.

RESULT OF THE PIANO CONTEST

The Observer's hard-fought Piano Contest is ended. It closed a week ago yesterday, and the counting and recounting of the votes has been awaited with much interest, and there is no possible doubt of the verdict. The final careful audit shows that—

Miss McLean received 1,466,730

Miss Vera Page received 716,757

By this result Miss McLean wins the piano easily, and yesterday it was shipped to her home at East Florenceville.

The coupons issued by the merchants figured an important part in the campaign. They meant a financial return to The Observer, and without them the enterprise would not have been the success it was. Yet the success is not in the direct financial return but lies in the fact that The Observer is now able to proclaim that it has a larger circulation in Carleton and Victoria counties than any other of its competitors—which is surely a valuable asset, and certainly a matter for a small village like Hartland to be proud of.

The exact number of names added to the list is no secret. It is too good to keep. Exactly 658 names have been added to the subscription list, and this puts the total circulation away over the 2000 mark.

The manager has to thank the two young ladies who were the only real contestants. They worked with a faithful diligence that was commendable for pluck and endurance. While the winner secured only 42 more subscribers than her competitor—enough, however, to establish a decisive victory—the number of merchant's coupons issued in her favor made an overwhelming majority. And no favoritism was shown by the management in any way.

The Observer has to say with deepest regret that the loser in the contest did not take second place with very good grace. As was natural, her disappointment was keen, and while the manager was attacked for alleged favoritism and even for shady transactions, an independent audit failed to establish any ground for this allegation. No mention of this would be made here were it not for the threat that The Observer would be made suffer for its alleged unfairness. That any unfairness existed is too preposterous an idea for fair-minded people to entertain. There was absolutely no reason to attempt to show a spirit of favoritism; there was no way open by which such a spirit could be exhibited; and no one realizes more than the manager how disastrous and shameful such a course would have been. Subscribers have never had any difficulty in adjusting a grievance with The Observer, while business relations with others, business that amounts to a very much greater volume than the subscriptions receipts, have at all times been conducted with the utmost cordiality, so that the manager feels he has the entire confidence of the business men of the two counties irrespective of creeds or politics. This he values more than any other possession so that he again asseverates that no inducement—and none was held out by either contestant—would have inclined him to trickery or connivance in this campaign.

New subscribers are asked to bear with patience any misplacing of names there may be in the entire revision of lists made necessary by the great increase in circulation. Such misplacement—

(Continued on second page)

IF YOU PATRONIZE The Everyday Bargain Store

YOU LEARN TO SAVE MONEY

Bigger and Better Than Ever

---and That's Going Some!

When we make the honest statement that our stock is bigger and better than ever every customer will realize that it means something. Furthermore, we can truthfully announce that our prices are no higher than last year, in spite of the war. In numerous lines they are reduced. Special values are now being offered in

- Sweaters for Men, Ladies and Children
- Coats in the same assortment
- Overcoats for Men and Boys
- Mackinaw Jackets for everybody

See Our New Fall Sheetings

Mrs. C. A. Phillips

BRISTOL, N. B.

STANFIELD'S Underwear

and all kinds of warm wear for the cold winter, all bought before prices went up by the war.

New Fall Goods Arriving Every Day

We have received the finest line of SWEATERS ever shown in this vicinity. From \$7.50 down. It will pay you to look at them.

SPECIAL PRICES on SUITS and OVERCOATS

New Fall Suits and Overcoats for Men and Boys

These are dandies. Better call and see them.

We want all the BUTTER and EGGS we can get and are paying 27 to 30 cents for them. Call us up by either phone or either store.

S. W. SMITH

2 Stores: East Florenceville and Mount Pleasant

Farmers' Phone, 5-2. N. B., 3-2