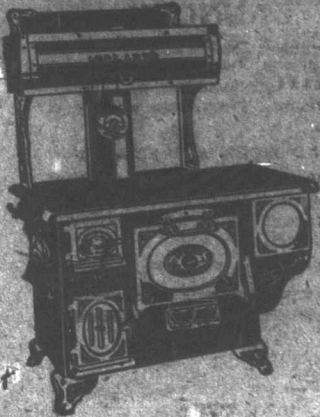


Kootenay Steel Ranges

"BETTER COOKING AND MEALS ON TIME"



made it one of the most popular ranges in the market. We have also a very large assortment of other ranges waiting for your inspection.

Have you made up your mind to buy AN OIL STOVE? Come and see ours. We have three different kinds.

Just arrived—a car of Galvanized and Black Pipe from 1/2 to 4 in. Our prices are very low. Also we have C. I. Soil Pipe and Chimney Lining at Best Prices.

Nous avons reçu un char de tuyaux à l'acier, grosseur de 1/2 à 4". Des meilleurs prix.

The Kootenay is a high-grade steel range especially adapted to your needs. Its moderate price, economy in coal, and lasting qualities have

L. A. DUGAL

PHONE 27

EDMUNDSTON, N. B.

FORD GARAGE

Repairing
Overhauling
Genuine
Ford Parts
Accessories

Several second hand Cars of various makes for sale.
—All overhauled and in perfect running order—

D. M. MARTIN

Sale of Homespuns

By Yard \$1.60

Shopping Bags \$2.50 to \$3.50

Blankets small and large, Bed Spreads
Table Cloths

J. C. CÔTE

"The Library"

ST. FRANCIS ST.

EDMUNDSTON, N. B.

I wish to announce that I have made a reduction of
15 per cent on every suit

that is made at my shop
Also, I am always at your disposition for the

TIP-TOP TAILORS

Usual price—\$24.00

J. F. LEBEL - TAILOR

EDMUNDSTON, N. B.

LOCAL AND PERSONAL ITEMS

J. F. Huettis of St. Stephen was here during the week.

There were six births last week and the death of one baby a few hours old.

Miss G. Barbe has accepted appointment with Fraser companies as stenographer.

George Gillis of the Fraser companies, is spending his vacation at Belle Isle. He left on Tuesday.

Miss Alice Miller is on her vacation visiting friends and relatives in the southern part of the province.

Interesting and a very complete report of the annual school meeting is unavoidably held over to next issue.

Mr. and Mrs. S. I. Wagner and the two Misses Wagner are visiting Mr. and Mrs. Wagner of this town.

Miss Elsie McFadden was the guest of her brother, Jack McFadden at the Madawaska Inn over the week-end.

These are holiday times in the Observer Printing Plant and, short-handed, the papers are got out under difficulties.

Frank Haight and H. Underwood, both of New Glasgow, have joined Reid's Orchestra, the former a Saxophone player and the other a pianist.

It is understood that the Convention of the Union of New Brunswick Municipalities will be held in Edmundston at the time of the International Bridge opening, September 4th.

C. F. Higgins who has been with the Fraser Companies for some years as an engineer, has left the employ of the company and has gone to Portland, Maine.

T. J. Scott of the Royal Bank was out automobile riding last Sunday afternoon and trying to remove a tire jammed the forefinger of his left hand so badly that it was almost severed.

Mrs. Harold Alcorn and little son Douglas who spent the week-end here with Mrs. J. W. Hall left on Tuesday for Campbellton to spend a few days with Mr. and Mrs. Hubert Henderson.

Miss V. Baker has resigned her position as stenographer with the Fraser Companies. Dame Rumor has it that Miss-Baker is to accept a more responsible position in the future and make a life job of it.

Mr. and Mrs. Harold Hall and son, Ronald of Woodstock have been visiting Mrs. Hall's mother, Mrs. E. Miller. The trip from Woodstock was made by auto and they left Wednesday morning on their return trip.

Mrs. B. A. Lynott was at home to a few of her friends on Tuesday afternoon. Baptist church Sunday morning. Mr. Robert, Mrs. Thaddeus Hebert, Mrs. Ambrose Sullivan, Mrs. Fred Dayton and Mrs. J. M. Stevens.

Mr. and Mrs. E. P. McKay and Mr. and Mrs. Angus McLean of Bathurst were in town on Monday and Tuesday on their way by motor through Northern New Brunswick and Maine. They were the guests whilst here of Mrs. E. F. Babin.

Angus McLean head of the great lumber company at Bathurst was a visitor in town over the week-end. This is the first time Mr. McLean was ever in Edmundston. He seemed much impressed with the industries, and the go-ahead-ness of every one here.

It is believed by local police authorities that perhaps there is some chance of getting the stolen car, yesterday word was received from York Beach, Me., that an automobile was being held there and the authorities are in touch with one another.

We are hearing good reports from the patients in various hospitals: Mrs. Murchie will be back soon, Alec Brebner is coming along fine, Alec Stevens is coming up to expectations, Mr. Duncan is expected home this week. We ought to have a hospital.

A friend of St. Paul's church has written to the minister asking if the Kirk session would accept for the church a pulpit gown and cassock. Needless to say the Kirk session very gratefully wrote saying that the gift would be appreciated by the congregation.

The car stolen from the garage of Pat Fournier a couple of weeks ago was traced as far as Houlton, but not any farther. It is too bad that the culprits were not apprehended. The loss of the McCaskey system is a heavy one, and does not benefit the robbers. If there is honour amongst thieves they might manifest it by sending back the books and accounts.

The governor of Maine has notified the Madawaska authorities that he is coming here August 1 to open the bridge. Martin Theriault the manager of the celebration committee, immediately telegraphed and asked that the visit be postponed to the date which has been set—Sept. 4.

At the church of the Immaculate Conception by the Rev. Father Conway, on Tuesday morning, Antoine St. Onge son of Mr. and Mrs. Denis St. Onge was united in marriage to the daughter of Mr. and Mrs. Dan Raymond. This young couple, both residents of Edmundston, have the best wishes of a host of friends and received a large number of beautiful and costly gifts.

Wallace Matheson and Sandy MacAlary of Esouart were in town on Sunday.

Ted Miller is spending his vacation at Kilburn the guest of his sister, Mrs. Ray Porter.

Miss Annie P. Bedell has returned from her vacation most of which was spent in Montreal.

Mrs. Lawson who is in the Woodstock hospital is doing splendidly and is expected home soon.

Pat Cyr of the Fraser Company is on his vacation. His place is being filled temporarily by Willie Dunbar.

Miss M. Moss of the Fraser Companies staff left for her vacation on Thursday of last week, spending it at Stanley.

Mrs. (Dr.) Lockhart is visiting her mother in Ontario. Mrs. Lockhart left on Friday of last week and intended going on the boat from Quebec to Toronto.

David Moscovitz and his mother arrived by car from Montreal on Wednesday accompanied by Reuben Vender. Mrs. Moscovitz will not return for the next few weeks.

W. H. Ross of St. John was here over the week-end. Mr. Ross comes here several times a year to promote harmony. After he leaves there is more music in Edmundston than ever before.

ADVERTISING

Why do so many well-written advertisements fail to profit? They were not used to the full by the advertiser himself. Often, an advertisement, standing alone and without any follow-up, will do wonders; but it is too much to expect an advertisement to carry the whole burden of salesmanship.

Too often, a firm makes up its mind to spend \$5,000 on a big bang of an advertisement. It does so. There is a sudden loud noise and then—dead silence. Nothing much has happened. And ever afterwards that firm says "Advertising is a failure."

This is not fair to advertising, nor to advertising agencies. The firm itself was to blame, not for principle of publicity.

Many firms make this mistake for the simple reason that it is easier to spend than to plan.

They use their advertisement as a rocket, not as a lighthouse.

If you want advertising to do its best for you, you must treat it fairly. You must prepare for the advertising and you must complete the job—and make the most of it.

Every full-page advertisement should have at least two quarter-page follow-ups, on the two succeeding days. Many people need to be told a fact two or three times, before they act on it.

After all, advertising is only sowing the seed. After the soil and the sun and the rain have done their best, there is still the harvesting. You must reap and stack and bag and sell. Also, you must chase the birds off.—Herbert N. Casson, in Forbes Magazine, (N. Y.)

MRS. EVANS ILL

Mrs. David Evans who was taken sick last week with erysipelas, developed some symptoms which could not be very readily accounted for, and on Wednesday morning was taken to Fredericton hospital, Mr. Evans Mrs. Jameson of Prince William a sister of Mrs. Evans who has been visiting her during her sickness accompanying her. We trust that Mrs. Evans will soon be restored to health again.

A telegram just received by the editor from David Evans reads: "Fredericton, July 13; Fannie very well; expect operation ten-thirty this morning, will wire this evening, D. P. Evans."

A telegram was received this morning from Mr. Evans that the operation was successfully performed yesterday morning.

SCHOOL HOUSES

(Charlton Observer)

It is said up and down the river that Hartland runs strong on conversions. The latest proposal is to convert a dilapidated blacksmith shop into a school house wherein to train the young idea how to think along ideal and progressive lines.

East, Florenceville, Florenceville and Perth have new school houses of concrete and brick and tomorrow the pupils of today will be proud to point to the seat of their early mental training. Edmundston has fairly under way a magnificent school building which when equipped will cost fully \$150,000. Bristol is building a fine structure to inspire its children with a thirst for learning. The people of all these towns are justly proud of their enterprise and know that they have issued denunciations that will bring returns that cannot be reckoned in dollars and cents.

FITS

Shower's hair treatment for dandruff. Twenty years' experience. Thousands of testimonials. No case should be considered without a trial. Write immediately for free booklet. Wm. Simmons Kennedy Co., of Canada, 2211 Yonge Street, Toronto, Ontario.

BRING THEIR OWN WELCOME

Robin and Dandelion Loved by Children Throughout the World, and Eagerly Looked For.

Someone has said that the dandelion is pre-eminently the children's flower, for it grows all over the world and is known and loved by the little ones of every nation. The robin holds the same place in the affection of the children of this country, his arrival in the spring being eagerly looked for by them. And yet a charming woman asked recently while listening to a song sparrow and a white throat, "Does a robin sing, too?" Think of all she has lost—at dawn, at twilight and in the summer showers! Poor city dweller.

And that reminds me of an incident in a railroad yard in Michigan. A pair of robins built their nest in a freight car, and just as the brood was hatched the order came to send the car on to Chicago. The yardmen, after consultation, telegraphed the situation to headquarters, and the order came instantly back to sidetrack the car till the babies were able to leave the nest. The men at both ends of the line were country boys, without doubt.

Our own particular robins are back in full feather, fat, red and saucy as ever. We miss the one who always hopped instead of running, on account of some injury in his youth, and who was here every summer for four years. —Chicago Daily News.

ECUADOR HAS FEW SCHOOLS

Colleges in South American Country Out of All Proportion to Primary Institutions.

If the proportion of whites in the population of a country is to be taken as an indication of its intellectual status, then one might fairly expect only a very moderate intellectual achievement from Ecuador. One of the smallest of Andean countries, with its few mountain towns linked with the rest of the world practically not otherwise than through its one important seaport, its entire population is only about 1 1/2 million, and of this number all are Indians and blacks excepting the four hundred thousand of mixed origin and a mere one hundred thousand whites.

At best, the twelve hundred primary schools, with a nominal attendance of eighty thousand, do not begin to account for all the children of school age, and the thirty or forty secondary schools have to do with no more than forty-five hundred pupils, all told.

Like all Andean countries, however Ecuador gives preference to all who assume to follow a professional career, and for higher instruction she counts the three universities of Quito, Guayaquil and Cuenca, with six provincial schools of trades and professions.

Officers Copy d'Annunzio.

Gabriele d'Annunzio's biographer has set the fashion for the officers of his little army in Fiume, many of whom have shaved their craniums and are endeavoring to grow miniature Van-dyke beards as copies of the poet's adornment.

The Fiume aviators have adopted the craze with greater zeal than other branches and call themselves "Iron Heads." Youthful officers in their teens and early twenties have shaved their heads and are wearing little pointed beards in an effort to look as much like the poet as they can.

Mixed uniforms of French horizon blue and Italian gray green are worn by d'Annunzio's men with great pride.

Increase in Japan's Coal Output.

Shipping and Engineering notes with interest that the output of coal in Japan during the first 11 months of 1919 was put at 25,825,000 tons, showing an increase of 2,740,000 tons, or about 10 per cent, as compared with the corresponding period of the previous year, in spite of the pessimistic reports made from time to time of the gradual exhaustion of the mines. This was attributed to the revival of old mines and the increase in the number of new mines, owing to the profitable prices obtaining, although the output in Kyushu, which constitutes 60 per cent of the total output, did not materially change.

Making a Hit.

I had an engagement one evening with a young woman friend, with whom I was endeavoring to make a big hit, writes a correspondent. We went to the theater; I walked up to the box office and asked for two tickets. Thinking I had them, my companion walked in ahead. I put my hand into my pocket, and, holy smoke, I had forgotten to take any money with me! I turned red and white, but that was nothing compared to how I felt when the usher gently broke the news and escorted my girl to a door marked "exit." Did I make a hit! I've got the chills yet.

Identifying the Nickel. James evidently had a buffalo nickel of the first vintage, for he was having trouble with central. In reply to his "I did drop a nickel," central demanded, "Well, what kind of a nickel are you trying to use?" "I dunno what kind it is," he replied, "but it's got a little bull on it."

Appearances. "Bafferty," said Mr. Dolan, "I hear overalls are to become fashionable." "I hope not. They'll put cuffs on the bottoms, make 'em narrow waist, with belts in the back, and completely ruin their appearance."

BREAD, CAKE and PASTRIES
AT THE NEW IDEAL BAKERY.
If you want something tasty, try our Ideal Bread.

MILLIN'S BAKERY

Wholesale and Retail Baker
PERTH N. B.

R. L. LeBOUFF

Representing

Townsend Piano Co.

Pianos Gramophones Organs
New and Slightly Used

Terms Reasonable

EDMUNDSTON, N. B.

COLONIAL CAFE

Lunches served in first-class style
day or night

N. P. Leger

Opposite Star Theatre

FIRE INSURANCE

of all kinds

Buildings, Automobiles

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GEO. I. THERIAULT, Local Mgr.
Edmundston, N. B.

J. B. MICHAUD

EDMUNDSTON, N. B.

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Travellers of Hartford

\$3.00 cheaper per \$1000.00 than any other Life Insurance on this Continent Representing the Old Hartford and several other companies. Writing my own Policies, you can get your policy in 15 minutes.

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etc.

Agent for

LAFRANCE FIRE EXTINGUISHER

REMINGTON TYPEWRITERS

Office in Court House. Call up Phone
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We always have a good supply of all
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in stock. Prices right.

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If you want GOOD VALUE at LOW.

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