

# THE OBSERVER

Vol. 3.

HARTLAND, N.B., Dec. 7, 1911.

No. 25.

## The DAYLIGHT

A. L. BAIRD - - Hartland, N. B.

### Watch for NEXT WEEKS' AD

We will have a large and  
**Well Selected  
Stock**  
of  
**Christmas Goods**

We will have some  
**SPECIAL  
BARGAINS**

on our  
**10, 15 and 25c Counters**

#### KEROSENE OIL

We handle but one grade of kerosene and that is the best—always. The price is low. You get more pure light for your money than from other oils.

#### STANFIELD'S UNDERWARE

in three qualities. These goods are the long-wearing, unshrinkable kind; the best.

#### JUMBO LANTERNS Excel all Others.

We keep them, as we do all useful goods. Our expenses being considerably less than our competitors, we can sell lower than others.

#### ARTHUR S. ESTABROOKS

ROCKLAND.

#### GREAT BARGAINS

IN

#### Horse Blankets

Woolen-Lined and others.

20 Dozen that must be sold. CALL AND SEE US.

#### LETSON BROS. MAIN STREET

Team Harness, and Straps of all kinds.  
Also Horse Collars.

#### THE WEATHER FOR DECEMBER.

As Predicted by Hicks, the St. Louis Prophet.

Irl R. Hicks, the St. Louis weather-forecaster, in his 1910 almanac, which, of course, was prepared in 1909, stated that the next three years, 1910 to 1912 would be years of unusual drought. His prediction for 1911 was exact, for the precipitation of both rain and snow has been unusually scant all over the continent. It is doubtful if there is any record of two winters setting in with wells, streams and rivers so low.

Forecasting the weather for this present month of December Mr. Hicks says stormy weather will begin on the first. "From Sunday the 3rd to Thursday the 7th look for general winter storms." Readers of the newspapers will observe reports of earthquakes from various localities. Very cold weather is predicted in the wake of the stormy conditions, followed the latter part of next week by more stormy weather with wild weather on the Atlantic ocean. Another cold snap will follow but of short duration, turning milder and cloudy, with easterly winds and rain or snow. Cold weather quickly follows any winter storm and there will be no exception in this case. Just before or on Christmas day look for wild weather and rain turning to snow and cold conditions to the close of the year.

#### TO CORRESPONDENTS.

Frank E. McGee, a native of Somerville, writes an interesting letter from Fort Fairfield, where he farms. In common with all readers the feature of the paper which he likes best is the neighborhood news furnished by a capable correspondent. So much interested is he in this that he offers a prize of \$2.00 to the one who sends in the most interesting items for any one neighborhood before May 1st. This is a very generous offer.

The Observer will supply correspondents with stationery and postage and a copy of the paper in return for their services and to those who undertake to act as regular correspondents we will also give a year's subscription to "The Canada Monthly," the "Canadian Home Journal," the Montreal Weekly Witness or the Toronto Weekly Globe. In special cases of good service rendered we will also give a year's subscription to The Observer to be sent to any Canadian address as a Christmas present.

All correspondents who have contributed to this or the last two issues and will signify their willingness to continue, may have their choice of the above

papers or magazines. They may also have samples of them for the asking. Send your items early and often.

#### ESTEY & CURTIS CO., LTD.

One of Hartland's Business Concerns With a Big "P."

The store of Estey & Curtis Co., Ltd., is ahead of any drug store in the county for convenience as well as size and showing of goods. We know of no other store that has a perfectly equipped dispensary lighted by a large plate glass window. We know of no other with so much expanse of floor space and shelving. A large annex and two upper storerooms contain the wholesale department. The big end of the firm's business is this branch, or, more strictly, main body. A working staff organized to a high degree of efficiency keeps this business going smoothly and the manager says it is the success of the wholesale department that makes it possible to carry a retail store so thoroughly stocked.

Mr. Miller, the manager, came here 15 years ago, taking over from John M. Wiley a meagre stock of drugs and medicines. He at once began to add different lines, and today, outside of the ordinary apothecaries goods, the firm has a fine stock of books and periodicals, stationery, school supplies, postcards, photographic supplies, cut glass, sporting goods, etc. In the 15 years as manager Mr. Miller has come in to possession of nearly 30 recipes of unusual worth, each for some common ailment. These are the well-known "Imperial Remedies," and are sold by dealers all over the western and northern part of the province and in Quebec.

The National Stock Food was developed by this firm and is known as the best tonic-food for horses and cattle on the market.

Readers will surely note the big advertisement that the firm has in this issue. For so many years have they led in Christmas goods that most people instinctively think of Estey & Curtis when the thought of "what to give" comes to them.

A large share of the success of Estey & Curtis Co. is due to liberal newspaper and other advertising. Each week The Observer carries their message to nearly 2000 homes.

M. Warren White spent the week-end with his sister, Mrs. H. E. Hoyt, St. John.

Two more issues before Christmas. Eight pages each week and lots of good cheer in the pages. Advertisers who wish extra space in these two issues should apply at once. We furnish attractive cuts free of charge.

## You are Interested

in getting the best value for your money. We are interested in selling our large and varied stock of

### General Merchandise

and we want to sell some of the stock to you. We can certainly make it to your advantage to buy from us. Let us show you and quote prices.

## Mrs. C. A. PHILLIPS BRISTOL

In addition to general goods we also have a stock of Cheap and Medium Priced

### FURNITURE.

Chairs, Tables, Stands, Dressers, Sideboards  
Iron Beds, Springs, Mattresses, etc.

## Millinery

Largest assortment ever seen in this town. More than FIFTY Trimmed and Made HATS, of the most up-to-date style to select from. HATS MADE TO ORDER WHILE YOU WAIT.

Have now a full stock of

### Fresh Groceries

An unusually large stock of

### Dry Goods, Boots and Shoes,

Shoe Packs, Gum Rubbers, Shoe Rubbers, Overshoes for Men, Women and Children.

### Ready-to-Wear Clothing of all Kinds

Men's, Women's and Misses'

Underclothing in all sizes.

We wish to buy your Poultry, Butter in prints, Eggs, Oats and Hay.

### Hartland Farmers' Exchange

C. HUMPHREY TAYLOR



Just one delightful sip of this—and even what you thought your favorite tea must take second place forever. For here in King Cole tea is a rare flavor that will double your love for your tea-cup. Such fullness of flavor—such richness—yet withal such smoothness.

Your first cup will be a flavor revelation. You'll want to tell all your friends about it. And—perhaps you had better tear this out as a reminder to get some King Cole Tea quickly.

YOU'LL LIKE THE FLAVOR.

