

The Carleton Observer

VOL. XV, NO. 21

\$2.00 a Year

HARTLAND, N. B., NOVEMBER 21, 1923.

Single Copies 5c

WHOLE NO. 703.

The Everyday Bargain Store

YOU LEARN TO SAVE MONEY

YOU CANNOT REALIZE THE VALUES UNTIL YOU SEE OUR OFFERINGS!

Specials This Week:

Ladies' All Wool Sweaters, Regular up to \$10, now, each	\$3.55
Ladies' Black Calf Boots, Regular \$7.50, now, pair	2.59
Leather Lined Mitts, Regular up to \$2.00, now, pair	1.15
Leather Lined Gloves, Regular \$1.50, now, pair	.85
Men's Bannockburn Pants, pair, at	4.50
Men's Khaki Drawers, made of Army Cloth, pair, at	3.90
Men's All Wool Combinations, each, at	3.00

Many Other Values in up to date Goods

THE HOUSE WITH THE STOCK

A. W. PHILLIPS

BRISTOL N. B.

Electricity will be Here

early in November and now is the time to have your house wired and fixtures installed by our expert crew of electricians who will be here only a short time. Hartland, Florenceville, Bristol, Beth, Centerville and Lakeville streets are all about wired and we are ready to take your orders for house wiring and fixtures of every description. We carry a full line of

PLAIN AND FANCY LAMPS AND SHADES
ELECTRIC HOUSEHOLD APPLIANCES, IRONS,
WASHERS, VACUUM CLEANERS, TOASTERS, Etc.

Get in touch with us early so your work will be done when you want it.

Hartland Electric Co., Ltd.

C. F. Seeley, Mgr.

FALL AND WINTER GOODS NOW ARRIVING

AT CARR'S

Dress Goods, Satens, Flannelettes, Ladies Directories, Sweater Wools, Women's Hosiery, Men's Stockings, Boys' and Men's Overalls, Heavy All-Wool Underwear and Top Shirts for Men, Heavy Pants, Mackinaw Shirts and Coats.

Indian Tanned Moccasins, Shospacks, Gum Rubbers, etc.
Felt Booties for Children, also Felt Slippers for Girls, Women and Men.

We have a few CONGOLEUM RUGS left that we sell at reduced prices.

Don't forget that we are Agents for SIMMONS FURNITURE. Any Goods not in stock can be selected from Catalogue and we will wire and have them here in a few days.

JOHN T. G. CARR

THE NEW TRADE AT HOME PAGE

New Enterprise That Will Mean More and Better Business for All

With this issue The Observer starts something new in newspaper circles. It has commenced today a feature which never has been adopted by any Canadian newspaper and it is an idea that will at once commend itself to the business men of Carleton county and will eventually be of great interest to all the people who read the paper.

For many years a very large proportion of the cash purchases made by the people of the county have come through the large department stores. This fierce competition first became a menace to our home merchants about twenty-five years ago and it had its origin chiefly through expert advertising campaigns carried on by the mail order houses of Montreal and Toronto. This mail order trade has grown until it is of such magnitude that not infrequently the mail accommodations of the trains are blocked, and there have been times when one Toronto department store has loaded freight cars packed full with purchases for distribution to cash customers from Montreal northward.

The merchants claim, and we believe their claim is just, that they can sell goods of equal quality quite as low for cash as their big city competitors.

Granting that this is so, what, then, is the lure that entices the cash trade away from Carleton county to the cities of Toronto and Montreal? The answer is plain; the answer is very plain; very much plainer than many merchants throughout the county are willing to admit. The answer to the question is that the big city merchants advertise and advertise on a huge scale; they advertise consistently, persistently, forever and all the time. There is no dull season with them. They can describe a "nightie" that wouldn't sell at all in a local store even for \$1 in such advertising terms, with such persuasiveness, that the damsels of Carleton are at once convinced that they will never know happiness without it, and so it is all through the big mail order catalogues. Even the most commonplace articles, even though it is no more than a tack hammer, is given its portion of persuasive selling talk.

What does it cost the biggest mail order house in Canada to get out a single edition of its semi-annual catalogue? Here are a few approximate items: 600 car loads of paper, the second largest printing office in Canada kept busy the year around, and for a single edition of this great catalogue the postage amounts to \$150,000! Each year there come to Carleton county catalogues from this one house that would aggregate tens of thousands of dollars—very much more than the total paid for advertising by Carleton merchants in two or three years.

We have given a reason why so much Carleton county cash goes to Toronto departmental stores. It is simply the natural response to good and persistent advertising. On another page of this issue will be found a rather peculiar diagram. It cannot escape notice. Every business man in Carleton county will read the centre panel on that page. Within a very few days a representative of The Observer will call upon the merchants of the county and will sell them the small spaces surrounding the centre panel.

Every future issue of The Observer will carry in this panel an especially strong reason why it is of particular advantage to the people to keep their cash in circulation at home and to patronize the merchants whose business is briefly advertised by the surrounding cards. This is without any doubt the best of many of the good offices The Observer has filled in its career of fifteen years. The result is bound to be a revival of good feeling between buyer and merchant.

There is sure to come a renewal of confidence. If, in the past, merchants have tried to get the most for what they have to sell, instead of being content with the small profit and quick returns, they have now learned that they must compete with the city houses in quality and price and advertising. On the other hand the buyer will learn that it is best to buy where they can see the goods first and that taking it by-and-large little is gained by sending the \$10 or the \$50 cash order to the departmental stores.

It may or may not be irrelevant to say that the proprietor of Toronto's largest department store is the only man in private life in Canada to travel from point to point in his own private palace car, "The Estonia."

ing between buyer and merchant. There is sure to come a renewal of confidence. If, in the past, merchants have tried to get the most for what they have to sell, instead of being content with the small profit and quick returns, they have now learned that they must compete with the city houses in quality and price and advertising. On the other hand the buyer will learn that it is best to buy where they can see the goods first and that taking it by-and-large little is gained by sending the \$10 or the \$50 cash order to the departmental stores.

It may or may not be irrelevant to say that the proprietor of Toronto's largest department store is the only man in private life in Canada to travel from point to point in his own private palace car, "The Estonia."

A CONFERENCE OF OLDER BOYS

Will Be Held in Hartland from Dec. 7 to 9

On October 30 the following persons, C. E. Rideout, H. R. Nixon, A. R. Baird, C. Hayward, C. S. Baker, R. H. Chapman, A. Plummer, Rev. G. F. Bolster and R. C. Gulliver, met at the office of C. E. Rideout and appointed committees from the several churches to endeavor to make the necessary arrangements for a boys' conference to be held at Hartland December 7 to 9. The meeting was opened by prayer by Rev. Mr. Bolster after which it was moved and seconded and carried that C. E. Rideout act as chairman and R. C. Gulliver as secretary.

Chairman Rideout then read extracts from a letter received from Rev. Waldo C. Macham of Fredericton in regard to what things were needed for this committee to do. The first matter which was brought up was of electing a blighting committee. It was decided after a short discussion to have a man appointed head of committee and two men appointed for each ward in the town. The men appointed for these wards were as follows:

Head of Committee—R. H. Chapman.
Ward I—Rev. W. P. Halgh, R. R. Hagerman.
Ward II—A. Plummer, F. A. Alton.
Ward III—C. E. Rideout, C. S. Baker.

It was also decided to appoint Claude Hayward to canvass above the bridge at the north end of town, and Ward Ginn to canvass over the city. It was decided that the meeting of the conference be at the Baptist church where there was ample room for the different groups to hold meetings. Following this a banquet committee was appointed consisting of Rev. G. F. Bolster, A. Plummer and R. H. Nixon, a banquet to be held at the church, outside of the church. Then the following local men were decided upon to reply to the following toasts: The Home—J. T. G. Carr; The Public School—A. Plummer; The Church and Sunday School—Rev. J. E. King; Canada—E. C. Morgan; The C. G. I. T. Girls—to be decided later; The Ladies—Mrs. S. S. Miller.

OFFICIAL ANNOUNCEMENT
A conference for older boys and workers with boys, including ministers, superintendents, teachers of boys' classes and others will be held at Hartland, December 7 to 9. Applications for registration will be accepted from boys fifteen years or over, in the Counties of Victoria, Carleton, York and Sunbury. These applications should be in the Secretary's hands four days before the Conference opens, together with registration fee of \$1.00. Out of town delegates will be entertained from Friday night at tea hour until after breakfast on Monday, if request for entertainment is made on application.

Rev. Waldo C. Macham, Field Secretary Baptist Board of Religious Education, and Rev. H. S. B. Stothard, Field Secretary Methodist Board of Religious Education, will be the visiting conference leaders.

Copies of programs with application blanks attached may be secured by the Town boys from Rev. G. F. Bolster, or R. C. Gulliver, Secretary. Program of the conference will follow later.

Next Sunday morning Rev. G. F. Bolster will give the fourth in the series of sermons on "God's message to the church" based on Rev. 2:18-29. Special music will be provided by the choir. In the evening Rev. Mr. Bolster will again preach and will take for his subject "The End Thereof." The public will find a cordial welcome at all these services.

HARTLAND HIGH SCHOOL EXAMS

Seven Teachers Show Encouraging Reports of Good Work

Grades IX, X and XI.—Perfect attendance for September and October—Edith Hayden, Edna Harris, Hazen Hayward, Fred Dickinson, Florence Britton, Faye Seeley.

The two making the highest marks in Grade IX—Marjorie Neales, 90; Elva Nixon, 75.2.
In Grade X—Clarissa Kelley, 69.8; Florence Britton, 68.4.
In Grade XI—Dora Hatfield, 82; Faye Seeley, 71.6.

R. Harris Chapman, Teacher, Grade VIII.—Perfect attendance, October—Kenneth Christian, Deane Price, Helen Bradley, Marguerite Orser, Laurel Nevers.

Grade VIII.—Highest averages—Helen Lister, 95; Harriet Harris, 95; Inez Smith, 95; Marguerite Orser, 85; Helen Rideout, 85; Annie Kidney, 86; Mabel Nevers, 85; Paul Kyle, 81; Helen Dunham, 81; Laurel Nevers, 75; George Hatfield, 78.

Grade VII.—Perfect attendance—Douglas McGinley, Irene Barter, Alice Keewick, Edith Dickinson, Helen Bradley, Annie Kidney, Marguerite Orser, George Hatfield, Creighton Baker, Mabel Rideout, Mabel Nevers.

Grade VII.—Highest averages—Irene Barter 97, Glenna Rideout 93, Edith Dickinson 90, Douglas McGinley 87, Deane Price 86, Pauline Lipsett 81, Thelma Orser 81, Alice Keewick 80, Edith Knight 80, Elizabeth Hayward 80, Kenneth Christian 78, Gladys Moore 78, Walter Dunham 77, Eldon Thistle 76, Harry Bradley 75.

Mary Pringle, Teacher, Grade VI.—Perfect attendance for September and October—Glenna Harris, Isabel Bradley, Reta Taylor, David Morgan, David Davenport.

Grade VI.—Those making an average of over 75 per cent—Edna Wilson, Glenna Harris, Mary Baker, Elsie Cummings, Muriel Lester, Grace Coughlin, Eunie M. Mills, Teacher.

Grade V.—Perfect attendance—Marion Stevens, Dorine Kelley, Katherine Orser, Clara Cummings, Mildred Downey.

Grade V.—Highest averages—Marion Stevens 91.7, Jean Moore 83.6, Frank McMullin 83.2, Derine Kelley 87.5, Martha McCullin 86.3, Hilda Knight 85.9, Rita Kelley 85.5, Clara Cummings 84.5, Jessie Cummings 84.3.

Marguerite C. Palmer, Teacher, Grade IV.—Perfect attendance—Margaret McGoldrie, Letha McLeod, Clara Cummings, Maurice Shaw.

Grades III and IV.—Perfect attendance during September and October—Viola Clark, Arline Cummings, Kathleen DeWitt, Alice Plummer, Marion Rideout, Ruth Rideout, Mary Shaw, Harry Albright, Arthur Bolster, Roy Davenport, Harold Day, Leighton Ellis, Gerald Nevers, Glenn Nixon, Earl Price, Gerald Shaw, Robert White.

A. L. Kingston, Teacher, Grade IV.—Highest averages—Brook Rideout 93.6, Leighton Ellis 92.5, Alice Plummer 91.3, Charles Kyle 89, Viola Clark 88.3, Anna Orser 87, Dorothy Dickinson 86.3, Letha McLeod 85.6, Malcolm Thistle 85.5, Allison Belyea 85.

M. G. Palmer, A. L. Kingston, Teachers, Grade III.—Highest averages—Glenn Nixon 94.3, Rena Roy 93.8, Ruth Rideout 94.1, Daisie Aiton 93.5, Arthur Bolster 93.1, Leigh Thornton 92.4, Fred Dickinson 92.3, Roy Davenport 88.4, Marion Rideout 87.3, Florence Miller 86.6, Chester Orser 85.

Annie L. Kingston, Teacher, Grade II.—Perfect attendance—Faye Quigg, James Miller, Ralph Seeley, Ralph Plummer, Bert Estabrooks, Howard Dickinson, Edith Bradley, Dorothy Laskey, Eunice Nixon, Albert Knight, Willa Baker, Reta Seeley, Albert Price, Willa Nevers, Nina Nevers, Christine Shaw, Annie McLeod.

Grade II.—Highest averages—Eunice Nixon 99.6, Annie McLeod 96.3, Faye Quigg 95.5, Reta Seeley 94.5, Ralph Plummer 93.8, Ernest Donkita 93.2, Dorothy Laskey 92, Willa Nevers 88, Alberta Price 87.4, Willa Baker 87.3, Frank Dickinson 86.3, Marion White 85.8, Mary Lilley 85.8, Christine Shaw 85.2, Lawrence Price 85.

Anna Murdoch Nixon, Teacher, Grade I.—Perfect attendance—Jean Quigg, Annie Bradley, Nell MacPherson, Ruth Orser, Geraldine Stevens, Florence Howells, Dalton Rideout, Allan Shaw, Roy Kidney, Frank Kelly, Mrs. Lillie Laskey, Teacher.

CARD OF THANKS

We wish to thank everyone who so kindly assisted us in any way in the death of our little son, also those who sent the beautiful flowers.
Mr. and Mrs. H. D. Street.

Totus Topics

Tid-bits on the tip of Everybody's Tongue

Vol. I, No. 7

Hartland, Wednesday, Nov. 21

Free

190 VARIETIES

You can commence today and eat a new kind daily for six months without exhausting the list of centres in Mot's Chocolate. And by that time there will be lots of new friends to meet, as well as old favorites to recall.

A medal awarded at the World's Fair in Dublin, two years before

Confederation; is one of the interesting trophies treasured by Mot's.

Now as then—only more so!

The man who comes home late can always square himself by saying he was looking around for a drug store in order to bring home a package of Mot's.