

# THE OBSERVER

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## Greeting:

**I**T'S an old story, but we mean it when we say that we heartily thank the host of customers that have made our business a success during the year 1912. Thanks to a liberal patronage, our trade has grown to greatly increased proportions. Our endeavor during the New Year will be to carry such goods as the people want, and to charge prices that are fair to both buyer and seller. This policy, faithfully carried out, is bound to make our store increasingly the popular place to trade.

Don't Forget the Place Where  
You Are Sure of a Square Deal.  
It's

## Baird's

Opposite the Bridge

## "White Rose"

## Gasoline

NOT the kind we had last. We guarantee the high standard of quality of this kind of "White Rose" gasoline and will stand behind it for perfect satisfaction in every particular.

## C. M. Sherwood, Ltd.

Centreville, N. N.

### WEST SIDE NOTES.

**Christmas, School closing and Concert—Students Home for Holidays.**

BY NICODEMUS

Christmas again! Once more the golden hands of time have revolved! In no uncertain tones this year of 1912—to us a year of peace—with the chimes of Christ-eve ring out the annual message of the centuries and repeat the theme which every Christian steeple and bell was built to perpetuate.

The message that emphasizes the universal brotherhood of man as implied in the proclamation "Peace on earth" and is embodied in the anniversary of the birth of Christ.

The birth of Christ! What a world of meaning underlies the celebration of that anniversary. Away back yonder in the dim past, 1916 years ago, in the royal village of Bethlehem in Judea, a baby boy was born in a manger. No royal preparations had been made for his advent. He was wrapped in swaddling clothes of poverty for lack of better robes. Mark the pitiful contrast, nowadays, in grandly decorated churches, sumptuous in all the pomp of modern pride. Trained voices sing of the "Birthday of a king" in glorious memory of the event.

Wise men, led by a star, journeyed from a great distance with gifts to worship Him where He lay sleeping in the poverty of the rock-hewn Judean stable, and thus originated the beautiful custom of Christmas giving. Christ Himself the first gift, the great gift, the gift of God's love.

No wonder that men, women and children remember the Christmas-tide with kindness and gratitude and generosity. There has been no other such event in all the world's history to commemorate.

Every gift should have its meaning. It should be as the first gift, a gift of love. This Christmas spirit and Christmas giving is all a reflex of the worship of the Christ-child in the Judean manger long years ago, and it is well for us to repeat the custom and the story, a story that never grows old, upon every recurring anniversary. "Lest we forget—lest we forget!"

During the last few weeks of school the children have been diligently preparing a program, under the careful training of their teacher, Miss Helen Harper with a view to closing the work of a successful term with a public entertainment, the proceeds to be used in the purchase of a new flag, the old one having become somewhat tattered and torn with "trailing through Jerusalem" for some seventeen long years.

Miss Harper and her little band of kiddlets happily entertained a capacity audience with one of the best concerts of its class ever seen in the village. The lengthy program was so chockfull of classy numbers that it would be futile to undertake to make any special mention where all was so equally balanced and well rendered. At the close of the exercises the children were delighted by the distribution of a generous treat from a Christmas tree that formed part of the decorations of evergreens and flags. This was followed by the sale of a quantity of home made candy which with the door receipts netted about seventeen dollars. This amount will be applied to the purchase of a flag and other school supplies. The audience, fully representative of the district, literally showered the modest promoter of the pleasant

(Continued on eighth page)

### Christmas With the Churches.

The service in the Methodist church last Sunday evening was of a special nature for Christmas.

The young people of the congregation had taken great pains to decorate the church which presented a fine appearance to the large congregation. Several commented on the beautiful evergreen wreaths tied with red bows, as well as the mottoes and festooning around the pulpit and end windows.

The pastor preached an appropriate sermon and choir rendered special music.

Next Sunday evening Rev. H. T. Smith of Mount Allison University will preach.

In the United Baptist church there was an impressive sermon by the pastor, Rev. S. W. Schurman, who had for his subject "Looking for the King and His Kingdom". The minister spoke of the world's preparation for the advent of Christ, the people's anticipation of His coming, and then went on to show that the quest of the Kingdom still goes on. The singing was fine at this service, two appropriate anthems being especially well-rendered. A trio part was taken by Mrs. Schurman, Mrs. Adams and Miss Cogswell, a duet by Mrs. Adams and Miss Cogswell, solo parts by Mrs. Schurman, Miss Cogswell and Mr. Schurman. The church was very tastefully decorated for the occasion.

In the Reformed Baptist church the pastor preached an impressive sermon, appropriate to the season, and a Christmas duet was prettily sung by Clara Boyer and Dorothy Traflet, two little girls.

Rev. A. S. Hazel, rector of Woodstock, conducted Church of England service in Burt's hall on Sunday morning. In his sermon he admonished his hearers not to forget the true significance of Christmas in gift-giving and pleasuring.

### The Canada West India Co.

A Montreal correspondent writing a review of the potato situation says that receipts have been light but sufficient for the demand. He says Montreal is now getting the greater part of its supply from I.C.R. and Grand Trunk points. Hatfield & Scott, the McCain-Prime Co., and Clements Company, the heaviest shippers in the business, are sending the bulk of their stock to Toronto and other Ontario points. The Canada West India Co., is selling some in Montreal, having disposed of two or three cars in the last two weeks. Their Montreal manager, T. James, is employed in the jewelry department of Goodwins Limited, and his assistant is looking after the Company's business. For some reason they are vacating their sumptuous offices, as the following ad., clipped from a daily paper, will show:

"To Let: Bright office, convenient and pleasant situation; every convenience; immediate possession given; reasonable terms; also smaller one adjoining if desired. T. James, 18 McGill College ave."

The pastor of the Methodist church was greatly surprised at the close of the Epworth League service last Friday evening when A. Plummer on behalf of the congregation presented a splendid purse of money as an appreciation of the services rendered by the popular pastor. Mr. Fitzpatrick was deeply moved by this expression of the good-will of the people and replied to the words of esteem spoken, thanking the people for all their loyalty and faithfulness in the work.

## UNUSUAL

## XMAS

### Bargains

Big, Quick Sales will be the result of our having bought the Christmas Import Samples of some of the largest Fancy Goods houses in Canada. This means that we got a tremendously varied assortment at less than the cost to manufacture. We don't want to carry over any of this stock and we are ready right now to begin disposing of it.

## Christmas Goods Going at Less Than Wholesale Cost.

Do you realize what that means on Holiday Goods? While others are looking to make 100 per cent profit on these lines we are selling cheaper than they bought. Call and see our big no-two-alike stock of

## Books, Games, Fancy Boxed Stationery A Wilderness of Toys, Dolls, etc.

We also have a fine array of

Skates and Sleds  
Silverware, Cut Glass  
and Crockery.

Prices low for quick disposal

Don't Buy from Pictures. Come in and SEE our Stock.

## Mrs. C. A. PHILLIPS

### BRISTOL

## Christmas Traders Will Save Money

by trading with us. We have bought all Xmas Lines in large quantities and at very fine prices.

4 lbs. Fancy Loose Raisins for 25c.  
Choice Seeded Raisins for 10c.  
Choice Prunes for 8c.  
also Spices, Extracts, Lemon and Citron Peel,  
Currants, Candy, Nuts, etc.

At Very low prices and extra fine quality  
Our range of FANCY GOODS for Xmas is larger than ever; bought from the largest manufacturers and will be sold at close prices. You will make a mistake if you buy your Xmas Gifts without first seeing our line. We solicit a call from you and will gladly abide by your decision.  
As usual our line of Staple Goods is complete, but as the season is advancing we are clearing out many lines at reduced prices.  
We want all your Butter, Eggs, Poultry, Pork, Beef, Hides, Tallow, Hay, Oats, Meal, etc., and will pay Highest Prices in Cash or Trade.  
If you are not one of our customers give us a trial and be convinced that we can save you money.

Highest Grade Motor Gasoline, 25c. a gallon

## S. W. SMITH

General Merchant—Two Stores  
Mount Pleasant — East Florenceville.

## The Hardware Store for Christmas Presents.

At our store you will find for the housewife many things suitable for gifts. Anything that will lessen her labor or add a touch of beauty will gladden her heart on Xmas morn. We recommend Asbestos Irons, one of those labor-saving Washing Machines, a score of things in Nickel-plated and Granite Ware, Beautiful Lamps and Clocks, and a hundred articles we cannot enumerate.  
For BOYS and GIRLS we suggest a Sled, Skates, etc.  
For real useful Xmas Presents come to

## ZIBA ORSER