

The Carleton Observer

Whole No. 393

HARTLAND, N. B., JANUARY 18, 1917.

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IF YOU PATRONIZE
The Everyday Bargain Store
YOU LEARN TO SAVE MONEY

Heavily Stocked WITH New Winter Goods

and the winter is wearing away. There are, however, months of blizzardous weather yet to come, and good warm clothes are needed. Our stock of

Heavy Underwear, Sweaters, Work Pants, Cardigans and Jackets

covers all possible needs. Prices are higher than before the war, but all we can do to help you out is to cut our margin of profit close as possible. Even at the price good, warm clothes are cheaper than rheumatism, pneumonia and coffins. Then there's the comfort they give.

(The Mrs. C. A. Phillips stand)

A. W. PHILLIPS

BRISTOL, N. B.

After the Fire

is too late to consider if "the company" carrying your insurance is financially able to pay. You have other worries at such a time.

No Need to Worry

Advise me at once. I receive my PERSONAL ATTENTION. And note how promptly adjustment is made and the loss paid.

If Insured

WITH
PERLEY S. MARSTEN
WOODSTOCK, N. B.

**\$50,000
TO LOAN**

on Real Estate.

M. L. HAYWARD,
Box 248 Hartland, N. B.
N. B. Phone 35-31
Farmers' 30-3



Offers you a practical course of study which can be completed without loss of time. Individual instruction will enable you to enter any time. Every graduate placed in a good position, and your chances are excellent if you enter NOW. Write or phone
O. A. HODGINS, Prin., Houlton, Me.

DR. DeVAN'S FEMALE PILLS Reliable medicine for all Female Complaints. 25¢ a box, or three for \$1.00, at drug stores. Shipped to any address except O.P.O. Box. See Scott's Drug Co., St. Catharines, Ontario.
PHOSPHONOL FOR MEN Restores Vitality. For Nerve and Brain; increases "grey matter." "Tonic" will build you up. 25¢ a box, or two for 45¢, at drug stores, or by mail on receipt of price. See Scott's Drug Co., St. Catharines, Ontario.

THE WINTER TERM
OF THE
**FREDERICKTON
BUSINESS COLLEGE**
WILL OPEN ON
Monday, January 8, 1917.

Begin today to prepare for a good paying position by getting information regarding our courses of study, descriptive booklet of which will be sent on application. Address—
W. J. OSBORNE, Principal
Frederickton, N. B.

For FIRE, ACCIDENT
and LIFE

Insurance

CALL AND SEE

R. W. CAMERON
Keith & Plummer Building

WATCH THIS SPACE

FOR AN

Important Announcement

This will mean a smashing Victory for the
Bargain Seekers

S. W. SMITH

General Merchant at East Florenceville

The Home Treatment

For Liquor and Drug Habits

When you have taken this treatment in the privacy of your own home for three days you are just as good a man mentally and physically as you were before you commenced to drink and you will have no desire, appetite, or craving for liquor in any form. Each treatment is specially prepared for each case under supervision of a registered physician. Send for interesting literature etc.

The Home Treatment Co., - Grand Falls, N. B.

SUBSCRIPTION PRICE 75 CENTS A YEAR

The Observer Will Print More News
and Charge Less for it

For more than a year The Observer has been striving to solve the expense problem in such a way as would obviate the necessity of increasing its subscription price. For years the cost of producing newspapers has been going steadily upward, and since the war began every item of expense has nearly doubled. The conditions are the same all over the world and many of newspapers—among them some of the world's greatest—have given up the struggle and gone out of existence.

Long ago our newspaper brethren in Acadia county boldly raised their subscription price from \$1 to \$1.50—and the people didn't blame them. At the Convention of the Canadian Press Association at Toronto last May, 125 publishers of weekly papers announced that they had made the advance to \$1.50, and every one said practically all subscribers stood by them. Up to this date more than 200 weeklies have dared to make the rise, and in the number are included all the New Brunswick weeklies except those in Carleton and Victoria counties.

The Observer has ideas of its own, and while willing to cooperate reasonably with its fellow publishers, it has figured production costs very closely and finds that by office economy, and by using no more white paper than necessary, it need not raise its subscription price. On the contrary it is found that the Observer can be produced at a profit if all subscribers should pay in advance at the rate of 75 cents a year, although the actual cost to the company to produce the paper is in excess of three cents per copy. Of course any reader will understand that practically all newspapers are sold at less than the cost to produce them, the advertisers paying the deficit and the profit, if there is any.

One of the objects of greatest ambition with the editor of The Observer is to print each week more Carleton and Victoria county news items than all other papers combined. He is doing so this week and has been for very many weeks. For there must be economy in paper—the white sheets The Observer is printed on—using no more than is required to convey the news and the advertisements that are so necessary in making ends meet.

A few weeks ago we discarded the use of "leads" between the lines, set the matter "solid" and are able to put into six columns what formerly filled seven. And other economies are being put into practice, but there will be no sacrifice of news service.

Here are The Observer's new subscription rates:

Subscription to Canadian addresses, if paid strictly in advance, 75 cents a year. If not paid in advance, but within the year, \$1 per year. If not paid within the year \$1.50 is the price and will be collected.

Subscription rates to U. S. points are \$1.25 strictly in advance. Subscriptions outside of Carleton and Victoria counties will be cancelled if not paid in advance.

All who at this present time owe for subscriptions must pay up at the rate of \$1 per year before they can get a future subscription at 75 cents.

Those who have paid in advance at the rate of \$1 per year have been credited proportionately at the new rate.

The mailing lists of The Observer are being set in type and after a few weeks each paper will be labeled with the subscribers name and the date to which he is paid. This will require the use of several hundred pounds of type, at 66 cents a pound, and a "nailing machine" to affix the labels.

Isn't It True?

Any man can take a newspaper. It is the cheapest thing he can buy. Every time a man cackles and lays an egg, his paper is paid for that week. It costs less than a postage stamp—less than to send or receive a letter. It comes to you every week rain or shine, calm

or stormy. No matter what happens it enters your door as well as a friend, full of sunshine, cheer and interest. It opens the door of the great world and puts you face to face with its people and its great events. No man is just to his children or good to himself who does not take his home paper. —Exchange

Interesting Letter From Sergeant Claude Estabrooks

The following is from Sergt. C. H. Estabrooks, son of E. B. Estabrooks, Codrington, and was written from Whiteley Camp, Eng., on Dec. 14.

Dear Mother: Just a few lines to let you know I am well and still in England. I got a letter from Sandy the other day. I just came back from pass yesterday. Bert Campbell, Corp. Clark and I were all over the globe. We started a week ago yesterday and went to London, stayed there Saturday night and Sunday. Sunday afternoon I was through the zoo. It is the largest in the world and everything that walks, flies or crawls is there. I poked the big alligator with my stick and he tried to bite it in two. We went from London to Holly there to Greenore, Ireland, by boat. There we took the train to Belfast. It is a pretty city and more modern than any other city in the British Isles. We had an introduction from a sergeant to a Mr. Stevenson there and he used to be like his own sons. We went everywhere and saw everything. Belfast has a population of about 450,000. We got permission through Harland & Wolfe's ship yards. It was wonderful. That is where the Titanic and Olympic were built. We also went through Gallagher's tobacco factory. The city hall at Belfast is a beautiful structure and has the best of maritime finishings. We went from there to Londonderry. It is about the size of St. John and everything is old and has a history. Mr. Stevenson gave us a letter of introduction to Mr. Donnal, the city accountant and he showed us all over and told us everything. We could all remember about the siege and relief of Londonderry in history. The old city walls are still there, only broken in two places and the old cathedral that was there at the time of the siege and all the cannons that they had. One they called the "Roaring Meg" because it made such a noise. We were down in the vaults and saw the mayor's collar of jewels and chains and all had them on. We came back to Belfast Wednesday night and to London by the way of Liverpool Thursday night. Friday night we were through the Tower of London and saw the old cells where the prisoners were. Walter Raleigh, Lord Bacon, etc. We saw the axe they used to execute people with. All the old armour and swords, axes and things they used to fight with. The bloody tower where John murdered the two princes, where Anne Boleyn and Catherine Howard were beheaded. Oh, I can't remember it all just now. We came back to camp yesterday and but satisfied with our trip. I tell you we all feel like globe-trotters now. We were very lucky in the people we were introduced to for they were about the biggest bags in the towns.

Probably not half a dozen people could have got us through Harland & Wolfe's ship yards now as they are so careful of spies. We had to get passes from the chief naval officers at Belfast. There are 15,000 men work in the yards there and about 250 draughtsmen. Well mother, dear, I must close now and dig out my biggest sock to hang up tonight as this is Christmas Eve and old Santa Claus will be coming soon.

Love to all.

Claude.

BUTTER WRAPS

Wraps for one pound pails, printed "Dairy Butter" and with name and address of the maker—

1000 for \$2.05
500 for 1.65
250 for 1.05
100 for .55

Orders by mail accompanied by cash promptly filled.

FARMERS' TEL. CO. ANNUAL MEETING

Last Year was its Best and Extensions are Contemplated.

The annual meeting of the Farmers' Telephone Co. was held Monday afternoon in Burt's Hall and was well attended by the stockholders. The report of Secretary-Treasurer E. C. Morgan showed the company to have had a very prosperous year, the best since the company was organized. There had been a large amount of extension work during the year entailing some heavy expenditure, but notwithstanding this the company today authorized a dividend of 6 per cent. for the year 1916.

The company now has over 400 phones in use and connections with the Consolidated Telephone Co., which has its headquarters at Bath.

The following were elected directors for 1917: E. W. Spinney, Geo. O. Britton, Howard Drake, H. L. Dickinson, A. D. McCain, J. K. Flemming, J. S. Leighton. These will meet next Monday to elect officers for the year and plan the work for the next twelve months. They will take up the matter of extensions and the issuing of bonds to cover the expense. It is possible that the line will be continued from Woodstock in the direction of Fredericton and spread out on both sides of the river. —Standard.

BATH BREEZES

Last week was one of the busiest weeks this place has seen for some time. One firm shipped in three days seventeen car loads of potatoes.

The Baptist people were somewhat disappointed that Rev. E. B. McElatchy did not arrive to take the services as expected, but he will likely be here for the 21st. One of the very worst rain-storms for some time visited this place on Sunday, accompanied by a gale of wind.

Peter Brennan has opened a clear and light grocery store and arranged a pool room in the Phillips store that was occupied by The Canadian Bank of Commerce when they were established in Bath.

Rev. G. A. Giberson was called to Perth last week to attend the funeral of Charles Craig there.

The Red Cross Society met at the home of Mrs. John Hayes last week. The ladies propose to send their articles direct to the boys from this place as several individual ladies have already done with very much success.

C. T. Boyer of Florenceville was a caller here on Saturday last.

GIVE "SYRUP OF FIGS" TO CONSTIPATED CHILD

Delicious "Fruit Laxative" can't harm tender little stomach, liver and bowels.

"Look at the tongue, mother! If unused, your little one's stomach, liver and bowels need cleansing at once. When peevish, cross, listless, doesn't sleep, eat or act naturally, or is feverish, stomach sour, breath bad, has sore throat, diarrhoea, full of cold, give a teaspoonful of 'California Syrup of Figs,' and in a few hours all the foul, constipated waste, indigestible food and your little gently moves out of its little bowels without griping, and you have a well, playful child again. Ask your druggist for a pleasant bottle of 'California Syrup of Figs,' which contains full directions for babies, children of all ages and for grown-ups."

SPECIAL OFFER

For a short time The Observer will be sent for six months on trial for only 25 cents. See blank below.

Observer Ltd., Hartland.
Enclosed find 25c for which send me The Observer for six months.

Name.....

P.O.