

2nd Mohawk Valley 25c. Sale.

Last September we held a 25c. sale, being originated from a gentlemen Tourist from Herkimer, N. Y., who has given us the idea. We tried it once and it proved a success from beginning to end. On account of the Exhibition to be held here in September the management have decided to hold this great 25c. sale this month.

FRIDAY, AUGUST 7th

We will start it to last for the rest of August, in order to turn this dull month of August into a busy season. We have decided to call this sale

A 25c. and \$1.00 Sale.

All goods worth 35c. to 50c. will be sold at 25c. and all articles worth \$1.25 to \$1.50 will be sold at \$1.00. A four page price list containing nearly 200 useful articles for

Men, Women and Children

At the above reduced prices will be distributed this week. People out of town please send us your name and address on a postal and we will mail you one. No good Housekeeper should miss this big sale. Come and see it whether you buy or not. It is a new idea and a good one. Watch this space and see our window display.

M. FICKLER & CO.

THE SALES MAKERS.

Valuable Time Saved.

Slight injuries often disable a man and cause several days' loss of time and when blood poison develops, sometimes result in the loss of a hand or limb. Chamberlain's Pain Balm is an antiseptic liniment. When applied to cuts, bruises and burns it causes them to heal quickly and without maturation, and prevents any danger of blood poison. For sale by all druggists.

Mr. Selfmade's Confidential Information

"And now, Mr. Selfmade," said the reporter at the close of the interview, "perhaps you have some maxims which you have followed throughout your career and which have contributed to your success, maxims which might help the youth of our broad land in their struggles."

"I've got some maxims," said Mr. Selfmade, pulling a small bunch from his pocket, "and you can put 'em in your paper. But between you and me, my son, I'll tell you something about those maxims if you'll give me your word of honor as a man—not as a reporter—that you won't publish it."

"So help me!" said the reporter fervently. "May I never get another interview if I print a word more than you authorize!"

"I'll trust you. Well, the cold fact is I had to hustle too hard to bother about maxims, so I just went ahead and made my success first and my maxims afterward."—Philadelphia Ledger.

Tax on Hats.

In the reign of George III. hats were taxed. The least tax was 6 cents. Those above \$3 in value paid a tax of 50 cents.

A Mighty Man in Thessalia.

Polydamus of Thessalia, an old time Samson, was almost the equal of Milo, both in prodigious feats of strength and enormous appetite. One day (so it is recorded) he seized a bull by its hind feet. The enraged animal finally managed to escape, but is said to have left both hoofs in the athlete's hands.

Philippine Snakes.

Above the length of nineteen or twenty feet snakes in the Philippine Islands increase greatly in bulk for every foot in length, so that a snake nineteen feet long looks small beside one twenty-two feet long.

THE SCARLET TANGER.

Of a Dutch superstition in my boyhood days I heard. That whenever war was coming might be seen, A spectre in the forest like a blood-red color'd bird, Darting in and out among the leaves of green.

So when Spring came forth with flowers and the earth was filled with glee, I almost feared to walk the woodland way;

Like a startled thing I scamper'd if I heard A creaking tree,

Or saw a brilliant bird upon a spray.

I tho't of crimson tunics, martial music in the air, The gleams of swords, of battles, of the dead; I began to read the Bible, crept away for private prayer, While imagination filled my mind with dread.

Every omen vague I ponder'd in perplexity and fear, 'Till all at once from fear I found release; For my pretty scarlet tanager came back from year to year, Not a war-bird, but a messenger of peace.

Alas for poor humanity! How oft we make mistakes! How we spoil our beauty-blessings by our dread!

For what could be less warlike when the Spring in gladness wakes Than the plumage of a tanager in red?

O, this blythe and happy herald! How we watch his sportive flight, As he threads his course amid the tangled sprays; He's a glowing apparition, he's a blush of rosy light, He's a ruddy spangle in the timber'd maze.

Let the superstitious augur by our scarlet-coated fay, 'Till their signs and wonders set them ill at ease; To us he is a symbol of a coming golden day— Just a sparkle of the thousand years of peace.

—Charles Harold Baritrop, in The Globe.

Rhyme of the Months.

Sheridan's rhyme of the months is as follows: "January, snowy; February, flowy; March, blowy; April, showery; May, flowery; June, bowery; July, moppy; August, croppy; September, poppy; October, breezy; November, wheezy; December, freezy."

Cholera Infantum.

This has long been regarded as one of the most dangerous and fatal diseases to which infants are subject. It can be cured, however, when properly treated. All that is necessary is to give Chamberlain's Colic, Cholera and Diarrhoea Remedy and castor oil, as directed with each bottle, and a cure is certain. For sale by all druggists.

New Goods

Lowney's Chocolate, Lowney's Always Ready Chocolate Powder, Lowney's Cocoa, Mott's Chocolate, Mott's Cocoa. The above in all sizes.

WHOLESALE ONLY.

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The Union Mutual Life Insurance Co.

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and Northumberland.

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IMPERIAL LIMITED TO Pacific Coast.

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PACIFIC EXPRESS FOR Canadian Northwest AND British Columbia Points.

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