

HOW WE LOSE \$1500!

A few of those "charge me" customers got talking together the other day. One said: How can FICKLER & CO. afford to lose \$1500 in profits in one month? Of course those people were talking to one of their suppliers at the time, and this dealer said, it is only an advertisement. He, not knowing the cash style of doing business now-a-days. We cannot blame him for running us down, but the secret is this: The month of August as a rule is a nice quiet picnic month. Most merchants send their employees for their annual holidays, and others discharge some. Our teaching is, when everybody is quiet we must stir up. Our expense is going on anyway. Therefore our management have decided to call for a

- CHEAP SALE -

During this quiet month, and to offer to the public

\$5,000 Worth of Our Stock at Cost,

And some lines that will be out of season soon, under cost, so as the whole loss shall not amount to more than \$1500, and as soon as the \$5,000 has been realized our buyer takes this nice pot and goes to the big markets. There he can save 10 to 25 per cent, by being in a position to dictate to some wholesale houses who are in need of the coin. It reduces our stock, it brings us new trade, it keeps our help going and it gives us an opportunity to dress up a class of people who need all they can get for their hard-earned money. Above are only a few of the reasons why we want you to attend this big sale and share with the others in this \$1500 prize. Ask your friends if they are not pleased with their purchases.



VISIT US FRIDAY AND SATURDAY

NEW GOODS LAID OUT EVERY DAY

M. FICKLER & CO.

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.

HON. JAMES BOYLE.

One-Time Toronto Printer Now Consul-General of the U.S. at Liverpool.

Ontario had recently a distinguished visitor in the Honorable James Boyle, once a printer in the office of a Toronto newspaper, and now Consul-General of the United States at Liverpool. Twenty years ago, Mr. Boyle was a printer here in Toronto. He had brains and he had ambition. In his spare time he studied shorthand, and, it is said, became one of the fastest writers in the city. He abandoned the printing business about 1881, and went to Cincinnati, where he obtained a position on one of the local newspapers. He was sent to Columbus, the State Capital, to represent his newspaper, and there he met Major McKinley, who shortly after became Governor of Ohio. Mr. Boyle was detailed by his paper to accompany McKinley on a trip which he made in his official capacity, and so well did the young journalist hand the assignment that in a few months McKinley made him his private secretary. Of course, after that all was plain sailing for Boyle. When McKinley was elected President he offered his secretary any Consul-Generalship which he might choose, with the exceptions of London and Paris. Boyle took Liverpool, a post which, it is said, is worth at least twenty thousand dollars a year to its holder. The fees which the United States Consul at Liverpool collects make his position more valuable than that of the Ambassador to the Court of St. James. That official receives only \$17,500 a year, and out of it he has to pay all his expenses for entertaining and the upkeep of a large establishment. A Consul-General, unless he elects, has none of these expenses. He can live quietly as he chooses to live, and, if he wants to, can save nearly all his income. Patrick F. Collins, who was Consul-General at London, saved over sixty thousand dollars in his four years' term. And Liverpool is very nearly as valuable an appointment as London.

Buried In Secret.

Two ancient kings were buried in secret. Attila, king of the Huns, after his siege of Rome, died in Hungary A. D. 453. His soldiers, desirous of giving their great leader a right royal burial, inclosed his body first in a casket of gold, this in one of silver and this in one of lead and transported it into a desert. There slaves were selected, and under the direction of men who were sworn to secrecy they dug the grave of the dead monarch. When this was accomplished no traces of the spot were left. The slaves were all cruelly slain.

Alaric, king of the Goths, the celebrated conqueror of Rome, died when with his army at Cozenza, south Italy. His men turned the course of a river, interred the body of their sovereign, with much treasure, in its bed and restored the stream to its channel. No man has ever lighted on the resting place of either of these kings, who in this respect resemble Moses, of whom it is written, "No man knoweth of his sepulcher unto this day."

Churches In Mexico.

One of the strange things about the churches of Mexico is that none of them is finished. You may travel from one end of Mexico to the other and wherever you go you will find from one to a half dozen workmen doing something to every church. They may be putting on a spire there or a bit of decoration here, but as soon as one part of the building is apparently completed they go to work on another, and, what is more, there is no likelihood that the churches will ever be finished until the laws are changed.

Since the present government came into power the church of Mexico has not been allowed to own property, and such property as it acquired must be held in the names of individuals and is subject to taxation. However, no taxes have to be paid on an unfinished building, and that is why the churches of Mexico are never completed.

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.

CANADIAN PACIFIC RY.

FARM LABORERS WANTED

FARM LABORERS' EXCURSIONS

(SECOND-CLASS) will be run to Stations on Canadian Pacific in Manitoba and Assiniboia, West, Southwest, and Northwest of Winnipeg, as far as MOOSEJAW, ESTEVAN AND YORKTON

\$10

GOING DATES:

AUGUST 20, 1903,

From I.C.R. Stations East of New Glasgow. From I.C.R. Stations in N.B., North of Moncton. From I.C.R. Stations in N.S., West of New Glasgow. From I.C.R. Stations St. John to Aulac and Point du Chene.

AUGUST 21, 1903,

From Dominion Atlantic Stations. From Summerside, P.E.I. From Canadian Pacific Stations in New Brunswick. From Canada Eastern Railway Stations.

AUGUST 24th, 1903. From I.C.R. Stations in Province of Quebec. ONE-WAY SECOND CLASS TICKETS TO WINNIPEG only will be sold, with a CERTIFICATE extending the trip before August 31st, without additional cost, to other points in Manitoba and Assiniboia, as above. If purchasers engage as FARM LABORERS at Winnipeg (provided such FARM LABORERS will work not less than 30 days at harvesting, and produce Certificate to that effect), they will be returned to Original Starting Point at \$18, on or before November 30th, 1903.

TICKETS WILL BE ISSUED TO WOMEN as well as Men but will not be issued at Half-Rate to Children. Tickets not good on Imperial Limited Express Trains.

For all particulars apply to C. B. FOSTER, D.P.A., C.P.R., ST. JOHN, N.B.

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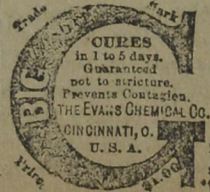
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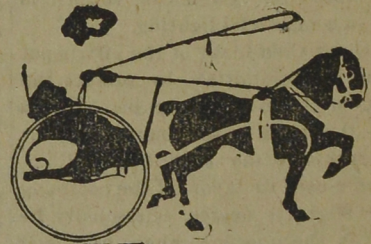
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