

It Had to Come But it Can't Be Helped.

Men's light colored suits formerly \$8 and \$10 \$2.89
 Men's black and fancy cabinets \$12 and \$15 values 7.50
 All up to-to-date
 All \$8 and \$10 overcoats 3.99
 All 12 and 15 overcoats 6.99
 Childrens short overcoats 99c
 Childrens \$2.50 suits 99c
 Childrens 35c knee pants 17c
 Men's \$2 pants 89c
 Men's \$1.25 pants 65c
 Men's 4.00 and 5.00 pants 2.49
 Men's 3.00 pants 1.50
 Celluloid collars 2c
 20c rubber collars 11c
 Men's 50c and 75c jean pants at 29c
 A lot of 7 and 1.00 umbrellas at 33c
 One lot of boys 25c and 50c caps at 7c

The Entire JACOB PER stocks now IN OTHER HANDS, and will be sold for 47 CENTS ON THE DOLLAR. The entire stock of \$50,000 in the hands of

S. SCHLICHTER & CO., of BALTIMORE, Md.

We must dispose of same in 10 DAYS. Nothing reserved. Everything must go at 47 cents on the DOLLAR. We need the CASH and we need it QUICK. Remember the entire stock consisting of Clothing, Shoes, Men's and Ladies' Underwear and Cloaks, in fact everything contained in both our immense stores, both in HUGHESVILLE and MUNCY must go. THERE WILL BE A SALE IN BOTH STORES AT THE SAME TIME. We do this to make it the more convenient to our many customers. The same goods will be sacrificed at both places. At this sale everything will be Strictly Cash. No goods sent on approval or anything of the kind, for we, S. Schlichter & Co., must turn over to Mr. Per the sum of \$18,000 IN CASH at the Expiration of 10 days. All the prices in this adv. is absolutely GUARANTEED. We, S. Schlichter & Co., of Baltimore, Md., will GIVE the sum of \$250,00 to anyone who fails to get merchandise at prices set in this bill.

Stores both at Hughesville and Muncy WILL BE CLOSED from Tuesday, January 17th. to Wednesday, Jan. 18th, to mark down the stock. Sale begins THURSDAY, JAN. 19, at 8 o'clock a. m. Come early and avoid the rush.

-Men's \$3.50 Douglas Shoes, \$2.79-

Ladies' Dorothy Men's \$3.00 Douglas Shoes \$2.48. Men's 50c and 75c Heavy Top Shirts, 29c.
 Dodd \$3.00 Shoes \$2.24.

One lot of mens hats worth from 1.00 to 2.00 at .9c
 Children's 10c and 15c mittens 4c
 Boys 25c shirts at 14c
 Mens 50c working shirts 31c
 200 pairs of shoes on sale at 27c ON THE DOLLAR
 100 dozen ladies and gents 10c handkerchiefs a 3c
 Mens cotton gloves pair 6c
 100 dozen heavy ribbed stockings a 7c per pair
 Mens 15c wool socks 6c pair
 Heavy cotton socks 5c
 Ladies 15c heavy fleece stockings 8c per pair
 A tableful of neck wear, your choice 2c each
 Childrens ribbed vests heavy at 3c each

Remember sale lasts for 10 DAYS ONLY. We must have \$18,000 in COLD CASH by the 29th day of January. Goods marked in the PLAIN FIGURES and one price to all, no deviation and no CREDIT.

SPECIAL NOTICE: No merchants residing within 25 miles of Hughesville or Muncy will be served during this great CASH RAISING SALE. It is for the benefit of the consumers only!

Guarantee: We Schlichter and Co. of Baltimore, Md., do hereby guarantee all the foregoing statements to be true and guarantee every purchaser to get a Squar Deal both as to Price and Quality of Merchandise bought.

Remember the Sale starts Jan. 19th and ends Jan. 29th at both stores of Jacob Per. MUNCY, PA. and HUGHESVILLE, PA.

Jayne's 1905 Almanac

complete CATALOGUE OF DISEASES, with directions perfectly plain, yet absolutely clean language. You simply it to you FREE. If you fail to get it, a Postal Card request to DR. D. JAYNE & SON, PHILADELPHIA, will bring it to you FREE.

Short Talks On Advertising By Charles Austin Bates.

No. 25.

I talked the other day with a man who had failed in the drug business. He said that he didn't believe that advertising a drug store paid, and that it was so different from other businesses that advertising could not possibly help it.

He said that his store had been an exceptionally good one; that the location was very fair, and that the stock was above reproach, but there were two other drug stores nearby which had been there for some time before he came. The people round about were acquainted with them, and to some they were just a little bit more conveniently situated than the new store.



"There were two other drug stores nearby. The people round about were acquainted with them."

My friend, the druggist, didn't try advertising. That is the way he knows that it does not pay. He said: "People do not realize that there is a difference in drugs—that the paragon they get in one drug store is better than that which they get in another."

Advertising would have saved that man's business. By advertising he would have introduced himself to the people, and they would have become acquainted with him and his store in that way. By advertising he could tell them that there were different grades of paragon, and that he kept the best grade; but he didn't try it, and so he knows positively that advertising doesn't pay.

Maybe he would have had to advertise three or six months, or possibly for a year, before he would have found that he was gaining actual profit on his advertising expenditure. Advertising a new business is, to a certain extent, like advertising in the dull season. It is the after-effect that must be looked at and not the immediate returns. Even if a new man were to meet his prospective customers personally, it would be some time before he would make actual buyers of them.

It is this way with a traveling salesman.

The first few trips in a new territory do not consume very many pages of his order book. In the mean time he is getting acquainted—advertising. He is letting people know who he is and what he is doing, and what he wants. If he is pleasant and courteous and persistent, he will win trade, but it will take time.

Do not expect an ad to do more than a man.

Copyright, Charles Austin Bates, New York.



"The paragon they get in one store is better than that they get in another."

FREE! Most useful of Family Hand-Books. 62d year of Publication. Printed in NINE DIFFERENT LANGUAGES. Contains Correct Calendars for all latitudes. Eclipses, Tide and Weather Tables, Astronomical data, list of Feast, Fast and other Holidays, graphic Moonlight Diagrams and choice illustrations, to which is added a how to treat them, given in Druggist or Dealer will supply it to you FREE.

Chippewa Lime Kilns.

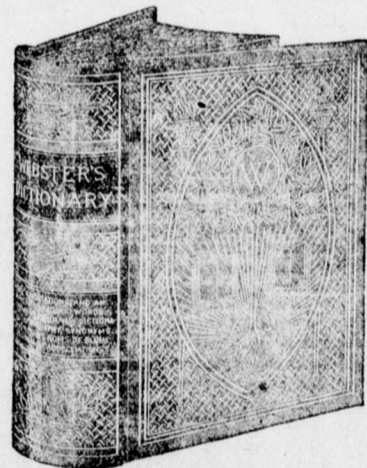
Lime furnished in car load lots, delivered at Right Prices.

Your orders solicited. Kilns near Hughesville Penn'a.

M. E. Reeder,

An \$8.00 Dictionary for \$2.00

The New Werner Edition of Webster's Dictionary.



Nowly and magnificently illustrated. We offer you the best dictionary ever put on the market at a low price. This is an American Dictionary of the English Language, containing the whole vocabulary of the first edition, the entire corrections and improvements of the second edition, to which is prefixed an introductory dissertation on the history, origin, and connections of the languages of Western Asia and Europe with an explanation of the principles on which languages are formed. This book contains every word that Noah Webster ever defined, and the following SPECIAL FEATURES: An Appendix of 10,000 words, Pronouncing Vocabulary of Scripture names, Greek and Latin Proper Names, Modern Geographical Names, Dictionary of Antonyms and Synonyms, Dictionary of Familiar Allusions, Lexicon of Foreign Phrases, Dictionary of Abbreviations, etc., etc., together with 4 BEAUTIFUL COLORED PLATES, showing in their actual colors the Flags of the various Nations, U. S. Naval Flags, Pilot Signals of Various Nations, Yacht Club Signals, and Shoulder Straps for Officers. THIS IS NOT THE CHEAP BOOK but a beautifully printed edition on fine paper with thousands of valuable additions of aid to all students of modern science. It is a grand educator of the masses, now offered to our readers in a sumptuous style in keeping with its great value to the people. Bound in Tan Sheep with a beautiful cover design and sold at the small price of \$2.00, makes it the handsomest, low-priced Dictionary ever published. For every day use in the office, home, school and library, this Dictionary is unequalled. Forwarded by express upon receipt of our special offer price \$2.00. If it is not as represented you may return it to us at our expense and we will refund your money. Write us for our special illustrated book catalogue, containing the lowest prices on books.

Address all orders to THE WERNER COMPANY, Publishers and Manufacturers, AKRON, OHIO. [The Werner Company is thoroughly reliable.]—Editor.

A MATTER OF HEALTH



ROYAL BAKING POWDER Absolutely Pure HAS NO SUBSTITUTE

To Cure Constipation Forever. Take Cascarets Candy Cathartic. 10c or 25c. If C. C. fail to cure, druggists refund money. Don't Tobacco Spit and Smoke Your Life Away. To quit tobacco easily and forever, be healthful, full of life, nerve and vigor, take No-To-Bac, the wonder-worker, that makes weak men strong. All druggists, 50c or \$1.00. Guaranteed. Booklet and sample free. Address Starling Remedy Co., Chicago or New York.

BEWARE OF IMITATIONS of FOLEY'S HONEY AND TAR

On account of the great merit and popularity of FOLEY'S HONEY AND TAR for Coughs, Colds, and Lung Trouble, several manufacturers are advertising imitations with similar sounding names with the view of profiting by the favorably known reputation of FOLEY'S HONEY AND TAR.

DO NOT BE IMPOSED UPON

We originated HONEY AND TAR as a Throat and Lung Remedy and unless you get FOLEY'S HONEY AND TAR you do not get the original and genuine.

Remember the name and insist upon having FOLEY'S HONEY AND TAR. Do not risk your life or health by taking imitations, which cost you the same as the genuine.

FOLEY'S HONEY AND TAR is put up in three sizes—25c, 50c and \$1.00.

Prepared only by FOLEY & CO., 92-94-96 Ohio Street, Chicago, Illinois.

SOLD AND RECOMMENDED BY

JAMES McFARLANE Laporte,

Dr. Voorhees Sonestown, Pa.