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ANNOUNCEMENT.

In the future the publishers of the *Advocate* will render all advertising accounts monthly.

The Union Advocate,
ESTABLISHED 1867.

WEDNESDAY, JULY 25, 1900.

THE FARMER OF TO-DAY.

There are some people who imagine that the farmer as a class care nothing for progression or modern ideas. They believe that the agriculturist is completely out of the world, and that while he does not make any attempt to frustrate the advance of civilization he makes but little effort, if any, to aid it. In fact the word "farmer" is continually applied to persons whose clothes are not quite up-to-date or whose speech denotes ignorance. In the estimation of some the farmer is a creature of another world. Now all this is wrong, decidedly wrong, and a person who regards the word farmer as synonymous of ignorance has no conception of the class of men that supplies him with his daily bread. However, you cannot say the same of the farmer of a decade or two ago. But the agriculturist of to day is a vastly different person from the agriculturist of days gone by. The change is principally due to our railroads and to the sensible literature which has found its way into every farmer's cottage. Go into a country house and you will find far more newspapers and magazines than you will discover in a city house. And more than that the literature is of a higher class. You don't find the trashy novels in the home of the farmer, but you find literature that tends to advance the moral and intellectual faculties of man, literature that fills the farmer full of sensible information and gives him a common sense view of life, and literature which has a tendency to elevate the character of the people. The farmer is continually improving his dairy cattle and selects the better breeds of poultry. He has learnt that farming is a business, not a hap-hazard employment in which a man engages because he has no other way of making a living.

SAGE ADVICE.

"Everybody knows that it is getting to be harder and harder to find husbands. Either the husbands are growing scarcer or the men are growing fatter, but anyhow the chances of the girls are growing poorer and poorer all the time. Things have reached such a pass that almost any girl will take almost any old thing for a husband and be glad to get him. And now, with the matrimonial market all demoralized in this way, in step the mothers and the grandmothers, the roaring forties and the howling fifties, the widows that have had all that was coming to them, and they coolly walk off with the very men whose youth and ineffectuality had marked them out as victims for the average summer girl. It is an outrage which society should not tolerate. It has gone far enough already. Talk about the remarriage of divorcees! Better stop the remarriage of the elderly widow to the eligible young man."—Says a female writer in the *Atlanta Constitution*.

OUR SQUARE.

Our peerless square is a dream of beauty these hot days, and persons on their way to business in the mornings feast their eyes on its luxuriant verdure. The restfulness of this vision is carried on to many a place of business, and it insensibly does its share toward steadying the nerves and lessening the friction of the day. That is what squares and gardens are for. You may not think you need them, but what benefits to humanity are the trees and the flowers need only to be

proved by erasing them from the marts of men. Some day Canadians will be as anxious for the maintenance of parks and squares, lawns and gardens, as for their rights of citizenship. Occasionally, when a person thinks he could do with less breathing space, it is well to put him into an engine room where it is over 100 deg. Then he will change his tune and pray for more of the green things of this earth.

The *Chicago Times-Herald*, commenting upon the latest slang phrase in New York society, says: If one wears a shirt that has plenty of color in it, his friends say "it's fierce"; if a young lady comes out with snowy shoulders and a diamond tiara, her admirers stand off and whisper, one to another: "isn't she fierce?" If a horse shows up well on the track the sports pass along the word that "Whirlwind is fierce to day." The golfer who succeeds in winning five out of six holes from Col. Bogey is "fierce," and when the baby is brought out all dressed in its downiest coat and softest laces its beautiful auntie holds up her hands and exclaims: "Oh, isn't the darling fierce!" Everything in New York is "fierce" just now.

It is pleasant to observe that the Hon. A. G. Blair and Sir Louis Davies refrained from taking a trip abroad until they were relieved from their parliamentary duties. The opposition press seems to think that politicians have no right to take a few holidays. But we would like to know why the ministers at Ottawa haven't as much right to enjoy a vacation during the hot season as anybody else. It's not so long since some of these conservative editors went travelling themselves.

I told you so. Here is Kruger sprucing up and transforming himself into a dude! A man, even a Boer President, has only to sit on gold bars for a month or so to hatch himself out a full-fledged dandy. Kruger will be ordering his clothes from Bond street, too, now he has his hair cut and "dem whiskers" are trimmed. Farewell to the carpet slippers, Oom Paul; nothing but patent leather shoes and silk hosiery will do for you now. Great is the march of civilizing war.—*Boston Herald*.

The effort to shame congregations out of the habit of putting metal buttons instead of coins into the contribution box has been so successful that a New York clergyman has dared to tell his congregation that he wants no more pennies put in. "No one," he says, "can truly believe in the presence of Christ in the church and give a penny for the support of His religion."

The Lord's Prayer in broad Scotch is thus rendered:

Faither o' us a', bidin Aboon. Thy name be holle! Lat Thy reign begin! Lat Thy will be done, baith in Yirth and Heevin! Gie us ilka day our needfu' feudin. And forgie us a' oor ill deeds, as we een fargae thae wha did us ill; and lat us no be siffit; but save us fra the Ill-Ane for the croon is Thine ain; and the micht and the glorie, for evir and evir, Amen,

Teach your daughters that elegant clothes are not the only prerequisites to useful womanhood. Neither Sojourner Truth, Joan of Arc nor Harriet Beecher Stowe, were dress fiends. Thought and not clothing moves the world.

Miss Frances A. Meyer announces herself to be an independent candidate for Governor of Illinois on the following platform: "The honor and glory of God, and the true benefit and prosperity of all the people." Evidently she is not a politician.

Here is a recent descriptive quotation:—

She was bread in old Kentucky,
She was cake in New Orleans,
She was pretzels in Milwaukee,
But in Boston she was beans.

It is to be read without the Boston accent on New Orleans, however.

The Rev. Dr. R. S. McArthur, of New York, declares that "he is blind who does not see God's hand in the Orient to day." You might be blind and yet see the devil's hand there to.

Booker Washington told the negroes at Savannah, the other day, that two of their greatest needs are a toothbrush and a bathtub. The same is true of some white people.

The novel "To Have and to Hold" justifies its name. It has the record of having hundreds of thousands in circulation, and it holds its popularity on this basis.—*Boston Herald*.

Evidently the correspondents who distinguished themselves during the Spanish-American war are working in China these hot days.

It is a wise step to head off Li Hung. The wily old celestial means mischief.

If you want your best girl thrown suddenly into your arms take her down river on a rough day.

Harper's Weekly calls Eryanism "a rattle-brained confusion of discordant elements."

Lord Roberts has been offered \$500,000 to write a history of the Boer war. Nothing like fame.

Evidently Mr. Fish forgot to congratulate us on our spiritual advancement.

Marie Corelli's new book is "The Master Christian." She goes Hall Caine one better.

Black and white go well together these hot nights.

Some Canadian newspapers live on politics.

Rain is a good thing. But we have had enough of a good thing.

Kruger is not the only villain on the stage.

Don't forget to lay in a stock of tea.

Don't forget South Africa.

Easily Digested.

JUST SO.

[Philadelphia Record.]

A business needs advertising quite as much as plants need air and sunshine.

PORT OF BOSTON.

[Boston Post.]

During the thirty-six hours from sundown Saturday to sunrise on Monday, eight ocean steamers came into the port of Boston. Their aggregate tonnage, gross is 41,431.

NOT LIKELY.

[Boston Herald.]

The gold of the Transvaal may be a dear purchase for Great Britain if she thereby loses her primacy in the China trade. Probably the gold mines will be soonest exhausted.

A USELESS UTTERANCE

[Dallas Texas Express]

The Kansas City deliberation by the democratic party, in so far as the instrument seeks to deal with expansion is a useless utterance, for the reason, that we "done already expanded."

WHEN CHINA LEARNS.

[St. Louis Globe-Democrat.]

When China learns that the object of the Americans and the Europeans is to rescue their own citizens from massacre, to put down lawlessness and to leave the Chinese empire intact, the obstacles to the accomplishment of their purpose will quickly diminish.

ONE ADVANTAGE.

[Boston Herald.]

The early cold weather of this season appears to have killed off many of the obnoxious insects, bugs and caterpillars, etc. There have seldom been so few infesting the gardens and orchards.

NEW YORK A BACK NUMBER.

[New York Herald.]

One of the most obnoxious incidents of these hot days is the way some people have of crowding in and standing up between the seats of open street cars. Is there no sense of decency or comfort in the companies' makeup that will prompt a rule to forbid the practice?

IMPROVE THE TOWN.

[St. John Telegraph.]

The *Union Advocate* of Newcastle has some words with regard to the care and attention which the citizens of the majority of the towns in the maritime provinces are bestowing on their residences. It cites Sussex and Yarmouth as examples of this, and speaks of the attractions they have to show in the freshness and fragrance of their flowers. There is no doubt that there has been a great improvement in the public taste in recent years, and that this improved taste is illustrated by the character of the houses which one sees in the smaller towns in the maritime provinces. It is well that this is so for, it is a sign of the advance of civilization, and a proof that our people are not lagging behind others with respect to the aesthetic side of life.

Don't be Hoodwinked

into paying two prices for articles we can give you cheaper than all others. We believe in quick sales, small profits, rapid turnover of stocks. We are not content to fold our arms and keep the goods on the shelf. We are in for work. No trouble to show goods at any time. Obliging salespeople to assist you in your purchase. Prices marked in plain figures for your benefit. Our great

Summer Clearance Sale

is now on and will continue until
SEPTEMBER FIRST.

We have a lot of SUMMER GOODS which will be old if kept till next season, altho' just the thing for now. They are yours at greatly reduced prices

THEY MUST GO.

R. N. WYSE. - WHITE STORE.

Have you tried a pair of those \$1.00 Ladies' Oxfords? They are made of fine Dongolia Kid, hand turned sole and really worth \$1.50.

McMILLAN'S SHOE STORE, Newcastle.

STORE NEWS.

Midsummer Clearing Sale

At CLARKE & CO'S.

Beginning with this date, July 18th, and continuing through month we will endeavor to clear out our entire stock of
SUMMER GOODS.

To effect this we have made such SWEEPING Reductions in prices that there should be no difficulty in accomplishing the desired end

NOW FOR SOME PRICES:

For 13c.	The balance of those beautiful Zephyr Gingham, with imitation lace stripes, sold at 17c now....	13c.
For 12c.	All those pretty checked and striped Zephyrs, in pretty combinations of colors, worth 15c, now....	12c.
For 9c.	Those Fancy Printed Muslins, priced at 12c, dainty hot weather goods, now....	9c.
For 7c.	150 yards Fancy Lawn Stripes, neat designs,....	7c.
For 16c.	White P. K. Linen at 19 and 20c, now all....	16c.
For 16c.	Double Fold Dress Goods in small checks, fawn, blue and white, navy, light blue and white, pretty in color and design, sale price....	16c.
For 40c.	All our Shirt Waists, priced at 50c, now....	40c.
For \$1.10	Fancy Muslin Waists, tucked yokes, \$1.40,....	\$1.10
For 1.50	Fancy Silk Muslin Shirt Waists, \$2.00,....	1.50
For 1.25	White Lawn Waists with insertion, our \$1.50 waist, now....	1.25
For \$1.05	White Lawn Waists \$1.20, now....	1.05
	Wash Skirts in P. K. Linen and Crash at greatly reduced prices.	
For 40c.	Ladies' Plain Crash Skirts....	40c.
For 2.00	Dining Skirts, trimmed with insertion,....	2.00
Our 1.85	Crash Skirts, now....	1.85
Our 1.00	Crash Skirts, trimmed with insertion,....	1.00
For 25c.	Ladies' Silk Jackets with collar to wear with Eton Jackets, etc. only....	25c.
	Ladies' Summer Vests 12, 15, 25 cents per pair.	
	Large range of Vests in better qualities, both long and half sleeves, at low prices.	
	Men's Flannelette Shirts, all sizes, only 19c.	
	Men's Flannelette Shirts, better quality, worth 40 to 50c, now all at 35c to clear.	
	Men's Fancy Shirts, white body with colored bosoms, good value at \$1.00, now 50c. Half price.	
	Men's Ragetta Shirts in neat stripes two collars and separate cuffs, priced at 95c now 75c.	
	Men's Ragetta Shirts with two collars, extra heavy cloth, priced at 80c, now 57c.	

We cannot begin to tell you in this space all the good things that are in store for our customers in this sale. One feature will be a Remnant Table on which all short ends of goods will be displayed.

Our Shoe Sale Still Continues. Great Values in Shoes.

CLARKE & CO.