

A CHANGE IN NAME

WAS NECESSARY

and we have taken the advantage of it. The large variety of everything we handle entitles us to the familiar name of Departmental, and accordingly we have added the Departmental to the already well known name—formerly the Klondike, and in the future our store will be named

THE KLONDIKE DEPARTMENTAL STORE

Please remember the name.

What we have't got just now we will have soon. Important changes are made daily in the Klondike Departmental Store. Our motto is to make our store known as the working man's friend, and to give our many customers hundreds cents worth of good goods for their hard earned dollars. We have established in this city low prices, and so must it be. No enemies will break our rank. Will talk business now. A few new articles just added to our large stock of Dry Goods, Clothing, Boots, Shoes, Hats, Caps, Trunks and Valises, are a Millinery Department. To prevent our Lady Costumers to pay all their savings away for a Hat, we have with us a practical Lady Miliner who understands the taste of all Ladies who wears fashionable hats. Our stock of trimmed and untrimmed hats, flowers and ribbons is the largest and prices the lowest. Try us for your fashionable hats and save money,

Just now we have received 28 rolls of floor oilcloth. The best and newest patterns Our price but 24c. per yd.—worth 40c. elsewhere.

16 cases of straw hats for men women and children, to clear out at 28c. on the dollar. We got th's lot of hats for a snap and we offer it to you occordingly.

Hundreds of other new articles just to hand. When in need of anything please call at the new Departmental Store on Queen Street, Old Golden Fleece Stand.

M. Fickler & Co.,

of Quebec, Proprietors of this great saving store. See it and prove it.

J. D. HANLON, UNDERTAKER, COFFINS AND CASKETS, Robes and Habits,

Orders from Town or Country attended to day or night.

I am prepared to sell cheaper than the cheapest.

Telephone, 81.

198 King Street, Fredericton.

BUSINESS NOTICES.

What Our Wide Awake Merchant's Are Doing.

McGINNIS BROS.

Who did not wish to come before the public in print before they had a full and complete stock of hats, caps, boots, shoes, ready-made clothing and gents' furnishings to select from, having received them some two weeks ago, have true to their promise given us the advertisement promised and our readers will do well to read it carefully, ponder it over and act on their suggestion. We feel that it is unnecessary to add anything to the praise of this thoroughly reliable and enterprising firm.

THE GREAT AMERICAN TEA STORE

Which has recently located at No. 7 York street, has we believe a great field before it, and is already winning golden opinions. All its transactions are square and it holds out inducements which the public would do well to take advantage of. The agent is one of our own men who's reputation is a sufficient guarantee to all.

FARRELL BROS.

To accommodate their large and increasing business are having an extension of 30 feet made in the rear of their store. They are just the fellows who deserve success and know how to accomplish it.

HATT & Co.

Have opened up a full line of the choicest groceries at the store of F. P. Hatt, Queen street. The name is a sufficient guarantee that they will carry only the choicest goods at lowest prices. Mr. F. P. Hatt still carries on his restaurant in the building with undiminished vigor and success.

JAMES G. McNALLY,

The furniture and crockery man carries as a side line farmers' supplies, such as oats, hay, feed and fertilizers. Give him a call.

The Klondike has branched out under a new name. It is now The Klondike Departmental Store, and the people do say that there they can get the best goods at astonishingly low prices. We know for ourselves that in all the transactions we have had with them that they have treated us "white" and cannot but feel grateful for the favors they have shown us. If you are not in the large crowd with which their store is filled every working day, it will pay you to inspect their goods.

OUR OLD ADVERTISERS

In the dry goods line. R. M. Campbell, John J. Weddall, Tennant, Davies & Clarke, Owen Sharkey and all the others in whatever line are up to the times, and as every one knows men whose stability and business integrity is beyond question. Did space permit we would give them a good long local with every issue, as they deserve it for the kindness with which they have always treated us, but it would take at least two pages of THE JOURNAL to do it and beyond the free acknowledgement of a new advertiser, poverty and want of space compels us to confine ourselves to those who grant a present consideration for to keep the thing running.

For trunks and valises go to Anderson & Walker.

HANDSOME
NEW

WALL PAPERS

WITH BORDERS TO
MATCH

Suitable for Parlors, Bed-
Rooms, Hall and Kitchen.

Lowest "Hard-Pan"
Prices.

T. G. O'CONNOR

Queen Street, next belcw Barker
House Hotel.

Prompt Attention.

JUNE, 1898.
ANDERSON & WALKER,

MERCHANT - TAILORS, - OPP. POST OFFICE.

ARE SHOWING EXCELLENT VALUES IN

ENGLISH, SCOTCH AND CANADIAN CLOTHS.

DROP IN AND SEE OUR NEW
GOODS.

All Orders Given Prompt Attention.

WOOL TAKEN IN EXCHANGE FOR GOODS MADE BY MONCTON WOOLEN MILLS.

Low Prices.