

Bargains in Tailor-Made Clothing.

MEN'S TWEED AND SERGE SUITS, "Progress" Brand were \$12.00, sale price \$8.00.

MEN'S SERGE SUITS, Black, Navy and Dark Grey, were \$10.00, sale price \$6.50.

MEN'S GOOD SERVICEABLE SUITS, Dark Colors, all sizes at \$4.85, regular price \$7.50.

A lot of MEN'S TWO PIECE OUTING SUITS, made of real Oxford cloth, short or long Pants, sale price \$2.95 and \$3.25 per suit. Worth double.

A lot of MEN'S OUTING PANTS, short, made of pure wool material, sale price \$1.00 per pair, worth \$2.50.

MEN'S SEPARATE PANTS, made of good Canadian Tweeds, sale prices 95c, \$1.15, \$1.35 and \$1.60 per pair. You never saw the like for the price.

MEN'S FINE WORSTED PANTS. The largest assortment to be found in this city.

Fine Worsted Pants, in neat patterns, "Progress" made, regular \$4.00 and \$3.50. Sale price \$2.65.

Men's Worsted Pants, regular \$3.00 and \$2.50, sale price \$1.95.

Men's Moncton Tweed Pants, selling at \$3.50, sale price \$2.50.

MEN'S SPRING AND FALL COATS OR RAIN-PROOF COATS, "Progress" Brand in Black or Dark Grey, made to sell at \$15.00 and \$12.00, sale price \$7.90.

MEN'S SPRING AND FALL TOP COATS, perfect fitting, at \$5.75, worth \$9.00 and \$10.00.

MEN'S RAINPROOF COATS, the kind that will keep the rain out, at \$2.85, \$3.50 and \$5.00. Worth double. Above coats are in all sizes.

M. FICKLER & CO.'S

BIG

REORGANIZATION

SALE.

Starts Saturday, Aug. 18th

And will continue until 2-3 of our large stock is disposed of. PROFITS NOT CONSIDERED. Every department is at it's best, with all the seasonable goods that a live person needs for present or future wear. An opportunity to cash buyers that won't knock at your door for a while to come.

A Real Genuine Sale!

We must have cash at once. Below you'll find only a few of the lines that's offered. Come in and see for yourself. Remember our stock of Footwear is now on the ground floor. Every pair of Boots, Shoes, Rubbers, etc., are now on sale at and under our own cost. Early buyers always get best that's offered. Be one of them.

Men's Furnishing Goods.

MEN'S FURNISHING GOODS AT DEEP CUT PRICES. READ THEM.

150 doz. MEN'S ENGLISH COLLARS in all sizes and heights, Stand Up, Wing, Straight and Turned Down. Sale price 5c. each, 50c. per doz. These Collars are real English made Collars and clean as they come from the makers. Not more than 3 doz. to one buyer.

38c FOUR-IN-HAND TIES. Balance of our 25c. 35c. and 50c. Ties, sale price 9c. each, 3 for 25c.

60 Doz. MEN'S 1/2 HOSE, Lisle Thread and Fancy Cotton, Black and Tan, sale price 8c., 12c., and 18c. per pair. Worth double. Come early.

MEN'S DRESS SHIRTS.—The best \$1.00 Shirts will be on sale at 63c., regular sizes, Colored or White. Our \$1.25 to \$1.50 Dress Shirts will be on sale while they last at 98c. In all sizes. Brand new goods.

A lot of Men's Colored Shirts in odd sizes, sale price 38c. and 54c.

MEN'S UNDERWEAR.—Balance of our Fine Summer Underwear will be cleared out at 28c., 38c., and 48c. per garment, regular value one half more.

BUY YOUR WINTER UNDERWEAR NOW. During this sale we'll sell our Winter Underwear at 20c. to 30c. discount off every \$.

FLEECE LINED UNDERWEAR, at 38c., 48c. and 58c. for Shirt or Drawers, in all sizes.

MEN'S HATS AND CAPS.—During this sale we will sell our famous "Stella" Grade, \$2.50 Hats, for only \$1.65. The right shapes and sizes.

Stetson's \$5.00 Hats, Black or Fawn, all shapes or sizes, Sale price \$3.49, a net saving of \$1.60 on a hat.

Other Hats, new styles and shades at 25c. and 40c. off the \$5. Men's Caps and Outing Hats at 1/2 price. See our big assortment.

MEN'S BRACES, at 8c., 15c., 18c. and 29c. per pair.

MEN'S WORKING GLOVES, 22c. to 48c.

MEN'S OVERALLS AND JUMPERS, any color or size at 48c., 65c., and 84c. per garment.

Everything to dress up from head to foot will be on sale at Big Reductions.

Bargains in Dress Goods.

Our stock of Dress Goods, Cloths, Silks, Velvets, etc., is offered at this sale at big reductions.

Regular	30c.	Goods	sale price	22c.
"	38c.	"	"	29c.
"	45c.	"	"	36c.
"	50c.	"	"	39c.
"	65c.	"	"	48c.
"	75c.	"	"	58c.
"	90c.	"	"	68c.
"	\$1.10	"	"	88c.
"	1.25	"	"	95c.

Our goods are marked in plain figures. See that you get the right price as they are above. The above reductions apply to any kind of goods. We will offer very tempting bargains in Silks, Velvets, Linings, Satins, Flannels, etc.

Come early and get your share.

"Be wise" and buy your Fall Supply now.

Immense Reductions in Household Goods.

1 Yd wide Floor Oilcloth	regular 32c.	for 18c.
1 1/2 " " " "	48c.	" 34c.
2 " " " "	80c.	" 64c.
2 1/2 " " " "	95c.	" 78c.
2 " " " "	50c.	" 38c.
4 Yds. Lenoleum	to clear at 42c.	per yd.
3 " " " "	" 34c.	" "

STAIR OILCLOTH in rich designs, 3 widths. Sale price 10c., 12c. 14c. and 18c. per yd. Less than cost.

RUGS, LACE CURTAINS and BLINDS.—Extra ordinary values in Lace Curtains.

Real Nottingham Curtains, 3 1/2 yds. long, fine designs, regular \$1.50, sale price, 98c. per pair.

Our \$2.40 Curtains	to clear at \$1.60.
" \$3.50 " "	" \$1.90.
" \$4.00 " "	" \$2.65.
" \$1.25 " "	" 75c.

PORTIERS AND BLINDS.—Chenille Portiers worth \$3.75, sale price \$2.90 per pair.

Chenille Portiers, \$4.50 value for \$3.40. Tapestry Portiers, \$3.25 value for \$2.40.

WINDOW BLINDS.—A lot of Linen Blinds, 2 to 5 of a color only, best Rollers worth 50c. to clear, choice at 34c.

A lot of Blinds, 3 to 6 of a color, 60c. kind to clear 38c. A lot of Blinds, odds and ends, to clear at 12c. or less than the price of the roller alone.

CURTAIN POLES.—Wood or Brass Fixings, sale price 22c. per set complete. Better Poles and Fixings at half price. Shades for store windows at 30 per cent. discount during the sale.

Bargains in Dry Goods.

Now is your chance to lay in a big supply.

28 Webs Grey Cotton, Regular 7c.	for 5c.
34 " " " "	9c. " 7 1/2c.
42 " " " "	Best Regular 12c. for 9 1/2c.
35 " Fast Color Prints	" 10c. " 6 1/2c.
40 " " " "	" 12c. " 9 1/2c.

63 Yds. Plain Colored Muslins and Organdies, sold at 12c., to clear at 6 1/2 a yd.

Regular 18c. Muslins to clear at 12c.

24c.	"	"	"	16c.
32c.	"	"	"	18c.

Hundreds of Remnants of Prints, Cottons, Muslins, Dress Goods, Flannels, Flannelettes, etc., will be cleared at 1/2 price.

2 Yds wide Sheeting Cotton, regular 24c., sale price 19c.

2 1/2 Yds. wide English Sheeting Cotton, worth 48c., sale price 36c. 2 1/2 Sheeting at 28c. and 32c. a yd.

Read These Specials.

84 Pairs COTTON BLANKETS, White and Grey, extra sizes, sale price 84c. per pair.

60 Pairs WOOL BLANKETS, extra large sizes, regular \$3.90 to \$5.00. Sale price, \$2.40, \$3.25 per pair. Buy them now.

2 Yd. wide SHEETING, sale price 19c. per yd.

2 1/2 Yd. wide ENGLISH SHEETING, Bleached, sale price 38c., regular 48c.

A Hint on Ladies' Garments.

To believe our Statement you must see for yourself. We offer you perfect up-to-date, ready to wear garments at less than the cost of the material.

READ A FEW OF THE SPECIALS. We have always shown the largest stock of Skirts, Rain Coats and Cloth Coats, and are at it yet. DURING THIS SALE we will clear out 280 Skirts.

Sale of Whitewear.

Hundreds of dollars worth of Muslin underwear must be cleared out during sale. CORSET COVERS at 14c., 19c., 28c., regular prices just double. LADIES GOWNS, 48c., 65c., 90c. and \$1.85, regular price 40 to 60 per cent more. LADIES WHITE SKIRTS at 48c., 65c., 95c., \$1.15 and \$1.45. Worth 1/2 more. DRAWERS from 24c. to 85c.

380 LADIES AND MISSES UNDERVESTS, 1/2 sleeves and long sleeves, to clear at 2 for 25c., 3 for 25 c., and 4 for 25c.

A lot of corsets in broken sizes to clear at 29c., 38c., and 68c. Big values in all other goods not here mentioned. Look into our windows. Watch the change of this advertisement. If you want to see a genuine Cheap Sale come to

M. FICKLER & CO.'S

Departmental Stores.

Ladies' Dress Skirts.

\$5.00 Skirts	will sell at \$3.40
6.00 " " "	4.20
7.50 " " "	4.90
3.00 " " "	2.10
2.50 " " "	1.60

MISSES SKIRTS, \$1.15, \$1.60, and \$1.90. LADIES RAINCOATS, 1 long, that were \$8.50, sale price \$4.00.

LONG RAINCOATS to clear at \$1.80, \$3.00, \$4.50, and \$6.00, worth double. In all the new colors and styles. Sizes 32 to 44.

Bargains in Boys' Wearables.

During this Sale there will be a big chance for to fit out your Boys from head to foot. Take advantage now.

BOYS WASH SUITS THAT WERE 80c. Sale Price: 68c. Ages 2 1-2 to 9. \$1.00 Wash Suits now 78c. \$1.25 Wash Suits now 98c.

BOYS SEPARATE BLOUSES made of Good Ducking in White and Colors. Regular 90c. Blouses now 68c. Regular \$1.10 Blouses now 78c. Regular \$1.35 Blouses now 98c.

A lot of Little Boys' Cotton Blouses, Boys 2 1-2 to 6 years, to clear at 19c.

BOYS' SHIRTS, 19c., 29c., and 38c.

BOYS' UNDERWEAR, 19c. and 29c. Worth double.

BOYS' OVERALLS WITH BIBS to clear at 38c. and 48c., up to 10 years.

BOYS CAPS, 8c., 12c., and 18c.

BOYS BRACES, 8c. to 12c. a pair.

BOYS SUITS.

BOYS SUITS.

We have in stock about 500 Boys' 2 and 3 Piece Suits to fit boys from 2 1/2 to 14 years old. This is too big a stock. We must unload. If you buy now you will save 50c. to 2.00 on your boys' suits. A few of the sellers:

Regular	\$2.50	suits	sale price	\$1.65.
"	3.00	"	"	1.95.
"	3.50	"	"	2.65.
"	4.00	"	"	3.45.
"	5.00	"	"	3.95.
"	6.00	"	"	4.65.
"	7.50	"	"	5.90.

Our Boys Suits are made by the best makers of Boys' Clothing in Canada.

940 PAIRS BOYS ODD PANTS. Sizes 3 to 14 years old. We must tell them. These prices will do it. 38c., 48c., and 58c., for Boys' Good Pants.