

OUR FIFTH ANNUAL MID-SUMMER SALE

Is Now in Full Progress.

Bargains in every Corner Of Our Eight Stores

All this month we will clear out lots of seasonable goods under their wholesale value. This is the biggest and best sale this year. No one should miss the opportunity of procuring new goods at such low prices. These low prices are good until the end of this month. Read the following prices:

Great Dress Goods Sale.

Bradford Serge Dress Goods 58c. goods in black, navy and colors, sale price 39c. Bradford Henriettas plain colors, black included, 44 inch wide goods, 64 value, sale price 42c. yd. Figured Dress Goods in all colors. This lot is made up of 60c. 20c. and 45c. goods, navy, blacks included. Choice of 800 yds. at 30c. yd. 56 inches wide serges, black and Navy \$1.10 goods, sale price 72c. yd. A lot of Dress Patterns 6 to 9 yds. lengths, choice during the sale 24c. yd. 36 pieces Dress Canvass, all colors at 6c. yd. A tremendous assortment of Dress Muslins, washable goods, the latest goods in the market. See the sales prices all 10c. muslins or print sale price 6½c. yd. All 12c. Muslins or Prints, sale price 8½c. yd. All 18c. Muslins or Prints, sale price 12c. All 24c Silk Finished Sateens for 16c. One case Dress Stuffs, Muslins, Challey and Prints to be sold at 5c yd. Fancy Printed Satins for Summer Costumes, 30c. goods, sale price 16c yd. See our assortment before buying elsewhere.

Laces and Embroideries.

Over 40,000 yds. Lace Embroidery and Insertion will go into this sale at ½c. 1½c. and 8½c. per yd. The regular value is 3 times as much.

12 rolls of English Floor Oilcloth, new designs, 38c. quality, sale price 22c. yd. in 1, 1½ and 2 yds. wide. 8 rolls 3 yds. wide, English Oilcloth, 50c. quality, sale price 34c. yd. 4 rolls 4 yds. wide English Linoleum 65c. quality, sale price 47c. yd. A lot of short ends in Floor Oilcloth, ½, 1, 1½ and 2 yds. wide, to be sold at 19c. 500 Turkish Rugs goes into this sale in all sizes at 24c. 38c. 90c. \$1.15, \$1.60, \$2.40 and \$3.90, worth 3 times as much.



Turkish Squares.

38 large rugs 2x2½ yds. to 4x6 yds. in size, squares worth \$18.00 36.00, sole price \$8.50 and \$12.00. See this big offer.

A lot of Dress Skirts, well made, all sizes, made of black, navy, colored serges to be sold at \$2.75 skirts for \$1.85, \$3.50 skirts for \$1.95, the \$4.50 quality for \$3.00. A good collection of Ladies' Tailor-made Costumes black and colors. Everyone guaranteed \$6.00 Costumes, sale price \$4.25, \$8.50 costumes sale price \$6.25. \$12.00 suits now \$8.50. See our collection of Waists at 28c. 37c. 45c. 60c. to \$1.00

M. FICKLER & CO., THE BIG DEALERS DOWN TOWN, F'TON.

The Departmental Stores.

'MID PINES AND CEDARS.

A Nature Student Tells Some Things About Birds About Toronto.

"You love birds, you say, but there are no birds in Toronto, and the woods are far away.

"Ah, boy, you are mistaken. As I write in a little back room in the heart of the city a summer yellow bird hops about the apple tree outside peering into the blossoms for insects. In that tall poplar two Baltimore Orioles flash in their golden and black livery, while that sombre hued bird that is hopping about in the mite of a garden is a wood thrush, shyest of birds. He has been here for days, and looks lonesome. Possibly he lost his mate on the long trip up from the sunny South.

"Come with me for a street car ride, twenty minutes, walk with me, ten minutes, up this hill, follow me round this fence, come and dive with me down into this ravine, says H.D. C. in Toronto Star. Here among these pines and cedars, these bushes and thickets, we will find birds without hearing of the trolley cars. Step lightly, for the ground is covered with trilliums, violets, and the blossoms of the wild strawberry, 'wasting their sweetness on the desert air,' if you like.

"Hush! do you hear that singer? That is a redstart, a little patch of black and flame-colored feathers. See him flitting among the cedars. Hear that faint rustling among the dead leaves? There goes a chickadee and his mate. Watch them steal silently away. Probably their nest is right under this brush heap, hard to find, but there just the same. A little deeper into the ravine, down near the little swamp stream where cowslips by the hundred spread yellow splashes on the sodden earth. Hush again. There goes a wood thrush. Hard to see, isn't he? But his mate is somewhere around here, and we may step on his nest if we are not careful. What's that? It sounds like a hive of bees buzzing. See that crow, perched like a sentinel on that tall pine? He has his eye on us. That buzzing you hear is made by a nestful of fledgeling crows in that pine tree, and that silent, watchful, somber hued bird has his eye on us.

"What was that? That was a nighthawk. See him. He has flown only a few yards. Note the odd way he perches, lengthwise to that low branch. His nest is on the ground, too, and near-by, doubtless.

"Come up where it is dryer. That loud cackling note you hear is a

high-order, or golden-winged woodpecker, calling from the dead stub. Listen to him pounding in the wood. What a knocker he is. Br-r-r! Gracious! that was a startler, and that, my boy, was a partridge. What! you say, a partridge so close to Toronto? Sure. See here; look under that dead leaf. An egg, and another and another, seven in all. There'll be a covey of partridges in this ravine next fall if all goes well.

"Now, boy, we will go home again and leave the birds in peace. You'll never tell me again that the birds are too far away to be seen, will you?"

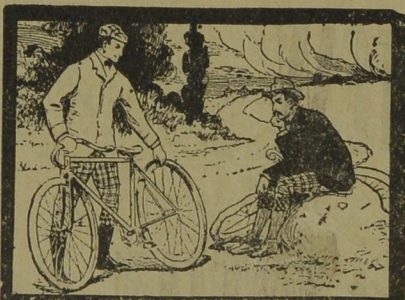
The Hudson's Bay Co.

After two hundred and thirty-four years of almost continuous strife, against the forces of nature, the French, the rival company and torn by jealous factions within itself, the Hudson's Bay Company still stands prosperous and flourishing, embracing more land and possessing more interests than any other corporation on the globe.

And yet while steamships by the thousand come up the wide St. Lawrence and we are accustomed to regard it as the gate of Canada, yet year after year sail silently through the tortuous Hudson's Straits the laden ships of the company to York Factory, to Albany, to Churchill, and all the stations along the bay as of old. And the grim ruins of Fort Prince of Wales, the northernmost fortification on the continent, scarcely inferior in strength to Quebec, look calmly down upon a peaceful scene. The ships ride at anchor discharging merchandise to be spread throughout the land from the frozen brine of the Arctic, where the lonely factor lives six months behind the world to the sunny prairies rolling to the "line" and westward all along the blue Pacific's shore, while many a solitary trader in the gloomy pastures of the Rockies gladly hails the tinkling dog sleigh bells or the paddle plash of the coming goods and mails.

And so the old company goes on, its huge department stores in all the Western cities, the veritable bankers of the West, while its policy which has stood the test of two centuries and a half, enforced by gun shot and at the point of sword, still holds for upright dealing. And the lonely trader silences the sneering stranger, and proudly says: "It is the Company, 'Pro Pelle Cutem.'"

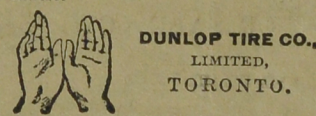
The gossip never makes a long story short enough to leave out the scandal.



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First Class One Way and One-Third

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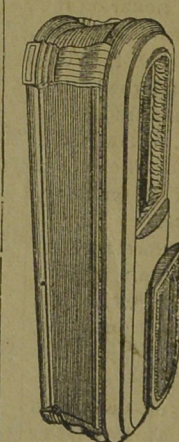
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April 15—dtf.

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