



# An All-Star Bargain Event Featuring Headliners in Every Department Beginning Tuesday, July 24th

Announcing to the people of St. John the inauguration of the great bargain event of the year-the July Clearance Sales. It includes Spring and Summer merchandise of the highest quality, at prices which, if compared with present cost and former marking they would "Shine like a morning star." And when you think of the scarcity of goods and rising prices, you will understand why we proclaim this to be the greatest money saving event of the year and predict that all other selling records will be discounted by it. Every department contributes "Its Bit" by gathering together and bringing forward everything that comes within the age limit of Spring and Summer merchandise and sends it to the firing lins—the static it on in earnest and THE BATTLE FOR LOWER PRICES STARTS TUESDAY.

Come — Show Your Patriotism by Keeping Money in Circulation — Spending a Little and Saving a Lot

#### SUMMER DRESSES

Everyone of These Dresses Selected for Style and Good Taste
Deinter Woiles all white or delicate colorings, some with large "Khaki Kool"
designs or new plaid patterns, others trimmed with fine filet laces of em-
broidery, and the colors have collar belt and pockets of contrasting material, or of all white. All these are strictly this season's designs, and are only
in this sale because the Summer weather has been backward.
VOILE DRESSES, white or colored. Price \$6.90 to \$8.50
VOILE DRESSES, colored. Prices \$9.50 to \$11.50
ATT WHITE LINGERIE DRESSES. Prices \$15.90 to \$16.90 Sale \$11.90

#### JULY SALE CHILDREN'S AND KIDDIES' SUMMER DRESSES

samples trimme	White Lingerie Dresses, all from best makers and some are d with fine filet lace or Swiss embroidery. Large variety to zes 2 to 6 years
Kiddies' fine Swiss style, trimmed	Organdie Dresses, sizes 2 to 6 years, in empire or Russian with fine Val. lace. Regular \$2.50July sale \$1.93 each
Ciale' American G	ingham Dresses, sizes 6 to 14 years, dark colors and new July sale 8%c. each
Cial Pretty Summ	er Muslin and Chambray Dresses, sizes 6 to 14 years, smart July sale \$1.48 each
Ciala' Linanetta Mi	iddy Dresses, white, with navy, red and sky, wide Windsor .50July sale \$1.58 each
Children's Seashore	or Play Dresses, light colored stripes, sizes 2 to 6 years July sale 3 for \$1.00
Boys' Wash Suits in 2 to 6years. Re	n one or two piece styles, made of heavy drills and lines, sizes egular \$1.50 to \$1.75July sale \$1.38 each

### LADIES' AND GIRLS' SUMMER SWEATER COATS NOW REDUCED

Women's Silk Sweaters made with wide belts and pockets, colors Saxe, Rose, Purple, Green and Tan. Regular \$6.25 to \$12.90....July sale \$5.98.to \$10.75 Women's Pure Wool Sweater Coats in number of new designs and colors, com fortable garments for summer evenings. Regular price \$4.50 to \$7.75. July sale \$3.98 to \$5.98

Children's Fine Wool Sweater Coats, buttoned to neck with turned down collar in



# Women's Stylish Apparel Section Presents This All-Star Cast of Values

Handsome garments-any of them. But it's Clearance Time here now and you know what that means! These Suits, Dresses, Coats, and Skirts must go regardless of former valuations, good style or what not. Fine fabrics, good workmanship, new colors and weaves-everyone of them is a "star value" but this is their last performance here. "Spend a little and save a lot."

COATS

#### JULY SALE COSTUMES Most Worthy at Lower Prices

Excellent Garments Suitable for All Occasions and Every One Severely Cut in Price to Clear. Handsome Velour Suits in the new sport shades-as Rose, Mustard, Apple etc., then there are beautiful silk suits, a number of them New York models in high shades such as Gold, Rose Pearl Grey, also Black Navy, and Brown. High shades in Jerscy cloth—soft summer Cheviots, Polo Cloth, Tweed and Corduroy, also few Black or Navy Serge Coats. New Jersey Cloth Sport Coats. Regular \$f8.00 to \$22.50. Sale \$13 to \$16.90 Velour Suits, regular \$25.00 to \$27.50...... Sale \$19.50 Summer Cheviot Coats. Regular \$15.90..... Sale \$11.90

Velour Suits, regular \$25.00 to \$27.00. Sale \$24.50 to \$47.50 Conductory Coats. Regular \$11.50 to \$13.50. Silk Suits, regular \$32.50 to \$75.00. Sale \$24.50 to \$47.50 Corduroy Coats. Regular \$11.50 to \$13.50. Dark Silk Suits-Navy, Brown, Black and Green. Reg- White Cloth Coats. Checked White Velour... Safe \$5.00

ular \$23.50 to \$37.50.....Sale \$18.50 to \$26.50 Cloth Suits-Fine Serges, Gabardines and Worsteds, White Polo Coats. Regular \$11.90 and \$18.50. Sale \$8.90 and \$9.90

#### WASH SUITS, COAT STYLE **Real Summer Bargains**

White ground with fancy figured or "Khaki Keel" spot trimmed-others with whole coat, fancy and white skirts. Prices \$9.00 to \$10.90. ..... Sale \$7.90

ROSE LINENE SUITS or heavy White Bedford Suits with trimmings 

POPULAR MIDDY SUITS-Fine White Drill, sailor collar, button front, all 

## JULY SALE SUMMER WASH GOODS

The time has come when all yard cotton goods must be cleared at reduced prices

Dress Ginghams, especially suitable for children's wear, small checks and plaids, pinks, light or dark blue and linen shades..... July clearing price 10c. yd.

Dress Ginghams in fine quality and new colorings, large range of patterns suitable for ladies' dresses .....July clearing price 17c. yd.

Dress muslins in new soft colorings-grey, rose, copen and linen shades, regular 20c. yard .....July clearing price 15c. yd.

About 300 yards of odd lines of dress muslins, light and medium shades suitable for women's or children's dresses; regular prices up to 18c. yard.

July clearing price 12c. yd.

Dress Voiles, double fold in plain, colors, stripes or figures. This season's high class designs, regular price 50c. yard ...... July clearing price 39c. yd.

Fancy Crimped Dress Lawn in copen, grey, brown or white, 40 inches wide, regular 50c. yard .....July clearing price 39c. yd.

# JULY SALE AMERICAN LADY CORSETS

The July clean up of all odd Corsets of the finer makes, including quite a number of the celebrated American Lady Corsets. Every one knows these to be one of the best makes on the market. All sizes represented from 19 to 88 only. Value up to \$5.00 a pair.....July sale \$3.58 pair

