

# July Clearance Sale!

Where Small Prices Cut a Big Figure

## Friday, Saturday and Monday.

We reach wherever the Mails reach.

### Summer Dress Fabrics, UNDERPRICED!

**SILK-STRIPED VOILES.**  
In shades of Navy, Saxe and Grey, with silk stripe; these we are clearing underpriced this week. If you need a nice soft clinging dress material, see these at once. Reg. 75c. value. Friday, Sat. & Monday, yard. **65c**

**SILK BROCHES.**  
A few pieces of these left over, offering shades of Sky, Champagne, Royal and Brown, etc.; rich looking Silk Dress Goods nicely figured. Reg. 95c. yard. Friday, Saturday & Monday **85c**

**NEW SILK POPLINS.**  
Late in coming to hand and we have put a special cut price on the first showing of the excellent Dress Materials, 38 inches wide; shades of Pink, Sky and White. A rich-looking goods for that special dress you intend getting. Reg. \$1.00 value. Friday, Saturday & Monday, per yard **89c**

**SPOT MUSLINS.**  
A few pieces of these in assorted spots, others in Shower or Hall Muslins, suitable for summer drapes, for cool, airy frocks, blouses and so forth. Reg. 1.25c. yard. Friday, Saturday & Monday **22c**

In this Important Sale Small Lots, Incomplete Assortments, Broken Lines and Remnants Get Decided Reductions From the Prices They Brought Earlier in the Season.

The lots in some cases are small,—the bargains big. The merchandise itself is all right—the prices have suffered. The Sale is for FRIDAY, SATURDAY and MONDAY. Obviously best choosing will be had by early shoppers.

Strong values abound on every side that will keep the bell on the Register ringing incessantly FRIDAY, SATURDAY and MONDAY.

### Dressy-Looking White Footwear

#### LADIES' WHITE SHOES.

Fashionable footwear! White Poplin Shoes in laced and strap styles, high heel, white covered, a plain toe, half sizes from 3 to 7. Reg. \$2.00. Friday, Saturday and Monday **\$1.85**

#### LADIES' WHITE BOOTS.

White footwear in all the rage; these come in White Poplin; buttoned style, high heel of leather and self toe cap; a very neat and dressy looking boot in a shape that is comfortable and good-looking; half sizes. Special Friday, Saturday and Monday **\$2.38**



### At Prices That Are Helpful.

#### CHILDREN'S WHITE SHOES.

A cool single strap White Poplin Shoe for the girls; sizes 8 1/2 to 11 1/2; plain toe and low front. Reg. \$1.30 pair. Friday, Saturday and Monday **\$1.15**

#### MEN'S LACED BOOTS.

In these you get a good solid boot at a very moderate price; well made Sateen Calf Boots, Blucher style with a medium heel and block toe. Values for \$3.00 pair. Friday, Saturday and Monday **\$2.65**

### DRESS LINENS.

Plain Dress Linens, or Beach Linens as they are more familiarly known, in shades of Saxe, Sky, Fawn, Pink and Rose, etc.; these have a very soft finish and make up prettily into the most serviceable of Summer Dresses. They come in long remnant form and get an extra cut on their already reduced price. Friday, Saturday and Monday, per yard **27c**

**DUTCH CURTAINS.**  
Neat looking White Scrim Curtains, with lace edging, 2 1/2 yards long and 34 inches wide; these simple little curtains will give your windows a very trim and neat look. Reg. \$1.40 pair. Friday, Saturday and Monday **\$1.15**

### PRICES THAT BRING SAVINGS ON WANTED LINES About the Home.

**PILLOW SLIPS.**  
White Pillow Slips made from best quality English Pillow Cottons; size 24 x 36; not many in the lot; they offer extra good value. Reg. 55c. Friday, Saturday and Monday **45c**

**BOLSTER CASES.**  
One dozen of these in plain White Pillow Cotton; size 20 x 62; a strong bolster case underpriced. Friday, Saturday and Monday **36c**

**LAUNDRY BAGS.**  
Who would be without a Laundry Bag? when for 16c you can get a spacious one, with embroidered and lettered front and draw string, assorted makes; great value. Special, Friday, Saturday and Monday **16c**

**COLOR TABLE COVERS.**  
Crimson Damask Table Covers with fringed edge, size 64 x 88; a suitable covering for small or medium size tables. Regular \$1.50. Friday, Saturday and Monday **\$1.29**

**SIDEBORD CLOTHS**  
White Linen Cloths; size 17 x 48 inches; nicely embroidered and hemstitched. These will save your better cloths during the dusty days. Reg. 40c. value. Friday, Saturday and Monday **29c**

**TEA CLOTHS.**  
Plain White Cotton Tea Cloths a serviceable kind; size 27 x 27, plain with hemstitched edge. Friday, Saturday and Monday **12c**

### WOOL COAT SWEATERS ARE FASHIONABLE.

In the Showroom.  
These come in a nice medium weight, very desirable for wearing over summer dresses; you see them worn everywhere, the shades include Saxe, Rose, Apricot and Reseda, etc. Friday, Saturday and Monday **\$1.59**

### Nicked Prices on Piquant Bits of NECKWEAR

So many different styles and shades that the whole display present a dazzling assemblage of becoming Neckwear for immediate use. You can pick up many a piece of Neckwear here that will brighten up the appearance of your shirtwaist or blouse wonderfully. Your choice of strong bolsters. Regular \$1.50. Friday, Saturday and Monday **10c** (2 for 18c).

### Hosiery Values That Eloquently Tell Their Worth.

**LADIES' HOSIERY.**  
Just another strong-value line of Summer Hosiery and Black and White Lisle; double top for attaching suspenders; spliced heel and toe, reinforced where the hardest wear comes; assorted sizes. Special, Friday, Saturday and Monday **23c**

**LADIES' VARIETY LINE OF HOSIERY.**  
Quality Hosiery as good as you may wish to wear in Lisle, Lace and Cashmere weights; Black, Tan and White in the assortment, and plain and ribbed. Just at this season a double supply of Hosiery is almost necessary. Values here to 50c. Friday, Saturday and Monday **59c**

**MEN'S SOCKS.**  
A timely offering of Fast Black Summer Socks in a medium weight, with plain finish. We recommend these for wear and will back them against anything you may secure elsewhere here for value. Reg. 30c. pair. Friday, Saturday and Monday **23c**

**GARTER ELASTICS.**  
A basketful of wide frilled Elastics, in shades of Pink, Sky, Helio, Crimson and White. Garter Elastics worth 15c. per yard. Friday, Sat. & Monday **12c**

### Bath Towels.

Pure White Turkish Bath Towels in a heavy make, suitable for bathers also; just a few dozen pairs offering real value, and medium size. Reg. 70c. each. Friday, Saturday and Monday **59c**

### Get a pair of these HUCK TOWELS.

Linen Huck Towels that you simply cannot wear out. At 30c. each they are really good value. Spacious size, being 24 x 42, plain hemmed ends; able to stand all the rough usage you might give them. Try one or two of these if you want something particularly serviceable and durable. 30c. each is the old price. Friday, Saturday and Monday **19c** each

### HALF PRICES in many cases are quoted on BOYS' APPAREL here Friday, Sat. & Mon.

#### BOYS' VELVET HATS.

Assorted shades in plain Velvet and Corduroys; these are alright for evening, and later on wear. Regular to 40c. Friday, Saturday and Monday **23c**

#### BOYS' WASH SUITS.

These pretty little Dutch Suits get their final cut this week, about four dozen in the range, mostly two tone Suits, for boys from 2 to 6 years; a long season ahead for these; values to 50c. Friday, Saturday and Monday **29c**

#### BOYS' DUTCH SUITS.

Just a few dozen suits in the lot, in mixed shades, mostly the smaller sizes. The little fellow needs an extra pair for evening wear and going out. There's value here if you come early. Reg. to 50c. Friday, Saturday and Monday **29c**

#### BOYS' TOP SHIRTS.

Shirts for the boys for everyday wear, some in Blue and White stripes, others in Plain Blue Linen. Just a couple of dozen of each in assorted sizes. Reg. 50c. Friday, Saturday and Monday **38c**

#### THE "COP" HAT FOR BOYS.

These are fashioned after the American Cop's Hat. They're smart looking and come in Shepherd's Check, Fawn and mixed colours. They look well on the small boy. Reg. 30c. Friday, Saturday and Monday **39c**

#### WASH DRESSES

Not alone is the price interesting, but the styles are equally so. Gingham and Linen makes in stripes, checks and plain shades of Pink, Tan and Blue; to fit from 2 to 6 years. Values to 40c. Friday, Saturday and Monday **27c**

#### BOYS' INDIAN SUITS.

Our Regular 80c. line of these in Tan Linen, with Crimson facings on Tunic and Pants and feather head dress; something novel for the boys. Assorted sizes. Reg. 80c. cut clearing. Friday, Saturday and Monday **39c**

#### BOYS' WASH PANTS.

For boys from 6 to 15 years; nice mottled and striped imitation Cotton Twined Pants. Just what he needs for present wear. 'Tis surprising what service he can get out of a pair of these. Reg. 50c. Friday, Saturday and Monday **39c**

#### BOYS' SHIRTWAISTS.

Another clearing line, all those pretty snug-fitting Shirtwaists that boys get their final cut this week, you'll find plain linsens and striped in variety also. Black Sateen Shirtwaists to fit boys from 5 to 10 years. Reg. up to 50c. Friday, Saturday and Monday **29c**

#### BOYS' OVERALLS.

Strong blue Denim Overall for the boys, bib, braces and finish like the larger overalls; sizes to fit the little fellows from 4 to 12 years; Special, per pair, Friday, Saturday and Monday **39c**

#### BOYS' STRAW HATS.

These we don't intend to carry over, about 6 dozen in the lot and to clear we underprice them; a very suitable hat for the small boy. Friday, Saturday and Monday **29c**

#### CRICKET BELTS.

For the boys, strong elastic cricket belts in mixed shades, strong make, clasp front. Special. **14c**

### Some Worthy Contributions From the SHOWROOM.

**GINGHAM OVERALLS.**  
A handy overall for Ladies, cap to match, made of serviceable wash gingham in pretty blue and pink check patterns; something the housewife needs for housework. Regular 55c. Friday, Saturday and Monday **49c**

**NIGHTGOWNS.**  
Loose fitting night garments, a delight to slumber in, made of fine lawn, others in Crepe, perfectly trimmed with fine lace and insertion yoke, low cut neck with ribbon beading, short sleeves; they are good value at **84c** Fri. Sat. and Monday

**BATHING CAPS.**  
For the bathing season we have a lot of pretty rubber bathing Caps, elastic gathered and frilled. Just what you need to complete your bathing costume, all shades are represented in the assortment. Reg. 45 cents. Friday, Saturday and Monday **39c**

**AMERICAN TIES.**  
Pretty Ties are always interesting, these particularly so, as they offer the newest and daintiest concepts of the moment, mostly Crepe-de-Chine and Silk makes, in the most desired shades, lots of pretty mixed shades also, showing stripes that are pleasing and a variety of floral patterns; values to 40c; your pick Fri. Sat. and Monday **28c**

**CHILDREN'S BEAUTY WAISTS.**  
Neat little waists for girls from 1 to 10 years; they are strong, made from good White Cotton, buttons for suspenders and taped throughout. Reg. 45c. Friday, Saturday and Monday **42c**

**LINGERIE BRAID.**  
Very handy to have in the house, they come in 5 yard lengths with bodkin attached; shades of Pink, Sky and White; take a place in your work basket. Special, per piece, Fri. Sat. & Monday **7c**

**TUCKED LAWSNS.**  
34 inch Tucked Lawns, showing a nice sheer cloth with band of Swiss insertion over the tucking, suitable for children's dresses or ladies' undershirts. Reg. 35c. Friday, Saturday and Monday **29c**

**EMBROIDERED NOVELTIES.**  
Silk embroidery designs for attaching to Boys' Sailor Suits or Girls' Dresses; 5 pieces to each set; stars, eagle, anchor, etc., in shades of Myrtle, Sky, Tan and Helio. Per set, **14c** Friday Saturday & Mon.

### Cut Prices That Tell their Values on Men's Wear.

**MEN'S TOP SHIRTS.**  
These look inviting; they offer a variety of pleasing stripe patterns, soft bosom, of course, with the short American laundered cuff; shirts that are perfectly shaped and made to fit without feel. Reg. 80c. Friday, Saturday & Mon. **72c**

**"PRESIDENT" BRACES.**  
In these you get a most satisfactory brace for a small price; neat yet strong elastic webs with all white cord fastenings and nickel mounting. Special, Friday, Saturday and Monday **37c**

**PYJAMA SUITS.**  
A clearing line of these, bearing all the newest patterns in finally finished in fine Cream the popular soft bosom style Chambray, with silk mohair and soft cuffs; get one of these button loops and pearl buttons; for your vacation, get one for just a box or two left over in Sunday wear; they're shapely and good to look at. Reg. \$2.70. Friday, Saturday and Monday **\$2.30**

**MEN'S NEGLIGEE SHIRTS.**  
A special 10 dozen lot featuring all the newest patterns in the popular soft bosom style Chambray, with silk mohair and soft cuffs; get one of these button loops and pearl buttons; for your vacation, get one for just a box or two left over in Sunday wear; they're shapely and good to look at. Reg. \$1.30. Friday, Saturday & Monday **\$1.18**



### CORSETS WORTH BUYING TO-DAY.

Just as the perfect flower is the result of specialization, so to with the manufacture of Corsets, specialization has wrought wonders, bringing grace, suppleness and form perfection in those lovely Corsets, finished in the fine Coutil, lace and embroidery trimmed tops, 4 suspenders attached. Our special \$1.50 value. Fri. Sat. and Monday **\$1.38**

### Lovely Blouses Inexpensively Priced.

An important sale of style perfection Blouses. White and Coloured Muslins, Piques, Linen and Voiles, showing the popular shawl and rolled collars; long sleeves. Reg. \$1.00 value. Friday, Saturday and Monday **79c**



### Reception at the Episcopal Library.

The reception held last evening at the Episcopal Library by His Grace the Archbishop was attended by a large number of the Catholic teachers at present in the city. To meet the teachers beside His Grace the Archbishop were also His Lordship Bishop Power, Rt. Rev. Monsignors St. John, Reardon and McDermott, V.G., Fathers Donnelly and Finn of Harbor Grace and the Priests of the Cathedral and St. Patrick's.

After the teachers had been presented to the Archbishop by Dr. Burke refreshments were served and a very enjoyable musical programme was gone through under the direction of Mr. C. Hutton, assisted by Mrs. Cahill, Misses Ryan, Browne and Harris.

Towards the close of the evening His Grace made a short address to the teachers. He said he was very pleased and that the teachers were welcome to St. John's so many Catholic teachers from all parts of the island. He felt that the occasion should not be allowed to pass without a word of welcome and an expression of appreciation on the part of the Church of the very important and noble work which the teachers were performing throughout the Colony. His Grace then referred to the purpose for which the teachers had assembled at this time and said that it was one that was highly commendable and praiseworthy, and one that had the sympathy and active support of the church. He was pleased to know that the Summer School up to the present time had been a very decided success, that the lectures were of a highly instructive and inspiring nature and that the teachers were taking such interest in the course. He had no doubt that the school would be productive of the most excellent results. Not only would it have the direct effect of promoting better and more scientific methods of teaching, but it would have the further effect of giving the teaching profession a higher conception of its very important and responsible duties. The training of the young, he said, the developing of the opening minds of children, the formation of their character and habits was the work second only in importance to the work of the church itself. The importance of what he might call the mission of the teacher was the lesson he would wish most strongly to impress upon the minds of those who were listening to him. He would wish to impress strongly upon the teachers their responsibility towards the children under their care. The Church expected the influence of the teacher to be always of an uplifting, elevating nature, and, furthermore, looked to the teachers to teach by example as well as by word. His Grace then went on to refer to the importance of religious instruction and the teaching of the Catechism as being amongst the most important duties of the teacher. He announced that arrangements had been made for a series of papers to be read by some of the city priests to the Catholic teachers during their visit here on subjects bearing upon religious instruction. Before concluding, His Grace said that he was pleased to learn that the Government was likely to accede to the request which had been made by the teachers that the increase in their salaries should become effective as from the First of January 1917. He said that he was in sympathy with this eminently reasonable request of the teachers and he was gratified to know that the Government had sympathetically considered their demands. Bishop Power followed along similar lines, speaking words of encouragement and advice to the teachers, and emphasizing the importance and responsibility of the teachers' calling. He also spoke of the pleasure it gave him to be associated with the Archbishop in receiving the teachers this evening. Dr. Burke speaking for the assembled teachers, expressed their appreciation of His Grace's kindly thought in arranging for their reception. He spoke of the Archbishop's intimate knowledge of educational problems, of his unflinching interest in the welfare of the teachers, and he assured him that that interest was fully appreciated. The singing of God Save the King by the assembled gathering brought a very pleasant evening to a close.

### For the Garden Party.

Look your prettiest in one of our 1917 Spring or Summer Hats. We've given these SPECIAL PRICES this week, realizing the necessity of clearing the lot before Fall Styles move along. GET BUSY.



### Wool Coat Sweaters Are Fashionable.

In the Showroom.  
These come in a nice medium weight, very desirable for wearing over summer dresses; you see them worn everywhere, the shades include Saxe, Rose, Apricot and Reseda, etc. Friday, Saturday and Monday **\$1.59**

### Embroidered Novelty.

Silk embroidery designs for attaching to Boys' Sailor Suits or Girls' Dresses; 5 pieces to each set; stars, eagle, anchor, etc., in shades of Myrtle, Sky, Tan and Helio. Per set, **14c** Friday Saturday & Mon.

### Men's Top Shirts.

These look inviting; they offer a variety of pleasing stripe patterns, soft bosom, of course, with the short American laundered cuff; shirts that are perfectly shaped and made to fit without feel. Reg. 80c. Friday, Saturday & Mon. **72c**

### Men's Negligee Shirts.

A special 10 dozen lot featuring all the newest patterns in the popular soft bosom style Chambray, with silk mohair and soft cuffs; get one of these button loops and pearl buttons; for your vacation, get one for just a box or two left over in Sunday wear; they're shapely and good to look at. Reg. \$1.30. Friday, Saturday & Monday **\$1.18**

### Men's Variety Line of Hosiery.

Quality Hosiery as good as you may wish to wear in Lisle, Lace and Cashmere weights; Black, Tan and White in the assortment, and plain and ribbed. Just at this season a double supply of Hosiery is almost necessary. Values here to 50c. Friday, Saturday and Monday **59c**

### Garter Elastics.

A basketful of wide frilled Elastics, in shades of Pink, Sky, Helio, Crimson and White. Garter Elastics worth 15c. per yard. Friday, Sat. & Monday **12c**

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