



## THE MID-SUMMER CLEARANCE SALE

That Every-  
body Is Look-  
ing For  
Starts July 30

Tomorrow morning at 9 o'clock the people of St. John will be able to secure Summer Footwear at a considerable reduction. We do not wish to have a single pair of Summer Shoes left on our shelves, and to do this we have made the prices so low that we feel sure we will accomplish our aim.

One of our business aims is "Turnovers, Not Leftovers." We are now going to "turn over" our summer goods to the people of this city at prices that are so low they are startling.

Here Are a Few of the Many Bargains to be Found:



**Women's White Reinskin Boots**—Good-year welt. A good Boot for early Fall wear. We have all sizes and widths.  
Special Price, \$4.65

**Women's White Canvas Boots**—Neolin soles and rubber heels; new walking heel.  
To Clear, \$2.95

**Special Lot of Broken Sizes in Black, Tan and Patent Leather Pumps** at . . . \$1.95 and \$2.45



**Women's White Tennis Goods—All Reduced**  
Oxfords . . . . . \$1.31  
Boots . . . . . \$1.44  
Also With Heels and High Cut  
Boots . . . . . \$1.89  
Oxfords . . . . . \$1.58

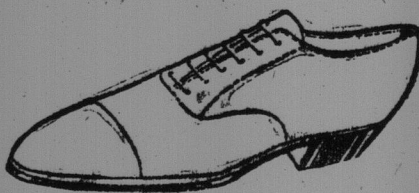
**Women's White Kid Boots**—White leather sole, Goodyear welt soles, Louis heel, very dressy; all widths. Dorothy Dodd, \$10.00 value  
For \$6.85

Everything in  
Women's Canvas  
Pumps and Oxfords  
At Big Reduction

Misses' and  
Children's Barefoot  
Sandals  
In White and Tan  
All to be Cleared

Everything in White  
Goods for Children  
at Very Low Prices  
to Clear

**Men's  
Summer Wear  
Canvas Boots and  
Oxfords** at  
\$1.70, \$2.55, \$3.40  
Odd Sizes Only



**Men's  
White Yachting  
Oxfords . . . \$1.44  
Boots . . . \$1.58  
With Double Soles  
Oxfords . . . \$1.76  
Boots . . . \$1.94**

Our Clearance Sale of Odds and Ends is a money-saving event for footwear buyers. Come in and see if we can fit you. It will pay you well to do so.

No Goods on Approval. Sale Starts Wednesday, 9 a.m.

"THE HOME OF RELIABLE FOOTWEAR"

## Waterbury & Rising, Limited

61 King Street

212 Union Street

677 Main Street

## BROAD COVE COAL

Limited Quantity For Immediate Delivery  
CONSUMER'S COAL CO., Limited

Teacher was telling her class little stories, in natural history, and she asked if anyone could tell her what a ground hog was. Up went a little hand, waving frantically.  
"Well, Tommy, you may tell us what a ground hog is."  
"Please, ma'am it's a sausage."—Exchange.



ISSUED BY THE CANADA  
FOOD BOARD

"Food has now taken a dominant position in the war, and we must ask the people to sacrifice for more than was at first thought necessary."

## Sale of Ladies' and Misses' Summer Wash Dresses

At Greatly Reduced Prices

This lot comprises all that is new in Cotton Voiles, Gingham, Linens, Organdies, Cotton Foulards and Gabardines. Dresses of the very character you have seen at this store marked at much higher prices.

Among them may be found the popular Bolers Waist with sash in back, the Tailored Dress, the Princess Gown with patent belt and plaited overskirt, and a variety of other styles in spots, stripes, plaids, floral designs and plain materials.

Sale Prices, \$3.75 and Upwards  
COSTUME DEPT.—2ND FLOOR

## Children's Tub Dresses For Vacation or School Wear

Ladies' White Cotton Gabardine Wash Skirts  
May Still be Procured  
COSTUME DEPARTMENT

Japanese Hand-drawn Linens and Cottons of All Sizes  
THE HOUSEHOLD LINEN DEPARTMENT

*Manchester Robertson Allison Limited*  
KING STREET • GERMAIN STREET • MARKET SQUARE •

## Additional Lines of Coat Cloths Added to Our Already Large Stock

**NEW VELOUR CLOTHS**  
In apple green, reseda green, light taupe, French army blue and Coachman drab

**HERRINGTON COVERT**  
In Dark Fawn Only

**TRENCH CLOTH, TRENCH VOGUE**  
For the Military Coat, in Dark Fawn Only

**DONEGAL TWEEDS**  
In Mixed Salt and Pepper Effects

**Glasgow Tweeds in Heather Effects**  
Ripple Cloth in sport shades of apple green, old rose, violet, trench, military blue, peach, etc.

A splendid assortment of Check Cloths in black and white and with colored overchecks shown in Dress Goods Dept., Ground Floor.

**NEW AUTUMN MODELS IN MEN'S CLOTHING**  
The Men's Clothing Department

**MEN'S OUTFIT SHIRTS, WASHABLE TIES, MEN'S AND BOYS' BATHING SUITS**  
The Men's Furnishings Department

**YOU CAN GET A GRAND RAPIDS CARPET SWEEPER AND VACUUM CLEANER**  
In the Carpet Department

**JAPAN MATTING RUGS**  
Are Particularly Cool and Clean for Summer Use  
The Carpet Department

**"TREAZLE" AND OTHER YARNS**  
In Black, White and Colors. The Yarn Department.

# July Clearance Sale

Wednesday The Last Day of This Money Saving Event, Bring Intensely Important Values, Hurry—Your Final July Sales Opportunity to Economize is Here!

For the last day we'll promise you even better values than those we featured in the early days of the July Sales. And these were values that have filled our store each day from morn till night!

We can't believe that you need urging to come and buy these bargains. Wholesale prices are going up—many lines of merchandise are steadily getting scarcer. Present prices are lower than you can expect to find for many, many months—perhaps years!

Here Are the Offerings We Depended Upon to  
Make the Last Day's Selling the Best  
of This Event!

### SMART WASH DRESSES.

For sport and afternoon wear, an assemblage of smart designs and pretty styles, some of the best numbers of this season's dresses, to be cleared Wednesday. They consist of gingham, linens, and pretty voile dresses, a variety of colors.

Sale Price \$5.95  
Seventeen very pretty models in white voile and fine gingham dresses with some smart dark ground fancy voiles, all on sale Wednesday at one price, \$6.95.

WASH SKIRTS ON SALE WEDNESDAY

Smart wash skirts for the larger woman, all new styles of fine white drill, mostly all round belt and two pockets, sizes 32 to 36 inches band measure. Price \$2.68 each

**JUNIOR WASH SKIRTS.**  
For the girl of 12 to 16 years, quite a variety of pretty new summer skirts, all of fine white or striped drill, colors rose, green, blue, or all white. Price \$1.49 each

**PONGEE AND CLOTH SKIRTS.**  
A limited number of silk pongee and black and white check cloth skirts, all new desirable styles, regular \$3.75 quality. Wednesday, \$4.69 each

**SWEATERS FOR KIDDIES.**  
Tomorrow we will offer quite a number of children's sweaters, sizes 4 to 12, all good pure wool garments, plain and fancy knit, sailor or roll collar, wide belt, colors rose, tan, green, sage and white. A Big Bargain at \$1.98 each

**KIDDIES' MIDDIES.**  
Worthy bargains in a number of children's middies, different styles, all made from fine drill, deep sailor collar, belt and pockets, all white or white trimmed with fancy stripes, rose, green and sage. All sizes 6 to 12 years. Clean-up Price 88c each

**LIGHT WEIGHT CLOTH COATS.**  
A limited number of spring and summer coats, good smart designs, and good materials, navy, black, brown or grey, sizes 10 years to 44 bust; regular \$14.50 to \$37.50. July Sale Price \$11.50 to \$27.50

## Last Day Lots

7 only Women's Silk Sweaters in plain and two tone effects, box style, wide belt at back; colors purple, green, gold, sage; value \$15.00; sizes 38 to 42. Last Day Sale, \$5.00

11 only Women's Sweaters, all pure wool, in heavy Angora and finished effects, sailor collar and wide belts; colors corn, sage, rose, green; sizes 38 to 44 inches; value \$12.50. Last Day Sale, \$6.98

**WOMEN'S AND CHILDREN'S BATHING SUITS AND ACCESSORIES IN LAST DAY LOTS**

Women's Jersey Wool Bathing Suits all in one piece, buttoned shoulder, navy trimmed, red or yellow; sizes 34 to 44 inches; value \$4.98. Last Day Sale, \$3.25 suit

Girls Bathing Suits, plain finish, navy, lustre, trimmed white braid; one-piece style; sizes 6 to 10 years. Last Day Sale, \$1.98 suit

Kiddies' Bathing Suits of fine navy Jersey cloth, in two-piece style; suitable for both boys and girls; sizes 2 to 6 years. Last Day Sale, 88c suit

Women's and Girl's Bathing Tights, to be worn with or without oversuit; black Jersey cloth only; all sizes. Last Day Sale, 88c per suit

Women's and Girl's Bathing Shoes, white canvas; all sizes; value 60c. Last Day Sale, 38c pair

Bathing Caps to match all suits in great variety of styles and colors; value to 98c. Last Day Sale, 60c each

### BIG SUMMER SALE OF BLOUSES

Large special purchase of fine Voile Blouses from one of the best manufacturers clearing up numbers from factory, divided into three lots.

Lot No. 1—A splendid variety of pretty White Voile Blouses in several different styles of collars and mostly finished with Swiss embroidered fronts; quite a choice and an extraordinary low price. Sale \$1.19

Lot No. 2—Fine White Voile Blouses in four different designs, wide Tuxedo collars, fine Tucked Blouses; also some of All-over Swiss Embroidery. On Sale, \$1.37 each

Lot No. 3—Collarless Blouses. One of the most popular styles for July and August. One style comes with a pretty Swiss embroidered front, and another with a lace yoke. Both are slip-over with buttons at the shoulder. On Sale, \$2.87

### WHITE MIDDY SKIRTS.

Girls' white middy skirts of fine satin twill drills, plain gored style with straps over shoulder, can be worn both under and over blouse or middy, sizes 6 to 12 years. Sale 88c

### BRASSIERS AT 48c EACH.

A clean-up among brassier stocks, several different tailored and bandeau styles, lace or embroidery trimmed, a few fresh colored mesh among the lot, all good quality.

Clean-up Price 48c each

### GREAT BARGAINS IN GIRLS' GINGHAM DRESSES.

Large choice in wash dresses, sizes 4 to 14 years, big lot of different designs, plain colors, stripes or checks, all fresh and dainty, many are large popular plaids.

Grand Clean-up Price \$1.29 each

### JULY SALE KIDDIES' COATS.

Twenty-seven kiddies' coats, dressy styles in good serges, black and white checks and other cloths for little folk 4 to 8 years, suitable for present or fall wear; regular up to \$7.50. July Sale \$4.98

**Daniel**

London House Head of King St.