

**JULY
SALES**

COME EARLY--BE HERE PROMPTLY WHEN DOORS OPEN

London, New York and
Paris Assn. of Fashion**THRIFT WEEK!****JULY
SALES**

This is the Second Big Event of Our July Sales--and What a Sale it is! Profits have been disregarded and we've PRICED EACH OFFERING LOW ENOUGH to make this week THE GREATEST in our history. Shop in the morning and help relieve the afternoon congestion.

ANOTHER SENSATIONAL

**MILLINERY SALE
SUMMER HATS**Ostrich Trimmed Hats—Organdie Hats—Baronet Sat-
ins, Leghorns—Sports Hats—Transparent Hats—
Hats for every and any occasion.**GREATLY REDUCED
for Immediate
Clearance**

Every
**3-PIECE
SUIT**
in the House
REDUCED
From \$26.00 and up.
NOW
\$17.50

Complete range of models and sizes—ideal for Street
wear. YOU MUST SHOP EARLY if you wish to
share in this unusual offer.

WOMEN Where else in St. John's can you
equal these DRESS OFFERINGS? **MISSSES****A DRESS SALE****That defies all competition--Assortments are tremend-
ous--Thousands of Dresses divided into Three Groups.****\$1.45 up to \$5.00 \$7.98 up to \$12.98 \$14.98 up to \$29.00**

Starting from the inexpensive but none the less appealing Gingham as low as \$1.45, and rang-
ing on through diversified assortments of every cool, charming Summer Frock to the Sea-
son's smartest successes in Crepe, THIS SALE OFFERS VALUES INCOMPARABLE, in fact
IMPOSSIBLE to secure anywhere else at these low prices. All sizes from Misses' 14 to
Women's size 44.

Gorgeous Costume.	SUITS	Greatly Reduced
Up to \$18.00 Values	10.98	Up to \$25.00 Values
Up to \$38.00 Values	25.00	Up to \$48.00 Values
		33.00

**COATS, CAPES, WRAPS
1-4 to 1-2 Off**

Lucky are the women who now need New Coats, Capes or Wraps—for they can now purchase
them at genuine savings of 1/4 to 1/2 off original prices. And please bear in mind that our orig-
inal prices were low before we reduced them. THIS WEEK you have the privilege of pur-
chasing bargains such as you have probably never seen, at

**12.98 - 16.88 - 20.00 - 21.00
25.00 - 30.00**

It is impossible to describe them all, for there is every conceivable style, material and color.
Misses' Regular and Extra Sizes.

**Girls' Coats,
Dresses, Hats****THRIFTY MOTHERS WILL TAKE ADVANTAGE
OF THIS SALE!**HATS in all smart Summer models, for ages 3 to
16 years, at**\$1.48 up to \$2.48****Coats and Capes**

POLOTRONE, Tweeds, Overblends, in Tan, Blue and
White, Fawn—Novelty collars and pockets, buttons
trimmed. The Season's best styles. Ages 5 to 16 years.

DRESSES, in Rose, Tan, Blue with brightening
combinations. Materials of Crepe, Canton Crepe.
Ages 3 to 14 years.

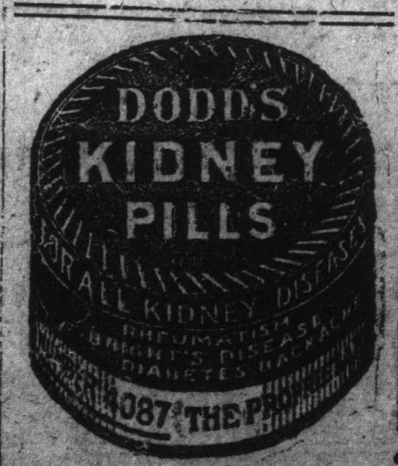
\$1.98 up to \$6.98**Red Hot
Specials!**

Summer Waists, 75c. Gloves, 15c.
Sweaters, \$1.98 Silk Hose, 30c.
Cotton Dresses, \$1.45.
Boys' Wash Hats, 60c. to 90c.
Boys' Suits \$1.35 to \$1.98.

LONDON, NEW YORK & PARIS ASSOCIATION OF FASHION**The Height of Heels.**

How many women realize how ab-
solutely essential it is to their health
and consequent happiness that they
should know to a fraction what height
heels of their shoes should be, re-
ardless of the degrees of "Dance
fashion"? A small percentage, I
imagine. Yet it is an immutable fact
that, no matter how high a price is
paid for her footwear, the little stout
woman who endeavors to make half
a inch square support her ten stone
or more cannot be comfortable, for
the age of miracles is past, and
therefore, she can never be really
lucky at her own with the world
a general.

It is one of the inconsistencies of

nature that the tall, thin figure can
really justify the wearing of a "danc-

heel, but as the so doing, adds at
least an inch to the height this is not
always welcome. This, then, is one of
the occasions where the "happy"
medium comes into her own—for to
her to add an inch is quite practicable
—and undoubtedly at certain times
the Louis pattern is indisputably the
smartest heel to favor.

The origin of heels comes from
distant Persia—where they were first

devised for the sole object of keeping
the feet a little away from the burn-
ing sands. These were, of course, just
flat wooden affairs, secured to the
sandals.



These husbands rightly thought
that it would be far less easy for
their wives to steal out of their
domestic to gad about while they,
their masters, were enjoying their
mid-day sleep, if they were hampered
with heels, or "clowns," as they were
then termed. To compensate for
this indignity the women were per-
mitted to have their heels embellish-

ed with rare and precious stones of
every description and value.
In order, then, to display more
gorgeously extravagant ornamenta-
tions and to vie with one another—
for the Persian matrons were won-
derously vain—every little while the
height became greater, till finally a
law had to be passed restricting the
size of the heel according to the rank
of the wearer.

To make a very delicious and cool-
ing punch, add to an ordinary lemon-
ade mixture one glass of crabapple
juice melted, the juice of six oranges,
one pint of charged water and one
cup of ice water.

MINARD'S LINIMENT RELIEVES
NEURALGIA.**Canadian Immigration
Increases.**

OTTAWA, Ont., July 12—(A.P.)—Immigration into Canada increased
31 per cent during the first four
months of 1923 as compared with the
same period a year ago, according to
figures compiled by the Department
of Immigration and Colonization.

Up to May 1, the figures show, 22,
146 immigrants entered the Dominion
to take up permanent homes.

**Austrians Drinking
Less Wine.**

VIENNA, June 17—(A.P.)—Wine
growers and wine sellers in Austria
are alarmed at a recent notable re-
duction in the consumption of their
wares. They are loud in their com-
plaints, and they laudably parliament
with proposals for help.

The principal cause of the falling
off in the consumption of wine would
seem to be, first, the exorbitant prices
asked by both produce and inn-keepers,
and second, the conditions of unem-
ployment and half-time employment
still reigning in the country. There
have converted the wine lover's
force into a water drinker.

Our Fish

Editor Evening Tel-
Dear Sir:—The se-
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of leaders in busi-
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