

**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 Satins, 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 tremendous--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 ranging up through diversified assortments of every cool, charming Summer Frock to the Season'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.

<b>Gorgeous Costume</b>	<b>SUITS</b>	<b>Greatly Reduced</b>
Up to \$18.00 Values <b>10.98</b>	Up to \$25.00 Values <b>18.00</b>	Up to \$35.00 Values <b>23.00</b>
Up to \$33.00 Values <b>25.00</b>	Up to \$48.00 Values <b>33.00</b>	

**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 original prices were low before we reduced them. THIS WEEK you have the privilege of purchasing 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 summery models, for ages 3 to 16 years, at

**\$1.48 up to \$2.48**

**Coats and Capes**

POLOTONE, Tweeds, Overplaid, 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**

**Mind Mystery.**

Why is the subconscious mind of which we have lately been hearing so much? There is perhaps no subject in psychology about which there is greater difference of opinion. Not the least difficulty lies in deciding what we mean by the "unconscious."

**HEMORRHOIDS**  
Do not suffer another day with itching, bleeding, or protruding piles or hemorrhoids. No surgical operation required. Dr. Chase's ointment will relieve you at once and afford lasting benefit. 60c a box; all colors or Extraneous. Bates & Co., Limited, Toronto. Sample box free.

We are only fully conscious at any given time of those factors in our surroundings upon which our attention is directly focussed and partly conscious of many other which we speak of as being on the outer fringe of our consciousness. Further, in concentrating on any given action, such as playing golf, we repress all other factors which tend to interfere with our play—we concentrate on the ball. We speak loosely of being unconscious of that part of our surroundings on which our attention is not focussed. Thus people are commonly heard to declare that they did a thing unconsciously, when they mean that they did it without paying attention, and such actions can usually be sub-

quently recalled. The term unconscious is better reserved for experiences which have been repressed and cannot be remembered in the ordinary way, but only emerge from the subconscious under conditions such as sleep, hypnosis, or psycho-analysis. This subconscious mind is full of memories, ideas, and wishes of which we are totally unaware, but which may nevertheless powerfully affect our opinions and behaviour. We call these acts "automatic," which, though voluntary in the beginning, have been so frequently carried out that they can be performed with-

out arousing attention, or subconsciously. Everyday life provides us with many many examples, and walking, winding up a watch, and even turning out the light at night are all acts which may be performed automatically. Automatic or unconscious writing is the power which some individuals possess of letting their hand write while their attention is focussed elsewhere. Such writing is often senseless, but some people acquire the power of writing in prose, verse, and even in foreign languages. The subject matter of such writings cannot be put down to "spirits" until it is proved

that it is not being derived from the buried stores of memory. Sleep walking is another example of unconscious action, and so, too, are those actions which are carried out owing to hypnotic suggestion.

The C.C.C. Band is now open for engagements. Persons requiring the services of the Band shall apply to the Commanding Officer first for permission. Any further information may be had by applying to 2nd Lieut. W. J. Carroll, c/o J. J. St. John, Duckworth Street, or P.O. Box 821, City.—July 10, 1923.

A broiled bacon garnish is suitable for shirred eggs.

**Scissors Club to Snip Tresses.**  
OF MAIDS WHO VAMP INVADERS. BREMERHAVEN.—Woe to the German girl seen in Bremerhaven with a Frenchman or Belgian, or in the company of any man whose skin is racially colored. The "Lower Wear Branch of the Scissors Club" has been formed here for the purpose of snipping off the hair of any "frankin" who associates with such foreigners, among whom it includes natives of India, negroes, Chinese and Japanese. All tresses thus obtained are to be sold and proceeds devoted to Ruhr relief.

**The Globe Indemnity Co. of Canada,**  
Whose Policies are Guaranteed By the Well Known  
**Liverpool and London and Globe Insurance Company,**  
One of the Strongest Fire Companies in the World.  
Underwrite all kinds of Insurance except Life.  
**BOWRING BROTHERS, Ltd.**  
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