

SMART SUMMER STYLES

Pumps \$3.00 to \$8.50

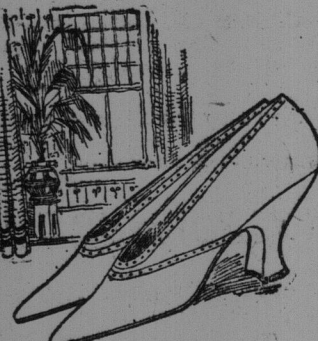
Oxfords, White Kid, White Canvas, Brown, Tan, Black and Patent. Waterbury & Rising's Shoe Styles have always had a very special place in the hearts of women who are satisfied only with the newest and choicest wearing apparel. And the reason is very simple.

W. & R.'s Shoes are "fashionably right" and have the comfort that comes from perfect fitting.

Now when Summer Style is at its height, when Fashion rules supreme, we are ready to serve you with the finest of Summer Shoe Styles and because of the experience of our fitting staff we promise to make these handsome models a real treat for your feet.

Black Kid and Patent Pumps, \$5.00

White Pumps... \$2.35 to \$4.00
Black Kid Oxfords, Sport Last
Low Heel, also Cuban Heel, \$3.85



The Home of Reliable Footwear

Waterbury & Rising, Limited
61 KING ST. 212 UNION ST. 677 MAIN ST.

BROAD COVE COAL

Limited Quantity for Immediate Delivery.

CONSUMER'S COAL CO., LTD.

The Most Satisfying Drink
Make your meals complete with Cerva. Have it at lunch and at dinner in the home. Call for it at hotels, cafes and restaurants.
Pure, Nutritious, Non-intoxicating.
"Bear" in Mind
CERVA
The World's Best Beverage
The soft drink with the delicious taste of hops. At grocers, at druggists, in fact at all places where good drinks are sold.
Lemp Manufacturers ST. LOUIS
G. E. BARBOUR COMPANY, LTD.
St. John, New Brunswick.
Sole Distributors for New Brunswick.

CHATEAU LAKE LOUISE

Canadian Pacific Rockies
Among the Lakes in the Clouds, "Where each window frames a million dollar picture"
COMMODOUS RESTFUL LUXURIOUS
Set face to face with Mighty Victoria Glacier. Swiss and Canadian Guides, Mountain Climbing, Coaching, Boating, Easy walks and rides on Alpine Trails at
CHATEAU LAKE LOUISE
LIBERAL STOP-OVER PRIVILEGES
From Coast to Coast.
Communicate with
N. R. DesBRISAY
District Passenger Agent
ST. JOHN, N. B.

Use The WANT AD. WAY

JONATHAN ON THE JOB

(Toronto Globe.)
Ethel Root, paying tribute to the war record of the dominion's citizen soldiers, enthusiastically exclaimed: "We take off our hats to Canada!" Today Canada reciprocates. It salutes the young warriors of the United States on the gallant achievement which marked their first serious encounter with the common enemy.

The sneers of Hohenzollernism are being stiller. Hun talk of the "bragging American" and of "American bluff" will soon cease. The lies of their masters can little longer deceive the German soldiers and the German people. The von Tirpitz undersea campaign of frightfulness, has failed. Across the "barred" zones of the Atlantic have crossed in safety more than a million United States soldiers. More—and more—follow at most daily. Hundreds of thousands of them have joined their British, French, Italian, and Canadian comrades on the fighting lines. And in their first big battle they have given glorious account of themselves. Jonathan has arrived. The ranks of civilization on the western front are complete. Every Ally answers the roll call.

The splendid start made by the Americans will be maintained. They are fresh and vigorous troops. They are young men of magnificent physique, the pick of a nation of one hundred million people. They are fearless fighters, possessed of unique natural mechanical ingenuity. And, like their cousins the Canadians, they have resourcefulness and initiative—they are capable in emergency of "going on their own."
Already stories coming back from the front are testifying to these qualities. As the Prussian drive was launched it is related that one of the defensive machine guns operated by American soldiers jammed. But the gunners did not leave it. Instead they set about mending it. In the midst of the desperate fighting these lads again became mechanics, with the result that in a very short time the gun was again in action and taking its steady toll from the foe.
That is the spirit with which the Americans have gone to war. It is a spirit kindred to that of all the Allies. It presents the "irreducible defence" with which the forces under Pich meet the new German offensive. It marks the beginning of the end for the menace of military autocracy, for barbarism and savagery, for dishonor and double-dealing, for the infamous trinity, Turk, Hapsburg and Hohenzollern.

CONSUMERS' LEAGUE

Moncton, July 22.—An important meeting convened in city hall here this afternoon. The object of the meeting was to organize a consumers' league. Mrs. Muldrew, of Ottawa, who was the chief speaker, said if the citizens of Moncton would work in conjunction with the Canada Food Board there would be no difficulty in reducing the price of fish from twenty-five cents to ten cents a pound. The league has been formed and the citizens are looking forward to profitable results which it is hoped will be obtained.



Mercerized Cotton Table Damask

The demand for Cotton Damask is growing every day because of higher costs and scarcity of Linens. These are Full Bleached, Serviceable Damasks of a High Lustrous Finish and in a Variety of Designs.

64 inches wide.....\$1.05, \$1.15 and \$1.65 a yard
68 inches wide.....\$1.45 a yard
70 inches wide.....\$1.30 a yard

New Mercerized Tablecloths, similar in quality to the above Damask and in Various Designs.

36 inch Square Hemmed Cloths.....65c. each
46 inch Square Hemmed Cloths.....\$1.10
48 inch Square Hemstitched Cloths.....\$2.30
51 inch Square Hemstitched Cloths.....\$2.00 and \$3.10
57 inch Square Hemstitched Cloths.....\$2.30
64 inch Square Hemstitched Cloths.....\$3.00 and \$3.90
70 inch Square Hemstitched Cloths.....\$5.00

Household Linen Department.

The Neatest and Best Way for Marking Underwear, Hosiery, Table Linens, Sheets, Pyjamas, Shirts, etc.

Cash's Woven Names

Any name woven on Fine White Tape in Red, Blue, Green or Black in Washable Colors.

Now is the time to place your orders to avoid the rush when the Schools and Colleges will soon be opening.

12 doz.....For \$2.25
6 doz.....For 1.50
3 doz.....For 1.00

Smallest Order taken for any one name is 3 dozen.

Orders Taken at the Front Counter.

Manchester Robertson Allison Limited
KING STREET GERMAIN STREET MARKET SQUARE

Clearance Sales

People Came Today From Far and Near, To Get Their Share of July Sales Bargains! First Day Selling Record to be Contested Tomorrow, Ready for Another Big Busy Day.

New sales offerings, not advertised or put in the sale before, make their appearance today. More opportunities for you to save on the purchase of needfuls! Lest You Forget—This July Sales merchandise in many instances costs more wholesale today than we're selling it for! And wholesale prices are going higher almost by the day! The following offerings are conclusive arguments in favor of your buying now all of your Summer and even your Autumn needs!

JULY SALE WASH GOODS.

About 1,000 yards various kinds of summer suitings, fine voiles, dress crepes, canvas cloths, all 36 in. wide goods, popular shades, pongs, roses, mauve, purple, pink, copen, etc., mostly new, silk finish, for mid-summer sport suits, etc.
July sale price 38c. yard
200 yards fancy crepes and muslins, light and medium colors for summer dresses, some are spots and small floral designs especially for children's wear, 27 in. wide.
July sale price 18c. yard
Plaid ginghams and fine checked and striped ginghams, blue, pink grey, etc.
July sale price 19c. yard
Floral voiles, very fine quality, 40 in. wide.
July sale price 29c. yard
White gabardine suitings, splendid quality for tailored skirts, 46 in. wide.
July sale price 55c. yard
1,000 yards of fine printed cambrays for summer porch dresses, etc.
July sale price, 16c. yard

SURPRISING BARGAINS IN LADIES' SUITS; NOT ONLY THE PRICE BUT SPLENDID MAKE AND STYLE.
You can always use one more suit; and what could be more pleasing than to get one in just the style that's most becoming to you at such prices as these?
Silks Suits.—This season's most popular styles in taffeta silks navy, brown, green, grey and black, all sizes represented; regular \$80 to \$85.
July Sale \$19.50 to \$38.50
The season's finest cloth suits from the best materials, crepes, gabardines and fine poplins, colors navy, sand, brown, and taupe shades.
\$56.50 Suits.....for \$38.50
40.00 Suits.....for 29.50
35.00 suits.....for 28.50
25.00 suits.....for 19.50

127 BOYS' WASH SUITS WILL BE SOLD AT GREAT BARGAINS TO CLEAR.

Here is a splendid choice for all mothers of little boys. Mothers who delight in having a goodly number of wash suits on hand; you get these at great saving in price.
Bargain 1—5 dozen boys' romper suits, colored gingham 2 to 6 years, Sale 49c. each
Bargain 2—2 dozen boys' white and colored romper suits 2 to 6 years, regular \$1.29. Sale 87c. each
Bargain 3—4 dozen boys' white pique colored chambray and linen wash suits, 2 to 6 years, regular up to \$1.95. Sale \$1.38
Bargain 4—Boys' fine white or colored linen and drill wash suits, 2 to 6 years, regular up to \$2.25. Sale \$1.58.

JULY SALE AT NECKWEAR COUNTER.

Between 150 and 200 pieces of summer neckwear, pique, organdy, collars of various styles and collar and cuff sets. These were up to 50c.
July clearing price 25c. each
Middy Ties, large size, hemstitched silk, colors cardinal, peppy green, black, navy.
Sale price 39c. each

A BOON TO MOTHERS—GIRLS' WASH DRESSES AT NOMINAL JULY PRICES.

Choice of about twelve lots—pretty gingham, chambrays, plaids or plain colors.
Bargain 1—Little girls' gingham dresses in plain colors or checks, 2 to 6 years, regular \$1.29. Sale 88c. each
Bargain 2—Girls' gingham and chambray dresses in lot of fancy designs, 2 to 14 years, regular \$1.38 and \$1.98. Sale \$1.29
Bargain 3—Girls' fine chambray dresses some are New York makes, all pretty styles, checks, plaids or plain colors, regular \$2.35. Sale \$1.48 each

Infants' Dept. Has Great Sale of Samples, Dainty White Dresses—Coats, Etc., Over 700 Samples in the Lot.

A New York manufacturer's line samples—a wonderful assortment, and all fresh, dainty goods. Some of the loveliest little girls' and infants' dresses you have ever seen, all at prices away below what you would have to pay if bought at present market values.
Samples infants' short dresses, \$1.29 to \$4.95
Samples infants' long dresses, \$1.25 to \$6.95

JULY SALE IN STAPLE DEPT.

Large white bath towels, corded ends, heavy quality, size 24 x 46.
July sale price, 43c. each
White terry towels, large size, especially for children's bath, size 24 x 36.
July sale price 39c. each
800 yards crash towelling in 1 1/2 to 3 yard ends, all marked at special prices for this sale.
Table damask, good qualities, but prices that we cannot replace. These are on counter in lengths of 1 1/2 to 3 yards. July special prices
GLOVES.
July special in French kid gloves, limited quantity, black, tan or white, heavy stitched back, excellent fitting, size 3 1/2 to 7.
July sale price \$1.38 pair
Washable chamotte gloves, special lot, two sizes only, 6 and 6 1/2 in white, two dome fasteners. July sale 69c. pair

JULY SALE SPECIAL IN HOSIERY

Seven dozen ladies' full fashioned lisle hose, wide garter top, mercer boot length, all sizes, black or white.
July sale, 29c. pair
Eight dozen fine seamless lisle hosiery, full fashioned, wide garter top, black or white, 50c. value.
July sale 3 pairs for \$1.00
Odd lines children's and ladies' summer hosiery, black, white and colors, good quality, broken lines, only a few of a kind.
Special counter prices
Ladies' fibre silk boot hose, mercer lisle, sole, heel and toe, wide garter top.
July sale 48c. pair

INFANTS' COATS—SAMPLES.

Infants' long embroidered cashmere coats and long capes, some beautifully finished, silk embroidery or braid. Many are hand work.
Sale \$2.95 to \$4.00
Infants' pique coats, hand embroidered and scalloped edges. \$5.50
Infants' hand embroidered long cream cashmere capes \$5.50 to \$8.00

FASHIONABLE SILKS IN THIS JULY SALE.

Costume silks, natural colored pongee with large polka spot of grey, Russian green, navy, brown, etc., especially for mid-summer dresses, 34 in. wide.
July sale \$1.49 yard
Japting silk, a heavy natural finished silk for dresses or suits in taupe, navy, rose or black, 38 in. wide.
July sale price 89c. yard
Knop silk suitings, 40 in. wide, in shades of grey, pongee, rose, purple and white.
July sale 97c. yard
Striped blouse silks, white ground with stripes in green, navy and gold, washable, 86 inches wide.
July sale, \$4.89 yard

DRESS GOODS AT JULY SALE PRICES.

Light weight dress goods for one piece dresses, summer suits, etc., fine checks, navy, brown, grey or tan, 46 inches wide.
July sale 89c. yard
Colored union cashmere in green, garnet, brown or navy.
78c. yard
Two tone checked dress goods for skirts or suits, 52 in. wide.
\$1.48 yard

Remnants at clearing prices. A good opportunity to pick up suitings and skirt lengths, exceptional value at sale prices.

CLEARING UP ODD LINES WOMEN'S TUB DRESSES.

You'll find a lot of useful house and country wear dresses at low prices to clear—not many, but all sizes represented.
Women's "Dolly Varden" crepe dresses, several colorings, wash without ironing; regular \$1.98. Sale \$1.19
Women's rice cloth or knotted voile dresses in colors—green, tan or navy.
Sale 88c. each
Women's odd numbers in "Billie Burke" dresses, light ground with stripe trimmings; regular \$4.50. Sale \$2.68 each
Women's wash crepe, cambric and seersucker dresses; regular \$2.25. Sale \$1.68 each

Daniel
London House, Head of King St.