

July Clearance Sale

A DECISIVE DROP-DOWN OF PRICES ON ALL SUMMER GOODS TO FORCE A QUICK, POSITIVE AND FINAL CLEARANCE

This July Clearance Sale is the supreme money-saving event of the season. And when we make this broad, sweeping claim we speak from our extensive knowledge of goods, prices and former special sales held in this store and elsewhere. It is a stock-reducing event of largest proportions and will be bound to interest every person within hundreds of miles of this store.

In the volume of faultless and desirable merchandise embraced in its reckless disregard for former prices, real values and possible profits, this July Clearance Sale will surpass anything previously attempted.

Your opportunities to profit are practically without limit, as every department offers hundreds upon hundreds of bargains in most seasonable goods.

SALE BEGINS WEDNESDAY MORNING, 12TH JULY, AT 8 SHARP, AND CONTINUES UNTIL SATURDAY NOON, JULY 22ND

WOMEN'S DRESSES
ALSO SHARP STOCK REDUCTIONS

100 or more Beautiful Summer Dresses, surplus lines which we have secured from manufacturers who wished to clear. Most opportune bargains for this July sale.

There are Fine Mull Dresses with embroidered and lace insertion in dainty blue, or white or pink. Many with round neck and short sleeves. Pretty Colored Chambray Dresses and Gingham Dresses. \$7.00 Dresses, for \$4.50. \$5.00 Dresses, for \$3.39. \$6.00 Dresses, for \$3.98. 3.75 Dresses, for \$2.58.

WOMEN'S LINGERIE WAISTS
AT EXTRAORDINARY REDUCTIONS

The choice of the season's prettiest waists. Where there are one to six of a number left we have divided them up into lots at the following prices—
68 cts., 88 cts. and \$1.19

FINE WOOL DRESS MATERIALS
AT REAL JULY BARGAINS

You will save from one-third to one-half on your fall costume or dress if bought now. These goods that have been opened out for sale purposes comprise all sorts of fine wool materials and suitings and are divided up into three sale lots. The most popular makes in the choice. All colors and black.

Lot 1. Fine Wool Taffetas, Poplins, Santos, Satin Venetians, as well as Beautiful Silk and Wool Voiles. All colors and black. Regular up to 85c. per yard, July sale 48 cts. per yard.

Lot 2. Fine Satin Venetians, Cheviots, French Serges and Striped Suitings, prices up to \$1.15, July sale 68 cts. per yard.

Lot 3. Broadcloths, finest imported goods, in colors for costumes, coats or evening wraps, greys, greens, etc., 52 inches wide, regular price \$1.50, July sale 98 cts.

Sale commences Wednesday morning at 8 o'clock.

CHILDREN'S DRESSES
BIG REDUCTIONS AT THIS CLEAN-UP SALE OF

Sizes 3 to 14 years

A great opportunity to buy second dresses for the summer months at small prices. Very Pretty Little Jumper Dresses in blue, pink or tan. Also Striped and Gingham Dresses. Some are trimmed with embroidery or with bands in contrasting colors. Prices—

Lot 1. Dresses up to \$2.50, for \$1.49
Lot 2. Dresses up to 1.59, for 1.19

Boys' Buster Dresses with smock frock and bloomers and little belt; come in blue and white or black and white wash materials, trimmed and piped with white. Extraordinary value at \$1.98, July clearing sale price \$1.29.

BEAUTIFUL SUMMER TRIMMED HATS
In Imported Patterns
AT HALF PRICE AND LESS

Prices reduced one half and more on every one of our lovely summer hats. Equal price cuts on flowers and millinery trimmings. Hats that were collected for their beauty and distinction and good style, that were priced reasonably when first shown, now to have 50 per cent. deducted from their first price tags. All wanted shapes are included in this hat offering.

Reduced Hats, \$1.75, \$2.50, \$3.50, \$4.75.
Reduced Flowers, 10 cts. to 90 cts.

All other materials half price

NEW YORK MULL BLOUSES
Wonderful Bargains in

A special purchase of Pretty Summer Blouses, made from White Satin Striped Mull, kimono sleeves and sailor collar, trimmed bands of light blue or black and white polka spot lawn. It is one of the prettiest little blouses of the season and just the thing for this warm weather time. The price is remarkable. See our windows. July sale price 79 cts. each.

3,000 YARDS OF DAINTY VOILES
AND OTHER WASH GOODS ON SALE WEDNESDAY MORNING

High Class Imported Voiles, the very best quality of goods; beautiful softly draping dress materials; dainty French designs, prices up to 85c. a yard, July sale price 42 cts. a yard.

Beautiful French Oranidies, the finest goods; value up to 42c. yard, July sale price 25 cts. yard.

500 yards of Pretty Wash Gingham, in stripes and checks, 14c. to 15c. goods, July sale price 10 1-2 cts. yard.

Muslins for children's dresses, choice of a number of designs; all washing colors, 10 cts. yard.

LADIES' HAND BAGS
REMARKABLE BARGAINS IN

Fine Leather Hand Bags, especially with the new wish bone frame and cord handle. Also a number of Fine Velvet and Satin Bags in latest designs. Priced from \$2.25 to \$6.00. July sale reductions: 33 1-3 discount.

F.W. DANIEL & CO., LTD.

WINNIPEG OPENS PLAYGROUNDS

Two Months of the Wholesome Fun for the Children of the Western Metropolis—A Valuable Report

(Winnipeg Telegram.)

The city playgrounds will open for the summer season—July and August—promptly at 2 o'clock this afternoon. For two months these civic recreation grounds will be open to the youngsters of Winnipeg. Controller Waugh, chairman of the playgrounds commission, and H. E. Hudson, supervisor, have everything in readiness for the formal opening. Playgrounds will be inaugurated at the following schools: Elmwood, Cecil, Rhodes, Pinkham, Argyle, Macbray, Gladstone, Mulvey, Norquay, Exhibition grounds, Greenway, Wellington, Central, Aberdeen.

The playgrounds will be open at 2 o'clock every afternoon in the week except Sunday. Specially trained directors on every ground will teach games, instruct in gymnastics and athletics. There will be slides, leetors and the like for the little tots and sand boxes for the more diminutive ones. A lady director will have charge of the girls and small children. Story-telling and dramatic play will be features for this group.

Know how to swim? No! Well, here's your chance to learn. For the Y. M. C. A. and All People's mission will give instruction—and all this comes under the head of the playgrounds endeavor. Folk dances and drills for the young and the semi-old—but what's the use of going into details? Everybody knows the splendid scope of the playgrounds commission and its work. And this year it is intended to make the field still broader and more efficient. Parents understand, of course, that they are welcome to visit the grounds and see their child at play.

Cleveland and Pittsburg, was a great privilege and much valuable inside information was obtained.

Growth of the Idea

The annual report of the association will give you some idea of the magnitude and rapid growth of the playground idea. Over 500 towns and cities in the United States and Canada now have playgrounds. Of these 23 are carrying on the work all the year; 184 cities have invested thirty-two million in playground equipment and grounds, and employ about 1,200 play leaders. Thirty-one cities are using the school as well as the parks for playground purposes. Pittsburg, Cincinnati, Seattle and Chicago are each raising one million dollars through the sale of bonds to supply their needs. Grand Rapids has voted to spend two millions for parks and playgrounds. It should be remembered that these cities already have large investments for the purpose. Chicago has a total of nearly six million devoted to the recreation and development of its children and young people.

How it Began

The playground movement began in a small way with a limited vision, but has steadily grown, and widened its ideals. Experience has shown that it goes deeper and grips the whole problem of human efficiency. Some of the big departments stores in New York have provided elaborate playgrounds on the roofs of their buildings for the use of their employees. They find that it pays them to let their help have free periods.

The playground movement is also taking on new features. The supplying of public music and the control of large public baths and enclosed gymnasiums have been delegated to the playgrounds.

In Cleveland, New York, and Rochester the education of both children and adults by means of moving pictures has been a splendid success. Special films dealing with health problems; such as tuberculosis, impure milk, flies, etc., have educated rapidly and thoroughly. When we remember that 85 per cent of our information is received through the eye, we can see what a mighty agency science has placed in our hands. At present the moving picture is exploited for commercial purposes under very unhygienic conditions.

In order to recognize the wider sphere of the playgrounds the association changed its name to "The Playground and Recreation Association of America."

Several interesting and valuable papers were read. Mr. De Groet of Chicago spoke on playground equipment and emphasized the need of attractive school yards and buildings. He recommended the use of proper fences, trees, borders and vines. The surfacing of the playing space was a point of great interest and the necessity of some means of laying the dust was pointed out. He said some cities turned their children out to play on fields covered with the debris of the buildings and during dry weather subject to clouds of dust. Chicago has tried many experiments, the most satisfactory being a mixture of ground cork, sand and asphalt on a sub-surface of cinders. Next to this a surface of torpedo sand, spread about one inch deep and thoroughly rolled after being wet was the best. He condemned cinders as being too sharp and hard on hands and feet.

In Chicago and most of the large cities the apparatus is well lighted by arc lamps and classes are run till the cold weather sets in. The need of fencing was urged very strongly as a method of securing discipline and for protection against interference of different kinds. The sand boxes should be wet down every day and awnings provided for baby swings. The wading pools are perhaps the greatest appeal to small children. They are made of clay-lined pits and better with cement. These wading pools are used as skating rinks during the winter.

The use of shower baths was described and many children were able to use them who lived too far away to use the swimming pools and tanks. Small buildings of wood or canvas were erected and fitted with shower baths. The same building was used by boys and girls on alternate days.

Lee Hammer, of New York, gave a fine talk on athletics and their place on the playground. Mr. Peterson, of Cleveland, urged the need of enlisting all the children in the sports and games and the danger of spending too much time on the static performers. Dr. Peterson also emphasized the need of bringing out the beautiful and artistic in the games. He said that the desire to win should be subordinate to pleasure and beauty.

President Joseph Lee, of Boston, read a paper on "Play as an Antidote to Civilization," that was very interesting. He contrasted the development of human life in the past with the artificial conditions of city life and showed the absolute necessity of both old and young finding some substitute for the activities of the past.

The Winnipeg Playgrounds

In conclusion, I might say that I think that the Winnipeg playgrounds seem to compare favorably with most cities in the matter of play spaces and use of school buildings. Winnipeg is in an enviable position. In the development of games and recreation centre ideas, and it would appear to be a wise policy to plan for the development of one of the central parks as such a centre. In supervision we are also at a great disadvantage in being so far from the schools devoted to this purpose. There are many teachers in the supervised recreation centre, adapted for all ages.

1. Improved conditions on the school yards and grounds.
2. High grade, thoroughly trained, lady directors and some means of training them locally.
3. Some provision for all year round work.

E. M. BEST.

DYE YOUR SUMMER FROCKS
Last Year's Summer Frocks
Dainty Shades of this year.

Popular Color
DYOLA
ONE DYE FOR ALL KINDS OF GOODS

CLEAREST, SIMPLEST, BEST HOME DYE.

Sold Every Where For Colors "Dainty Shades for Summer Frocks" and Color Goods, London, Montreal, Can.

BEECHAM'S PILLS
Clear Brains
and good spirits come naturally when the stomach is kept in its work, the liver and biliary ducts and the blood are in their normal conditions allow the use of

BEECHAM'S PILLS
SOLD EVERYWHERE. In boxes 25c.

OUR CUT PLUG "Master Mason"

is cut from our original 'American Navy' plug. A cool and most fragrant smoke. Made from the finest selected American leaf tobacco.

SOLD BY ALL DEALERS
Manufactured by
ROCK CITY TOBACCO CO., QUEBEC.

When Company Drops in you don't have "to turn the house upside down" to make something cool to drink—if you have

Dalton's Lemonade
CONCENTRATED
in the house. Just add water and serve. It's a genuine product and contains no other acid.

A bottle makes 12 glasses and costs only 10c. Keep it handy.

At all Grocers and Druggists.

W. S. CLAWSON & CO., Wholesale Distributors, ST. JOHN, N. B.

Slice one banana for each person; place in a dish and cover with Corn Flakes; serve with milk, cream and sugar. Kellogg's TOASTED CORN FLAKES 10c per pkg.

CANADIANS AT CORONATION GAMES IN OLD COUNTRY

Jack Tait, the Canadian mile champion, Kingdom was second; and Guy Haskins, of New Zealand, third. They all left for the final sprint, and Tait beat them in a strong finish.

Hawker's Nerve and Stomach Tonic The Great Invigorator. Try a course of this Wonderful Remedy, it will Tone Up Your System Restore Your Shattered Nerves Restore Your Appetite.

FILMS W. & W. Best English Make ALL SIZES MAILED TO ANY ADDRESS. J. Benson Mahony Depot Pharmacy, 24 Dook St. Phone 1774-21.

FURNITURE This is a splendid store from which to buy your furniture, oil cloths, carpets, etc. House cleaning must surely be through by this time. Don't worry how to get it. Come and visit our store. Cash or credit. It will really pay you to come and visit us.

Women's Secrets There is one man in the United States who has perhaps heard more women's secrets than any other man or woman in the country. These secrets are not secrets of gossip or shame, but the secrets of suffering, and they have been confided to Dr. R. V. Pierce in the hope and expectation of advice and help.

ST. JOHN PEOPLE RECEIVED \$613,000 LIFE INSURANCE Total Contribution in Canada Last Year was \$20,500,000—This City Fourth on the List—in States and Dominion, Together Great Sum of \$563,440,000 Was Paid Out

Table listing life insurance statistics for various Canadian cities and provinces, including Montreal, Toronto, Quebec, and others. Columns include city names and insurance amounts.

SPORT NEWS OF A DAY; AT HOME AND ABROAD

Baseball THE N. B. AND MAINE LEAGUE. Yesterday's Games. At Fredericton—Woodstock, 6; Fredericton, 4. The League Standing. Won. Lost. P.C. Calais 7 2 .777 Fredericton 5 5 .500 Marathons Woodstock 4 5 .444 St. Stephen 3 3 .500 St. John's 2 6 .250

been my ambition to have Johnson fight in Ireland and he has left the terms to Johnson. Curran will train at Belfast. He is now at Plymouth. The fight contract was signed by Flanagan for Johnson and by S. Adler for Curran.

A CANADIAN SWIMMER Jack Munro, Canadian professional swimmer, who has been doing a lot of good work around the country this season.

AMUSEMENTS TOMORROW AND THURSDAY THE CORONATION NAVAL REVIEW Great Gaumont Picture A Navy's Loyal Demonstration to its New Crowned Chief The Sailor King.

Left Hand Catchers Nowadays. One of the latest generations of baseball players wanted to know the other day if there ever had been a left-handed catcher. There were four of considerable note: Mike Hines, Sam Tynt, Phil Baker, and John Clements.

THE TURF Uhan Does Not Earn His Keep. The fastest trotter in the world, Uhan, does not earn enough to pay for his keep. Even if C. K. G. Billings had accepted pay for Uhan's performance the week he would hardly earn enough to defray the enormous expense of his training and care.

THE HOUSE WITH THE GOOD VENTILATION and ELECTRIC FANS. LYRIC JACK MACY SELECTIONS ON THE GUITAR AND BANJO Biggest Attraction This Summer

THE POLICE BAFFLED "Police! Police!" we hear the cry when strife is rife and danger's nigh. "Police! Police!" awakes the town when law and order's trampled down.

AMUSEMENTS IN ST. JOHN; WHAT THE PLAYHOUSES OFFER Despite the intense heat yesterday the Nickel was generally patronized and the crowds found the popular theatre remarkably cool and comfortable.

STAR "CORONATION PROCESSION" AND STIRRING SCENES IN OLD LONDON. Coronation of King George and Queen Mary. Wednesday and Thursday.

NEW CURE FOR NEURALGIA. In the last two or three years a new method of treatment for neuralgia has been tried with gratifying success. It consists of the injection of alcohol into the openings in the skull from which the roots of the nerves emerge.

