

**Men's Collar "Special"**

"Don't fail to take advantage of this unique offering." Men's Semi-Soft Collars—Famous Van Heusen Brand, graded as seconds they are in most cases practically perfect—29c. each

**On Sale for 3 for 85c**

CASH SALE

NO CHARGING.

**Ayre & Sons**  
LIMITED

**Ladies' Brassiers "Special"**

WHILE THEY LAST.—We offer a Job range of Ladies' finely woven, boned, Flesh colour Brassiers, easily worth double the price.

**Sale Price 23c**

CASH SALE

NO CHARGING.

# Great Celebration Sale!

Starting **FRIDAY, June 27th**, and continuing until **July 4th**, for the benefit of Outport friends visiting the City during the **Haig Celebration Days**, we are offering, for the consideration and approval of the discerning public, a Sale that is indeed a Sale.

**MEN'S TWEED SUITS**

A SPECIAL PURCHASE of manufacturers' "Odds and Ends" in Men's Tweed Suits, all perfect in every respect, permits us to offer the best values we have seen since pre-war days.

COME! COMPARE! AND BE CONVINCED!

**Our Special Prices—11.95, 13.25, 14.25, 16.75, 19.75 up to 29.75**

**Men's Straw Hats**

With the advent of Summer, a man's thoughts naturally turn towards a new Straw Hat. See our Special Offering.

**Only 89c**

Higher grades all marked down during this Sale.

**Silk Knitted Ties**

Make it a point to supply your own and your boys' needs from this lot. Big range of colors and designs.

**Sale Price 19c**

**BIG RANGE OF BOYS SUITS**

To fit from 3 to 8 years.

In Tweeds and Navy and Brown Cord Velvets. Drastic Reductions made for this Sale.

Do not miss this opportunity—former Prices up to \$10.20. SALE PRICES

**3.90 4.80 9.30**

**Men's Underwear**

SPECIAL: Here we offer an exceptional range of good grade English Underwear; Summer weights. Values up to \$1.00.

**Sale Price 79c**

**Two Shirt Specials**

FOR MEN.

Both of which are remarkably good value. SALE PRICES

**1.19 and 1.59**

**Men's Work Pants**

Serviceably made from good grade Cotton Tweed. All sizes. Regular price \$2.50.

**SALE PRICE 1.99**

**Canvas Shoes**

Clearing line of Men's Palm Beach Oxfords, with leather soles. Sizes in stock: 6, 7½, 8 and 9.

**SALE PRICE 1.99**

**Boys' White Wool Jersey Suits**

Famous "St. Margaret" Brand.

**SALE PRICE 1.75**

**Boys' Cotton Suits**

Just in time for warm weather.

**SALE PRICE 1.49**

**Pipes**

Novelty Briar Pipes, in straight and bent styles; worth more than double the money.

**SALE PRICE 29c**

**Footwear of Quality**

Men's high grade Canvas Shoes, with good Leather Soles. "A dependable Shoe at a moderate price."

**SALE PRICE 3.19**

**Special****Men's Half Hose**

An excellent range of fine grade Cotton Socks. Colors: Black, Brown and Grey.

**SALE PRICE 19c**

**Rubber Belts**

FOR MEN.

These come in Black and Brown colors, with Patent plate buckle.

**SALE PRICE 24c**

**High Grade Shoes**

FOR LADIES.

Clearing range of Ladies' Patent and Kid Laced and Strap Shoes, with spool heels. Limited quantity of all sizes. Values up to \$4.50.

**SALE PRICE 1.49**

**Pure Silk Socks for Men**

It will pay you to replenish your wardrobe with a half dozen or more pairs at this price.

**ON SALE FOR 96c pair**

Fine Cambric Handkerchiefs for men.

**SALE PRICE 15c.**

Men's Hose Supports Our Special with Sky, Black and Brown Silk Pad.

**SALE PRICE 21c.**

**Our Ladies Dress and Coat Dept.**

In order to provide the privacy, which so many of our customers appreciate, an entire section is allotted to this Department in the Upper Building over the Hardware Department. Do not fail to visit this section during this Celebration Sale. "Elevator at your Service."

**SPECIAL!****Ladies' Good Grade Gingham Dresses**

Ladies' Good Grade GINGHAM and Plain Coloured Linen

**Sale Price 1.28**

**White Gaberdine Skirts**

An ideal garment for Holiday wear, at an exceptionally low price.

**Sale Price 1.28**

**SPECIAL!****LADIES' Crepe-de-Chine Dresses**

Very pleasing in style and appearance. Colors: Saxe, Grey and Navy. Do not miss this opportunity.

**Sale Price 7.28**

**Ladies' Spring and Summer Coats**

Not seconds or misfits, but perfect Goods in every respect. All marked down to bed-rock during Celebration Sale.

**15.75, 19.50 and up**

**SPECIAL!****Ladies' Poplin Skirts**

Made from fine grade Poplin of Silky appearance, in Black, Grey and Navy colors.

**"A Real Bargain."**

**Sale Price 98c**

**MISSSES' and LADIES' Ratine and Gingham Dresses**

1924 Models well made and of attractive appearance.

**Sale Price 2.38**

**MISSSES' and LADIES' Novelty Stripe Crepe Dresses**

An ideal Summer garment marked at an especially low price for this Sale.

**Sale Price 2.38**

**Ladies' High Class Dresses**

A choice selection of the very newest styles and fabrics, at Special Celebration Sale Prices

## Striped Dress Silks

Here is a wonderful opportunity to get a good grade Silk, at a very low price.

We can show you a large variety of patterns equally suitable for Dresses, Pyjamas, Underwear, etc.

Regular \$3.30.

**SALE PRICE 1.29**

**SPECIAL PURCHASE****Women's White Jersey Ribbed Combinations**

Bought at a Bargain we offer at a Bargain.

**SALE PRICE 69c**

**Wool Jersey Dresses**

This is without question one of the Best Bargains we have ever offered. Every Dress is an attraction. Colors: Fawn, Royal, Saxe, Navy, Black, White and Vieux Rose.

**SALE PRICE 4.98**

**Corsets**

Our Leader: The famous W.T. Ste-Bone Corsets, in White and Flesh colors.

**SALE PRICE 1.19**

**Trico-Silk Underwear**

of beautifully fine texture.

**SALE PRICE \$1.69**

**VESTS to match. SALE PRICE \$1.33**

**EXTRA VALUE Ladies' Fine Grade White Cotton Gloves**

**SALE PRICE 33c**

**BARGAINS**

from our

## DRESS DEPARTMENT

Thousands of yards of attractive Fabrics, which will please the most fastidious, have been drastically marked down for this Sale

Egyptian Crepe, 25 inches wide. Special Sale Price . . . . .33c.

Fancy Dress Chints, 36 inches wide. Reg. 80c. Sale Price . . . . .49c.

Viola Organdie, 28 inches wide. Reg. 38c. Sale Price . . . . .33c.

Striped Crepe, 26 inches wide. Reg. 45c. Sale Price . . . . .33c.

Cashmere Crepe, 36 inches wide. Special Sale Price . . . . .\$1.65

Check Gingham, 27 inches wide. Special Sale Price . . . . .32c.

Seersucker Crepe, 26 inches wide. Reg. 50c. Sale Price . . . . .27c.

Plain Ratine, 38 inches wide. Special Sale Price . . . . .80c.

Striped Ratine, 38 inches wide. Special Sale Price . . . . .\$1.10

Check Gingham, 27 inches wide. Special Sale Price . . . . .32c.

WOMEN'S HIGH-GRADE Black Cotton Hose

(All Perfect) SALE PRICE

**19c**

**LADIES'****Plisse Crepe Night-Gowns**

This is a genuine bargain. Every garment hand-made and hand-embroidered.

**1.75**

**Towels! Towels!**

JOB LOT OF FINE WEAWE

**White Huck Towels**

EXTRA VALUE.

AT SPECIAL SALE PRICE.

**Serge Dresses**

(On display in Upper Building)

This serviceable Dress comes in Navy, Brown, Grey and Black with fancy braiding effects.

**SALE PRICE 4.75**

**CRASH CUP TOWELS**

A Special Lot for this Sale.

**SALE PRICE 6c. each.**

**3 for 20c.**

**LADIES'**

Extra Fine Grade CAMBRIC HANDKERCHIEFS

**SALE PRICE 3 for 20c.**

**98c**

**Curtain Oddments**

This is a Special Purchase of fine grade Single Curtains, representing manufacturers' "Odds and Ends," etc.

ON SALE FROM

**29c up**

**White Underskirts**

Ladies' White Muslin Underskirts, trimmed with wide embroidery flouncing.

**SALE PRICE 89c**

**Ladies' Muslin and Fancy Voile Waists**

A couple of these smart looking Waists will contribute towards the pleasure of your holiday. Values up to \$2.00.

**SALE PRICE 98c**