

LADIES' VESTS
White Jersey Ribbed.
Sale Price
13c. and 18c. each

Ayre & Sons, Limited

PINK JERSEY BLOOMERS
With gusset, elastic at waist and knee;
sizes 24 and 44.
32c. pair

BIG REGATTA SALE!

LADIES'
MILLINERY & READY-TO-WEAR
HATS
all at
HALF PRICE.
Big markdown on all Children's
Hats.

Everybody knows the high quality of our merchandise--knows this store for its Reputation, Value and Service--with reduced prices prevailing, this sale assures all patrons of many special attractions

Men's Wear Specials



Boys' Wear Specials

NEW ARRIVALS!

Art Silk Hose

Seconds; exceptional values; all the latest popular shades.

Sale Prices

27c. and 39c. pair

SPORTS SUITS—Sizes 3, 4, 5; well finished in Harris Tweed effects. Sale Price **\$10.25**
SPORTS COATS—With popular half belt and patch pockets; sizes 4 to 7. Sale Price **\$4.18**
MEN'S RUBBER SOLE SNEAKERS—Black, Brown and White; sizes 6 to 10. Sale Price **\$1.25**
Keds, Black and Brown; sizes 7 to 10. \$2.00 values. Sale Price **\$1.35**
GREY TENNIS TROUSERS—Sizes 30 in. to 42 in. waist. Regular \$4.00. Sale Price, pair **\$4.35**
Sizes 3 to 7. Regular \$3.10. Sale Price, pair **\$2.75**
ALPACA JACKETS—Black; sizes 3 to 8. Sale Price **\$3.98**
Black; sizes 3 to 8. Sale Price **\$3.98**
KRAKI DUST COATS—Sizes 5, 6, 7, 8. Regular \$4.00. Sale Price **\$3.55**
FANCY VESTS—Just about 2 dozen only. Sale Prices, each **\$1.98, \$2.98, \$3.45**

MEN'S NECKWEAR—An abundant selection of **SILK WIDE END TIES** in plain colours and fancy designs; undoubtedly one of the best bargains St. John's has seen for a long time. Sale Price, each **55c.**
FANCY KNITTED TIES—Of good length and smart patterns. Sale Price, each **19c.**
MEN'S SOCKS—Fine Cotton, Brown, Navy, Grey and Black. Two rare values. Sale Prices 17c. and 25c. pair.
Lisle Thread, Palm Beach, Grey, Brown and Black. Regular 55c. pair. Sale Price **49c.**
MEN'S COLLARS—Double styles, starched, all sizes, assorted shapes. Sale Price, 3 for **25c.**
BOWING SHIRTS—White; sizes 34 to 40. Sale Price **73c.**
ASSORTED BRIAR PIPES—Builded, bent and round stems. Sale Price **29c.**

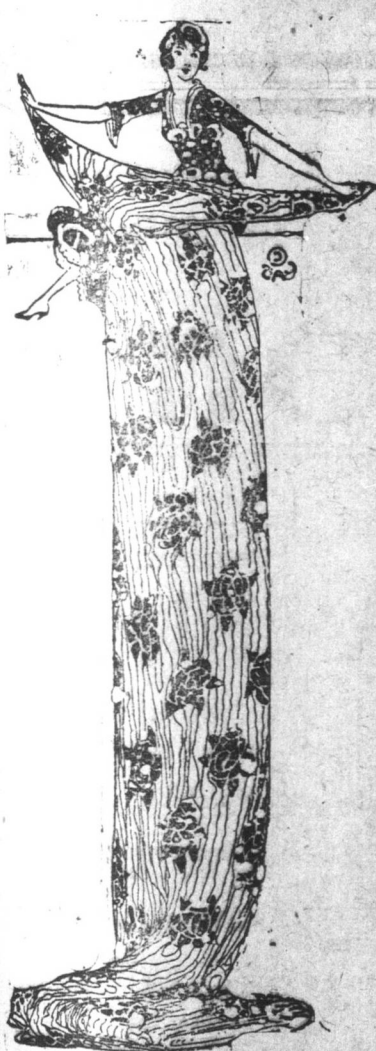
MEN'S CANVAS FOOTWEAR—Canvas Boots in Grey and White, leather sole; sizes 5½ to 9. \$3.50 values. Sale Price **\$2.98**
Canvas Oxfords in Palm Beach and White, rubber soles and heels; sizes 6 to 8½. Sale Prices **\$2.48 and \$3.48**
VICI AND BOX CALF OXFORDS—26 pairs (samples) in Black and Brown; sizes 6 to 7½ only. Sale Price, pair **\$4.98**
MEN'S INVISIBLE SUSPENDERS—Naut and comfortable for these perspiring days. Sale Price, pair **69c.**
Special Line of strong Elastic Braces. Sale Price, pair **25c.**
MEN'S BELTS—A neat all rubber line; remarkable value. Sale Price **19c.**
MEN'S GOLF HOSE—A very choice assortment of all wool, very smart designs. Sale Price, pair **\$1.69**
BOWING PANTS—White; sizes 28 to 34. Sale Price **\$1.05**

MEN'S STRAW HATS
Latest style. Regular \$1.50 and \$1.80. Sale Price **\$1.35**

BOYS' BLAZER JACKETS—Plain Navy with Sky or Cardinal piping. Regular \$2.65 to \$3.40. Sale Price **\$2.48**
6 to 8 years. Sale Price **\$2.55**
9 to 11 years. Sale Price **\$2.68**
12 years. Sale Price **\$3.05**
BOYS' GREY FLANNEL SUITS—Two-piece, unlined, patch pockets; Rugby style; fit 6 to 13 years. Sale Price **\$3.48**
BOYS' WASH BLOUSES—White Jean with Navy Sailor Collar; fit 3 to 8 years. Sale Price **\$1.75**
BOYS' TWEED SUITS—Of serviceable English Tweeds, all round belt, pleated back; fit 10 to 17 years. Sale Price **\$7.55**
BOYS' OVERALLS—Fancy stripe; fit 6 to 10 years. Worth \$1.30 pair. Sale Price **98c.**
BOYS' RUBBER SOLE SNEAKERS—Black and Brown. Special: 11 to 2. \$11.70 value. Sale Price, pair **\$1.10**
11 to 2. Sale Price **\$1.10**
3 to 5. Sale Price **\$1.15**

BOYS' JERSEY SUITS—"St. Margaret" make in assorted self colours; fit 1½ to 6 years. Sale Price **\$2.48**
BOYS' GREY FLANNEL SUITS—Two-piece, unlined, patch pockets; Rugby style; fit 6 to 13 years. Sale Price **\$3.48**
BOYS' WASH BLOUSES—White Jean with Navy Sailor Collar; fit 3 to 8 years. Sale Price **\$1.75**
BOYS' TWEED SUITS—Of serviceable English Tweeds, all round belt, pleated back; fit 10 to 17 years. Sale Price **\$7.55**
BOYS' OVERALLS—Fancy stripe; fit 6 to 10 years. Worth \$1.30 pair. Sale Price **98c.**
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11 to 2. Sale Price **\$1.10**
3 to 5. Sale Price **\$1.15**

CREAM FLANNELETTE PANTS—Fit 6 to 17 years; a wonder at the price. Pair **98c.**
BATHING SUITS—Navy, trimmed White; sizes 28 and 30 only. Regular 80c. Sale Price **73c.**
STRAW HATS—Boater style. Regular \$1.00. Sale Price **98c.**
LINEN HATS—Fancy, for little boys. Sale Price **49c.**
WHITE SAILOR CAPS—Slightly Regular 80c. Sale Price **49c.**
ELASTIC BELTS—With snake fastener. Sale Price **22c.**
SAILOR SUITS—Of heavy English Navy Serge; fit 3 to 8 years. Regular \$4.70. Sale Price **\$4.18**
Of fine English Navy Serge. Regular \$8.70 and \$9.90; fit 6 to 8 years. Sale Price **\$8.75**
Fit 9 to 11 years. Sale Price **\$8.85**



BIG Price Reductions in Dress Fabrics

SELF-COLOUR RATTINE—38 in. Lemon, Brown, Cream, White, Sage, P. Blue, Rose, Pink and Helle. Reg. 65c. yd. Sale Price **57c. yd.**
38 in. Mauve, Cream, White, Pink, Henna, Maize, P. Blue, Green, Grey, Fallow, Jade, Rose and Black. Regular 90c. yd. Sale Price **78c. yd.**
FANCY RATTINES—38 in. smart Plaid and Broken Check designs. Regular \$1.00 yd. Sale Price **88c. yd.**
38 in. Broche effects and Checks. Regular \$1.30 yd. Sale Price **1.18 yd.**
38 in. Fancy Colourful Checks. Regular \$1.40 yd. Sale Price **1.23 yd.**
FANCY CHEVILLE—38 in. assorted colourings; big mark down. Sale Price **77c. yd.**
CRINKLE CREPE—38 in. Rattine stripe in self shades of Pink, Green, Cream, Lemon and Pale Blue. Very special value. Sale Price **98c. yd.**
SELF-COLOUR MOROCCAINS—38 in. White, Lemon, Dunn and Orchid. Regular 85c. yd. Sale Price **73c. yd.**
38 in. Lemon, White, Green, Rose, Pumpkin, Orchid. Regular 95c. yd. Sale Price **83c. yd.**

SPECIALS IN DAINTY WASH FABRICS
COOL LINENS—34 in. self shades of Shrimp, Helle, Rose, Pink. Regular 35c. Sale Price **33c. yd.**
DAINTY VOILES—Some rare values in reliable clothes; 38 in. Regular 35c., 45c. and 48c. yd. Sale Prices **32c., 41c., 43c. yd.**
GINGHAMS—An abundant selection of smart designs in stripes and checks. Regular 45c. yd. Sale Price **37c. yd.**
CHILD'S WHITE CANVAS BOOTS—Buttoned, 6 to 11; laced, 6, 7, 7½, 8, 9, 10, 10½. Sale **78c.** Price, pair **\$1.18**
MEN'S WHITE CANVAS BOOTS—15, 15½, 16, 17, 18. Sale **\$1.18** Price, pair **\$1.18**

GOOD VALUES IN LADIES' GLOVES
White Lisle. Sale Price, **39c.** pair.
White Fabric. Regular 60c. pair. Sale Price, pair **49c.**
White Fabric. Gauntlets. Sale Price, pair **59c.**
White Silk with dainty embroidery on wrist and back. Reg. 90c. pair. Sale Price, pair **83c.**
Fabric Gauntlets in White with black points or plain Cham. Sale Price, pair **89c.**

Telling Price Reductions on Misses Dresses

SELF-COLOUR ORGANDIES.

Dainty shades of Pale Blue, Pink, Lemon and Navy.

SALE PRICES
1.28, 1.49 and 2.68

GINGHAM DRESSES

Fit 7 to 14 years. Plain linens and fancy checks; some belted styles. Organdie collars and cuffs; all smartly trimmed; a good assortment of sizes at each price.

SALE PRICES
1.08, 1.15, 1.28, 1.48, 1.58, 1.98, 2.28, 2.68, 2.98.

CHILDREN'S PANTY DRESSES

Fit 2 to 6 years; Plain Linens and Check Gingham; effective trimmings.

SALE PRICES
75c., 1.18, 1.48, 1.98

Ladies' Underwear Specials

WHITE CAMISOLES

Exceptional reductions to clear; a nice assortment of lace trimmings with strap.

Sale Price 29c.

LADIES' STEP-IN

Of Pale Pink Crepe, trimmed in Pale Blue of same material.

Sale Price 79c. pr.

LADIES' KNICKERS

Of good quality White Cotton with lace and embroidery trimming.

Sale Price 1.60 pr.

COLOURED SATEEN CAMISOLES

Showing a few good self-colours, plain effects with straps.

Sale Price 98c.

LADIES' NIGHTDRESSES

White Cotton, trimmed with embroidery, short sleeves and low neck.

Sale Price 1.78

LADIES' UNDERWEAR

Of good quality materials in self-coloured Muslins and Striped Linettes, including Step-ins, Chemises, Envelope Chemises, Bloomers and Nightdresses, with strap and short sleeves; all in assorted sizes.

Sale Price 1.68 gar.

Hosiery and Footwear Mark-downs

LADIES' HOSIERY.

Some Outstanding Values in Seasonable Styles.
Striped Lisle Thread Hose of especially good quality in shades of Black, Brown and Champagne; 8½ to 10 inch.

Sale Price \$1.38

Effective drop-stitch Artificial Silk Hose, short effects; shades of Black and White, Black and Navy, Black and Purple.

Sale Price \$1.78 pr.

Art Silk Hose in the popular shades of Pink, Canary and Cameo. Because some are slightly imperfect we have marked them at

Sale Price 49c. pr.

9 and 9½ only.

CHILDREN'S SOCKS

Smart and of good wearing qualities, serviceable drab shades with fancy check tops; sizes 4 to 7½. Regular 65c. pair.

Sale Price 38c. pr.

White Lisle Thread with Fancy Brown check tops; sizes 6 to 8. Regular 65c. pair.

Sale Price 38c. pr.

LADIES' GREY SUED SHOES—Cushion tread, strapped, medium heels; all sizes. Sale **\$2.88** Price, pair **\$2.88**

LADIES' FIBRE SILK HOSE

Seconds; sizes 8½ to 10. Unquestionably one of the best values we have seen for some time. New shades of Crash, Pelican, Black, Blage, Peach, Blush, Windsor Tan, Piping Rock.

Sale Price 39c.

LADIES' WHITE CANVAS PUMPS—Medium heels; all sizes. Sale Price, pair **\$1.59**

LADIES' WHITE CANVAS OXFORDS—Spool heels; 3½, 4, 4½. Sale Price, pair **79c.**

LADIES' BLACK AND BROWN VICI OXFORDS—Spool heels; all sizes. Sale Price, pr. **\$1.59**

Drastic Price Reductions on Ladies' Dresses

IN OUR MANTLE ROOM.
MUSLINS, GINGHAMS and VOILES

Smart Check Gingham with Organdie collar and vestee, some belted; plain linen, coat styles, some embroidery trimmed; self-colour and fancy Voiles with flat lace trimming. A few of the much favoured Veneze Dresses in this group.

SALE PRICES
1.59, 1.98, 2.58, 2.98, 4.25 to 13.50, 15.98

LADIES' GUIMPS
In Plain Linens and Check Rattines, nicely braided and button trimmed.
Sale Prices 2.08 and 2.98

LADIES' SPORTS SKIRTS.
White Satins, Art Silks, Pleated Canton Crepes, in fashionable styles and colours.

SALE PRICES
4.75, 4.98, 6.25, 7.75, 10.98

LADIES' MIDDIES

VALUES WORTH INVESTIGATING. Cream and Sage Linens, all short sleeves; Paisley, checked and braid trimming.

Sale Price 98c.

CREAM, WHITE, SAGE and PINK LINENS

All long sleeves, smartly trimmed. SALE PRICES

1.48, 1.75, 1.98

LADIES' WAISTS

Plain Grey Linen, coat collar and long sleeves.

Sale Price 1.48

LADIES' DRESSES

Crepe-de-Chine, Tricolettes, Taffeta and Satin Dresses. Styles and trimmings too varied to mention in detail. Your opportunity to purchase at half, and less than half, the regular prices.

SALE PRICES

3.98, 6.98, 8.25, 10.98, 12.75, 14.98, 17.75 and 19.98

Ayre & Sons
LIMITED.

'Phone 1410