

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 34 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**
HEAVY 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, \$3.48**

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 value. 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—36 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. 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 **\$2.85**
9 to 11 years. Sale Price **\$2.68**
12 years. Sale Price **\$3.05**
MEN'S FANCY NEGLIGEE SHIRTS—Sizes 14 to 16½; double cuffs; neat stripes. \$1.80 values. Sale Price **\$1.08**
FANCY PIN STRIPE SHIRTS—With stiff collar to match; sizes 14½, 15½, 16, 16½ only. Regular \$3.50. Sale Price **\$2.98**
SPORTS SHIRTS—In Ecoré, White and Striped; sizes 14 to 16½; large collar, short sleeves. Sale Price **\$1.65**
BATHING SUITS—Navy, trimmed White or Red; Black, trimmed White or Red. Sale Prices **\$1.48 and \$1.55**
BALBRIGGAN UNDERWEAR—Sizes 34 to 44; long and short sleeve shirts, knee and ankle length drawers. Sale Price, garment **53c.**

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.**
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**

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 \$1.50. 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 the 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 RATINE—38 in. Lemon, Brown, Cream, White, Saxe, P. Blue, Rose, Pink and Helle. Reg. 65c. yd. Sale Price **57c. yd.**
38 in. Mauve, Cream, White, Pink, Havana, Maise, P. Blue, Green, Grey, Fallow, Jade, Rose and Black. Regular 90c. yd. Sale Price **78c. yd.**
FANCY RATINES—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 CRENELLE—38 in. assorted colourings; big mark down. Sale Price **77c. yd.**
CRINKLE CREPE—38 in. Ratine stripe in self shades of Pink, Green, Cream, Lemon and Pale Blue. Very special value. Sale Price **98c. yd.**
SELF-COLOUR MOROCAINS—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 here; plenty of patterns for selection; 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, 9½, 10, 10½. Sale Price, pair **78c.**
MEN'S WHITE CANVAS BOOTS—12, 13½, 1½, 2. Sale Price, pair **\$1.18**

LADIES' HIGH GRADE COTTON ROSE-2 SPECIALS.
Assorted mottles in Light Greys and Fawns, 9 and 9½ only; "St. Margaret".
Sale Price **42c. pr.**
Also in Peach, Brown, Black and White; 8½ to 10½.
Sale Price **42c. pr.**
TEA APRONS
Embroidery trimmed, with bib. Regular \$1.10. Sale Price **88c.**
GOOD VALUES IN LADIES' GLOVES
White Lisle. Sale Price, pair **39c.**
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 Chambray. 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. Organdy 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 year; 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 trimmer with strap.
Sale Price **29c.**

LADIES' STEP-IN
Of Pale Pink Crepe, trimmed in Pale Blue of same material.
Sale Price **79c. pr.**

LADIES' NIGHTDRESSES
White Cotton, trimmed with embroidery, short sleeves and low neck styles.
Sale Price **1.78**

COLOURED SATEEN CAMISOLES
Showing a few good self-colours, plain effects with straps.
Sale Price **98c.**

LADIES' KNICKERS
Of good quality White Cotton with lace and embroidery trimming.
Sale Price **1.60 pr.**

A SPECIAL LOT OF LADIES' UNDERWEAR
Of good quality materials in self-coloured Muslins and Striped Linettes, including Step-ins, Chemises, Envelope Chemises, Bloomers and Nightdresses, with straps and short sleeves; all in assorted size.
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 SUEDE SHOES
Cushion tread, strapped, medium heels; all sizes. Sale 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, Navy, 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; 8½, 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 Organdy collar and vestee, some belted; plain linen, coat styles, some embroidery trimmed; self-colour and fancy Voiles with fine lace trimming. A few of the much favoured Venisee 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 Ratines, nicely braided and button trimmed.
Sale Prices **2.08 and 2.98**

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

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 Saxe Linens, all short sleeves; Paisley, checked and braid trimming.
Sale Price **98c.**

CREAM, WHITE, SAXE and PINK LINENS
All long sleeves, smartly trimmed.
SALE PRICES
1.48, 1.75, 1.98

Ayre & Sons LIMITED.
'Phone 1410