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A pretty line in Fancy Voile1.10
Neat styles in Plain White1.25

MIDDY BLOUSES.

Some plain White, others in White with Blue or Red Collars1.90, 2.50

BRASSIERES.

Good style, Pink. Sale Price34c.

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SPECIAL REGATTA OFFERINGS

Ladies' Hats

All our Summer Hats at
HALF PRICE.

Ribbons

Assorted widths at very greatly Reduced Prices. Dresden19c. yd.
Plain14, 19, 29c. yd.
Plaids 11, 29, 35, 43c. yd.

Specials for Men

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200 just in. Only89c.

SOFT FELTS.

Just opened. Latest shapes . . .3.20
Velour5.50

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English Knitted23c. 49c.
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Leather20c. 30c. 35c. up.

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Strong Cotton; all colours . .32c. pr.
All Summer Socks at Special Prices.

UNDERWEAR.

Balbriggan59c. and 1.10 gar.
Also a Special Lot of White Jersey Combinations.
Mostly large sizes . . .1.50 to 3.60.
All Summer Underwear at Special Prices.

BATHING COSTUMES.

With Skirts . .95c. 1.20, 1.60, 1.90 to 2.90.
Special English (no skirt) 1.40, 2.00

SNEAKERS.

White, Black and Brown . .1.85 pr.
10 pairs only White Duck with Black Rubber sole. Sizes 6, 7, 8, 1.25 pr.

CANVAS FOOTWEAR.

Palm Beach and Grey Laced Oxfords . . .1.99
Khaki Canvas Boots1.49
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DANCING PUMPS.

Patent Leather1.95, 2.95

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High Class Oxfords in Black, Brown and two-tones. Sizes 6 1/2, 7, 7 1/24.99, 6.25

SHIRTS.

Striped Sports1.55.
White and Ecru Sports1.60
Fancy Negligee . .1.19, 1.65, 1.95 up.
White Mat. Detachable Collars, 1.35
Cream Flette. with collars, 1.90, 2.60

Great Mark-Down in Ladies' Dresses



Smart Plaid Gingham.

Nicely trimmed. Sale Prices1.99, 2.29, 2.99, 4.29, 5.85

Serviceable Linen Dresses.

In Saxe and Rose. Sale Price3.79

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Sale Price3.99

Organdie Dresses.

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SILK DRESSES.

Greatly Reduced Prices. Stylish Crepe de Chine, in Navy, Brown, Black. 9.75, 12.75, 13.50, 13.85, 14.85

WHITE SKIRTS.

In Gabardine. Sale Price2.13
In Satin Cloth Finish. Sale Price4.79

MISSES' MUSLIN DRESSES.

All White. Sale Prices87c. 1.13, 1.37 to 2.50

MISSES' GINGHAM DRESSES.

Odd Sizes. Sale Prices95c. 1.35, 1.62, 1.75 to 5.20

Specials for Boys

WASH SUITS.

All greatly marked down for this Sale. Odd sizes.

54c. 75c. 85c. 1.19

1.29, 1.49, 1.59 to 2.15

SHIRT BLOUSES.

Striped85c. 1.40, 2.00

White1.75

Ecru1.30, 1.75

Khaki1.10, 1.60, 1.80

UNDERWEAR.

Balbriggan Union Suits . . .65c. suit

Balbriggan Shirts, short sleeves— . . .65c. gar.

Balbriggan Drawers, knee length— . . .65c. gar.

All Summer Underwear at Special Sale Prices.

RUBBER SOLE SNEAKERS.

Dependable Quality. Special Sale Prices.

Sizes 11 to 21.55

3 to 51.65

in Black and Brown.

STRAW HATS.

New Stock. Only59c.

COTTON HATS.

Good Values at50c.

OVERALLS.

Sale Prices50c. 70c. 1.10

BELTS.

Leather30c. 40c.

Also Elastic in Feildian and Methodist College Colours.

BATHING SUITS.

Sale Prices95c. to 1.35

Bathing Pants43c. pr.

WHITE FLANNELETTE PANTS 1.60 to 2.00 according to size.

WHITE FLANNELETTE SHIRTS 95c. to 1.90 according to size and quality.

Ladies' White Footwear

White Kid Laced Boots Louis Heels. SALE PRICE1.25 pr.

White Canvas Laced Oxfords Louis Heels. SALE PRICE1.33 pr.

Ladies' Capes

We are offering a very choice assortment of Fashionable Capes at Prices that are exceptionally attractive. In Plain Cloths and Smart Plaids. 7.49, 15.19, 16.69, 18.79, 20.39, 21.85

Beautiful Wash Fabrics

at specially attractive prices.

Mignonette Voile22c. yd.

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Seersuckers27c.

Ginghams, Plaids & Feys. 29c.

Ladies' Bathing Costumes

at Sale Prices2.00, 2.50, 3.50, 4.20

Ladies' Bathing Caps22c. 32c. 38c. to 59c.

Ladies' Bathing Boots99c. pr.

BLOOMERS. Pink Jersey29c. pr.

SILK HEAD and HAT SCARFS.

Sale Prices29c. 49c. 59c. 1.29



Ladies' Hosiery

SPECIAL SALE PRICES.

White, Black and Brown Cotton Hose19c. pr.

White Mercerised Silk Lisle Hose59c. pr.

Black Mercerised Drop Stitch Hose79c. pr.

White, Black and Brown Silk 3/4 Hose89c. pr.

Black Silk Drop Stitch Hose98c. pr.

Black, Navy, Grey and Brown Silk Hose1.35 pr.

Advertise Our Attractions.

Dear Sir—Having read with much interest the address to the Rotary Club by the Hon. Sir Edgar Bowring, M.L.C., late High Commissioner for Newfoundland in London, on the possibilities of the tourist traffic in this country and the enormous returns from a financial point of view which may be derived from this source, it is intelligently and economically carried out, I beg to submit a few ideas which in my opinion would in some measure be instrumental in educating those who may be inclined to visit this Newfoundland of ours and enjoy its bounteous gifts of Nature, its sport-

ing grounds and scenic beauty unsurpassed and so fittingly expressed by our esteemed and worthy countryman, Sir Edgar Bowring.
To engage the attention of the tourist traffic of the European countries, England and the United States, I think it would be necessary to have established in the cities of London, New York and Boston bureaus of information, presided over by intelligent, capable men with a thorough knowledge of Newfoundland, its products, natural resources and all that goes to make it what it is, "the Norway of the Western world."
First and foremost in order to show to the outside world, particularly the European tourist and Capitalist visiting London, who may be inclined to combine business with pleasure, it will be necessary to open a showroom on one of the principal streets of London, either the Strand, Regent Street, King's Way, Whitehall or on one of the many streets mostly travelled by the visitor to London as well as the wealthy classes in England who know very little of Newfoundland. Here we could exhibit samples of our Minerals, Timber and other products of our country and also distribute illustrated pamphlets containing first of all a map showing the position of Newfoundland in the Western World, the route and rates of travel to and from Newfoundland, also hotels and other attractive pictures with views of our lakes and rivers, including the new famous Humber.
Australia, New Zealand, Tasmania and the various provinces of Canada, in addition to their Consulate offices have showrooms all over London.

Only recently the Government of South Africa purchased the old Marley Hotel, corner Charing Cross and Strand for their headquarters in London.
Newfoundland would not require a very elaborate or expensive place, a small shop, size about 25x15 feet with one plate glass window, fronting on one of the streets referred to above, properly fitted and presided over by some man of ordinary intelligence would do more towards giving Newfoundland a place in the sun than anything I know of.
We have in London, it is true, one of Nature's gentlemen, Captain Victor Gordon, Acting High Commissioner for Newfoundland, who is always ready and willing to give every assistance and impart any information at his disposal, but we cannot expect too much from Captain Gordon without giving him the proper assistance.
With regard to the great cities of America principally New York, Chicago, Philadelphia and Boston, we ought to have at least agents or trade commissioners of some kind, and whilst they may not require an elaborate or spectacular outfit, such as showrooms, etc., like our London representatives, we should have, at least a Trade Commissioner in New York.
I think every Newfoundlander who has visited New York during the last three or four years and who had the pleasure of meeting Mr. J. M. Devine will agree that his services to Newfoundland and Newfoundlanders while acting as Trade Commissioner, and since, was, and is of the utmost importance to the trade and commerce of Newfoundland, as well as to the tourist who requires up-to-date information. Mr. Devine, judging from what I have seen and heard from parties in New York and other American cities, who called on him for information, has given entire satisfaction to the public and I think it was a great mistake to have him removed.
In order to further encourage the tourist trade to Newfoundland, we will have to provide greater facilities at home and abroad. I remain,
Yours truly,
T. J. FREEMAN.
St. John's, July 27, 1922.

The Egyptian girl, which is generally wide and worn quite low, is effective on silk frocks printed in Egyptian designs.
NINARD'S LIMENT FOR RHEUMATISM.

SIDETALKS.

By Ruth Cameron.

WHEN THE QUARREL CORES.

"What moments can we not all remember in our lives when 'it would have been so much wittier and wiser to say and do nothing.'"—Thackeray.

A woman I know has recently had a bitter quarrel with a woman with whom she has been an intensely intimate friend for several years. By intensely intimate I mean the see-each-other-two-or-three-times-a-week, share-most-of-their-social-engagements, talk-everything-over kind of intimacy.
And with that last phase of the intimacy is connected my friend's bitterest regrets.
A Frightful Thought.
"I never in the world thought that Rose and I could fall out over anything," she said, "we had so much in common. And when I think of the things that I talked over with her, and the things I told her that I wouldn't have told her for anything if I had thought this was going to happen!"
"Why sometimes I wake up in the morning and lie there thinking of the things she might tell—it's perfectly appalling. I never will trust anyone again. I thought I could trust her perfectly, but the way she's acted since the Martins came to town and the way she's treated me I feel that I can't trust her at all. I know Mrs. Martin looks at me queerly when we meet and I just know Rose has told her things. I never will trust anyone again."

WHY IT STOP HER.

I wonder if she never will. I wonder if when she forms her next intimate friendship, (she is the kind who always has an intimate friend on hand), and they fall into a confidential mood and she wants to startle this new friend by telling her some intimate detail or some secret, she will stop and think, "Some day I may fall out with this friend, too."

I have my doubts. For she is the kind of woman who forgets such experiences easily.
Perhaps you think that is a virtuous thing. Maybe it would be very cold blooded to stop at the moment when a confidence is on the tip of one's tongue and think, "Sometimes may quarrel with this friend, and how will I feel to think I told her something I had promised my husband I would never tell anyone, something that might break up a home if it leaked out, or something that could be used to make me seem utterly ridiculous if it were handed on in the wrong spirit."
Nevertheless, I think we should save ourselves and others a great deal of misery if we committed this fault more often than we do.
HAD HE TROUBLE WITH HIS TONGUE?
It is interesting to note that the man who won the title of the wisest man in the world had a great deal to say about the follies of too much talking. Perhaps he learned from experience with other people. Or perhaps from experience with himself. It is always interesting to speculate. Anyhow he has many forceful remarks to make on the subject. Here is one of the most pungent of them:
"He that keeps his mouth kept his life, but he that opens wide his lips shall have destruction."



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