

LADIES' VESTS

White Jersey Ribbed.
Sale Price

13c. and 18c. each

Ayre & Sons, Limited

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

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

GREY TENNIS TROUSERS—Sizes 30 in. to 42 in. waist. Regular \$4.90. Sale Price, pair

\$4.35

ALPACA JACKETS—Black; sizes 3 to 8. Sale Price

\$2.75

KHAKI COATS—Sizes 5, 6, 7, 8. Regular \$4.00. Sale Price

\$3.55

FANCY VESTS—Just about 2 dozen only. Sale Prices, each

\$1.95, \$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.

49c.

Lisle Thread, Palm Beach, Grey, Brown and Black. Regular 55c. pair. Sale Price

25c.

MEN'S COLLARS—Double styles, starched, all sizes, assorted shapes. Sale Price, 2 for

73c.

ROWING SHIRTS—White, sizes 34 to 40. Sale Price

29c.

ASSORTED BRIAR PIPES—Buildog, bent and round stems. Sale Price

\$1.05

MEN'S CANVAS FOOTWEAR—Canvas Boots in Grey and White, leather sole; sizes 5½ to 9. \$3.60 val. Sale Price

\$2.98

Canvas Oxford in Palm Beach and White, rubber soles and heels; sizes 6 to 8½. Sale Prices

\$2.48 and \$3.48

36 pairs (samples) in Black and Brown; sizes 5 to 7½ only. Sale Price, pair

\$4.98

MEN'S INVISIBLE SUSPENDERS—Neat and comfortable for these perspiring days. Sale Price, pair

69c.

Special line of strong Elastic Bracons. Sale Price, pair

19c.

MEN'S BELTS—A neat all rubber line; remarkable value. Sale Price

\$1.69

MEN'S GOLF HOSE—A very choice assortment of all wool, very smart designs. Sale Price, pair

\$1.05

ROWING PANTS—White; sizes 28 to 34. Sale Price

\$1.35

MEN'S STRAW HATS

Latest style. Regular \$1.60 and \$1.80. Sale Price

BOYS' BLAZER JACKETS—Plain Navy with Sky or Cardinal piping. Regular \$2.65 to \$3.40. Sale Price

\$2.35

8 to 9 years. Sale Price

\$2.05

9 to 11 years. Sale Price

\$1.75

12 years. Sale Price

\$1.08

FANCY NEGLIGEE SHIRTS—Sizes 14 to 16½; double cuffs; neat stripes. \$1.80 values. Sale Price

\$1.65

FANCY PIN STRIPE SHIRTS—With stiff collar to match; sizes 14½, 15½, 16½ only. Regular \$3.50. Sale Price

\$2.98

SPORTS SHIRTS—In Ecru, 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, knees and ankle length drawers. Sale Price, garment

\$3c.

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 FLANNELLETTES—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. Reg. \$1.30. 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 8 to 9 years. Reg. \$4.70. Sale Price

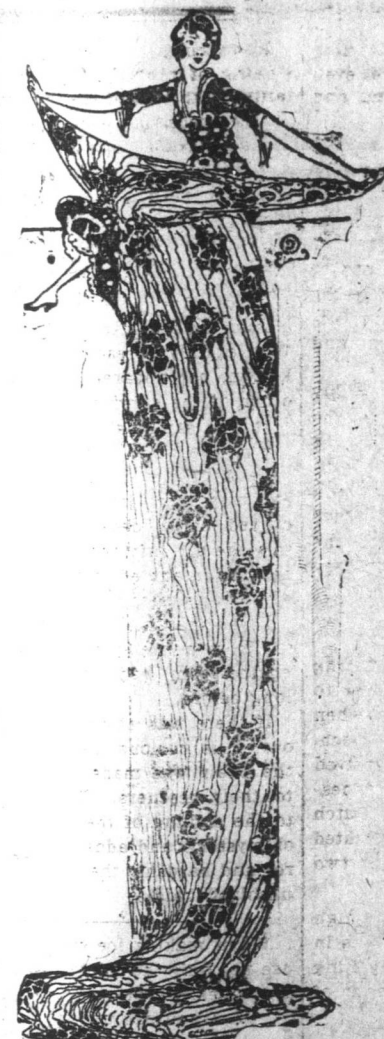
\$4.18

Of fine English Navy Serge. Regular 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, Sage, P. Blue, Rose, Pink and Helio. Reg. 65c. yd. Sale Price 57c. yd.

38 in. Mauve, Cream, White, Pink, Havana, Maize, 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 \$1.40 yd.

Sale Price 1.18 yd.

38 in. Fancy Colourful Checks. Regular \$1.40 yd.

Sale Price 1.23 yd.

FANCY CHENILLE—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, Helio, Rose, Pink. Regular 35c.

DAINTY VOILES—Some rare values in reliable clothes here; plenty of patterns for selection; 38 in. Regular 35c., 45c. and 48c. yd.

Sale Price 33c. yd.

SPECIALS

32c., 41c., 43c. yd.

NGHAMS—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 ½, 7, 7½, 8, 9, 10, 10½. Sale Price, pair

78c.

MISSES' WHITE CANVAS BOOTS—12, 13½, 1½, 2. Sale Price, pair

\$1.18

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 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 trimmed, with strap.

Sale Price 29c.

COLOURED
SATEEN CAMISOLES

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

Sale Price 98c.

LADIES' STEP-INS

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

Another nice assortment of Plain Coloured Muslins, lace trimmed; some with embroidery, strap or short sleeves and low neck.

Sale Price 1.78

LADIES' KNICKERS

Of good quality White Cotton with lace and embroidery trimmings.

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 strap 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, shot 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 Tan. 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 shade with fancy check tops; sizes 4 to 7½. Regular 55c. pair.

Sale Price 38c. pr.

White Lisle Thread with Fancy Brown check tops; sizes 6 to 8. Regular 55c. 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

Second; sizes 9½ to 10. Unquestionably one of the best values we have seen for some time. New shades of Crash, Pelican, Black, Higo, 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; ¾, 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' DressesIN OUR MANTLE ROOM.
MUSLINS, GINGHAMS and
VOILES

Smart Check Gingham with Organdie collar and vestees, some belted; plain linen, coat styles, some embroidery trimmed; self-colour and fancy Voiles with fine lace trimming. A few of the much favoured Viennese 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' 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 Ligon, coat collar and long sleeves.

Sale Price 1.48

LADIES' DRESSES

Creme-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 price.

SALE PRICES

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

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Ayre & Sons
LIMITED

'Phone 1410