

VISIT OUR STORES
TO THE BENEFIT
OF YOUR
POCKET-BOOK.



REGATTA SALE

NOW IN FULL SWING.

This Great Mid-Summer Sale Reveals many Rare Values, which you will Appreciate. The Price Reductions, Whilst Remarkable, are Genuine, Thus Affording an Opportunity to Purchase Our Well-Known High-Grade Dependable Merchandise at Attractive Bargain Prices.

SPECIAL! POUND TWEEDS.

Just received fine grade English
Tweed Remnants. Good lengths.
All marked at

SPECIAL REGATTA SALE
PRICES.

HOLIDAY OFFERINGS

Royal Lace D'Oylies
9c. Package. 3 for 25c.

Paper Serviettes
8c. and 12c. Dozen.

Child's Sand Bucket and
Shovel, 12c.

Child's Sprinklers
46c. and 65c. each.

Sachet Powders
14 to 81c.

Velour and Chamois
Powder Puffs, 8c. to 55c.

Face Powders: White and
Flesh, 38c. to \$2.50.

Face Cream: Vanishing and
Cold, 12c. to 76c.

Talcum Powders
9c. to \$1.21.

SPECIAL—114 MEN'S TAILORED SUITS.

English Tweed, Mid Greys,
Browns, etc. Good value if
bought in the ordinary way for
\$40.00.

REGATTA
SALE
PRICE: **\$29.75**

SEE WHAT WE
ARE OFFERING
THEN USE YOUR
OWN JUDGMENT.



IMPORTANT NOTICE—Even this Full Page Advertisement does not permit us to record more than a fraction of the many Bargains offered. COME AND BE CONVINCED!

Our SHOWROOM Displays

OFFER MANY PERSUASIVE ARGUMENTS TO BUY NOW!

Hundreds of Ladies' Waists

in Crepe-de-Chine, Voile, Georgette, Silk, etc. Values up to \$10.75.

SALE PRICES:

89c, 1.98, 2.98, 3.98 and 4.98

Ladies' Imitation Panama Hats. Regular Price \$2.00.
REGATTA SALE PRICE **\$1.19**

Ladies' Bathing Suits. Regular Price \$3.00—
REGATTA SALE PRICE **\$1.49**

Ladies' Brassiers. In Pink shade. Regular value 40c.
SALE PRICE **.23c.**

Ladies' Bathing Caps. Extra value—
SALE PRICE **.33c.**



SPECIAL SEERSUCKER CREPE

26 inches wide.
Equally suitable for Dresses,
Underwear, Nightwear, etc. Reg.
Price 50c. per yard.

REGATTA
SALE
PRICE: **27c**

SPECIAL

Our entire stock of
Ladies', Misses' and Men's
**WHITE CANVAS FOOT-
WEAR**

to be sold at Special Clearing
Prices during REGATTA SALE!

MEN! You will appreciate the values we are offering in Boys' and Men's Wearing Apparel.

MEN'S TWEED SUITS.

Regular Value
\$17.00.
SALE PRICE
\$11.95

Regular Value
\$20.00.
SALE PRICE
\$14.25

Regular Value
\$27.00.
SALE PRICE
\$19.75

MEN'S PANTS SPECIAL **\$1.99 pair**
BOYS' SUITS To fit from
3 to 8 years.

Special Values
up to \$7.00.
SALE PRICE
\$3.90

White Jersey Suits
all Wool.
For small boys.
SALE PRICE
\$1.75

Tweed Suits.
Value \$10.20.
SALE PRICE
\$8.59

GENTS' STRAW HATS.

After a particularly successful Season, we offer, for
this Regatta Sale:—
LOT 1. Value \$1.40 for 89c.
LOT 2. Value \$2.20 for \$1.59
All others at SPECIAL SALE PRICES.
Boys' Straw Hats—Special Regatta Sale Price—49c.



Rubber Belts

for
Men and Boys.
SALE PRICE
24c.

MEN'S

SOCKS

Only
19c
Pair.

JOCK

SUPPORTS

for
Athletes.
Only
\$1.00

Visit Our Mantle Room

IN THE UPPER BUILDING

and note the reductions on Beautiful, Seasonable Dresses, Coats,
Skirts, etc. Below we quote Two Specials of Merit:—

LADIES'
Crepe-de-Chine DRESSES

Colors: Grey, Navy and
Brown.

SALE
PRICE: **7.28**

LADIES'
SERGE DRESSES

Colors: Black, Navy, Grey and
Brown.

SALE
PRICE: **4.49**

Special!

PLAIN and FANCY VOILE REMNANTS—

38 inches wide. For Dresses, Curtains, etc. Colors: Dark Fancy,
Cream Maize, Orange, Pink, Violet, Emerald, etc. Long lengths.
Less than half regular price.

REGATTA SALE PRICE **29c. yd.**

MAIL ORDERS

will receive our usual

CAREFUL ATTENTION

SHOES of
Service



Style and
Worth

(Over 700 Pairs).

LADIES! Here is a wonderful Shoe Bargain, such as has rarely,
if ever, been offered in this City before.

EVERY PAIR IS IN PERFECT CONDITION!

The Styles are: Low, Medium and Spool Heels. We can supply
all sizes in Spool Heel, whilst in Low and Medium the sizes offered
are 3½, 4 and 4½. Values up to \$11.00 per Pair; in Black and
Brown; Laced and Strap effects.

—ALL MUST GO AT—

\$2.99 pair

Ayre & Sons
LIMITED

Attractive Exhibits for Men

Three Specials in MEN'S PYJAMAS at attractive Prices during Regatta Sale:

WIDE STRIPE.

Regular Value
\$3.75.
SALE PRICE:
\$2.95.

COUNTRY CLUB.

CREAM
Fine grade Cotton
with Silk Braiding.
SALE PRICE:
\$3.98.

WIDE STRIPE.

Regular Value
\$5.00.
SALE PRICE:
\$4.25.



Men's Shirt Specials

OUR LEADER

Gents' Percal Shirts
without collar.
Sizes 14 to 16½.

REGATTA
SALE
PRICE: **1.19**

ENGLISH

Percal Shirts
without collar.
Sizes 14 to 16½.
Easily worth \$2.25.

REGATTA
SALE
PRICE: **1.59**

We have only quoted two grades, but every Shirt in
stock is reduced for this Sale.

SPECIAL!

STRIPED JAP SILK

33 inches wide.

18 Pieces all different patterns.
For Shirts, Dresses, Pyjamas, etc.
Regular Price \$3.30 yard.

REGATTA
SALE
PRICE: **1.29**

SPECIAL!

RUBBER GROUND SHEET

For Campers, etc.
Sale Price:
\$1.66.

BOYS' KHAKI OIL COATS

Sizes 4 to 14 yrs.
Sale Prices:
\$3.15 to \$3.85

Interesting Gleaning from Various Departments

COLLARS.

MEN'S
SEMI-SOFT.
Van Huesen Brand
JOB.
Sale Price:
29c.

TIES.

WIDE-END SILK,
ETC.
Extra Special:
39c.

PIPES.

ENGLISH BRIAR
Medium size.
Extra Special:
24c.

BOYS' TWEED PANTS—Loose knee. Lined throughout. Sizes 3 to 8
years. **\$1.59 pair.**

BLOUSES.

Values up to
\$2.75.
To Clear at
59c.

CORSETS.

Wonder Value.
White and Pink.
Sizes 20 to 29.
Sale Price:
\$1.19

DRESSES.

All Wool Jersey.
Many colors.
\$10.00 values.
Sale Price:
\$4.98

Distinctive Hosiery

AT PRICES THAT COMPEL ATTENTION!

LADIES' SILK HOSIERY

in a large variety of colors. Regular Dollar Value.

REGATTA
SALE
PRICE: **59 cts. pair**

Ladies'
Blk. Cotton
Hose.
(all perfect)
19c. pr.

Black
Lisle Hose
Extra sizes.
\$1.30 value
for
59c. pr.

MEN'S BATHING SUITS

**\$1.30
Now
95c.** **\$3.00
Now
\$1.49**