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A Stupendous Store-Wide

MARK DOWN SALE

Starting Tomorrow Morning

Everything will be marked at a substantial reduction; nothing will be left out. An exact reproduction of our famous January and July events.

This stupendous sale is due to no panic feeling on our part, nor is it due to any radical break in manufacturing prices.

The plain honest facts are these: For the past four years it has been necessary to order considerably more merchandise than we needed, to be assured of getting sufficient for our requirements, as manufacturers were behind in productions and only shipping about 60 p.c. of their orders.

This year our buyers followed the same plan anticipating the same conditions. These conditions changed, however, manufacturers are now shipping 100 p.c. of our Fall orders and furthermore are shipping orders that should have been shipped a year or more ago—and at the old prices.

These conditions give us more merchandise than we can consistently handle, therefore, in order to make a quick selling of this large unexpected quantity, we have adopted this stupendous store-

wide mark-down sale, giving our customers a real opportunity to fill in their entire winter's requirements at tremendous savings.

You know our July sale, you know our January sale. This stupendous mark-down sale is on the same basis—everything reduced. Don't hesitate to take advantage of it. Remember we are operating on the lowest possible margin of profit. You get the benefit of much lower prices on each individual purchase.

MEN'S SHIRTS
Fine Neglige Shirts, in new fall patterns:

Regular \$2.75, Sale \$2.48
Regular \$3.50, Sale \$3.28
Regular \$4.50, Sale \$4.28
Regular \$5.50, Sale \$5.28
Regular \$6.50, Sale \$6.28
Silk Shirts at 1-2 price
\$9.25 Grey Flannel Shirts Sale \$2.79
\$4.00 Grey Flannel Shirts Sale \$3.48

MEN'S UNDERWEAR
Heavy Ribbed Shirts and Drawers.

Regular \$8.75, Sale \$2.44
Regular \$3.00, Sale \$2.12
Merino Shirts and Drawers
Regular \$2.52, Sale \$1.89
Fine Ribbed Combinations
Regular \$8.50, Sale \$2.97
Regular \$4.50, Sale \$3.52
Regular 6.00, Sale \$5.10



MEN'S HOSIERY

\$1.25 Black Cashmere Socks, Sale .84c
\$1.00 Black Cashmere Socks, Sale .69c
\$1.25 White Cashmere Socks, Sale .94c
85c Black Worsted Socks, Sale .69c
\$2.00 Heather Cashmere Socks, Sale \$1.59
\$1.50 Heavy Wool Socks, Sale \$1.27
\$2.00 Heavy Wool Socks, Sale \$1.59
\$1.00 Heavy Wool Socks, Sale .77c

Entire Stock of Hosiery reduced.



MEN'S SWEATERS
Coat sweaters, military collar, heather shade, regular \$3.00, Sale \$2.29

Coat sweater, either military or shawl collar, Heather, Grey, Brown, with Green trim, regular \$4.75, Sale \$3.98

Heavy coat sweaters, shawl collar, navy, brown, maroon, regular \$9.50, Sale \$8.08

NIHSHIRTS, PYJAMAS

\$2.00 Cotton Nightshirts, Sale \$1.49
\$2.75 Shaker Nightshirts Sale \$2.37
\$4.00 Shaker Pyjamas Sale \$3.39
\$5.00, \$5.50 Shaker Pyjamas Sale \$4.47

Everything in Underwear, Nightshirts, and Pyjamas at radical reductions

MEN'S HATS

Regular \$6.50 and \$7.00 hats \$3.95
Grey, Green, Brown, Slate—broken sizes only, a bargain for the right man
Brook-de-luxe, regular \$9.00, Sale \$7.89
Mallory, regular \$10.50, \$11.50, Sale \$8.98
Sietson, regular \$12.00, Sale \$9.98
Borsalino, regular \$11.00, Sale \$9.98

All Velours and all caps reduced

GLOVES AND MITTS

Heavy Work Gloves and Mitts either lined or unlined regular \$1.50, Sale \$1.27
Regular \$1.75, Sale \$1.48
Regular \$2.25, Sale \$1.91
Regular \$2.50, Sale \$2.12
65c Heavy Wool Mitts, Sale .49c
\$2.75 Tan Cape Gloves, Sale \$2.29
\$3.00 Tan Cape Gloves, Sale \$2.49
\$3.00, Grey suede Gloves, Sale \$2.49
\$3.00 Hand-sewn Chamolx Gloves, Sale \$2.38



EVERYTHING IN MEN'S FURNISHINGS REDUCED
Neckwear, Mufflers, Handkerchiefs, Braces, Belts, Shirts, Gloves Underwear, Sweaters, etc. Also Trunks, Club Bags, Suit cases.

MEN'S FALL SUITS AND TOP COATS DRASTICALLY MARKED DOWN

Young men's single and double breasted suits, business men's semi-conservative suits, men's three button suits all in fancy chevots, English tweeds, imported worsteds, and all wool Saxony's.

Fall topcoats in slip-on, trench, Chesterfield, form-fitting and reglan styles.

Regular, \$25.00, Sale \$19.98
Regular \$30.00, Sale \$24.65
Regular \$35.00, Sale \$28.95
Regular \$40.00, Sale \$34.20
Regular \$45.00, Sale \$38.50
Regular \$50.00, Sale \$42.35
Regular \$55.00, Sale \$46.95
Regular \$60.00, Sale \$50.80



MEN'S RAINCOATS
Slip-ons, Belters, in blacks, greys, also mixed tweeds in fancy greys and brown.

Regular \$15.00, Sale \$12.35
Regular \$18.00, Sale \$15.20
Regular \$20.00, Sale \$16.85
Regular \$25.00, Sale \$19.95
Regular \$30.00, Sale \$24.00

ODD TROUSERS
Fancy striped worsted trousers, special prices \$4.38, \$4.50, \$5.65, \$6.55

Heavy tweed Oxford and Hewson all-wool trousers, Sale price \$6.35

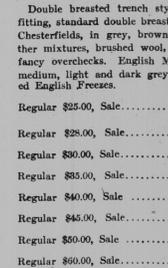
English serge trousers, special \$8.75

SPECIAL PRICES ON EVERYTHING IN OUR BOYS SHOP
Pants, Raincoats, Suits, Overcoats, Coveralls, Blouses, Hats, Caps, Shirts, Underwear, Jerseys, Sweaters, Hosiery, Gloves, Ties, Mufflers, Snow Suits, Jersey Suits.

MEN'S WINTER OVERCOATS

Double breasted trench styles, form-fitting, standard double breasted Ulsters Chesterfields, in grey, brown and heather mixtures, brushed wool, plain and fancy overcoats, English Meltones in medium, light and dark grey. Imported English Freezes.

Regular \$25.00, Sale \$21.50
Regular \$28.00, Sale \$23.85
Regular \$30.00, Sale \$24.95
Regular \$35.00, Sale \$29.65
Regular \$40.00, Sale \$34.60
Regular \$45.00, Sale \$38.20
Regular \$50.00, Sale \$43.65
Regular \$60.00, Sale \$51.30



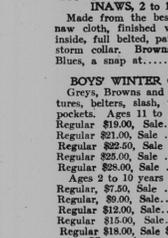
EVERYTHING IN OUR WOMEN'S SHOP REDUCED
Suits, Coats, Dresses, Raincoats, Kimonos, Shirts, Underskirts, Lingerie, Whitewear, Gloves, Hosiery, Blouses, Corses, Sweaters, Umbrellas, etc.

BIG SPECIAL IN BOYS MACI INAWS, 2 to 17 YEARS
Made from the best 82 ounce maci-maw cloth, finished with taped seams inside, full belted, patch pockets, large storm collar. Browns, Greys, Greens, Blues, a snap at \$11.95

BOYS' WINTER OVERCOATS
Greys, Browns and fancy tweed mixtures, belters, slash, vertical or set in pockets. Ages 11 to 18 years.

Regular \$19.00, Sale \$16.15
Regular \$21.00, Sale \$17.85
Regular \$22.50, Sale \$18.75
Regular \$23.00, Sale \$19.25
Regular \$25.00, Sale \$20.80
Regular \$27.50, Sale \$22.98
Regular \$30.00, Sale \$24.75
Regular \$32.00, Sale \$26.40
Regular \$35.00, Sale \$29.25
Regular \$38.00, Sale \$31.80
Regular \$42.00, Sale \$35.70

Many others not mentioned



WOMEN'S CLOTH COATS AND SUITS

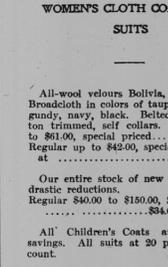
All-wool velours Bolivia, Chevrot and Broadcloth in colors of taupe, grey, burgundy, navy, black. Belled coats, button trimmed, self collars. Regular up to \$61.00, special priced \$28.00

Regular up to \$42.00, specially priced at \$18.00

Our entire stock of new fall coats at drastic reductions.

Regular \$40.00 to \$150.00, Sale prices \$24.00 to \$127.50

All Children's Coats at substantial savings. All suits at 20 per cent discount.



BOYS' SUITS & TO 18 YEARS

Made from sturdy materials to withstand hard service, snappy boyish styles that are a delight to both boys and parents.

Regular \$13.50, Sale \$11.45
Regular \$15.00, Sale \$13.50
Regular \$18.00, Sale \$15.30
Regular \$20.00, Sale \$17.00
Regular \$22.00, Sale \$18.70
Regular \$25.00, Sale \$21.25

Regular \$28.00, Sale \$23.80

Regular \$31.00, Sale \$26.35

Junior Norfolk suits for boys 6 to 10 years

Regular \$12.50, Sale \$10.20
Regular \$12.50, Sale \$10.88
Regular \$15.00, Sale \$12.75

Boys' Tweed Bloomers, 4 to 16 years, specially priced \$2.79

Boys' Corduroy Bloomers, 4 to 16 years, specially priced \$2.98

BLOUSES AND MIDDIES

White middies of Indian head, gabardine and repp slip-over style, plain white, white with navy collar, white with cadet collar, sizes 36 to 44

Regular \$2.50 to \$3.50, mark down price \$1.98

White middies, coat style, belt, size 40 to 44, regular \$3.50, sale price .95c

Children's middies detachable collar of navy or cadet, sizes 6 to 16 years

regular \$2.25 to \$3.25, sale price \$1.99

Beautiful Blouses of Georgetown, Jap Silk, Crepe-de-chine, silk Jersey at new interesting prices.

Regular \$20.00, Sale \$4.25
Regular \$7.44, Sale \$5.95
Regular \$9.00, Sale \$8.50
Regular \$15.00, Sale \$12.75
Black Poplin Blouses, regular \$2.50

Black Linene Blouse, regular \$1.40
White Blouses, regular \$6.50
Black Linene Blouse, regular \$7.98
White Blouses, regular \$8.50



Oak Hall,

Scovil Brothers Limited
King Street and Germain Street

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