

THE EVENING TIMES AND STAR, ST. JOHN, N. B., TUESDAY, JULY, 15, 1915



Tomorrow Marks the Beginning of St. John's Greatest Mercantile Event

OAK HALL'S ANNUAL MID-SUMMER SALE

Sale Begins Wednesday
July 16

Sale Ends Saturday
July 26, at One o'clock

The values offered in this sale are indeed wonderful, and they are possible only through our great special purchases for cash at rock bottom prices, as well as enormous reductions from our entire regular stock.

The U. S. Dept. of Labor says: "IT IS YOU who regulates production; you, who in the last analysis regulates employment. If you buy, the seller sells, the worker works, and the wheels of production continue to go around. Buy—you people—buy! But buy wisely, judiciously, carefully, intelligently."

BUY INTELLIGENTLY! Never in the history of Canada has there been such need of economical and judicious buying; of conserving one's resources, and making every dollar work to its utmost during these days of reconstruction and readjustment to a peace-time basis.

AND THE LOGICAL PLACE to practice this is at the Oak Hall Mid-summer Sale. Months have been spent preparing for this; our enormous buying power has been used to the limit. Thousands of dollars of new merchandise, at less than market prices, together with substantial reductions on our entire regular stock, will certainly make this St. John's Greatest Mercantile Event.

EVERYBODY KNOWS that this is an actual bona-fide opportunity—a substantial reduction on every piece of merchandise in our store—a reduction on prices already below normal—because our volume of turnover is such that we can do business on a very minimum of profit. We get the volume—YOU get the benefit of better qualities at lower prices.

Following is catalogued only a few of the many items to be procured at this event.

Selections From Haberdashery Shop

STREET FLOOR



NEGLIGEE SHIRTS

A collection of all that is new in patterns and fabrics.
Regular \$1.75, \$2.00 Shirts, Sale Price \$1.45
Regular \$2.25, \$2.50 Shirts, Sale Price \$1.95
Regular \$3.00 Shirts, Sale Price \$2.59
Fibre Silk Shirts, Regular \$5.00, Sale Price \$4.25
Real Silk Shirts, Regular \$7.00, Sale Price \$5.95

WORKING SHIRTS

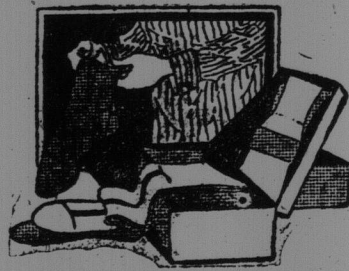
In black and white stripes and blue and white stripes.
Regular \$1.50 Shirts, Sale Price \$1.29
Regular 2.00 Shirts, Sale Price 1.69
NIGHTSHIRTS AND PYJAMAS
Cotton and Shaker Nightshirts, collar attached, or V-neck style.
Regular \$1.25, Sale Price \$1.06
Regular 1.50, Sale Price 1.27
Regular 2.00, Sale Price 1.69
Regular 2.50, Sale Price 2.12

UNDERWEAR

Balbriggan and Porous Shirts and Drawers, long sleeves and legs. Regular \$1.00, Sale Price \$.84
Merino Shirts and Drawers. Regular \$1.10, Sale Price \$.84
Merino Shirt and Drawers. Regular \$1.50, Sale Price 1.27
Combinations, Athletic style. Regular \$1.75, Sale Price 1.48
Combinations, Athletic style. Regular \$2.00, Sale Price 1.69
Combinations, Balbriggan, long sleeves and legs. Regular \$2.00, Sale Price 1.69
Combinations in other lines, \$3.50 to \$7.00 at equally substantial reductions.

NECKWEAR—HOSIERY

An exceptionally fine line of Neckwear procured for this particular event.
Regular values \$1.10, Special Sale Price \$.59
Regular \$1.25 Neckwear, Sale Price 1.06
Regular \$1.50 Neckwear, Sale Price 1.27
Other lines \$2, \$2.50, \$3, \$3.50 substantially reduced.



HOSIERY—Special line of Black Hose, procured from a merchant retiring from business. This represents pre-war values, at the price offered. Regular values 85c, Sale Price 49c
Cotton Hose—Black, Tan, Grey, White, Regular 60c, Now 51c
Fine Silk Lisle Hosiery. Regular 85c, Now 72c

SALE PRICES ON EVERYTHING

In Our Furnishings Shop.

LEATHER BELTS with all the latest buckle designs.
GLOVES in all grades for heavy work and dress wear.
HANDKERCHIEFS, UMBRELLAS, AUTO ROBES, TRUNKS, CLUB BAGS, SUIT CASES, HATS AND CAPS, etc.
Street Floor

THE WOMEN'S SHOP

Offers Reductions on Everything.

HOSIERY, UNDERWEAR, SWEATERS, GLOVES, UNDERSKIRTS, RAINCOATS, BATHING SUITS and many other articles of wearing apparel too numerous to mention.
3rd Floor

Women's Suits and Coats



CLOTH SUITS of Poirer Twill, Tricotine, Men's Wear Serge, in box coat, blouse back, tailor-made and Waistcoat effects.

Regular \$38.25, \$35.00, \$48.75, \$46.25, \$51.00, \$58.50
Sale \$24.95, \$26.25, \$32.80, \$34.70, \$38.25, \$43.90

WASH SUITS—Genuine Irish Linen in Norfolk and plain tailored styles. Special Sale Price \$9.85

CLOTH COATS in Velours, Serges, Poplins, Donegal Tweeds, Fawn Covert Cloths.
Regular \$19.65, \$25.00, \$30.00, \$35.00, \$50.00
Sale Price \$16.70, \$19.95, \$23.95, \$27.95, \$39.95

WOMEN'S DRESSES

A charming array of gingham and Chambray dresses in plaids, checks and stripes, trimmed with white or contrasting colors.

Regular \$4.50, \$5.50, \$6.50, \$8.00, \$9.00
Sale Price \$3.82, \$4.76, \$5.10, \$6.80

Other Gingham Dresses at Special Prices of \$1.19, \$1.39, \$1.69, \$2.15, \$2.69

SILK DRESSES for all occasions, gracefully draped or tucked models, artistically trimmed with embroidery and hemstitching or in perfectly plain styles of refined beauty.

Regular \$16.85, \$20.50, \$29.60, \$37.50, \$40.00
Sale Price \$14.32, \$17.40, \$25.15, \$31.90, \$34.00

Others, Regular \$10.65 to \$54, all substantially reduced.

SERGE DRESSES in many smart models.
Regular \$19.25, \$24.00, \$29.00, \$32.00
Sale Price \$16.35, \$20.40, \$24.65, \$27.20

Others up to \$40 at real reductions.
Women's Shop—Third Floor.

DAINTY NEW BLOUSES

Georgette Crepe, Crepe-de-Chene, Organdie, Batiste, Voiles, attractive embroidery, frills, new cuffs, unusual collars, pretty trimmings of beads and buttons, all at unusual reductions.
Regular Prices \$4.00, \$5.20, \$7.20, \$10.40, \$14.40, \$20.00
Sale Prices \$3.40, \$4.42, \$6.10, \$8.34, \$12.25, \$16.95

Many other prices in between these that are not mentioned.

GIRLS' WASH DRESSES

Pretty Chambrays and Gingham, in Blues, Pinks, Greens, Browns, Whites; plain colors, stripes or plaids; trimmed with self materials or made up in pretty combinations. Sizes 2 to 14 years.
Special Sale Prices, 98c, \$1.45, \$2.10, \$2.65



WASH SUITS

2 to 8 years.

The kind that a dip in the tub will brighten and make appear as fresh and new as ever.
Regular \$1.35, \$1.85, \$2.25, \$2.85, \$3.25
Sale \$1.08, 1.48, 1.80, 2.28, 2.60

BLOUSES, 6 to 16 years button to neck and sport styles, either draw string or tapeless.
Regular \$1.50, \$2.00, \$2.50, \$3.00, \$3.50
Sale \$1.25, \$1.65, \$2.10, \$2.60, \$3.10

ROMPERS 1 to 7 years, sturdy materials.
Regular \$1.75, \$2.00, \$2.50, \$3.00, \$3.50
Sale \$1.45, \$1.75, \$2.25, \$2.75, \$3.25



Men's Clothing

2nd Floor.

SUITS for Men and Young Men in all the new modern styles as well as the good old stand by—three button conservative, two button form-fitting, waist-line effects.

Regular \$15 Suits, Sale Price \$12.98
Regular 20 Suits, Sale Price 16.95
Regular 25 Suits, Sale Price 21.35
Regular 30 Suits, Sale Price 24.95
Regular 35 Suits, Sale Price 29.85
Regular 40 Suits, Sale Price 35.80
Regular 50 Suits, Sale Price 42.35

OVERCOATS—Fall and Spring weights, fancy tweeds, grey chevrons, black vicunas, Chesterfields, waistlines, slip-ons.
Reg. \$18.00 Overcoats, Sale Price \$14.65
Reg. 22.50 Overcoats, Sale Price 19.35
Reg. 28.00 Overcoats, Sale Price 23.85
Reg. 35.00 Overcoats, Sale Price 29.85
Reg. 40.00 Overcoats, Sale Price 35.80



WATERPROOF COATS

For Men.

FANCY TWEEDS, PARAMATTAS, CASHMERES.
Regular Price \$15.00, \$20.00, \$25.00, \$30.00
Sale Price \$12.65, 16.85, 21.65, 26.45

Fawn whipcord driver's Coat, absolutely waterproof, ball and socket fasteners, three ply front, a great coat for little money and guaranteed to keep out wind and rain. Special Sale Price \$7.98

BLACK RUBBER COATS, corduroy up collar, overshoe fasteners, sizes 36 to 50. Special Sale Price \$4.45
Second Floor.

BOYS' FURNISHINGS

Summer Underwear. Regular 50c, Sale Price 43c per garment
Combinations. Regular \$1.00, Sale Price 84c
Negligee Shirts. Regular \$1.25, Sale Price \$1.06
Boys' Black Cotton Stockings. Regular 40c, Sale Price 34c
Braces, Belts, Bathing Suits, Sweaters, Jerseys, Pyjamas, Underwaists, Ties, in fact everything for boys, all at substantial reductions during this sale.
Boys' Shop—Fourth Floor.

BOYS' SUITS

Oak Hall Boys' Suits are the recognized leaders for Eastern Canada. Every suit at a reduced price.
Regular \$13.50, \$15.00, \$16.50, \$18.00, \$20.00
Sale \$11.40, 12.75, 13.95, 15.30, 16.95

265 SPECIAL SUITS, \$11.65

Regular values up to \$17.00

Bought especially for this occasion, exceptional values in all the new boyish styles.



MAIL ORDERS FILLED.

SHOP EARLY

Extra
Salespeople

OAK HALL---Scovil Bros., Limited

No Goods
On Approval

Eastern Canada's Livest Store