

OPEN TONIGHT TILL 10 O'CLOCK - CLOSED ALL DAY SATURDAY

Oak Hall's Annual Mid-Summer Sale

The First Days of This Sale Have Proved It To Be
ST. JOHN'S GREATEST MERCANTILE EVENT

OUR CLAIMS have been substantiated—The usual practice has been followed of reducing prices on everything in our store—not because of but in spite of conditions.

LARGE VOLUME AT MINIMUM PROFIT is the motto adopted, and as we adhere strictly to this, it explains why there are so many real money-saving opportunities to be taken advantage of.

THOUSANDS OF DOLLARS worth of new merchandise has been purchased especially for this event. At prices which in many instances are actually less than it will cost the makers to replace them. We have been able to accomplish this only through our tremendous cash buying power.

YOU NOW HAVE every opportunity to benefit by this cash buying power—we have saved tremendously in our purchases—which are shown by the markings on the goods, so you—the purchasers—in the final analysis get the actual saving—we get ours through doing a bigger business.



Only a few items are mentioned below—There are hundreds of others just as good—and some better ones, too.

NEGLIGEE SHIRTS
Regularly Priced up to \$2.75. Now \$1.48.

A special lot of the finest shirts ever offered at this price, excellent materials, excellent makes, excellent patterns.

Other shirts up to \$7.00 at Real Reductions.

49c. HOSIERY SPECIAL 49c.
In Black only, wonderful value at the price, real pre-war quality procured from a reliable merchant. Original value, 85c. Now 49c.

UNUSUAL OFFERS IN UNDERWEAR

B. V. D.'s Athletic style Shirts and Drawers, a clearance line left over from the season's selling. Regular prices \$1.00 to \$1.50 per garment. For quick clearance, specially priced 49c. per garment.

AIRTEX Shirts and Drawers, Mesh Underwear, athletic style, one of the best English makes. Regular price \$2.00 per garment. Now 89c. per garment. Substantial Discounts on all standard lines.

59c. BIG NECKWEAR SPECIAL 59c.

60 DOZEN Men's Flowing End Ties, all the newest designs and colorings represented. Procured by our buyer while in Montreal last week.

Every Tie Worth \$1.00
Special Sale Price .59

Other lines of Neckwear are:

Regular	\$1.00	\$1.25	\$1.60	\$2.00
Sale	.84	1.06	1.27	1.69

100 DOZEN SOFT COLLARS
Regular 50c. Values

July Sale 3 for 6.99
6 for 1.75

Less than the makers' cost price, procured at a rock bottom figure because the manufacturers were unable to duplicate the material to continue these lines as standard stock. An extremely fine opportunity for those who wear soft collars.

UNEQUALLED VALUES IN HANDKERCHIEFS.

Fifty dozen Fine Lawn Handkerchiefs, bought especially for this occasion and cannot be duplicated anywhere near the price.

Regular 15c. to 25c. Now 6 for 59c.

Fifty dozen White Mercerized Handkerchiefs. Regular 30c. values. Now 6 for \$1.19.

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.

HOUSE DRESSES
At Absolute Clearance Prices.

These dresses were wonderful values at the regular prices, but at these prices they are irresistible.

Values up to \$1.50	Values up to \$2.00
Now 99c.	Now \$1.38

Many other pretty House and Parlor Dresses of Gingham and Chambray in plaids, checks and stripes with contrasting trims.

Regular	\$4.50	\$6.80	\$6.00	\$8.00
Sale	\$3.82	\$4.76	\$5.10	\$6.80

SILK FROCKS 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	\$25.00	\$37.50	\$40.00
Sale Price	\$14.32	\$17.40	\$22.15	\$31.90	\$34.00

Others, Regular \$10.95 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.

\$1.59—WAIST SPECIAL—\$1.59

Values up to \$4.40. Voile, Jap Silk, Cross-bar Voile, Sailor Tuxedo Collar, Round, Square or V-neck.

Other dainty Waists of Georgette Crepe, Crepe-de-Chene, Organdy, 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	3.40	4.42	6.10	8.34	12.25	16.95

Many other prices besides these that are not mentioned.

SILK SUITS
Drastically Reduced to \$21.48.

Charming taffeta silk suits in the season's latest modes, plain colors of brown, green, blue, black, grey, open, band.

Regular	\$38.65	Sale price, \$21.48
Regular	\$48.00	Sale price, \$32.64

WASH SUITS
Of genuine Irish Linen, in Norfolk and Plain Tailored Styles.
Special Sale Price, \$9.55.

CLOTH SUITS.
Balance of the season's stock reduced by one-quarter.

Regular	\$32.25	\$48.75	\$51.00	\$58.00
Sale	24.95	32.80	38.25	43.90

Cloth Coats, Capes, Dolmans, all rationally reduced.

GIRLS' WASH DRESSES.
Regular Up to \$5.00, Sale, \$1.98.

Pretty Chambrays and Gingham in blues, pinks, greens, browns, whites, plain colors, stripes or plaids, charmingly trimmed with contrasting colors. Sizes 2 to 14 years.

Also \$4.00 Dresses. Now \$2.98.

Many other lines greatly reduced for this sale.

THIRD 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.

SPECIAL IN BOYS' SHIRTS.
Regular 85 cents July Sale 59 cents

Boys' Negligee Shirts of fine shirting material. Have been regularly priced at 85c. but compared with today's values are easily worth 1.25 each.

Everything in Boys' Furnishings, such as Underwear, Hosiery, Braces, Belts, Bathing Suits, Sweaters, Jerseys, Pyjamas, Underwats, Ties, in fact everything for boys, all at substantial reductions during this sale.

BOYS' SHOP—FOURTH FLOOR.

BOYS' WASH SUITS—Priced up to \$1.85. Now \$1.17.

These are the very latest in Boys' Wash Suits. In quality and style they are unsurpassed at this price.

All other lines at Special Sale Prices.

BLOUSES, 6 to 16 years, button to neck and sport styles, either draw string or tapeless.

Regular	.50	.65	.75	.85
Sale	.43	.56	.64	.72

ROMPERS 1 to 7 years, sturdy materials.

Regular	.75	\$1.00	\$1.50	\$2.75	\$3.45
Sale	.64	.84	1.27	2.35	2.93

MEN'S CLOTHING.
Second Floor.

Suits for Men and Young Men in all new modern styles as well as the good old stand-bys—three button conservative types, two buttons, form fitting, semi-form fitting, waistline effects.

Regular

\$20.00	\$25.00	\$30.00	\$35.00	\$40.00	
Sale	16.95	21.35	24.95	29.85	35.80

OVERCOATS, Fall and Spring weights, fancy tweeds, grey chevrons, black vicunas, Chesterfields.

Regular	\$18.00	\$22.50	\$28.00	\$35.00
Sale	14.65	19.35	23.85	29.85

WATERPROOF COATS in fancy tweeds, paramittas, cashmeres.

Regular	\$15.00	\$20.00	\$25.00	\$30.00
Sale	12.65	16.85	21.65	26.45

FAWN WHIPCORD, drivers coat, positively waterproof, ball and socket fasteners.

Special Sale Price \$1.98

BLACK RUBBER COATS, corduroy tip collar.
Special Sale Price, \$4.45

MAIL ORDERS FILLED

SHOP EARLY

Extra Salespeople

OAK HALL--Scovil Bros., Ltd.

No Goods On Approval

Eastern Canada's Livest Store