



Sale Begins Thursday January 16 8.30 a.m.



Sale Ends Saturday January 25 10 p.m.



Tomorrow Marks the Beginning of St. John's Greatest Mercantile Event OAK HALL'S 30TH ANNIVERSARY SALE

EVERYBODY KNOWS that this is an actual bona-fide Reduction—not a sale of odds and ends, but a 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.

DON'T BE MISLEAD by the idea that, because the great war is over, prices are immediately going to ease off. Remember that altogether there are about thirty million men wearing uniforms who must be supplied with civilian clothes in the near future. Remember that half the population of Europe is in a destitute condition and must be looked after.

THESE TWO FACTS ALONE will cause a continued world shortage of wool and years must elapse before supplies are again normal, so that prices of necessity must continue high, with a very gradual easing. We know that fall 1919 prices are higher than we paid for our present stocks, because we have been in the market to buy.

KNOWING THESE THINGS, can you afford to delay making purchases when right here is an opportunity to replenish your wardrobe at prices that will show 20 p.c. to 40 p.c. dividends on the capital invested. We have told you the facts of actual conditions. It is now "up to you" to profit by them according to your own judgment.

REMEMBER our entire stock is offered at a reduction, so following is catalogued only a few of the many lines to be procured.

HABERDASHERY DEPT.
First Floor

MEN'S NEGLIGEE SHIRTS either stiff cuffs or soft double cuffs, in a great variety of neat new patterns.
 ORIGINALLY \$1.75 \$2.00 \$2.25 \$2.50 \$3.00
 SALE PRICE \$1.39 \$1.69 \$1.98 \$2.55

Better quality shirts in the well known York Brand, Quaker City Brand, and others in fine Chambrays, and Silks.

WORKING SHIRTS, unusual values in mixed tweeds and Grey Flannels.
 ORIGINALLY \$1.50 \$1.75 \$2.00 \$2.50 \$3.00
 SALE PRICE \$1.29 \$1.48 \$1.69 \$2.12 \$2.55

KHAKI FLANNEL SHIRTS, military style with separate collars.
 Regular \$3.00 and \$3.50 SALE \$2.48

NIGHT SHIRTS and PYJAMAS
 Men's Cotton and Shaker Nightshirts either with or without collar.
 REGULAR \$1.25 \$1.50 \$1.75 \$2.00
 SALE 1.06 1.27 1.48 1.69

Fine Shaker Flannel Pyjamas made in military collar and open neck styles.
 REGULAR \$2.25 \$2.50 \$3.00
 SALE 1.91 2.12 2.41

MEN'S CLOTHING

OVERCOATS
 Every Overcoat at a reduced price. A vast array to choose from. Trench styles, warm ulsters, d'ecostechnical, JESCOOL set ulsters, dressy chestersfields, fancy tweeds, brushed wool effects, real meltons. All Overcoats up to Oak Hall standard.
 Orig. \$20.00 \$22.50 \$25.00 \$30.00 \$35.00 \$40.00
 Sale 16.90 18.35 21.20 25.60 28.54 35.90

SUITS
 MEN'S FANCY SUITS made from imported Woads, English Saxons and Domestic Tweeds, form-fitting models, belted styles, three button conservative suits. Every suit in stock at a reduced price and every one up to the high standard demanded by Oak Hall.
 Orig. \$15.00 \$20.00 \$25.00 \$30.00 \$35.00 \$40.00
 Sale 12.25 16.85 21.20 24.95 29.80 34.65

TROUSERS
 Men's Dress Trousers in fancy Worsted and neat Tweed effects. Sizes 30 to 46.
 Originally \$3.00 \$3.50 \$4.00 \$4.50 \$5.00
 Sale 2.58 2.78 3.35 3.85 4.35

LADIES' WAISTS

This represents the most charming and dainty collection of waists we have ever been able to offer at this price. Originally \$5 to \$7 NOW \$4.25

NATURAL SHANTUNG SILK, square collar, turn back cuffs, both neatly embroidered, sizes 36 to 44.

PAILETTE SILK, square shaped collar on back, reverses on front, turn back cuffs, comes in either peach or black, sizes 36 to 42.

CREPE-DE-CHENE, square collar and reverses, turn back cuffs, colors are peach or flesh.

CREPE-DE-CHENE, in white, large collar, turn back cuffs, sizes 36 to 46.

JAP SILK, tuxedo collar, double cuffs, either black or white sizes 36 to 44.

JAP SILK, white only, both pleat front, high neck with detachable collar, sizes 36 to 44.

Many others all at one price \$4.25.

Every Line of Waists in Our Ladies' Department at Radically Reduced Prices.

HOUSE DRESSES of exceptionally good quality gingham—the prices quoted would not buy the materials alone at present day quotations.
 SPECIAL SALE PRICES \$1.00, \$1.19, \$1.36, \$1.49, \$1.60, \$1.92

MEN'S SWEATERS

COAT SWEATER with small collar, in medium grey. Regular \$1.75, Sale \$1.29

COAT SWEATER, military collar, heavy weight, dark heather shade, Regular \$3.00 SALE \$2.48

Large variety of Sweaters up to \$15 in various weights, shades and styles, all radically reduced.

\$3.85 165 Junior Boys' Suits \$3.85
 Ages 2 1-2 to 8 Years.

The greatest snap ever bought by any Oak Hall buyer. The prices quoted would not pay for the pants alone. Such an opportunity has never before been offered to St. John mothers and probably never will again. This is one chance in a lifetime, don't miss it. Here are represented the favorite Buster Brown, Oliver Twist, Sailor, Junior Norfolk, Tommy Tucker, Tommy Atkins' Models, in fine Black and White Shepherd Checks, Navy Cheviots, Dark Tweeds, Khaki Cheviots.

Regular Values \$6.50, \$7.50, \$8.00, \$9.00

All at One Special Price—\$3.85

CAMISOLES

Pink Crepe-de-Chene with Limerick Lace, White Jap Silk, with imitation crochet lace top, white voile trimmed with dainty torchin lace and many others.

Originally \$1.00 \$1.25 \$2.00 \$2.75
 Sale 84 1.06 1.69 2.35

MEN'S UNDERWEAR

Heavy Cotton Ribbed Combinations. Regular \$2.50 Sale Price \$1.69

STANFIELD and WATSON makes of fine ribbed combinations. Regular \$3.50, Sale Price \$2.59

PENMAN'S all-wool worsted combinations. Regular \$5.00 Sale Price \$3.89

All lines of STANFIELD'S Underwear at reduced prices, including Green, Red, Blue and Black labels.

PENMAN'S Natural Wool Shirts and Drawers. Regular \$1.75 per garment, Sale \$1.48 per garment.

PENMAN'S Flannel-lined Shirts and Drawers. Regular \$1.25 Sale 89c per gar.

WOOLWEAR Shirts and Drawers. Regular \$4.00 Sale \$2.98

MEN'S MACKINAWs and REEFERS

Real Mackinaw Coat, large storm collar, belt, dark brown or medium grey with large black overcheck. Regular \$12.00, Special Sale Price \$8.70

Extra Heavy Mackinaw, 34 oz. to the yard, positively pure wool, comes in dark red, dark brown, medium grey, all with fancy overchecks.

ENGLISH FRIEZE REEFERS, in dark grey, Special Sale Price \$12.90

IRISH FRIEZE REEFERS, in dark grey, Special Sale Price \$15.30

Men's Waterproofs, Working Trousers, etc. in fact everything in this department at Special Sale Prices.

SUITS—COATS—FURS

CLOTH COATS, a wealth of different styles, fashionable fabrics—Bolivas, Velours, Cheviots, Chinchillas, Tweeds, in colors of Taupe, Burgundy, Grey, Black, Maduro.

Originally \$18.50 \$24.00 \$29.50 \$40.00
 Sale 14.20 19.20 23.60 31.95

PLUSH COATS made from best quality Silk Plush, such as Salts Esquimette, Baffinsea, and others. Beautifully silk lined, many with natural fur trimmings. All at Radically Reduced Prices.

FURS—Coats and Sets made from selected skins. Blended Muskrat Coat, Regular \$150.00, Sale \$120.00

Natural Muskrat Coat, Regular \$300.00, Sale \$240.00

MUFFS and STOLES in all the leading furs such as Black Fox, Red Fox, Taupe, Black and Natural Wolf, as well as many others.

Orig. \$12.00 \$16.80 \$21.50 \$28.00 \$40.00 \$60.00
 Sale 9.60 13.45 17.20 22.40 31.95 48.65

CLOTH SUITS in tailored models, Donegal Tweeds, Men's Wear Serge, Velours and Broadcloths.

Originally \$29.00 \$34.00 \$40.00 \$60.00
 Sale 23.20 27.20 31.95 47.95

MEN'S GLOVES and MITTS

ALL-WOOL GLOVES in either Grey or Heather shades.
 ORIGINALLY \$1.25 \$1.50 \$2.00
 SALE 1.06 1.27 1.69

TAN MOCHA GLOVES, fleece lined. Regular \$2.00, Sale \$1.59

GREY MOCHA GLOVES, Silk lined. Regular \$2.25, Sale \$1.89

DRIVING MITTS, horsehide palms, curl cloth backs, rubber interlined. Regular \$2.00 Sale \$1.69

LEATHER GLOVES and MITTS, warmly lined, with or without gauntlets.
 ORIGINALLY \$1.75 \$2.00 \$2.25
 SALE 1.39 1.69 1.89

BOYS' CLOTHING

Fabric, Style and Workmanship of the best, all clothing at reduced prices.

BOYS' SUITS
 Originally \$9.00 \$12.00 \$15.00 \$18.00 \$20.00
 Sale 7.65 10.20 12.75 15.30 17.00

THREE EXTRA SPECIALS IN SUITS
 Originally \$7.50 \$12.00 \$14.00 \$16.00
 Sale 5.85 8.85 11.85

BOYS' OVERCOATS 11 to 17 Years
 Good warm Winter Overcoats in styles that have been very popular this season.
 Originally \$12.00 \$15.00 \$16.50 \$20.00
 Sale 10.20 12.75 14.05 16.95

Boys 5 to 10 Years
 Originally \$7.50 \$9.00 \$12.00
 Sale 5.85 7.65 10.20

BOYS' HEAVY MACKINAWs
 10 to 16 Years
 Extra heavy weight Mackinaw Coats, Regular \$13.50, Sale Price \$11.45

THE LADIES' DEPT. 3RD FLOOR—has many other charming lines to offer, at Reduced Prices, for your selection. Sweaters, Spencers, Gloves, Hosiery, Handkerchiefs, Boudoir Caps, Mufflers, etc.

MEN'S HOISERY

Heavy Grey Wool Working Sox. 50c 60c
 SALE 37c 45c

Khaki and Heather All-Wool Sox. Originally 75c Sale Price 56c

Plain and Ribbed Black Worsted Sox, Fine English Grey Seamless Cashmere, Black English Cashmere. Originally 75c Sale Price 59c

Grey and Black All-Wool Worsted Sox. Originally 85c Sale Price 69c

BOYS' SHOP—EVERYTHING REDUCED

Separate Tweed Pants, Wool Overall, Wool Suits, Sweaters, Gloves, Stockings, Underwear, Wool Aviation Caps, Tweed Caps, Rubber Coats, Rubber Hats, etc.

Mail Orders Filled Watch For More News Tomorrow

No Approval No Approval

OAK HALL - Scovil Brothers, Limited