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THE EVENING TIMES AND STAR, ST. JOHN, N. B., WEDNESDAY, JULY 16, 1919



Sale Starts Today



Sale Ends Saturday July 26



STARTS TODAY
OAK HALL'S ANNUAL MID-SUMMER SALE
St. John's Greatest Mercantile Event

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.

59c BIG NECKWEAR SPECIAL 59c
50 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 \$1.50 \$2.00
Sale 84 1.06 1.27 1.69

100 DOZEN SOFT COLLARS
Regular 50c Values 3 For \$.89
July Sale 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.

SHIRTS, UNDERWEAR, HOSIERY
NEGLIGEE SHIRTS
A collection of all that is new in patterns and fabrics.
Regular \$1.75, \$2.00 Shirts, Sale Price \$1.48
Regular \$2.25, \$2.50 Shirts, Sale Price \$1.98
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

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 1.27
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, \$3.00 to \$7.00 at equally substantial reductions.

NIGHTSHIRTS AND PYJAMAS
Cotton or 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

HOSIERY
Special Line of Black Hosiery, procured from a merchant retiring from business. This represents pre-war values, at the price offered.
Regular Value 85c, Sale Price 69c
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

Men's Clothing
2nd Floor.
SUITS for Men and Young Men in all the new modern styles as well as the good old stand bys—three button conservative, two button form-fitting, waist-line effects.
Regular \$15 Suits Sale Price \$12.98
Regular 20 Suits Sale Price 16.45
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 chevots, black vicunas, Chesterfields, waistlines, slip-ons.
Reg. \$18.00 Overcoats Sale Price \$14.65
Reg. 22.50 Overcoats Sale Price 19.25
Reg. 28.00 Overcoats Sale Price 23.85
Reg. 35.00 Overcoats Sale Price 29.85
Reg. 40.00 Overcoats Sale Price 35.80

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, \$14.65
Regular values up to \$17.00
Bought especially for this occasion, exceptional values in all the new boyish styles.

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, Undershirts, Ties, in fact everything for boys, all at substantial reductions during this sale.
Boys' Shop—Fourth Floor.

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

BLOUSERS, 6 to 16 years button to neck and sport styles, either draw string or lapeless.
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

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 Poret 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, \$8.50
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 \$19.85, \$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, \$5.60, \$6.00, \$8.00
Sale Price \$3.82, \$4.76, \$5.10, \$6.80

Other Gingham Dresses at Special Prices of \$1.19, \$1.39, \$1.69, \$2.18, \$2.69

SILK PROCKS 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, \$29.50, \$29.60, \$37.50, \$40.00
Sale Price \$14.32, \$27.40, \$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.

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, \$1.65, \$2.10, \$2.65

MAIL ORDERS FILLED.

SHOP EARLY

Extra Salespeople **OAK HALL---Scovil Bros., Limited** No Goods On Approval
Eastern Canada's Livest Store