



# Tomorrow Marks the Beginning of OAK HALL'S 31st ANNIVERSARY SALE



## St. John's Greatest Mercantile Event

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.

**Sale Starts Thurs. 15th**

WE HAVE NEVER been in a better position than we are this season, to make this, our 31st anniversary sale, the greatest mercantile event ever held in St. John. With our knowledge of merchandising, gained by thirty-one years experience, and our tremendous buying power, we anticipated the rising prices by many months, so that

THE VAST QUANTITIES of new merchandise we have to offer at this great event are priced on the market quotations of several months back, and when reductions are offered on these quotations in the face of advancing prices, it really means that the savings to be made are much greater than prices would indicate.

It is to your advantage then, knowing this, to profit by such conditions, and procure your wearing apparel—now—at the Oak Hall Anniversary Sale where you have the added advantage of having the well known Oak Hall guarantee to back up your purchases.

**Sale Ends Sat. 24th**

Following is catalogued only a few of the many items to be procured at this great event. Hundreds more await you here. Everything in our store at a reduced price.

**MEN'S NEGLIGEE SHIRTS.**  
The most phenomenal values ever offered in Men's Shirts. Prices are considerably lower than makers present day quotations.  
Negligee Shirts, neat striped effects, Special Sale Price, \$1.46  
Regular \$3.00 Shirts ..... Special Sale Price, \$1.98  
Regular \$3.50 and \$4.00 Shirts ..... Special Sale Price, \$2.98

Evening Dress Shirts at extraordinary values. These are of English manufacture that cannot be duplicated today at \$3.00 to \$4.00, but as they are slightly soiled we offer them at the unusually low sale price of .....\$1.69

**MEN'S WORKING SHIRTS.**  
Heavy Oxford Shirts with collar attached, two pockets, double stitched, large body. Regular \$2.50 ..... Sale Price, \$1.79  
Heavy Grey Flannel Shirts, collar attached. Reg. \$3.25 ..... Sale Price, \$2.69  
Fancy Shaker Flannel Night Shirts, collar attached. Reg. \$2.25 ..... Sale Price, \$1.89  
Pyjamas of Shaker Flannel, frog trim, military collar. Regular \$3.00, Sale Price, \$2.39

Everything Reduced—Hats, Caps, Neckwear, Club Bags, Trunks, Suit Cases, Handkerchiefs, Braces, etc.

**MEN'S UNDERWEAR.**  
EUREKA brand heavy ribbed Wool Shirts and Drawers—unshrinkable, Regular \$2.25 a garment ..... Sale Price, \$1.59  
STANFIELD'S Turo Knit Shirts and Drawers, Regular \$2.75 ..... Sale Price, \$2.19 a garment  
STANFIELD'S Red Label Shirts and Drawers, Special Sale Price, \$2.69 a garment

PENMAN'S Fleece Lined Shirts and Drawers, Regular \$1.38 ..... Sale Price, \$1.17  
PENMAN'S Natural All-Wool Heavyweight Shirts and Drawers, Regular \$4.25 ..... Sale Price, \$3.38  
Fine Natural Wool Shirts and Drawers, soft finish imported yarns, Regular \$4.50 a garment ..... Sale Price, \$2.98  
Fleece Lined Combinations, Penman's, Regular \$4.00 a Suit ..... Sale Price, \$2.59

**UNUSUAL OFFERINGS IN GLOVES AND MITTS.**  
Heavy Khaki Wool Mitts. Reg. 65c. .... Sale Price, 42c.  
Heather and Grey Wool Gloves, Regular \$1.75 ..... Sale Price, \$1.39  
Mocha Gloves in grey and brown, fleece lined, Sale Price, \$1.89  
Grey Suede Gloves. Regular \$2.50 to \$3.00, Sale Price, \$1.39

Leather Gloves, horsehide palm, lined with or without gauntlets, Regular \$2.25 ..... Sale Price, \$1.69  
Black Gauntlet Driving Mitts, leather palm, curl cloth back, Regular \$2.00 ..... Sale Price, \$1.39

**WOOL MUFFLERS GREATLY REDUCED.**  
Regular ..... \$1.75 ..... \$2.25 ..... \$3.00  
Sale Prices ..... 1.39 ..... 1.79 ..... 2.48  
Silk Mufflers also at Sale Prices.

**SPECIAL FUR COATS AND MACKINAW COATS.**  
12 ONLY BLACK DOG Fur Coats, 50 inches long, large storm collar, quilted, lined, an excellent coat for teaming or other cold work. Sizes 44 to 50, Regular \$45 ..... Special Sale Price, \$33.90

NEAR BEAVER Fur Coats, double breasted, large collar, quilted lining, will stand unusually hard wear. Sizes 44 to 50. Regular \$55 ..... Special Sale, \$44.60

ALL-WOOL MACKINAWs in browns, greys, blues, greens with large overchecks. Special Sale Prices, \$10.80, \$13.45, \$15.90, \$17.35

ALL-WOOL Irish Frieze Reefers, tweed lined. .... Special Sale Prices, \$16.20, \$17.95

DRASTIC REDUCTIONS on Odd Trousers, Overalls, Waterproofs, Sheep-lined Coats, etc.

**GREAT SAVINGS IN MEN'S HOSIERY.**  
Fine Black All-Wool English Cashmere Hosiery. Regular \$1.00 ..... Sale Price, 69c.  
Fine All-Wool English Ribbed Cashmere Sox. Regular \$1.25 ..... Sale Price, 84c.  
Black Cashmere Sox, seamless feet. Regular 85c. .... Sale Price, 69c.  
Extra Fine Black Cashmere Sox. Regular \$1.00 ..... Sale Price, 84c.  
Heavy Ribbed Grey Wool Sox. Regular 50c. .... Sale Price, 39c.  
Heavy All-Wool Working Sox. Regular 85c. .... Sale Price, 48c.

Selections from the Boys' Shop:  
**BOYS' MACKINAW COATS.**  
Real Quality Mackinaw Coats made from heavy 34 ounces to the yard Mackinaw Cloth. Checks and Plaids with either loose or stitched on belt, large shawl collar. Regular \$13.50 ..... Sale Price, \$10.20

**BOYS' WINTER OVERCOATS.**  
Regular Price ..... \$10.00 ..... \$13.50 ..... \$15.00 ..... \$18.00 ..... \$22.50  
Sale Price ..... 8.50 ..... 11.45 ..... 12.75 ..... 15.30 ..... 19.13

**CORDUROY BLOOMER PANTS.**  
75 PAIRS, exceptional value, drab shades, lined throughout, finished with Governor fasteners at knee. Sizes 6 to 15 years. Regular Value \$3.50 ..... Special Sale Price, \$1.98

FLEECE LINED combination underwear, sizes 24 to 34, Regular \$1.35 a Suit ..... Sale Price, 93c.  
BLOUSES, white pleated. Sizes 8 to 14 years. Regular \$1.70 ..... Sale Price, 50c.  
SWEATERS—Heather mixtures, military collars. Sizes 26 to 34. Regular \$2.00 ..... Sale Price, \$1.46

**BOYS' SHOP—EVERYTHING RADICALLY REDUCED.**  
Separate Tweed Pants, Wool Overalls, Wool Suits, Wool Caps, Sweaters, Gloves, Stockings, Underwear, Caps, Rubber Coats, Overalls, Coveralls, etc.

**BIG SPECIALS IN BOYS' SUITS**  
Regular \$16. Sale Price \$10.89

150 Boys' Suits that have been procured especially for this Great Event. Norfolk styles with either loose or stitched on belt and patch, set-in or slash pockets in greys and fancy browns. Sizes 6 to 17 years. Regular \$16 ..... Sale Price, \$10.89

**TWO BLOOMER SUITS**  
\$12.89

A wonderful opportunity to get a boy's high quality suit with an extra pair of bloomers at a price that is truly below what any one would expect. Greys, browns and fancy tweeds made in Norfolk style with loose or stitched on belt and either slash or set-in pockets. Sizes 6 to 17 years. Regular up to \$18 ..... Sale Price, \$12.89  
Other Suits for Boys 10 to 18 years are all radically reduced for this sale.

Regular	\$14.50	\$15.00	\$16.00	\$17.00	\$18.00
Sale	12.23	13.13	13.60	14.45	15.00
Regular	19.00	20.00	22.00	24.00	26.00
Sale	16.15	16.98	18.70	20.40	22.10

And Suits for Junior Boys, up to 10 years of age can be had at real savings.  
Regular Price ..... \$8.95 ..... \$9.20 ..... \$9.60 ..... \$10.00 ..... \$12.00  
Sale Price ..... 7.53 ..... 7.82 ..... 8.16 ..... 8.48 ..... 10.20

**BOYS' SHOP—4TH FLOOR.**

**MEN'S SWEATERS.**  
Coat Sweaters, double shawl collar. Regular \$2.50 ..... Sale Price, \$1.29  
Coat Style, military collar, heather only. Regular \$3.00 ..... Sale Price, \$2.29  
Heather Coat Sweaters, shawl collar, heavy weight. Reg. \$5.00 ..... Sale Price, \$3.89  
Fine Worsted Coat Sweaters, military collar, brown or Oxford shades. Regular \$3.50 ..... Sale Price, \$3.98  
Better grade Sweaters all at substantial discounts.

**53 SUITS FOR YOUNG MEN**  
\$20 to \$25 Value—NOW \$13.10.

2-Piece Long Trousor Suits, including Belters, Pinch Backs and novelty styles. Such an opportunity as this does not come twice. If your size is here, don't miss it. Sizes are 32, 34, 35.

Men's Suits in three button standard styles and button waist-line effects and other styles representing the best makes in Canada, including the famous "Fashion-Craft" Sizes 36 to 46.

Regular	\$25.00	\$30.00	\$35.00	\$40.00	\$50.00	\$60.00
Sale	21.60	25.40	29.50	34.85	42.90	52.30

**MEN'S OVERCOATS.**  
Regular ..... \$25.00 ..... \$30.00 ..... \$35.00 ..... \$40.00 ..... \$50.00 ..... \$75.00 ..... \$90.00  
Sale ..... 21.30 ..... 24.95 ..... 28.90 ..... 34.60 ..... 42.65 ..... 63.70 ..... 74.90

**SUITS, COATS, RAINCOATS, FURS.**  
Suits of Men's Wear Serge, velours, tweeds and many other serviceable materials in shades of navy, black, taupe, reindeer, purple, green.  
Regular—\$39.00, \$48.00, \$52.50, \$75.00, \$113.50.  
Sale—\$31.20, \$38.40, \$42.50, \$60.00, \$90.00 and many other prices with equal reductions.

COATS in a wealth of different styles developed from Bolivias, Velour, Chevrot, Chinchilla, Tweed, Duvelyn.  
Regular ..... \$20.75 ..... \$30.75 ..... \$40.00 ..... \$50.00  
Sale ..... 16.60 ..... 26.95 ..... 31.95 ..... 40.00

RAINCOATS are drastically reduced for this great event. One lot of fawn colored gabardine coats with deep side pockets, straps on sleeves, snug collar, an excellent bargain.  
Regular \$14.00 ..... Sale Price, \$8.95

Velvet Corduroy Coats rubberized, turn back cuffs, convertible collar, side pockets, in taupe, grey, navy. Regular \$38.50 ..... Sale Price, \$22.50  
Tweed Raincoats in grey, fawn, brown, green full belted or half belted. Regular \$16.75 to \$32.00 ..... Sale Prices, \$13.43 to \$25.63

FURS—Fur Coats and pieces at 20 p.c. Discount.

**HOSIERY**  
39c—A large purchase of a fine mercerized hose with reinforced heels, toes and soles, permits us to quote this unusually low price. Colors are grey, brown, white, black. Cashmere hose in black only.  
Regular ..... \$1.00 ..... \$1.25 ..... \$1.50 ..... \$2.10  
Sale ..... .87 ..... 1.09 ..... 1.37 ..... 1.88

LISLE HOSE in grey, reindeer, Russian Calf, brown, gun metal, white, full fashioned, fully reinforced. Sizes 8 1-2 to 10. .... Special Sale Price, 74c.  
SILK HOSE, such well known makes as Gotham, Holeproof, Venus, Mercury, all at Reduced Prices.

**BLOUSES**  
Blouses of Georgette, Crepe-de-Chine, Organdy, Batiste, Voiles, attractive embroidery, frills, new cuffs, unusual colors; trimmings of beads and buttons—all drastically reduced.

One pretty blouse is a combination of navy and rose, made with round neck, 3/4 sleeve, and a rose trim worked with navy floss, at Special Sale Price of \$13.13.

\$1.79—SPECIAL BLOUSE OFFERING—\$1.79  
Regular Values up to \$2.50.

A large assortment of Piques, Linens, Drills.

**GLOVES.**  
DRESS KID GLOVES, two dome fasteners, white, black, grey, brown, fawn. Special Sale Price, \$2.84  
WASH KID GLOVES in grey, heaver, white. .... Special Sale Price, \$2.62  
HEAVY KID GLOVES in tan, brown, grey ..... Special Sale Prices, \$2.62 and \$2.84  
SILK GLOVES in white, black, grey, tan ..... Special Sale Prices, 87c. and \$1.31  
SUEDE GLOVES in black ..... Sale Price \$3.09  
BEAVER SUEDE GLOVES ..... Sale Price \$2.84  
CHAMOISETTE GLOVES in grey, brown, fawn, white, Special Sale Price, 99c.  
JAEGER WOOL GLOVES, fawn ..... Special Sale Prices, 74c. and \$1.31

**WOMEN'S SHOP—3RD FLOOR.**  
Everything at reduced prices. Sweaters, Lingerie, Negligee, Handkerchiefs, Underskirts, Dresses and many others too numerous to mention.