

Today at One o'clock Marks the Opening of

OUR FINE NEW STORE

ON GERMAIN STREET

With Direct Connections to Our King Street Store

The Carpenters, Painters, Electricians have all done their part—we are now ready to take over this fine new store, with its big floor space, its large display windows and an abundance of daylight.

To commemorate this great occasion in a fitting way, we start off today with three great sales of a very unusual nature.

A Sale Unusual of Men's Winter Overcoats

Yes! Of course it's an unusual time to place Winter Overcoats on sale, but then this is an unusual opportunity we have to offer.

Winter Overcoats for the coming season are actually 20 p.c. to 30 p.c. higher than they were last season.

Last year many of our Winter Overcoats were very late in arriving—over five hundred coats were received in the month of February, after the season's business was over.

We knew then that overcoats would be greatly advanced in price for this season, and so decided to hold these late shipments for just such a sale as this.

The Regular Prices quoted below are what these overcoats would have been marked had they arrived in time for last season's selling—so that the savings shown by these comparative prices are really much less than the true saving as compared with prices this season when the new winter stocks are opened up.

The prices are:

\$30 Winter Overcoats	\$24.65
35 Winter Overcoats	28.95
40 Winter Overcoats	34.60
50 Winter Overcoats	42.95
60 Winter Overcoats	53.10

And many other prices, too.

MELTONS—Fancy Brushed Wools, Scotch Tweeds and others.

STYLES—Ulsters, Belters, Slip-ons, Form-Fitting, Chesterfields and Young Men's Ulsterettes.

Anticipate your Winter Overcoat buying by a couple of months and make a substantial saving of \$10 to \$25 on the new season prices.

Sale starts today at one o'clock and will continue all this week.



Our Extensive Stock —OF— Fall Topcoats

Radically Reduced
During This Exhibition
Week.

Just at the beginning of the Fall Topcoat season this opportunity comes to you to procure your new one at a much lower price than usual.

\$25 Fall Topcoats	\$21.60
30 Fall Topcoats	24.98
35 Fall Topcoats	29.65
40 Fall Topcoats	34.90
45 Fall Topcoats	39.85
50 Fall Topcoats	43.85

These prices will continue all through Exhibition week.

Sales conducted in our new store with separate entrance on Germain street.



A New Hat Shop for Men



Our Men's Hat business has greatly outgrown the floor space it has been occupying on the Street Floor and now that this fine new store on Germain street is ready, one-half of the floor space will be given up to a new up-to-the-minute Hat Shop, making without doubt the finest exclusive Men's Hat Shop in Eastern Canada.

New revolving hat wardrobes have been added, mirrors are plentiful, but most important of all is the abundance of daylight, permitting one to distinguish at a glance the slightest variation in the shadings of the hats.

Our new Fall stocks are now complete, making a very extensive showing of the best makes obtainable.

To introduce to our patrons this new stock in its new home, we will conduct all this week

Starting Today at One o'clock

A TREMENDOUS

INAUGURATION HAT SALE



Offering at the following reduced prices our entire Fall stock of Hats and Caps.

BROCK-DE-LUXE—Canada's best—
Regular \$9.00 Sale price \$7.95

MALLORY—Here exclusively—
Regular \$10.50 Sale price \$9.48

BORSALINO—Direct from Italy—
Regular \$11.00 Sale price \$9.95

STETSON—This Fall's price should be
\$15.00 Sale price \$10.98

SCOVIL'S SPECIAL—
Regular \$6.00 Sale price \$4.95

CANADIAN MAKES—
Regular \$7.50 Sale price \$6.98

CAPS—From Tress of London; Wolf, Eastern, Maritime, and other leading makers—
—10 Per Cent. off.

Visit our new up-to-the-minute Hat Shop this week and profit by these Radically Reduced Prices.

Separate Entrance on Germain street.
Direct connection with our King street store.

OAK HALL - - Scovil Bros., Ltd.

New Store 48-50 Germain Street, Also King Street Entrance