

Sale Starts
Thursday
July 21

Important

As we propose during this sale to offer each day a new special of pre-eminent value it will well repay you to study our advertising every day, and you'll be money in pocket by a daily stroll through this store.

Mail Orders Filled

The whole country these days is over-run with so-called "sales," which have a tendency to cheapen the word—but bear in mind that the Oak Hall Annual Event is not merely a sale to clear out the left-overs of a season's selling.

The Oak Hall Sale is a great event during which time Oak Hall gives a substantial reduction on their ENTIRE stock of regular merchandise, as well as offering many "specials" secured by scouring the manufacturing centres and getting big price concessions, and these lines are offered at a very narrow margin of profit.

STARTING TOMORROW!

Oak Hall's Annual July Sale

Which, by Past Performances, has Won it's Place as

St. John's Greatest Mercantile Event

Sale Ends
Saturday
July 30

Important

Every day during this sale new lines of merchandise of predominant value will be shown in our windows. Don't miss a glance in our windows each day. You'll see a new line or two of merchandise that will mean a big saving to you.

Mail Orders Filled

2 Big Leaders in Negligee Shirts for the Opening Day



900 new, fresh Arrow Brand Shirts procured at a big price concession; beautiful patterns that would ordinarily sell up to \$3.00.
July Sale \$1.69

700 extra fine quality Arrow and W. G. & R. negligee shirts, in woven and printed cloths. Bought at a big reduction to sell at \$1.95

Other shirts at July Prices of \$2.48 and \$2.95
Regular \$7.00 Silk Shirts
July Sale \$5.95

Khaki Twill Duck Shirts, Reg. \$1.75
July Sale \$1.19

Underwear

Penman's Natural Balbriggan Combinations. Regular \$2.00.
July Sale \$1.59
Spring Needle Combinations. Regular to \$3.50. July Sale \$1.98
Athletic Combinations. Regular \$2.00. July Sale \$1.48
Balbriggan Shirts and Drawers. Regular \$1.00. July Sale 79c
Merino Shirts and Drawers. Regular \$2.25. July Sale \$1.69
Natural Wool Shirts and Drawers. Regular \$2.50. July Sale \$1.29

Opening Day Leader in Pyjamas

A wonderful special purchase value in fine "Delpark Brand" pyjamas, covering a full range of sizes in a large variety of patterns.
Regular \$4.50 value. July Sale \$2.69

Fine English Taffeta Wool Flannel Pyjamas in attractive stripes. Regular \$11.00.
July Sale \$6.98

Twill Cotton Nightshirts. Regular \$1.50.
July Sale 98c



Hosiery

Fine mercerized liste hosiery in black, brown, navy, slate, Palm Beach. A truly fine buy for every man. Regular 60c. Now 37c
Real Silk Hosiery in colors. Regular \$1.25. July Sale 89c
Black Cashmere Hosiery. Regular \$1.00. July Sale 69c
All Wool Work Sox. Regular 75c. July Sale 48c



Neckwear

1,200 Ties representing the greatest neckwear offering in our history; ties that would sell regularly as high as \$3.00. We now offer them—2 for \$1.50 or for one 79c.

SALE PRICES ON

Trunks, Bags, Suitcases, Hats, Caps, Belts, Braces, Garters, Armlets, Gloves, Sweaters, Bathing Suits, etc.

MEN'S SUITS

Our entire stock of Men's Suits at new interesting prices. You'll find here the style you want, in the pattern you want, and for less money than you'd expect to pay.

- \$25 Suits Now \$21.35
- 30 Suits Now 24.95
- 35 Suits Now 29.65
- 40 Suits Now \$32.85
- 45 Suits Now 38.65
- 50 Suits Now 42.35
- 55 Suits Now 46.20
- 60 Suits Now 52.85

Special in Blue Suits

Twill Serges and Cheviots

\$45

Originally \$60 and \$65

Trousers

Fine striped worsted trousers in two rousing specialties

\$3.85

Regular \$4.50 to \$6.00

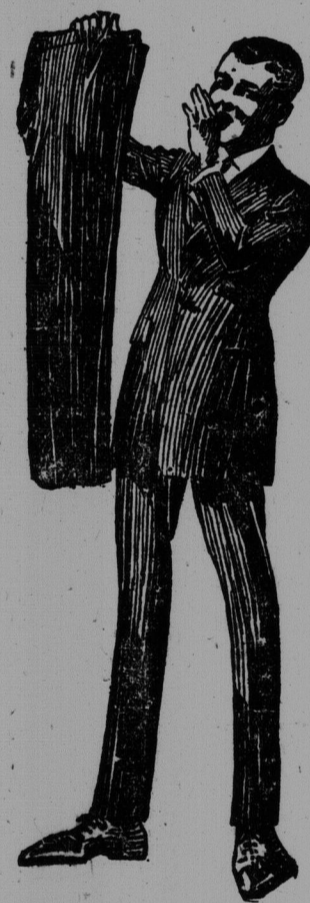
\$4.95

Regular \$6.50 to \$8.50

Waterproof Coats

In tweed effects and plain colorings, 3-4 length, belt all around. Suitable for lightweight topcoat as well as raincoat.

Regular \$15 to \$18 July Sale \$11.35



A Wonderful Value in Boys' Bloomer Pants \$1.98

Sizes 6 to 16 years.

Good serviceable tweeds in greys and browns, lined throughout and finished with Governor fasteners. Only 200 pairs of these so don't delay too long.
Corduroy Bloomers at Sale Prices; also Khaki long trousers and Bloomers.



Thursday's Great Big Leader from the Boys' Shop

BOYS' SUITS

Sizes 10 to 19 years.

\$11.85

The most attractive offering we've ever made in Boys' Suits. Many of these were bought especially for this occasion at a tremendous price concession; others have been carefully selected from our regular high standard stock and some of these were originally priced as high as \$22.00. There are beautiful tweeds in grey, green and brown shades, made with slash or set-in pockets, all-round belt and bloomers lined throughout and finished with Governor fasteners.
Mothers will do well to anticipate the coming school days when a value like this confronts them.

Other Suits specially grouped \$14.59 and \$17.59
Junior Norfolk Suits, knee pants, 6 to 10 years. Regular \$12.
July Price \$8.15

Sale Prices on Everything in Our Boys' Shop

Wash Suits, Blouses, Straw Hats, Underwear, Hosiery, Jersey Suits, Bathing Suits, Neckwear, Golf Hose, etc.

For the Opening Day, a Pre-eminent Value in LOVELY SWEATERS

Tuxedo coat styles in fine jersey knit or soft wool plain knit; broad belt or girdle belt. A delightful variety of colorings such as rose, maize, turquoise, pink, white, black, navy; also silk tie-backs in navy and black. A special purchase enables us to sell these very low.



\$5.95

Kiddies' Sweaters in coat and pullover styles July Sale \$1.50

WASH SKIRTS

White Gabardine of very fine quality, made with all-round detachable belt and fancy pockets. Five different styles to choose from. Originally \$4.00 and \$4.50. July Sale \$2.95

Our entire stock of silk and cloth skirts at interesting

JULY SALE PRICES

First-day Shoppers Will be Delighted With These

HOUSE DRESSES

\$2.98

That are easily worth up to \$5.00

An assortment of colors and designs in chambrays and gingham that are so attractive that these dresses will go quick. Better make sure of getting yours on Thursday.

Many other lines of house dresses at radical reductions.



A Big Super-value for Thursday

Jersey Suits \$18.75

If it were not for a very judicious purchase we would have to ask considerably more for these lovely jersey suits in shades of Copen and tan; made with Tuxedo collar; all-round belt, pockets and cluster pin tucks down centre of back. A real bargain for Thursday shoppers.

UNDERSKIRTS

Underskirts of good quality taffeta and saten in bright and dark shades July Sale \$1.19

Pongee Silk Underskirts, shadow proof, deep flounce July Sale \$3.58

Nightgowns of fine quality cambric July Sale \$1.73

Envelope Chemise, lace and embroidery trimmed yoke, lace shoulder straps; ribbon ties. July Sale \$2.19



Suits, Coats, Dresses, Gloves, Hosiery, Blouses, Kimonos, Corsets, Brassieres, etc., all at new low prices for this July Sale.

NO APPROVAL

OAK HALL - Scovil Bros., Ltd. King St.

NO APPROVAL