

Oak Hall's

31st.

Anniversary Sale!

The First Days of This Sale Have Proved it to be—
St. John's Greatest Mercantile Event!



OUR CLAIMS for this sale have been substantiated; the tremendous business done at the commencement of this great event shows that we were not exaggerating when we predicted our 31st Anniversary Sale would set new records.

THOUSANDS OF DOLLARS' worth of new merchandise have been purchased especially for this sale at prices which, in many instances, are lower than the makers can reproduce the same merchandise for. We have been able to accomplish this because of our great cash buying power.

AND NOW you have an opportunity to benefit through this cash buying power, because of our motto of "Large Volume at Minimum Profit," these great savings we have made are reflected by the markings on our merchandise, so that you actually get the savings.

Our usual practice has been followed of Reducing Prices on Everything in our store, not because of, but in spite of, present unsettled conditions.

Only a few items are mentioned below. There are hundreds of others waiting for your personal inspection.

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, \$1.45
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 Truro 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 \$1.35 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.

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.

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 65c. Sale Price, 48c.

NECKWEAR.
50 Dozen Neckwear, bought especially for this event. Our quoted sale price is actually less than the makers' quotation of today.
Regular \$1.00 and \$1.25. Sale Price 79c., 2 for \$1.50.

BOYS' MACKINAW COATS
Real quality Mackinaw Coats made from heavy 84 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

FLEECE-LINED Combination Underwear, sizes 24 to 34.
Regular \$1.98 a Suit. Sale Price, 95c.
BLOUSES, white pleated. Sizes 8 to 14 years.
Regular \$1.00 Sale Price, 50c.
SWEATERS—Heather mixtures, military collars. Sizes 26 to 34.
Regular \$2.00 Sale Price, \$1.46

BOYS' WINTER OVERCOATS
Regular Price—
\$10.00 \$13.50 \$15.00 \$18.00 \$22.50
Sale Price—
8.50 11.48 12.75 15.80 19.13

CORDUROY BLOOMER PANTS
Exceptional value, drab shade, lined throughout, finished with Governor fasteners at knee. Sizes 6 to 15 years. \$3.50 value Special Sale Price, \$1.98

DIG 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 15 years are all radically reduced for this sale.
Regular \$14.50 \$17.00
Sale 12.23 14.45
Regular 20.00 24.00 26.00
Sale 16.98 20.40 22.10
And Suits for Junior Boys up to 10 years of age can be had at real savings.
Regular Price—
\$8.85 \$9.20 \$9.60 \$10.00 \$12.00
Sale Price—
7.53 7.82 8.16 8.48 10.20

BOYS' SHOP—4TH FLOOR.

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

SPECIAL FUR 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

MACKINAW COATS
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

53 SUITS FOR YOUNG MEN
\$20 to \$25 Values—Now \$13.10

2-Piece Long Trousers 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, 36.
Sale Price, \$13.10

MEN'S SUITS in three button standard style, two button waistline 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—\$21.00, \$24.95, \$28.90, \$34.00, \$42.65, \$53.70, \$74.90.

MEN'S OVERCOATS
Double-breasted Ulsters, Ulsterettes, Chesterfields, Slip-ons, Waistlines.
Regular—\$25.00, \$30.00, \$35.00, \$40.00, \$50.00, \$75.00, \$90.00.
Sale—\$21.30, \$24.95, \$28.90, \$34.00, \$42.65, \$63.70, \$74.90.

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

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, \$90.80 and many other prices with equal reductions.

COATS in a wealth of different styles developed from Bulwias, Velour, Chevrot, Chinchilla, Tweed, Duvetyn.
Regular \$20.75 \$33.75 \$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 \$28.50 Sale Price, \$22.80
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.

GLOVES.
DRESS KID GLOVES, two dome fasteners, white, black, grey, brown, fawn. Special Sale Price, \$2.84
WASH KID GLOVES in grey, beaver, 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

CHILDREN'S SWEATERS, SIZES 22 to 34. RADICALLY REDUCED.
Almost every desirable shading in Coat Style, Pullover and Belters.
Sweaters up to \$3.50 Now \$2.39
Sweaters up to \$4.00 Now \$2.50
Sweaters up to \$4.65 Now \$3.59
Sweaters up to \$5.00 Now \$3.25

BLOUSES.
SPECIAL—A large assortment of beautiful Blouses in Pique, Linen, Drills, round collars, square collars, V-neck. Regular values up to \$2.50.
Sale Price \$1.79.
White Georgette, high neck, tucked front, turn back cuffs, lace trimmed. Special Sale Price \$3.54.
Hundreds of Blouses to choose from—Crepe-de-Chine, Organdy, Batiste, Voile and others; attractive embroidery, frills, new cuffs, trimmings of beads and buttons. All Drastically Reduced.
Midiés, white with navy drill collar or navy flannel collar and white braid trimming.
Regular \$2.00 \$2.50 \$3.00 \$3.85
Sale \$1.74 \$2.44 \$2.62 \$3.39

HOSIERY.
39c.—A large purchase of fine mercerized hose with reinforced toes and heels, permits us to quote an unusually low price. Colors are black, grey. Regular Value 50c. Sale Price 39c.
29c.—Excellent quality Cotton Hose in tan only.
Lisle Hose in grey, reindeer, Russian calf, brown, gun metal, white, full fashioned, fully reinforced. Sizes 8½ to 10. Special Sale Price 74c.
Silk Hose, such well known makes as Gotham, Holeproof, Venus, Mercury, all at Reduced Prices.

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

Mail Orders Filled Extra Salespeople **OAK HALL - SCOVIL BROS., LIMITED** Mail Orders Filled No Goods on Approval