

# Premier Garment Co.

---Formerly Bishop & Sons Showroom---

341 WATER STREET, -2 doors east of the Crescent Theatre-341

## GRAND Opening SALE

TO-DAY, THURSDAY, at 9.30 a.m.

WE take pleasure in announcing our Grand Opening Sale on Thursday, Sept. 27th, at 9.30 a.m. We invite you all to visit our spacious and up-to-date store, filled with huge stocks of New Merchandise, comprising Ladies' Gents' and Children's wearing apparel. This is a not-to-be-missed opportunity. Come! Judge for yourself of its importance.

**FREE** For the First 3 days only  
a present will be given with  
each purchase.

**STORE OPENS THURSDAY**  
9.30 a.m. sharp

**SEE OUR**  
**WINDOW DISPLAY**  
**FOR ALL NEW**  
**GOODS, AND FOR**  
**PRESENTS THAT WILL**  
**BE GIVEN AWAY--FREE.**

**FREE** For the First 3 Days only  
a present will be given with  
each purchase

Store will be open every night till 10 o'clock so as to  
give a chance to those who find it inconvenient to shop in the daytime.

### NEW FALL COATS

Many With Rich Furs---The Fashionable Silhouettes.

Coats unusually sumptuous for their very moderate prices, fashioned of lovely soft fabrics of excellent quality. In most of the models adding luxury with beautiful furs. Silk lined and interlined--warm enough for the coldest day. In all the new shades. Sizes to 51.

Grand Opening Sale Price

**\$6.98 and up.**

### New Ladies' Dresses

These come in Serge, Tricotine, Poiret Twill and Jersey Cloth, beaded, braided and embroidered, in all the leading colors and styles.

Grand Opening Sale Price

**\$2.48 up**

**SEE OPPOSITE**

### SPECIALS.

#### TAN LINEN WAISTS

These look and wear just like Shantung. If they weren't slightly damaged they'd be worth \$2.50.

Opening Sale Price

**59c.**

#### TRICOLETTE WAISTS

50 dozen of these wonderful Waists, beautifully trimmed in self and contrasting colors. Shades of Saxe, Pink, Henna, Honeydew, Almond Green, Toast Navy etc

Sale Price **\$1.69**

#### FALL COATS

Only a limited quantity in Silvertones and Tweed Mixtures. We bought these at a big bargain and here we are giving you them at a big bargain.

Sale Price **\$6.98**

### NEW AUTUMN SUITS

The fabrics that fashion these Suits tell the story. They are Charmeen, Broadtail Cloth, Poiret Twill, Tricotine, Duvet de Laine, Jersey Cloth, Serge and others equally as smart. Fur trimmed, plain, embroidered, long tailored models, 3/4 slenderizing jackets, and box coat effects.

Grand Opening Sale Price

**\$4.98 up**

### WAISTS

In Linen, Tricotelette, Crepe de Chene, Paisley, etc., etc. In all colors, styles and sizes.

Grand Opening Sale Price

**59c. up**

### SLIP-ONS

In Short and Long Sleeve effects; some fringed, others scalloped, in all shades and sizes.

Grand Opening Sale Price **\$2.29**

**PAGE**

341 WATER STREET, 2 doors West of The Crescent Theatre, 341

# PREMIER GARMENT COMPANY.