

CORSETS

JUST OPENED.

6 Dozen only in the lot. Rubber Corsets, Corsets with rubber let-ins, Maternity Corsets and Corsettes; all sizes.

1.49

UP

FINAL SALE

of our

2nd ANNIVERSARY

250 Serge Dresses

Sizes from 36 to 44.

Worth \$4.50

SALE PRICE

1.98

Only one to a customer.

Commencing Thursday, 19th November, at 9 a.m. Sharp

TO FITTINGLY COMMEMORATE THIS EVENT OF TREMENDOUS IMPORTANCE, WE WILL OFFER SUCH AMAZING VALUES IN ALL OUR DEPARTMENTS THAT THOUSANDS OF CUSTOMERS WILL STORM OUR DOORS; AND THE BUSINESS WE WILL DO WILL GO ON RECORD AS ONE OF THE GREATEST AND MOST SUCCESSFUL SELLING EVENTS EVER HELD IN ST. JOHN'S

COATS

A good Coat for a little money. Made of extra fine quality Nap and Blanket Cloth. Belted and Straightline effects, in Navy, Fawn, Grey and Brown. All sizes. Worth up to \$15.00.

6.79

COATS

Formerly selling for \$18.00. Now \$9.95. In nice smooth Velours and Blocked Polaires, in Fawn, Brown and Black, with fancy Silk stitching on collar, cuffs and pockets. All straight-line models. Only a limited number left, so come early.

9.95

COATS

Made of all-Wool Velour, Tweeds and Paids, in Greys, Greens, Navy and Black; all full lined, with plain and fur trimmed collars. You will find in this lot coats that are worth as high as \$25.00.

12.98

Fur-Trimmed COATS

Elegantly trimmed with luxurious Furs, rich Collars, Cuffs and many with deep bandings. You will find these coats decidedly interesting values, for coats of this quality are usually much higher priced. Such lavish use of fur will amaze you—and the styles are so very attractive.

15.98 19.50 25 35 up

Children's Wool Caps, 14c

Woolen Tams, - - 29c

Felt Sailor Hats, - - 49c

Tammy Top, in Fawn only

Liste Hose, - - 39c

Silk Camisoles, - - 49c

Waists, - - - - 89c

Voile, Dimity and Linen. All Sizes.

NEW DRESSES

Economy and Fashion here combine to offer the greatest DRESS VALUES of the season. Every variation of the latest mode is here. Long sleeves, front flares, new back fullness, new Jenny necks and v-necks. Satin, Crepe Satin, Flat Crepe, Polart Twill, Mirroleen, Tricotine, etc., in Black, Navy, Brown, Fawn, Grey, Green, Saxe, Rust, Beige, Pansy and Henna.

7.90 9.90 12.90 15 18 25 29 up

Children's Coats

Sizes from 6 months to 14 years, in a variety of different colors and styles; nicely trimmed, all full lined.

2.98 5.75 7.90 9.90

Leatherette Coats

for Ladies, Misses and Children, made of extra fine quality, with fleece and plaid lined backs.

6.50 and 7.90

Waists

In Voile, Dimity, Linen, Broadcloth, Georgette, Tricolette and Crepe-de-Chene. A host of different styles, in all sizes.

89c 1.98 2.50 2.98 3.50 up

HATS

Plenty of Matrons' Hats, also Misses and Women's. Made of fine Italian Felts, Lyons Velvets, Velvet and Silk combined, etc., etc. Fashionable new styles for large or small heads in a great variety of styles—plain tailored or more dressy—with ribbon, ostrich, flowers, and embroidery trimming. The styles include the new pirate shapes, off-the-face, side roll, poke and many others in Pansy, Red, Grey, Green, Pencil Blue, Fawn, Brown, Rust and Black.

1.98 2.98 3.98 4.98

Dresses

A beautiful assortment of Ladies' Serge Dresses, in Novelty, Plaid and Check effects; all colors. Sizes 36 to 44. Worth up to \$7.50.

3.98

Sweaters

Slip-On and Coat Sweater effects, in Navy, Brown, Buff, Maroon, Cardinal, Peacock, Green and Black. Sizes for Misses and Women.

1.98 2.98 3.98 4.50 5.50

Skirts

Serge, Plaid, Check effects, Roshanaras and Crepe-de-Chenes, Meltons, etc. In all colors and Navy and Black for exceptionally stout figures.

1.98 3.98 4.98 6.50 7.50

THE SALE THAT IS STARTLING ALL ST. JOHN'S. DON'T MIS SIT!

PREMIER GARMENT CO.

341 Water Street--Opposite Sterling Restaurant--LOOK FOR THE NUMBER--341