

FASHION AND ECONOMY SALE

Many Women seem to be under the false impression that Fashion and Economy---like oil and water---will not mix. TO ALL SUCH WOMEN IN PARTICULAR and TO ALL WOMEN who appreciate fine things to wear, we extend a cordial invitation to inspect our NEW FALL FASHIONS. You will find each garment possessed of the distinctive styles and superior quality, which has made the "PREMIER" reputation and as the prices listed here will suggest, you will also find VALUES BEYOND COMPARISON.

Ladies' COATS

They come in Fawn, Grey, Brown, Navy and Blue, and are made of the very finest quality Velvet and Blanket Cloth. Tie-side effects; some belted right around, others stitched, Braided, etc. SPECIAL

8.90

NEW SWEATERS

For Fall and Winter

Turtlenecks, Cardigans, Slip-Overs, etc., with snug cuffs, bell sleeves, button front, bobby collar, etc., etc., in nearly every color and weave that one can think of. Dozens of the smartest styles—scores of colours—latest Novelty stitches. Perfection of fit and finish. All Wool—Silk and Wool—Brushed Wool.

1.98 2.98 3.98 4.50

Children's Wool Caps

19c and 34c

Rubberette COATS

Double-breasted models. Belted right around; made with a heavy Wool lined back. CHILDREN'S SIZES. LADIES' SIZES

6.50 7.90

TRICOLETTE WAISTS 95c

In Dark shades only. All sizes

VOILE and DIMITY WAISTS 98c

A host of styles to choose from. All sizes

Ladies!

Extraordinary Selling of NEW FALL COATS

Never mind the temperature now. Winter's just around the corner—buy your Coat now—at this Sale—it is an investment—a gilt-edge one. Come in and feel the splendid Cloths. Come in and examine the tailoring. Come in and admire the styles. Come in during this Sale and save enough money to buy a new Fall Hat. Every Coat dependable in quality—absolutely correct in style.

EXTRA SELLING SPACE—EXTRA SALESPERSONS—COME EARLY FOR THE BEST SELECTION. These Coats are just as great in tailoring and style as they are in material.

BUY YOUR COAT NOW AND SAVE MONEY!

12.98 15.00 18.50 21.50 25.00 and up

Ladies' Nap Coats

Made of very heavy Nap. The ideal Coat for the cold weather. In Brown, Navy, Grey and Fawn. Belted right around. If you want a good class garment for less money, buy one of these at only

11.50

New Skirts

of extremely attractive fabrics and colorings. In Plaids, Serges, Poirer Twills, etc. Knife pleats and box pleats, plain models, wrap arounds, etc. All sizes and colours.

1.98 3.98 4.50 5.50

The New Hats

COMBINE STYLE WITH QUALITY.

Among the variety of styles are many shapes suitable for large as well as small head sizes. There are narrow brims, broad brims with narrow backs, and brims that slightly roll, in Pearl Grey, Pansy, Sand, Wood, Powder Blue, Rust and Black. A big variety of styles, with ribbons, pom-poms, fancy pins and other trimmings. Early shoppers will get astonishing values here—the styles are all new—the colors wanted—the prices absurdly small. Velvet and Felts.

1.98 2.98 3.98 4.50 5.50

Sensational Selling of

DRESSES

Extraordinary Special Purchase of Manufacturers Samples

THE BIG DRESS BUYING EVENT OF THE SEASON—the best time to buy and save money—many individual styles—all unquestionably smart and up-to-date. The flare and straight line effects being very prominent. And as for value—INCOMPARABLE! Dresses that will be difficult to duplicate again this season at such prices. Sizes 16-52. Crepes, Rayons, Cantons, Satins, Poirers, Tricotine, etc.

7.98 9.90 12.50 15.50 18.50 25.00

LADIES' FALL SUITS

Made of Velour, Broadcloth and Poirer Twill, these Suits exploit the Fall vogue in 3/4 length and box coat styles, in all the wanted colours: Sand, Cuckoo, Navy, Black and Brown—all sizes. Some of these are trimmed with fur, while others are stitched, braided, etc.

Each Suit Priced for Quick Sale

Extra Fine Quality Silk

Corset Covers 49c

In all sizes, lace and ribbon trimmed

Tweed Dresses

In Fawn, nicely trimmed with Blue, Peter Pan collars with tie, long sleeves and girdle.

7.90

WOOLLEN SCARVES 1.25

In Fawn, Navy and Brown, in Stripe, Check and plain effects. Made of pure Wool

BABIE'S COATS

These are real beauties. In Saxe, Rose, Red, Fawn, Green, etc. Some trimmed with fur, others with button and stitching trimming in self and contrasting colors. Sizes 6 months to 2 1/2 years

3.75

Don't Fail to attend this Sale—You can get your New Fall Coat, Suit, Hat or Dress Here for Less

PREMIER GARMENT CO.

341 Water Street, opp. Sterling Restaurant

Look for the No. 341