

# PREMIER GARMENT COMPANY

(FORMERLY BISHOP & SONS SHOWROOM)

341--Water Street--341 : : 2 Doors East of the Crescent Theatre

## GRAND OPENING SALE

THURSDAY, SEPTEMBER 27th, at 9.30 a. m.

Opening this Store right at the beginning of the season, with a complete line of new Fall Merchandise, which was purchased at great concessions in price, we have also made great concessions ourselves. If you wish to share in this feast of clothing values, we urge you to quick decision and prompt action. SALE STARTS THURSDAY at 9.30 a.m. sharp.

Moderate prices prevail throughout our entire establishment. Whether you desire Ladies', Gent's or Children's Clothes, you can find them here—and at prices surprisingly moderate.

Here value is quality—quality at the right price. The surety of lasting satisfaction is yours whether your expenditure be limited or otherwise. Good clothes need not necessarily be expensive. It is simply a matter of knowing WHERE TO BUY.

### FREE!

For the First 3 Days Only  
A Present will be Given with  
Each Purchase

### Ladies' Hats

1,000 carefully selected New Fall Hats, the finest selection of Hats that St. John's has ever seen. They come in Felt, Duvelyn, Lyons and Panne Velvets, in all the new Fall shades; mushroom, straight brim, turban and off-the-face effects, at

### \$1.98 up

### SALE

Starts on

### Thursday, Sept. 27th

at 9.30 a.m., sharp

## MEN'S & YOUNG MEN'S SUITS AND COATS

Store Open Every  
Night Till 10 p.m.

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In Worsteds, unfinished Worsteds, Cassimeres, Cheviots and Homespuns. Wonderful designs in stripes, plaids and self patterns. This is the biggest Men's Suit and Coat event that St. John's will see. This is a "quality first" sale—despite the low prices. Every Suit is one of the new 1923 models—every Suit is well tailored—every Suit offers you unquestioned quality at the remarkable price of . . . . .

### \$10.98 up

A wide variety of models and fabrics to meet the exacting requirements of men and young men.

## BOYS

We carry a complete line of Coats and Suits for Boys of all ages, made of the finest quality materials, in a host of different Styles at

### GRAND OPENING SALE PRICES

We are determined to give Our Customers the Biggest value for their money, and so be known as  
"THE CHEAPEST SHOPPING CENTRE IN TOWN"

SEE OPPOSITE PAGE

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## PREMIER GARMENT CO.