

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.

We take pleasure in announcing our Grand Opening Sale on Thursday, September 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', Gent's 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

See Our
WINDOW DISPLAY
FOR ALL NEW GOODS
AND FOR PRESENTS

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A PRESENT will be
given with each purchase

STORE OPENS THURSDAY
9.30 a.m. sharp

THAT WILL BE GIVEN AWAY
FREE

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 up

Ladies' New Dresses

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

Grand Opening Sale Price
2.48 up

SPECIALS!! New Autumn Suits

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**

The Fabrics that fashion these Suits tell the story. They are Chameen, Broadtail Cloth, Poirer 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, Tricolette, Crepe de Chene, Paisley, etc., etc.; in all colours, 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 up

SEE OPPOSITE PAGE

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