

# PREMIER GARMENT CO.

Thousands of people went home well satisfied with their purchases at THE PREMIER GARMENT CO. during last week—the first week of our

## GRAND OPENING SALE

"Your goods are wonderful," were the exact words of our first customer on our first day of opening. Could any advertising say more? We don't boast. What we promise, we deliver--and that is values. Come and see for yourself--you will find the values almost irresistible.

### THERE IS NO DOUBT!

The Premier Garment Co., 341 Water St., is the one and only store in St. John's for YOUR CLOTHING

IF

—you want positively the lowest prices.  
—you want the choicest quality.

—you want the latest styles.  
—you want the largest variety for choice

## Make This Your Headquarters

We have now put on display many more items only just opened and specially priced to induce early buying. Come early and pick your choice. Nowhere in St. John's will you get such values as are offered here

#### NOTICE

#### To the Outport People

We know that this is the time when the Outport people come to town to purchase their Fall outfits. We would advise you to visit this Store first and so save time, money and trouble, for this is the greatest value-giving store in St. John's.

## NEW FALL COATS

Get busy! We have exactly the kind of COAT you are looking for. These come in Velour, Bolivia, Cordaluse and all the new high piled fabrics; some trimmed with luxurious Fur Collars and Cuffs, in a host of different styles and the season's latest shades. All Sizes.

**Sale Price \$6.98 up**

#### We Positively Refuse to Attend to any Mail Orders

but when in town we shall be pleased to give you our best attention. We could give you thousands of names of Outport people who have been well pleased with their purchases at this Store.

### Dresses

If you intend buying a DRESS, don't delay any longer. Now is the time, as we have now put the greatest assortment of DRESSES on display that was ever before offered in St. John's. Sizes range from 14-48. Every Dress has been marked very low, especially for this Big Sale.

#### SPECIAL! From 9-11 a.m. only

We have just put on display another lot of Tan Linen Waists (even a better lot than the last we had on Sale). Will the customers who weren't fortunate enough to secure one last time, please come early and so avoid disappointment? These Waists are worth \$2.50.

**Selling Price, 59c**

### Hats

Made of the finest quality Felt, Duvetyn and Lyons Velvet, in all the latest possible effects, in Short and Jockey Pokes, off-the-face and fancy effects. Also a large number of Matrons' Hats. In all the new Autumn shades, as well as plenty of Black. All these Hats are worth more than double the price we are selling them for.

### Skirts

We have also put on display a beautiful line of SKIRTS, in Serge, Poirer Twill, Plain and Prunella Plaids, in all colors and sizes. Plain, Box-Pleated and Knife-Pleated effects. Just the Skirt you are looking for to match your Sweater.

**Sale Price, \$1.49 up**

We have also put on display many more items, specially priced for this Sale, that this space doesn't allow us to describe more fully

### Boys' Overcoats

A complete line of Boys' and Young Men's Overcoats. A visit to this Store will convince you of the values that are offered here. All these Coats are belted right around and heavily lined. Just the thing for the cold weather. Priced specially low for this Sale.

## MEN!

This is a SALE that will bring the crowd to our Store. We would advise you to come as early as possible to pick from this great assortment of Suits that we have just put on display. No matter what kind of a Suit you want, you will find it at The Premier Garment Company. Suits made of all Wool materials; some with 2 pair Pants; all colors and all sizes.

**From \$10.90 up**

### OVERCOATS

It will pay you to buy your Overcoat HERE, as nowhere else can you get such values. These Coats come in Black, Tan, Grey, Green, Brown and Heather mixtures. You will save money by buying your Coat HERE!

### Boys' Suits

A great assortment for the youngsters. All these Suits are made of the finest materials that will certainly wear well, in one and two-pair Pants Suits, in a variety of different styles and colors. All sizes.

**\$5.90 up**

341 Water Street, formerly Bishop & Sons Showroom, 2 doors East of the Crescent Theatre

# THE PREMIER GARMENT CO.'Y