

BARGAIN FESTIVAL SALE!

LOOK! LOOK!

Sports' Coats

Made of very fine materials, some with inverted pleat at back, others with panels, belted and straight models; all sizes. Values up to \$10.00. Special to clear **1.79**

After many weeks of careful planning, we are offering such unusual values in Ladies' and Gents' wearing apparel, that will startle the city. This is a Sale where profit is forgotten, and all our efforts are directed to the one idea of giving our customers a Bargain Festival, that will make them permanent friends of the

PREMIER GARMENT CO'Y

Those who are in need of new clothes now, or who may be thinking of purchasing shortly, should make a special effort to be present and look over the wonderful values that we have prepared for them here.

HURRY! HURRY!!

Children's CAPES

Very cute little models; sizes up to 14, in Velours and Polo Cloth; nicely trimmed. Formerly sold for \$4.00. Now **1.49**

Serge Dresses

Some in all Navy, others with Navy Skirt and Fawn and Grey plaid bodice, and more all Grey or Fawn plaid Dresses. Sizes 16-44. All these are \$5.00 sellers. Now **2.98**

Knitted Dresses

All Wool Knitted Dresses, ideal for Sports' wear, made of very fine quality. We won't say much about them, but these \$6.00 Dresses go on Sale for **2.98**

Tricolette Dresses

Made of fine heavy quality, in Black, Navy, Brown, Saxe, Fawn, Grey, etc. Sizes 16-44. All perfect. Some panel trimmed; others with fancy buckle, etc., etc. Very good value **3.95**

NOTICE—

We guarantee that the above are absolutely the Lowest-in-the-City Prices. All these are selling 'way below cost. It will pay you to buy even 2 or 3 garments, as, (if any of these are left), they will POSITIVELY be sold at their former prices, after this Sale.

Ladies' Suits

Chic, smart models, made over youthful and becoming lines, fashioned in fine quality Twills, in Black, Navy, Brown, Fawn and Grey. Excellent workmanship; lined with Silk Crepes and Satins; effective tailor stitching; some braid trimmed; others, with trimming inlaid of self material. Sizes for women and Misses.

15.00 19.50

and up.

Smart Coats

Bright, new light-weight Coats, at exceptionally low prices. It is most unusual that such COATS should be so LOW PRICED. These coats are made of the very finest quality Kassa, Bengaline, Downywool, Flannel, Charmeen, Trico-Suede, etc. These are the newest fabrics that are wanted for Spring and Summer wear—ordinarily far higher priced—and in such popular colours as Rosewood, Gravel, Green, Grey, Blue, Shrimp, Tan and many others. Sizes 14-53.

11.50 14.98 19.50 24.98

Crepe Dresses

An exceptionally complete range of styles in smart Dresses for every occasion—for Street, Afternoon, Evening, Business or General wear. Every approved fashion tendency is incorporated in these handsome Frocks—the frills, full ruffles at the bottom of Skirt, godets of lace and touches of beautiful embroidery. These Dresses are all fashioned of the very best quality. Flat Crepe, Satin Crepe, Satin, Crepe-de-Chine, Crepe Meteor, etc. Sizes 16-48. All colours.

6.98 7.98 11.50 15.00

and up.

HATS

STYLES—

LARGE and SMALL
DROOPING BRIMS
UP-TURNED BRIMS
CLOSE FITTING HATS
SIDE ROLLING EFFECTS

TRIMMINGS—

FLOWERS
STRAW ORNAMENTS
RIBBONS
FEATHERS
LACES
EMBROIDERY.

COLORS—

THISTLEBLOOM
LIPSTICK RED
MARMORA GREEN
LUPINE BLUE
WOOD, BLACK, ETC.

1.49 1.98 3.50

4.98 5.98 6.98

Tricolette Waists

All colors and all sizes. Every one perfect and a real bargain, at **98c**

LADIES' CAPES

In beautiful smooth Velours and Polo Cloths, trimmed with braid, embroidery and buttons in self and contrasting colors. All sizes in Grey, Fawn, Brown, Blue, Navy, etc. Worth \$10.00. Sale Price **4.49**

SPORTS' COATS

In Polo, Velour, Tweeds, etc. Sizes 36 42. Inverted pleat and plain back models. Some bargain for **4.98**

LINEN WAISTS

Made of the finest quality Tan Linen. Looks and wears just like Shantung. Sizes 36-46. Peter Pans, V. necks, etc. Easily worth double **1.18**

Bloomers

In Pink, White, Lemon, Mauve and Peach, shirred elastic knee.

89c and 98c

Ladies' Step-Ins

In Mauve, Lemon and Flesh, Cotton Crepe, Lace trimmed.

98c

Summer Weight Chemise

In Flesh and White Nainsook, all sizes.

98c

Underwear Sets

Vest and Step-ins, Flesh and White, lace trimmed. Very fine quality. The Set

2.75

Slips

Princess Slips, made of Lingette, in White, Flesh, Navy, Brown and Black.

2.98

We have opened, specially for this Sale, many more items, such as SKIRTS, WAISTS, RUBBERETTE COATS, etc., which this space doesn't allow us to describe more fully.

PREMIER GARMENT COMPANY

Don't Make Any Mistake but look for the Name Above the Store--PREMIER GARMENT CO. -- 341 WATER STREET -- 2 Doors East of the Crescent Theatre.