

Commencing Tuesday, 20th October, at 9 a.m. Our

2nd ANNIVERSARY SALE!

**PREMIER
GARMENT CO.**

We cordially invite you to attend this wonderful Birthday Celebration and to take advantage of the remarkably low figures at which these Anniversary Specials are priced.

**PREMIER
GARMENT CO.**

FREE WITH EVERY PURCHASE OF \$10.00 OR OVER WE WILL GIVE A BEAUTIFUL \$7.00 PEARL NECKLACE FREE

2.98 SERGE Dresses 2.98
In Navy only. Sizes 16 to 42.

Better Dresses

Hundreds of beautiful Dresses to pick from in Serge, Tricotine, Poiret and Tweed. Navy, Black, Brown, Fawn, Green and Grey. Sizes for Misses, Women and Stouts.

6.98, 7.90, 11.50, 14.50, 18.00, 21.00, 24.00

COATS
Values up to \$15.00
Made of very heavy Nap Cloth, Velour and Blanket Cloth, in Straightline and Belted effects. Navy, Brown, Fawn, Light Grey, Dark Grey, Blue, Green, etc. Anniversary Price

8.49

A WONDERFUL VALUE TREAT.
**New Fall and Winter
HATS**

"In the nick of time" and beyond a doubt the most impressive Millinery Event in years! Style, Dash, Quality and Value in every Hat. Shapes for Matron or Miss. Roll brims, off-the-face, Mushrooms and side trimmed effects. Rich Silk Velvets, Felt combined with Velvet, and all Felt. Shapes for every face. Styles and colours that are new and pleasing.

1.98 2.98 3.98 4.50 5.50 6.50

Tricolette Waists, 95c

Children's Wool Caps, 19c, 29c

Wool Scarfs, - 1.25

Voile Waists, - 89c

Silk Camisoles, - 49c

Sweaters, 1.98 to 4.50

Skirts, - 1.98 to 7.50

Babies' Coats, - 3.75
Beautiful little models—all one-of-a-kind.

Children's Coats, 3.98 up

Rubberette Coats, - 7.90

Children's Rubberette Coats, 6.50
Extra Quality

MEN!

We want you to join in our Birthday Celebrations. We are giving to each purchaser of a Suit or Overcoat a beautiful \$7.00 PEARL NECKLACE—which will be a nice gift for your wife, mother, sister or girl!

FREE

Here's a Stock of Men's Clothes That Makes Choosing Easy!

Suits

1 AND 2 PANTS.

Fine imported fabrics from the most prominent houses. Very latest patterns and an unusual variety of correct colors. Models for young men, old men and men in between. Come in and see for yourself and remember, you save at least 30 p.c. by buying here—NOW!

12.50 up to 45.00

A PEARL NECKLACE FREE FOR THE LADY, WITH EVERY SUIT OR O'COAT.

Overcoats

TRULY WONDERFUL VALUES.

A purchase of Overcoats from a prominent maker at great concessions in price enables us to offer them to you at a figure that means a substantial saving.

15.50, 18.50, 24.00, 28.00

Canadian & American Caps

Pleated and Plain backs—Grey, Brown, Fawn, etc.
98c, 1.60, 2.25, 2.75

Blue Work Shirts, - - 98c
with collars attached

Heavy Work Shirts, - 1.69
Striped, Dark Blue and Khaki

Dress Shirts, - - 1.98 up

Working Pants, - 1.98 up

All-Wool Vests, - - - 4.50

Heavy Silk Ties, - - : 75c

English Broadcloth Skirts, 3.90
of the finest quality, Orange color, fancy stripe and Check effects.



See **Opposite
Page**

BOYS' SUITS

1 AND 2 PANTS

A wide range of newest patterns and colours. Fine quality fabrics—exceptionally well tailored in every new model of the season.
MOTHERS! Outfit your boy here and save many, many dollars. Sizes 3-18 years.

3.60 6.50 7.75 8.50 10.50 up to 14.50

Boys' Overcoats

Made in the newest mannish styles. Tailored with the same care as Dad's clothes, and of the best all-Wool fabrics. Belted right around, inverted pleats, some with breast pockets, etc., etc., in all the wanted Fall and Winter colours. Sizes 3-18.

7.50 9.00 10.50 12.50 14.50 17.00

**MEN'S
RAGLANS**

In Grey and Fawn, made of the finest material.

14.90 to 25.50

PREMIER GARMENT CO.

341 Water St., opp. Sterling Restaurant, Look for the Number---341