

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

2nd ANNIVERSARY SALE!

ACCEPT FROM US A GIFT!

In each Department we have priced several items at actual wholesale cost and below cost as our Birthday presentation to you. Our buyer has gone out in the open market and bought Quality in Quantity, so that each and everyone of these Special Birthday Fashion Offerings will be a value long to be remembered by all patrons who visit us during Anniversary Week.

Fur Coats

ORIGINAL MODEL ONE-OF-A-KIND FUR COATS. These we are offering at very special prices—as sure-to-be-appreciated Birthday Gift to our patrons.

A SMALL DEPOSIT WILL HOLD ANY PURCHASE UNTIL YOU ARE READY FOR SAME

To Celebrate Our Second Anniversary--
To Commemorate the Years Achievements--
To Express Gratitude to Patrons and Friends--

The Premier Garment Co. Offers a Feast of Birthday Values!

When you come to our Birthday Celebration, you will not have come in vain. A feast of unheard of values awaits you. Styles that are inimicably "Premier Garments" will welcome you. Modes of originality—quiet distinction and individuality are here, ready NOW to greet you during this, our ANNIVERSARY WEEK.

FREE!

MOTHERS SEND YOUR SONS
SISTERS SEND YOUR BROTHERS
WIVES SEND YOUR HUSBANDS
GIRLS SEND YOUR BEAUS

Make Them Buy Their Clothes Here!

To everyone purchasing a Coat, Suit or Dress to the value of \$10.00 or over, we will give a beautiful set of \$7.00 Pearls—Free!

This is our Birthday offering to the public in recognition of its contribution to our success.

SEE THE PEARLS IN OUR WINDOW.

to secure one of these handsome sets of Pearls, as we are giving them FREE to every man purchasing a Suit or Overcoat.

ACCEPT FROM US A PLEDGE!

In all your dealings here you may rest assured that we appreciate each transaction as a definite obligation of Service—that YOUR satisfaction is a matter of FIRST consideration with us—that courteous treatment and intelligent service on the part of our organization is YOURS by right of patronage. Here, now as always, you may expect the first fashions FIRST, the finest quality ALWAYS and incomparable VALUES at the LOWEST PRICES IN THE CITY.

Ladies' Suits

Smart Fall and Winter Suits, in Velour, Broadcloth, Poiret and Tricotine. Box Coat and long tailored models. Navy, Fawn, Brown and Black. Sizes 16-52. Fur and self trimmed. Buy one of these and secure a beautiful Pearl Necklace—FREE.



See opposite Page

REMARKABLE COAT BARGAINS

A Beautiful Pearl Necklace—FREE—with each Coat.

\$7.00 Necklace—FREE—with each Coat.

Hundreds and hundreds of Coats for your selection, Straightline, Swagger, Mannish, Draped or what you will! Shawl Collars, Crushed Collars, others Racoon r Fitch, Dyed Mandel, Moufflon, or Manchurian Wolf. Self trims, panels and tucks. Each Coat beautifully lined. The height of Fall and Winter's new modes at sensational prices. Brown, Black, Navy, Fawn, Grey, Rust, Brick, Henna, Blue and Green. Sizes for Misses and Women

12.98 15.50 17.50 21.00 25.00 29.00 35.00 up

Buy a Dress and get a
Necklace—FREE!

Crepe and Satin DRESSES

A \$7.00 Necklace FREE
with each Dress!

for Street, Afternoon and Party wear. Embodying all of the new style tendencies in all of the new rich Autumn shades. Cantons, Crepes, Georgettes, Satins, etc. Sizes 16-52.

7.90 9.90 12.50 16.50 19.00 24.00 28.00 up

PREMIER GARMENT CO.

[341 Water Street—Opposite Sterling's Restaurant—LOOK FOR THE NUMBER-341