

Co.

Theatre--341

SALE

We invite you all
comprising Ladies, young
Judge for yourself

First 3 Days only
will be given with
each purchase

night till 10 o'clock so as to
those who find incon-
op in the daytime.

UMN SUITS

These Suits tell the story. They are
poret Twill, T. T. Twill, Duvel de
d others equally as smart. Fur
long tailored models, 3/4 slenderiz-
cts.

ing Sale Price

98 up

ISTS

de de Chene, Paisley, etc., etc. In

ing Sale Price

c. up

=ONS

effects; some aged, others

Sale Price 2.29

341

PANY.

Premier Garment Co.

---Formerly Bishop & Sons Showroom---

341 WATER STREET, --2 Doors East Crescent Theatre--341

GRAND OPENING SALE

TO-DAY, THURSDAY, at 9.30 a.m.

OPENING this store right at the beginning of the season with a complete line of New Fall Merchandise which was purchased at great concessions in price, we have also made great concessions ourselves. If you wish to share in this feast of clothing values, we urge you to quick decision and prompt action. Sale starts **Thursday**, at 9.30 a.m. sharp.

Moderate prices prevail throughout our entire establishment. Whether you desire Ladies', Gents' or Children's Clothes, you can find them here--and at prices surprisingly moderate. Here value is quality--quality at the right price. The surety of lasting satisfaction is yours whether your expenditure be limited or otherwise. Good clothes need not necessarily be expensive it is simply a matter of knowing **WHERE TO BUY.**

FREE for the first three
days only . . .
**A Present will be given
with each purchase**

LADIES' HATS

1000 carefully selected new Fall Hats. The finest selection of Hats that St. John's has ever seen. They come in Felt, Duvelyn, Lyons and Panne Velvet, in all the new Fall shades, Mushroom, Straight Brim, Turban and Off-the-face effects. At **\$1.98 up.**

SALE
Starts on Thursday
27th Sept.
at 9.30 a.m. sharp

Men's & Young Men's Suits & Coats

**Store Open Every Night
till 10 O'clock**

**Store Open Every Night
till 10. O'clock**

In Worsteds, Unfinished Worsteds, Cassimeres, Cheviots & Homespuns, wonderful designs in stripes, plaids and self patterns. This is the biggest men's suit and coat event that St. John's will see. This is a "quality--first" sale--despite the low prices. Every Suit is one of the new 1923 models. Every suit is well tailored--every suit offers you unquestioned quality at the remarkable price of **\$10.98 up.**

A wide variety of models and fabrics to meet the exacting requirements of men and young men.

BOYS We carry a complete line of Coats, and suits for boys of all ages, made of the finest quality materials in a host of different styles at

Grand Opening Sale Prices

We are determined to give our Customers the biggest value for their money.

And so be known as "The Cheapest Shopping Centre in Town"



See Opposite Page



341 WATER STREET, --2 doors east of the Crescent Theatre--341

Premier Garment Co.