

# PREMIER GARMENT CO.

## EXTRAORDINARY BARGAINS

in

# NEW FALL CLOTHING

EVERY DEPARTMENT IS READY FOR THIS GREAT EVENT WITH NEW FEATURES. EVERY ITEM REPRESENTS THE VERY LATEST IN STYLE, THE UTMOST IN VALUE, SATISFACTION IN QUALITY. HERE ARE BUT A FEW OF THE MANY SAVINGS. REMEMBER THAT FOR EVERY VALUE SHOWN HERE, THERE ARE MANY, MANY OTHERS. IF YOU DO NOT SEE HERE WHAT YOU NEED IN THE WAY OF CLOTHING, PAY US A VISIT. YOU'LL BE SURE TO FIND IT AT A SAVING . . . . .

### COATS

The flaring Silhouette, the new sleeve interpretations and the deft use of embroidery, shirring and tucks lend beautifying touches to the Coats for Fall. A smart and distinctive collection of thoroughly high class Coats that mark an innovation in style and price. Developed in the new Suede-like fabrics, Bolivia, Cord-aline, Gerona and other soft Velvety Colths. Some are generously trimmed with Fashion's newest Furs—Jap. Mink, Beaver, Muskrat, Seal, Squirrel, Sable, Fox and Opposum, while others are plain.

**\$11, \$13, \$15, \$18, \$22, \$24, \$28, \$32, \$38**

### HATS

A new and varied assortment of New Fall Hats. Made of Lyons and Panne Velvets, Duvetyn and Mirror Velvet. The last word in smart styles, all purchased expressly for this Sale. Dress and tailored styles, embroidered, feathered, flowered, appliqued, etc. Styles for the Miss and Matron. Such wonderful values have never before been offered so early in the season.

**\$1.98, 2.98, 3.75, 4.50, 5.25 and 7.50**

One lot of Felts, Sailor shape, Tammy top, in Fawn only . . . . . \$1.49

### Fall Dresses

Wonderful Values! New distinguished models—Frocks for afternoon, street or Sports wear, of quality, usually associated with higher prices. In Serge, Poiret Twill, Tricotine, Wool Crepe, Canton Crepe and Crepe-de-Chine, in all colours and sizes.

**\$4.98, \$6.98, \$8.98, \$11.75, \$12.50**

### Skirts

In Serges, Plaids, Prunellas, Satins and Roshanara Crepes, knife-pleated, box-pleated and plain models from

**\$3.98 up**

SPECIALLY FOR STOUT LADIES, in Navy and Black Serge only. Sizes up to 50 inch waist . . \$4.98 up.

## MEN'S and BOYS' SUITS

NEW FALL SUITS, WELL TAILORED, ONE AND TWO TROUSER SUITS, SINGLE AND DOUBLE BREASTED MODELS—ALL SIZES. SUITS OF WORSTEDS, SERGES, CASSIMERES, CHEVIOTS, TWEEDS, SCOTCHES, UNFINISHED WORSTEDS—SOLID COLOURS AND FANCY PATTERNS.

**Boys' Suits \$3.60, 5.98, 7.50, 12.00, 15.00. Men's Suits—Every Suit a Bargain from 9.90 up**

## Men's and Boys' WINTER COATS

These come in the new, long, box-back models. Made of imported all-Wool materials—plain colors and Overplaids, in a huge assortment. They comprise the greatest assortment we have ever shown—and the best values. Big, burly Ulsters, handsome Great Coats, the new  $\frac{3}{4}$  Town Coats, full belt, half belt and plain styles. Made of fine imported and domestic Woollens, handsomely tailored . . . . .

**Boys' Coats \$5, 7.50, 8.50, 12.00. Men's Coats, \$14, 18, 22, 27, 34, 38**

**See What Others Ask--Then Come Here and Compare.**  
**You Will Save at Least 30 per cent. We Invite Comparison.**

**PREMIER GARMENT CO.** 341 Water St.  
2 Doors East of the  
Crescent Theatre