





# PREMIER GARMENT CO. 

Thousands of people went home well satisfied with their purchases at THE PREMIER GARMENT CO. during last week-the first week of our

# CRAND OPENING SALE 

"Ioul youds are wonderful," were the exact words of our first customer on our first day of opening. Could any advertising say more? We don't boast. What we promise, we deliver--and that is values. Come and see for yourself--you will find the values almost irresistible.

## -THERE IS NO DOUBT!

The Premier Garment Co., 341 Water St., is the one and only store in St. John's for Your CLOTHing inle IW

H2
-you want positively the lowest prices. -you want the choicest quality.
-you want the latest styles.
-you want the largest variety for choice

## Make This Your Headquarters

We have now put on display many more items only just opened and specially priced to induce early buying. Come early and pick your choice. Nowhere in St. John's will you get such values as are offered here

| NOTIGE |
| :---: |
| To the Outport People |

TO the Outport People.
We know that this is the time when the Outport
people wome to to wn to purchase their all out
fits. We would advise you to visit this Sut
peop, come to to wn to purchase hieif hill our-
ffts. We would dvisis you to visit this Store
first and so save time, money and trobbe, for
fis the
this is the greatest value-giving store in St.
Johns.s.

## Dresses

If you intend buying a DRESS, don't delay any longer. Now is the time, as we have now put
the greatesf assortment of DRESSES on display the greatest assortmen of DRESSES on display
that was ever before offered in St. John's. Sizes range from 14-18. Every Dress has been
marked very low, especially for this'Big Sale. marked very low, especially for this' Big Sale.

Get busy! We have exactly the kind of COAT you are looking for. These come in Velour, Bolivia, Cordaluse and all the new high piled fabrics; some trimmed with luxurious Fur Collars and Cuffs, in a host of different
styles and the season's latest shades. All Sizes.

## Sale Price $\$ 6.98$ up

| SPEGIALI <br> From 9-11 a.m, only <br>  tad on Sale.). Will the customers who werent <br>  Selling Price, 59e |
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|  |  |

## Hats

Made of the finest quality Felt, Duvetyn and
Lyons Velvet, in all the latest possible effects, in Lyons Velvet, in all the latest possible effects, in
Short and Jockey Pokes, off-the-face and fancy effects. Also a large number of Matrons' Hats.
In all the new Autumn shades, as well as plenty In all the new Autumn shades, as well as plenty
of Black. All these Hats are worth more than
double the price we are selling them of Black. All these Hats are worth more
double the price we are selling them for.


## Skirts

We have also put on display a beautiful line of SKIRTS, in Serge, Poiret Twill, Plain and Prunella Plaids, in all colors and sizes. Plain, Box-
Pleated 'and Knife-Pleated effects. Just the Pleated and Knife-Pleated effects. Just the
Skirt you are looking for to match your Sweater. Sale Price, $\$ 1.49$ up

Das We have also put on display many more items, specially priced for this Sale, that this space doesn't allow us to describe more fully

## Boys'

Overcoats
A complete line of Boys' and Young Men's Overcoats. A visit to this Store will convince you of the values that are offered here. All these Coats are belted right around and heavily lined. Just the thing for the cold weather. Priced specially low for this Sale.

## MEN!

This is a SALE that will bring the crowd to our Store. We would advise you to come as early as possible to pick from this great assortment of Suits that we have just put on display. No matter what kind of a Suit
you want, you will find it at The Premier Garment Company. Suits made of all. Wool materials; some with you want, you will find it at The Prem
2 pair Pants; all colors and all sizes.

Fiorn $\$ 10.90$ up

## OVERCOATS



## Boys' Suits

A great assortment for the youngsters. All these Suits are made of the finest materials that will certainly wear well, in one and two-pair
Pants Suits, in a variety of different styles and Pants Suits, in a variety of different styles and colors.

$$
\$ 5.90 \text { up }
$$

341 Water Street, formerly Bishop \& Sons Showroom, 2 doors East of the Crescent Theatre THE PREMIER GARMENT CO'Y


## TO-NIGHT! TO-NIGHT! <br> MAJESTIC <br> "LIGHTS OF NEW YORK" <br> veminicisume <br> 15 and 9 p.m. Admission 20 c <br> -BIG ACTS-9 <br> Miss Kathryn Gallivan <br> Sings: (a) MATHETER NAMYORNE

## FISHERMEN!

Lower Prices on HAND-MADE BOOTS!
 Hand Mave Tongue Boot....... .Price 88.80

 Sold leather pegged laced boots. (Fishermen! Dort pot poar money in nanyother)
 MENS AND Boys' short laced boots Meris Lheod Pegread Boots. Boss Tacee Perged I Only s4.50


F. Smallwbod, THE HOME OF GOOD SHOES.
218 and 220 Water Street.
 DARK NIGHTS AHIEAD ?

## Sewing, Reading or Studying by artincial Iight




THE BEST OPTICAL SERVICE
R. H. TRAPMELI, Ltol

ADVERTISE IN THE EVENING TELEGRAM.

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## LADIES FALL COATS

$\frac{2}{\frac{2}{\text { Syllilinh }}}$
$=59.75=10$

## Steer Brothers

## 



$\$ 17.50$ to \$40.00
Beautiful Styles in Velour \& Bolivia Cloth Coats With the new side girde.
lined mostly with Furr collars Browns, Nâvys and Blacks.


# The English-American Clothing $\mathrm{Co}_{0}$ ontera <br> <br> Sunshine BargainstriDull Fall Days 

 <br> <br> Sunshine BargainstriDull Fall Days}

Ladies' Dresses
Navy, Tricolette and Serge, servicable neat 2.49
and styles. Waists lined White. All Sizes .... $\mathbf{3} \mathbf{4 9}$

Stylish Navy Serge and Two-tone Dresses. $\mathbf{5} 48$ All Sizes. Big Bargains at

## Sweaters

All the New Fall Colors and Styles, including Tuxedos. Prices from $\$ 1.98$ up
Boys' Sweaters
A small lot in Navy $\mathrm{D}^{2}$ Brown; all Wool,
fasten on shoulder. Size 3 to 10 ............ 98

## A GIRLS' COAT SPECIAL

 for Mothers of big families with little purses50Only. Extra fine soft quality Tweed, guaranteed all Pure Wool, very snug and warm, in soft Grey shades, with Saxe or Green stripes. These Coats, owing to their having no great variety are offered at the most ridiculously 2.69 low figure. Many sizes

## Winter Hats

They're beautiful, Our Hats, New large and small shapes, New Materials. Most becoming styles. They're no sooner in than they're gone! Need we say more?

## Ladies' Coats

## Heavy Fall Coats

Smart designs in Henna, Blue, Green, Navy, 6. 48 Grey, etc. All Sizes
Very fine and exclusive Models in Astrachans, Boliv. ias, Box Cloths, in New tones. From $\$ 12.00$ up. Blanket Cloths, Naps, Chinchillas and Tweeds, 8.69 in very smart styles. Fur collars on some.

## All Our Window-Trims, of Ladies' or Men's Wear are always marked in plain figures. The western Window of our Men's Department is this week featuring a "Suit Special." Take a look at it as you pass. THEN COME IN ! ! !

## Shirts

Some Real Sunshine Bargains in Men's very smart Shirts
Smart Fancy Striped Shirts. Good Values .. 1.25
Fashionable Sikk Striped Shirts. Very popular 2.75
High Grade Cream Shirts. With collars to 1.90

match ........................... Neat Striped Shirts. With collars ........ 1.40 Serviceable Cream Shirts, With collars .... 1.75 | Special Quality Black Sateen Shirts; double |
| :--- |
| stitched. All Sizes................. |

## You can't beat this !

Pants $\begin{gathered}\text { Stont qualitit Dark Tweeds. } \\ \text { Al sizes ill perfect no fows } \\ 1.98\end{gathered}$ A better grade also at slightly bigher price.

## Sunshine Bargains In our Men's Dept.

Our Men's Best Special 25 only Suits only 25 American Tweeds, New Plain weaves, Hair $25^{50}$ lines and Fancy Mixtures. All 1923
in Single and Double Breasted Styles Men's Suits
Tweeds and Worsteds, Hair lines, Mixtures and Heather effects. Good, durable, well$11^{25}$ tailored Suits. All Sizes

MEN'S WINTER OVERCOATS
We have only a small showing of New Fall and Winter Overcoats, but as these are very carefully selected, they are sure to please both eye and purse.
Prices from 10.00 to $\$ 32$

## Boys' Overcoats

Heary-weight Tweeds, for Winter wear. Lined 3.98
thick Woolly Plaid, Sizes 3 to 6 years. thick Woolly Plaid. Sizes 3 to 6 years wo. 5. 5

## Boys' Suits

For all round or best wear. Good knockabout Suits for school or play All Sizes up to 16 years. Greatly Reduced.

## Important Notice!

Outport friends will be shown every courtesy in our Store, and if desired, an experienced clerk will give personal suggestions as to styles, etc.

Men'sAmericanSuits
Navy Serge only. Some Suits with 2 Pairs Pants. All Sizes from $\$ 16.00$ to $\$ 45.00$. The English-American Clothing Co.


## APPLES

## IN STOCK:

300 Brls. Gravenstein Apples.
100 Boxes Table Apples.
100 Kegs Green Grapes.
Place your order for Fruit with us. Price and Quality Right.

## GEORGE NEAL,

Limited
COATI! OLD NORTH STDNEI COAL s14.00 Fer Ton (Spot Cash.) BURNSIDE scoith CoAL Si3.00 Per Too (Soot Cabh.) 2000 TONs WELish ANTHRACIE
 A. II MURRAY \& CO, Limited,

The Railway Passengers Assurance Co.

 CCLATMS PATD, OVER S36,000,000



HENRY C. DONNELLY


## And

A Man's dark tan mahogany calf HER LACED BOOT with rubber heelg:
Price $\$ 4.50$ the pair
Special prices to Wholesale Dealers on case lota Mail Orders receive prompt attention.

## F. Smallwood

The Home of Good Shoes 218 \& 220 Water Street

Wanted to Purchase 5-Gallon Oil and Gasolene Tins in good condition.

The Standard Manufacturing Company, Ltd.

THE $x$ URNING QUUSTION Splendid all lump scotch coal.
No rock. No stack $\$ 13.00$ perton The very Best scorch Household coal imporied $\$ 13.50$ perton Will convince strongly recommend both. A trial order The United Coal Co.



A HANDSONE SERGE SUIT.
 Serge, with best of trimming, good workman.
ship and a perfect fit.
Tweed Suits from $\$ 40$ to $\$ 55$. Mail orders promptly attended to. SpurRell The Tailor wners mex 000000000202000000000030

## Rolled Oats OATMEAL.

Ex. S.S. "Rosalind": ONE CARLOAD-Containing ROLLED OATS-Brls. ( 180 lbs . each) ROLLED OATS-Half Brls. ( $90 \mathrm{lbs} . e a$ ) OATMEAL-Brls. ( 196 lbs . each) OATMEAL Half Brls.-(98 llbs, each)

## Lowest Prices.

F. McNamara,

## THONE 393

Queen street


FIRE INSURANCE! QUEEEN INSURANCE CO. of AMERICA
the great amierican ins. CO. OF NEW YORK.
Absolutely no trouble when a loss occurs.
thorizes
H. HAMEY, H. HALLEY, LTD. A. Agents

## Nild. Government Railwar

## South Coast Steamship

 Service.Passengers leaving St John'so 8.45 a.m. train Wedpesday, 0 17th, will conneet with S S. G: Glenca at Argentia for usual ports-betwee Argentia and Port-auxt-Basques.



## Nild. Government Railway.



## John Clouston

140-142 DUCKWORTH ST.
Opposite Custom House.
bon marche specials!


 BON MARCHE, , 00000000000000000000000000 12,000 SDES AMERICAN SOLE LEATHER.
1,200 OEET BLACK UPER LEATHER. Large Quantity of CHAINS \& ANCHORS.
NEW IRON \& LUBRICATING OIL, at Rock Also, AMERERITAN PLYMOUTH STEAM TAR. RED MANILLA ROPE-all sizes.
And all kinds of 'Ships' Supplies.
North Am. Fur, Hide and Metal Co'y, 20c00000000000000000000000

NOW LANDING
1000 Tons Household Coal \$13.50 PER TON sent home. in stock
2000 Tons WELSH ANTHRACITE COAL All Sizes.
HENRY J. STABE \& co.


