

and

We have staged many great sales before, but this sale is the crowning event of all past achievements. We never offer a sale without being absolutely prepared to give you real genuine values.

## This Sale Will Start Promnity at 9 a.m. FRIDAA, Spitember 21st

## For this Grand Opening Sale for the Fall Season, we offer

## 2500 Ladies' FALL and WINTER COATS <br> The values and styles of these defy comparison-visit our store and prove our statement. Every coat in this unusual

 collection is a smart achievement--whether a slim around silhouette or a straight line model. Our prices for these Coats are[^0]THIS SELECTION WILL
OVERSHADOW ANY ASSORT-
MENT EVER SHWN IN
THIS CITY!

For this Grand Opening Salo for trie fall season we also offra 400 Ladies 'Dresses
SUITABLE FOR STREET OR AFTERNOON WEAR We have them in an unrivalled assortment of Fine French Twills, Tricotines, Canton Crepes, Crepe
Chines and Satin Black Orepes. You will find those Chines and Satin Black Crepes. You will find thos
ouches of novelty and individuality that give distinc touches of novelity and individuality that give distinc
tion to otherwise simple styles. Prices $59.90,12.50,14.95$ t035.00 Please Notice Wo Do Not Accept Mall Orders 1000 Ladies' Sweaters OF ALL DESCRIPITNS IN COAT, PULLOVER
From \$2.25 to \$5.90
LADIES' SKIRTS
IN FINE SERGE, TRICOTINE, PLAIDS AND PRICES OF THESE RANGE
From \$2.90 to \$6.25


We welcome you to our Store on Friday morning and guarantee you super values in all the lines we have to offer




The Store formerly occupied by Bishops', as Showroom, Number 341, Water Street, has been taken over by THE PREMIER GARMENT COMPANY
and will be open some time next week, with r complete line of Ladies', Gents' and Children's Apparel. Wait for Our GRAND OPENING SALE for your Fall purc iases. It will pay you to wait for this Value Giving Event, so Wait-Wait-Wait FREE! To everyone purchasing something at this Store during our first 3 days of opening will be given a Surprise Package. Watch next week's papers for further particulars of this GRAND OPENING SALE. Our aim is to satisfy every customer and to make this Store a pleasant shopping centre.

## The Premier Garment Cornpany <br> 341-WATER STREET--341 <br> 2 Doors East of the Grescent





## 

first shipment for the season. We are booking Orders for "Gravenstein" Apples to arrive Thursday forenoon ex. S.S. Silvia, and as we only have a limited quantity to offer, we would advise our customers to engage their require ments without delay and avoid the likeli-
hood of disappointment.
F. McNamara,

PHONE 393

## QUEEN STREET

ant
 AND DBLINQUENT BOTS.



##  <br> 18 $\mathrm{S}^{2} \mathrm{E}^{2}$ ?



## Ex S.S. "SILVIA" TO-DAY.

GRAVENSTEIN APPLES (Brls.) TABLE APPLES ("King" \& "Jonathan") NEW AMERICAN BEETS. CALIFORNIA CELERY. FRESH CAULIFLOWER. PRESERVING PLUMS. bartlett pears (Half Brls.) CRANBERRIES.
GREEN PICKLING TOMATOES

## C. P. EAGAN,

Duckworth Street \& Queen's Road.


In orim. Ho mars sil

## The Brilish Import Co,

Wholesale Dry Goods

| Our |  | See |
| :--- | :--- | :---: |
| Road |  | Us |
| Men |  | When |
| Have |  | In |
| The |  | The |
| Goods |  | City |

Four Floors of New Goods Ready to Serve You

Main Floor all Yard Goods-
FLANNELETTES.
CALICOES.
SHIRTING.
APRON CHECKS.
REGATTAS.
FLANNELS.
BED TEKS.
TABLE DAMASK.
FLEECE CALICO.
WINCEYS.
SHIRT UNIONS.
GINGHAMS.
PERCALES.
MOTTLED FLANNE
KHAKI. TWEEES.
COTTON TWEEDS.
WOOL TWEEDS.
COTTON CASHMER
DRESS TWEEDS.
DRESS SERGES
DRESS PEADS.
CRETONNES.
SCRIMS.
CURTAIN NETS.
DENIMS.
SATEENS.
TOWELS
TOWELINGS.
SHELF OIL CLOTHS.
TABLE OLCLDTAS.
STAIR OIL CLOTHS.
CHILDRENS UNDERWEAR.
GIRLS UNDERWEAR.
BOYS' UNDERWEAR.
WOMENS UNDERWEAR.
MEN'S UNDERWEAR.
ETC.

Second Floor--Smallwares, etc. SWEATERS Woor ${ }^{\text {Wool }}$ Wapt GLOLVESRCHEFS FAANCYLiNENS: EMBROIDERIES. BLATSENERY.
SLASTICS. BOOT LACES. BROOCHES. PINS.
THIMBLES.
 COLLAR PINS.
SOFT COLLARS. RIBBONS. CROCHET HOOKS. HAIR NETS. MEN'S TIES. RUBBER BALLS BIBS. FEEDERS.

## Third Floor--Pound Goods, etc.

 SHIRTINGS.CALICOES.
CALCOES,
FLANNELETTES.
MOTTLED FLANNEL
TOWELS.

TOWELINGS
BED TICKS.
SATEENS.
QUILT COTTONS
BLANKETS.
BLANKET ENDS.
COTTON TWEEDS.
COTTON TWEED
WOOL TWEEDS.
SERGES.
SERGES.
ART TICKING.
GHEETINGS.
GABLHAMS LINENS
PERCALES
LININGS.
LININGS.
KHAKI.
DENIMS.
CREPES.
QUILTS.
ART SATEENS. MENS SOCK, ETC. MENS SOCKS. CHILD'S HOSE. BOYS' HOSE. GRLS' HOSE.
MENS CAPS. BOYS' CAPS,
MENS SHIRTS. BRACES.
SUNSET DYES.
ETC., ETC

## Fourth Floor

 MEN'S FLEECE SOIL COTMONS. Reserve of YARDPOUND GOODS.



Welcome Horne!

# MAJESTIC TO-DAY . 15 -Two shows-9.1 

 ESTELLE TAYLOR "A Fool There Was." (Even as you and I) o a Rag and a Bone and a Hank of Hair; ADMISSION 20 CENTS. we called her the woman who did not care,But the Fool-he called her his Lady Fair (Even as you and 1).

[^1]
THIS SPACE is always well worth watching. Next week it will be more so than usual for we are receiving new goods c
bargains. Watch for our announcement-it will surely repay you.

Ladies' Pull-over Sweaters. In the newest shades of Rose, Green, Purple, Brown and Navy.

From \$2.40 to \$2.80 each
Child's \& Misses' Sweaters, Child's \& Misses Sweak
$\$ 1.40$ to $\$ 2.00$ each. Warner's Corsets, $\$ 1.80$ to $\$ 5.00$ pair.

Crepe de Chene and Silk Rlouses, $\$ 3.50$ to $\$ 9.00$ ea. Silk Scarves.
$\$ 3.00$ to $\$ 5.00$ each.

Ladies' Fall and Winter Hats.

## Friday and Saturday

Special Sale Days
Sweeping reductions in every Department
Ladies' Fall and Winter Hats.
From
$\$ 10.00$
to
$\$ 18.00$
ngst these you will find that "something different, something new" for
shom
-

## Ladies' Knitted Costumes.

 Specit $\$ 18.50$ -| Ladies' Cashmere Hose, | Child's \& Misses' Cashmere |
| :---: | :---: |
| 70c. to $\$ 2.80$ pair. | Hose, 70c. to $\$ 2.20$ pr. |
| Fabric Gloves. <br> 55 c. to $\$ 1.50$ pair. | Kid Cloves, <br> MAIL ORDERS <br> entrusted to us. |



## S.A.Maternity Hospital

Opened By Lady Allardyce.


## FOR YOUR APPROVAL!

 THE FOLLOWING MERITORIOUS AGGREGATION OF VALUES FROM THE HOUSE OF BAIRD'S FOR Friday, Saturday \& MondayNow things gathered from worthy souroes, showing pronounced remarkableness in VALUE, In QUALITY and in VARIETY.


## One of our New

 Fall Coatings !
 xurv puse sumss.
 Magnificent Display of FANCY MADRAS curtainings.




## JOB LINE <br> Misses' Boots.



## SHOVVROOM Opportunities

At this Store are simply wonderful to-day.







 $\$ 1.98$



Anticipating Your Needs Sir,
Tor Fall Tim-tha's our bossing





 OUR \$12.95 Sults. The Best Value Yet
 OUR PRICE $\$ 12.95$.
You save the dliference-- Buying it at Balrel's We have Singioal ourt in TOWELS
 $2=-2={ }_{49}{ }^{59}$ $2= \pm=2$ $=2=2$ $=2=5=8$ xix $x=2=5$ $=2=2=2$
Rare and Beautiful RIBBONS
$\pm= \pm$ $5 y=-2=2$

## Yard Goods

Every Ifem Brand New and in Every Case a New Value READI

 $=4=2$ Mucenvizawizu


 Eviswivizim

## Window Blinds

## Sale of Job TABLE CLOTHS

Don't Miles These

## COAL!

Best Screened OLD NORTH SYDNEY Now Landing ex. s.s. "Lom." Whist diecharging $\$ 14.50$.
It it imo sibibe to gite a better grade of North BURNSIDE ${ }^{-T h e}$ Bets Scoteh. No slack $\$ 13.50$ ANTHRACITE ${ }^{-2000}$ Tons due next Week.

Biseuils $\begin{array}{r}37 \\ \text { varietes }\end{array}$ Crackers

Mail orders promptly gattended to.
SPURRELL The Tallor



Bon Marche Speolals LADIES' FLEECE LINED 59 . Garment.

##  <br> Only a limited quantity of these <br> Bon Marche, 266 Water St. John's <br> STOP THE DECAY in the <br> "MATCHLESS" <br> Way. <br> -Do it whilst the Weather is fine. The Standard Manufacturing <br> Company, Itd.



Tho Jan. Tam
col gisuts imith stim
A. MARVEY \& COO, Ltd.,

## A HANDSOME SERGE SUIT.

 Serge, with best of trimming, good workman.
ship and a perfect fit
Tweed Suits from $\$ 40$ to $\$ 55$.
 Kaxaon Horma Hand and Eiefrici Aluminm step
 and Trie Causee ato ete PARSONS THE AUTOMOBLLE MAN. King's Road, Clity.
TPHONE 109.6 anos.eod



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The Globe Indemnity Co. of Canada, Accident Insurance, etc
What would you have when you enter our Store.
Shall it be things for the kitchen such as Shall it be things for the kitchen such as
beautiful

## ALUMINUMWARE

or New Pots, Saucepans, Kettles, etc.

## enamel ware

## John Clouston

$140-142$ DUCKWORTH ST


OUR WINTER STOCK of
AMIERICAN and WELSH ANTHRACITE COAL
Will arive about August 15th
BEST NORTH SYDNEY SCREENED AM
ERICAN and WELSH ANTHRACITE COAL.
M. MOREY \& CO., Ltd.

Forty-Four Years in the Service of
the Public-The Evening Telegram:


[^0]:    We also havera better grade which we will place on sale and which come in huge fur collars and cuffs trim. Fur is once again the pet of the modes combined with Gerona, Marvella and Bolivia cloths, they impart an air of tempting luxury. Bunny Grey, Malay Brown, Navy or Black are the favourite color foundations, with high collars and broad cuffs of Manchurian Wolf, Sable and other furs. Prices on these superior coats range from

[^1]:    

