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# PREMMIER GARMENT COMPANY (FORMERLY BISHOP \& SONS SHOWROOMI 

341--WVater Street-341 : : 2 Doors East of the Crescent Theatre

# CRANDOPENNCBAB 

## THURSDAY, SEPTEMBER 27 th, at $9.30 \mathrm{a} . \mathrm{m}$.

We take pleasure in announcing our Grand Opening Sale on Thursday, September 27th, at 9.30 a.m. We invite you all to visit our spacious and up-to-date store, filled with huge stocks of new merchandise, comprising Ladies, Gent's and Children's Wearing Apparel. This is a not-to-be-missed opportunity. Come! Judge for yourself of its importance.

FREE
For the First 3Days Oilly A PRESENT will be given with each purchase

Store will be open every night till 10 o'clock so as to give a chance to those who find it inconvenient to shop in the daytime. 179

FREEFor the First 3 Days Only A PRESENT will be given with each purchase

## See Our <br> WINDOW DISPLAY FOR ALL NEW GOODS AND FOR PRESENTS THAT WILL BE GIVEN A WAY FREE

## SDECCAULS!!

## Tan Linen Waists

Many with Rich FursThe Fashionable Silhouettes Coats unusually sumptuous for their very moderate prices, fashioned of lovely soft fabrics of excellent quality; in most on the models ading the coldest day; in all the new shades; sizes to 51 .

> Grand Opening Sale Price

## cadifs lify Dressis

These come in Serge, Tricotine, Podiret $T$ wiil ind Jerrey Cloth, beaded,


Grand Opening Sale Price 2.48 up

These look and wear fust like Shantung. If they weren't slightly damaged they'd be worth $\$ 2,50$.

Opening Sale Price 59c

## Tricolette Waists

50 dozen of these wonderful Waists, beautifully trimmed in self and contrasting colors; shades of Saxe, Pink, Henna, Honey-

Sale Price 1.69
Fall Coats
Only a limited quantity in Silvertones and Tweed mixtures.
We bought these at a big bargain and here we are giving you We bought these at a
them at a big bargain.

Sale Price 6.98

## New Autumn Suils


 Grand Opening Sale Price
4.98 up

## Waists

In Linen, Tricolette, Crepe de Chene, Paisley, etc., ete.; in all colours, Grand Opening Sale Price 59 cup
 SEE OPPOSITE PAGE SEE OPPOSITE PAGE

341-W ATER STREET--341 : 2 Doors East of the Crescent Theatre


GARMENT (FORMERLY BISHOP 8 SONS SHOWROOM) 341 मrVVater Street--341 : : 2 Doors East of the Crescent Theatre CRAND O D N N C

## THURSDAY. SEPTEMBER 27 th, at $9.30 \mathrm{a} . \mathrm{m}$.

 cessions 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.
IT9 Moderate prices prevail throughout our entire establishment. Whether you desire Ladies', Gent's or Children's Clothes, you can find them here-and at prices surprisingly mod-
erate t 10 g III
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 tht s simply a matter of knowing WHERE TO BUY.

## FREE!

For the First 3 Days only A Present will be Given with Each Purchase

Ladies' Hats
1,000 carefully selected New Fall Hats, the finest selection of Hats that St. John's has ever seen. They come in Felt, Duvetyn, Lyons and Panne elvet, in
shades; mushroom; straight brim, turban and offthe-face effects, at

## $\$ 1.98$ up

SA工凡 Starts on Thursiday, Spplt, 27th at 9.30 a.m., sharp Mens

SUITS AND COATS $=$ Store Open Every Night Till 10 p.m. Night Till 10 p.m. In Worsteds, unfiuished Worsteds, Cassimeres, Cheviots and Homespuns. Wonderful designs instripes, plaids and self patterns. This is the
biggestest biggest Men's suit and Coas eve is well tailored-every Suit offers you unquestioned quality at the remarkable price of
new 1923 models-every Suit

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 arre dotormined to give Our Customers the Biggest value for their money, and so be known as "THE CHEAPEST SHOPPING CENTRE IN TOVVN"? SEE OPPOSITE PAGE * 34155:WATER STREET--341: 2 Doors East of the Crescent Theatre PREMEREME

# THE GLIMPSSS Of THE MOOOI 

## Bebe Daniels and Nita Naldi

A Georgeous Drama of Luxury-Fashion-All that Money can buy. By the director of

## ROBIN HOOD

 7.15 - Two Shows - 9 ADMISSION: 20 cents Two Matinees per WeekWednesday and Saturday.
## 



## Sugar is Advancing

We are selling Lantic-Sugar in dust-proof packages 2 Found Packages, 21 cents each

We recommend L- tic to be best granulated Sugar Buy a case 100-lbs, before price goes higher

Bowring Brothers,Ltd.

## $\mathrm{T}^{\text {he }}$ New Columbia

The most perfect phonograph ever built IS HERE:

The New Columbia is equipped with the new 3 spring motor with new non-set automatic stop and the new reproducer.
The new model motor is the most efficient and durable Phonograph motor ever built. It anis with the precision and accuracy of a watch; new and exclusive automatic tone arm start and new automatic non-set stop.
The new reproducer gives unusual brilliancy and detail over entire audible range of musical notes; beautifully satisfying in trueness to every musical pitch and tone.
The following models are here for your inspection:
New Queen Anne Model, in Brown Mahogany .
New Jacobean Model, in Brown Mahogany . 8250.00 COME IN SEE AND HEAR
this beautiful instrument. We enjoy demonstrating the Grafonola just as much as you will enjoy hearing it. COME IN TO-DAY.

## U.S. Picture \& Porrtait Co. <br> Grafonola Department.





## THE PILOT!



 mity U.S. FIDELITY \& GUARANTY COY. J. Lacex, nfld. grmebil agems.

Montreal Trust Company


New Brunswick Records
Yes, We Have No Bananas (Vocal \& Fox Trot.)
Fate (For-trot), Bambalian (Fox-trot),
Barney Goole (Vocol and Fate (Fox-trot), Bambalna Fox-trot),
Barney Google (Voal and Fox
In a Tout (Fox-trot), Marceta (Fox-trot), By the Shalimar (Fox-trot), Narcissus (Sax. Solo),
Repaz Band March Nobles of the Mystic Shrine (March)
Morning Win Come Fox-trot), Other Lips (Fox-trot),
Dancing Fool (Onestep) Dancing Fool (One-step), Annabelle (Fox-trot),
China Boy
(Fox-trot),
I Cried for You (Fox-trot) You Tell Her I Stutter (Fox-trot), etc., etc. CHARLES HUTTON, The Home of Music. 30000000000000000000000 100 HALF BARRELS PEARS


BURT \& LAWRENCE


## Bon Marche Specials Ladis flekce live underwear

 Only a limited quantity of these.
Bon Marche, 266 Water St. John's
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| T | TheStandard Manufacturing Company, Ltd. |


R. M. S. P.


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