

Bargain Counter Specials

**Brocaded
Coutil Corsets**

All sizes

90c

The "Fifth Avenue" Store

Commencing To-Day and Continuing
For One Week

The Biggest Bargain Event of the Year!

Bargain Counter Specials

**Pure Wool
Mufflers**

1.25 and 2.90

EARLY WINTER CLEARANCE SALE

Other Values in stock
up to \$75.00

FASHIONABLE COATS

All Higher Priced Coats
Proportionately Reduced

Hundreds to select from. All this Season's Styles.

Every Coat Reduced. These are Fall 1924 styles, every new fur and fabric is represented. All sizes.

Reduced
from
\$8.50

5.90

Reduced
from
\$14.00

9.50

Reduced
from
\$19.75

12.90

Reduced
from
\$24.75

18.50

Reduced
from
\$29.00

22.50

Reduced
from
\$35.00

27.50

Reduced
from
\$45.00

35.00

Reduced
from
\$52.00

42.50 and up

Skirts

Practically every style of Skirt is here in this selection. Wrap-arounds, Side-fastenings, Accordeon and Box-pleated models. Wool and Silk Fabrics, in all shades, and sizes up to 52.

2.90 3.90 5.90

6.80 and 7.80

Tuxedo Sweaters

A new assortment just opened.
Very smart and "comfy"

2.50 up to 7.90

Dresses! Dresses!

**Dainty Styles and Enormous Values You
Can't Afford to Miss.**

REDUCED FROM \$24.00

11.90

Dozens of Handsome Frocks for wear on all occasions. All sizes. The Colours are: Rust, Henna, Cinnamon, Fawn, Saxe, Grey, Taupe, Brown, Navy and Black. Fabrics: Canton, Charmeuse, Romaine, Silk Jersey, etc

11.90

We guarantee every Dress in this Section to have been genuinely reduced from its original Price \$24.00

Exquisite Evening Gowns

No two alike. Each one a Creation.

A very choice selection of most beautiful models—in very Heavy Georgette Over Silk. Magnificent beaded in very lovely designs and colors. Trimmed Cloth of Gold and Marabout. Shades: Peach, Mauve, Blue, Apricot, Lemon, Coral and Black

Hats

Every Hat this season's models. Every popular shape in stock. Every shade, material and trimming.

EVERY HAT REDUCED.

1.90 2.90 3.90

4.90 5.90 6.90

Velour Hats

A small shipment only, of very lovely quality in Fawn, Saxe, Henna, Green, Brown and Black.

10.90

MEN! Look at These REDUCED SUIT PRICES!

Men's Overcoats

Handsome snug-fitting Coats for cold weather wear, in all the new Coating fabrics. All sizes.

16.00 up to 38.00

In Our Gent's Furnishing Dept.

Very "snappy" and good looking styles in MEN'S FALL SUITS, in fine quality Scotch and English Tweeds, and splendid Navy Serge. Most of the higher-priced Suits have two pairs of pants.

From **11.90** up to **45.00**

The "Fifth Avenue" Store

314 Water Street : : St. John's

Men's Raglans

Fawn and Navy only.
(Were \$32.50)

Now **24.50**

Leatherette Coats

Dark Brown **8.90**
In two styles