

THE "FIFTH AVENUE" STORE

Is just CRAMMED to the doors with BARGAINS

Pay us a visit at the New Fifth Avenue Store this week, and revel in the beautiful Garments and Hats for Ladies that are everywhere on display. Never has a more brilliant and attractive showing of exquisite fashion been seen in any one store—and the prices are so low that it seems impossible that such lovely things can cost so little. In the four panels immediately below, are some extraordinary values in Sweaters, Blouses, Jumpers, Hats and Sports wear, and the whole page is fairly crammed with fascinating bargains for everybody. We invite your inspection of our Store, which has been newly remodelled, and would like you to particularly notice the splendid dust-proof cases that have been installed for delicate Gowns and Fabrics.

Ladies' Sports Suits

English Tweed

Just a few stylish 3-Piece Suits: Coat, Skirt and Knickers, smart cut and tailored finish.

Ladies' Sports Knickers

Tweed & Khaki

OPENING PRICE **\$1.98**

Pull-Over Sweaters

In Black and White Only

All Soft, Pure. All sizes. **69c**
OPENING PRICE

Children's Sweaters

Fine quality Wool. Rose and Flesh only.

OPENING PRICE **\$1.88**

Ladies' Sailor Hats

In Felt and Velvet

Black and Coloured. **59c**
OPENING PRICE

Girls' Wool Caps

21 Only. All Pure Wool. **29c**
OPENING PRICE

Ladies' Waists

Georgette and C. de Chine

All shades and sizes. **\$1.69**
OPENING PRICE

1 Lot Tricolette Jumpers

All shades and sizes. **\$1.25**
OPENING PRICE

A large assortment of Pull-Over Sweaters & Sweater Coats in all new shades

LADIES' SMART DRESSES for ALL OCCASIONS

Evening & Semi-Evening Gowns & Special Stout Models

FASHIONABLE SPRING COATS for ALL FIGURES

Some smartly severe, and "dressy" designs, including exclusive "Stouts."

SPECIAL NOTICE:--We have an expert buyer permanently in New York watching the big Fashion Houses, and can guarantee all our Goods as right up-to-date

SPRING COSTUMES

We have a small but beautifully chosen selection of early Spring Hats in the newest shapes and materials. There are no two alike, and we confidently assert there will be no others in the city like them, for either quality or price. There will be a further consignment this week of the best styles for wear on all occasions.

SPRING HATS

Unusually attractive are our new Spring Costumes. The materials, lines, and finish are perfect, and the prices are most astonishingly low. There are some handsome "stout" models in Navy and Black, and we're sure more becoming and stylish Costumes cannot be found in the city.

We offer YOU bumper bargains.

We want our first week to be a bumper one.

59 Only

Waists and Over-Blouses

Crepes, Shantung
Paisleys and Voiles.

All sizes **98c**

Handsome Over-Blouses

In rich and vivid embroideries or Crepe de Chine, Satin, Silk Jersey, and other lovely goods.

Our New Gent's Furnishing Dept.

A spacious, newly lighted and fitted-up Department upstairs, over the Ladies' Store. Caters to all the needs of the well dressed man, and offers some stylish ideas in

SPRING SUITS for MEN and BOYS

SPRING OVERCOATS and PANTS

Skirts

One Rack Only Tweeds, Plaids, Pleats and fancy styles. All sizes **\$3.90**

Also

Other very becoming styles in White, Black and White Plaid and Grey Accordion-Pleated Goods. Wonderful quality. All sizes.

THE "FIFTH AVENUE" STORE

314 WATER STREET

ST. JOHN'S