

OCTOBER SAVING EVENT

AT THE

FIFTH AVENUE SHOP

We are going to make October a big, busy month for ladies and children. We are going to crush the price in every department of our store. Something we have never done before. It will be a happy October for every lady who visits our store. We want you to spend ten minutes of your time and read the wonderful prices recorded below. Our stock is the largest and finest we ever had. New goods arriving daily. New styles come to our store every day in the week. We have special sizes in coats, coat suits and dresses in stouts. Sizes from 16 up to 52. We can fit any lady.

Our store room is limited and we cannot display everything that we have. Read this and remember and call for it when you come to our store. Remember the prices mentioned below are good for the whole month of October. Do not lose this golden opportunity, and ask us to sell you at the same price after the sale. Put down what you need and come to our store and buy it at such a reduced price. You will leave our store smiling and happy.

DRESSES - DRESSES

We have the biggest stock of dresses we ever had. We can suit every lady and girl that comes to our store. Quality, style and price. We can fit any lady that comes to our store. Poirer twill, serge, charmeuse, velvet, crepe melon, flat crepe, also fancy and changeable color evening dresses in Taffeta. You will find anything you want in this line at our store. We are going to run especially for October: Lot No. 1. All wool poirer twill, beautiful quality and style, sizes 14 to 44, special for October, colors: Navy, tan and brown—**\$9.95**

Lot No. 2. Fine quality all wool jersey Fifth Avenue style, newest out, trimmed with beautiful colors of braid, style for both old and young, good service dresses—**\$13.95**

Lot No. 3. All wool poirer twill, fifty dresses from which to make your pick. Prices up to \$25. For busy October—**\$13.95**

Lot No. 4. Fine weave of poirer twill. We guarantee every dress not to be over two weeks old in style. Prices up to **\$35.00**

Extra special. Sizes up to 52. Fancy and tailored styles **\$21.95**

Lot No. 5. Wonderful styles and quality. There cannot be any better. Something that will open your eyes, dark and light colors, plain and novelty styles. Anywhere else \$50, here at—**\$32.50**

We also have a beautiful style and quality that runs from—**\$35.00 to \$69.50**

COAT SUITS

We have a big stock of coat suits in any colors and styles that you wish. The space will not permit us to mention all. We have them in tailored and novelty styles. Dark and fancy colors. Something for both young and old. If you will come to our store, you will find something new everyday, during the month of October. Prices run from—**\$12.50 to \$75.00**

COATS AND CAPES

We have them in any style and any quality that you wish in colors for this season. We will have a big stock of fur coats. If you are looking for coats, do not buy until you have seen ours. We have them from the cheapest to the highest. If you will come to see our line first, we will convince you with prices and quality. Give us a trial. Our prices run from **\$9.95 to \$95.00**

SCARFS, FURS AND CHOKERS

We have a big assortment in this line. Something that is suitable for all. Quality and styles. Runs from—**\$6.50 to \$79.50**

We have a big line of hosiery. It is not necessary for us to mention all the colors we have. We have any color you wish. We have from black and white to gold color. We can match any color of shoes that you want.



Special for October, all wool stockings, black and grey and other fancy colors. Medium and heavy weight. Regular **\$1.50** for—**95c**

Full fashioned hose black, white and any other fancy color. Fine quality. Come and give us a trial, for—**\$1.45**

Special lot of Vanity Fair hose. Double heel and toes. Medium and heavy weight. Black, white and other colors at—**\$1.95**

Big assortment of fine quality ladies silk hose, Vanity Fair

and Hopleproof, extra good quality at—**\$2.95**

Big lot of childrens stockings and socks. Also infants. All colors and sizes. From—**10c up to \$1.50**

UNDERWEAR



We are the leading place in town for underwear, and you will find in any large department store. Most of our customers know it. Our line contains jersey, glove silk, radium, meslin, crepe de chine and taffeta. Any that you wish

in fine quality underwear we carry only the best over the country. Especially our line of negligees and kimono. Also hand-made underwear. Special line for bride outfit—before you get married come and see our line.

Colgate Tooth Paste, large size—**19c**

Colgate Tooth Paste, small size—**7½c**

Hinds Honey Almond Cream **39c**

Octagon Soap, good for all use—**3c**

Palm Olive Soap—**6c**

Glisson and Coconut Oil Soap, extra size, special—**5c**

Baby Castile Soap, good size **6c**

Woodberry Soap, you all know it—**19c**

Cashmere Bouquet Soap, large size—**19c**

Cashmere Bouquet, small size—**7½c**

Coconut Shampoo—**39c**

Palm Olive Face Powder—**39c**

Mavis Talcum Powder, highly perfumed—**19c**

Palm Olive Talcum Powder **19c**

Mavis Face Powder, red box **39c**

Mavis Cold and Vanishing Cream—**43c**

Mavis and Colgate Rouge—**39c**

Mavis Sweet Soap **19c**

Blue Seal Vaseline—**7½c**

Colgate Cold Cream—**19c**

Vanity Face Powder, gold and black—**79c**

Mavis Vanity Powder Box, gold case—**\$1.95**

Large size, blue vaseline—**10c**

Exora face powder, three colors—**65c**

New Vanity Box, two color powder with glass in center—**\$1.29**

Mavis and colgate toilet water, large size, highly perfumed—**95c**

We have high quality perfume, too numerous to mention—**25c to \$5.00**

Window shades, all colors—**49c**

Ladies umbrellas, fancy handles, good quality—**95c**

Better quality silk and cotton, fancy and plain handles—**\$1.95**

Good quality silk, washable, colors: Dark red, blue and blue—**\$4.95**

Old women's comfort shoes, elastic sides, good for the feet, rubber heels—**\$2.95**

Vici Kid Blucher, easy wear every where \$4.50. Our October price—**\$2.95**

LISTEN AND THINK

About two hundred neck ties all silk four in hand, extra special. Some as high as \$1.00—Our price only—**10c**

Baby blankets, pink and blue, large size. Take care of your babe during cold weather **95c**

Comfort corsets - brassiers with garters attached, new style, we just received, good easy wear, extra bargain, size 32 to 46—**\$1.79**

Big assortment of brassiers all styles and quality, about two hundred from which to make selection, sizes 32 to 48 **45c**

Silk brocade brassiers with elastic sides, good comfortable wear—**\$1.65**

Baby rubber pants—**29c to 39c**

Silk rubber baby pants, pink and white, washable—**79c**

Hair Nets single and double mesh, any colors you wish—**8c**

Baby Undershirts, from one month old to twelve, medium weight—**10c**

Table oil cloth for October special, white and fancy, cheap for—**25c**

Good quality silk pongee, fast colors, round and square collars—**\$2.95**

Cotton pongee and voiles, Peter Pan Collars, something new—**95c**

Hand-made waists, round collars, assorted styles, special **\$1.95**

Better quality hand-made, trimmed with hand-made Irish lace—**\$2.95**

Fine quality French voile with hand-made fillet lace, new style—**\$4.95**

Outing night gowns, large and small sizes, heavy weight **95c**

Heavy weight bloomers, cotton flannels—**45c**

We have a big assortment of ladies sweaters, and color and style. Something new, special price for October—**\$2.95 to \$6.95**

Big lot of house dresses and bungalow aprons, good quality gingham—**95c**

Jersey Petticoats, any colors you wish—**\$2.95 to \$7.95**

Special lot all wool serge dresses for school girls, assorted styles, heavy and medium weight, sizes 7 to 14—**\$4.95 to \$6.95**

We have beautiful styles of ladies hats. We have so many we cannot explain all in this space. It will pay you to come and look them over. All new—**\$2.95 to \$15.00**

Remember all the prices mentioned above are good for the month of October. Tell your neighbors and friends about these prices and be sure to make our store your headquarters during the fair. We are specialists in ladies ready-to-wear and we carry a good and up to date line. So come without failure.

YOURS FOR BUSINESS,

The Fifth Avenue Shop

Sam Thomas, Manager

119 RAILROAD AVENUE ON POSTOFFICE ST.

DUNN, NORTH CAROLINA