



PLAN TO BUY THE BEST... ADVANCE SHOWING OF FINE FURS

"Planning to buy a fur coat this year? Then by all means, buy the best fur coat you can afford. Because this year above all others, your fur coat must give you full-time double-duty service, it must give you years of warmth, beauty and wear. Choose yours from our big collection of fine fur coats—each a duration investment because they are made by master furriers of prime, fresh, long wearing pelts. Choose from authentic 1944 styles—datelessly smart as they are flattering. And no matter what you plan to spend—we've fur coats priced to fit every budget."



Hudson Seal (dyed muskrat) Coat, loose back style, loose open sleeve. Size 14. Price \$495.00

Muskrat Coat, loose and fitted styles. One size 16 swagger style. Price \$365.00. One fitted lines small collar. Size 14. Price \$295.00

Persian Lamb Coat, soundest investment of all boxy style, tightly curled pelt. Size 16. Price \$535.00

One Electric Seal (dyed rabbit) box style shirred yoke in back. Size 14. Price \$139.00

South American Rat (viscacha) shirred yoke back, loose style, brown in color. Size 14. Price \$100.00

Dyed Rabbit (muskrat blend) fitted style, roll collar, brown in color. Size 14. Price \$119.00

Dyed Rabbit (Electric seal) Persian trim. Size 16, loose style collar and shoulders of Persian. Price \$165.00

MOORE & McLEOD limited

CHARLOTTETOWN

Prince Edward Island