

Warm Blankets Reduced 25 p. c.



25 p. c. off
Blankets
Quilts
Com-
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Blanket-
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Pillows

Buy
Bedding
Now

Reduced PRICES ON WARM COSY BLANKETS—a most attractive bargain idea for early winter—You know the old saw “when the days begin to lengthen—the frost begins to strengthen—get ready for it by a judicious purchase from this great line of bedding:—

Alteration Sale Discount is 25 per cent

\$3.25 Blankets are reduced to	\$2.44	\$4.50 Blankets reduced to	\$3.38
4.00 Blankets are reduced to	3.00	6.85 Blankets reduced to	5.14
1.15 Counterpanes reduced to	.86c	2.65 Counterpanes reduced to	1.99
2.15 Counterpanes reduced to	1.61	4.00 Counterpanes reduced to	3.00
1.40 Wadded Quilts reduced to	1.05	6.00 Down Quilts reduced to	4.50
1.00 Pillows reduced to	.75c	1.00 Blanketing reduced to	75c
1.85 Bear Cloth reduced to	1.39	1.05 Silene Cloth reduced to	.79c
85c Colored Belts reduced to	64c	WALL PAPER—25 p. c. OFF	

Come each day as early as you can to this department—the staff is not large—and your buying can be done with much more satisfaction early. **GREAT ALTERATION SALE.**

GREAT ALTERATION

Reductions of 20 p. c.—25 p. c. on new, desirable goods—

IN ORDER TO accommodate the great growth of the building next door to our old stand. Part of this we have occupied for some

THE CONTRACTORS ARE NOW AT WORK in the new part of the building demands three things—more room—some means of avoiding dust—may secure all of these three in the quickest possible time we are opening

This all means that in every corner of the store—every line of goods is offered at the great discounts mentioned above.

It is understood that there will be no goods sold on credit during the sale will be cash in every case.

We will have an ample staff to take charge of the enormous business you to shop, in all cases as early in the day as you can possibly make it

Sale Commences at 9



One Third Off All Women's Cloth Coats

THE REMAINDER OF THE FINEST assortment of women's fall and winter coats ever brought to P. E. Island is now offered for your choosing at a discount of

33 1-3 Per Cent for Cash

- \$12.00 Coats are now offered for \$8.00.
- 15.00 Coats are now offered for 10.00.
- 18.00 Coats are now offered for 12.00.
- 20.00 Coats are now offered for 13.34.
- 25.00 Coats are now offered for 16.67.
- One third off all Children's cloth coats.
- One third off all Misses' cloth coats.
- One third off all Ladies' cloth coats.
- One third off all Ladies' silk skirts.
- One third off all white lingerie blouses.
- One third off all millinery trimmings.
- One third off all aviation caps.
- One third off ostrich plumes and tips.
- One third off Children's headwear.
- One third off Chiffons and tulle.

A Great Bargain Chance On All Ladies' Winter Suits

We want to make a complete clearance of every single suit in the store before any new ones come in—In order to complete it we are making a series of cut prices that are away below any advertised in the papers. Come in and see for yourself. **SUITS THAT FIT—PRICES THAT PLEASE**

20 per cent Discount off all these

ALL OF THE GOODS MENTIONED BELOW are yours at a discount of twenty per cent or just one fifth the price. That is to say, every article priced at \$1.00 will now be 80 cents—and so, in the same proportion through all these lines.

- 20 per cent off Print Cottons.
- 20 per cent off Denims.
- 20 per cent off Cottonades.
- 20 per cent off Frielettes.
- 20 per cent off Oxford Shirts.
- 20 per cent off Gaiters.
- 20 per cent off All Ducks.
- 20 per cent off White Cottons.
- 20 per cent off White Lawns and Linens.
- 20 per cent off White Dimities.
- 20 per cent off Flannels.
- 20 per cent off Grass Linens.
- 20 per cent off Ribbons.
- 20 per cent off Stag Silks.
- 20 per cent off Belding's Embroid Silks.
- 20 per cent off Velvet Ribbons.
- 20 per cent off Ladies' Kid Gloves.
- 20 per cent off Suit Cases and Bags.
- 20 per cent off All Trunks.
- 20 per cent off Lounging Robes.
- 20 per cent off House Jackets.
- 20 per cent off Men's Mufflers.
- 20 per cent off Ladies' Whitewear.
- 20 per cent off Corsets (except 4 specials).
- 20 per cent off Ladies' Underwear.
- 20 per cent off Children's Underwear.
- 20 per cent off Flannellette Gowns.
- 20 per cent off Velveteens.
- 20 per cent off Petticoats.
- 20 per cent off Rat Coats.
- 20 per cent off Pony Coats.
- 20 per cent off Fur Muffs.
- 20 per cent off Fur Neckwear.
- 20 per cent off Child's Sleigh Robes.
- 20 per cent off To sellings.
- 20 per cent off Sheetings.
- 20 per cent off Pillow Cotton.
- 20 per cent off Tickings.
- 20 per cent off Blanket Coverings.
- 20 per cent off Floor and Table Oilcloths.
- 20 per cent off Curtain Poles and Shades.

25 per cent off all

This offer means that on every line of desirable goods all over the store there is a discount of FIVE PER CENT.

- 25 per cent off All Dress Goods.
- 25 per cent off All Linings.
- 25 per cent off Dress Muslin.
- 25 per cent off Serpentine Cloth.
- 25 per cent off Gingham.
- 25 per cent off Wrapperette.
- 25 per cent off All Satens.
- 25 per cent off Berlin Wool.
- 25 per cent off Beehive Wool.
- 25 per cent off Ivanhoe Yarn.
- 25 per cent off Embroideries.
- 25 per cent off Cashmere Goods.
- 25 per cent off Fabric Gloves.
- 25 per cent off Lined Kid Coats.
- 25 per cent off Plain Handkerchiefs.
- 25 per cent off Umbrellas.
- 25 per cent off Linen Collars.
- 25 per cent off Men's Ties.
- 25 per cent off Braces.
- 25 per cent off Gloves and Mitts.
- 25 per cent off Men's Linens.
- 25 per cent off Men's Silk Socks.
- 25 per cent off Men's Linen Shirts.
- 25 per cent off Woolen Shirts.
- 25 per cent off Woolen Suits.
- 25 per cent off Woolen Trousers.
- 25 per cent off Ladies' Gowns.
- 25 per cent off Silk Velvets.



25 per cent off Table Linens

YOUR CHANCE TO BUY THE LINENS YOU WANT is here now. Will you take advantage of it? Splendid linens from the best makers in Ireland and Austria reduced heavily for this GREAT ALTERATION SALE.

- 30c Linens are now 23c
- 35c Linens are now 26c
- 45c Linens are now 34c
- 50c Linens are now 38c
- 75c Linens are now 56c
- 1.00 Linens are now 75c
- 1.25 Linens are now 94c
- 1.50 Linens are now 1.12
- 25 per cent off all Napkins
- 25 per cent off all Towels
- 20 per cent off all Towellings
- 20 per cent off all Sheetings
- 20 per cent off all Pillow Cottons
- 20 per cent off all Tickings
- 20 per cent off all Floor Oilcloths
- 20 per cent off Table Oilcloths
- 20 per cent off Blanketings
- 20 per cent off Curtain Poles
- 20 per cent off Window Shades

at the **Great Alteration Sale**

Save on Corsets

- 75c Corsets will now be 60c
- 1.00 Corsets reduced to 80c
- 1.25 Corsets reduced to 1.00
- 1.60 Corsets reduced to 1.20
- 2.00 Corsets reduced to 1.60
- 2.50 Corsets reduced to 2.00

This does not include the 4 specials already advertised, but every other corset in the store, the largest stock in P. E. I. is offered at the discount rate.

20 per cent off Whitewear
20 per cent off Underwear
Great Alteration Sale

20 Per Cent Off Women's Winter Underwear

TWENTY PER CENT—ONE FIFTH OFF THE PRICE OF ANY ARTICLE of winter underwear in the department. There is a complete stock of practically all good makes in ladies underwear—cotton—union—all wool—fleece lined and all the rest. There are all sizes—there are prices of every sort and off every one comes the reduction of one fifth.

30c Underwear is now reduced to 24c	75c Underwear is now reduced to 60c
35c " " " " 28c	85c Underwear is now reduced to 68c
40c " " " " 32c	\$1.00 " " " " 80c
50c " " " " 40c	1.25 " " " " 1.00

At The Great Alteration Sale

25 per cent "Alteration Sale" of Dress Goods

DURING THIS GREAT ALTERATION SALE WE will offer our complete stock of dress goods at a discount of twenty five per cent. This means that you can come in and purchase the very dress fabric you have been wanting at a saving of 25 cents on every dollar. There are suitings and dress fabrics of every description—plenty of them—and every inch good and new. The sooner you come—the better your opportunity for choice.

30c Dress Goods now 23c	85c Dress Goods now 64c	\$1.75 Dress Goods now 1.31
45c Dress Goods now 34c	90c Dress Goods now 68c	2.00 Dress Goods now 1.50
50c Dress Goods now 38c	\$1.00 Dress Goods now 75c	2.50 Dress Goods now 1.87
60c Dress Goods now 45c	1.25 Dress Goods now 1.00	2.35 Coatings now 1.77
75c Dress Goods now 56c	1.50 Dress Goods now 1.13	

25 p. c. off Dress Linings

Every yard of Dress Lining of whatever kind will be included in the Alteration sale as well as the dress fabrics.

- There are novelty linings for coats and suits—there are ordinary plain linings—linings of all kinds.
- 10c Linings are reduced to 7c
- 15c Linings are reduced to 11c
- 20c Linings are reduced to 15c
- 25c Linings are reduced to 19c
- 35c Linings are reduced to 26c

AT THE ALTERATION SALE

Monarch Broad cloths are reserved

This famous trade marked cloth stamped with the name and price on every yard cannot be included in the ALTERATION SALE. All the other dress goods without exception are offered at the general discount of 25 PER CENT.



BLACK & FANCY SILK SALE

ALL VARIETIES OF PLAIN AND FANCY BLACK AND COLORED SILKS WITH ONE EXCEPTION are offered you at a great discount during our great alteration sale. There are standard width (20 inch) silks—there are wide widths, there are plain silks, there are fancy silks from France, from Switzerland, from Italy, from Japan. All are discounted except our special 38-40 inch silk at 90c. All other silks offered at our GREAT ALTERATION SALE DISCOUNT OF ONE THIRD—GET YOURS TO-DAY.

25c silks are now 17c	60c silks are now 40c	1.00 Silks are now 67c
45c silks are now 30c	75c silks are now 50c	1.50 silks are now 1.00
50c silks are now 33c	85c silks are now 57c	2.00 silks are now 1.33

Anticipate your needs, there are silks such as you will be buying all spring in any case, the finest, newest, best assortment of silks in P. E. I. and only reduced on account of the changes made necessary in our great alteration sale and the plans attached to the same.

Moore &