

THURSDAY

Get That New FUR COAT During Exhibition

This store offers the finest showing of good Fur Coats in Prince Edward Island. Values are notable—and every garment is reliable in every way.

- MARMOT COATS
- MUSKRAT COATS
- FRENCH SEAL COATS
- HUDSON SEAL COATS
- RACCOON COATS
- PERSIAN LAMB COATS

Coats at \$98, \$135, \$195, \$225, \$350, \$375, \$450.

HANDSOME, WELL FURRED MARMOT COAT, 45 inches long, shawl collar, border at bottom, Jacquard lining. This is record breaking value at our special price of \$98

DRESSY FRENCH SEAL COAT, 45 inches long, flare cuff with windshield, large roll collar, Jacquard lining, a very handsome, dressy coat in an attractive wearable model \$135

Advance Fall Fashions

An Exhibition of LOVELY AUTUMN MILLINERY

Two of our buyers—Miss MacLellan and Miss Foster—have recently returned from a buying campaign in the interest of the Millinery Department.

Their purchases are coming in day after day, from New York, from Toronto and Montreal. As alwas, this store sets the pace in modern millinery—this year setting a wonderful standard in values as well as style.

AT **\$4.50**

Ready to wear Hats of Ouyetyn in combination with silks and velvets. These lovely hats are shown in all the popular new colors, and are wonderful value **\$4.50** at

AT **\$5.00**

At Five Dollars we offer a notable value in Ready to Wear Hats, made up in many shapes of velvet—in a whole assortment of popular colors. Great value at **\$5** at

Other splendid new styles in Hats for Women are offered at \$6, \$7.50, \$10, \$12, and \$15.



Women's Poiret Twill Dresses \$25.

This is a wonderful value in lovely dresses—shown in fifteen different styles; the material, Poiret Twill, is a beautiful all wool goods, all the dresses are shown in navy; they are to be had in practically all sizes.

Compare this with anything you have seen anywhere under \$35.00 **SEE IT AT THIS STORE EXHIBITION DAYS \$25**

Misses Wool Serge Dresses \$10.

Here's a value that will surprise you—a dainty, smartly styled dress made up of good all wool navy serge. Misses' sizes—16, 18 and 20. This dress has belted effect all round and self strappings in front. **SEE IT AT THIS STORE EXHIBITION DAYS \$10**

Double Width All Wool Serge at

\$1.00

This wonderful value serge comes in either 51 or 52 inches wide, is all wool, and is offered in Black, Navy, Copenhagen, Burgundy, Seal Brown, Tobacco Brown. Compare it with anything you have seen under \$1.50 per yard—and you will buy this one at only **\$1.00**

Heavy Silvertone Coat Cloths at

\$1.95

These cloths are 54 inches wide, all wool, shown in two popular shades of brown, a very extraordinary value at **\$1.95** Other Coatings at \$4.00, \$4.25, \$4.50, \$6.00.

Fine Paillette de Chene

Silks in 20 Colors

\$2.25 yd.

This rich, lustrous, beautifully draping silk comes in 36 inch width, Navy, Seal Brown, Autumn Brown, Sand, Bonfire, Memphis, Cocoa, Beige, Jade, Opal, Almond, Crush Berry, Eldorado, Aurora, Orchid, Rose, Whirlpool, Nickel and Black. Other lovely silk fabrics at \$1.25, \$1.50, \$1.75, \$2.50, \$3.00, \$4.00, 4.50 and \$5.00.

Great Value Blankets

See our special "Abegweit" (guaranteed all pure wool), White Blankets, size 60 x 80, made especially to our order, and which we think is a wonder for the price **\$7.75** per pair

We were fortunate enough to be able to procure another supply of our now famous Moormac blankets. This blanket is pure wool, beautifully white and soft, easily washed, and in every way a real good blanket, size 64x84, **\$11.00** per pair

Another lovely White Wool Blanket comes in our "Royal" which is a beautiful white smooth knap long wearing blanket, comes in size 60x80, 6lbs to the pair, and in every way a splendid blanket at per pair **\$8.25**

See our range of "Kenwood" all pure wool blankets. Different colorings of plains and checks, all fast colors. This blanket is made 100 ins. square and then shrunk to 72 x 84, so that there is no shrink left in them. They make splendid bed comforts, each **\$10.00**

Make Your Old Furniture New

Now is the time to re-upholster that furniture that you have been thinking about so long. We can supply you with real good tapestry covering at prices ranging from 85c per yard up to \$5.75. All tapestries 48 inches wide.

Ask to see our special tapestries at 85c and \$1.00 per yard. You have a surprise in store.

A good sturdy White Union Blanket, five pounds to the pair, size 60x80, per pair **\$6.25**

We also carry a good range of Scotch made Blankets, ranging from \$11.00 per pair up.

Special Exhibit of Hose

Visitors to the City will find a visit to this remarkable Hosiery Department—the largest in the city—well worth while. New Silk Hose a \$1.59, \$2.00, \$2.50. New Wool Hose at all prices.

4 Ounce Skein Wheeling Yarn 25c

Practically all colors are shown in this remarkable yarn—a splendidly good one for sweaters, etc. The skeins are full FOUR OUNCES, at only 25 cents each.

Four Skeins for 90c

All other good yarns in the biggest range in P. E. I.



A Remarkable Overcoat value on Sale for Exhibition \$25

Half a dozen of different colorings, several different styles will be shown in this wonderful line of OVERCOATS for Exhibition Week.

Full belt, half belt and 3-piece belt models, raglan and set in sleeve, all double breasted with patch pockets.

All these coats are made in heavy, warm, soft, plaid back materials. They are coats that will resist wear—will fight off the cold, will look smart, trim and stylish to the end.

Tailored by the best makers in Canada, put up to our own special order. These Coats are values such as you will see in very few stores. Here this week at **\$25**

MOORE & McLEOD LIMITED

Women's Handsome Fall Coats

Economy has been as carefully considered as style in preparing for you this wonderful stock; consider some of the values

Good stout Coat of Frieze in blues and grey, half lined, belted all round, great value at **\$10**

FUR COLLARED COAT of Blanket Velour, lined throughout, belted all round. Supplied in Browns and Greens, a wonder at **\$13.75**

MANNISH TYPE of tailored coat, made up in heavy soft, plaid back coating, back shows box and inverted pleat. Belt all round **\$20**

FUR COLLARED COAT of Blanket Velour. This model has cuffs as well; lined throughout; belt's new, narrow type; back shows stitching and buttons **\$22**

RACCOON COLLARED COAT, made up of very handsome heavy soft plaid back, coating material, raglan sleeves leather buttons, belt all round, one of the smartest coats in the line **\$42**

Coats of many lovely styles at \$50, \$75, \$100, \$150.

Exhibition Brings You a Notable Line of Men's Fall Shirts at \$1.50

These principally nice prints and percales, showing narrow and wide stripes, in all sizes from 14 to 17. This is value that you see in very few stores—and in most of those at much higher price **\$1.50**

New American "Cheney" Ties \$1.00

These are shown in narrow "tubulars" or wide reversible "flowing ends," and in addition to being notably handsome ties they stand up under wear better than any line we know of **\$1.00** Other Ties at \$1.75, \$2.00, \$2.25, \$2.50 to \$5.75.

Get Your New "Borsalino" Hat \$7.50

When there's a better hat made than Borsalinos this store will have it first. Up to now we honestly believe that the "Borsalino" Hat gives you more style—more quality, more enduring satisfaction than any other.

All the new shapes in "Nizza" "Biscotta" "Ondura" "Bismuto" "Crusco," "Argilla," shades.

Other good Hats at \$3.00, \$5.00, \$6.50.

Cape and Mocha Glove \$2.

These in greys and tans, and all in one clasp wrist P.X.M. and flat seam stitch, some with wide stitching on back, some in narrow stitch, self finish **\$2.00**