

GREATEST Sale 48th. Anniversary

48th. ANNIVERSARY SALE Saves You ONE THIRD on Winter COATS and DRESSES



THIS IS THE FINAL DISCOUNT on our Winter Coats and Dresses. Our entire stock of this year's styles going at 1-3 off. The Anniversary Sale ends Saturday. Choose your coat and dress now while there is still a good assortment of sizes. One special group of untrimmed tweeds and fleeces valued at \$16.95 are going at \$11.30. The balance of our coats clearing at

\$19.50 value at \$13.00	\$42 value at \$28.00
25.00 value at \$16.67	48 value at \$32.00
\$29.50 value at \$19.67	\$59 value at \$39.34
\$32.50 value at \$21.67	\$65 value at \$43.34
\$39.00 value at \$26.00	\$75 value at \$50.00

Wool & Crepe Dresses one third off

Wonderful values are shown in wool and crepe dresses as our entire stock, including the smart Stylecraft and other well-known lines, are reduced 1-3. Two special racks are showing \$7.95 dresses reduced to \$5.30 and \$10.95 dresses reduced to \$7.30. The balance clearing at

\$2.95 for \$1.97	\$12.95 for \$ 8.64
\$5.95 for \$3.97	\$16.95 for \$11.30



CLOSES ON SATURDAY

Saturday night, we shall close the greatest ANNIVERSARY SALE in our business life time. We thank you most gratefully for the splendid patronage you have given us, and we invite you to take advantage of the last days of the sale. There's splendid choosing in all departments

YOUR BIRTHDAY GIFTS WILL BE DRAWN FOR SATURDAY NIGHT
 7 LUSCIOUS CAKES
 14 WAR SAVINGS \$5 CERTIFICATES
 1 WAR SAVINGS \$25 CERTIFICATE



GIRL'S COATS ONE THIRD OFF

Girls Coats, sizes 7 to 14x. Plain and fur trimmed styles. One Third Off.
 \$7.95 for \$5.30 \$12.95 for \$ 8.64
 8.95 for 5.97 14.95 for 9.97
 9.95 for 6.64 19.95 for 13.30

Girls Coats, Sizes 7 to 10. Chamois lined, with fur collar. Regular price \$8.95. Special price **\$4.95**

Girls' Three Piece Sets, coat, hat, leggings, with white fur collars, sizes 1 to 3. **\$5.30**

Boys' 3-piece sets, coat, helmet and leggings. American Guard model, blanket cloth. Colors, red, brown, aviation blue. **\$5.67**

Sizes 2 to 6. \$8.50 for



Girls' winter dresses, sizes 11 to 17. Worth to \$7.95. Special — \$1.98

Girls' winter dresses, sizes 10 to 14x. Worth to \$4.95. Special price \$2.95

Girls' Crepe dresses, worth to \$2.95 for \$1.50

Girls' Crepe dresses, sizes 6 to 12. Worth to \$2.50. Special price \$1.00

Girls' Ski Jackets with Parka, sizes 8 to 12. \$2.50 for — \$1.98



48th Anniversary

HATS

A table of hats value to \$2.00. Sale price — **28c**

A large assortment of felt hats, value up to \$3.95. Sale price — **48c**

Hats, all sizes, all colours, all new styles, value to \$5. Sale price — **\$1.00**

Our better hats, in fur felt and velour, including some model hats, value up to \$7.50. Sale price — **\$1.98**

Parka hoods, regular value 69c. Sale price — **48c**

Scottish Lace Table Cloths \$1.98

Stain resisting — cold water will remove last traces of any foreign substance on this lace. Sizes 72 x 90". Worth \$2.85 for each — **\$1.98**

Best Wear Bleached Sheets \$2.98

This product has been laundry tested to give 104 washings and is guaranteed to give satisfactory household wear for four years:

size 72 x 99" — \$2.98 pair
 size 81 x 99" — \$3.19 pair

RAYON DAMASK TABLE CLOTHS
 In white, gold, peach and green. size 50 x 50", reg. \$1.25 for, each — **89c**

RAYON DAMASK TABLE CLOTHS
 With coloured borders in green, blue, gold and rose. Sizes 54 x 72", regular \$1.85 for — **\$1.39**

ANNIVERSARY SAVINGS FOR THE HOME

Dollar Value Cretonnes 48c

Cretonnes. Heavy weight 48 inches wide, suitable for slip covers and draperies. Reg. \$1.00 clearing at per yard — **48c**

Fripled curtain in colors choice of green, mauve and gold. Standard size of 36 inch by 2 1-4 yd. Reg. to \$3.00 pair. Final clearance per pair — **\$1.48**

Remnants of Chintz, Drapery material, curtaining floor coverings — **1-2** Price clearing at

6 patterns Varnished Tile Wallpapers. Reg. 55c double roll clearing at — **39c**

48th. ANNIVERSARY SALE

Ladies' Purses \$1.75 to \$3.95 Will Clear at \$1.39

You'll find lovely choosing among these, including as they do many favourites — \$1.39 Coloured Handkerchiefs, reg. 15c — for 10c Children's Woollen Gloves, reg. 50c — for 39c More Ladies' Purses, reg. \$1.19 — for 89c

Ladies' Woollen Scarfs — ONE THIRD OFF Slightly soiled collars — HALF PRICE

Dress Fabric Bargain

Printed taffeta in small floral designs, in black, navy and brown. **79c** clearing at per yd

Good assortment of colors and patterns in printed crepes regular \$1.35, \$1.25. Clearing at — **79c**

Two pieces only, in crepe back satins in black and white only. Regular 79c. Clearing — **69c**

3 pieces of light weight wool in black, navy and brown. Regular price \$1.75 per yd. Clearing **\$1.39** per yard

2 pieces of dress wool in wine and navy only, reg. price, \$1.25. Clearing per yard — **79c**

One only pieces of coating, brown. Clearing **\$1.29** per yard

Remnants — **1-2** price

SEE THESE YARNS!

Opoleen—a splendid yarn for Pullovers and Cardigans. Regular 25c. January Sale, 1 oz. skein — **15c**

Patona Crepe—a nubby yarn especially suitable for Cardigans. Reg. 25c. Sale price, 1 oz. — **15c**

Chainette Gimp—a silk gimp for making hand bags. Sale price 3 rolls for — **25c**

Basement Store is full of Bargains

for 48th. Anniversary Sale Visit the Basement!

MOORE & McLEOD limited

Clearing MEN'S OVERCOATS at 25 per cent off

These are coats tailored by our best makers from pure wool imported and domestic cloths—English fleeces, tweeds, velours, alpines, silvertones and meltons—luxurious fabrics—with plenty of good style, good tailoring and good fit.

Regular \$25.00 Coats. Great value even at regular price — now — **\$18.75**
 Regular \$20.00 Coats — **\$15.00**
 Another extra special value—now — **\$13.95**
 Regular \$18.50 Coats — **\$13.95**
 A bang-up good buy—now — **\$11.95**
 English meltons — **\$11.95**
 The price tells the story — now — **\$11.95**



Men's Suits 20 per cent Reduction

This is indeed a sale you shouldn't miss. Fine English worsteds and tweeds in tailoring of a high order. Large variety of colors and patterns including fancy and chalk stripes, checks and blends. Double and single breasted models for young men, regulars, shorts and stout men

Reg. \$20.00 suits for — \$16.00
 Reg. \$25.00 suits for — \$20.00
 Reg. \$27.50 suits for — \$22.00



Men's Shirts White or Colored \$1.39

Taken from our regular \$1.55 and \$1.65 lines. All fine quality English broadcloths—good fitting fused collar attached style in fancy checks and stripes.

MEN'S HATS \$1.95
 Broken lines greatly reduced — reg. \$2.50 to \$5.00 values — styles for all ages — genuine fur felts in good choice of new shades.

MEN'S HATS \$2.95
 Reg. \$3.85 to \$7.50 hats — Adams, Biltmore and Borsalinos — our best makes — in snap brims and fedoras. Choose yours early.

Men's Pullovers \$1.75
 Another good sweater buy! Warm, neat fitting, pure wool jersey knit sweaters in polo, zip or V-neck styles which sell regularly from \$2.00 to \$2.50.

Men's Zipper Jacket \$2.95
 Two tone suede and wools—whipcord and wool—and two tone silk and wools. Reg. \$3.95 to \$4.95 values. A top notch bargain.

These fine pure wool pullovers regularly sell for \$3.75. Popular V-neck style plain and fancy stitches in good selection of shades.

Men's Pullovers 2.75

MEN'S WOOL SOCKS
 Your choice of our complete stock of 50c and 75c socks—all pure wool in fine and heavier brogue weights. Reg. 50c socks now 2 pairs for **85c** Reg. 75c socks now 3 pairs for **\$2.00**

MEN'S COAT SWEATERS

Two tone sport Cardigans—fine botany wools—silk and wool Cardigans — and the heavier jumbo knits.

Reg. \$3.95 **\$2.65** line
 Reg. \$6.95 **\$4.65** line

Boys' OVERCOATS HALF PRICE

Hurry! Reg. \$12.95 to \$16.50. About twenty-five of this season's best values. All smartly styled — only one or two of a kind. Sizes 6 to 13 years only.

Boys' SUITS and OVERCOATS one third off

A limited number of coats taken from our regular stock. English tweeds and fleeces in raglans, guards and swagger styles. Broken sizes 24 to 38. Reg. \$6.00 to \$18.50 values. Sale prices are from **\$4 to \$12.38**

A great choice of broken range suits — all pure wool English tweeds and worsteds — practically every suit has two pants — sizes 24 to 37. Reg. \$9.95 to \$25.00 values. Sale prices are from **\$6.63 to \$16.65**

BOYS' HUMPHREY BREECHES
 Famous Humphrey Breeches — made from rugged all wool tweeds that can "take it"! Double seat and double knee for longer wear. Sizes 24 to 32. Special sale price — **\$2.89**

BOYS' PULLOVERS 25% OFF
 See this selection of pure wool sweaters shown in zip, jacket as well as V neck pullover styles. Reg. \$2 sweaters **\$1.50** Reg. \$2.95 Sweaters **\$2.20** Now — **1** Now — **2**

JUST ARRIVED! SALE OF SUB-STANDARD TOWELS

Sub-standard Towels, white with coloured checks. Size about 17 x 34" Pair — **28c**

Sub-standard Towels, white with coloured borders and stripes. Size about 20 x 40". Pair — **39c**

Sub-standard Towels in solid colours and white with coloured floral stripes. Size about 22 x 45". Pair — **98c**



Semi Service 79c

Yes, these are substandards, but they would otherwise sell for a dollar. All sizes — four good colours — **79c**

SUB-STANDARD CREPE CHIFFON STOCKINGS

full fashioned, Coco, Madelon, Holiday, Serene, sizes 9 to 10 1-2 ... a great chance at only 79c

Women's pure botany wool hose, plaited on cotton with mock seam, a good wearing hose in a good assortment of colors, sizes 9 to 10 1-2, Regular 65c for — **59c**

Women's plaited Silk and Wool hose with mock seams, sizes 8 1-2 to 10 1-2. Regular 39c for — **35c**

Women's wool and cotton Underhose. Regular 35c for 29c a pr. Sizes 9 to 10 1-2 in flesh only.

Women's mercerised lisle hose, a fine quality with mock seams and picot tops, sizes 9 to 10 1-2. Regular 39c for — **29c**

Children's Botany wool hose, reinforced with cotton, (sizes 9 and 10 only) Regular 60c for 50c

Children's wool golf hose with plain and fancy tops, brown and grey only, broken sizes, clearing at — **25c**