

# This great sale is strictly and entirely for Cash

The reason of this sale being that we want a lot of money in a short time--our customers will all understand, that much as we like to oblige everybody--we simply cannot charge anything at the discounted prices. Please bear this matter in mind, and please shop each day as early as you can. We will have a big staff--but big as it is a busy afternoon "keeps us guessing".

## All dress goods and suitings yours at a quarter less than regular price

This whole great stock of dress goods is offered you at a complete price reduction of 25 per cent. There are in this section up to the minute fabrics of a score of different kinds--and a great range of each. You may choose to-day at a quarter less than the marked price in each case.

50c Dress Goods now.....	38c	75c Dress Goods now.....	56c
90c Dress Goods now.....	68c	\$1.00 Dress Goods.....	75c
\$1.12 Dress Goods now.....	94c	1.50 Dress Goods.....	\$1.12
1.75 Suitings.....	1.31	2.00 Suitings now.....	1.50
25 per cent off Coat Linings		25 per cent off Dress Linings	
25 per cent off all Satteens		25 per cent off all Silks.	

SHOP EARLY IN THE DAY--PLEASE DO NOT ASK FOR SAMPLES--AND PLEASE DO NOT ASK US TO CHARGE ANYTHING--THE SLATE IS BROKEN

## 25 per cent Discount off all Silks

Here is the biggest buying chance that has been before you for some while. All the silks--black and colored--and that means the biggest silk stock in P. E. Island is offered for your choosing at 25 per cent Cash Discount.

25c Silks are now 19c	50c Silks are now 38c	60c Silks are now 45c
75c Silks are now 56c	99c Silks are now 75c	\$1.50 Silks are now \$1.12
\$1.75 Silks are now \$1.51	\$2.00 Silks are now \$1.50	\$2.50 Silks are now \$1.88

There are good silks of every kind--and any lady will tell you that the best silks for the money--any time and all the time are shown here. Come in get your silk dress--please do not ask for samples--and please do not say "charge it" we've lost our piece of chalk--and won't find it till after this sale is over. Shop early each day.

## One third off all Lace --Neckwear--Veilings

The majority of all the goods offered in this department is not more than two to three months old. Fresh--new--direct from the maker in most cases.

- One third off Laces
- One third off Neckwear
- One third off Veilings
- One third off Rufflings and Pleatings
- One third off Ribbons--Embroideries etc.

## 20 p. c. discount off All Wash Goods

Here is where you pick up a bargain in Flannelette, Molleton, Duck and the rest.

- 20 per cent off Flannelettes
- 20 per cent off Print Cottons
- 20 per cent off Gingham
- 20 per cent off Linens and Lawns
- 20 per cent off Oxford Shirting
- 20 per cent off Flannel Shirting
- 20 per cent off Handkerchief Linens

## 25 per cent Discount for Cash off all the lines listed beneath--Study them

Women's Umbrellas	Handkerchiefs	Gloves Lined
Dogskin Gloves	Napa Gloves	Cashmere Gloves
Mittens of all sorts	Linen Collars	Lace Collars and Sets
Handbags and Purses	Cashmere Hosiery except	Woolen Stockings
Silk Stockings	PENMAN	Stamped Corset Covers
Knitting Yarns	Mufflers of all sorts	Royal Society Floss
	Factory Yarn no discount	Denelope Canvas

25 PER CENT DISCOUNT OFF ALL GOODS IN ART DEPARTMENT

- Stamped Linens
- Stamped Cushions
- White Crochet Cottons

- Stamped Gowns
- Stamped Pennants
- Cushion Cords

- Stamped Corset Covers
- Royal Society Floss
- Denelope Canvas

## One third off the "Small wares" prices

All these little needfuls that you are buying every day can be had at away under the regular price during this enormous sale. Come in and fill your work baskets.

- One third off Bibs
- One third off all Pins
- One third off Elastics
- One third off Hair Rolls
- One third off Mirrors
- One third off Combs
- One third off Dress Shields
- One third off Hose Supporters
- One third off Hair Nets
- One third off Switches and Puffs
- One third off Boot Laces
- One third off Brushes
- One third off Barrettes
- One third off Jewelry

And all the rest of the small ware

## 25 per cent Down Quilts--Draperies, etc

Here is a chance to do some wise and money saving buying of goods that you have been needing for a long time. Just consider how badly you have wanted a down or wadded quilt--and now you buy one at factory cost.

\$1.35 Quilts are now \$1.00	\$1.60 Quilts are now \$1.20
2.00 Quilts are now 1.50	2.25 Quilts are now 1.69
1.75 Quilts are now 1.31	4.25 Quilts are now 3.19
	\$8.25 Quilts are now only \$6.19

Special discounts on all Draperies--etc. in the House Furnishings Department--Come in and let us show you these

# Moore &

## Enormous January Clearance Nine O'clock Tomorrow Discounts of 20 to 50 per cent

Sharp at nine o'clock Friday morning the doors open at the best growing store in P. E. Island. We propose before stock out limit.

We want to turn every possible dollar represented in our stock of great discounts in every section of the store. You know the goods are precisely kept. You know that every discount will be given to the store.

## Clearing out ALL FURS 20 p. c. discount

Every Fur in the store gets the discount axe, so that by the time stock taking commences we expect to have practically no furs whatever. Get in and see the best Fur Stock in P. E. I. offered at wholesale prices.

- 20 p. c. off all Mink Furs
- 20 p. c. off all Persian Lamb
- 20 p. c. off all Fox Furs
- 20 p. c. off all Wolf Furs
- 20 p. c. off all Marmot Furs

Furs of all sorts, Muffs, Neck Pieces, Children's Furs, all of them discounted. Get yours today.

CASH ONLY

## All the new CORSETS 20 per cent off

Nowadays to say Corsets, is to say MOORE & McLEOD. There is just one well filled, perfectly equipped Corset store, and it is now offering wholesale prices on the whole assortment.

\$1.00 Corsets now only	80c
1.25 Corsets now only	\$1.00
1.50 Corsets now only	1.20
2.00 Corsets now only	1.60
2.50 Corsets now only	2.00
3.00 Corsets now only	2.00
4.50 Corsets now only	3.60

## 25 p. c. off all Women's Winter Underwear

There are more good kinds of Women's Winter Underwear in this one department than in most any other stores. We have the size you want, and the kind you want.

30c Underwear is now.....	22c
45c Underwear is now.....	34c
50c Underwear is now.....	38c
60c Underwear is now.....	45c
80c Underwear is now.....	60c
1.00 Underwear is now.....	75c
1.50 Underwear is now.....	1.12

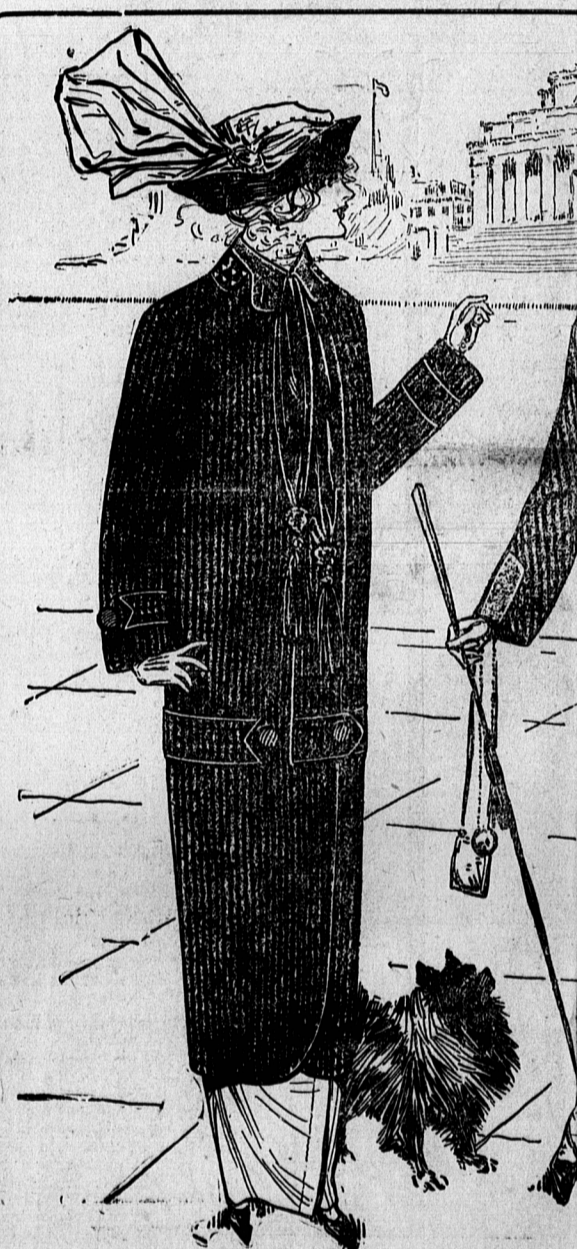
Vests and drawers and Combination Underwear for Women of all sizes and Children of all ages.

CASH ONLY

## 25 p. c. off Women's Sweater Coats

This of course includes all the Sweater Coats for the little girls as well. There is a wonderful range, and the assortment is very complete. You can buy during this sale for cash, at factory prices, and often less.

- 25 p. c. off Women's Sweater Coats
- 25 p. c. off Girls' Sweater Coats
- 25 p. c. off Misses Sweater Coats



## 25 per cent discount on Suits, Dresses, Waists and other ready to wear garments

It is the policy of this store to clear out in its offer you in this great sale a discount of.

4.50 Coats are now 3.38	5.00 Dresses
6.00 Coats are now 4.00	2.25 Waists
8.00 Coats are now 6.00	3.00 Waists
12.00 Coats are now 9.00	3.75 Waists
16.00 Coats are now 12.00	4.50 Waists
20.00 Coats are now 15.00	5.75 Waists

## Twenty Five Per Cent Off all the Following

25 p. c. off Ladies Cloth Coats	25 p. c. off
25 p. c. off Fur Collared Coats	25 p. c. off
25 p. c. off Tailored Waists	25 p. c. off
25 p. c. off Children's Coats	25 p. c. off
25 p. c. off Kimonas	25 p. c. off

## ONE FIFTH OFF EVERYTHING

Twenty per cent off Muffs Twenty per cent off Children's Furs Twenty per cent off all Aprons Twenty per cent off all Aprons There never has been such an unparalleled opportunity for reductions such as these. You know that a sale means here that the price is always low, and always will.

All Trimmed Hats  
All Untrimmed Hats  
All Fancy and Feather