

A LETTER TO "ANGELA"

Careful Reading Will Solve Many a Christmas Puzzles.

CHARLOTTETOWN, P. E. I.,
December 15, 1904.

DEAR ANGELA:—
It seems only yesterday since I wrote you a long letter previous to your coming into town to do your spring shopping; but here we are with summer far behind us, snow on the ground and Christmas fast approaching. Just think of it, Christmas is only ten days away, and I see by your letter that you are yet in a maze of indecision regarding your Christmas presents.

It is a good thing to be you Angela! Your liberal allowance enables you to get such lovely things for everybody, while like lots of others have to content myself with "the smaller things of earth and purchase a grade cheaper, in very truth a good many grades cheaper sometimes."
It is another good thing that the Christmas tide goes away with all that makes that fact uncomfortable when one's heart goes out in longing to give the very best only, but after all it is the gift, not the price that shows the desire to make others glad, but all of us would like to give only the best always. But you, thank goodness are able to buy just what you think best, and in your letter of yesterday I see you gave me carte blanche to buy what I like for you, just so long as I get it at Moore & McLeod's. Now that's a big order, for my good man tells me that I am extravagantly inclined if I had the opportunity to be so, and between ourselves I believe he's right, although I all ways tell him he wants something to grumble about when he says so.

It is needless to say that with your permission to buy what I thought best, I was not very long in getting down to Moore &

McLeod's and indulging myself in a real good afternoon's revel among all the lovely things they have there.

So your furs need replenishing do they? Well about the hardest part of your commission was to choose suitable ones for you, for truly Angela, the furs this year are magnificent, and the range is so large one hardly knows what to decide on, and Moore & McLeod's are beyond all comparison. And another thing to the buyer's advantage is the fact that much better value can be had this year than last, as the furs are cheaper. Well, I am sending you a perfect beauty; and if it were not you, I would be inclined to break the tenth commandment and envy you it with all my heart. The neck wear is a very long bear ruff; the muff to match. To describe it is impossible; it is simply gorgeous and it cost only \$37.00. You allowed me to spend \$40.00, so you are three dollars in on that purchase. I was divided between that and a blue fox, a handsome head and mink tails on the flat collar. It was only \$42.00 but I thought that a stately matron like you would like the bear set best, and look best in it as well.

For Bess I bought a mink ruff made in style, with two long tails, and with two broad tails. This was \$36.75.

For Joan I chose stone marten so you would all have something different. It is very fashionable round ruff, no lining but all fur, has eight marten tails, and round ruff of bear. There was another but as I had chosen bear for you, I thought the marten best for Joan. Don't you feel very maternally with Bess married and the proud possessor of a tiny daughter, and Joan "out" in society? That's just a



WINTER WALKING SKIRT.

little aside, but as the fact gives you a grand-daughter it makes my mind easy about the suitability of that bear set, if in truth, I ever had any compunctions about it. There is a lovely grey squirrel stole among the furs that I thought might suit Joan, and if you would prefer it, you can let me know at once, and I will send it instead of the stone marten. It is very long, would reach almost to the hem of her dress, is satin lined, has frogs of grey silk cord, and six large sable tails. It is priced \$25.50.

For Jack's mother I am sending you a large sable stole, satin lined and a muff to match, in the new flat shape. Each piece has the new feature in furs for trimming viz, chenille fringe. The price of the set was \$52.50.

For Jack himself I got a plucked otter collar for which the price asked was \$34.00. I have in the itemized account enclosed in the total according to my figures, the favor being on your side. This is owing to the liberal discount Moore & McLeod are giving on all cash purchases, and your very liberal cheque was ample for all your needs in consequence.

Now as to generalities. For your winter walking skirt I got you a pin-stripe black and white cloth, the effect at a distance being a dark grey. Fancy tabs from the deep yoke are the sole trimming and it is exceedingly elegant, and I fancy you will wonder how any profit can be made on it. Joan's is of black venetian with groups of corded tucks on each of the seven gores, a pin yoke at the top, and clusters of buttons for a finish. It was \$7.50. I was quite a while deciding between the one I sent Joan and one of blue broadcloth with st in panels of tucks and plain yoke at \$7.75, but made the decision in favor of the black for her. The other would make a beautiful afternoon skirt for her with one of the lovely shirt waists I am sending. One of the patterns was of black chevrot in eleven gores, tailor-made with strapping. It was very pretty and moderately priced, only \$6.05. You told me your maid wanted you to get one for her, so I am sending on approval, three cheaper skirts, all of them good enough for anything. The first is a black broadcloth, seven gores plain stitching at foot, \$5.15. The next of black chevrot strapped and with fancy side-zores and buttons. The seams are lap-ped and stitched \$6.35. The other is of mottled tweed, seven gores, with black satin straps and black satin buttons, only 4.25. The same make of skirts is shown in black and navy freize at \$4.65, and they have a line of Oxford grey skirts, seven gores and variously trimmed from \$3.50 up to 6.95, so if those I send do not suit you will know what to send for.

As for the coats for yourself and Joan, I chose for you one of cloth in gun metal shade which will go beautifully with that handsome skirt. It is satin lined, strapped, leg o' mutton sleeve, and priced \$22.25. There is a beauty of blue beaver with folds on the very popular shoulder cape, same sleeve deep cuff, and also semi-fitting. This is \$16.90. Joan's I could not decide on so am sending several. One is of heavy Oxford grey freize, velvet military collar trimmed with silk braid, large pull sleeve with narrow cuff \$13.75. Another of light fawn beaver cloth, trimmed with white broadcloth, narrow straps of cloth over white on collar and cuffs, and brown lined, \$14.50. Another of brown beaver, lined with satin, shoulder capes with stole effect in front, new puffed fancy sleeves \$11.50. The other of light fawn strapped with same, semi-fitted black stole capes on shoulders, brass buttons, price \$12.25.

I hope you will like the dressing jackets I chose. I think the Kimono of elder down, blue and white striped, faced with satin, at \$3.10 is one of the loveliest things I ever saw. And the green stripe with red satin facing is just as pretty and perhaps more serviceable in color. The fastenings of fancy silk cord on these decided me in my choice. The other in pale blue and cream elder down, sacque shape, will do you for commoner wear, and they were only \$1.90 each. They have these in light grey as well. And I put in a cute little box shaped dressing jacket for Joan. The collar is the round flat shape, and it is trimmed with silk braid and black ribbon, \$2.05.

The very latest in jerseys are the Norfolk jackets. I am sending one for Joan in cardinal. It was but \$4.00 and the very thing for her. Yours is a double breasted honey comb weave in navy, just the ordinary Jersey \$3.15. These come also in white and all have brass buttons. More elaborate ones have stole collars turned cuffs and are in white cardinal and navy at \$3.25. But you told me you just wanted a plain one, hence my choice. There are others, fancy jerseys with high collars, puffed sleeves, and brass buttons, in navy and white, and cardinal and white, \$2.35. And another line of cardinal and navy, honey comb weave, stole collar and large pearl buttons \$2.60. Plainer than yours at \$1.05.

grade is in navy and white stripe, the box pleats bound with white, full front and sleeves, wide cuff \$1.80, but what I sent you are good enough for the purpose you want them for.

But I got you a nice black lustre for afternoons, with wide box pleats stitched about an inch from each side of the pleats a broad pleat down the front. I know you will like it. The price was moderate \$2.75 I also send a lovely fancy flannel made in the popular style, and in cardinal and white, with large pearl buttons, at the same price \$2.75.

Those for Joan are more girlish of course, and the one of panama is lovely. It is sky blue with deep yoke, pairs from \$3.25. Other colors are cardinal and white. The one of fancy striped waistling will do her for ordinary evening wear. It is grey and white, deep tucks, narrow box pleat in front, at \$3.75. There's another line in green and grey, with small box pleats, and gun metal buttons, \$3.98.

It seems to me I am mixing up your Christmas presents with your usual winter wants, but you know how to separate them, and all are going together.

How cross Bess must have been when she lost that pretty umbrella she got for a wedding present, but I have duplicated it for you at Moore & McLeod's, and her heart will be glad when you send her it along with her handsome furs at Christmas. If I remember rightly it was silk with a mother of pearl handle, gold mounted and enclosed in a silk case, costing \$3.10. I think they have all kinds at Moore & McLeod's for the Christmas trade, and in case you want others for your many pensioners I'll just mention some of them. A good cheap one 78c; better, \$1.10. These are of gloria with bone handles in different styles. \$1.35 buys a good black gloria umbrella with bone and gun metal handle, \$1.75 and \$1.85, others with bone handles and gold and pearl trimmings. Very fine grade of gloria with green enamel and oxidized handle, silk, for \$2.35. Extra good gloria with rustic handle mounted in silver, \$2.45. There are others still.

And now about your winter hat and Joan's, which, by the way, I have never known you to leave buying so long before.

And now comes a piece of good news for hazzards like you. All the pattern hats that are left are selling for half price, and although the run on them was something beyond telling you about at the Autumn opening, there are some beauties still there and I have got you one. It is a mink in tri-ome shape with white velvet crown, burnt orange ribbon and roses, complete the trimming, with steel buckle to finish. The first price was \$10.00, I got it for you for \$6.50. For Joan I took a broad hat—wider at the sides than in length, if I may so term it. The hat made of very finely shirred navy silk underbrim, alternate rows of chenille and taffeta and a beautiful bird's head completing it. First price was \$12 dollars, I bought it for \$6. I came near getting one of black braid and chenille, with a large black bird for the same money, but the navy one proved irresistible.

There was another of grey broadcloth, with white fur crown, cream yak medallions on the broadcloth brim, and one long white feather falling over the back. This was \$20 reduced to \$10. Another handsome broad hat, pressed fawn Angora velvet as a foundation, with chenille and feather pom-pom and gold and steel buckle. Shaded ribbon completed it, and the money that gets it is \$6. It was \$12.

A beauty for \$6.50 that was \$13, would suit Bess beautifully, if you want it, and it doesn't happen to be gone before you get this. A high crown, medium wide rim, covered with black velvet, tulle, jet and chenille completing it, \$6.50, formerly \$13. A beautiful turban that I came almost sending you, now that you can buy two hats for the price of one, was of exquisitely fine pated silk, and mohair braid, white inside the very high rim, and handsome black ostrich agrette, \$12 for \$6.

I think I am almost at the end of my story, except that in addition to the collar for Jack I got him a simply lovely dress suit case to take on his many unexpected journeys to town. It is of solid brown leather, extra heavy brass mounted, is leather lined throughout, has a leather covered shirt pocket and adjustable straps, and all I paid for it was \$10. In it I put a swell pair of reindeer fur lined gloves, which cost \$5 although I could have got them for \$1.00, \$2.65 and \$3.65. But I knew nothing but the very best would suit that adorable husband of yours. Moore & McLeod's also have silk lined gloves, a special for Christmas buyers. I had Jack's gloves put in a small box, which is the way they are doing up these specially lovely things for Christmas.

Now, my dear, you will, I trust, be satisfied with my selections, for I did my best to get the choicest. If you need any replenishing in other lines, or some new wear either for the girls (perhaps Bess will forgive that) or yourself, I am sending you a Charlottetown Guardian along with this which is a special edition got up of Moore & McLeod for the purpose of informing customers like yourself who live at a distance what they can do in the line of offering, not only the very choicest goods in the market, at prices in comparison, but also lower priced, strong and durable articles as well. Every department in the shop is full to overflowing with myriads



UNDERWEAR

Warm wool, and fleece lined
Underwear \$5.00 per suit, finer grade
1.50 per suit.

Men's all wool, unshrinkable
\$1.10, 1.50, 2.00, heavier grades
\$3.00 and 3.50.

COLLARS

These are in all the newest styles, the boys' collar "Just like Papa's,"
Good quality linen 15 cts each
Four ply linen
Special for Xmas
2 for 25 cts.
3 for 50 cts.

MEN'S NIGHT COMFORT

Flannellette Sleeping Robes, 75 cts \$1.15, 1.25.
Extra Heavy Sleeping Robes, of wool, fleece lined \$1.25.
Turkish Toweling Bath Robes, \$3.75.
Dressing Gowns in Mo'leton Flannel, all oriental designs \$7.75, 9.75.

SOX

Cashmere sox, black and navy, Hercules brand, heavy ribbed, guaranteed unshrinkable 50 cts per pair.

MOORE & McLEOD.

of suggestions, and the issue of The Guardian I send you can surely fill any gaps I have not filled in, for that generous heart of yours to provide presents from I think that special issue of Moore & McLeod's is a "corkef" if I may use a slang expression, which is expressive at a last. And now dear I must close, and as Christmas will be past and over before I see you, gone to join many other happy Christmas Days, I cannot tell you how very heartily I wish that it may be indeed, a happy, merry one this year, for I look forward to days yet to come, and back the years that are gone, and play again around the Christmas hearth, you and I as in the dear old days.

But I know you will remember me in your happy family circle, even as I will so remember you as we gather together to the Christm as cheer. You and your girls with Jack's face beaming serenely over them all, I wish to days yet to come, and looking forward to days yet to come, and all of us with each other in the true Christmas spirit, of "peace and good will." Once more with love and best wishes for all the Christmas tide can bring, I am, Your friend as always,
ISABELLE.

DRESS GOODS!



What handsomer present could a man give his wife, his sister or his mother-in-law than a dress from among our complete lines. To begin at the cheaper kinds.
A pretty Brown mottled goods for 50 cts per yard.
Also Garnet mottled goods for same price.
Green, Cadet Blue, Navy and Grey cloth, 44 inches wide, 50 cents a yard.
Blouse Flannels and Cream Lustrus 45 and 58 cents per yard.
Cashmeres in Cadet and Royal Blue, Garnet, Cream, Pink, Pale Blue, 42 inches wide, 42 and 58 cts per yard.
Navy and Cardinal 75c a yard.
French Flannels, fancy striped, 27 inches wide 55c per yard.
Polka dots, Cardinal and Navy 55 cts per yard.
Fancy stripes in Red and Navy, with Persian stripes, Pale Blue, Green and other fancy designs 55 cts per yard.
Shepherds Check in Navy and White and Black and white 75c per yd.
Blouse Flannels and Cream Lustrus 45 and 58 cents per yard.
Pale Blue Plush, Cardinal Navy and Black 68 cts per yard.
Cream Flannel 45 and 58 cts per yard.
Black in varied prices.
Fancy Silk Figure \$1.50 per yard.
Resaid Green with white spots 60 cts per yard.

BLACK GOODS

Voices for evening wear, are just THE THING. We have them at \$1.00, 1.10, 1.25, 1.35.
Roxanas at \$1.25.
Oligannas at 92 cents.
Krinkolines \$1.38.
Queen's Habit Cloth, Satin finish, 44 inches wide \$1.10.
Broad Cloth 1 1/2 yards wide \$1.05, 1.70, 1.85 and \$3.00. The last is a very fine German Broadcloth.
Suttings in Friezes, Oxford, Navy and Black, 54 inches wide 78c per yd.
Better value, same width and colors 95 cts per yard, still better \$1.15.
Tweed mixtures for suits \$1.35 per yard.
These are in great varieties of colors, such as green ground with a touch of Red, Light Green, Brown and White 56 inches wide.
For Golf Skirts and Capes we have an elegant line.

MOORE & McLEOD.

MOORE & McLEOD

Only 11 Shopping Days Till Christmas



"DO IT NOW"

THE LITTLE motto inscribed above is pre-eminent true during the holiday shopping season.

Shop early—when you can have careful unhurried service—full stocks to select from, time to consider and decide. Have it all done—so that during the last days you can lie back and feel sorry for the shoppers who were 'at so wise.

SOME OF THE THINGS WE SUGGEST FOR THE PUZZLED BUYER.

FOR "HER"

- Fur Coat,
- Fur Ruff,
- Fur Muff,
- Fur Gloves,
- Fur Cap,
- Cloth Coat,
- Skirts,
- Silk Waist,
- Flannel Waist,
- Wrapper,
- Cloud,
- Shawl,
- Hood,
- A pretty Hat,
- A pretty Dress Length,
- Waist length of Flannel or Silk,
- Damask Table Cloth,
- Napkins,
- Towels,
- Wool Gloves or Mittens,
- Aprons,
- Teneriffe Doyleys etc.,
- Belts,
- Fancy Neckwear,
- Kid Gloves, (lined or unlined),
- Handkerchiefs,
- Handbag,

FOR "HIM"

- A good Valise,
- Shirts,
- Neckties,
- Suspenders,
- Lined Kid Gloves,
- Caps,
- Muffer,
- Handkerchiefs,
- Collars,
- Umbrella (75c. to \$7.00),
- Hosiery,
- Sweater,
- Fur Cap,
- Fur Mitts,
- Underwear etc. etc.,

MAIL ORDERS.

For Christmas season we prepay postage, express or freight on any purchase. Send your orders in, stating as nearly as possible what you prefer, we will fill order at once. Cash must accompany order. Money back if you want it.

This list is only a brief suggestion—you'll find hundreds of other ideas here when you come.

MOORE & McLEOD