

These Clearance Values Demand Immediate Attention

# JANUARY CLEARANCE SALE

Some of the best Values are not Advertised

## "Last Call" on Women's Winter Coats

Few days ago a customer from a distant end of P. E. I. came in looking for something in ladies' ready-to-wear goods. Saw what we offered. Decided to "look round." Came back in about an hour. "You have them all beaten a mile," said he. And now—for these four great sales days, we offer this stock—which has "them all beaten a mile" at prices away under factory cost.

New cloth coats to 12.75	Coats worth to 15.00 for 10.00
for ..... 6.50	Coats worth to 20.00 for 13.50
Coats worth to 18.00 for 12.00	Coats worth to 24.00 for 16.00
11.50 Fur collar coats	9.50 15.00 Fur collar coats
18.00 Fur collar coats	13.00

## Lovely Fur Coats

1 only Marmot lined coat 45.00 for ..... 15.00  
 1 only Astrachan Coat, 47.00 for ..... 19.00  
 3 only Pony coats—long—75.00 for ..... 39.00  
 1 only "Nearsal" coat—long—95.00 for ..... 25.00

## Monday 24th to Thursday 28th Special Fares from all over Prince Edward Island

The greatest winter shopping opportunity that has been before you for many a year. Every department is deeply discounted for clearance.

On four tremendous days—we will concentrate a month of clearing effort. Read our list of bargains—and remember its only a partial one—there are hundreds more.

## Prices Tumble In Clearance of Warm Winter Overcoats

75 warm winter overcoats in Chinchillas, Naps and Tweeds, with shawl and convertio collars. These are offered in knee length and full length—single and double breasted. Some are "brand new" from the factory this present sea—full lined—some are shield lined. Every coat is son. They come in all sizes—any man at all can be fitted well and stylishly.

10.00 Overcoats for ..... 6.67	11.50 Overcoats for ..... 7.34
12.00 Overcoats for ..... 8.00	15.00 Overcoats for ..... 10.00
18.00 Overcoats for ..... 12.00	22.50 Overcoats for ..... 15.00
24.00 Overcoats for ..... 16.00	30.00 Overcoats for ..... 20.00

## January Sale of Boys Winter Overcoats

50 overcoats in Napps, Tweeds and Chinchilla—mostly with Convertio Collar—three-quarter and full length—plain and bel-lows pockets—shield lined or full lined—offered at less than present factory prices.

There are coats to fit boys from 8 to 16 years of age. Every coat is new THIS season.

10.00 coats go at 7.50	12.00 coats go at 9.00
5.50 coats go at 4.12	6.00 coats go at 4.50
7.00 coats go at 5.25	8.00 coats go at 6.00

## Boy's Reefers Price Cut

BOYS BLUE NAP REEFERS IN DOUBLE BREA-ED style, well lined—good material—heavy and warm. These are for boys of 5 to 12 years of age.

3.75 Reefers for 2.82 4.75 Reefers for 3.57

5.00 Reefers for 3.75

ALL CHILD'S' WINTER OVERCOATS in chinchilla and fancy tweeds for boys from 3 to 8 years of age will be specially discounted for this **JANUARY CLEARANCE SALE**

## 4 Days Big January Sale Kimonas--Dresses

For four days cash makes a riot in prices in this department. Bring in the perfectly good money—and buy just about as you want to.

4.25 Kimonos now only	3.85
5.00 Kimonos now only	4.00
6.75 Kimonos now only	5.50
9.75 Kimonos now only	8.00
12.75 Kimonos now only	10.00

### SEE THE JANUARY PRICED DRESSES

House Dresses and Wrappers	1.00 for 75
Houses Dresses and Wrappers	1.25 for 1.00
House Dresses and Wrappers	1.50 for 1.25
House Dresses and Wrappers	1.75 for 1.50

## January Clearance Sale Shirts--Sweaters etc

This stock of sweaters and shirts has no superiors in the country. We could not replace any garment right now for the price we paid for it. But—right now—we need money more than goods—so your chance offers

85c. working shirts offered at 60c.  
 1.25 working shirts at 90c.  
 1.60 working shirts at 1.20.  
 1.75 working shirts at 1.35.  
 2.00 sample sweaters for 1.50.  
 2.50 sample sweaters for 1.98.  
 3.00 sample sweaters for 2.25.  
 4.00 sample sweaters for 3.00.  
 5.00 sample sweaters for 3.75.  
 5.00 VISOR sweaters for 3.75.  
 5.50 VISOR sweaters for 3.93.  
 6.00 VISOR sweaters for 4.50.

Odd garments of heavy wool underwear, regular 1.00 each for 75c.

SPECIAL JANUARY DISCOUNTS ON ALL BOYS' CLOTHING— ALL MEN'S CLOTHING. — NOW'S THE TIME TO ANTICIPATE YOUR NEEDS. JAN. 24TH to 28TH.

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## Clearance Sale of Blk. and Grey Frieze Reefers

These are magnificent garments for the man who must move actively while outdoors. They are short enough to permit of the freest movement—warm enough to defy a blizzard—stout enough to stand any kind of wear. And the January sale discount offers them absurdly low.

4.00 Reefers for 3.20	4.50 Reefers for 3.60
5.25 Reefers for 4.20	6.00 Reefers for 4.80
7.75 Reefers for 6.20	

## January Sale of Sheep Lined Coats

These made of Canvas—Corduroy and Bedford cord—leather stayed pockets—metal clasps—large fur collar—heavily sheep lined—defying any stress of weather.

6.75 Sheep lined coats for	5.40	8.00 Sheep lined coats for	6.40
7.00 Sheep lined coats for	5.60	9.00 Sheep lined coats for	7.20

## How Tempting are The Furs of January Clearance Sale

Here's a wonderful four-days opportunity to buy lovely furs at your own price. Commencing on Monday morning, for four days we offer cash purchasers an unparalleled chance to choose.

No approbation. No charges—all cash.

5.00 Muffs sell for 4.00	6.00 Muffs sell for 4.75
8.00 Muffs sell for 6.50	10.00 Muffs sell for 8.00
12.00 Muffs sell for 9.50	16.00 Muffs sell for 13.00
18.00 Muffs sell for 14.50	22.00 Muffs sell for 17.50
27.00 Muffs sell for 21.60	36.00 Muffs sell for 29.00

### LOVELY FUR SCARFS AT YOUR OWN PRICES

3.75 Scarfs are now 3.00	5.50 scarfs are now 4.50
7.50 scarfs are now 6.00	10.50 scarfs are now 8.50
12.00 scarfs are now 9.50	14.00 scarfs now 11.00
18.00 scarfs are 14.50	22.00 scarfs now 17.50
36.00 scarfs now 29.00	

## Get Your New Fur Coat Now You'll never beat these Prices

These coats were bought at the lowest fur prices known for ten years. They are away below the best prices we have ever had. And now for this wonderful four-days sale you will be able to get your choice among them—for a price far below the present wholesale cost.

2 Hudson seal coats, 75.00 for 60.00;	1 Muskrat Coat, 50.00 for 40.00;
1 Muskrat Coat, 75.00 for 60.00;	2 Muskrat Coats, 95.00 for 70.00;



## January Sale Raccoon Coats and Fur Lined Coats

Perhaps the best range of coats of this sort to be had in the City. All new—all fresh and good—and all bought at the lowest prices that have been possible for many years.

60.00 Coon coats will be sold out at	50.00
75.00 Coon coats will be sold out at	65.00
125.00 Coon coats will be sold out at	100.00
Men's black melton coats—imitation Astrachan lining—fine warm fur collar	30.00 for 22.50

## Fur Lined Coats

Men's black melton coats with black fur lining.  
 Otter collar, frog fastening ..... 42.00 for 34.00  
 Black all wool melton cloth coats, with fine fur lining, broad warm fur collar ..... 46.00 for 35.00  
 Black "China Dog" fur coats extra good quality, very heavy, quilted lining—JANUARY SALE ..... 22.50

Men's fine black cloth coats, curl cloth lining, rubber inter-lining, dark marmot collar, all sizes, a grand bargain, JANUARY SALE ..... 17.00  
 Men's black melton coat, good fur collar, curl cloth lining, rubber inter-lining ..... 18.00 for 13.50

A special lot of men's black cloth coats with fine warm quilted lining, fur collar. These coats come in 38, 42 and 44 only. The regular price is 21.00—JANUARY CLEARANCE SALE ..... 15.00

Men's heavy Wallaby fur coat—a dandy for driving in the cold, heavy quilted lining—large warm collar regular ..... 35.00 for 29.00  
 Clipped "CHINA DOG" fur coat, black—with quilted black lining; this is a bargain—but there's only one left ..... 27.50 for 18.00

## January Sale of Children's Overalls

These in Corduroy—Wool knit, Jersey knit, white, cardinal, brown, red and navy. Buy at your own price.

85c. overalls sell for	60c
2.50 overalls sell for	1.90
2.25 overalls sell for	1.70
1.65 overalls sell for	1.25
1.50 overalls sell for	1.15
1.25 overalls sell for	95c

January Clearance Sale

Come to Charlottetown on Monday January Twenty Fourth—You will have an unequalled chance to do your shopping—Practically every line in the store is discounted to clear. Some departments are offering goods far under present cost prices. Special fares on all trains. Come and visit Charlottetown.

# MOORE & McLEOD

119—121 Queen Street, Charlottetown

G. M. MOORE  
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