



Moore & McLeod

Today Greet the Opening of
Our Great Annual

Sale of White Goods

DECIDEDLY the most remarkable showing of fine whitewear ever gathered for you by any Prince Edward Island store. The designs shown are the product of a big fine airy factory—sanitary conditions and not sweat shop work produced these lovely things. As for the designs—a good many of them are illustrated here—with you can see for yourself the dainty cleverness of each one—but you must get hold of the goods to realize how very closely we have priced them for this sale.



GOWN 498--\$1.20



CORSET COVER 345--58c
SKIRT 785--\$1.50



GOWN 539--\$1.65

White Skirts Especially Price Cut

- 751 Skirt of good Cotton, felled seams, good width, all sizes, frill edged with Torchon Lace Plain dust ruffle. White Sale price 68c
- 756 Skirt of finer grade of cotton, felled seams, deep frill trimmed two rows torchon insertion, edged torchon lace, deep, plain, dust ruffle. White sale price 95c
- 768 1/2 Skirt of very fair cotton, felled seams, good, wide width, deep frill of pretty embroidery, wide dust ruffle. Special, white sale price \$1.15
- 785 Very handsome skirt of fine white cotton, has deep flounce trimmed with wide handsome insertion, frill edged with wide lace. Pleated dust ruffle. Special white sale price \$1.50
- 792 Exceptionally fine value skirt has a deep, tucked flounce edged with pretty insertion and matched embroidery. Seams are felled, cotton is of excellent quality. Special white sale price \$1.68
- 815 Skirt of good quality long cloth, daintily made, in very pretty design, has wide flounce with band of insertion, and frill of handsome embroidery. Special white sale price \$2.58
- 835 Skirt of finest lonsdale beautifully felled seams, finished with deep frill of notably handsome embroidery in eyelet effect. One of the finest garments we've ever shown. Special white sale price \$3.85

Dainty Night Dresses Closely Cut for the Occasion

- Gown of good white cotton, has tucked yoke edged with mansook frill. Finished with double seams, all sizes—Special white sale price 72c
- Gown in really pretty design is made of nice white cotton, yoke composed of tucks, and pretty insertion, and edged with neat embroidery. Special white sale price 98c
- Gown in very nice white cotton, has a yoke composed of rows of insertion, edged with matched embroidery. "V" neck, double seams, cut in full generous style special sale price \$1.20
- Gown of notably pretty design has high square neck, with yoke composed of fine embroidery, edged with beading and finished with baby ribbon, special sale price \$1.58
- Gown of fine lonsdale in full generous design has dainty yoke of finest muslin embroidery finished with val lace and baby ribbon high square neck, short sleeves, special sale price \$1.95
- Gown in Princess style of fine soft lonsdale has deep yoke of very handsome allover embroidery, neck finished in fine val, and baby ribbon gathered at waist by wash ribbon run through dainty beading, short wide sleeve, special sale price \$2.75
- Exceedingly handsome gown of finest lonsdale yoke made of daintily pretty val, insertion and medallions of embroidery. The short sleeve is similarly finished, special sale price \$3.55



CORSET COVER 309--52c
DRAWERS 608--38c

Mussed Whitewear Half Price

You know that we will never offer you anything that we do not believe is the best for the price that money can buy. Hence the cut in this whitewear—perfectly good though it is—it is somewhat mussed and soiled from some months of exhibition in the store here. It represents all the last seasons stock we have. We are short of many sizes but if you strike what you like—the chance is splendid

HALF PRICE



Mussed Shirtwaists Half Price

To commence the season in the proper manner we are offering all of our last season's shirtwaists at this tremendous discount. We have no 32 or 34 left of these and very few 36. But if you can wear 38, 40 or 42, this is an opportunity that you must not miss.

Nothing wrong with a single garment that one visit to the laundry will not rectify. Today they are yours at HALF PRICE



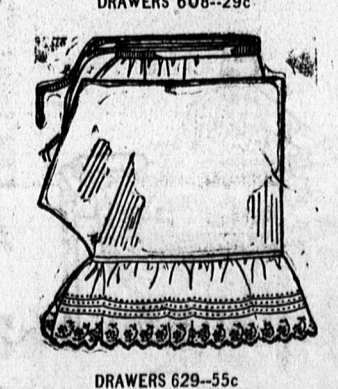
CORSET COVERS 306--28c
DRAWERS 608--29c

CORSET COVERS

- 306 A neat little corset cover of good cotton is finished with torchon lace at neck. All sizes good 35c value, special sale price 28c
- 310 an effective little corset cover comes in all sizes and has yoke of wide torchon lace and insertion good value at 45c special sale price 38c
- 345 notably dainty little corset cover, the whole is composed of alternate band of embroidery and val, insertion edged at top with fine val lace beading and ribbon special sale price 58c
- 365 All over embroidery is used to make up a very pretty corset cover
- Band of insertion goes over the shoulder, beading and ribbon complete the dainty garment, special sale price 75c
- 389 Very handsome corset cover has top composed of wide band of rich dainty insertion white and black. Top edged with fine val, Bottom finished with val, um, sale price 98c th pep
- 407 A notably attractive corset cover made of finest lonsdale trimmed with fine muslin embroidery edged beading at top and bottom finished with finest valenciennes lace. Peplum at back, special sale price \$1.30.

DRAWERS

- M 604 Drawers of good white cotton with flounce of tucked lawn edged with torchon lace. Special sale price 29c
- N 605 Drawers of really good white cotton, frill at knee is composed of neatly hemstitched tucks, white umbrella pattern, double stitched seams. Special sale price 32c
- N 612 Drawers of nice white cotton made in umbrella pattern, has frill composed of torchon insertion and lace and is a very attractive garment for our special sale price 42c
- V 634 Drawers of good white cotton, has exceptionally wide frill at knee, composed of fine torchon insertion tucks and lace. Special sale price 58c
- 545 Drawers made in wide umbrella style of very good cotton, at knee has wide frill of embroidery beaded with 3 rows of tucks. Special sale price 68c
- M 645 This number is an extremely attractive garment of fine cotton, umbrella style, double stitched seams, deep frill of eyelet embroidery headed by 3 rows of tucks. Special sale price 90c
- 678 Drawers of finest lonsdale, beautifully finished, has deep frill of finest muslin embroidery in eyelet pattern. Special sale price \$1.15
- 595 Drawers of finest lonsdale finished with 2 rows fine val, insertion has tucked frill of organ-die edged with fine val lace, special sale price \$1.55



DRAWERS 629--55c

Sheetings and Pillow Cottons In Annex Number Two

Look at all the papers for a special announcement in connection with goods of this sort—we have moved them all into the big airy new annex where you can see them without being crowded or inconvenienced in any way. We have some splendid values for you and we want to see you in the new department.



New Home For Table Linens and Napkins

These goods are all moved into the big airy new "annex number 2" also. We are making a lot of very special values so that you will have pleasant reason to remember the new home of these lines. We have a specially fine range of these goods to show you—and will make a more detailed announcement in a day or two.