



Moore & McLeod

121 Queen Street

Charlottetown P. E. I.

The Busiest Store on Charlottetown's Busiest Street

Open every evening from 7 until 9

The Store where Santa Claus can fill his sack, with the right gifts for the whole household, and guess right every time

THIS STORE IS FILLED, from basement to attic, with attractive, tempting goods for Christmas giving. You need not go outside the walls of this establishment to secure a gift for any member of the family. No matter who—no matter whether little or big—young or old, male or female—we have something that would be just right for each.



for Father

Umbrellas 85c to \$7.50
Sweater Coat 65c to 4.65
Warm lined Gloves 75c to 2.50
Fur lined Gloves 2.85 to 5.25
Knit Muffler 19c 35c 50c,

Silk Knit Muffler 1.25 to 2.00
Black Silk Squares 1.75
Black Wool Cardigans 3.95 to 4.25
Winter Caps 1.25 and 1.50 Knit Vests 2.25 up.
Shirts 1.00 to 1.95 Ties 25c 35c 50c 75c
Winter Hose 50c 60c Braces 25c to 1.50
Underwear 20c to 2.75 each
Suspender Sets 85c and 1.25 Handkfs 15c to 85c
Hose Supporters 25c and 50c Armlets 25c
Suit Cases 2.50 3.75 5.90 6.50 to 11.75.

Give a handsome Silk Petticoat very special value just arrived \$3.75

HERE IS A FINE BLACK SILK PETTICOAT, which has just come to us by express. We have been carefully comparing it with the finest value we have ever had, up to now. We really believe it to be better than any line we have seen at 5.00 up to this date. Pure, firm silk, deep frill, percaline ruffle.

Handsome Shot Silk Petticoat Compare with any \$6.00 line elsewhere 4.75

THE LADY WHO LIKES A COLORED PETTICOAT will find in this splendid range, the very thing she needs. They are made up in shot effects, of brown, navy, green or grey. They are cut in the latest design. They have deep frill, with under dust ruffle of percaline. We want you to compare the best value at 6.00 elsewhere with these at..... 4.75

Sable Muffs worth to \$19 for 12.75

Pillow shape are these, large, nicely made, handsomely finished, well lined. They are plain designs, and our reason for cutting the price so sharply is that we have too many at about this figure. 19.00 Sable muffs to sell at... \$12.75 good Christmas idea eh?

Smart Stylish \$5.50 Coats for boys

That small boy of yours would just look twice as well in one of these smart "American" looking winter coats. Just come in and see the range, the styles, the care in tailoring and think how you'd like to see your boy in one. Others at 7.25 and 8.50.



for Mother

Fur muff from 1.75 to 58.00
Fur scarf from 1.35 to 110.00
Fur Coats 27.50 to 175.00
Fur lined Coats 35.00 to 54.00
Cloth Coats, 5.00 to 35.00
Waists 1.00 to 6.00

Dressing Jackets 1.50 to 2.25
Bath Robes 2.25 to 9.00
Kid Gloves 1.00 1.25 and 1.50
Lined Gloves 1.15 to \$4.50
Handbags 60c to 5.50 Opera Scarfs 1.15 to 4.75
Silk Hose 1.50 Umbrellas 35c to 5.50
Jabots 25 35 50 75 to 3.95 Dress Silks 50 to 1.75
Handkerchiefs 5c to 2.00
Dress Fabrics 25c to 3.00
Stamped Marquise Waists patterns

Store open from 7 to 9 p. m.



for Sister

Kid Gloves 1.00 1.25 1.50
White Muslin Underwear
Sweater Coats 1.35 to \$5.75
Aviation Caps 85c to 1.50
Tea aprons 45c 60c 75c to 1.35
Pretty Jabot 25c to 3.95
Marquise waist pattern
Silk undervests 75c to 1.95

Hair Ornaments 15c to 2.50
Beauty pins and Cuff Links 5c to 1.00
Frilling and pretty box 15c up.
Belts 25c 35c 75c 1.00

2.50 for fine Damask Cloth worth 3.50



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for Brother

Leather Collar Bag 85c 1.65
Ties 15c 25c 35c 50c 75c \$1.00
Wool Gloves 25c to 60c
Fleece lined Gloves 75c to 2.60
Fur lined Gloves 2.50 to 4.25
Umbrellas 85c to 7.50
Sweater Coat 75c to 4.65
Knit Mufflers 19c 35c 50c.
Handkerchiefs 10 to 85c

Silk Knit Muffler: \$1.25 Fancy Sox 50c and 60c.
Tie and Sox to match at 1.00 per set.
Club bags, Suit Cases, Valises.

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for little Brothers

Cont Sweaters 50c 85c 1.50 2.25
Wool Sweaters 75c to 1.45
Silk lined Gloves 00c
D. gskin Gloves 75c
Ties 15c 19c 35c 50c
Shirts 50c 65c 75c
Snowshoe Toques 50c

Handkerchiefs 5c to 15c Caps 50c and 75c
Boys' "President" Braces in boxes 5c
Wool Lined Gloves 60c and 85c
Underwear 35c, 35c, 50c, 85c each

EVERY INCH OF THE LINEN ROOM offers you a gift suggestion that will be welcome. Just come in and sit by the counter for a few minutes, and if you've been puzzled, one of our salesmen will hand you a list of ideas that will straighten everything.

Mexican Drawn Work, in five o'clock tea covers, centre pieces, sideboard scarf, bureau covers, doyleys, tray cloths at—10c, 14c, 25c, 50c, 65c, 80c, 1.25, 1.35, 1.50, 1.75.

Stamped Towels of fine all linen huck Guest Towels, hemstitched and embroidered, ready to initial 45c

Large Towels Embroidered, ready to initial..... 75c Guest Towelling, 15 inches wide—fine huck..... 38c yd.

All linen bedspread, all linen, hand embroidered, size 90x100 inches, a lovely gift... 7.25

Linen table cloths 72x90 inches hand-some designs—3.50 for 2.50 Linen table cloths, bordered all round 90x72, 2.95 for..... 2.00

Table linens by the yard 25c, 35c, 50c, 75c, 1.00 up to 1.80.

Napkins 1.25, 1.50, 1.75, 2.00, 2.25, 2.75, 3.35, 4.00, 5.25, 7.00.

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for Baby

Hosiery 25c
Shawls 60c up
Jaeger Knit Coats 2.50
Infants' Jackets 60c up
Wool Mitts 10 and 25c
Knit Overalls 68c 85c up
Bonnets \$1.75 to 4.50

Stuffed Doll Patterns 50c and 30c
Fancy Fur Mitts in Brown White Grey 50c
Silk Bibs 65c Booties 19c 25c 30c

Xmas Blanket Bargain, 7 lb. pair \$4.39

HERE IS A VALUE THAT IS ONE SALE FOR THIS WEEK ONLY—a big warm tempting pile of soft, all wool blankets, 64x84 inches in size. These run 7 lbs to the pair, each blanket is whipped separately, the weight is right, the finish is right, the value is "more than right"

SPECIAL CHRISTMAS WEEK PRICE \$4.39 pair

for little Sister

Sweater Coats 75c to 2.50
Toques 50c
Clouds 48c, 55c, 60c
Kid Gloves 75c
Fur Sets 2.75 4.00 and up.
Girl's Coats 4.50 to 11.00
Girl's Aprons 35c to 75c

Handkerchiefs 5c up.
Hair Ribbons 15c yard. Purses 25c to 6c
Manicure Sets 65c

Clearance Sale all fancy goods in bazaar 2nd floor

IN ORDER TO EFFECT an immediate clean up of all the fancy goods in the "bazaar" we have reduced every price as follows.

All goods worth up to 35c each, go at the cut price of..... 19c
All goods worth to 65c each now sell at..... 39c
All fancy items over 65c and up to 1.00 now sell at 59c