



OLD HOME WEEK AUGUST 13-16

WHEN YOU COME TO CHARLOTTETOWN for Old Home Week, please remember that you are cordially invited to visit Moore & McLeod Limited.... a departmental store which has been a Charlottetown institution for more than half a century....not half a century old....but half a century young. It's newer by far today than the first day the sign went up!

WE THINK YOU'LL FIND IT AN INTERESTING STORE, with a notably large stock.... a wide variety of modern merchandise, of course including a notable collection of authentically styled wearables for ladies and gentlemen, boys and girls....and babies too.

QUITE FRANKLY, you'll find departments in which there are shortages....the kind of shortages that cannot be helped these days...but our buyers have been busy searching all sources of supply for all lines that are to be secured and with confidence we invite your visit and assure you of best services.

MOORE & McLEOD *limited*

FURS-- AN INVESTMENT

Traditionally, despite the record of the thermometer, August has been the popular time to select a new FUR Coat. So, once more the outstanding collection of beautiful FUR COATS at Moore & McLeod Limited is in the limelight of fashion. Some of the interesting features presented in this exceptionally large stock of FUR COATS are the larger, newly shaped sleeves . . . for example, the rippling cape sleeve . . . the parachute sleeve and the push-up bell sleeve competes for approval as the centre of fashion interest. For an investment in beauty, warmth, elegance and service remember that fine furs at Moore & McLeod Limited have been a tradition for half a century and you will agree that the record of 1946 is finest of all.

