

OUR GREAT STOCK-TAKING SALE

Commences Thursday morning. In many departments we find our stock entirely too heavy. In order to reduce it thoroughly and rapidly, before stock-taking—we have gone carefully through every department and cut the prices of winter goods right and left.

On the goods advertised it is safe to claim that such values have seldom, if ever, been offered before. Study this list—come to our store as quickly as you can manage it—these values won't wait. Terms—spot cash—no approbation.

One third off all Dress Goods

Every yard of dress goods, black, colored, plain and figured is included in this sale. This is certainly the cleanest, most carefully bought dress goods stock shown in Charlottetown, and at these prices is the most sensational value offered for years.

20c dress goods, now	14c
25c " " "	17c
35c " " "	23c
50c " " "	34c
70c " " "	50c
\$1 " " "	67c

One third off Fancy Silk

At the very next counter comes this grand value.

All the fancy silks—for waists, for trimming, etc. go on sale at discount of

One third

25 per cent off Wool Gloves

All the wool gloves in stock, "King Wood", Cashmere, plain, fancy, black or colored on sale at 75 cents on the dollar. Every glove is included.

One third off all Frillings

Neat and pretty frillings, of every sort, have been price cut. Every yard of frilling in the store at 67 cents on the dollar.

25 per cent off Ladies' Underwear

Every item of stock in the ladies' winter underwear department, is included in this offer.

Vests of all sorts.
Drawers of all sorts.
25 per cent off.

Suits, Half Price

Our whole stock of ladies Ready-to-Wear Costumes, goes on sale at just

Half Price

One Third off All Coats

Every new Coat in our Store, perhaps the best stock in P. E. I.—Will be sold for 67c on the collar.

\$2.75 Coats	\$1.83
4.00 " "	2.67
5.00 " "	3.34
6.00 " "	4.00

One Third off All Capes

All our Capes, cloth and fur lined—every single one on sale at one third off.

One Third off All Furs

Every article of Fur, every Coat, all our "Christine" Coats, all ruffs, muffs, collars, capes of every sort and price. On sale at ONE THIRD OFF.

One Third off Ready-Made Skirts

Every one, serge, lustre, bluster cloth, none reserved, all on sale at 67c on the dollar.

One Third off Waterproofs

We've a big stock of these in all the wanted styles. Every one has gone on sale at a discount of ONE THIRD.

One Third off Tweed Suitings

Want a new Suit? Now's your chance—our whole stock of Tweeds, is included in this sale. Suitings, Trouserings of all prices one third off.

One Third off Men's Underwear

Here's the cheapest kind of comfort! All our stock of Men's Underwear goes on sale at a discount of a third.

Plain Wool, Ribbed Wool, Eleece Lined.	
50c Underwear for 34c	
75c " " " 50c	
\$1 " " " 67c	
\$1.50 " " " \$1	

This includes all "Starfield's" unshrinkable.

One Third off Top Shirts

Our whole stock of Top Shirts, plain and knit, all prices and sorts at 67c on the dollar.

All Cardigans and Sweaters included in this lot.
Colored Laundry Shirts.

1-2

Price!

Here's the chance for stylish young men. Every one of those neat and stylish colored Shirts

1-2 Price

One Third off Caps

All Caps—Men's, Boys'—every sort

One Third off

One third off Mantle Cloths

Choose any piece of Beaver, Nap, Curl Cloth, etc. in the store—it's yours at 67c on the dollar.

One third off Wool Goods

Any Wool Square, any Wool Hood any of the Clouds, at a discount of one third. Some of these goods haven't been in stock more than a week.

All Rugs

One third off

Any tartan rug now remaining in stock, there's only a few—but if you like one, it's yours for 67 cents on the dollar.

25 per cent off all Blankets

Here's the housekeepers chance. Our whole stock of warm blankets at 25 per cent off.

\$2.00 Blankets	\$1.50
That famous \$2.95 blanket	2.21
3.00 Blankets	2.25
4.00 Blankets	3.00

25 per cent off Quilts and Bachelors

Any Quilt or Bachelor left in the store—except the living ones—is yours at a discount of 25 per cent.

Our Friends Will Please Note

- 1—That the discounts apply only to the goods advertised.
- 2—That every article advertised will be sold at the prices mentioned—no dodging or holding back.
- 3—That our terms are absolutely spot cash.

MOORE & McLEOD,

THE BUSIEST STORE ON CHARLOTTETOWN'S BUSIEST STREET.