



# STYLE EXPOSITION

When you visit the Provincial Exhibition--come to see Charlottetown's Greatest Showing of Autumn Goods



**Hats in Today's Shapes and shades \$4, \$5, \$7.50**

New Fall Hats for men, latest shapes, in light and dark greys, brown, zinc and pearl, \$4.00. Other qualities and shapes at \$5.00. Borsalino, \$7.50.

**Our Special \$4.00 Other makes 5.00 Borsalinos 7.50**

**Caps \$1.50**

15 dozen new Fall Caps for Exhibition. All pretty shades. Special value, \$1.50.

**Khaki Shirts \$2.00**

Men's Khaki Shirts, roomy working shirt, collar attached, open front. Special at \$2.00.

**Broadcloth Shirts \$2.00**

Men's Fancy Broadcloth Shirts, separate collar, many nice patterns and colors, \$2.00 each.

**Fall Sox for Men 50c**

Fall Hose for men. Special offering in all wool ribbed worsted sox, black and colors, 50c a pair.

Men's fine Silk and Wool Sox, right weight for Fall, new block pattern, colors sand and white, grey and blue, sand and blue, black and white, and dove and white. At 75c a pair.

**Underwear fleece lined 75c**

Underwear, fleece lined shirts and drawers in natural color at 75c. Combinations, same quality, \$1.50 each.

Men's Coat Sweaters, Jumbo Knit, shawl collar, fine soft pure wool in colors navy, jockey, sand and white, \$5.25.

Men's Coat Sweaters, all wool, V neck. Comes in pretty shades of heather, all sizes up to 44, \$2.50 each.

**Unbleached Cotton 6c yd.**

1. Unbleached cotton, 36in. and 40in., 6c yard.
2. Heavy round thread linen roller towelling, 17in. wide, 20c. yard.
3. Irish linen table napkins, fine quality, 22in. x 22in.; \$3.85 dozen.
4. Slightly soiled linen huck towels, 70c. pair up; 25 per cent. off.
5. A heavy quality Irish linen table damask, bleached and unbleached. A very special value, \$1.25 yard.
6. A new lot of "Cannon" turkish bath towels, 22in. x 45in. \$1.00 pr.

**Ladies' Silkknit Bloomer \$1.50**

This is a handsome garment, close knit silk, very durable, standard sizes, 6 popular colors, a wonderful value \$1.50

**Child's Fleece lined Bloomers 45c**

Good heavy weight, comes in Navy, Cream, Camel and Peach, all sizes from 4 to 14. This is still another garment that is unrivalled in value. By mail or over the counter 45c.

**New Dress Velvets 36 in wide 2.25 yd**

These lovely fabrics are very popular among dress fabrics this Fall, and are shown in black, malaga red, copper, saxe blue, French blue, brown and taupe. \$2.25

**Heavy Tweed Overcoat \$16**

Heavy Tweed Overcoats, splendid assortment of grey and brown tweeds at \$16.00.

**Blue Chinchilla Overcoat \$25**

Nice quality Blue Chinchilla Overcoats, satin quilted lining. Special at \$25.00.

**Heavy Blue Chinchilla Overcoat \$40**

Heavy Blue Chinchilla Overcoats, satin yoke, taped seams, large collar. Wonderful value at \$40.00.

**Irish Frieze Overcoat \$32.50**

Real Irish Frieze Coat, with rubberized windproof interlining. Just the coat for stormy weather. Large comfortable cut at \$32.50.

**Exhibition Special in Ivory Marquessette Curtains \$2.75 pr**

This is a special purchase in nice quality curtains, bought at a very advantageous price. Marquessette with insertion and lace edge, per pair \$2.75

**Nice Soft Union Blanket \$6.50 pr**

This splendid blanket in size 60 x 80, is a good weight, durable, warm blanket, with pink or blue border. Take it on our recommendation, it's good value \$6.50 pr.

**Extra Large "12-4" Flannelette Blankets \$2.10 pr**

These are first quality—no holes or bad spots, every one perfect white or grey, pink or blue border, heavy weight \$2.10 pr.

**Sturdy English Woolen Blanket \$12.00 pr**

Pure wool English blankets, sturdy rugged wearer, warm, soft, honestly satisfactory and a really fine value at the price \$12.00

ALL THE WANTED

**New Coating Cloths**

ARE HERE IN EVERY GOOD WEAVE

In full range from \$2.25 to \$11.50 per yd. Fashion dictates as prime favorites for this Autumn, Navy Chinchillas and a number of delightful new colorings in Needlepoint Marvella.

The Marvellas come in Navy, Claret, Saxe, Blue, Rosewood, etc., and sell for \$5.50, \$7.50 and \$11.50 per yard.

The Navy Chinchillas, 54 inches wide, same width as the Needlepoints, close, warm, storm defying materials, sell for \$2.25, \$2.50, \$3.25, \$3.75 and \$4.50 yd.



**Fur Collared Tweed Coats \$18**

Handsome wool tweed coats, lined throughout with warm interlining, side pockets and fur collar. Greys, fawns and fancies \$18.00

**Fur Collared Velour Coats \$22**

Smartly styled, warm velour coat, lined throughout, and warmly interlined, fur collar and cuffs, black, navy, fawn and brown \$22.00

**Pin Point Coat Fur Collar \$29**

One of the smartest and most popular coats for Autumn, this fabric is in constant demand. The lining is a fancy, broche silk, the collar of Thibetene. Very smart, very stylish, and really comfortable. \$29.00



IN STYLE, PRICE QUALITY AND SERVICE THIS STORE IS FOREMOST.

**Needle Point Coat Opposum Collar \$45**

This is a very lovely garment with silk crepe lining, the cloth is a very beautiful weave, and most popular this Autumn. Collar is a genuine Opposum. A very lovely garment at \$45.00

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**Ladies' Silk Plated Stocking 89c**

This is a really remarkable value in a silk-plated wool stocking, full fashioned, no seams anywhere, no wrinkles at the ankle. This soft, light weight wool has a permanent plating of pure silk. Fall shades of Nude, Grain, Moonlight, Zinc and Black.

Very special price for EXHIBITION WEEK 89c

**Ladies' Fleece lined Bloomers 59c**

This is a value that mail order houses try hard to beat—but without success. Fleece-lined, sizes 36 to 42, peach, cream, camel, grey and flesh 59c.

**Silk Stripe Cotton Vests 68c**

Here is another garment that mail order houses can't beat — combed cotton vest, silk stripe, four styles, Opera, "Cumfy Cut," 55 short sleeves and long sleeves. Over counter or by mail 68c. Drawers to match 68c. Bloomers to match 68c.

**Crepe black Satin Dresses 13.75**

Black is very popular this season, and is shown generously in this line.

They are embroidered or trimmed in suitably contrasting colors—for example, rose and blue, green, gold and red. As well as black, there are navy, sand, wine and brown \$13.50

**Lovely Satin Dresses At \$20**

This is an exceptional value, the fabric being a beautiful weave. Dresses have box pleated front, sash with fancy buckle, scarf tie at neck. This model comes in black, navy and wine \$20.00

**14 Popular Autumn shades in wool Dress Flannel 1.29 Yd.**

These handsome all wool Flannels are 54 inches wide, shown in 14 good Autumn shades, including Claret Red, Castilian Red, Navy, Copenhagen, Rosewood, Brown, Rust, Jade, etc. \$1.29



**Prince Edward Island's Greatest Store for Boys--Invites You!**

Have you visited this store since we organized the great new BOYS' WEAR DEPARTMENT? It's the finest of the sort in the Province—filled with every kind of good wearables for boys.

Boys' Suits Boys' Underwear Boys' Ties  
Boys' Overcoats Boys' Sweaters Boys' Collars  
Boys' Shirts Boys' Hosiery Boys' Furnishings

Bought by buyers who know Boys' Needs—priced by managers who know and sympathize with Dad's pocketbook. Bring in the boys.

**Moore & McLeod Limited**