

WORTH *Talking* ABOUT



WHY CERTAINLY!

IT'S MOORE & McLEOD'S BIG PRE-INVENTORY SALE

Moore & McLeod Ltd. will be a shoppers' Paradise on Friday morning when Ladies' Winter Dresses — Suits — Cloth Coats and Fur Coats will be going at 1-3 OFF. Men's Overcoats and Suits 25% OFF — Boys' Overcoats—1/2 PRICE. Every department of Men's, Women's, Boys' and Girls' wearing apparel will contribute to this great sale.

BE EARLY -- STORE OPENS 9 A. M.
SORRY — NO PHONE ORDERS



LADIES' LINGERIE SECOND FLOOR

Ladies' Slips, crepe and satin, assorted colors, sizes 32 to 44
Regular \$3.95 reduced to \$2.95
Regular \$4.95 reduced to \$3.95
Regular \$5.95 reduced to \$4.95
Regular \$6.95 reduced to \$5.95

Ladies' Nightgowns, satin-crepe and silk-jersey in plain and flowered designs, sizes small, medium, large and oversize.
Regular \$2.95 reduced to \$1.97
Regular \$3.50 reduced to \$2.34
Regular \$3.95 reduced to \$2.64
Regular \$4.95 reduced to \$3.30
Regular \$5.50 reduced to \$3.67

Slips, crepe and satin, slightly soiled. Assorted colors. Sizes 32 to 44.
Regular \$2.50 reduced to \$1.67
Regular \$3.50 reduced to \$2.34
Regular \$3.95 reduced to \$2.64
Regular \$4.95 reduced to \$3.30

Ladies' cotton pyjamas—flowered designs, sizes small, medium and large. Regular \$2.50
Clearing at **1.67**

Ladies' rayon panties in brief and banded legged styles. Colors: white, rose and blue. Sizes small, medium and large. Regular up to \$2.75. Clearing at 1-3 OFF

Ladies' silk pyjamas in butcher-boy style, colors pink and blue. Large size only. Regular \$5.95
Clearing at **3.97**

Ladies' housecoats—flannel, crepe and satin. Assorted colors and sizes. Reg. \$10.95 to \$25.00. Clearing at 1-3 OFF

Ladies' snuggies by "KAYSER" 30% wool in white only, size, small only, Reg. \$1.00
Clearing at **50c**

Ladies' cotton briefs by "HARVEY WOODS", tearose only, sizes small, medium and large. Reg. up to 89c. Clearing at 1/2 PRICE

Corselettes by "LELONG" and "LEGANT" sizes 32 to 37. Reg. \$7.85 and \$8.95. Clearing at 1/2 PRICE

Girdles by "LELONG", side-hooked and zippered styles, sizes 24-26 and 27. Regular \$5.80 and \$6.85. Clearing at 1/2 PRICE

IN THE MILLINERY DEPT.

Bargain days are here—and you will find plenty of bargains in our millinery department on Friday morning—Latest fall and winter hats of felt—velour and velvet, clearing at 1-3 OFF—and some even going at 1/2 PRICE. These hats are wonderful values—and we suggest you be early on Friday morning.

IN THE LADIES' BASEMENT

7 dozen pair ladies' snuggies—sizes small, medium and large—tea rose—worth up to \$1.25
Now clearing at **59c**

45 pair ladies' snuggie pants—small and medium white and tea rose—To clear at **59c**

100 children's skirts and dresses, sizes up to 14—out they got, each **1.00**

LADIES' BLOUSE & SWEATER BAR SECOND FLOOR

Ladies' pure wool sweaters, Cardigan and Pullover styles, sizes 14 to 42. Our entire stock now clearing at 1-3 OFF

\$11.95 sweaters for ... \$7.97 \$5.95 sweaters for ... \$3.97
\$7.95 sweaters for ... \$5.30 \$4.95 sweaters for ... \$3.30
\$6.95 sweaters for ... \$4.64 \$3.50 sweaters for ... \$2.34

Ladies' blouses. All sizes, 14 to 44. In short and long sleeved styles. Plain white and colored. Clearing at 1-3 OFF

\$6.95 blouses for ... \$4.64 \$4.95 blouses for ... \$3.30
\$5.95 blouses for ... \$3.97

LADIES' HOSIERY MAIN FLOOR

One hundred pair first quality Nylon and crepe hose, 45 gauge, in colors Jaunty brown—stretchy tops, sizes 9 to 11. Regular \$1.85.
On sale Friday morning, per pair **1.50**

First quality crepe hose—smart shades of encore and dusk, sizes 8 1-2 to 10 1-2. Regular \$1.50
out they go Friday at, per pair **1.25**

Penman's Wool and Nylon hose—rose beige and gunmetal shades, sizes 9 to 10 1/2, regular price \$2.25
Special at **1.75**

Small quantity of 42 gauge Nylon hose, size 8 1/2 only—clearing price, per pair **1.29**

A special lot of ankle hose—broken ranges of sizes and colors—Special, per pair **50c**

LADIES' WEAR SECOND FLOOR

Big selections of "dresses"—"suits"—"cloth coats" and "fur coats"—all at greatly reduced prices.

Lots of dresses at 1-3 OFF—crepes, woollens, foilles and taffetas—in all sizes and a host of colors.

\$7.95 dresses for \$5.30 22.50 dresses for \$15.00
\$17.95 dresses for \$11.97 39.00 dresses for \$26.00

Suits—everything you could ask for in gabardine, tweeds and woollens—also the famous Deb-wear rayon gabardine.

22.50 suits for \$15.00 49.00 suits for \$32.67
29.50 suits for \$19.67 62.50 suits for \$41.67

Fur Coats—Every fur coat in the store. 1-3 OFF

Dyed rabbits—French Seals—Persian Paw—Mouton lamb—Grey Kidskins—Muskrat and Persian lamb—not just a few coats—Every Coat—goes at 1-3 OFF

Now you get a \$115 coat for \$76.67
A \$185.00 coat for \$123.34
A \$300 coat for \$200.00
And a \$550 coat for \$366.67

Cloth coats take a slicing also 1-3 OFF all latest styles and colours—with or without fur trim—1-3 OFF—You can't afford to miss this big sale. \$32.50 coats for \$21.67; \$48.00 coats for \$32.00; \$65.00 coats for \$43.34; \$92.50 coats for \$61.67 and our \$115 coats going at \$76.67

BOYS' DEPARTMENT

25% OFF—every boys' and students' suit in the store—all sizes from the young junior of 6 to the young man of 18 or 19—Sizes 24 to 37—Newest styles and cloths, take advantage of this sale—

\$15.95 Suits for \$11.95
\$30.00 Suits for \$22.50
\$49.50 Suits for \$37.12

40 Boys' and students' overcoats—a good assortment of sizes and colours—out they go at 1/2 PRICE.

\$18.95 Overcoats for \$9.48
\$25.00 Overcoats for \$12.50
\$45.00 Overcoats for \$22.50

40 boys' surcoats \$8.95. These were worth up to 14.95—three quarter length—heavy freize and melton cloths—"neva-wet"—processed, sizes 8 to 16 years—out they go, each **8.95**

75 pair young men's pants \$6.95 pair—sizes 28 to 32 inch waists, all with pleats and zippers—good hard wearing cloths—reg. up to \$12.50
Now priced for this great sale, per pair **6.95**

MEN'S FURNISHINGS MAIN FLOOR

8 only men's heavy all wool checked jackets, fully lined. Zippered front, 36 to 42, Regular \$18.00
Clearing at **13.50**

6 only men's bright checked "Jack Shirts". Reg. \$9.25, 38-40-42, Now clearing at **7.00**

7 only men's heavy melton cloth caps with mouton fur trim, jockey style, worth up to \$4.50
Now clearing at **2.50**

Men's linen handkerchiefs. Regular 75 and 85c
To clear at **50c**

A good assortment of men's ties, newest patterns, bright colors, worth up to \$2.00. Special **1.00**

"TOOTAL" tie and hankie sets. Reg. \$2.00
sellers. Special to clear **1.25**

MEN'S CLOTHING MAIN FLOOR

40 only 2 pant suits \$35.00 (reg. \$52.00). These are very good buys if you can strike the right size—single and double breasted models—browns, blues and blacks. Sizes 36 to 40 only—"No alterations, price, each **35.00**

Remainder of our entire stock of suits 25% OFF. Buy a new suit at this sale and save from \$10 to \$15.00—no suits restricted—every suit goes on sale—Starting Friday morning. At 25% OFF

10 only men's overcoats—broken styles and sizes worth up to \$32.50
Out they go Friday at **18.50**

75 men's overcoats 25% OFF—all sizes and styles—regulars, shorts, and tails \$45.00 coats for \$33.75; \$50 coats for \$37.50—\$60 coats for \$45.00. Be early and have lots to choose from at 25% OFF

IN THE MEN'S BASEMENT

Boys' two-tone zipper windbreakers, sizes 28 to 34, reg. \$3.49 and \$3.95. Special **2.50**

Boys' fancy Sweaters, sizes 28 to 34. Reg. \$1.89. Special **1.69**

Boys' reefers, heavy melton quality, fur collar reg. \$10.00. Clearing at **8.50**

Boys' Plain Blue and Red "Brushed Wool" zipper Jackets, sizes 32 to 34 only. Reg. \$2.75
now clearing at **1.98**

Boys' heavy winter caps, inside ear bands. Regular \$1.19. Clearing at **79c**

Boys' Golf Hose, sizes 7 to 10 1/2. To clear, pair **69c**

Boys' drill overalls, sizes 28 to 34. Regular \$3.25 and \$3.69. Clearing at **2.00**

Boys' Sweaters, crew and V-neck, sizes 26 to 34. Reg. \$2.50. To clear at **1.65**

Men's all wool flannel shirts, sizes 14 1-2 to 16 1-2, Reg. \$4.75. Now clearing at **3.25**

Men's Heavy "Doeskin" Shirts, sizes 14 1/2 to 16 1/2. Reg. \$3.75. To clear at **2.98**

Men's heavy winter caps, inside ear bands, sizes 6 3-4 to 7 1-4, Reg. \$1.25. Special **50c**

5 only men's red plaid zipper windbreakers Reg. \$9.00. Now clearing at **7.00**

Men's Zipper "Doeskin" Windbreakers, sizes 36-38 and 40 only. Reg. \$3.75. Special **2.49**

Men's Heavy Quality Rolled Neck Pullover Sweaters sizes 40 and 42 only. Reg. \$3.95. Now **2.50**

YARD GOODS DEPARTMENT SECOND FLOOR

2 Pieces Fur Fabric Coating, 54 inches wide. Bombay Lamb regular \$8.50 yard and Grey Caroue \$7.50 yard. Both specially priced to clear at **5.00** per yard

Suede Polo coating 54 inches wide, lovely shades of grey, navy, brown and grey-beige, reg. \$4.95 per yard, now clearing at only per yard **2.48**

A good assortment of dress wools, full 54 inch width, regular values from \$2.50 to \$4.50 now clearing at HALF PRICE

Striped Dress Woools in 3 colours only, red, tan, and blue, regular \$3.95 per yard, 54" wide priced to clear, per yard **1.98**

All Wool Checked Suitings 54 inches wide, reg. prices \$4.25—\$2.25—6.25. All clearing at one special price, per yard **3.95**

Pink Chinchilla Coating, 54 inches wide, one piece only, regular \$3.50 per yard, priced to clear, per yard **1.98**

Striped Crepe, one piece only, black/white, 54 inches wide, regular \$3.25, now clearing at, per yard **1.98**

Figured Evening Dress Taffetas, powder blue, orchid, and turquoise, 54 inches wide, reg. \$3.95
clearing at, per yard **2.95**

3 Only pieces, spun rayon, "crease resisting", plain colors, brown, green and grey, 38 inches wide, reg. \$1.65 yard now clearing, per yard **1.00**

One Range Silk Jersey, 58 inches wide in colors, white, black, brown, navy, baby blue and cream, reg. \$1.50 yard, clearing at, per yard **1.19**

Two Piece Only, Alpine, in colors navy and black 54 inches wide, reg. \$1.65, now clearing at, per yard **1.39**

CHILDREN'S DEPARTMENT SECOND FLOOR

Girls' winter coats, sizes 7 to 14x, smart styles in a host of lovely shades, plain fur or leopard trim. Reg. \$12.95 to \$29.50. Out they got at 1-3 OFF

Girls' 3 Piece Sets—Coats, bonnets and leggings, sizes 1 to 6x. Pink, blue, yellow, coral and green. Also some darker shades of wine, blue, green and red. Plain or fur trimmed Reg. \$8.25 to \$27.00. To clear at 1-3 OFF

Boys' 3 Piece Sets—sizes 1 to 4—coat, helmet and leggings. Chinchilla in Royal and light blue, also blanket cloth, fur fabric and melton cloth in colors brown, navy and green. Regular \$7.50 to \$17.95. Now clearing at 1-3 OFF

Snow Suits—sizes 3 to 6x with helmet or parka-hood. Gabardine, freize, blanket cloth material. Many colors to choose from. Regular \$8.50 to \$16.95 sellers. To clear at 25% OFF

Girls' Ski-Suits—sizes 3 to 14. Freize or blanket cloth in a big variety of colors. Regular \$8.50 to \$16.95. To Clear at 25% OFF

Boys' Ski-Suits—hard wearing Gabardine or blanket cloth, sizes 3 to 8. Regular \$8.50 to \$13.95. To clear at 25% OFF

Snow-pants—sizes 2 to 14, heavy freize or blanket cloth material. Regular \$2.50 to \$6.95. Special 25% OFF

Girls' Blouses—sizes 3 to 14, cotton and rayon silk material, in colors white, blue, pink and yellow. Regular \$1.75 for \$1.00 and Reg. \$2.95 for **1.50**

Boys' Blouses—sport style, sizes 2 to 6, white only
Regular \$1.35 for \$1.00
Colored blouses regular \$1.65 for \$1.00
Colored \$1.95 for \$1.25

Girls' winter dresses, sizes 3 to 14, wool plaids, wool flannel, alpine, spun rayon and wool jersey.

Regular up to \$3.95 for \$2.75
\$5.95 for \$3.95 \$11.95 for \$7.95
\$7.95 for \$5.95 \$12.95 for \$8.95

Girls wool and rayon winter dresses, sizes 3 to 12 to clear at 1-2 price;

\$2.95 Dresses for \$1.48
\$3.95 Dresses for \$1.98
\$7.95 Dresses for \$3.98

Girls' Wool Tweed Suits—short and long sleeve styles, sizes 12 to 14x only.
Now clearing at only **3.00**

7 only girls' coats, sizes 8 to 14x, plain or fur trimmed, clearing at, each **8.95**

A small assortment of girls' wool and rayon skirts, sizes 7 to 14x. Priced to clear at, each **2.00**

MOORE & McLEOD limited