

You'll Save 25% On Your FUR COAT

This great sale makes it easy for the lady who needs a NEW FUR COAT to have one, while the winter wearing time is here. You are offered a choice of the finest range in the Province, every garment a reliable fashionable one:

\$130.00 Muskrat Coat for \$97.50	\$145.00 Muskrat Coats for \$108.75
\$175.00 Muskrat Coat for \$131.25	\$225.00 Muskrat Coats for \$168.75
\$275.00 Hudson Seal Coat for \$206.25	\$365.00 Hudson Seal Coats for \$273.75
\$120.00 French Seal Coats for \$90.00	\$135.00 French Seal Coats for \$101.25

ALL WINTER TO WEAR IT!

There's a Big Saving on Smart CLOTH COATS

Stock taking is right before us, and it is our ambition to reach it without a cloth coat on our racks. THE BIG SALE prices make it easy for you to buy.

\$18.00 Coats for \$12.00	\$22.00 Coats for \$14.67
\$25.00 Coat for \$16.67	\$30.00 Coats for \$20.00
\$35.00 Coats for \$23.34	\$45.00 Coats for \$30.00

These are sample value. Of course the best choosing goes to the wise, early buyers. Shop early.

You'll Save about 1/3 on Little Girls' Coats

Smart little garments, well made, just as stylish as Mother's, good warm, sensible, stylish garments—new.

\$4.50 Coats sell for \$3.00	\$6.75 Coats sell for \$4.50
\$8.75 Coats sell for \$5.84	\$12.00 Coats sell for \$8.00
\$15.00 Coats sell for ... \$10.00	

This Sale helps you to own A Smartly Stylish Dress for a trifle

Jersey Dresses, Dresses of Silk, Dresses of Wool Fabric all new, all smart, all such garments as you'll be glad to wear, all being cleared out to make room for new arrivals.

\$4.75 Dresses for \$3.17	\$6.00 Dresses for \$4.00
\$11.50 Dresses for \$7.67	\$15.00 Dresses for \$10.00
\$20.00 Dresses for \$13.34	\$10.50 Silk Dresses for \$6.95

SPECIAL RACK OF \$25.00 DRESSES TO BE CLEARED OUT AT ONLY **\$12**

Pretty Dresses for Little Girls

Serge Dresses, Knitted Dresses, Velvet Dresses are included in this great sale at ONE THIRD OFF

\$2.95 Dresses at \$1.97	\$4.75 Dresses at \$3.17
\$6.00 Dresses at \$4.00	\$7.00 Dresses at \$4.67

Ladies' Beacon Cloth BATH ROBES One Third Off

Quilted Satin BATH ROBES clearing at TWENTY FIVE PER CENT OFF

KENWOOD BLANKET ROBES TEN PER CENT OFF

LADIES' AND CHILDREN'S SWEATERS TWENTY FIVE PER CENT OFF

All ladies' evening Dresses Wholesale Prices

This offer includes almost altogether freshly new imports of the latest design on the market. You have seen a good many of them—if you need a dance frock—get it NOW.

Discounts of 25 per cent and one third off

Ladies' Winter Underwear

A beautiful range of new goods, awaits you in this department at prices that make it foolish for you to do without.

NEW SILK LINGERIE at 10 PER CENT OFF

Store-wide Clearance Sale begins Friday, Jan. 2

In every one of the thirteen departments the order is "clear!" All stocks MUST be reduced before stock taking, and everywhere in the store great bargains are being offered which make a visit to this sale a saving even for all our friends throughout P. E. I.

CLEARANCE REDUCTIONS

bring LOWEST PRICES IN YEARS

27 MEN'S COATS, WORTH \$16.50 UP TO \$20.00 **\$13.50**

21 MEN'S COATS
Blue Chinchillas and Whiteys, Tweeds and Barrymores \$22.50 to \$35.00 for **\$19.50**

50 MEN'S COATS
Grey and Brown Barrymores, Grey Herringbones, Blue Whiteys and Chinchillas.
Regular \$27.00, \$30.00 and \$35.00 for **\$22.50**

Highest Grade Overcoats
\$10.00 for \$30.00 \$50.00 for \$75.00
\$60.00 for \$15.00 \$100.00 for \$75.00

All lines not advertised sell at 10 per cent off.

40 Men's Suits Half Price

Here's the wonder bargain! It's a clean up of splendid Tweed Suits, medium and light browns and grey. Regular \$18.00 to \$35.00, many styles all smart and wearable HALF PRICE
Men! Come early for these, the early bird will be in luck on this.

Big Sale Values in MEN'S UNDERWEAR

Heavy all wool ribbed Shirts and drawers. Reg. \$2.25 for ... \$1.50	Heavy ribbed wool shirts and drawers. Extra special \$1.00
Penman's Fleece shirts and drawers. Combinations, \$1.39 69c	Tough, heavy grey and Khaki work shirts. Reg. \$1.25 for ... \$1.00
Union Flannel Shirts, grey and khaki. Reg. \$1.50 for \$1.29	Men's Fancy Shirts, small lot in broken sizes, 69c or 2 for \$1.00
Special lot men's sweaters worth to \$2.00 each. Special clearance \$1.00	Men's work Mitts, worth to 85c 59c

All other lines 10% off

Sale Prices on Ladies Silk and Wool Hose

Cashmere plaited, stockings, good assortment of colors, all sizes. Special sale price 59c	Bi-Tex Silk Stockings, 6 popular colors, all sizes. Sale price, per pair \$1.50
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Wholesale prices on all other stockings in the Department.

ONE THIRD OFF ALL NECKWEAR 25 per cent off all Handbags and purses 25 per cent off Kid Gloves with fancy cuff

The Great Linen Department offers 20 % off all Damask Linen Cloths, Napkins and Sets

Direct from Irish mills come the splendid linens for this department is celebrated all over the Province—and farther. The lovely linens, napkins and sets offered in this sale are all new, attractive, reliable and afford a wonderful shopping chance at this

REDUCTION OF 20 PERCENT.

Table Damask by the Yard

Unbleached Cotton Damask 29c Bleached Cotton Damask 39c
Bleached Linen Damask, 60 inch 79c Bleached Linen Damask 70 inch, \$1.20

Bleached Linen Damask, 70 inch, \$1.40

Colored Border Linen Crash Towels, Pair .. **35c**

Hemstitched Linen Huck Towels, Damask Border Pair **79c**

Slightly Soiled Towels GREATLY REDUCED

In this assortment there are many better class linen Huck Towels as well as a lot of white and colored TURKISH TOWELS, all they need is one visit to the laundry and they will be like new

TWENTY FIVE PER CENT REDUCTION

Linen Roller Towelling Specials

5 yards for 65c
5 yards for \$1.00

Linen Glass Towels Specials

Size 16x30 12c each
Size 18x30 18c each
Size 20x30 22c each

You Need New Sheetings & Pillow Cottons!

You Save a Lot of Money at
these Prices

Medium weight circular PILLOW COTTONS, 40 inch **22c**

Good Heavy Circular PILLOW COTTONS, 40 inch. Yard **32c**

Good heavy grade circular PILLOW COTTON, 42 inches wide, special reduced. Yard **34c**

The famous WABASSO PILLOW COTTONS at a bargain price

40 inches wide 40c yard	42 inches wide 42c yard	44 inches wide 45c yard
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Medium weight unbleached sheeting, 72 in. Yd. ... **21c**

Fine grade unbleached sheeting, 72 in. Yd. ... **34c**

Medium weight bleached white sheeting, 70 in. Yd. ... **32c**

Better grade bleached white sheeting, 72 in. Yd. ... **41c**

Best Wabasso bleached white sheeting, 72 inches Yd. ... **72c**

FINE QUALITY BLEACHED WHITE COTTON, 35 inch. Yard **14c**

EXTRA HEAVY BLEACHED WHITE COTTON, 35 inch. Yard **22c**

Hemmed Pillow Cases 40 inches wide 24c each

Heavy, Hemstitched PILLOW CASES 38c each

Silks-Dress Goods

Wash Goods-REDUCED For This Great Sale

Coatings of all sorts ONE THIRD OFF
Wool Dress Goods ONE THIRD OFF
Lot of Tweeds, Fancy Plaids, etc. HALF PRICE
Fancy Rayons and Crepes ONE THIRD OFF

"UNIVERSAL" Prints 36 inches wide, fast colors, Regular 35c. Clear at **25c**

Other lines not advertised clear at 10 per cent. off

Moore & McLeod Limited