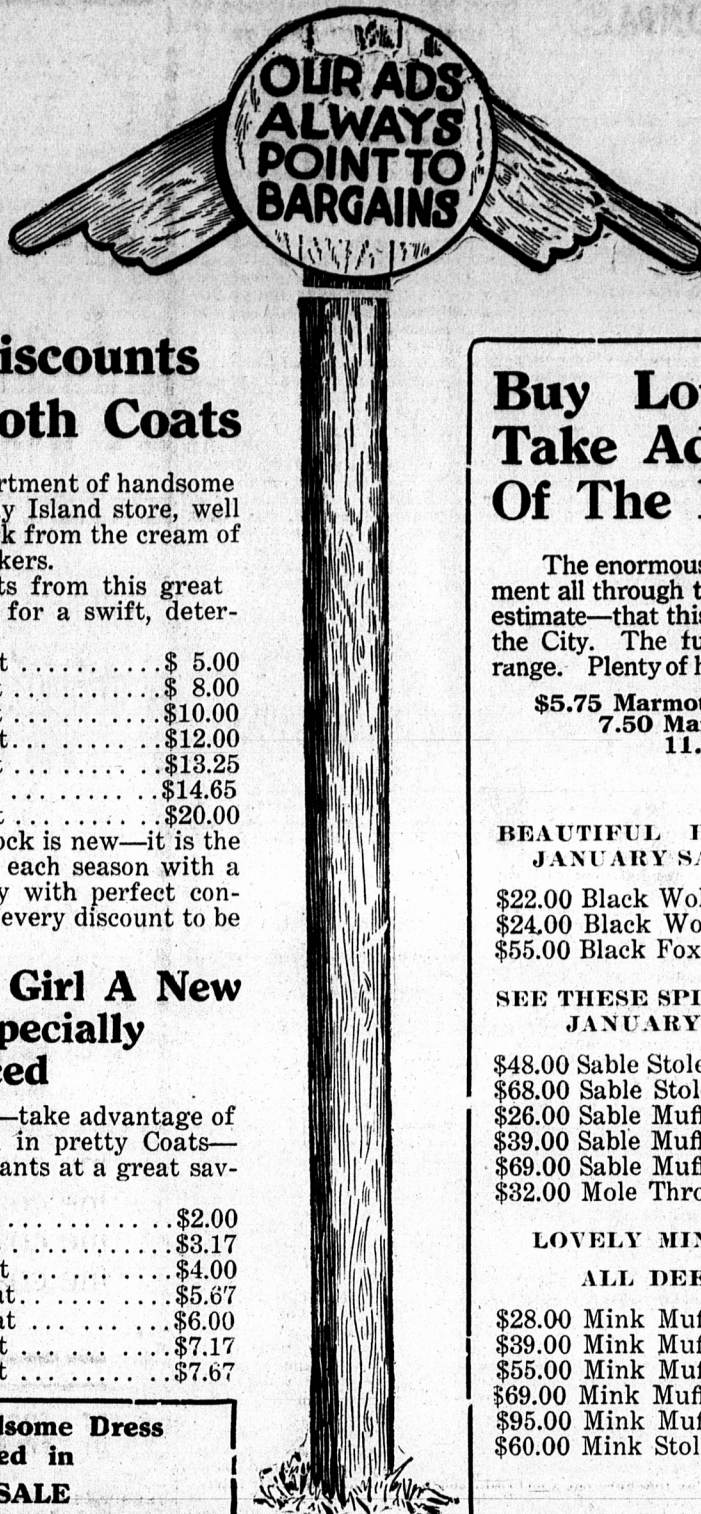


January Clearing Sales Begin To-morrow---2nd.

January Clearing Sales Begin To-morrow---2nd.



January Sale Of Curtains And Draperies

Lace Curtains, Cretonnes, Art Satins, Scrims, Muslins and the like offered now at January clearing discounts as listed under:

- \$1.35 Lace Curtains for...\$1.02
- \$1.50 Lace Curtains for...\$1.13
- \$2.00 Lace Curtains for...\$1.50
- \$2.75 Lace Curtains for...\$2.07
- \$3.25 Lace Curtains for...\$2.44
- \$3.75 Lace Curtains for...\$2.82
- \$4.25 Lace Curtains for...\$3.15
- \$5.50 Lace Curtains for...\$4.13

- 12c. Cretonnes go at...9c.
- 14c. Cretonnes go at...10 1-2c.
- 16c. Cretonnes go at...12c.
- 18c. Cretonnes go at...13 1-2c.
- 25c. Soft Cretonnes for Curtains and Portiers...19c.

JANUARY DISCOUNTS IN ART SATEENS, ETC.

- 16c. Art Sateens at...12c.
 - 22c. Art Sateens at...17 1-2c.
 - 28c. Art Sateens at...21c.
 - 32c. Art Sateens at...24c.
- SAVINGS ON SCRIMS, ETC.
- 18c. Muslins and Scrims...13c.
 - 22c. Muslin and Scrims, 17 1-2c.
 - 25c. Muslins and Scrims...19c.
 - 28c. Muslins and Scrims...21c.
 - 35c. Muslins and Scrims...26c.

SPECIAL SALE. PRICES ON COLORED TABLE CLOTHS AND BLANKET COATINGS. GET PRICES.

Clearing Discounts on Ladies' Cloth Coats

Notably the finest assortment of handsome Winter Coats shown in any Island store, well made, well tailored, the pick from the cream of the four best Canadian makers.

All the remaining Coats from this great stock relentlessly reduced for a swift, determined clearing out.

- \$ 7.50 Coats now on sale at...\$ 5.00
- \$12.00 Coats now on sale at...\$ 8.00
- \$15.00 Coats now on sale at...\$10.00
- \$18.00 Coats now on sale at...\$12.00
- \$20.00 Coats now on sale at...\$13.25
- \$22.00 Coats now on sale at...\$14.65
- \$30.00 Coats now on Sale at...\$20.00

Bear in mind—this stock is new—it is the policy of this store to end each season with a clean stock. You can buy with perfect confidence—for we guarantee every discount to be just as we represent it.

Get Your Little Girl A New Coat---All Specially Reduced

Bring in the little girl—take advantage of this great price reduction in pretty Coats—you'll find just what she wants at a great saving.

- \$ 3.00 Coats now on sale at...\$2.00
- \$ 5.75 Coats now on sale at...\$3.17
- \$ 6.00 Coats now on sale at...\$4.00
- \$ 8.50 Coats now on sale at...\$5.67
- \$ 9.00 Coats now on sale at...\$6.00
- \$10.75 Coats now on sale at...\$7.17
- \$11.50 Coats now on sale at...\$7.67

35 pieces of Handsome Dress Goods Offered in JANUARY SALE

Buy Lovely Furs Now---Take Advantage To-day Of The Big Discounts

The enormous business that you have given this department all through the season shows plainly the accuracy of our estimate—that this is and has been the best showing of furs in the City. The furs now in stock still offer a well assorted range. Plenty of handsome pieces now offered at a big discount.

- \$5.75 Marmot Muffs now \$4.60
- 7.50 Marmot Muffs now 6.20
- 11.50 Marmot Muffs now 9.20
- 3.75 Marmot Ties now 3.00
- 6.75 Marmot Stoles now 5.40

BEAUTIFUL BLACK WOLF AT JANUARY SALE DISCOUNTS.

- \$22.00 Black Wolf Muff...\$17.60
- \$24.00 Black Wolf Muff...\$19.20
- \$55.00 Black Fox Muff...\$44.00

SEE THESE SPLENDID SABLES AT JANUARY DISCOUNTS.

- \$48.00 Sable Stole at...\$38.40
- \$68.00 Sable Stole at...\$54.40
- \$26.00 Sable Muff at...\$20.80
- \$39.00 Sable Muff at...\$31.20
- \$69.00 Sable Muff at...\$55.20
- \$32.00 Mole Throw at...\$25.60

HANDSOME FOX FURS GO AT DEEP CLEARING CUTS.

- \$38.00 Red Fox Muff for...\$30.40
- \$38.00 Red Fox Stole for...\$30.40
- \$32.00 Hudson Throw for...\$25.60

DAINTY PERSIAN LAMB FURS DEEPLY PRICE CUT TODAY.

- \$22.00 Persian Muff at...\$17.60
- \$27.00 Persian Muff at...\$21.60
- \$30.00 Persian Muff at...\$24.00
- \$19.00 Persian Scarf at...\$15.20
- \$22.00 Persian Scarf at...\$17.60
- \$34.00 Mole Muff at...\$27.20

LOVELY MINK—QUEEN OF FURS—OFFERED IN NICE VARIETY ALL DEEPLY CUT FOR THE JANUARY SALE. CHOOSE FIRST

- \$28.00 Mink Muff now...\$22.40
- \$39.00 Mink Muff now...\$31.20
- \$55.00 Mink Muff now...\$45.00
- \$69.00 Mink Muff now...\$55.20
- \$95.00 Mink Muff now...\$76.00
- \$60.00 Mink Stole now...\$48.00
- \$145.00 Large Mink Cape now \$116.00
- \$18.00 Mink Tie now...\$14.40
- \$25.00 Mink Tie now...\$14.40
- \$25.00 Mink Cravat now...\$20.00
- \$32.00 Mink Cravat now...\$25.60
- \$50.00 Mink Stole now...\$40.00

20 p. c. DISCOUNT OFF ALL CHILDREN'S FURS.



January Sale Of Kimonos etc.

- Ladies Kimonos worth \$3.75...\$2.82
- Ladies Kimonos worth \$4.50...\$3.38
- Ladies Kimonos worth \$5.75...\$4.31
- Ladies Kimonos worth \$6.75...\$5.06
- Ladies Kimonos worth \$9.50...\$7.13
- Ladies Kimonos worth \$12.75...\$9.56
- Ladies Dressing Jackets 75c...59c.
- Ladies Dressing Jackets \$1.00...75c.
- Ladies Dressing Jackets \$1.25...94c.
- Ladies Fall and Winter Blouses 25 p.c. off.

January Sale Of Underskirts

- Ladies Black Sateen Skirts, 60c...45c.
- Ladies Black Sateen Skirts, 75c...57c.
- Ladies Black Sateen Skirts, \$1.00...75c.
- Ladies Black Sateen Skirts \$1.25...84c.
- Ladies Black Sateen Skirts, \$1.50...\$1.17
- Ladies Black Morie Skirts, \$3.25...\$2.44
- Ladies Col'd Str'pd Galatea Skirts, 85c., 64c.
- Ladies Col'd Str'pd Sateen Skirts, \$1.25, 84c.
- Ladies Col'd Satin Skirts \$1.75...\$1.32

January Sale Of Women's Waists

LADIES' WINTER BLOUSES.

- Ladies Flannelette Blouses 85c. now 57c.
- Ladies Flannelette Blouses, 95c. now \$1.00
- Ladies Striped Rep Blouses \$1.50 now \$1.00
- Ladies Plain White Vesting Blouses \$1.75 now \$1.17
- Ladies Black and Navy Poplin Blouses \$2.25 now \$1.50
- Ladies Black and Navy Rep Blouses \$2.50 now \$1.67
- Ladies Striped Flannel Blouses, \$3.50 now \$2.34
- Ladies All Wool Delaine Blouses \$4.50 now \$3.00

January Clearing Sale of New Suits and Overcoats



The Men's Store offers your choice of the smartest range of clothes for men in P. E. I. It offers you a chance to choose from this great range at heavy January Discounts to get ready for stock taking. Get your share right now.

- | SAVINGS ON NEW OVERCOATS | FIFTY SUITS AT CUT PRICES |
|------------------------------|---------------------------|
| \$12.50 Overcoats for \$7.50 | \$10.50 Suits for \$7.50 |
| 13.50 Overcoats for 8.50 | 11.50 Suits for 8.00 |
| 14.50 Overcoats for 9.50 | 13.50 Suits for 10.00 |
| 16.00 Overcoats for 10.00 | 15.00 Suits for 11.00 |
| 17.00 Overcoats for 11.00 | 18.00 Suits for 13.00 |
| 19.50 Overcoats for 12.75 | 22.50 Suits for 16.00 |
| 22.50 Overcoats for 16.00 | 25.00 Suits for 17.50 |
| 25.00 Overcoats for 19.00 | 26.00 Dog Coats 18.75 |

JANUARY PRICES ON FUR COATS ETC.

- \$15.00 Imitation Fur Coat \$10.50
- 18.00 Curl Lined Coat 13.00
- 26.00 Black Dog Coats 18.75
- 28.00 Fur Lined Coats 22.00
- 9.00 Long Canvas Driving Coats for 7.20.

SHEEP LINED CORDUROY COATS

- \$9.00 Sheep lined Coat \$7.20
- 9.50 Sheep lined Coat 7.60
- 10.00 Sheep lined Coat 9.00

BEST RACCOON COATS

- \$85.00 Raccoon Coats for \$60.00
- 110.00 Raccoon Coats for 88.00
- 135.00 Raccoon Coats for 108.00



January Sale of Soft and Hard Hats

Eight Dozen Soft Hats in Browns, Blues, Greens, Greys and Black; sizes 6 3-4 to 7 3-8. \$2.50 to \$3.25 qualities, new shapes...\$1.50

Ten dozen Hard Hats all in new blocks, fine, smart Winter styles; best makes. \$2.00 and \$2.50 quality...\$1.50

Fur and Knit Band Caps, good and warm, mostly dark colors, all sizes; handsome tweeds. Regular 75c. to \$1.50. 50c.

Boys' Hockey Toques, knitted wool in Blues, Browns, Green and mixed shades; specially cut for January sale at...35c.

MOORE & McLEOD

119-121 Queen Street

Charlottetown

January Sale of Smart Overcoats for Boys

If you've a boy who wants a nice new Overcoat—you can choose the very thing for practically factory price—

- \$ 6.50 Overcoats are now...\$4.83
- \$ 7.75 Overcoats are now...\$5.85
- \$ 8.75 Overcoats are now...\$6.60
- \$ 9.50 Overcoats are now...\$7.12
- \$10.75 Overcoats are now...\$8.10
- \$14.50 Overcoats are now...\$10.50

BOYS' SUITS AT JANUARY DISCOUNTS.

- \$ 4.00 Suits are now only...\$3.00
- \$ 4.50 Suits are now only...\$3.37
- \$ 5.00 Suits are now only...\$3.75
- \$ 6.00 Suits are now only...\$4.50
- \$ 7.50 Suits are now only...\$5.62
- \$10.00 Suits are now only...\$7.50

ODD PANTS FOR BOYS IN NICE VARIETY AT JANUARY DISCOUNTS.

- 75c. Pants go at...60c.
- \$1.00 Pants go at...80c.
- \$1.25 Pants go at...1.00
- \$1.50 Pants go at...1.20

JANUARY SHIRT SALE.

Men's Light Fancy Soft Front Shirts of all qualities. \$1.25, \$1.50, \$1.75 for...\$1.00

Men's English Flannelette Shirts, with or without collar, worth to \$1.00 for...75c.

Small Boys' Sweaters, worth to 60c. each; a very special January price...35c.

Youths Grey Wool Sweaters, 85c. for...60c.

Men's Grey Wool Sweaters, \$1.00 for...75c.

Men's Grey Wool Sweaters, \$1.25 for...95c.

Men's Wool Coat Sweaters in Browns, Navy and dark Red—a great variety.

- \$4.50 Sweaters for...\$3.25
- \$5.50 Sweaters for...\$3.75
- \$6.25 Sweaters for...\$4.75

GREAT BARGAINS OFFERED IN MEN'S WOOL VESTS.

- \$3.00 Wool Vests for...\$2.00
- \$3.50 Wool Vests for...\$2.25
- \$4.00 Wool Vests for...\$2.75
- Men's Heavy Wool Ribbed Underwear 75c., for 60c.
- Men's Heavy Wool Ribbed Underwear 85c., for 65c.
- Men's Heavy Wool Ribbed Underwear \$1.00 for 75c.

Sale for Cash. No Appropriation. No Charges.

Men's Ties \$1.00 \$1.25 and \$1.50 quality clearing here at each 75c