

# 1893--1941 48th Anniversary SALE

MB 175-Feb-37

48th. ANNIVERSARY SALE

## 20 per cent off English Worsted SUITS

Despite rising prices we are sticking to our policy of not carrying over any stock from one season to another. In this offering are 75 fine quality well tailored English Worsteds and Tweeds usually selling from \$20 to \$27.50. Most suits have one pair pants... single and double breasted for men and young men... good selection of patterns and shades in full range of sizes

Reg. \$20. Suits for \$16.

- Regular \$20.00 Suits for \$16.00
- Regular 22.50 Suits for 18.00
- Regular 25.00 Suits for 20.00
- Regular 27.50 Suits for 22.00

## Look!

Reg. \$25. Overcoats \$18.95



You haven't bought your winter coat yet. You're due for a big savings. Heavy English Alpines, Tweeds, Fleeces, Velours in raglans, swaggers, guards and ulsters. Full range of sizes. Anniversary clearance --- **\$18.95**

**Another Bargain**  
Regular \$25.00 Coats for \$15.00

All wool English silvertones and grey tweeds — well tailored — satin lined. Choice of raglans or guards models. Sizes 36 to 44. Anniversary Special --- **\$15.00**

Regular \$18.50 Coat Now \$13.90

On this sharp reduction you can save several dollars. Smart lot of heavy weight tweeds and fleeces in blues, greys, browns, etc — all sizes — raglans, half belts, etc. Anniversary Sale price --- **\$13.90**

**English Mitons \$11.95**  
A popular, dressy overcoat, sharply reduced for your savings. Browns, blues, greens in raglans, duplexes and guards — all satin lined. Sizes 35 to 44. Anniversary Sale --- **\$11.95**

**SOX 2 pr. 85c**

- Men's Fancy Sox, Wool and Cotton, Medium weight. Regular 50 cents pair. Anniversary Sale Price **85c** 2 pairs for
- Men's Fancy Sox, All Wool, Medium weight. Regular price 75 cents pair. Anniversary Sale Price **\$2.00** 3 pairs for
- Men's Fancy Shirts, with Fused Collars attached. Regular prices \$1.55 and \$1.65 each. An- **\$1.39** Each Anniversary Sale Price
- Men's Fancy Ties, New stock and good colors. Regular price 50 cents each. Anniversary Sale **39c** Price
- Men's Handkerchiefs, Fancy or White with Border. Regular 25c each. Anniversary Sale Price **25c** 2 for
- Men's Shirts and Drawers, Penmans No. 71 Regular Price \$1.15. Anniversary Sale Price **\$1.00** Garment

**Zip Sweaters \$2.95**  
worth to \$4.95 for

- Men's Zip Sweaters, Fancy or Plain shades. Regular prices \$3.75, \$3.95, \$4.95. Anniversary Sale **\$2.95** Price
- Men's V neck P. O. Sweaters, Plain shades. Regular \$3.75. Anniversary Sale Price --- **\$2.95**
- Men's V neck P. O. Sweaters, Plain shades. Regular Sale Price --- **\$1.75**
- Men's Coat Sweaters, Fine Knit, V neck, Plain or Fancy shades. Regular Prices \$4.95 to \$6.95. 1-3 OFF Anniversary Sale Price --- **\$1.95**
- Men's Hats, a good variety of colors and new shapes. Regular Prices \$3.00 to \$7.50. Anniver- **\$2.95** Each Anniversary Sale Price
- Men's Hats, Regular Prices \$3.85 to \$5.00. **\$1.95** Anniversary Sale Price ---

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## Boys' Overcoats -- HALF PRICE

A big bargain for the smaller boys! Fine quality all wool English tweeds in guards and raglans. Browns, blues and greys — in checks and stripes. Sizes 23 to 32. Reg. \$6.00 to \$16.95. Anniversary clearing --- **HALF PRICE**

**BOYS' AND STUDENTS' COATS 33 1-3 OFF**  
Rich heavy weight all wool tweeds, fleeces, and dress coats. Raglans, swaggers, guards, etc. — in blues, greens and greys. Broken sizes 29 to 38. Reg. values from \$9.95 to \$21.00. During Anniversary --- **\$6.63 to \$14.00** Sale

**BOYS' GOLF KNICKERS \$1.85** — These are sold out numbers picked from our better stock which usually sell from \$1.95 to \$3.00. Most numbers are worth \$2.75. Sizes from 25 to 32.

**BOYS', YOUTHS', STUDENTS' SUITS 33 1-3 OFF**

These are some of the best values we have in stock—and they're tailored in our best make, too! Broken lines in sizes 24 to 37. Regular prices \$9.95 to \$25.95. **\$6.63 to \$17.30** Sale Prices ---

We are offering our complete stock of boys', youths' and students' suits and overcoats at specially reduced prices. **HALF PRICE COUNTER—BOYS' DEPT.** Here you will find small lots of underwear, all wool ski caps, pullover sweaters, sno-togs, caps, etc. All reduced to clear **HALF PRICE**

REG. 59c GOLF HOSE 45c — All wool ribbed hose with fancy turnover tops. Mostly greys and browns. Sizes 9 to 10 1-2 only.

48th ANNIVERSARY SALE

## Commences on Friday, Jan. 3rd. 1941

This week Moore & McLeod Limited celebrate their forty-eighth business birthday... and in the occasion they want to ensure your getting a bargain that will establish pleasant memories. Every department will participate and in every department special birthday gifts will be given to those whose names are drawn at the end of the sale. And so to those friends whom we have been serving through our whole business life... and to those who have just now got acquainted with this store's service, **COME — SEE — SAVE!**

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## Sale! Travellers Samples

Of Hand Embroidered Linens, Rayon Table Cloths, Irish Linen Table Cloths, etc., costing you less than they usually cost us. On sale at well under our usual landed cost; ranging from small doilies to 17 piece hand embroidered luncheon sets, comes in tray cloths, runners, variety sets, tea sets, luncheon sets, hand made laces in small mats to large size table cloths, etc.

## Sale Sheets & Pillow Cases

Best Wear Sheets—This product has been laundry tested to give 104 washings and is guaranteed to give satisfactory household wear for four years.  
Size 72 x 99" Worth \$3.65. Anniversary Sale at --- **\$2.98** Pair  
Size 81 x 99" Worth \$3.85. Anniversary Sale at --- **\$3.19** Pair  
Hemmed Bleached Sheets, a good medium weight 68 x 86" --- **\$1.69** Pair  
Sub-Standard Sheets worth in first quality **\$5.00** Pair  
Sub-Standard 81 x 108" --- **\$3.39** Pair  
Sub-Standard 72 x 108" --- **\$3.19** Pair  
Wabasso Hemstitched Pillow Cases, made from fine quality cotton 42 x 33", Worth 80c. Anniversary Sale **69c** Pair  
Hemmed Pillow Cases of medium weight cotton 40 x 33", 35c pair. 3 pairs for --- **\$1.00**  
Fine quality English Sheeting 72" wide. Worth 49c Yard. Anniversary Sale --- **49c** Yard  
Fine quality English Sheeting 81" wide. Worth 59c Yard. Anniversary Sale --- **59c** Yard  
Horrockses English Flannellets imported direct from England. Plain White 36" wide. Worth 38c. Anniversary Sale --- **28c** Yard  
Colored Stripe 36" wide, worth 45c. Anniversary Sale --- **35c** Yard  
Wabasso Poplin Remnants 36" wide. Worth 25c Yard. for --- **19c** Yard

A quantity of Sub-standard Crepe Chiffon Stockings, full fashioned, in colors of Coco, Madelon, Holiday, Serene, sizes 9 to 10 1-2, for --- **79c**

Women's pure botany wool hose, plaited on cotton with mock seam, a good wearing hose in a good assortment of colors, sizes 9 to 10 1-2, Regular 65c for --- **59c**

Women's plaited Silk and Wool hose with mock seams, sizes 8 1-2 to 10 1-2. Regular 39c for --- **35c**

Women's wool and cotton Under-hose. Regular 35c for 29c a pr. Sizes 9 to 10 1-2 in flesh only.

Women's mercerised lisle hose, a fine quality with mock seams and picot tops, sizes 9 to 10 1-2, Regular 39c for --- **29c**

Children's Botany wool hose, reinforced with cotton, (sizes 9 and 10 only) Regular 60c for 50c  
Children's wool golf hose with plain and fancy tops, brown and grey only, broken sizes, clearing at --- **25c**



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## Ladies' Purses \$1.75 to \$3.95 Will Clear at \$1.39

You'll find lovely choosing among these, including as they do many favourites --- **\$1.39**  
Coloured Handkerchiefs, reg. 15c --- for 10c  
Children's Woollen Gloves, reg. 50c --- for 39c  
More Ladies' Purses, reg. \$1.19 --- for 89c  
Ladies' Woollen Scarfs --- **ONE THIRD OFF**  
Slightly soiled collars --- **HALF PRICE**  
Slightly soiled CHAMOIS GLOVES & WOOLLEN GLOVES, will clear at **HALF PRICE**  
Slightly soiled Handkerchiefs---**HALF PRICE**

## Birthday Gifts to You

When you make a purchase in any department you will be given a card on which you can write your name and address. Names will be drawn from all these cards at the close of the sale, and the birthday gifts distributed.

- One \$25.00 War Savings Certificate
- 14 \$ 5.00 War Savings Certificates
- AND THE BIRTHDAY CAKES!

## All WINTER COATS to be Cleared at ONE THIRD OFF

Choose from this attractive assortment including all present seasons models, fur trimmed or plain.



- \$16.95 Coats for \$11.30
- 22.50 Coats for 15.00
- 29.50 Coats for 19.67
- 35.00 Coats for 23.34
- 42.00 Coats for 28.00
- 59.00 Coats for 39.34
- 75.00 Coats for 50.00

- \$2.95 coats for 1.97
- 5.95 coats for 3.97
- 7.95 coats for 5.30
- \$10.95 coats for \$7.30
- 12.95 coats for 8.64
- 16.95 coats for 11.30
- \$19.95 coats for \$13.30

## New Dresses—Wool & Crepe go at one third off

Cleverly smart dresses that you'll be proud to wear... good new styles that must go to make room.

## All Evening Gowns ONE THIRD OFF

- \$10.95 for \$7.30
- 29.50 for 19.67
- 25.00 for 16.67
- \$19.50 for \$13.00
- 14.95 for 11.97
- 32.50 for 21.64

## FUR COATS

All at Special Discounts!

## 48th. ANNIVERSARY SALE IN THE GIRLS' SHOP

- Girls Coats sizes 7 to 14x. Plain and fur trimmed styles. One Third Off.  
\$7.95 for \$5.30
- \$8.95 for 5.97
- \$9.95 for 6.61
- \$12.95 for \$8.64
- 14.95 for 9.97
- 19.95 for 13.30
- Girls Three Piece Sets, Coat, Hat, Leggings with white fur collars, sizes 1 to 3— One Third Off.  
\$7.95 for \$5.30
- \$8.85 for \$5.97
- Boys' 3-piece sets, coat, helmet and leggings. American Guard Model. Blanket Cloth. Colors, red, brown, aviation blue. Sizes 2 to 6. --- **\$5.67**
- Girls Winter Dresses, sizes 11 to 17. Worth to \$7.95. Special **\$1.98**
- Girls Winter Dresses, sizes 10 to 14x. Worth to \$4.95. --- **\$2.95**
- Special price --- **\$1.50**
- Girls Crepe Dresses, sizes 8 to 14x. Regular price up to \$2.95. --- **\$1.50**
- Special price --- **\$1.00**
- Girls Crepe Dresses, sizes 6 to 12. Worth to \$2.50. Special --- **\$1.00**

## LINGERIE

A special feature for January Sales in the lingerie department is a sale of All Wool Vests, no sleeve and short sleeve styles at the low price --- **75c**

A rack of housecoats left from the Christmas trade is selling at **33 1-3** Discount

Our usual feature of 1/2 price lingerie is limited but the garments on sale will be real bargains. Lingerie **1-2** Price



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## HATS

A table of hats value to \$2.00. Sale price --- **28c**

A large assortment of felt hats, value up to \$3.95. Sale price --- **48c**

Hats, all sizes, all colours, all new styles, value to \$5.00 \$ **1.00** Sale price ---

Our better hats, in fur felt and velour, including some model hats, value up to \$7.50. Sale price --- **\$1.98**

Parka hoods, regular value 69c. Sale price --- **48c**

**MOORE & McLEOD limited**

Queen St. Charlottetown