

HELP THE G.W.V.A. "BURN THEIR MORTGAGE"

Special August Sale of French Cluney Linens at 20 Per Cent Off

This special line includes doilies, tray cloths, table cloths and centres. These are all such dainty and beautiful cloths as every good housewife covets for her own home. This August Sale gives you an opportunity to own whatever quantity you need at a remarkable saving and at the same time "Help the G.W.V.A. burn their Mortgage."

\$1.25 linens for \$1.00 \$1.60 linens for \$1.28
\$2.60 linens for \$2.08 \$3.25 linens for \$2.60
\$3.90 linens for \$3.12 \$8.25 linens for \$6.60

Linen Damask Table Cloths Specially Reduced for August Sale

Equip your linen closet with new table linen at a saving price and "Help the G. W. V.A. Burn their Mortgage." This special lot of cloths are mostly two yards square, but one or two are 72 by 90 inches.

\$6.25 cloths for \$5.00 \$7.50 cloths for \$6.00
\$8.00 cloths for \$6.40 16.00 cloths for 12.80



Vote for your Favorite Candidate in the Popularity Contest

August Sale Opens Thursday Morning, August 16th

We are glad to co-operate with the Great War Veterans in their splendid attempt to burn the mortgage on their home. In this August Sale we are offering a series of very attractive bargains to all our customers, coupling with all sales an opportunity to vote in the G.W.V.A. Popularity Contest. Every fifty cent purchase you make during this sale helps the boys to clear off the indebtedness on their home.

Men's Tweed and Palm Beach Suits at a Discount of 20 Per Cent

This assortment includes a smartly, sturdy lot of gray tweeds and well tailored Palm Beach Suits in lovatt and grays.
\$20 Suits for \$16 \$25 suits for \$20 \$28 suits for \$22.40 \$30 suits for \$24

August Sale of Men's Gabardine Coats

Get yourself a stylish sturdy rain resisting Gabardine at a saving price, and in purchasing "Help the G.W.V.A. Burn their Mortgage."
\$20 Coats for \$16 \$25 Coats for \$20 \$30 Coats for \$24 \$35 Coats for \$28

White Flannel Trousers, Plain and Striped

Plenty of warm Summer days still ahead in which these will be ideal wearables. Get a pair at a bargain and "Help the G.W.V.A. Burn Their Mortgage."
\$5 trousers for \$4. \$7.50 trousers for \$6

August Sale of Summer Underwear 20 Per Cent Off

This Sale includes all summer Underwear in two pieces and combinations, Balbriggan, Poras Knit, nainsook and Athletic.
85c Underwear for .68c
\$1.00 Underwear for .80c
\$1.50 Underwear for \$1.20
\$2.00 Underwear for \$1.60

August Sale of Hats for Men

3 doz. Straw Hats of the very latest shapes, taken from our Summer stock, will sell on Aug. 16—23 for \$2.00.

About 5 doz. Felt Hats of very latest blocks in all colors. A large amount are Mallory's and Biltmore's, all 1923 models. Selling from 16th to 23rd of August at \$5.00.

Spring and Fall Caps, of latest tweeds, shapes are 8 and (1 over) piece, in all colors, selling on Aug. 16—23 for \$1.50.

MOORE & McLEOD LIMITED

August Sale of Fancy Voiles at 25 Per Cent Off

This attractive assortment includes black and whites, blues, light colors and fancies, all prices and descriptions. You may choose during this August Sale at a reduction of 25 per cent., making a saving for yourself and in the same action "Help the G.W.V.A. Burn their Mortgage."

35c Voile for 27c 50c Voile for 38c
60c Voile for 45c \$1.00 Voile for 75c

August Sale of Ladies Ready to Wear Hats Worth to \$5.95 for \$1.00

Here is one of the most striking bargains in the great array of opportunities that this Sale offers you. These handsome hats with Paisley band, colors of rose, cherry, sand, almond and black, worth to \$5.95 each. On sale at only \$1.00

"Help the G.W.V.A. Burn Their Mortgage" Handsome Hats worth to \$7.95, go on sale at \$1.98

Hats of Mohair and Candy Cloth in black and navy, worth to \$8.00, go on sale at \$2.98

New York Models in Sport Hats Half Price.

These handsome designs in ribbon and straw, white, almond, grey, cherry, orchid, sand and cocoa, all new this season, on sale at—

HALF PRICE



One Third off Gingham, Muslin and Ratine Dresses During August Sale

Buy a dainty dress at less than factory price—and at the same time help the boys of the G.W.V.A. burn that mortgage. Every fifty cent purchase entitles YOU to ONE vote in the popularity contest—and every vote helps the boys toward paying off the mortgage.

\$3.65 dresses for 2.44 \$3.75 dresses for 2.50
5.95 dresses for 3.97 6.75 dresses for 4.50
7.95 dresses for 5.30 8.50 dresses for 5.67
\$25.00 Canton Crepe and Taffeta Dresses for \$16.00

This assortment includes dainty frocks in Black, Navy, Brown, Henna, Rose, Cocoa and Grey. The assortment is really good—there are many pretty dresses to choose from—and the styles are all good. The range includes dresses worth \$16.00 up to and including \$25, for...

Dresses of Tweed, Ladies' Sport Skirts Velour and Special serge \$10 for \$5

These are nice dresses Homespun and flannel Sport Skirts, in styles all good, gingham, Rose, Blue, Yellow, ments, trimy tailor-made Red and Green. For this Very smartly made Sale \$10 garments. For this Sale \$5

All other Dresses for Ladies, Misses and Children will be offered during this Sale at ONE THIRD OFF.

All Ladies' Spring and Summer Suits will be cleared out during this Sale at ONE THIRD OFF.

Ladies' Paisley, Crepe de Chene and White Wash Silk Waists will be cleared out during this sale at ONE THIRD OFF.



All Silk Thread Hose \$1.59

This includes all silk thread hose, in brown, navy, beaver, nude and camel, all pure silk to knee length. Regular \$2.00 values for \$1.59

Children's mercerized white socks, 50c values for .39c

This dainty little hose offered in all sizes in plain white mercerized with colored tops, and are an excellent value at 50c per pair. For this special August Sale our price is .39c

Fancy Silk Hose in black and white only .69c

This attractive stocking has fancy ribbed front. All silk to knee length, reinforced heel and toes. Splendid value for August. Sale at .69c

Misses' Ribbed Hose, three pair for \$1.00
This attractive ribbed stocking is offered in fawn, brown and black, in all misses' sizes, nicely shaped, neatly fitting. We advise quantity purchases of this line at three pairs for \$1.00

All Wool Navy Blue Serge 42 Inches Wide 59c

4 pieces all wool Tweed, in light mixtures 56 inch. Regular \$1.60. Basement Bargain \$1.00 yard

4 Notable Specials in Small Wares

Lemon Toilet Soap, made in England, 5 for .25c
Special Hard Soap, 3 cakes in a box, per box .80c
Sweater Yarn in 2oz. balls, red, black, white, pink, green, fawn, henna, copen, per ball .25c
Sew-on Hose Supports, per pair .90c