

1893-1938 45th Anniversary SALE

45th Anniversary Sale 1-4 FINE FUR COATS OFF

TWENTY-FIVE PER CENT. OFF ALL FUR COATS
These include Hudson Seals with Fox and self trimmed collars.
One beautiful Fox trimmed coat at \$385.00 for \$288.75

Another one at \$350.00 for \$262.50
Another one at \$315.00 for \$236.25
Another one at \$275.00 for \$206.25
Muskkrat Coats at \$185.00 for \$138.75
Muskkrat Coats at \$225.00 for \$168.75
Muskkrat Coats at \$200.00 for \$150.00
Muskkrat Coats at \$250.00 for \$187.50
Two Mink Marmots at \$135.00 for \$101.25
Black French Seal Coats at \$175.00 for \$131.25
Black French Seal Coats at \$115.00 for \$86.25
Black French Seal Coats at \$75.00 for \$56.25
Black French Seal Coats at \$60.00 for \$45.00
Black French Seal Coats at \$55.00 for \$41.25
Black and Grey Lapin Coats at \$85.00 for \$63.75
Black and Grey Lapin Coats at \$65.00 for \$48.75
Black and Grey Lapin Coats at \$55.00 for \$41.25
Hudson Head Fur Coats at \$45.00 for \$33.75
Hudson Head Fur Coats at \$42.50 for \$31.88
Beaver Lamb Fur Coats at \$55.00 for \$41.25
Beaver Lamb Fur Coats at \$45.00 for \$33.75

Opening Wednesday, Jan. 5th. continuing following days

WE'RE CELEBRATING OUR BIRTHDAY... Forty five years ago this firm started business in a very small way in part of the present building, succeeding our former employers Messrs. Perkins & Sterns. Any progress or growth we have made, is due to YOUR generous support, and we want to recognize this fact fully here, and to say, most sincerely... **WE THANK YOU...** and hope by good service to deserve your continued support.

Substandard Silk Stockings designed to sell \$1.50

Substandards in crepe, chiffon hose in an assortment of dark and light shades. These stockings are \$1.50 quality, Sizes 9 to 10 1/2. A bargain at **69c pr.**

First quality crepe chiffon hose in broken sizes and colors, regular \$1.50 pair for **\$1.19 pair**

Penman's Silk and Wool Hose (plaited) in sizes 10 1/2 only, regular \$1.00 for **79c pair**

Silk and Wool Hose with mock seams, reinforced heels and toes, sizes 9 to 10 1/2 **45c pair**

Cashmere Hose reinforced with a little cotton rib tops, colors, gunmetal, biscayne and black, sizes 9 to 10 1/2 **45c pair**

Women's Rayon plaited hose, sizes 9 to 10 1/2 **35c pair**

All Wool Cashmere Hose, with rib tops, sizes 9 to 10 1/2, two pairs for **\$1.45**

Women's gaiters in two shades, light fawn and gunmetal. Medium size. **75c pair**



45th Anniversary Sale

Prices take a knockout in **The Men's Store**

Cuts on Leather Coats!

Men's horsehide leather coats with beaver lamb fur collar. Regular \$14.00 coat for **\$11.95**

Regular 15.00 coat for **13.50**

Regular 18.00 coat for **15.00**

Horsehide coat with beaver lamb collar and sheep lined: regular \$20.00 coat for **\$17.50**

reg \$23.50-\$25.00 coats for **\$20.00**

Men's flannel dressing gowns at **25% off.**

Regular \$ 7.75 gowns for **\$ 5.80**

Regular 12.00 gowns for **9.00**

Regular 13.50 gowns for **10.20**

Broadcloth Shirts

Men's fine broadcloth shirts, collar attached, stripes and plains worth from \$1.55 to \$2.00 at **1-2 price.**

Slightly soiled stock. Sizes 14 1/2 to 16 1/2. **1/2 PRICE**

Slightly mussed broadcloth pajamas. Broken ranges that regularly sell from \$2.50 to \$3.50 offered at **1/2 PRICE**

A few 45c specials for our 45th anniversary. Ties, pure wool fancy hose, suspenders, linen handkerchiefs, garters

January Savings for the HOME

45th Anniversary Sale 75c Shadow Cloth 45c

English Shadow Cloth 48 inches wide choice of six colorings. Regular 75c. **45c**
now per yard

Imported Curtain Nets Ecru shade in Rayon and Cotton. Regular to 75c. **45c**
Now per yard

Scotch Madras Ecru shade, 45 inches wide, slightly soiled. Regular 75c. **45c**
Now per yard

Lace Net Curtains, 36 x 2 1-4, Ecru shade. Reg. \$2.00. Now per pair **\$1.45**

Special Esmond Blanket Heather shade Wool and Cotton 66 x 80. Each **1.45**

White Flannellette Blankets 70 x 90. **2.45**
Whipped singly, per pair

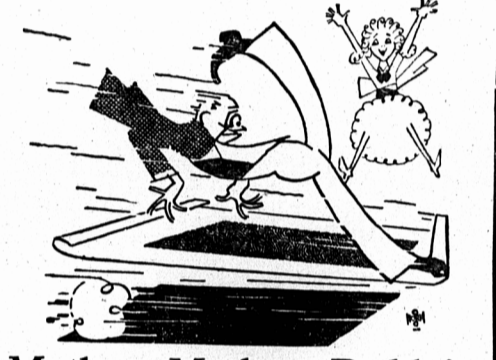
Lot of soiled and odd curtains, one or two pairs of each pattern to clear at **1-2 PRICE**

Discontinued Lines in Congoleum Rugs in following sizes and prices.

6 x 9 \$4.45	7 1-2 x 9 \$5.45	9 x 10 1-2 \$7.45
9 x 12 \$8.45		

Limited number odd lots Wallpaper in 4, 5, 6 rolls with matching borders clearing **\$1.45**
at per lot

Remnants of Overdrapery in 2 1/2 yard lengths reg. worth to \$3.00 per yard to clear **\$1.45**
per length



Mother, Mother, Daddy's Doing Tricks!

No. Belinda darling, Daddy's just heard about the sale of **SUITS AND OVERCOATS** at Moore & McLeod's Anniversary and he's hurrying to get down there and pick up some swell new clothes. Don't stop him.

One third off Men's Overcoats & Suits

CHOOSE NOW from the great stock at the Men's Store where everything that's new and smart is shown in the widest and most generous range. **CHOOSE NOW** while assortments are at their best.

For example, during our ANNIVERSARY SALE you can purchase a

\$12.95 Overcoat for \$ 8.65
18.00 Overcoat for 12.00
22.50 Overcoat for 15.00
27.50 Overcoat for 18.35

Or a \$16.50 2 pant Suit for \$11.00

22.50 2 pant Suit for 15.00
25.00 1 pant Suit for 16.67
30.00 1 pant Suit for 20.00

45TH ANNIVERSARY SALE DRESSES

Twenty five bunny wool and crepe dresses all colors worth up to \$2.95. **1.95**
Clearing January Sale

Twenty four last season's wool dresses Worth up to \$12.95. **3.95**
Clearing

Ladies' bouclet knit suits three piece styles. Colors brown, navy, copen green, sand and wine. Regular value \$25.00. **7.00**
January Sale

Twenty-five knitted jersey and crepe dresses. Misses sizes. Worth up to \$3.95. Clearing for **1.00**

Forty last year's crepe and pure silk dresses, all styles and sizes. Worth as high as \$19.75. Clearing **3.00**
January Sale



EVERY MINUTE COUNTS WHEN YOU'RE ON THE WAY TO THE MEN'S STORE

46th ANNIVERSARY SALE!
MEN'S DEPT.

one third off

Men's Heavy Coat Sweaters All our fancy patterned jumbo knit coat sweaters go on sale at this marvelous discount **1-3 OFF**

\$3.00 sweaters \$2.00 \$5.00 sweaters \$3.33
\$9.00 sweaters \$6.00

one third off

Men's Pullover Sweaters. All colors, all sizes, all neck styles, all qualities. This is our best offer in years **1-3 OFF**

\$2.00 sweaters \$1.33 \$3.00 sweaters \$2.00
\$3.95 sweaters \$2.65

one quarter off

Men's jackets. Zipper front, sport or plain backs, plain or fancy collars. Many varieties all of them good at **1-4 OFF**

WINTER CAPS with ear lugs, best quality in patterns or dark colors. **1.25**
Maximum warmth

VELOUR HATS. This season's most stylish hat. All new, Browns, **2.95**
Blacks and Blues.

Big League hockey jerseys like the stars wear. Maple Leafs or **1.95**
Maroons



Wool Coating worth to \$3.50 \$2.

Wool Coating, plaids and tweeds worth to \$3.50 width 54". Sale **\$2.00** yard

Wool Coatings \$1.75 to 2.95 yard. Plenty of colors and weaves to choose from. Sale **10% OFF**

Wool dress goods worth to \$2.00 yard, colors green, brown, red, navy and black. Sale **25% OFF**

Crepes and satins worth to \$1.50 yard. Colors blue, brown, navy and black. Sale **98c** yard

Crepes and satins worth to \$1.25 yd. colors green, blue, brown and navy. Sale **79c** yard

Flowered crepes worth to \$2.50 yard. Sale **\$1.79** yard

Printed crepes in green and black worth \$1.85 yard. Sale **\$1.45** yard

Printed crepes, colors black, brown and navy. Reg. price 59c yard. Sale **49c** yard

Brocaded Rayons all shades worth 29c yard. Sale **25c** yard

Plain Rayon, all shades worth 35c yard. Sale **25c** yard

Brocaded Satin worth to 85c colors blue, green and gold. Sale **69c** yard

Metallic cloth worth to \$6.00 yard. Sale **25% OFF**

In the GIRLS' SHOP

Girls' Coats, sizes 1-2 year to 14x. A good variety of snappy styles to choose from, fur trimmed coats and plain cloth coats. Sale **ONE THIRD OFF**

Girls' Woolen Dresses worth to \$3.50. Sizes 7 to 14x. **2.95**
Sale

Girls' Woolen dresses, sizes 2 to 14x. Regular price \$2.95. **2.45**
Sale

Girls' Dresses Wool and Crepe. Worth to \$2.95. Sizes 2 to 14x. Sale **1.98**

Girls' Dresses worth to \$1.98. Sizes 2 to 14x. **1.45**
Sale

Pure wool turtle neck sweaters, colors green, navy, orange, red and white. Regular **1.69**
price \$1.95. Sale

Girls' Sweaters Pure wool, mostly short sleeves worth to **59c**
\$1.50. Soiled. Sale

Gym Bloomers, navy serge. Reg. \$2.25 value. **1.00**
Sale

Girls' Flannel Skirts pastel shades, sizes 10 to 14x. **1.25**
Reg. price \$2.50. Sale

Girls' Wool Jumbo Knit Sweaters. Sizes 22 to 34. Colors, navy and scarlet. Prices **1.98 2.25 2.95**

Girls' Wool scarves, scarlet and white **59c**
Baby's Pure Wool Jackets. Colors, pink, blue and white. Prices **79c to 1.50**

Baby's Brush Wool Sets. Sweater, Leggings, Cap and Mitts. Regular Price \$3.75. **2.50**
January Sale

45th Anniversary Sale



Save on linens and SHEETS

LINEN DEPARTMENT

SALE OF TRAVELLERS SAMPLES

Again we were fortunate to procure this big range of samples which we are able to pass on to you at less than the regular landed cost.

Ranging from Boylies at 5c each to Luncheon Sets at \$10.00 set. Hand Embroidered Boylies, Tray Cloths, Runners, Vanity Sets, Pillow Cases, Luncheon Sets, Banquet Sets, etc.

Hand made Lace Chair Sets, Place Mats, Tray Cloths, Runners, Table Cloths etc. Irish Linen Towels, colored bordered Luncheon Cloths, Table Cloths, etc.

Sale of Irish Linen Table Cloths—sub-standards. These best quality Table Cloths are slightly flawed and are priced to clear at these wonderfully low prices.

White Linen Damask Cloths (In First Quality—Sub-standards)

1 Cloth 45 x 45" worth \$1.65. Clearing at	85
3 Cloths 54 x 54" worth 2.35. Clearing at	1.20
2 Cloths 63 x 63" worth 3.25. Clearing at	1.65
1 Cloth 63 x 63" worth 3.50. Clearing at	1.85
1 Cloth 63 x 63" worth 4.50. Clearing at	2.25
2 Cloths 70 x 108" worth 10.00. Clearing at	5.00
1 Cloth 81 x 81" worth 10.00. Clearing at	5.00
1 Cloth 72 x 144" worth 10.75. Clearing at	5.25
1 Cloth 72 x 144" worth 12.50. Clearing at	6.00

Colored Linen Damask Table Cloths—Best Qualities in Gold, Green and Ivory—First Quality—Sub-standards

2 Cloths 72 x 72" worth \$ 8.00. Clearing at	\$ 3.95
3 Cloths 72 x 90" worth 10.50. Clearing at	5.00
1 Cloth 72 x 108" worth 12.50. Clearing at	6.00
3 Cloths 72 x 108" worth 15.00. Clearing at	7.25
1 Cloth 72 x 126" worth 18.00. Clearing at	8.50

3 Birthday CAKES!

15 Departmental Gifts

Every cash purchaser during this sale will receive a card on which name and address may be written. These are deposited in sealed boxes until end of sale. Then the boxes are opened, and eighteen fortunate cards drawn.

The holders of these cards receive one or other of the departmental prizes, and the three VERY fortunate get the Birthday cakes.

There's a chance for the prize when you are making a payment in the office as well.

Sale of Sub-standard Sheets

Hemmed Unbleached Sheets 72 x 90" ————	\$1.29 Pair
Hemmed Unbleached Sheets 81 x 90" ————	1.45 Pair
Hemmed Bleached Sheets 63 x 80" ————	1.99 Pair
Hem-stitched Bleached Sheets 63 x 99" ————	2.19 Pair
Hem-stitched Bleached Sheets 72 x 99" ————	2.39 Pair
Hem-stitched Bleached Sheets 81 x 99" ————	2.59 Pair

Rayon Bedspreads in Rose, Gold, Green, Blue and Ivory. Size 80 x 100" ———— Sale Price \$1.79 Each

Colored Bath Towels in Rose, Gold and Green. Size 22 x 42". Regular \$1.10 pair ———— Sale Price 89c Pair

Checked Linen Glass Towels 17x32". Sale Price 18c Each

Linen Roller Toweling with colored borders. A heavy quality 16" wide ———— 19c Yard

Horrockses English Flannellette White. A better quality 30" wide ———— 17c Yard

English Flannellette with colored stripes 31" wide. Reg. 25c for ———— 19c Yard

Suedine Card Table Covers in Green, Black and Red. On sale ———— 59c Each

Moire Card Table Covers in Green, Blue and Brown. On sale ———— 89c Each

MOORE & McLEOD LTD

"ON THE ISLAND IT'S FOR FASHION AUTHENTICITY"

Slightly Soiled Lingerie HALF PRICE

1/2 price Lingerie. Slightly soiled pajamas, gowns, slips, girdles, brassiers going at **HALF PRICE**

SPECIALS in CORSETS, CORSELETTE Sand GIRDLES

Corselette, Inner belt worth \$2.75 for **\$1.95**

Front Lace Corsets. Spiral boning, regular price \$2.95 for **\$1.95**

Stepin girdle lastex panels, zipper fastening \$2.95 for **\$1.95**

Corselette in Lastex and fine batiste for slight figures. Sizes from 32 to 36. Regular \$4.95 for **\$2.95**

Corselette for heavier figure, Sizes from 36 to 44, reg. \$3.95 for **\$2.95**

Special Rayon knit pajama. Nice colors, all sizes Worth \$1.25 for **89c**

Colored print Flannellette gowns. All sizes. Regular \$1.59 for **\$1.20**