Mail Orders Swiftly Filled

Send in your orders—write plainly—and specify carefully what goods are desired, goods will be shipped on receipt of order—and money returned if goods not satisfactory, provided same come back in perfect condition.

Moore & McLeod

AT 9 O'CLOCK FRIDAY MORNING

A Word on Terms

This sale is positively for cash only, no goods charged and none sent out on approbation—unsuitable or unsatisfactory purchases may be returned—and price will be refunded.

Our Great "After Inventory" Sale Commences

One Third off Dress Goods of all Sorts

The finest dress goods department in the city offers choice of every line in the store at 66 2-3 cents on the dollar. It behooves bright buyers to get in line for this chance early.

20c dress goods 13 1-2c
30c dress goods 20c
42c dress goods 28c
75c dress goods 50c
85c dress goods 57c
95c dress cloth 63c
$1.10 dress cloth 73c
$1.35 suitings 90c

Our famous "MONARCH" broadcloth—the finest value offered to our customers—beautifully finished, all wool, 54 inches wide, silkily smooth and soft, regular value $1.75 now on sale at $1.17

AND will continue two weeks only. During that time the finest dry goods stock in the Province will be placed on the market at discounts of twenty-five per cent, one third and one half. This is a clean—fresh stock—new and attractive. Every discount advertised will be honestly given—and every article exactly as represented. Swift, prompt action will pay you for the time is limited.

One Third Off All Furs

Fur coats, fur ruffs, fur muffs, fur collars, fur caps, furs for men, furs for women, furs for children, cheap furs, expensive furs, every sort of furs, now on sale at a discount of ..... ONE THIRD

Especially worthy of note are the pretty little Bear coats for small boys and girls, which are included in this great discount sale and are also subject to a discount of ..... ONE THIRD

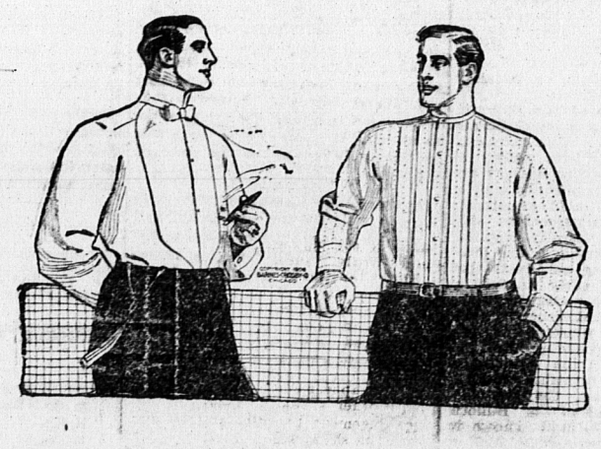
Coats go at 33 1-3 per cent and at 50 per cent

Every ladies' colored tweed coat in the house is now on sale at the tremendous discount of fifty per cent. Think of buying these handsome new garments for.. HALF PRICE. All ladies' black cloth coats all new, thoroughly modern styles handsomely finished by the best Ger- Tailors, style stitched into every seam clearing at this sale.... ....ONE THIRD OFF

Men's Wear Deeply Price Cut to Clear.

Every article in the men's furnishing department except the famous MOOR-MAC SHIRTS is now on sale at discounts ranging from 25 p c to 50 p c. For example:—

Men's lounging robes ..... Half Price
Men's smoking jackets ..... Half Price
Men's fancy vests ..... Half Price
Men's neckwear ..... One Third Off
Men's night shirts ..... One Third Off
Men's lined gloves ..... One Third Off
Men's umbrellas ..... One Third Off
Men's winter underwear ..... One Third Off



More Saving Chances for Fore Handed Men.

Men who look ahead of their present needs will find in this great sale a splendid chance to resplenish many lines in which their wardrobes are running short.

Twenty Five Per Cent Off

Men's white shirts (except MOOR-MAC).
Men's colored shirts (except MOOR-MAC.
Men's hoisery.
Men's linen collars and cuffs.
Overalls and jumpers.
All sorts of suspenders.

One Third Off

Men's working shirts.
Men's sweaters.
Men's cardigans.
Men's mufflers of all sorts.
Men's pajamas.
Hair brushes.

Great Savings Wait you in The Staple Department

25 per cent off
Print cottons,
Satteens.
White cottons.
Ginghams,
Flannelettes.

25 per cent off
Towels,
Towellings,
Table linens,
Napkins,
Table cloths.

25 per cent off
Counterpanes,
Sheetings,
Pillow cottons,
Fleecy cottons,
Wrapperettes

25 per cent off
Flannels,
Ducks,
Apron Cks,,
Muslins,
Chambrays.

And all of these are here in probably better range in this store than in any other in P. E. I. This staple department of ours is known favorably all over the country. Mail orders promptly filled—and money back if you want it.

Moore & McLeod

Moore & McLeod

One Third Off

All dress goods,
All velveteens,
All woolen gloves
All lined gloves,
All black coats,
All waists,
All knit wool shawls etc.
All feathers and flowers,
All cretonnes and tapestries.

All silks,
All ribbons,
All laces,
All frillings,
All children's coats,

All velvets,
All veilings,
All neckwear and belts
All furs
All wrappers,

25 per cent Off

All unlined kid gloves,
All handkerchiefs,
All ladies' hosiery.
All silko, peri lusta,
All child's wool toques,
All colored cottons,
All towellings.

All trunks
All ladies' underwear,
All children's hoisery,
All kloster silk etc,
All wool yarns,
All table linens,

All valices etc,
All children's underwear
All embroidery silks
All ladies' whitewear
All dress linings
All table oil cloths

ed please find $..... .....
for which please send me..... ...
....
. ...
Name..... Address..... .....

Please sign and fill out this order—anything that you are not satisfied with and return in good order will gladly return remittance for.

Please shop
as early in the morning
as you can arrange—
better for you
and better for us also.

25 Per Cent Off Hosiery

Especial attention is directed to this splendid department—the most complete in its line the city—T'will pay you to lay in a year's supply at our present notably low prices.

30c stockings 23c
40c " 30c
50c " 38c
75c " 56c