

# VALUES! VALUES! And MORE VALUES!

The People's Choice For Honest Values...MOORE & McLEOD LTD.

When better values are to be had . . . you may rest assured MOORE & McLEOD'S will have them. Look over this page full of values — even at regular prices they were good value — But no, that wasn't good enough for the directors of MOORE & McLEOD LTD. They insisted every department offer even better values for the week-end. Christmas is but six weeks away — and we suggest you take advantage of the many items listed below and do a major portion of your Christmas Shopping now that the prices have been devalued for three days only — THURSDAY - FRIDAY and SATURDAY. Buy Dad a new Suit for only \$39.50, or "Mother" a new Fur Coat — and don't forget Mary and Billie — there is plenty of Specials for them also.

## Men's Furnishings

MAIN FLOOR

Your Xmas shopping problems are solved . . . These values are terrific . . .

9 only pair English flannellette pyjamas by "Tooke". Fancy stripe . . . heavy quality . . . Regular \$8.50. Sizes A and C only, out they go at, per pair **5.00**

10 only pair Broadcloth pyjamas . . . extra fine quality . . . "Arrow" make . . . Sizes A-B-C Regular \$9.75. To clear, per pair **5.00**

A small assortment of sport shirts . . . plaids and plains . . . long and short sleeves . . . all sizes, small, medium and large . . . Regular up to \$5.00. Now clearing at a new low, each **2.95**

5 only wool vests . . . Brown and Tan . . . Sizes 34 to 40. Priced to clear, each **1.50**

A big assortment of mens jackets . . . A large variety of styles, colours and cloths . . . some waist length . . . some 3-4 length with belt . . . Regular 9.25 to 15.00 Now clearing at only **7.95**

25 only mens all wool shirts . . . Fancy plaids . . . long sleeves, were regular sellers at 8.00 and 8.50 Reduced for this weekend, each **6.75**

20 only mens heavy all wool Mackinaw jackets, subdued plaids . . . zippers and button front. Size 36 and 38 only . . . Buy 'em for only **5.00**

## Men's Clothing

MAIN FLOOR

Men! . . . Suits at \$39.50 . . . Not the lowest price? we know that . . . But we guarantee its the "BEST" value . . . 60 mens yarn dyed suits regular up to \$67.50 . . . stripes . . . plains . . . English flannels and what have you . . . all sizes, single and double breasted . . . Thursday, Friday and Saturday only . . . (no alterations), each **39.50**

A big assortment of mens pants . . . Dixon tweeds . . . hair lines . . . worsteds . . . all sizes, clearing price **6.95**

12 only Smoking Jackets . . . all pure wool . . . Regular up to 12.50. Tans and wines To Clear, each **5.00**

## Men's and Boys' Basement

Boys two tone windbreakers . . . heavy all wool, regular 3.49 and 3.95 sellers . . . Sizes 26 to 34 . . . Reduced for this weekend, each **2.69**

Boys Flannellette pyjamas . . . Sizes 30-32-34 only . . . regular 1.85 value . . . This weekend at **1.49**

Boys Khaki Shirts . . . size 13 only . . . Regular \$1.19 . . . Special for this weekend, each **98c**

Boys Brushed Wool zip front jackets . . . Plain blue and maroon shades . . . Sizes 32 and 34 only Regular 2.75 . . . This weekend **2.19**

Mens heavy doeskin shirts . . . fancy plaids and checks in blue and fawn, all sizes 14½ to 17. Regular 3.75 reduced for this weekend **3.25**

Mens Felt Hats . . . all pure wool . . . in a host of shades . . . all sizes 6-8 to 7-1-4. Regular 2.25. Special at **1.98**

Mens All Wool-flannel shirts . . . sizes 14½ to 16 in plain fawn and grey shades, were \$4.75 . . . Now for this weekend **3.95**

Mens Heavy Doeskin zip front jackets . . . plain brown and navy . . . Sizes 36-38-40 only . . . were regular sellers at 3.75. Now selling at **2.49**

## Yard Goods

SECOND FLOOR

### SEW and SAVE

For new merchandise . . . the ladies winter coatings really get the axe . . . at regular prices they were wonderful values . . . Now all winter coatings including "Suede Polos", Broad-cloths, Gabardines, etc., in the newest shades . . . Winter White, Cocoa Brown, Grey, Green, Navy, Black, Scarlet and Wine . . . all full 54" widths . . . Out they go this weekend at per yard **3.98**

Calanese lingerie crepe 47" wide in pink only, regular \$1.25 value . . . Now being cleared **98c** at per yard

Calanese Lingerie satin 47" wide in tea rose only. Regular 1.25. Now clearing **98c** at per yard

Silk Jersey . . . Six lovely shades to choose from, black, white, eggshell, brown and navy. Regular 1.50 value. Now reduced for this weekend to only, per yard **1.19**

## Children's Department

SECOND FLOOR

17 only girls winter coats . . . Sizes 3 to 14x, regular 6.95 to 29.50 . . . either fur or self trimmed, lots of shades to choose from . . . out they go **1/2 PRICE**

11 only girls ski suits . . . Sizes 2 to 14 . . . Heavy blanket cloth . . . gabardine or freize . . . a host of shades to choose from . . . Regular 10.95 to 16.95. Now clearing at 1-3 OFF

Girls 2 piece suits . . . Bolero and skirt and Jackets and skirts . . . All wool cloths in Brown, Blue, Grey or tan. Regular 9.50 to 16.95 . . . Clearing **5.00** at only, each

Girls Dresses . . . Wools . . . spun rayons and alpines . . . sizes 4 to 14 . . . Long and short sleeves . . . in nice fall shades . . . Clearing at **1-3 OFF**

Baby bonnet and Jacket sets . . . all pure wool . . . white and blue . . . Regular 3.25 Now clearing at **1.75**

Childrens Knitted wool leggings . . . Red only . . . Sizes 22 to 28 . . . Regular \$3.25 out they got at, per pair **1.00**

Girls Eiderdown bathrobes . . . Sizes 8 to 14 . . . Regular 3.25 to 7.50. Prices cut for this weekend **2.00** To only

Girls' Bathrobes for the five and six year olds . . . regular 4.95 now reduced to only **1.00**

Baby crib spreads . . . Chenille . . . large size in either white pink or blue . . . These were good value at 3.50 and 3.95. Now the price for this weekend, each **2.00**

Chenille carriage covers, Pink or Blue . . . Reg. 3.25, reduced for the weekend to only **2.00**

Wool carriage covers . . . were 2.95 and 3.50 weekend Special **2.00**

## Ladies' Wear

SECOND FLOOR

Read these over twice . . . Don't miss an item . . . There are exceptional values in this lot.

DRESSES . . . \$5.00 EACH

A whole rack full of misses and womens dresses in either crepe or satin . . . These dresses were regular up to \$25.00 . . . Be early . . . out they go at, each **5.00**

DRESSES . . . \$10.00 . . . REGULAR UP TO 39.00

Another rack full of dresses . . . regular up to 39.00 in both Misses and womens sizes . . . Grab 'em . . . only, each **10.00**

Need a new fur coat? . . . You can't afford "NOT" to buy at these prices . . . look 'em over.

Listed below are six only . . . French Seal (black dyed rabbit) in the long lengths and loose styles . . . Pick your size

1 only size 42, regular \$250.00 **150.00**

1 only size 16, regular 250.00 **150.00** Priced for this weekend

1 only size 12, regular 225.00 **150.00** Priced for this weekend

1 only size 18, regular 225.00 **150.00** Priced for this weekend

1 only size 40, regular 225.00 **150.00** Priced for this weekend

1 only size 42, regular 225.00 **150.00** Priced for this weekend

1 only Brown Coney (dyed rabbit) ~~size 18~~ **\$100** Regular \$179.00. Sales price

1 only Brown Coney (dyed rabbit), size 14. Regular \$160.00. Sale price **\$100**

1 only French Seal (dyed rabbit). Size 42 Regular \$195.00. Sale price **\$100**

1 only Brown (Jap rabbit). Sizes Regular 215.00. Now only **\$100**

1 only French Seal trim Persian Lamb coat . . . short length . . . Size 14. Regular \$300.00 **\$50** bill

1 only French Seal trim Muskrat . . . Short length . . . Size 16—also regular \$300.00 and also a steal for a **\$50** bill

1 only Viscacha fur coat . . . short length, size 14, \$115.00 value . . . Take it away for **25.00**

1 only Duvelyn cloth coat with Persian Lamb trim, short length . . . size 18. Regular \$135.00 **25.00** Grab it for only, this weekend

## Cosmetic Department

MAIN FLOOR

The Cosmetic Dept. can save you plenty on your Christmas buying. Look these over

Dorothy Gray "Lady in the Dark" sets . . . cologne and bath powder with lambs wool puff. Regular \$3.50 **2.00** value, now specially priced at

Dorothy Gray "Elation" bath powder supplied with fluffy lambs wool puff . . . Regular \$2.00 value . . . Now specially priced at only **1.00**

Dorothy Gray "Travelette" sets . . . containing creams, lotions, matching rouge and lipstick . . . Regular \$2.95 . . . Save a dollar . . . Buy it this weekend for **1.95**

Blustery Weather Lotion . . . Regular \$2.50. **1.25** Special

Teza Cologne and perfume by De Raymond . . . attractively boxed . . . Regular price \$1.00 each **50c** Priced for the weekend at each

Revlon Sets . . . Matching lips and fingertips with base coat . . . Natural retail \$1.60 . . . Now priced at only **1.00**

## Lingerie Department

SECOND FLOOR

THE CHRISTMAS SHOPPER'S PARADISE

Do your Xmas shopping this weekend . . . You'll save money. Ladies crepe and satin slips, white only in sizes 32 to 40. Regular 3.95 sellers. Now cut to less than half **1.95** This weekend each

Ladies rayon briefs . . . lace trimmed in white and blue . . . Sizes small, medium and large. Regular \$1.25 **95c** Sale Price

"Harvey Woods" cotton briefs . . . Tea rose shade only, sizes small, medium and large. Regular to 89c now priced for the weekend, each **59c**

"Stanfields" cotton bloomers . . . white only . . . sizes medium and large . . . Regular 1.25 value Now clearing, each **95c**

"Mercury" snuggles 15% wool . . . There is a long winter ahead . . . all sizes. Regular 1.50 **1.00** Sale price, per pair

"Koyser" snuggles, 30% wool in Tea Rose and white, size "small" only. Regular \$1.00 **79c** Now clearing at

"Strapless" bras, white and black in satin and lace trim . . . Sizes 30 to 38. Regular \$4.95 . . . Save \$2.70. Buy 'em this weekend for only, each **2.25**

Children's flannellette gowns . . . Pink and blue in sizes 3 to 6 years . . . Regular 1.35 value **1.00** Sale price, each

Children's silk pyjamas . . . Pink, blue and yellow, sizes 4-6 years. Regular \$2.95 sellers. **2.25** Now reduced to, per pair

Children's silk gowns . . . Pink and blue . . . Sizes 4 to 14 years . . . solve your Christmas problems at these low prices . . . Regular 2.00 to 3.50. Now reduced to a new low of \$1.50 and **2.50**

## Linen Department

THIRD FLOOR

Buy now, at very low prices, your winter requirements for making quilts, housedresses, aprons etc. 1 to 6 yards length remnants of Print cottons . . . white and coloured broad-cloth . . . Be early for these exceptional values.

Cotton Broadcloths . . . 36 inches wide . . . all the popular shades of Pink, Green, Gold, Blue, Peach and white . . . At the wonderful low price per yard **29c**

"Spero" Flannellette . . . rightly called the "Best in the World". 36 inch width. Striped in colours Brown, Blue and Wine . . . Regular 75c . . . Sacrificed for the weekend per yard **59c**

Gold Star Diaper Cloth . . . Buy a bunch of it! Regular 50c yard. Yours this week-end at **2.98** 10 yards for

Toweling . . . 60% linen . . . lovely heavy quality . . . colored border . . . 17 and 20 inch widths . . . Regular value up to 65c yard. Now reduced for the weekend **39c** to only, per yard

Dish Cloths . . . in gay coloured stripes . . . medium weight, special at 2 for **25c**

Checked Glass Towels . . . Buy 'em by the dozen, good quality . . . Regular 39c seller . . . Now selling at 3 for **1.00**

Unbleached Sheeting . . . Sturdy quality that will give years of service . . . Two price groups. 72" inch width . . . a special **68c** at per yard

81" width . . . also a special **78c** at per yard

## Boys' Wear

Mothers . . . This is where we hit hard . . . Dress up John . . . or David the College student in a new overcoat while these prices are low.

16 only boys overcoats, sizes up to 14 years . . . \$9.95 These are carried over from last season and they must go out . . . Regular price up to \$21.00, Blues . . . Browns and Tans **9.95** Prices slashed for the weekend

27 students overcoats . . . Regular up to \$42.50. Now \$17.95. Yes mothers well below 1-2 price . . . they are carry overs from last year but are terrific bargains. Don't pass these up . . . You can't afford to . . . all sizes and colors from size 33 to **17.95** 37. Be early, out they go at

Our entire stock of regular flat crown peak caps, each **50c**

10 doz boys all wool sweaters . . . plains and fancies . . . striped and diamond design, regular to **2.98** \$3.95. Now on sale for this weekend

Just arrived . . . a special purchase of boys woollette shirts . . . much heavier than the regular doeskin . . . check design and fancy figured designs . . . these are terrific value . . . all sizes, small, medium and large. Special purchase price **2.50**

6 dozen boys fancy striped shirts . . . Sanforized shrunk, bright patterns, fused collars, all size 11 to 14 1-2. Regular \$2.35 **1.98** Special this weekend

18 only boys heavy multi colored all wool jack shirts, sizes small, medium and large **4.95** Special

23 only boys Scotchlite jackets (glows in the dark), a big assortment of shades, lined, zip front, sizes 26 to 38. Regular 9.95 **7.50** To clear at only

## Ladies' Millinery

SECOND FLOOR

Here's terrific buys . . . a whole table full of ladies Fall and Winter felt hats in Black, Navy and Grey. Regular value \$4.95 to 7.95. Now clearing at **1.98**

## Ladies' Basement

Only two items from the ladies basement . . . But they're plums . . . You can make a saving on these items.

25 doz ladies sub-standard Nylon hose, 42 gauge . . . newest shades . . . fog-grey, Cocoa frappe Brown, Chaiot, Light Fawn . . . 1.65 if they were firsts . . . and the flaws! . . . well they're hard to find . . . But out they go this weekend, per pair **1.00**

9 doz. women's botany wool hose . . . reinforced with cotton to give extra wear . . . nice fawn shades . . . There is a long winter ahead and these wool hose will come in handy . . . Buy now and save 25c on every pair **1.00** Thursday, Friday and Saturday Special, per pair

## House Furnishings

SECOND FLOOR

The best that can be said about flannellette blankets, that's right . . . "They're lbex" and "They's Kingcot" . . . white or grey with colored borders of blue and pink . . . Big generous double bed size 70 x 90". Special for the weekend, per pair **4.49**

Drapery Chintz . . . Be early . . . only 500 yards, second quality . . . newest patterns and colours . . . clearing in two price groups.

Regular 59c quality clearing at per yard **39c**

Regular 79c quality being cleared at per yard **59c**

Marquissette curtaining, seconds of good quality white, dotted Marquissette, 40 inches wide . . . had been selling regularly at 59c. Now reduced for this weekend **29c** to, per yard

Bed comforters . . . why be cold when it costs so little to be warm . . . chintz covered cotton filled with all new material . . . double bed size 66" x 72" Special this weekend only, each **4.95**

"Fit Tite" chair covers . . . wing style only . . . strong hard wearing . . . Green or wine elastic-like covers, supplied with one cushion cover. Regular 7.95 **4.95** Now clearing at

Scrim curtaining . . . white with colored flock pattern in either red or green flocks . . . 36 inch width . . . clearing this weekend at, per yard **29c**

Rayon drapery . . . a big assortment of clearing lines in plain and damask design— in a wide choice of colours . . . Clearing at **1/2 PRICE**

MOORE & McLEOD limited