



42nd ANNIVERSARY Sale

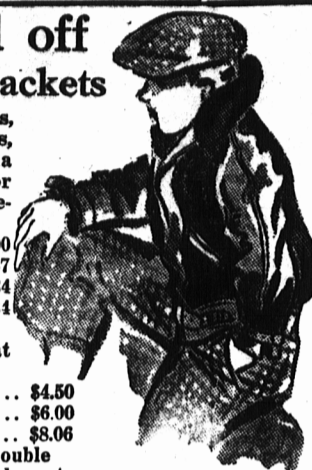
Opens Monday Morning January 14th

JANUARY is our business birth month. It was January 1893 . . . so we're 42 years old, and if that's a scandal make the most of it. It has been our privilege during those years to serve from three to five generations of the same Prince Edward Island families . . . we feel well preserved and hope to go on for as many generations more. Meantime—we'll celebrate this month with a sale that will save you money and interest you a lot. Come in and help us celebrate.



One third off Boy's Leather Jackets

Boy's Leather Jackets, leather collar and cuffs, knitted waistband, vicuna and plush lined. Black or Brown Sheepskin and Horsehide at 1/3 off.
 Reg. \$4.50 jacket for \$3.00
 Reg. \$5.50 jacket for \$3.67
 Reg. \$6.50 jacket for \$4.34
 Reg. \$8.00 jacket for \$5.34
 All Boy's Leather Coats, with or without fur collar at 25% off.
 \$6.00 Coat, now \$4.50
 \$8.00 Coat, now \$6.00
 \$10.75 Coat, now \$8.06
 Boy's Corduroy Breeches, double and leather knees and double seat at 25% off.
 Regular \$1.65 breeches for \$1.24
 Regular \$2.50 breeches for \$1.88
 Regular \$3.00 breeches for \$2.25



42nd Anniversary Sale 42c Values for men

- | | |
|---|---|
| Men's Ties Each 42c | Men's Cuff Links Pair 42c |
| Men's Bow Ties Each 42c | Boy's Wool Golf Hose Pair 42c |
| Men's Hookon Ties Each 42c | Boy's Broadcloth Blouses Each 42c |
| Men's Linen Handkerchiefs 42c | Boy's Braces Pair 42c |
| Men's Belts Each 42c | Boy's Belts Each 42c |
| Men's Invisible Braces Pair 42c | Boy's Woolen Gloves Pair 42c |
| Men's Woolen Gloves Pair 42c | Boy's Gauntlet Mitts Pair 42c |
| Men's Silk Scarves Each 42c | |



Silkknit and Crepe de Chine Underwear, Pyjamas, Gowns, Dance Sets, Slips 1/3 Discount
 Silkknit Bloomers — all Children's Silkknit Pyjamas. Red only. 42c
 Regular 59c 89c
 Broadcloth Slips — Corsets and Corsetettes
 Black Sand, Tea Rose, White. Regular 42c
 \$1.00 89c
 Cotton Kayserette Panties and Vests. 42c
 Regular 50c 59c
 Flannel Gowns \$1.42
 Regular \$1.75 \$1.35
 Long Sleeves Regular \$1.50 89c
 Wool Vests. Regular up to \$1.75
 Clearing 59c

KOTEX 2 for 42c
KLEENEX 2 for 42c

42nd Anniversary Sale



Our Entire Stock Boy's & Men's Clothing 25 per cent off

Our entire stock of Men's and Boy's Suits—Tweeds and Worsteds offered at 25% OFF
MEN'S OVERCOATS—1/3 OFF
 Men's, Young Men's and Standard Model Overcoats in Silvertones, Meltons, Tweeds and Friezes. Nicely tailored well finished range. Regular \$15 value, now on sale at 1/3 OFF **\$10.00**
 Heavy Tweed Ulsters in Checks and Herring Bones, with wide collar, half belt and satin twilled lining **\$13.35**
 Regular \$20.00 coat for
 Another fine range of Elysian, Tweed, Melton and Whitney Coats in all the newest shades and patterns. Latest models—plain and 1/2-belts, Raglans, Guards and Belted Models. Regular \$25.00—1/3 OFF **\$16.65**
 Now

42nd Anniversary Sale WORK SHIRTS

Men's Heavy Winter Work Shirts 25% OFF
 Doeskin Shirts in Fawn, Khaki and Navy. 94c
 Regular \$1.25 for
 Extra heavy weight, Doeskin Work Shirts in Blue, Green, Fawn and Navy. Regular \$1.12
 \$1.50 shirt for
 Navy Blue and Grey Flannel Work Shirts. Regular \$1.75 for **\$1.32**
 Heavy quality all wool Flannel Shirts in grey and navy. Reg. \$2.25 now **\$1.70**
 Heavy All Wool English Gloves 50c gloves for 38c
 Heavy All Wool English Gloves 60c Gloves for 45c
 Heavy All Wool English Gloves. 75c Gloves for 57c
 Heavy All Wool English Gloves. \$1.00 Gloves for 75c
 Heavy All Wool English Gloves. \$1.25 Gloves for 94c
 Small quantity of Men's Broadcloth Pyjamas at 25% off. \$1.50 quality for \$1.12; \$1.75 for \$1.31; \$2.00 for \$1.50; \$3.00 for \$2.25.
 Men's Heavy Winter Caps with inside bands. Regular \$1.50 for **\$1.12**

42nd Anniversary Sale DRESS FABRICS

Lot fancy Printed Crepe. Good assortment of colors. Regular prices 1.25, 1.39, 1.50 and 1.75 yd. Clearing price for the lot, yard **85c**
 3 pieces Printed Crepe. Brown, Navy and Black only. Regular price 79c. Special yard **60c**
 Black Transparent Velvet. 36 inch. \$2.00 for Yard **\$1.60**
 Black Transparent Velvet, 36 inch. Silk back. \$2.65 for Yard **\$2.10**
 Black Transparent Velvet. 41 inch. Silk back. \$3.25 for Yard **\$2.60**
 Pure Silk Flat Crepe. 38 inch. 15 colors to select from, Special Yard **75c**
 All other Silks, Crepes, Satins, Georgettes, etc. 20% Discount
 3 pieces Cut Velvet. Brown, Copenhagen and Wine only. 1/2 price \$3. for yd. **\$1.50**

Clearance COATS



In 4 groups

Every garment now this season. They are all richly fur trimmed, soft handsome luxurious collars, all made in the cloths that are most popular to-day.
4 IMPRESSIVE GROUPS
 Group 1, ALL COATS from \$16.95 to \$19.50 sell for \$12.42
 Group 2, ALL COATS from \$22.50 to \$29.50 sell for \$15.42
 Group 3, ALL COATS from \$32.50 to \$39.00 sell for \$19.42
 Group 4, ALL COATS from \$42.50 to \$48.00 sell for \$25.42



25 per cent off These NEW FUR COATS

French Seals, Muskrats, Raccoons, Hudson Seals, beautifully made by Canada's foremost furriers, will be cleared in this 42nd Anniversary Sale.
 \$ 95.00 Coats for \$ 71.25
 \$120.00 Coats for \$ 90.00
 \$160.00 Coats for \$120.00
 \$185.00 Coats for \$148.75
 \$215.00 Coats for \$161.25
 \$245.00 Coats for \$183.75
 Fur Felt and Velvet Hats, smart styles, such as have been regularly selling at prices up to \$3.95 **\$1.42**
 French Berets in all colours and sizes. 42c
 Regular 69c
 Wool Felt Hats in Brown, Navy, Wine Green and Black 42c
 at

42nd Anniversary Sale OF BLANKETS

White all wool Blankets. Reg. \$6.25. Sale price per pair \$4.42
 White all wool Blankets. Reg. \$8.75. Sale price per pair \$6.42
 Grey all wool Blankets. Reg. \$6.25. Sale price per pair \$4.42
 Colored Check wool Blankets. Reg. \$7.75. Sale price per pair \$5.42
 72" inch Grey Wool Blanket Cloth. Reg. \$2.50. Sale price per yard \$1.42
 Balance of All Wool, White or Grey Blankets also Solid Colored and Reversible Blankets including Kenwood and Madawaska lines at discount of 20% off

42nd Anniversary Sale Overdrape FABRICS

42nd Anniversary Sale of Overdrape. Complete range of Silk, Damasks, Plain and Fancy Repps in a full line of colors and designs. Clearing at the following prices:
 Drapery worth 50c to 75c. per yard 21c. Two yards for 42c
 Drapery worth 75c to \$1.00. Clearing at per yard 42c
 Drapery worth \$1.00 to \$1.50. Per yard 71c two yds. for \$1.42
 Drapery worth \$2.00 to \$3.00. Clearing at per yard \$1.42
 42nd Anniversary Sale of Chintz and Sateen
 Chintz. Regular 25c. Sale price, 2 yards for 42c
 Chintz. Regular 35c. Sale price 5 yards for \$1.42
 Sateen. Regular 60c. Sale price per yard 42c
 42nd Anniversary Sale of Curtains and Curtaining
 Frilled Curtains. Reg. 55c. Sale price per pair 42c
 Lace net Curtains. Reg. \$1.00. Sale price 2 pairs for \$1.42
 Lace Net Curtainings. Regular 85c. Sale price per yard 42c
 Few pairs odd and soiled curtains. Clearing at 1/2 PRICE
 Balance stock of Curtains and Curtain materials 25% off

Sale of Samples in dainty Fancy Linens at less than regular Wholesale Cost

SALE OF Substandards TURKISH TOWELS 35c pr.

Moore & McLeod Limited

12 Ladies' Tweed Suits 1/2 Price

All good wearable styles, made up in smart new fabrics and being cleared now in our 42nd Anniversary Sale, to make room for new goods. Suits regularly sold at \$16.95 to \$39.00 you can take them at \$8.48 to \$19.50

1/3 off Ladies Knitted Suits

This group of suits includes some of the most desirable garments that you have seen. There's nothing that serves so many useful occasions as a pretty knitted suit.
 This range from \$12.50 to \$29.50 will be sold at \$8.34 to \$19.67 ONE THIRD OFF

Pretty Dresses \$5.95

PRETTY DRESSES WORTH TO \$8.95. 42nd ANNIVERSARY SALE . . . \$5.95
 And there are many dresses in this group that would appeal to you. Make your plans to SEE THEM FIRST.
 Special lot of DresseNew Dresses in prints worth to \$12.50 and Crepes. **\$2.95**
 for \$7.50 See them \$2.95
 42nd ANNIVERSARY BARGAIN IN DRESSES from \$16.50 and upward ONE THIRD OFF
 BLOUSES will be cleared at ONE THIRD OFF

HANDBAGS

Ladies' Handbags. Assorted colors and styles. 25% Discount.
 \$2.00 Handbags for \$1.50
 \$3.00 Handbags for \$2.25
 \$4.00 Handbags for \$3.00
 \$6.50 Handbags for \$4.88

SLIPPERS

Ladies' and Children's Bedroom Slippers
 Some Suede Leather and Some Kid. They all have beaded and fur-trimming 25% Discount
 \$1.00 for 75c \$1.50 for \$1.13
 \$1.25 for 94c \$1.75 for \$1.32