

# ALTERATION SALE

...One Third and One Half  
Complete Stock reduction

...business it became necessary for us some time ago to secure the  
...years—the remainder we are now getting ready to use.

...and they will practically rebuild the structure. Their presence in the  
...damage to the goods—and above all—much money. In order that we  
...this great ALTERATION SALE.

...goods with only a scant half dozen of trifling exceptions our who'e stock

...this sale—that goods cannot be sent out on approbation—and that terms

...ness that will result from this great offering—and we will merely ask  
...venient.

...o'clock This Morning.

## Discount Goods

...ery dollar purchase you  
...discount is given you  
...store—practically every  
...proportion at TWENTY

...ds.  
...t.  
...reps.

...s.  
...s.  
...tc.

...e (except Penman),  
...oves.  
...chiefs.

...itts.  
...handkerchiefs,  
...andkerchiefs.

...Coats.  
...new.  
...cept Stanfield's.)  
...Sweater Coats.  
...mpers.

...Night Shirts.  
...ats.

...and Scarfs.  
...Coats.  
...Coats.

## 25 per cent Discount off these goods

A LITTLE STUDY WILL show you that large  
...proportion of the most desirable goods in the store can  
...be bought at this discount during the next few days.

Go carefully through the list—come down early—  
...make a list of the goods you want—you will be surpris-  
...ed at the speed with which you will be served.

- 25 per cent off Silk Waists
- 25 per cent off Sateed Waists.
- 25 per cent off Net Waists.
- 25 per cent off Tailored Blouses.
- 25 per cent off All Wrappers.
- 25 per cent off Waterproof Cloa's.
- 25 per cent off Dressing Gowns etc.
- 25 per cent off White Table Linens.
- 25 per cent off Colored Table Linens.
- 25 per cent off all Napkins.
- 25 per cent off all Towels.
- 25 per cent off all Art Sateens.
- 25 per cent off all Table Covers.
- 25 per cent off all Portiers.
- 25 per cent off Curtain Nets.
- 25 per cent off Bear Coating Cloths.
- 25 per cent off Wool Blankets.
- 25 per cent off Silre'e Cloth.
- 25 per cent off Colored Felts.
- 25 per cent off Down Comfort's.
- 25 per cent off Fancy Linens.
- 25 per cent off Wall Paper.
- 25 per cent off Pillows.
- 25 per cent off White Counterpanes.
- 25 per cent off White Lace Curtains.

## Sale Terms

All Cash—No Charges.  
No Goods "On Approbation"  
Parcels will be delivered as promptly  
as possible.  
Please carry small Parcels.



## 20 Per Cent Off All These New Furs

YOU KNOW THE EXCELLENCE OF  
THIS great fur department of ours. You know  
how close our margin of profit is and has been.  
You can realize easily the attraction of the dis-  
counts offered in our

### Great Alteration Sale

- \$13.95 Mink Scarfs at \$11.17.
  - 15.00 Mink Scarfs at 12.00.
  - 53.50 Mink Scarfs at 51.80.
  - 62.50 Mink Scarfs at 50.00.
  - 29.00 Mink Muffs at 23.20.
  - 50.00 Mink Muffs at 40.00.
  - 79.00 Mink Muffs at 63.20.
  - 17.00 Sable Scarfs at 13.60.
  - 18.00 Sable Muffs at 14.40.
  - 16.50 Persian Lamb Scarfs at 13.20.
  - 27.00 Persian Lamb Muffs at 21.60.
  - 6.00 Persian Paw Muffs at 4.80.
  - 8.75 Persian Paw Scarfs at 7.00.
  - 11.50 Persian Piece Muffs at 9.20.
  - 14.50 Persian Piece Scarfs at 11.60.
- These only give a taint idea—the reductions  
apply all round to all furs—anticipate your wants—  
buy now.

## Heavy Reductions in Men's Wear

THE MEN'S STORE is crammed with  
bargains during this great sale the  
finest range of furnishings in the city is  
here for your choice—and every line is very  
specially reduced during this great AL-  
TERATION SALE. We'd like to have  
every man within reach of this store to visit  
this great sale—and see for himself just  
what the savings are and what they mean  
to him.



- 25 per cent off Underwear (except Stan-  
field's)
- 25 per cent off Sweaters and Sweater  
Coats
- 25 per cent off Overalls and Jumpers
- 25 per cent off Men's Shirts
- 25 per cent off Night Shirts and Pyja-  
mas
- 25 per cent off Boys' Sweaters and  
Sweater Coats
- 25 per cent off All Boys' Overcoats
- 25 per cent off Men's Umbrellas
- 25 per cent off Men's Linen Collars  
and Cuffs
- 25 per cent off Men's Cashmere and Wool Sox
- 25 per cent off Men's Handkerchiefs
- 25 per cent off Men's Sheep Lined Coats
- 25 per cent off New Cloth Caps
- 20 per cent off Suit Cases and Bags
- 20 per cent off All Trunks
- 20 per cent off Lounging Robes
- 20 per cent off Men's Mufflers
- 20 per cent off All Smoking Jackets
- 25 per cent off Men's Neck Ties
- 25 per cent off Men's Gloves

The goods offered are right goods—they are new goods—they are at-  
tractive and stylish—and every item is desirable—dependable.

The discounts are exactly as indicated in the advertisement—every  
reduction mentioned you will get just as it is described. The terms are spot  
cash—no goods charged and no goods sent out on approbation. These splen-  
did chances to add to your wardrobe at a heavy discount will only be yours  
for a limited time during the GREAT ALTERATION SALE.

## One Third Off Smallwares

All the little needfuls that you  
want so many times a day about the  
house—here at a price cut of one  
third during

THE GREAT ALTERATION SALE

For example

ONE THIRD OFF ALL PINS.

- One third off Needles
  - One third off Combs
  - One third off Brushes
  - One third off Dress Shields
  - One third off Hose Supporters
  - One third off Elastics
  - One third off Hair Nets
  - One third off Boot laces
  - One third off Belt Buckles
  - One third off Collar supports
  - One third off Snap Fasteners
  - One third off Hooks and Eyes
  - One third off Purse
  - One third off Hand bags
  - One third off Tapes
  - One third off Whisks
  - One third off Collar Buttons
  - One third off Infants' Bibs
  - One third off Slipper Soles
- Hurry—now—and buy your needs in  
smallwares for the next few months  
at the

Great Alteration Sale



## Save on Stockings

- 25c Stockings are now 19c
  - 30c Stockings are now 23c
  - 35c Stockings are now 26c
  - 40c Stockings are now 30c
  - 50c Stockings are now 38c
  - 60c Stockings are now 45c
- PENMAN STOCKINGS are not in-  
cluded in the discounts

Great Alteration Sale

## One third off all these lines

HERE IS A KIND OF GUIDE BOARD to show you what items are reduced one third during  
the GREAT ALTERATION SALE. There are choice goods all over the store, all new attractive, all  
desirable which you will find mentioned here, some are more fully described in other sections of the  
advertisement, others not.

- One third off Dress Trimmings
- One third off Buttons
- One third off Smallwares, see list
- One third off Hair Switches
- One third off Hair Rolls
- One third off Cushion Cords
- One third off Embroidery Hoops
- One third off Black Lace
- One third off Embroidered Handkerfs
- One third off Ladies' Neckwear
- One third off Plumes and Tips
- One third off Cloth Tams
- One third off Ladies' Cloth Coats
- One third off Misses' Cloth Coats
- One third off Ladies' Silk Skirts
- One third off Silks
- One third off Millinery Ribbons
- One third off Shell Hair Goods
- One third off Hair Puffs
- One third off Stamped Linens
- One third off cushion forms
- One third off White Laces
- One third off Allover Lace
- One third off Vellings
- One third off Aviation Caps
- One third off Childs Headwear
- One third off Tullies etc
- One third off Childs' Cloth Coat
- One third off Cloth Skirts
- One third off Lingerie Waist

During the Great Alteration Sale

## 25 per cent Discount off Knitting Wools

YOU LADIES THAT ARE FOND OF KNITTING will be delighted with this special discount off the very wools  
that you will want most. The wools we sell are well known all over the country—you know that our motto in knitting wools  
is FULL WEIGHT. We carry none but the very best wools—and we offer them at a discount

WITH THE SINGLE EXCEPTION OF MONCTON FACTORY YARN

- 29 per cent off Ivanhoe
- 25 per cent off Andalusian
- 25 per cent off Fingerings
- 25 per cent off Shawl Wools
- 25 per cent off Beehive
- 25 per cent off Berlins
- 25 per cent off Aviation wool
- 25 per cent off Shetlands

Anticipate your wants in knitting wools—the investments is not large and the saving is great. With wools advancing  
at present rates you will make the best sort of a "deal" by securing all you will want for the next few months at these pres-  
ent prices. The terms are cash—without exception—please shop early each day.

At The Great Alteration Sale



## 20 per cent Discount on all Cottons Flannelettes, Cottonades, Gingham, etc

TO THE WOMAN WHO WANTS TO get a lot of sewing done up early in the season this  
offer gives a chance without parallel.

Probably the largest and best equipped wash goods department in the city—and that means in  
the Island—offers you choice of it best at 20 per cent discount.

- 20 per cent off Print Cottons
- 20 per cent off Flannelettes
- 20 per cent off Galates
- 20 per cent off Oxford Shirts
- 20 per cent off Lawns
- 20 per cent off Dimities
- 20 per cent off Grass cloths
- 20 per cent off Gingham
- 20 per cent off Cottonades
- 20 per cent off Ducks
- 20 per cent off White Cottons
- 20 per cent off White Linens
- 20 per cent off Fannels
- 20 per cent off all Denims

## Terms—Spot Cash—no Charges or "Appro"

THE MAIN OBJECT OF THIS SALE is to convert a lot of goods into cash, to make  
room, to give carpenters a better chance to work, to prevent dust damage, but frankly above all  
to get the money we need. In order to make this effective, swift, efficient, we must ask for cash  
settlement of every purchase. No charges during this sale.

At The Great Alteration Sale

# McLeod