



Stock--Taking Sale Commences Tuesday January 22nd.



Men's Winter Overcoats Worth to \$24.00 **\$12.50** Clearing at

17 Men's Fancy Tweed Winter Overcoats in fancy browns, greys and mixed tweeds, D. B. style, convertible collar, lined throughout with good, heavyweight English tweed cloth, these are all new style coats, and will give excellent satisfaction. Sizes 36 to 44 chest. Prices \$17.00, \$18.00, \$20.00, \$22.50, \$24.00. Special \$12.50

Boy's Coats Worth to \$13.00 **\$7.95**

10 only Boys' Winter Overcoats in fancy brown and grey tweeds, shawl and convertible collar, D. B. style, Balmacon and Belted style, with inverted plait in back. Sizes for boys from 10 to 16 years. Prices \$10.50 to \$13.00. Special \$7.95

Men's Suits Worth to \$18.00 **\$10.00**

36 Men's Suits at one of the biggest bargains ever offered. They come in fancy grey and brown tweeds, plain blues and black, all good up to date suits, this year's style, only being odd sizes we have decided to clear them at this giving-away price. Sizes 36 to 42 chest. Prices \$13.00, \$15.00, \$16.00 to \$18.00. Special \$10.00

COMMENCING ON TUESDAY, 22nd JANUARY, AND CONTINUING THROUGH THE WEEK, OUR ANNUAL STOCK-TAKING SALE WILL OFFER YOU MANY BARGAIN CHANCES, DESPITE CONSTANTLY ADVANCING PRICES. WE OFFER AN ARRAY OF BARGAINS THAT NO WISE HOUSEKEEPER CAN AFFORD TO PASS. AND IN ADDITION TO THE LINES ADVERTISED THERE ARE HUNDREDS MORE FOR WHICH WE HAVE NO ROOM. YOU ARE CORDIALLY INVITED TO VISIT THE STORE—IT WILL PAY YOU TO COME TO CHARLOTTETOWN THIS WEEK FOR YOUR SHOPPING—YOU'LL EASILY SAVE FAR MORE THAN YOUR RAILWAY FARE.

FREE

Sheetings and Pillow Cottons Hemmed Free of Charge Roller and Dish Towels Made up Free of Charge

This sale offers you a great opportunity to have your sheets—pillow cottons, towellings and the like made up without a penny of cost. Pay for the goods—we'll pay for the work. And our prices for the goods, as you will notice below, are in almost every case less than you could get them from the factory today.

Bleached English Sheetting in a good range of qualities—now is the time for you to buy them—every month sees a heavy advance—anticipate your needs—get them today. WE'LL HEM THEM FREE.
39c. 45c. 60c. 70c.

Bleached English Sheettings in fine evenly woven stout round thread materials. Most of them from the famous mills of HORROSKES & CO., every line offered at factory prices or less, . . . 50c. 60c. 70c. 75c.

English bleached pillow cotton, strong smooth round thread goods, will give you perfect satisfaction in wear, and will always look well, 42 inches in width 30c yd., 44 inches width, 32c. yd.

Fine English bleached Circular Pillow Cotton. This is really great value, and you will do well to secure your requirement now for months ahead. HEMMED FREE.
40 inch 42 inch 44 inch
55c. yd. 37c. yd. 39c. yd.

Wholesale Prices on Ladie's Coats, Furs, Suits Etc.

During the days of this stock-taking sale we will give WHOLESALE PRICES ON:—All Ladies' Coats, Suits, Furs, Fur Coats.

- COATS
- SUITS
- FURS
- FUR COATS
- SERGE DRESSES
- SILK DRESSES
- KIMONOS
- RAIN COATS
- BLOUSES
- CHILDREN'S COATS
- MISSIS' COATS

Wholesale Prices on Men's Overcoats

All our stock of Men's Winter Overcoats in tweeds, chinchilas and napps, to clear—

- \$15.00 Coat for \$13.50
- \$18.00 Coat for \$16.20
- \$20.00 Coat for \$18.00
- \$22.50 Coat for \$20.00
- \$25.00 Coat for \$22.50

Child's Winter Overcoats, for Boys from 3 to 9 yrs., to clear at—

- \$5.00 Coat for \$4.50
- \$6.00 Coat for \$5.10
- \$7.00 Coat for \$6.30
- \$8.50 Coat for \$7.65
- \$10.00 Coat for \$9.00

2 only heavy brown Beaver Robes, extra heavy quality, large sizes, reg. \$20.00 for \$17.00

The balance of our Boys' Overcoats to clear—
\$15.00 Coats now \$9.00
\$12.00 Coats now \$10.80
\$14.00 Coats now \$12.60

2 only Men's Black Curl Coats, heavy weight, black quilted lining, shawl collar, D. B. style. Full length sizes 40 and 42 chest. Regular \$22.50 for \$20.00

Grey Goatskin Robe, made from prime skins, well dressed and cleaned, the fur is heavy, long and mid grey in color, has good green plush lining, makes an excellent Robe for driving or motoring. Reg. \$18.50 for \$16.75

Brown Sack. Robes, made from heavy Brown Buffalo Cloth, interlined with rubber, trimmed with fancy scalloped border, Size 54 x 72. Reg. \$15.00 for \$13.50

10 only Boys' Khaki Tweed Suits, for boys from 4 to 8 years, has tunic, breeches and puttees, Regular up to \$7.50 for \$5.00

3 only Heavy Khaki British Warm Coats, flannel lined, regular \$7.50 for \$3.75
Size 9 years only.



BEAUTIFUL LINENS OF THE FAMOUS "SHAMROCK MAKE

Lines that are hard to get in most stores—impossible to get in many.

Bought many months ago at prices that make it possible to save you much money.

The finest range of linens in the world is that made by the famous "SHAMROCK" mills of Belfast, Ireland. Like the sterling mark on silver, the little SHAMROCK tells you of perfection in linens. This store sells SHAMROCK linens for Charlottetown. And we have plenty of them, bought when prices were easy to pay. The saving is yours.

Damask table cloths in good durable every-day quality, pretty designs, offered in two sizes.
72x72 inch \$2.50
72x90 inch \$3.00

SHAMROCK table linens, all pure linen in handsome designs, beautifully woven, napkins to match, each design. \$1.00 to \$10.00 each

Unbleached table damask in a strong durable cloth, floral design 60 inches wide, less than factory price, 75c

Bleached all pure linen damask of the famous "SHAMROCK" make in fine range of patterns. This affords you a really rare opportunity to secure a full supply of linens that are now practically off the market. Not only are these going to be much higher price, but in a short while they will not be available AT ANY PRICE.
\$1.35, \$1.50, \$1.60, \$1.75, \$2.00

IF YOU NEED A FEW NEW NAPKINS—GET THEM NOW

There's a splendid range here bought at prices away under the best we can do now. Selling at less than regular wholesale rates today.

Damask table napkins in all pure linen, great assortment of designs, standard sizes, selling less than today's factory price, per dozen. \$3.75

All pure linen SHAMROCK napkins. These are goods that are off the market, and so far as obtaining them again is concerned—they are practically priceless. Size 22½ x 22½ inches. \$4.50

GREAT STOCK—TAKING SALE OF WALL PAPER REMNANTS

This is the finest bargain chance for the housekeeper that can be imagined. Handsome papers—from the finest stock of Wall Papers in P. E. I. will be placed on sale at HALF PRICE. These are the lines of which we have only a few rolls—room and hall lots—left in stock. Instead of leaving them on our shelves—we'll pay you half their value to take them away. Borders to match in nearly every case. BUT COME EARLY

MOORE & MCLEOD LTD.

119-121 Queen Street, Charlottetown

Items of Interest in the Linen Room

Linen Roller Towelling of splendid wearing quality, strong round thread, 17 inches wide, at per yard 16c, 17c, 18c, 20c and 22c.

Bleached English Longcloth of splendid value, 36 inches wide, offered at less than the present Factory Prices, 12c, 15c, 20c.

Very high grade fine English Longcloth, very soft and free from dressing, full 36 inches wide, very special at . . . 22c, 24c, 25c

Hotrockses Madapolam, a beautifully fine soft cotton, especially adapted for underwear, etc., full 36 inches wide, no starch or dressing of any kind 18c, 20c, 23c, 25c, 30c.

Hemstitched Linen and Embroidered Pillow Cases, made from a good, strong, fine cotton and initialled in full range of letters, at each . . . \$1.25

Plain hemstitched runners, splendid quality with good wide, well worked hem, size 18x54 inches, . . . 85c

A wonderful range of linen huck towels, all pure linen hemmed, offered here retail at prices lower than the factory, 50c, 60c, 70c, 80c, 90c, \$1.00.

SHAMROCK brand figured huck towelling, in a good strong sturdy weave, very fine, all pure linen, a range of very beautiful patterns, 90c, 95c, 88c, \$1.00.

Plain, all pure linen huck towelling, admirably adapted for making towels, that will stand up to hard wear, 27 inches, great value . . . 40c

Good strong check glass towelling, durable and serviceable, at per yard . . . 15c

A specially good grade of check glass towelling 25 inches wide, a good dryer. Wholesale houses are getting more than our retail price today . . . 17c

Roller Towelling in three special lines, 17 inches wide, red border, bought many months ago and saving half a dozen advances in price . . . 8c, 10c, 12c.