

Womens Silk Coats
Worth to \$27.00
Small Lot Left At **\$9.75**



The Busiest Store on Charlottetown's Business Street

Moore & McLeod

119-121 Queen Street Charlottetown



Womens Summer Coats
Worth to \$16.00 each **6.50**
to clear out at

Midsummer Sale of Wash Dresses

All over the store there is no more tempting offer than this one. Every dress is new—the styles are all good—the dresses are fresh and most attractive.

There are gingham—muslins—voiles—reps—percales and all the rest.

And every dress is discounted

TWENTY-FIVE PERCENT

- 1.50 Percale Dresses now only 1.13
- 2.25 Percale Dresses now only 1.69
- 2.75 White Muslin Dresses only 2.06
- 3.50 White Muslin Dresses only 2.64
- 4.50 White Muslin Dresses only 3.37
- 5.00 White Muslin Dresses only 3.75
- 9.50 Dainty Voile Dresses only 7.13
- 10.50 Dainty Voile Dresses only 7.87
- 16.50 Marquisette Dresses only 12.37

Very special lot of pretty Dresses for Children, zephyrs, gingham etc., 2.00 for 1.00.

25 per cent off all White Blouses.

Midsummer Clearance Sale Opens here this morning--Study the Savings



Midsummer Sale of All New Wash Goods

This department will be the scene of a complete clearance—every item in it must be moved during this month—and if low prices will do the work—the goods are as good as sold already. A well assorted range remaining from the biggest season in our experience.

- 25 per cent off Dress Gingham
- 25 per cent off Zephyrs
- One third of all Voiles
- One third off Muslins
- One third off Foulards
- One third off Satines

- One third off Colored Linens
 - 25c White Organdie 12c
 - 15c Print 36 inch 10c
- Come in and see the finest wash goods department in the city.

Felt Hats Worth up to 1.50 each 25c Selling at



Midsummer Sale of Boy's Tweed Suits One Third Off

25 two piece suits for boys, from 4 to 8 years of age, good tweeds and worsteds, plain and Norfolk styles.

- 2.25 Suits are now \$1.50
- 2.75 Suits are now 1.84
- 3.00 Suits are now 2.00
- 3.75 Suits are now 2.50
- 4.50 Suits are now 3.00

50 Suits for bigger boys, 2 or 3 piece styles, ages 10 to 16 single and double breasted, latest patterns. Get one now before school opens.

- 4.50 Suits are now \$3.00
- 6.00 Suits are now 4.00
- 7.50 Suits are now 5.00
- 9.00 Suits are now 6.00
- 10.00 Suits are now 6.67

Wonderful range of boys Pants.

Midsummer Sale of Men's Wearables 25 per cent off

- 25 per cent off Outing Collars
- 25 per cent off Lisle Socks
- 25 per cent off Leather Belts
- 25 per cent off Bathing Suits
- 25 per cent off Pajamas
- 22 per cent off Mens Wash Vests
- 25 per cent off Boys Fancy Shirts
- 25 per cent off Mens Dust Coats
- 25 per cent off B. V. S. Scout Suits
- 25 per cent off Mens Khaki Pants

Just let your eye run over this list of wanted wearables—then make out a memo of your wants—and come to the store promptly—quick movers are big savers.

Midsummer Sale of Outing Trousers 25 per cent off

The man who likes to comfortable for cricket—golf—tennis—will find in this special sale a great chance.

All the Outing trousers in White and Stripe flannels.

All white duck Trousers 25 per cent off.

- \$1.25 Trousers are now 94c
- 3.75 Trousers are now 2.81
- 3.90 Trousers are now 2.93

Very special sale of Men's Khaki Duck Trousers for outing—fishing and so on.

\$1.85 Khaki Pants for 1.39

Felt Hats Worth up to 3.00 each 1.00 on Sale at



Midsummer Sale of 2 piece Suits 20 per cent off

These suits are just in a very short time—they are smart—new up to the minute in style—two piece—flannel or light tweeds—tans and greys—all sizes—

- \$15.00 Summer Suits now 12.00
- 25 per cent off Duts coats.
- 25 per cent off Lustre coats.

Come in to-day if you need any sort of a summer or early fall suit—we can make things interesting for you.

The finest range of men's summer furnishings in P. E. I.

Midsummer Sale of Boy's Wash Suits One Third off

THESE WASH SUITS ARE ALMOST as fresh as the day they left New York—but they were delayed on the way—and so the midsummer sale gets them.

AT ONE THIRD OFF

- 1.50 Wash Suits now only 1.00
- 2.00 Wash Suits now only 1.33
- 3.00 Wash Suits now only 2.00

One very special lot of boys wash suits—a little missed, but all right in style and quality will go on sale.

AT HALF PRICE

Come in—book for the sale sights

Midsummer Sale of Coolest Summer Underwear for Men

Men's Summer underwear "GETS THE AXE" during the great midsummer sale—light weights of all kinds—are discounted to clear. The offering includes Aertex—Balbriggans—B. V. D. etc.

- 50c Underwear now 38c 75c Underwear now 56c
- 1.00 Underwear now 75c 2.00 Underwear now 1.50

Come in and replenish your bureau drawer with the nicest sorts of summer underwear at a discount that makes underwear as cheap as factory prices.

Half Price Takes Choice of Great Line of Straw Hats Get After Yours To-day

Midsummer Sale of Stockings

During the "midsummer sale" this store will offer a great line of lisle and silk stockings, all light weight sheer goods.

25 PER CENT DISCOUNT

- 25 per cent off Veilings
 - 25 per cent off Laces
 - 25 per cent off Handkerchiefs
 - 25 per cent off Hand Bags
 - 25 per cent off Purses
 - 25 per cent off Frillings
 - 25 per cent off Ladies Belts
 - 25 per cent off Childs Cotton Sox
- Get your small needfuls during the midsummer sale and save a lot of money.

Midsummer Sale of Gloves

All sorts of silk and fabric gloves; with the exception of Kayser Gloves will be placed on sale during the "midsummer sale" at

25 PER CENT DISCOUNT

Special Sale Of Ladies Neckwear

On a big table in the front of the store we will offer a great range of pretty new wash neckwear of many kinds and styles

25 PER CENT DISCOUNT

Midsummer Sale of Dress Goods

OUR BUYERS HAVE GONE THROUGH the dress goods department with the determination to clear out every line of summer goods—if price will do the work. They have thrown out into special lots a great supply of very choice dress fabrics—including all sorts of goods that are desirable right at this moment.

Two Very Special Sale Assortments

No. 1. A great lot of handsome dress fabrics including many weaves, many colors, many fabrics, regular prices run from 55 cents to 1.15 per yard, and during the great MIDSUMMER SALE they go at

39 cents per yard

No. 2. This lot includes so wide a diversity of fabrics and price that we have grouped the lot at one special discount

There are all colors, there are many weaves, and every one good and new.

One Third Off

Midsummer Sale of House Furnishings

THROUGHOUT THIS BIGGEST DEPARTMENT of its kind in Charlottetown, we offer a series of summer clearing discounts that will make things interesting during the next few days. Come in and get your needfuls now.

- 2.00 Table Cloths for 1.45 25 p. c. off Lace Curtains.
- 2.25 Table Cloths for 1.65 25 p. c. off Curtain Nets.
- 3.00 Table Cloths for 2.25 25 p. c. off Curtain Muslins.
- 3.50 Table Cloths for 2.50 25 p. c. off Cretonnes.

ENGLISH OILCLOTHS 40c for 20c

One lot of yard wide English oilcloths—have been here too long—worth 40c yd will be cleared at 20c

- 25 p. c. off Art Muslins.
- 25 p. c. off Art Sateens.
- Specials in Table Covers.
- Specials in Poles.

WALL PAPERS 32c for 15c

A great assortment of pretty patterns for every sort of room regular to 32c for 15c.

WALL PAPER 42c for 20c

For bedrooms, parlors and halls this very choice lot of light and dark patterns 42c for 20c.