

20 per cent Discount off all linens, sheetings, etc, get your household needs today—save heavily.

25 per cent off All New Silks

Every silk in this department is good, reliable, fresh, new. There are plain silks of all colors and many fancy silks as well. Off every price there is now a discount of 25 PER CENT FOR CASH.

119-121 Queen Street, Charlottetown MOORE & McLEOD

The busiest store on Charlottetown's busiest street

Immense savings to you in every line during the enormous January sale discounts from 20 to 50 per cent

It is imperative for us to turn the larger part of our stock into CASH during the next few weeks. That is why we are giving this great range of discounts, that is why it will pay every woman or man in P. E. I. to come to Charlottetown and shop during this sale. You'll save your fare many times over on a fair sized purchase.

Our only terms now CASH please don't ask us to charge anything even for a day—All must be treated alike.

One Third Off Laces, Veilings, etc

All laces, embroideries, flouncings, pleated veilings, most lines of neckwear included in this count. Come in and be sure to see the range offered, newest and largest in the city.

25 per cent discount off Women's Coats 25 per cent discount off Dresses & Waists

During the days of this great sale you will have an opportunity to secure your choice of the best assortment of Coats, Suits, Dresses, Waists and other ready to wear garments that has ever been shown in this province. It is the policy of this store to clear out in its own season every garment bought. That is one main reason why we offer you in this great sale a discount of.

TWENTY FIVE PER CENT

Table listing various clothing items and their discounted prices, such as Coats, Dresses, Waists, Waterproofs, etc.

Twenty Five Per Cent Off all the Following Lines—Study Them—Remember the Discounts

Table listing specific clothing items eligible for a 25% discount, including Ladies Cloth Coats, Fur Collared Coats, etc.

ONE FIFTH OFF EVERY FUR—BUY FURS RIGHT NOW

Twenty per cent off Muffs, Twenty per cent off all Neck Pieces, Twenty per cent off all Fur Caps, etc.

All Trimmed Hats to go at Half price All Untrimmed Hats to go at Half Price All Fancy and Feather Mounts Half Price.

All dress goods and suitings yours at a quarter less than regular price

This whole great stock of dress goods is offered you at a complete price reduction of 25 per cent. There are in this section up to the minute fabrics of a score of different kinds—and a great range of each. You may choose to-day at a quarter less than the marked price in each case.

Table listing dress goods and suitings with their discounted prices, such as Dress Goods, Suits, Coat Linings, etc.

SHOP EARLY IN THE DAY—PLEASE DO NOT ASK FOR SAMPLES—AND PLEASE DO NOT ASK US TO CHARGE ANYTHING—THE SLATE IS BROKEN

Clearing out ALL FURS 20 p. c. discount

Every Fur in the store gets the discount axe, so that by the time stock taking commences we expect to have practically no furs whatever. Get in and see the best Fur Stock in P. E. I. offered at wholesale prices.

- 20 p. c. off all Mink Furs 20 p. c. off all Persian Lamb 20 p. c. off all Fox Furs 20 p. c. off all Wolf Furs 20 p. c. off all Marmot Furs

Furs of all sorts, Muffs, Neck Pieces, Children's Furs, all of them discounted. Get yours today.

CASH ONLY

All the new CORSETS 20 per cent off

Nowadays to say Corsets, is to say MOORE & McLEOD. There is just one well fitted, perfectly equipped Corset store, and it is now offering wholesale prices on the whole assortment.

Table listing corset prices, such as Corsets now only 80c, 1.25, 1.50, etc.

25 p. c. off all Women's Winter Underwear

There are more good kinds of Women's Winter Underwear in this one department than in most any other two stores. We have the size you want, and the kind you want.

Table listing women's winter underwear items and prices, such as Underwear, Suits, etc.

CASH ONLY

25 p. c. off Women's Sweater Coats

This of course includes all the Sweater Coats for the little girls as well. There is a wonderful range, and the assortment is very complete. You can buy during this sale for cash, at Factory prices, and often less.

Table listing women's sweater coats and prices, such as Women's Sweater Coats, Girls' Sweater Coats, etc.

Men's Winter Overcoats and Suits all deeply discounted for this Sale



THE BIG FEATURE ABOUT THIS CLOTHING STORE OF yours is that the stock is NEW. We have been going only for two seasons—and we have broken every record we set up for ourselves—and now to round up the stock before we commence stocktaking first February—we offer a tremendous clearing sale. Get your Suit or Overcoat right now—cash means a big saving.

Table listing overcoat prices, such as \$8.00 Overcoats are selling now for \$6.00, etc.

Any of the boys will tell you that we have the finest range of OVERCOATS to be seen in the city. All them—they know.

Table listing suit prices, such as \$8.50 Suits are selling now for only \$6.00, etc.

We sell SOCIETY BRAND—20th CENTURY and the other SUITS THAT FIT.

- 20 per cent off all our Boys Overcoats 20 per cent off all our Boys Suits 20 per cent off all our Separate Pants 20 per cent off all our Oil Skins 20 per cent off all our Slicker Coats 20 per cent off all our Fur Lined Coats

25 per cent off Soft and Hard Hats

All Soft and Hard Hats except STETSON HATS will be placed on sale at a discount of 25 per cent. Get the hat you have been wanting—get it now and get it cheap.

Table listing hat prices, such as \$1.50 Hats are now only \$1.12, etc.

GET A SILK HAT RIGHT NOW WHILE THE DISCOUNT IS OFFERED—YOU WANT ONE YOU KNOW. CASH ONLY

25 p. c. Discount off Men's Furnishings during the great sale which begins here Friday, Jan. 2nd

Need not tell you much about this department—you know what it is like—you know already that it is the biggest Men's Furnishings Department in the Province. You know that it carries the sort of stock you want to buy—you know that you can get quick—smart—intelligent attention at every counter. And now—you can get as well a CASH DISCOUNT OF TWENTY FIVE PER CENT.

ALL THE GOODS LISTED BELOW ARE NOW OFFERED YOU AT 25 p. c. off. STUDY THE LIST—SEE IF THERE IS ANYTHING IN IT THAT YOU WANT.

- Collars and Cuffs, Fur Lined Mitts, Wool Lined Mitts, Suspenders, Working Gloves, Silk Mufflers, Eastern Caps, Knitted Caps, Hockey Caps, Fur Caps, Dressing Gowns, Smoking Jackets, Flannelette Shirts, Duck Shirts, Gingham Shirts, Drill Shirts, Cloth Shirts, Knit Shirts, Fleece Lined Shirts, All sorts of Ties, Cotton Sox, Cashmere Sox, Silk Sox, Working Mitts, Wool Mufflers, All Cloth Caps, Fur Collars, Fur Mitts, Sheep Lined Coats, Pyjamas, Night Shirts (Flannelette), Men's Sweaters, Boy's Sweaters, Umbrellas, Gauntlet Gloves and Mitts, Astrachan Collars, Lined Winter Gloves, Unlined Gloves, Handkerchiefs, Garters, Armlets, Belts, Rain Coats, Overalls EXCEPT PE, BODY'S, Fur Collared Coats, Fancy Soft Shirts, Flannel Shirts, Home Made Sox and Mitts, Hard and Soft Hats EXCEPT STETSON, Cardigan Jackets, Brown Beach Jackets

20 per cent off the lines below

Table listing items for a 20% discount, such as Leather Suit Cases, Laundered White Shirts, White Night Shirts, etc.

Bear in mind—that every article offered will be discounted just as promised—that the terms at this sale are cash—that not a penny of credit will be given any customer at these discounts. Come—and come swiftly—if you have a single want in Men's Furnishings—get it now.