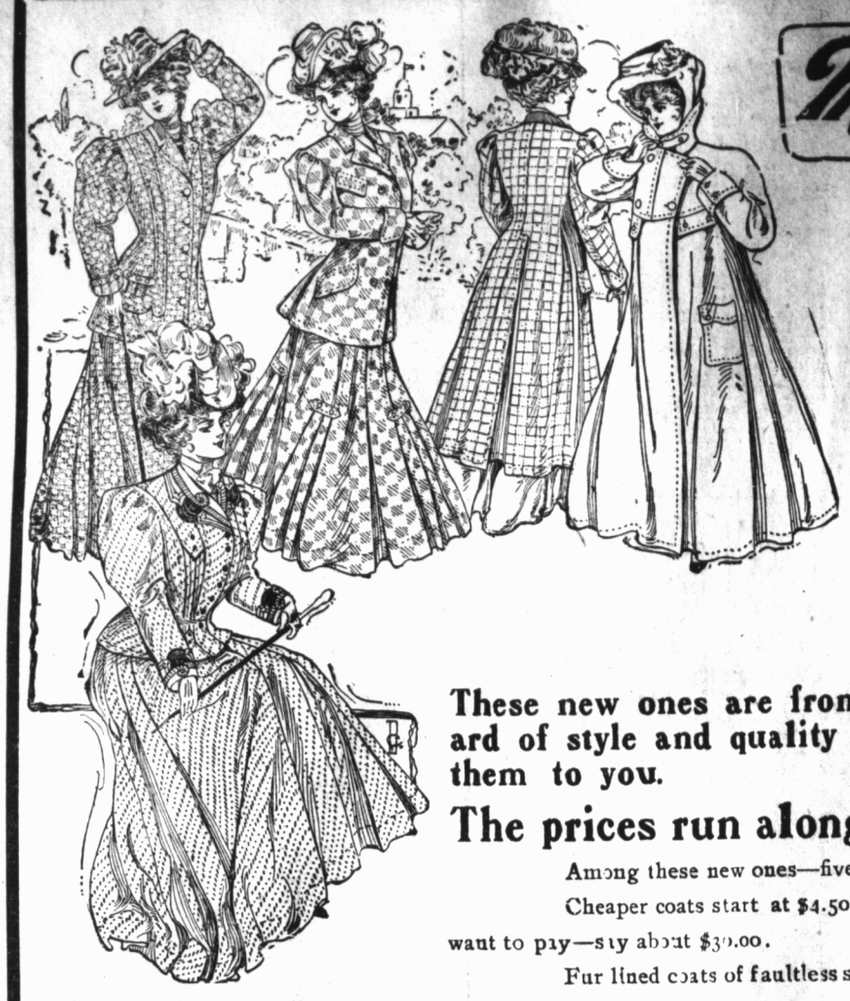

**Moore & McLeod**
The Millinery People

# MORE NEW COATS

**The enormous selling of the past month has created quite a dearth in some lines, which we have been filling up lately.**

**These new ones are from the maker whose goods we regard as the standard of style and quality for Canada—and we would like very much to show them to you.**

## The prices run along as follows $12.50, $13.50, $14.75, $19.75.

Among these new ones—five different styles all of them in the popular greys—mostly in mixed tweeds.

Cheaper coats start at $4.50 each—and go up by jumps of 50c and one dollar as high as you will probably want to pay—say about $30.00.

Fur lined coats of faultless style $82.00, $84.00, $115.00

# Keen competition is the best friend of this business

## The Most Stylish Dress Goods Wonderfully Low Priced

The thrifty shopper will have no difficulty in finding that particular piece of dress goods in our dress goods section.

Practically every new wool fabric that is fashionable can be had at our counters and we think that careful, keen comparison will show you our superiority in styles, qualities and prices. We will leave the comparison to you, and will accept your verdict without an objection.

Melton Tweeds in four colors, 40 inches wide, good value at ..... 21c

Forty inch friezes, in mixed effects of blue, green, fawn, brown and blue and brown..... 30c

Four colorings in a very fair mixed tweed—brown, two greens, blue, 40 inches wide very decent fabric for ..... 30c

Fine smoothly finished cloth 50 inches wide, Reseda, and slate, excellent value at..... 42c

A heavy all wool suiting tweed, 44 inch width, comes in mixed effects with a contrasted overcheck—mostly browns, greens and blues..... 60c

Handsome all wool Tweed—similar to the last line except that the finish is finer..... 78c

A fine line of absolutely pure wool venetian cloths, 46 inches wide, coming in black, navy, green, wine..... 78c

A Venetian, fine, smooth finish, 48 in. wide, all wool, black, wine, green, navy..... 90c

Similiar line, better finish, in black, wine, brown, 2 shades of navy and myrtle..... $1.05

Fine all wool venetian 51 inches wide, rich, smooth finish, fine clear colorings black, navy, green, brown and wine ..... $1.15

Broadcloths, beautiful, lustrous, silky, chiffon broadcloth weaves, in black, brown, navy, green, $1.45 and $1.65

56 inch all wool suitings, tweeds—in brown, green, navy and grey mixtures, ideal fabrics for knock about suits—and really fine value at $1.35

58 inch light weight friezes, smooth finish—no amount of wear will roughen their surface—durable wear and weather lasting fabrics at ..... $1.45

Write for samples—We are delighted to send you cuttings of any lines in stock. In your letter please give us all the information you can—so that we can send you the most suitable selection of samples.

## A splendid showing of Faultless Furs

FURS made up by the best makers in the world—imported direct from the hands of the makers—no midleman's profits to pay—every piece bought on a basis of SPOT CASH—every discount that big cash buying can secure is ours—and shared with you.

Then again every fur is carefully inspected, before we put it into stock—and if it cannot pass the most exacting test—it is not good enough for our customers—and it will not get in here.

Full round ruffs of Ohio Sable, deep rich color, natural tails, making very handsome neck pieces. The prices run according to size of fur at $5.95, 6.50, 7.95, 8.50, to 95. This class of ruffs is all in short full style with clusters of tails.

Long stole in Ohio Sable wide over shoulders—some all fur at neck, and a good many flat, satin lined models, all ornamented with natural tails, cord or chain fastenings, prices proportionate to size—$10.25, 12.75, 14.50, 15.00, 16.25, 16.95

Real Alaska sable ruffs in the short, round full styles, with cluster of natural tails at $8.75, 8.95, 11.50, 14.75, 16.50 Of course each price advance means a fuller larger ruff, and of choicest fur.

Real Alaska Sable Stoles, long fine graceful neck furs, deep rich colorings—finished with natural tails at $21.50, 23.50, 24.50, 25.50, 26.55, 27.75, 28.50 and up to 48.00. And every added dollar of price brings you an added excellence that's worth the advance.

Beautiful mink neck furs, of lovely designs and choicest marking.

Short mink ruff, 6 tails at..... $27.50

Longer mink ruff, 10 tails, 2 heads at ..... $32.00

Longer still, all fur, 6 tails, 2 heads at ..... $35.00

Graceful mink tie scarf, silk lined, chenille trimmings at..... $38.00

Long, handsome tie scarf of beautifully marked mink, ornamented with head, tails and claws at ..... $40.00

Very handsome mink stole, soft, fine fur, richly marked at..... $52.00

An extremely long tie scarf—80 inches long, twelve tails, the marking of this fur is the finest we've ever seen at ..... $62.00

Stone martins in ruff and stole style, beautifully made—of choicest fur, $30.00 and ..... $42.00

A beautiful Jap. fox set, rich, soft, fur, one of the most graceful things in the whole showing—Muffs and ruffs for..... $39.75

Muffs in all the furs mentioned can match any ruff shown—prices of muffs run from 80c. to ..... $62.50

Dainty little white furs for tiny tots at $1.95, 2.25, and..... $2.45

You are safe in buying here—we stand behind every garment we sell you, and you can count on correctness of style as well as absolute excellence of quality in every purchase. **Compare—that is the final test and we invite the test.**

## COMFORT MAKING UNDERWEAR FOR MEN

If you've caught an underwear that preserves your comfort by fitting you, and being suited to your skin, hold on to it.

We probably have it in more grades and gradations of price than you've hitherto found.

If you haven't caught the right thing yet, we can help you out. We've more sorts of good underwear than most men ever heard of—plenty of stout sizes too.

Men's Fleeced lined, $1.00 suit.

Men's Union Ribbed, $1.30 suit.

Men's Union Ribbed, $1.70 suit

Stanfield's Unshrinkable, in twelve different weights, $2.00 to $5.70 suit.

Watson's Unshrinkable, $1.70 suit
Tiger Brand, fleece lined, $1.80 suit
Wright Health, fleece lined $2.80 suit.
Penman's Natural Wool, $2.10 to $3.30 suit.
Wolsey, guaranteed unshrinkable, $4.50 to $6.30 suit.
The "Jason," natural wool, warranted unshrinkable, $5.00 to $6.30 suit.
Boys' Underwear, in eight different makes; sizes 20 to 32; from 50c. to $2.30 per suit.

## Newest Styles in Men's, Boys' and Children's Caps

Small boys' e'on skull caps in navy and cardinal, 25c.

" " " " " " fancies, 16 and 25c.

Bigger " caps in all the new shapes, golf, dauvin, congress, etc., 25, 38 and 50c.

Bigger boys' winter caps in golf shapes with ear protecters of warm flannel, and fur lined, 50, 55, and 75c.

Men's caps in dozens of different shapes (all new) for early fall wear, 55, 75, 95 and $1.15.

Men's heavy winter caps, golfs, yachts, norfolks, motors—every new shape, fur lined, 55, 75, 95 $1.15 to $1.50

We can suit the smallest child to the biggest man in any style size or color, prices 15c. to $1.50.

## New and Nobby Sweaters for Boys and Men.

Boys' sweaters in plain navy, cardinal or white, 55, 75, and 85c.

" " " fancy stripes, blues reds, greens 75, 85 to $1.25

" " " fine German goods, plain white, red, navy, $1.30 to $2.15.

Men's heavy wool sweaters in navy, 85 and 98c.

" " " " " fancy checks and stripes, $1.10.

" soft fine all wool sweaters in navy, black, cardinal and white, $1.25 and $1.50.

Men's fine German sweaters in plain white, navy and cardinal, $1.65 to $2.55.

Stanfield's famous all wool sweaters in brown, myrtle and grey, $1.25