

Mail Orders Swiftly Filled

Send in your orders—write plainly—and specify carefully what goods are desired, goods will be shipped on receipt of order—and money returned if goods not satisfactory, provided same come back in perfect condition.

Moore & McLeod AT 9 O'CLOCK FRIDAY MORNING

A Word on Terms

This sale is positive for cash only, no goods charged and none sent out on approbation—unsuitable or unsatisfactory purchases may be returned—and price will be refunded.

Our Great "After Inventory" Sale Commences

One Third off Dress Goods of all Sorts



The finest dress goods department in the city offers choice of every line in the store at 66 2-3 cents on the dollar. It behooves bright buyers to get in line for this chance early.

- 20c dress goods.....13 1-2c
30c dress goods.....20c
42c dress goods.....28c
75c dress goods.....50c
85c dress goods.....57c
95c dress cloth.....63c
\$1.10 dress cloth.....73c
\$1.35 suitings.....90c

Our famous "MONARCH" broadcloth—the finest value offered to our customers—beautifully finished, all wool, 54 inches wide, silkily smooth and soft, regular value \$1.75 now on sale at.....\$1.17



AND will continue two weeks only. During that time the finest dry goods stock in the Province will be placed on the market at discounts of twenty-five per cent, one third and one half. This is a clean—fresh stock—new and attractive. Every discount advertised will be honestly given—and every article exactly as represented. Swift, prompt action will pay you for the time is limited.

One Third Off All Furs

Fur coats, fur ruffs, fur muffs, fur collars, fur caps, furs for women, furs for children, cheap furs, expensive furs, every sort of furs, now on sale at a discount of.....ONE THIRD. Especially worthy of note are the pretty little Bear coats for small boys and girls, which are included in this great discount sale and are also subject to a discount of.....ONE THIRD

Coats go at 33 1-3 per cent and at 50 per cent

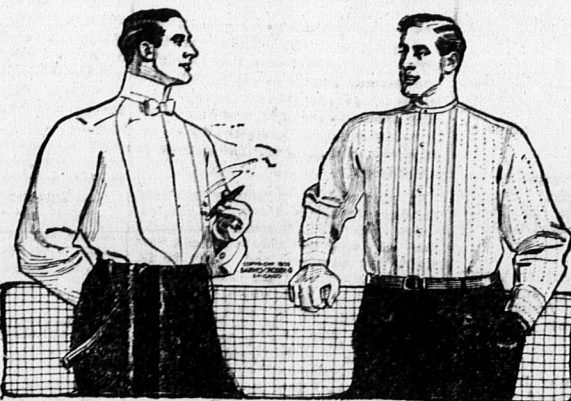
Every ladies' colored tweed coat in the house is now on sale at the tremendous discount of fifty per cent. Think of buying these handsome new garments for... HALF PRICE. All ladies' black cloth coats all new, thoroughly modern styles handsomely finished by the best German Tailors, style stitched into every seam clearing at this sale.....ONE THIRD OFF



Men's Wear Deeply Price Cut to Clear.

Every article in the men's furnishing department except the famous MOOR-MAC SHIRTS is now on sale at discounts ranging from 25 per cent to 50 per cent. For example:—

- Men's lounging robes..... Half Price
Men's smoking jackets..... Half Price
Men's fancy vests..... Half Price
Men's neck wear..... One Third Off
Men's night shirts..... One Third Off
Men's lined gloves..... One Third Off
Men's umbrellas..... One Third Off
Men's winter underwear..... One Third Off



More Saving Chances for Fore Handed Men.

Men who look ahead of their present needs will find in this great sale a splendid chance to replenish many lines in which their wardrobes are running short.

Twenty Five Per Cent Off One Third Off

- Men's white shirts (except MOOR-MAC)
Men's colored shirts (except MOOR-MAC)
Men's hosiery
Men's linen collars and cuffs
Overalls and jumpers
All sorts of suspenders
Men's working shirts
Men's sweaters
Men's cardigans
Men's mufflers of all sorts
Men's pajamas
Hair brushes

Great Savings Wait you in The Staple Department



- 25 per cent off, Print cottons, Satteens, White cottons, Gingham, Flannelettes.

- 25 per cent off Towels, Towellings, Table linens, Napkins, Table cloths.

- 25 per cent off Counterpanes, Sheetings, Pillow cottons, Fleecy cottons, Wrapperettes

- 25 per cent off Flannels, Ducks, Apron Cks., Muslins, Chambrays.

And all of these are here in probably better range in this store than in any other in P. E. I. This staple department of ours is known favorably all over the country. Mail orders promptly filled—and money back if you want it.

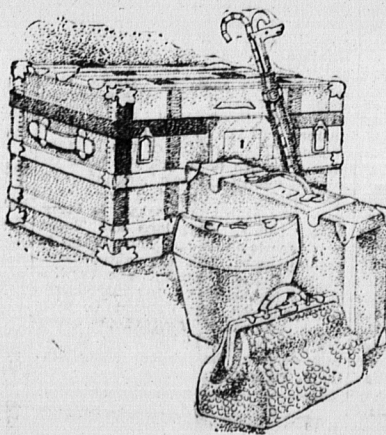


Moore & McLeod

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One Third Off

- All dress goods, All velveteens, All woolen gloves, All lined gloves, All black coats, All waists, All knit wool shawls etc., All feathers and flowers, All cretonnes and tapestries. All silks, All ribbons, All laces, All frillings, All children's coats, All velvets, All veilings, All neckwear and blits, All furs, All wrappers.



Twenty-five per cent of

- All unlined kid gloves, All handkerchiefs, All ladies' hosiery, All silk, peri lusta, All child's wool toques, All colored cottons, All towellings. All trunks, All ladies' underwear, All children's hosiery, All kloster silk etc, All wool yarns, All table linens, All valices etc, All children's underwear, All embroidery silks, All ladies' whitewear, All dress linings, All table oil cloths



Stanfield's THE UNDERWEAR FOR WOMEN.

Enclosed please find \$..... for which please send me..... Name..... Address.....

Please sign and fill out this order—anything that you are not satisfied with and return in good order we will gladly return remittance for.

Please shop as early in the morning as you can arrange... better for you and better for us also.

Hosiery 25 Per Cent Off

Especial attention is directed to this splendid department—the most complete in its line in the city—It will pay you to lay in a year's supply at our present notably low prices.

- 30c stockings.....23c
40c ".....30c
50c ".....38c
75c ".....56c

