

# 36th Anniversary JANUARY SALE Opens Wednesday, Jan. 2nd

THIRTY SIX years ago this establishment opened business in a little dry goods store at 121 Queen Street. It was, we think, a pretty, good little store, although it had no telephone, no typewriters, no cash carriers or registers, no adding machines. It's been growing with the years—and January 2nd is its birthday. So we're celebrating the occasion in this great "36th Anniversary January Sale."

## 25 per cent off Mens' Tweed Overcoats

Splendid Garments in Greys, Browns and Fancy Mixed Tweeds, plain and half belted models, plaid back effects, all smartly made, well tailored, shown in all sizes from 36 to 46 inches chest measure. Every coat is a good coat.

\$16.00 Coats for ..... ~~\$12.00~~ \$20.00 Coats for ..... ~~\$15.00~~  
\$18.00 Coats for ..... ~~\$13.50~~ \$25.00 Coats for ..... ~~\$18.75~~  
\$30.00 Coats for ..... ~~\$22.50~~

## One third off Scotch Tweed, Alpine and Llama Overcoats

Here's a wonderful chance to pick up a high class coat, beautifully made of any of these splendid fabrics.

\$35.00 Overcoats clear at 23.33 \$40.00 Overcoats clear at 26.67  
\$50.00 Overcoats clear at 33.33 \$75.00 Overcoats clear at 50.00

## 20 per cent off Blue Chinchilla Coats and Grey Serge Suits

## One third off all Tweed and Worsted Suits

We presume there is no doubt that this showing of fancy Tweed Suits is the largest and finest of the sort in Charlottetown. It includes handsome, stylish garments from the best makers in Canada, tailored perfectly, fitting smartly, wearing durably. For our 36th Anniversary Sale.

\$16.00 Suits sell for ... ~~\$10.67~~ \$25.00 Suits sell for ... ~~\$16.67~~  
\$20.00 Suits sell for ... ~~\$13.33~~ \$30.00 Suits sell for ... ~~\$20.00~~  
\$22.00 Suits sell for ... ~~\$14.67~~ \$45.00 Suits sell for ... ~~\$30.00~~

Wholesale prices on Blue and Grey Alpine, Montagnac and Kasha Overcoats, during this 36th Birthday Sale.  
DISCOUNTS OF 10 PER CENT TO ONE THIRD IN OTHER LINES NOT MENTIONED

### One Third Off

#### Women's Coats and Dresses

\$12.50 Coats for .. \$ 8.34 \$ 8.95 Dresses for \$ 5.97  
\$25.00 Coats for .. \$16.67 \$12.50 Dresses for \$ 8.50  
\$39.00 Coats for .. \$26.00 \$13.75 Dresses for \$ 9.17  
\$50.00 Coats for .. \$33.33 \$16.50 Dresses for \$11.00  
\$75.00 Coats for .. \$50.00 \$20.00 Dresses for \$13.34

### One Third off Raincoats for Women & Children

\$2.75 Raincoats for \$1.84 \$3.95 Raincoats for \$2.64  
\$6.95 Raincoats for \$4.64 \$8.00 Raincoats for \$5.34

\$12.00 Raincoats for \$8.00

\$2.25 Blouses for \$1.50 \$5.75 Blouses for \$3.84  
\$9.00 Blouse for \$6.00

### 25 per cent off Ladies and Childrens Sweaters

\$1.75 Sweaters for \$1.32 \$2.75 Sweaters for \$2.16  
\$4.50 Sweaters for \$3.38 \$6.00 Sweaters for \$4.50

### 25 per cent off

#### Kimonas, House Dresses, Smocks

\$3.95 Kimonas for \$2.97 \$1.95 House Dresses for \$1.49  
\$5.00 Kimonas for \$3.75 \$2.98 House Dresses for \$2.24  
\$8.00 Kimonas for \$6.00 \$3.95 House Dresses for \$2.97  
\$10.00 Kimonas for \$7.88

25 Per Cent off CHILDREN'S DRESSES  
Wholesale prices on all lines not specified.



## WHOLESALE PRICES IN ALL DEPARTMENTS

### Discount of 10 to 50% in the House Furnishings Department SPECIALS

Room lots Wallpaper ..... Half Price  
Corduroy Velvet, reg. .89 for, yard ..... .39  
Madras Over Curtaining, reg. to 2.00 yd.—yd. .... .49  
Portieres, reg. to 7.50 pr.—pr. .... 3.75  
Soiled Wool Crib Blankets, reg. 2.10 pr.—pr. .... 1.39  
Mat Fringe, reg. .25 yard—yd. .... .10  
White or Grey Flannellette Blankets, 1-4 size—pair ..... 1.79  
Grey only Flannellette Blankets, 66x78—pair ..... 2.00  
White or Grey Flannellette Blankets 72x84—pair ..... 2.25  
Plain White Flannellette Blankets 70x90—pair ..... 2.55  
Reversible Mats 27x54 reg. 2.25—pair ..... 1.69  
Swiss Net Curtains, reg. 4.50 ..... 3.37  
Down Comforts, reg. 9.00—each ..... 6.75  
Cotton Comforts, reg. 2.95—each ..... 2.25  
Colored Wool Blankets, reg. 8.00—each ..... 6.00  
Colored Homespun Blankets, reg. 5.75—each ..... 4.30  
Fancy Colored Flannellette Blankets, reg. 4.50—each ..... 3.37  
Lace Curtaining, reg. .32—yard ..... .24  
Marquette Curtaining, reg. .40—yard ..... .32  
Swiss Net Curtains, reg. 4.50—pair ..... 3.37  
Marquisette Curtains, reg. 2.75—pair ..... 2.10  
Net Curtains, reg. 2.95—pair ..... 2.20

### Boys' Suits 25% off

Boys' Suits in fancy Blues, and light and dark Tweeds, two, three and four piece suits, all sizes ..... 25 p. c. off  
Boys' Middy, Buster and Oliver Twist Suits, 2 to 8 years ..... 10 p. c. off  
Boys' Blousers and long Tweed Pants ..... 20 p. c. off  
Child's Winter Overcoats, Blues and Tweeds ..... 25 p. c. off  
Boys' and Youths Winter Overcoats ..... 25 p. c. off  
Boys' Mackinaws and Breeches ..... 25 p. c. off  
Boys' Golf Hose, all kinds ..... 25 p. c. off  
Boys' Caps, heavy and light ..... 25 p. c. off  
Boys' Mitts and Gloves ..... 25 p. c. off  
Boys' Shirts, Sweaters and Blouses ..... 10 p. c. off  
Boys' Tiger fleece lined shirts and drawers, 22, 24, 26 ..... .60  
Boys' Tiger fleece lined Shirts and Drawers, 28, 30, 32 ..... .75  
Boys' Tiger fleece lined Combinations, all sizes, 1.75 for 1.25

Men's Fall and Winter Caps ..... 20 p. c. off  
Men's Jumbo Coat and Pullover Sweaters, heavy weight Oxfords and plain Garnet, all sizes, reg. 3.35 for ..... 2.50  
Men's Windbreakers, flannel knit and cloth in fancy checks, all sizes, 4.50 to 6.75 for ..... 2.95  
Men's Fur Collars and Caps, Persian, Seal, Nertria ..... 25 p. c. off  
All Men's Sweaters, plain and fancy ..... 10 p. c. off  
Men's Underwear, all kinds ..... 10 p. c. off  
All Men's Furnishings ..... 10 p. c. off  
Men's Hats, snap and fedora styles ..... 10 p. c. off  
Suit Cases, Club Bags and Trunks at 10 p. c. disc.

### 25% off LADIES' WOOL AND LINED GLOVES.

All Scarfs and neckwear  
All ladies Umbrellas  
Ribbons  
Ad handbags and purses  
All infants booties and infantees  
All ladies Belts  
Rayons, Voiles  
Broadcloths  
Ginghams, Crepes, Wrapperettes  
Wool Dress Goods of all kinds  
All coating cloths  
Velveteens  
Chiffon Velvets

### 13 Colors in FUJI SILK 49c

Wholesale Prices in all Departments

### Half Price

The following items on the first floor will be sold at Half Price:  
Boxed Handkerchiefs  
Corsage Flowers  
Boxed Sets of Compact and Garters  
Handkerchief and Garters  
Dress Hanger and Handkerchief  
Shoe Trees and Garters  
Fancy Trimming  
Braids  
Padded Kimono  
Crepes

### Among the Linens

#### 10% off

White Cottons  
Sheeting  
Circular Pillow Cotton  
Hemmed Sheets  
Hemmed Pillow Cases  
Bedspreads  
Table Linens  
Table Napkins  
Linen Towels  
Turkish Towels  
Linen Glass Towels  
Linen Tea Sets  
Linen Luncheon Sets  
Linen Tea Cloths  
Linen Luncheon Cloths  
Embroidery Linens  
Roller Towelling  
Glass Towelling  
Runners  
Tray Cloths  
Centres  
Ovals  
Doilies

#### 25% off

Embroidered Pillow Cases, Linen Pillow Cases. All stamped linens.

#### 20% off

Odd lots Fancy Linens, Maderia, Clunys, etc.

### SPECIALS

English Turkish Towels 21 by 42 in. pair ..... **.69**  
Heavy Linen Crash Towelling, 5 yds. for ..... **1.00**  
Durable all Linen Huck Towels, 16 by 30-in. pr. .... **.45**  
All Linen Colored bordered Luncheon Cloths, 52 by 52 in., each ..... **1.00**

Moore & McLeod Limited

ALL FANCY PRINTED CREPE DE CHINES \$2.25 up to \$4.50 yard