

**Our Displays of Silks  
Have Created  
Unprecedented Interest**  
Colorings Hold Center of Attention

Aside from the comment that has been created because of the splendid showings made and the displays that are attracting such wide attention, it is to be noted that the colorings no doubt hold the center of the stage. We venture to say that no matter what your tastes, and how difficult it has been in past seasons to satisfy them as to colors—you are BOUND to find several designs to please you this Spring. It is not a question whether you'll like the patterns—they'll fascinate you at first glance.

**The New Silks are all Here**

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| Chinese Shauntung natural shade 33 to 36 inch at 65c, 75c, 85c, 90c, \$1.00, \$1.35, \$1.50, \$1.65, \$2.00. | Washable Crepe Pongee, 36 in ..... \$2.75 | Hirashire in Black 34 in ..... \$1.80 | Hirashike in White 34 in \$1.60 and \$1.80 | Hirashike in somewhat like Shauntung, but much finer and free from roughness. White wash Habutai, 36 in. \$1.00, \$1.25, \$1.75 | Black Wash Habutai, 36 in ..... 75c, \$1.15 | Fancy striped Shauntung, 34 inch ..... \$2.20 | Fancy spotted Shauntung, 24 inch ..... \$1.25 | Fancy coin spot Poplins, 36 inch ..... \$2.20 | Black Taffetas, 36 inch ..... \$2.00, \$2.25, \$2.50 | Black Taffetas, 40 inch ..... \$2.90 | Colored Duchess Mouseline, Burgandy, Purple, Old Rose, Myrtle and Brown, 36 inch ..... \$3.00 | Georgette Crepe, Black, Navy, Sky, Pink, 40 inch ..... \$2.00 | Striped Crepe de Chine, Pink, Yellow and White 40 inch ..... 2.00 | Satins in 19 inch width a great many colors for trimming and millinery purposes. 90c and \$1.00 | Guaranteed lining satins, 27 inch \$1.75 in Black, Rose, Taupe, Silver and Champagne. | Guaranteed lining satins, 36 inch Black, Navy, Gray. | Champaigne. Fine Nippon Pongee, natural color, 34 in. \$1.25, \$1.95 | Black Shauntung, 36 inch ..... \$1.65 | Tuto-Orlo is a very heavy silk something like Shauntung, but great deal heavier. Black, Navy and Brown, 32 inch ..... \$1.25 | Fancy striped Habutai, suitable for shirt waists 36 inch at \$1.60, \$1.75, \$1.95, \$2.25. | Fancy Taffetas for separate skirts, those come in stripes, clan tartans and fancy plaids, 36 inch \$2.75, \$3.00, \$3.25, \$3.75. | Plain Taffetas, 36 inch ..... \$1.90, \$2.25, \$2.60 | Black silks Palette, 36 inch ..... \$1.60 | Black silks Duchess, 36 inch ..... \$2.50 | Black silks Duchess, 36 inch ..... \$2.25 | Black silks Fleur de Nies 36 inch ..... \$3.00 | Black silks, Cotele, 36 inch ..... \$2.75 | Black silks, Bengaline, very handsome, ..... \$4.75 | Colored Poplins, Navy, Brown, Myrtle and Rose, 36 inch ..... \$1.80 | Crepe de Chine, White, Black, Navy, Copia, Sky, Maise, Gold, Pumpkin, Myrtle, Rose, Amethyst, 40 inch at ..... \$1.75, \$1.95, \$2.10 | Ninons, White, Pink, Sky, Black, Yellow, Navy and Mauve, 40 inch ..... \$1.40 | Fancy Dresdler and Pompadour silks, 36 inch \$1.60 and \$2.00. |
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**The New Shirts Are In**

These are of strong, firmly woven madras and other cottons in a full variety of colored stripe patterns. Compared to the average shirt now selling at the same price, you will say these are far and above the average. Full body, and sleeve lengths for all types.

We'd suggest that you buy three or half a dozen of them when you pass the store to-morrow and have an ample supply on hand for Spring.

- SOFT FRENCH CUFFS
- STIFF CUFFS
- SILK FRONT SHIRTS

Shirts at \$1.35 to \$3.50 each.

**Neckwear Delightful  
And Always New**



Among the new pieces are those of lace and net, to draw your particular attention to the fresh new sets of pique, sheer organdies and silk crepes. For dash and youthfulness, nothing we've yet seen comes up to them. Starting with 25c for a collar, prices rise by easy stages to \$3.00 for sets.



**Women's Spring Coats and Suits  
Feature the Last Word in Fashion**

Our stock embraces models for all types of figures; the snug, straight line coat, and the flaring box model, now so popular. New innovations in collars and pockets add to their attractiveness. Others in Military style have novel trimming. Gay colored silk linings are an important note, for in warm days the coat is more often carried on the arm, and for this reason the lining is to be given due consideration.

The fabrics most prominent are Poplins, Silk Duvetyn, Velour, Checks, Serge Coverts, and Tricotines. Prices range from \$12.75 to \$50.00



**Honest Facts About Our  
Spring Suits**

It would be childish to argue that you can buy as good a suit for the price now as you did years before. That would be as much as claiming that there never has been a war going on in Europe, that dyes cost as little as they once did, that importations of wool are going on as usual from Australia. All of which is not so.

But as a plain, unvarnished, unminced statement of fact, these suits are UNUSUAL VALUES. Bought of manufacturers who are the lowest-priced and most aggressive in their field, and with the equal aggressiveness of this store, bought many months ago and now selling at prices in many cases as low as present factory costs.

NEW SUITS FOR MEN \$11.00 to \$30.00 NEW SUITS FOR BOYS 6.00 to 18.00  
NEW SPRING OVERCOATS 12.00 to 30.00 BOYS SPRING OVERCOATS 5.00 to 8.50

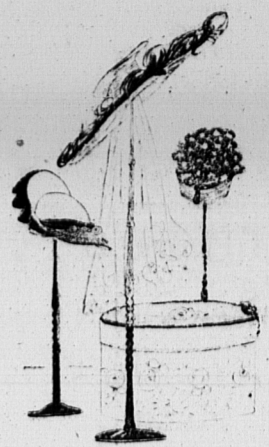
Come in and see the smartest showing of the new things in the City.

**Just to Remind You**

**\$1.00 That We've Received  
Another Big Shipment  
of Corsets at \$1.00 and \$1.25**

**MOORE & MCLEOD LIMITED**

119-121 Queen Street, Charlottetown



**"Refreshing and New"  
Describe the New  
Millinery for Spring 1918**

Perchance you haven't had the opportunity to see many of the new Spring styles because one thing or another prevented you. But now that straw hats have come into their own—you know what we mean—are being worn—you simply must determine on which of the new models pleases you MOST. Why wait until perhaps the most striking, attractive shapes are gone. Spring days are here and you must garb yourself accordingly.

In a range of prices so broad as to suit every taste.

- NEW TRIMMED MILLINERY.
- NEW UNTRIMMED HATS.
- NEW MILLINERY TRIMMINGS.
- NEW CHILDREN'S MILLINERY.



**What Shall It Be  
Soft Hat or Derby?**

The man who wants a becoming new hat is going to get it right at the jump of the season, and when there are plenty of shapes and colors to select from.

Soft hats in the new shapes—many showing the Military lines and colors young and older men alike will fancy.

Derbies from well-known makers and in the latest heights.

Soft hats and derbies . . . 2.00 to 5.00

**Store Editorial**

**Always Something New**

I don't wonder my friends like to shop at your store" said one of our customers.

"There is always something new I can come over ever so often and feel that I won't be seeing the same things over and over again."

Everlasting keeping in touch with the market; no let-up; no slipping-through of any information that might be of value to you.

That is the whole secret of our ability to keep our store full of interest, it matters not what day of the week, or week of the year, you shop here.