

These Clearance Values Demand Immediate Attention

JANUARY CLEARANCE SALE

Some of the best Values are not Advertised

"Last Call" on Women's Winter Coats

Few days ago a customer from a distant end of P. E. I. came in looking for something in ladies' ready-to-wear goods. Saw what we offered. Decided to "look round." Came back in about an hour. "You have them all beaten a mile," said he. And now—for these four great sales days, we offer this stock—which has "them all beaten a mile" at prices away under factory cost.

New cloth coats to 12.75 Coats worth to 15.00 for 10.00
 for 6.50 Coats worth to 20.00 for 13.50
 Coats worth to 18.00 for 12.00 Coats worth to 24.00 for 16.00
 Coats worth to 22.00 for 15.00 Coats worth to 24.00 for 16.00
 11.50 Fur collar coats 9.50 15.00 Fur collar coats 10.50
 18.00 Fur collar coats 13.00

Lovely Fur Coats

1 only Marmot lined coat 45.00 for 15.00
 1 only Astrachan Coat, 47.00 for 19.00
 3 only Pony coats—long—75.00 for 39.00

Take "Burns Concert Special" Monday 28th—Wonderfully Low Fare from your Station to MOORE & McLEOD'S

INTO FOUR DAYS OF STRENUOUS SELLING WE PROPOSE TO CROWD a month of results. If bargains—wonderful values have any effect—this will be the most remarkable selling occasion in our history. We ask you to study our offers—remembering that there are hundreds for which we have no room in this paper. They are ready in the store.

Prices Tumble In Clearance of Warm Winter Overcoats

75 warm winter overcoats in Chinchillas, Naps and Tweeds, with shawl and converto collars. These are offered in knee length and full length—single and double breasted. Some are "brand new" from the factory this present season—full lined—some are shield lined. Every coat is son. They come in all sizes—any man at all can be fitted well and stylishly.

10.00 Overcoats for	6.67	11.50 Overcoats for	7.34
12.00 Overcoats for	8.00	15.00 Overcoats for	10.00
18.00 Overcoats for	12.00	22.50 Overcoats for	15.00
24.00 Overcoats for	16.00	30.00 Overcoats for	20.00

Clearance Sale of Blk. and Grey Frieze Reefers

These are magnificent garments for the man who must move actively while outdoors. They are short enough to permit of the freest movement—warm enough to defy a blizzard—stout enough to stand any kind of wear. And the January sale discount offers them absurdly low.

4.00 Reefers for 3.20 4.50 Reefers for 3.60
 5.25 Reefers for 4.20 6.00 Reefers for 4.80
 7.75 Reefers for 6.20

January Sale of Boys Winter Overcoats

50 overcoats in Napps, Tweeds and Chinchilla—mostly with Converto Collar—three-quarter and full length—plain and bel-lows pockets—shield lined or full lined—offered at less than present factory prices.

There are coats to fit boys from 8 to 16 years of age. Every coat is new THIS season.

10.00 coats go at 7.50 12.00 coats go at 9.00
 5.50 coats go at 4.12 6.00 coats go at 4.50
 7.00 coats go at 5.25 8.00 coats go at 6.00

Boy's Reefers Price Cut

BOYS BLUE NAP REEFERS IN DOUBLE BREAST-ED style, well lined—good material—heavy and warm. These are for boys of 5 to 12 years of age.

3.75 Reefers for 2.82 4.75 Reefers for 3.57

5.00 Reefers for 3.75

ALL CHILD'S WINTER OVERCOATS in chinchilla and fancy tweeds for boys from 3 to 8 years of age will be specially discounted for this **JANUARY CLEARANCE SALE**

4 Days Big January Sale Kimonas—Dresses

For four days cash makes a riot in prices in this department. Bring in the perfectly good money—and buy just about as you want to.

4.25 Kimonos now only 3.85
 5.00 Kimonos now only 4.00
 6.75 Kimonos now only 5.50
 9.75 Kimonos now only 8.00
 12.75 Kimonos now only 10.00

SEE THE JANUARY PRICED DRESSES

House Dresses and Wrappers 1.00 for .75
 Houses Dresses and Wrappers 1.25 for 1.00
 House Dresses and Wrappers 1.50 for 1.25
 House Dresses and Wrappers 1.75 for 1.50

January Clearance Sale Shirts—Sweaters etc

This stock of sweaters and shirts has no superiors in the country. We could not replace any garment right now for the price we paid for it. But—right now—we need money more than goods—so your chance offers

85c. working shirts offered at 60c.
 1.25 working shirts at 90c.
 1.60 working shirts at 1.20.
 1.75 working shirts at 1.35.
 2.00 sample sweaters for 1.50.
 2.50 sample sweaters for 1.98.
 3.00 sample sweaters for 2.25.
 4.00 sample sweaters for 3.00.
 5.00 sample sweaters for 3.75.
 5.00 VISOR sweaters for 3.75.
 5.50 VISOR sweaters for 3.93.
 6.00 VISOR sweaters for 4.50.

Odd garments of heavy wool underwear, regular 1.00 each for 75c.

SPECIAL JANUARY DISCOUNTS ON ALL BOYS' CLOTHING— ALL MEN'S CLOTHING. — NOW'S THE TIME TO ANTICIPATE YOUR NEEDS. JAN. 24TH to 28TH.

January Clearance Sale

January Sale of Sheep Lined Coats

These made of Canvas—Corduroy and Bedford cord—leather stayed pockets—metal clasps—large fur collar—heavily sheep lined—defying any stress of weather.

6.75 Sheep lined coats for 5.40 8.00 Sheep lined coats for 6.40
 7.00 Sheep lined coats for 5.60 9.50 Sheep lined coats for 7.20

How Tempting are The Furs of January Clearance Sale

Here's a wonderful four-days opportunity to buy lovely furs at your own price. Commencing on Monday morning, for four days we offer cash purchasers an unparalleled chance to choose.

No appropriation. No charges—all cash.

5.00 Muffs sell for 4.00	6.00 Muffs sell for 4.75
8.00 Muffs sell for 6.50	10.00 Muffs sell for 8.00
12.00 Muffs sell for 9.50	16.00 Muffs sell for 13.00
18.00 Muffs sell for 14.50	22.00 Muffs sell for 17.50
27.00 Muffs sell for 21.00	36.00 Muffs sell for 29.00

LOVELY FUR SCARFS AT YOUR OWN PRICES

3.75 Scarfs are now 3.00	5.50 scarfs are now 4.50
7.50 scarfs are now 6.00	10.50 scarfs are now 8.50
12.00 scarfs are now 9.50	14.00 scarfs now 11.00
18.00 scarfs are 14.50	22.00 scarfs now 17.50
36.00 scarfs now 29.00	

Get Your New Fur Coat Now You'll never beat these Prices

These coats were bought at the lowest fur prices known for ten years. They are away below the best prices we have ever had. And now for this wonderful four-days sale you will be able to get your choice among them—for a price far below the present whole-sale cost.

2 Hudson seal coats, 75.00 for 60.00; 1 Muskrat Coat, 50.00 for 40.00; 2 Muskrat Coats, 72.00 for 57.50; 1 muskrat coat, 90.00 for 72.00; 2 Muskrat Coats, 95.00 for 76.00; 1 Muskrat Coat, 75.00 for 60.00.

Come to Charlottetown on Monday January Twenty Fourth— You will have an unequalled chance to do your shopping—Practically every line in the store is discounted to clear. Some departments are offering goods far under present cost prices. Special fares on all trains. Come and visit Charlottetown.

MOORE & McLEOD

119-121 Queen Street, Charlottetown
 G. M. MOORE J. P. GORDON
 S. A. McLEOD W. A. STEWART

January Sale Raccoon Coats and Fur Lined Coats

Perhaps the best range of coats of this sort to be had in the City. All new—all fresh and good—and all bought at the lowest prices that have been possible for many years.

60.00 Coon coats will be sold out at 50.00
 75.00 Coon coats will be sold out at 65.00
 125.00 Coon coats will be sold out at 100.00
 Men's black melton coats—imitation Astrachan lining—fine warm fur collar 39.00 for 22.50

Fur Lined Coats

Men's black melton coats with black fur lining.
 Otter collar, frog fastening 42.00 for 34.00
 Black all wool melton cloth coats, with fine fur lining, broad warm fur collar 46.00 for 35.00
 Black "China Dog" fur coats extra good quality, very heavy, quilted lining—JANUARY SALE 22.50
 Men's fine black cloth coats, curl cloth lining, rubber inter-lining, dark marmot collar, all sizes, a grand bargain, JANUARY SALE 17.00
 Men's black melton coat, good fur collar, curl cloth lining, rubber inter-lining 18.00 for 13.50
 A special lot of men's black cloth coats with fine warm quilted lining, fur collar. These coats come in 38, 42 and 44 only. The regular price is 21.00—JANUARY CLEARANCE SALE 15.00
 Men's heavy Wallaby fur coat—a dandy for driving in the cold, heavy quilted lining—large warm collar regular 35.00 for 29.00
 Clipped "CHINA DOG" fur coat, black—with quilted black lining; this is a bargain—but there's only one left 27.50 for 18.00

January Sale of Children's Overalls

These in Corduroy—Wool knit, Jersey knit, white, cardinal, brown, red and navy. Buy at your own price.

85c. overalls sell for 60c
 2.50 overalls sell for 1.90
 2.25 overalls sell for 1.70
 1.65 overalls sell for 1.25
 1.50 overalls sell for 1.15
 1.25 overalls sell for 95c

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