

Big discts. off Men's fine new Waterproofs

Men's Waterproof Coats in Tweeds and Paramattas, in Motor, Raglan and Balmacan styles, Brown, Grey and Green Tweeds, all the newest English, American and Canadian coats clearing at 20 per cent off.

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|-----------------------------|--------|
| \$5.00 Waterproof Coats now | \$4.00 |
| 6.50 Waterproof Coats now | 5.20 |
| 7.50 Waterproof Coats now | 6.00 |
| 8.00 Waterproof Coats now | 6.40 |
| 10.00 Waterproof Coats now | 8.00 |
| 12.00 Waterproof Coats now | 9.60 |
| 15.00 Waterproof Coats now | 12.00 |

One third off Men's and Boys' Fine Caps

in Tweeds and Serges, light and dark.

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|----------------|-----|
| 25c Cap for | 17c |
| 40c Cap for | 27c |
| 50c Cap for | 34c |
| 75c Cap for | 50c |
| \$1.00 Cap for | 67c |
| 1.25 Cap for | 84c |

Men's Overalls and Jumpers

In Black and Blue ... 85c for 68c
In Blue and White Stripe \$1.15 for 95c

Moore & McLeod

119-121 QUEEN ST. CHARLOTTETOWN
The Busiest Store on Charlottetown's Busiest Street

Tomorrow, Friday we begin the Midsummer Clearance Sale

At the end of each season it is the policy of this store to have a complete clearing of the decks, preparatory to bringing in the new season's merchandise. Never since the beginning of this business was there a time when this sale means so much to buyers as right now. Every item of merchandise that is offered now at a reduction, would cost more now to secure, on account of the great advances of price in almost all lines. In spite of the advances we are determined to stick to our old clean stock policy—every department will be cleared up—heavy reductions will be made throughout the store—the particulars are specified in this ad—read every word of it.



20 per cent discount makes room for new goods in Clothing Department

Men's Clothing Department

Our entire stock of Men's Suits offered at 20 p. c. off, in Blues, Blacks, Greys, Browns and Greens, all the newest pin stripes and fancy checks not only a few suits offered but every suit in the shop and every suit guaranteed to be up-to-date and this season's models.

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|-------------------|--------|-------------------|---------|
| \$10.00 Suits now | \$8.00 | \$18.00 Suits now | \$14.40 |
| 11.00 " " | 8.80 | 20.00 " " | 16.00 |
| 12.00 " " | 9.60 | 22.50 " " | 18.00 |
| 14.00 " " | 11.20 | 25.00 " " | 20.00 |
| 15.00 " " | 12.00 | | |

20 p. c. off Trousers

Men's separate trousers in Black, Blue, and fancy light and dark stripe tweeds and worsteds all sizes from 32 to 46 waist selling at 20 p. c. off.

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|---------------------|--------|---------------------|--------|
| \$1.50 Trousers now | \$1.20 | \$3.00 Trousers now | \$2.40 |
| 1.75 " " | 1.40 | 4.00 " " | 3.20 |
| 2.00 " " | 1.60 | 5.00 " " | 4.00 |
| 2.50 " " | 2.00 | | |



20 per cent off Boys' Suits

Boys' Tweed and Worsted Suits at 20 per cent off, in Fancy Browns, Greys, and Greens, also plain Blue Worsted and Cheviot Suits in plain and Norfolk styles. Two cases of Fall Suits received this week, all sizes.

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|-------------------|--------|
| \$ 5.00 Suits now | \$4.00 |
| 6.00 Suits now | 4.80 |
| 7.50 Suits now | 6.00 |
| 10.00 Suits now | 8.00 |
| 12.00 Suits now | 9.60 |

Men's Khaki Trousers 20 per cent off

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|---------------------|--------|
| \$1.25 Trousers now | \$1.00 |
| 1.50 Trousers now | 1.20 |
| 1.75 Trousers now | 1.40 |

Men's Long Duster Coats 25 per cent off

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|-----------------|--------|
| \$1.60 Coat now | \$1.20 |
| 1.75 Coat now | 1.32 |
| 4.25 Coat now | 3.19 |
| 7.50 Coat now | 5.63 |

Men's Short Lustre Coats in Black, Stripe and Plain Gray 25 per cent off

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|-----------------|--------|
| \$2.00 Coat now | \$1.50 |
| 2.50 Coat now | 1.88 |
| 3.00 Coat now | 2.25 |

Men's White Duck Trousers 20 per cent off

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|---------------------|--------|
| \$1.25 Trousers now | \$1.00 |
| 1.50 Trousers now | 1.20 |
| 1.75 Trousers now | 1.40 |

Boy's Paramatta Waterproof Coats 20 per cent off

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|------------------|--------|
| \$5.00 Coats now | \$4.00 |
| 6.50 Coats now | 5.20 |

Clearing Line of Handsome Beautifully Made Suits Just Half Price

Look carefully over this notable assortment—all beautifully made garments, left in stock from last Fall, selling and including suits made of the smartest and best fabrics that style could suggest, regularly sold at \$19.00 to \$38.00 go on sale right now at HALF PRICE.

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|--------------------------|---------|
| \$19.00 Suits sell for | \$ 9.50 |
| 22.00 Suits sell for | 11.00 |
| 25.00 Suits sell for | 12.50 |
| 30.00 Suits sell for | 15.00 |
| 38.00 Suits now sell for | 19.00 |



One third off all these fine New Spring and Summer Coats

This offers you a wonderful assortment of splendidly tailored new Spring and Summer Coats—the sort that you will be proud to wear—offered you at factory prices and less.

The materials are all new—the cut of every garment is modern—the tailoring is faultless. The season is ending—new goods are coming in—we must have room—and we propose to sacrifice profit and in most cases a big slice of cost to make a clearance.

| | | | |
|-----------------------|---------|-----------------------|---------|
| \$ 6.25 coats are now | \$ 4.17 | \$ 7.50 coats are now | \$ 5.00 |
| 9.75 coats are now | 6.50 | 11.50 coats are now | 7.67 |
| 14.50 coats are now | 9.67 | 19.00 coats are now | 12.67 |

One third off Splendid Stylish New Summer Suits in fine range

This offer represents everything of this season's stock that is left in the store—all new handsome well tailored garments, made up by the best tailors in Canada. The fabrics are Serges, Worsteds, Fancies, Cheviots and a few Tweeds. They are Navy Blues; Browns, Greys, etc, in the lot—all good, all new.

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|-------------------|---------|-------------------|---------|
| \$10.50 Suits for | \$7.00 | \$20.00 Suits for | \$13.34 |
| 12.00 Suits for | 8.00 | 22.50 Suits for | 15.00 |
| 15.00 Suits for | 10.00 | 23.00 Suits for | 15.34 |
| 18.00 Suits for | 12.00 | 24.00 Suits for | 16.00 |
| \$26.00 Suits for | \$17.34 | | |

Get a suit NOW—we have your size—we have the style you want—and you can bear in mind that in a few short months—the fabric alone promises to cost more than we charge for the handsome made up garments.

Specials

- 25 per cent off Men's Belts.
- 20 per cent off Suit Cases.
- 33 1-3 per cent off Straw Hats.
- 20 per cent off Men's Ties.
- 20 per cent off Braces.
- 20 per cent off Men's Hose.
- 20 per cent off Men's Shirts.

Specials

- 20 per cent off Umbrellas.
- 20 per cent off Ribbons.
- 20 per cent off Wash Goods.
- Half Price special Sunshades.
- 25 per cent off all Smallwares.
- 20 per cent off all Hosiery.
- Half Price for Cushion Tops.