

A magnificent presentation of Autumn ideas
in modern millinery---Thursday Evening 7.30



We announce for
Thursday Sept 15th
at 7.30 p. m.

the most important

Style Show ^{OF} THE Season

We invite all ladies within
reach of this store's service to visit
us and inspect the newest ideas in

**Millinery and
Outer Apparel**

AS ALWAYS--THE MOST NOTABLE FUNCTION
of the sort that the season will afford. The feature of particu-
lar interest will be of course the millinery section.

SHOWN THEREIN YOU WILL FIND millinery
designs fresh from the hands of the best foreign artists--you
will find every possible idea in untrimmed hats--you will find
millinery trimming materials in the widest range--and most
profuse assortment.

BEAUTIFUL DESIGNS FROM our own work-room
will have a prominent place in the showing and will vie with the
best of the imported ideas.

CHILDREN'S MILLINERY will, as in the past, receive
careful attention, and pretty models of this sort will be
prepared for your visit.

THE SUITS AND COATS--in an adjoining department
will constitute one of the most important portions of the
showing--and in view of the fact that fashion says that this is
to be a "coat season" we recommend your careful attention to
the great line now ready.

**Save a third on
Sample furs**

OUR BUYERS CAUGHT THIS splendid chance, a-
while ago--bought out a complete range of samples from one
of the largest fur houses in the business--received a discount
of one third--which we are thus able to pass over to you.

These lovely furs--with all other new ideas will also be
shown.

**Trimmings matching
New Silks and Dress Goods**

THE DAY WHEN A LADY could say "I cannot get
any trimming in Charlottetown to match my dress" is over--
and the leaf turned down. See the beautiful silks--the immense
range of dress goods and the wonderful showing of new trimm-
ings!

Great Sale of
Samples of furs
Save a third.

Moore & McLeod

New shades in
Monarch Broadcloth
the ideal \$1.75 fabric