



IN MILLINERY You Will Notice

YOU WILL NOTICE FIRST the becomingness of the shapes and the grace of the trimmings—no freaks, no trying styles, however smart freakish effects may recently have been considered.

You will notice dainty bits of trimmings—you'll notice the popularity of plaids in ribbons and silks. You'll notice the dainty white flop shapes in felt.

You will notice the littleness of the little Hats and the bigness of the big Hats—almost extravagant sometimes, but invariably in perfect taste and invariably becoming.

SHAPES? In street Hats anything (someone says) that a mushroom can be turned into. In evening Hats anything, so long as it shades the eyes.

Colors? Wines and browns and yellows and a peculiarly beautiful gendarme blue combined with smoke gray. Here and there a vivid touch of green. Black everywhere—generally with a touch of snowy white in plume or aigrette. Some times with a rose tucked under the brim.

After you have noted the beauty and the becomingness, you will feel the distinction—and the individuality. You admit that even the M. & M. Store has never had a collection to equal it; you will admit that in Charlottetown there is no more important or authoritative showing of styles for Fall.

SECOND FLOOR

Moore & McLeod The Millinery People

Coats that are different

A LACK of individuality is often noticed in Women's ready-to-wear garments that tends towards a corresponding lack of interest on the part of the public. You may visit half a dozen stores and find garments that are practically duplicates. We want to show you that this department is DIFFERENT and there's no better way of doing it than by urging you to come and see our coats. They have all the leading characteristics of a custom-made coat—cleverly cut, simple, loose back, broad shoulders.

A notably handsome coat of heavy light grey tweed, showing large indistinct check, very full back with box plait down centre, finished with strapings of self cloth, touched with purple broadcloth, the "ensemble" being most charming. . . . \$18.75



A "Prince Chap" Coat in a mixed stripe effect of handsome tweed, has a distinctive idea in trimming, of reseda green broadcloth applied at collar and cuffs—as well as pipings. . . . \$28.50

A distinctly new idea in a seven eighth length coat is of grey tweed showing a large over check. Collar and cuffs are finished in black velvet and soutache braid—Circular strapings back and front lend to a fine garment a very chic, stylish finish. . . . \$16.75

A gracefully handsome garment of fine black kersey—is cut in full generous lines, with broad shoulder effect—full sleeve, turn back cuff. A stitched strapping down center of back gives a very attractive finish to a plain but dressy garment. . . . \$18.50

A full seven eighth length in Tourist style is made in tweed—with large grey and green overchecks. Two bias straps down back. Collar and cuffs inlaid with reseda broadcloth. . . . \$19.50

We have described above a few handsome high class, exclusive garments shown nowhere but here.

In addition we can show you more cheap and medium coats than any other house in the Province.

Excellent coats from \$4.50 up to \$28.50 and at every price between.

See our wonderful values in German Sample Coat—selling at one third less than usual prices.

SECOND FLOOR



The Dress Goods EXHIBITION

Nowhere else will you see a showing of dress and suiting fabrics so complete as this. Some of the lines:

Melton Tweeds in four colors, 40 inches wide, good value at. . . . 21c

Forty inch friezes, in mixed effects of blue, green, fawn, brown and blue, and brown. . . . 30c

Four colorings in a very fair mixed tweed—brown, two greens, blue—40 inch wide—very decent fabric for 30c

Fine smoothly finished cloth 50 inches wide, Reseda and slate, excellent value at 42c

A heavy all wool suiting tweed, 44 inch width, comes in mixed effects with a contrasted overcheck mostly browns, greens and blues. . . . 60c

Handsome all wool Tweed—similar to the last line except that the finish is finer. . . . 78c

A fine line of absolutely pure wool venetian cloths, 46 inches wide, coming in black, navy, green, wine 78c

A Venetian, fine smooth finish, 48 inches wide, all wool, black, wine, green, navy 90c

Similar line, better finish, in black, wine, brown, 2 shades of navy and myrtle. . . . \$1.05

Fine all wool venetian 51 inches wide, rich smooth finish, fine clear colorings, black, navy, green, brown and wine. . . . \$1.15

Broadcloths, beautiful lustrous, silky chiffon broadcloth weaves in black, navy, green, . . . \$1.45 and \$1.65

56 inch all wool suiting, tweeds—in brown, green, navy, and grey mixtures ideal fabrics for knock about suits—and really fine value at. . . . \$1.35

58 inch light weight friezes, smooth finish—no amount of wear will roughen their surface—double wear and weather lasting fabrics a. . . . \$1.45

FIRST FLOOR



UNDERWEAR

Underwear that will wear

Men's light weight knit bottom in fancy strip, 60c and. . . . 75c a suit
Men's sanitary wool fleece lined. . . . \$1.00
Men's all wool ribbed, 6 oz. . . . \$1.20 a suit
Men's heavy elastic knit unshrinkable—unfou— . . . \$1.30 a suit
Men's heavy elastic knit unshrinkable all wool. . . . \$1.70
See the Label to Karst H. B. K. Unshrinkable.
In Stanfields we carry twelve lines including light weights, medium weights, heavy weights, all wool, linen and wool, silk and linen, sizes 34 by 32 up to 46 by 44, from \$2.00 each up to. . . . \$5.90
Special sale of odd garments.
About twelve dozen odd shirts and drawers, Boy's and men's, all sizes and prices at 1-3 off. Can be seen in front counter.

Working Shirts Men's Top Shirts

Black Sateen Shirts at 55c, 60c, 75c, \$1.00 and. . . . \$1.15
Sizes 12½ to 18.
Men's heavy knit shirts fleece lined in navy, black and mixed colors, bound with silk braid, at. . . . 85c
Heavy fancy tweed and flannel shirts, H. B. K. brand, all sizes, \$1.25, 1.35, 1.60, 1.75, and. . . . \$1.95
Light and medium weights of Fancy English Flannel Shirts with or without collars, \$1.15, 1.35, 1.55, 1.75 and. . . . \$2.10
The "Muormac" \$1.00 White Shirt is the best yet for price all sizes 14 to 18, open back and open front and back.

Trim, durable Sweaters

Boy's wool sweaters in navy, red or white, 55c, 60c, and. . . . 75c
Boy's fancy sweaters at 75c, 85c, up to. . . . \$2.00
Men's heavy wool sweaters in navy at 85c, and. . . . 95c
Men's heavy wool in navy, black, cardinal, or white at. . . . \$1.25
An immense range of men's fine wool sweaters in plain navy, red, white or fancy at \$1.50, 1.85, 2.10, 2.50, and. . . . \$2.85
We carry all sizes.



We know our furs are right

They're bought direct from the best makers in the world. They're carefully inspected—and none but furs of certain excellence find their way into our fur room.

Ohio Sable Ruffs from \$6.95 to. . . . \$15.75
Genuine Sable Ruffs from \$8.95 to. . . . 32.00
Marmot Ruffs and Stoles \$5.55 to. . . . 11.75
Mink Ruffs and Stoles \$27.50 to. . . . 62.00
Japanese Fox \$24.50, etc.
Muffs in almost every fur from 80c to. . . . 62.00

Cheaper furs of many kinds also shown—and every style exhibited is at the top of its class.



FURS

Selling swell suits "for a song"

25 per cent discount off any of these new, handsome, high grade creations sent down to us on [approbation] by the brightest suit maker in the Dominion.

The \$21.00 suits go at. . . . \$15.75
The 22.00 suits go at. . . . 16.50
The 28.00 suits go at. . . . 21.00
The 30.00 suits go at. . . . 22.50
The 33.00 suits go at. . . . 24.75
The 38.00 suits go at. . . . 28.50

You have only a few days to reap the advantage of this concession in price—The opportunity is positively for this week only.

Come, let's show you the line and let's prove that we can fit your figure and your purse to perfection.



BEER, D.D.S
Proprietor