

**20 per cent Discount off all linens, sheetings, etc. get your household needs today—save heavily.**

**25 per cent off All New Silks**

Every silk in this department is good, reliable, fresh, new. There are plain silks of all colors and many fancy silks as well.  
Off every price there is now a discount of **25 PER CENT FOR CASH.**

119—121 Queen Street, Charlottetown  
**MOORE & McLEOD**

The busiest store on Charlottetown's busiest street

Immense savings to you in every line during the enormous January sale discounts from 20 to 50 per cent

It is imperative for us to turn the larger part of our stock into CASH during the next few weeks. That is why we are giving this great range of discounts, that is why it will pay every woman or man in P. E. I. to come to Charlottetown and shop during this sale. You'll save your fare many times over on a fair sized purchase.

Our only terms now **CASH** please don't ask us to charge anything even for a day—All must be treated alike.

**One Third Off Laces, Veilings, etc**

All laces, embroideries, flouncings, pleatings, veilings, most lines of neckwear included in this discount.  
Come in and be sure to see the range offered, the newest and largest in the city.

**25 per cent discount off Women's Coats**  
**25 per cent discount off Dresses & Waists**

During the days of this great sale you will have an opportunity to secure your choice of the best assortment of Coats, Suits, Dresses, Waists and other ready to wear garments that has ever been shown in this province.  
It is the policy of this store to clear out in its own season every garment bought. That is one main reason why we offer you in this great sale a discount of

**TWENTY FIVE PER CENT**

4.50 Coats are now 3.38	5.00 Dresses are now 3.75	4.50 Waterproofs now 3.38
6.00 Coats are now 4.00	2.25 Waists are now 1.69	5.00 Waterproofs now 3.75
8.00 Coats are now 6.00	3.00 Waists are now 2.25	6.00 Waterproofs now 4.50
12.00 Coats are now 9.00	3.75 Waists are now 2.84	8.75 Waterproofs now 6.56
16.00 Coats are now 12.00	4.50 Waists are now 3.38	10.56 Waterproofs now 7.88
20.00 Coats are now 15.00	5.75 Waists are now 4.41	12.00 Waterproofs now 9.00

**Twenty Five Per Cent Off all the Following Lines—Study Them—Remember the Discounts**

25 p. c. off Ladies Cloth Coats	25 p. c. off Ladies Cloth Coats	25 p. c. off Ladies Dresses
25 p. c. off Fur Collared Coats	25 p. c. off Girls Dresses	25 p. c. off Silk Waists
25 p. c. off Tailored Waists	25 p. c. off Waterproofs	25 p. c. off Girls Coats
25 p. c. off Children's Coats	25 p. c. off Ladies Underwear	25 p. c. off Golf Coats
25 p. c. off Kimonas	25 p. c. off Toques and Hoods	25 p. c. off Net Waists

**ONE FIFTH OFF EVERY FUR—BUY FURS RIGHT NOW**

Twenty p. c. off Muffs  
Twenty p. c. off Children's Furs  
Twenty p. c. off all Aprons  
Twenty p. c. off Fur Collared Coats  
Twenty p. c. off Neck Pieces  
Twenty p. c. off all Corsets  
Twenty p. c. off all Underskirts  
Twenty p. c. off all Whitewear

There has never been such an unparalleled opportunity to secure what is best and newest in ready to wear goods, at real reductions such as these.  
You know that a sale means here that the prices are actually reduced exactly as we say. That has always been our policy, and always will.

**All Trimmed Hats to go at Half Price**  
**All Untrimmed Hats to go at Half Price**  
**All Fancy and Feather Mounts Half Price**

**All dress goods and Suitings yours at a quarter less than regular price**

This whole great stock of dress goods is offered you at a complete price reduction of 25 per cent. There are in this section up to the minute fabrics of a score of different kinds—and a great range of each. You may choose to-day at a quarter less than the marked price in each case.

50c Dress Goods now.....	38c	75c Dress Goods now.....	56c
80c Dress Goods now.....	68c	\$1.00 Dress Goods.....	75c
\$1.12 Dress Goods now.....	94c	1.50 Dress Goods.....	1.12
1.75 Suitings.....	1.31	2.00 Suitings now.....	1.50
25 per cent off Coat Linings		25 per cent off Dress Linings	
25 per cent off all Sateens		25 per cent off all Silks	

SHOP EARLY IN THE DAY—PLEASE DO NOT ASK FOR SAMPLES—AND PLEASE DO NOT ASK TO CHARGE ANYTHING—THE SLATE IS BROKEN

**Men's Winter Overcoats and Suits all deeply discounted for this Sale**



THE BIG FEATURE ABOUT THIS CLOTHING STORE OF yours is that the stock is NEW. We have been going only for two seasons—and we have broken every record we set up for ourselves—and now to round up the stock before we commence stocktaking first February—we offer a tremendous clearing sale. Get your Suit or Overcoat right now—cash means a big saving.  
\$ 8.00 Overcoats are selling now for..... \$ 6.00  
10.00 Overcoats are selling now for..... 8.00  
12.50 Overcoats are selling now for..... 10.00  
15.00 Overcoats are selling now for..... 12.00  
20.00 Overcoats are selling now for..... 16.00  
25.00 Overcoats are selling now for..... 20.00  
30.00 Overcoats are selling now for..... 24.00

Any of the boys will tell you that we have the finest range of OVERCOATS to be seen in the city. Ask them—they know.  
\$ 8.50 Suits are selling now for only..... \$ 6.80  
10.00 Suits are selling now for only..... 8.00  
12.50 Suits are selling now for only..... 10.00  
15.00 Suits are selling now for only..... 12.00  
20.00 Suits are selling now for only..... 16.00

We sell SOCIETY BRAND—20th CENTURY and the other SUITS THAT FIT.  
20 per cent off all our Boys Overcoats  
20 per cent off all our Boys Suits  
20 per cent off all our Separate Pants  
20 per cent off all our Oil Skins  
20 per cent off all our Slicker Coats  
20 per cent off all our Fur Lined Coats.

**25 per cent off Soft and Hard Hats**

All Soft and Hard Hats except STETSON HATS will be placed on sale at a discount of 25 per cent. Get the hat you have been wanting—get it now and get it cheap.  
\$1.50 Hats are now only..... \$1.12  
2.00 Hats are now only..... 1.50  
3.00 Hats are now only..... 2.25  
5.00 Hats are now only..... 3.75  
6.00 Hats are now only..... 4.00  
GET A SILK HAT RIGHT NOW WHILE THE DISCOUNT IS OFFERED—YOU WANT ONE YOU KNOW. CASH ONLY

**25 p. c. Discount off Men's Furnishings during the Great Sale which begins here Friday, Jan. 2nd**

Need not tell you much about this department—you know what it is like—you know already that it is the biggest Men's Furnishings Department in the Province. You know that it carries the sort of stock you want to buy—you know that you can get quick—smart—intelligent attention at every counter. And now—you can get as well a CASH DISCOUNT OF TWENTY FIVE PER CENT.

ALL THE GOODS LISTED BELOW ARE NOW OFFERED YOU AT 25 p. c. off. STUDY THE LIST—SEE IF THERE IS ANYTHING IN IT THAT YOU WANT.

- |                    |                            |                                   |
|--------------------|----------------------------|-----------------------------------|
| Collars and Cuffs  | Fleece Lined Shirts        | Lined Winter Gloves               |
| Fur Lined Mitts    | All sorts of Ties          | Unlined Gloves                    |
| Wool Lined Mitts   | Cotton Sox                 | Handkerchiefs                     |
| Suspenders         | Cashmere Sox               | Garters                           |
| Working Gloves     | Silk Sox                   | Armlets                           |
| Silk Mufflers      | Working Mitts              | Belts                             |
| Eastern Caps       | Wool Mufflers              | Rain Coats                        |
| Knitted Caps       | All Cloth Caps             | Overalls EXCEPT PEABODY'S         |
| Hockey Caps        | Fur Collars                | Fur Collared Coats                |
| Fur Caps           | Fur Mittens                | Fancy Soft Shirts                 |
| Dressing Gowns     | Sheep Lined Coats          | Flannel Shirts                    |
| Smoking Jackets    | Pyjamas                    | Home Made Sox and Mitts           |
| Flannelette Shirts | Night Shirts (Flannelette) | Hard and Soft Hats EXCEPT STETSON |
| Duck Shirts        | Men's Sweaters             | Cardigan Jackets                  |
| Gingham Shirts     | Boy's Sweaters             | Brown Beach Jackets               |
| Drill Shirts       | Umbrellas                  |                                   |
| Cloth Shirts       | Gauntlet Gloves and Mitts  |                                   |
| Knit Shirts        | Astrachan Collars          |                                   |

**Twenty per cent off the lines below**

Leather Suit Cases	Laundered White Shirts	White Night Shirts
Leather Club Bags	Unlaundered White Shirts	All Horse Rugs
Canvas Extension Bags	All White Dress Shirts	Coon Coats

Bear in mind—that every article offered will be discounted just as promised—that the only terms at this sale are cash—that not a penny of credit will be given any customer at these discounts. Come—and come swiftly—if you have a single want in Men's Furnishings—get it now.

**Clearing out ALL FURS**

**20 p. c. discount**

Every Fur in the store gets the discount axe, so that by the time stock taking commences we expect to have practically no furs whatever. Get in and see the best Fur Stock in P. E. I. offered at wholesale prices.

- 20 p. c. off all Mink Furs
- 20 p. c. off all Persian Lamb
- 20 p. c. off all Fox Furs
- 20 p. c. off all Wolf Furs
- 20 p. c. off all Marmot Furs
- Furs of all sorts, Muffs, Neck Pieces, Children's Furs, all of them discounted. Get yours today.

CASH ONLY

**All the new CORSETS**

**20 per cent off**

Nowadays to say Corsets, is to say MOORE & McLEOD. There is just one well filled, perfectly equipped Corset store, and it is now offering wholesale prices on the whole assortment.

\$1.00 Corsets now only	80c
1.25 Corsets now only	1.00
1.50 Corsets now only	1.20
2.00 Corsets now only	1.60
2.50 Corsets now only	2.00
3.00 Corsets now only	2.00
4.50 Corsets now only	3.60

**25 p. c off all Women's Winter Underwear**

There are more good kinds of Women's Winter Underwear in this one department than in most any other two stores. We have the size you want, and the kind you want.

30c Underwear is now.....	22c
45c Underwear is now.....	34c
50c Underwear is now.....	38c
60c Underwear is now.....	45c
80c Underwear is now.....	60c
\$1.00 Underwear is now.....	75c
1.50 Underwear is now.....	1.12

Vests and drawers and Combination Underwear for Women of all sizes and Children of all ages.

CASH ONLY

**25 p. c. off Women's Sweater Coats**

This of course includes all the Sweater Coats for the little girls as well. There is a wonderful range, and the assortment is very complete.

You can buy during this sale for cash, at Factory prices, and often less.

25 p. c. off Women's Sweater Coats
25 p. c. off Girls' Sweater Coats
25 p. c. off Misses Sweater Coats