

Spring Opening

Spring is here and when it is time for Nature to put on a new dress mankind shouldn't be slow in following suit.

This year we have made a special effort to place before you the very highest quality in

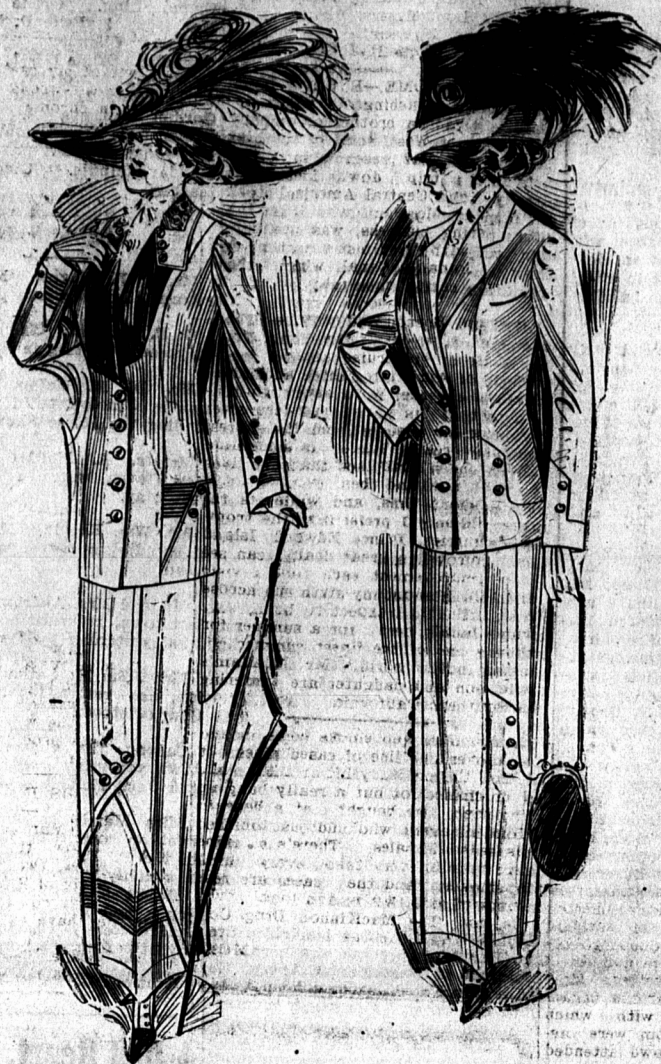
clothing and furnishings for men and women. We have spared no effort or expense to make the showing complete and varied but with a constant eye to quality.

We are offering you the lines listed on

this page with the assurance that each item is a splendid bargain for the price asked. A visit to the store will show you scores of others—these are just a few picking. Call early—remember the early bird.

Here's your new Spring Coat

At \$11.50 four styles in Johnnie coats for girls age 16 to 18 years, 45 inches long, three-quarter length, belted back and well worth more but going at..... \$11.50.
 A coat made of light grey whipcord, semi fitting, patch pockets and round corners..... \$16.00
 A stylish light red flannel blanket coat, all one piece, belted back and patch pockets, very stylish and popular, girls' sizes..... \$10.50.
 Same style as above in women's size 34, made of cream blanket cloth..... \$10.50.
 A fawn diagonal tweed Johnnie coat, all one piece, trimmed with dark brown champagne silk, one of the very prettiest styles, has belted back, patch pockets and round corners..... \$14.00.
 Something new, reversible cloth coat in fawn and green, cut with yoke two piece kimono sleeves, loose back..... \$12.75.
 A very stylish coat shown in champagne shade tweed trimmed with King's blue, patch pockets..... \$10.50.
 Champagne colored tweed coat with tan silk facing, collars, reverses and cuffs, round corners..... \$14.50.
 Reversible coat, shown in fawn and white and grey and white tweeds, tan silk lining, a very smart and exclusive style..... \$19.50.
 Diagonal striped fawn coat with new Robespierre collar, set-in vest, collar and cuffs of crash with black silk binding..... \$21.00.



See these New Styles in One-Piece Dresses

A blue and black one-piece panama dress for misses and ladies, has new Robespierre collar of fine silk, silk buttons, made in shirt waist suit style, colors navy blue, black and brown..... \$6.00.
 A splendid one-piece dress in fawn Bedford cord with silk collar and cuffs and long sleeves..... \$14.00.
 A fine dress made of basket weave cloth, colors light fawn and white with collar of brown silk..... \$15.00.
 A fine navy blue serge one-piece dress trimmed with black and white silk buttons, three-quarter length sleeves..... \$12.00.



Attractive Showing of New Spring Suits

Serge suit, well tailored, in blue, black, brown and tan, well finished, white cord facing on collar, for girls age 16 to 18 years..... \$10.50.
 A striped tweed suit for women, light and dark grey stripes, in laid silk collar, mercerised lining, rather plainly tailored, size 34, 36, 38 and 40..... \$12.75.
 A good value, in navy blue, black, brown and tan tweeds, short coat style, all sizes..... \$16.00.
 At \$22.00, suit made of fine whipcord, coat has bound edges and large buttons, tan silk lining, skirt is plainly tailored with high waist line, size 36..... \$22.00.
 Suit made in cutaway style with attached vest, brown and black serge with brown satin lining, one large button, size 34..... \$25.00.

You Need A New Tailored Skirt--

A black and navy blue skirt of fine vicuna cloth, with buttons and braid a splendid bargain and rapid seller at..... \$17.75.
 Another special at \$3.50 made of heavy black serge, plainly tailored and a splendid bargain for the money..... \$3.50.
 A splendidly tailored grey tweed skirt, size 34, 36, 37, and 39..... \$4.50.
 Navy blue serge skirt, splendidly tailored, high waist line..... \$4.50.
 A splendid style black serge skirt, size 28 to 34, a splendid range to choose from and well worth every cent of the money..... \$5.95.

Men, The Best Place to Buy Good Clothes



is right here. This is a new venture with us and we are starting out with the determination to make this the headquarters for the very best in tailored suits for men. The suits we sell are not the ordinary hand-me-down, ready-mades—they are tailored to fit every line and curve of your figure—and they are guaranteed to fit perfectly before you pay one cent for them. Most of these suits are hand tailored through out, finished to fit your figure to the Nth degree of perfection. They are made of the very best in tweeds, worsteds and serges.

Men's, sizes ranging in price from \$9.50 to..... \$20.

We are also showing a splendid line of BOYS' suits, plain, knicker and bloomer style with ordinary and Norfolk jackets, all sizes ranging from \$2.75 to..... \$12.

Attractive Values in Dress Essentials

We have opened a full line of the celebrated Perrin's and Reynier's gloves which are well known to all careful dressers and each pair is guaranteed absolutely. Although the price of leather has gone up you can still buy the same quality at the old prices \$1.25 and..... \$1.50.
 Women's dogskin and cape gloves, a full range of sizes and a fine variety of grades at 1.00 and..... \$1.25.
 Long kid gloves for evening wear, black and white..... \$1.60.
 20 and 24 button at 2.00, 2.50 and..... \$3.00.
 New dogskin gloves for children, a specially good and attractive line at 75c and..... 1.00.
 BLOUSES, a nice line in silk, white linen, marquisette, lawn and muslin bought specially for Easter, an exclusive display, see the line.
 UNDERSKIRTS, some particularly fine values going now at..... 1.50.
 NECKWEAR, new stock selected specially for Easter, an immense variety of styles and grades, priced at 29c, 35c, and 60c and some in Irish crochet, all cloudy lace at 3.00, 4.00 and..... 5.00.
 DRESS GOODS, new whipcord suit lengths in tan, grey and blue, 54 inches wide and 4-2 yards to the length 1.20, 1.75, 1.80, and 2.10 according to quality.
 DRESS TRIMMINGS, all over baby, Irish and shadow, nets of all sorts, narrow and wide borderings and edgings to match, a splendid display in showcase inside north door.
 UMBRELLAS, we can furnish you with the best umbrellas made. We make umbrellas our hobby. We are showing some with real ebony handles with mounting of silver and gold plate, shown in stylish lengths and finely finished at 2.50 to..... 6.00.
 Other grades at..... 60c, up
 CORSETS, the famous D & A line, made of fine quality French white coutil, the highest grade corsets on the market, Regularly 1.00 for 79c, 1.35 for 1.00 and 2.00 model for..... 1.50.
 WHITEWEAR, our annual Whitewear Sale is still on and offers you a splendid opportunity to buy nightgowns, princess slips, drawers, corset covers, waists, etc., at unusual discounts.

We've the Hat to Suit Your Head

We know you will appreciate the advantage of buying your hat here for we are determined to give you perfect service. No matter what kind of a hat you want—no matter how hard you are to "hat"—no matter what price you want to pay you can find here the very hat you require.

We are showing such famous brands, well known to you, as Royalty, Tress, Parker, Hunter, Waferlite, Bitwell and Tween and we guarantee to give you perfect satisfaction before you pay one cent.

The derbies are priced at \$2.50, \$2.75 and..... \$3.00.
 And you can buy soft felts at \$1.75, \$2.50, \$3.00 and..... \$4.00.



New Gloves for Men

We have just opened up a line of gloves for men in the new spring styles and weights shown in cape, tan and light grey kid. We have all sizes from 7 to 10 and we know that for a glove that fits and wears well you cannot get better value anywhere. Priced at \$1.00 \$1.25, \$1.50 and..... \$1.65.

Spring Shirts for Men

We are showing a full range of the famous American Cluett and Peabody shirts, one of the very best grades on the world's market. They are shown mostly in white grounds with fancy colored stripes also plain white plaited and pique fronts. Your choice at \$1.25, \$1.50, \$1.75 and..... \$2.00.

"Canadian Countryman" Free

MAGAZINE FREE. Every person purchasing goods to the amount of \$1.00 or more will receive a coupon and when they secure a collection of 15 coupons they are entitled to a six months' subscription to "The Canadian Countryman," a weekly farm magazine. These coupons should be brought to Moore & McLeod's or mailed directly to the publisher.

Moore & McLeod