

1893... 1939

FORTY SIXTH

Anniversary Sale

MENS' OVERCOATS \$10. Worth to \$18.00



Imagine, if you can, a warm English tweed overcoat tailored in raglans, balmacaans and guards. Regular \$18.50 value—only a small lot left so out they go **\$10.00**

Overcoats \$20. and more
Yours for only \$12.95

Come in during this sale and choose your winter coat from this remarkable offering—English tweeds and fleeces that regularly sell from \$20.00 up. Broken ranges of cloths and sizes. Come in early and get first choice **\$12.95**

\$25. Overcoats for \$16.95

Balance of this price range of beautiful tweeds, fleeces and checked Barrymores smartly tailored in fitted and raglan styles. The values great but the quantity is small—be on time for yours **\$16.95**

Broken Sizes in
\$22.50 SUITS, go at \$15.

Snap up these men's suits at \$15.00. No suit worth less than \$22.50, many sell as high as \$27.50—all high quality suits of well known makes in a beautiful selection of cloths and patterns in broken ranges. Full line of sizes from 36 to 44. Only 53 suits in **\$15.00** the lot—while they last

\$12.95 Splendid line of dark worsteds \$12.95. Men's suits that regularly sell from \$13.95 to \$20.00 in dark all wool English worsteds in neat checks and dressy stripes. If you are interested in a new suit—see this range, it will save you dollars **\$12.95** at this low price

Opens Thursday January 5th 1939

And so, for nine business days Moore & McLeod Limited are holding a big birthday party. There will be three big birthday cakes, for you, there will be birthday presents in every department from basement to office, and there will be great values, all over the store. And so we invite you to come... come early... come often.

OUR BIRTHDAY GIFT TO YOU

To help celebrate our forty sixth business birthday, each department in the store, including the office, will present a BIRTHDAY GIFT. IT MAY BE TO YOU.

Every cash purchaser through the store, during the sale, as well as every customer who makes a payment at the office will have an opportunity to receive one of these BIRTHDAY GIFTS.

For full particulars ask the clerk who waits on you.

ONE THIRD OFF ALL LADIES WINTER COATS

The forty-sixth anniversary sale offers you a perfect opportunity to secure the coat you have been wanting for months. Just think of being able to buy one of these lovely, fur trimmed garments for one third less than the regular price! These choice coats are all new this season, beautifully tailored and all chamois lined. They include fur trimmed coats **\$11.30** price \$16.95 for

\$19.50 Fur trimmed coats selling **\$13.00** for

\$25.00 Coats trimmed with Bombay Lamb, Wolf and Persian Lamb selling **\$16.67** for

\$29.50 Coats trimmed with Persian Lamb, Wolf, Beaver, Bombay Lamb, **\$19.67** selling for

\$35.00 Coats in the new Knobby material trimmed with Raccoon, Persian Lamb, Bombay **\$23.34** price \$39.00 coats in the new material trimmed with Lamb and Wolf, selling for

\$26.00 Persian Lamb, Raccoon, Red Fox, Wolf, selling for

\$49.00 coats trimmed with Persian Lamb, Raccoon, Red Fox, Squirrel and Wolf **\$32.67** selling for

\$55.00 Lama Coats trimmed with **\$44.00** Wolf collars selling for

All untrimmed Winter Coats from **1-3 OFF** \$10.95 to \$29.50 selling at

ONE THIRD OFF CREPE DRESSES



Misses \$2.95 Crepe Dresses selling **\$1.97** for

Misses and Women's Crepe Dresses **\$3.97** Price \$5.95, selling for

Misses and Women's Crepe Dresses. **\$5.30** Price \$7.95, selling for

Misses and Women's Dresses. Price **\$8.64** \$12.95, selling for

All Higher Priced Dresses selling at ONE THIRD OFF.

ONE THIRD OFF KNITTED SUITS

Two and Three Piece Knitted **1 3 OFF** suits clearing

They are this year's stock and all in the newest shades.

Price \$5.95 for **\$3.97**

Price \$9.95 for **\$6.64**

Price \$14.95 for **\$9.97**

Price \$25.00 for **\$16.67**

46th Anniversary Sale Travellers' Samples in Choice New Linens

On sale at well under our usual landed cost—ranging from doilies to 17 piece hand embroidered luncheon sets come in tray cloths, runners, variety sets, pillow cases, tea sets, luncheon sets, hand made laces from doilies to large sized table cloths, also Irish linen table cloths, etc.

SALE OF SUB-STANDARD TOWELS

English made colored Terry Towels size about 16x32 — 10 for \$1.00
English made colored Terry Towels size about 17x34 — 4 for 49c
English made colored Terry Towels size about 20x42 — 4 for 79c
Bath Towels best quality in green, blue, rose and gold with rainbow borders, size 24x45 per pair — 79c
Wabasso hem-stitched sheets, one of our best qualities size 81x96 worth \$3.85 for — \$2.98 pair
Sub-standard sheets fine medium weight hem-stitched or plain hemmed size 72x99 pair — \$2.19
size 81x100 pair — \$2.29
Wabasso hem-stitched pillow cases 42x33 regular 75c on sale per pair at — 59c
Rayon bedspreads colors, rose, blue, gold, green, mauve and ivory size 70x90 each — 98c
Tailored frilled Satin Bedspreads in rose, blue, gold, green and mauve, size 88x100. A very special value each at — \$3.59
Colored checked table cloths 54x54, worth to \$1.00 clearing, each at 69c
Colored bordered cotton Table Damask fully bleached 54" wide yard 25c

Sale of Soiled Curtain Nets

Lace Nets Madras Rayon Nets
Reg. 30 for 20c yd. Reg. 50 for 25c yd. Reg. 50 for 25c yd.
Reg. 45 for 30c yd. Reg. 65 for 33 1-2c yd. Reg. 60 for 35c yd.
Reg. 60 for 40c yd. Reg. 75 for 37 1-2c yd. Reg. 75 for 50c yd.

IBEX Quality Flannellette Blankets choice of three sizes 66 x 75 per pair \$1.98, 72 x 84 per pair \$2.19, 70 x 90 per pair **\$2.39**

Odd and Soiled Curtains only one pair of each pattern left in frilled, lace nets, Tuscan and Rayon clearing at **1-2 PRICE**

Printed Linen in five designs 48 inch wide sold at \$1.25 per yard to clear **49c**

English chintz and Hand blocked cretonnes 36 inches wide in a wide variety of design and colorings reg. 75 per yard to clear **39c**

Frilled Marquesette Curtains size 42x2 1-4 yd. This curtain if bought in the regular way would sell for \$2.25. White and cream with plain 4 inch frill per pair **\$1.50**

Special Prices on all floor covering during this sale. **\$1.50**

Sale of Dress Fabrics!

Good range of printed Satins and Crepes 38" wide. Regular price \$1.35. Anniversary Sale Price — 98c Yard
Drapery Satins 54" wide in Rose, Rust, Blueberry, Brown, Black, White and Gold. Regular \$1.25. Sale Price — 98c Yard
Drapery Silk 38" wide (broadened). Regular 85c for 1/2. Colors: Blue, Green, Orange and Gold. 43c Yard
Printed washable Silks 36" wide. Regular price 59c. Sale Price — 39c Yard
Range of Crepes 38" wide. Prices from \$1.25. In colors Greens, Browns and Gold. Sale price — 79c Yard
Printed Taffeta 36" wide. Regular price 69c. Sale price — 49c Yard
Plain and broadened Rayons in all shades. 27" wide. Sale Price 25c Yard
Printed Rayons 27" wide. Regular price 39c yard. Sale Price 29c Yard
Coatings in Tweeds and Plaids. 25% discount of all Wool Coatings.

46th. Jamboree! for Men

46c 46c 46c Jamboree of Bargains 46c, 46c, 46c.
Men's Wool Gloves 46c—
Men's String Gloves 46c—
Men's Linen Gloves 46c—
Men's wool scarves 46c—
Men's wool socks 46c—Men's 700 ties 46c—Men's leather belts 46c—Men's narrow and wide braces 46c—Men's Garters 46c—
46c, 46c, 46c, Anniversary. Sale 46c, 46c, 46c.

For Boys

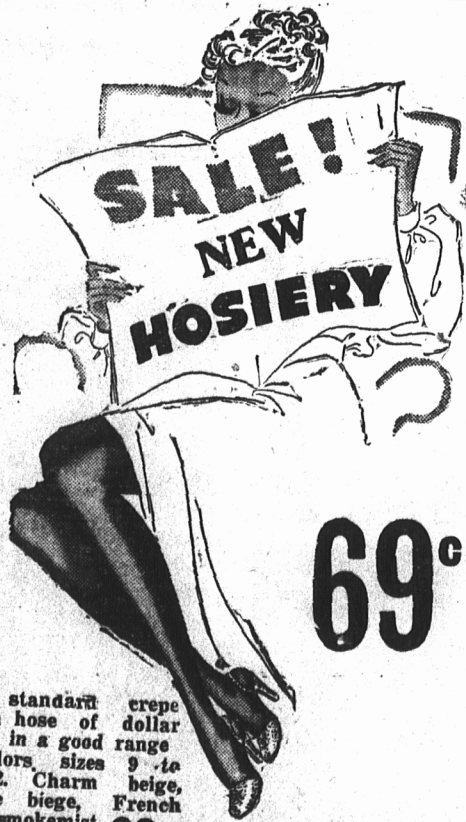
For 46c during Anniversary Sale in the boys department.
Boys short pants.
Boys snow togs.
Boy Caps.
Boys belts.
Boys fleece shirts and das.
Boys golf hose.
Boys woolen gloves.
Boys broadcloth blouses.
Boys half hose.
Boys pure wool turtle neck pullovers. The real thing for skating. Regular 98c and \$1.50. Small lot **75c** to clear at

Boys' Jumbo Knit Sweaters \$1.25 formerly \$1.75 to \$4.

Clearing out of all boys jumbo knit sweaters in blue, blacks and maroon, also all broken ranges in V and Zipper neck pullovers. Regular values \$1.75 to \$4.00. Appreciate the fact that this is a **\$1.25** bargain and gets yours early at

SAVE ON CAPS

Broken ranges of boys tweed caps with unbreakable peaks. Big selection of patterns in a full range of sizes. Regular 75c to \$1.00 values. Out they go during **46c** this sale at



69c

Sub standard crepe chiffon hose of dollar quality in a good range of colors, sizes 9 to 10 1-2. Charm beige, proline beige, French toast, smokemist selling per pair **69c**

Full fashioned cashmere hose of fine quality sizes 9 to 10 in colors: Gunmetal, Spice, toast Brown, regular \$1.25 per pair **\$1.00**

Penmans two ply all wool hose fashioned in the back, gives excellent wear, no seams to hurt the feet, in colors of: Teardance, caribbee, dark gunmetal, dust beige, sizes 9 to 10 1-2. Regular price \$1.00 per pair — **79c**

All wool pullover gaiters with elastic strap in grey, only regular \$1.00 per pair — **96c**

Silk and wool hose (plated) with mock seam. Sizes 9 to 10 1-2 per pair **69c**

Heavy Service weight full fashioned sub-standards, good range of colors, splendid value, sizes 9 to 10 1-2 per pair **69c**

Sub standards in light service weight full fashioned, sizes 9 to 10 1-2 per pair **59c**

Clearing Girls Coats

Girls' Coats sizes 1 to 14x Fur trimmed and plain cloth coats. Sale Price One Third Off.
\$22.50 for \$15.00 7.50 for 5.00
18.90 for 12.63 8.95 for 5.97
12.95 for 8.64 6.95 for 4.64

Girls' Bathrobes worth to \$2.25
Emmond cloth and flannel sizes up to 14x. Sale Price **\$1.39**

Girls' Dresses Jerseys and cotton tweeds worth to \$2.50 Sale Price — **\$1.00**

Girls' Crepe dresses worth to \$2.95. Sizes up to 14x **\$1.98** Sale Price

MOORE & McLEOD Limited