

1893  
1940

# ANNIVERSARY SALE

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**Men's  
OVERCOATS**  
**\$18.00 to \$25.00**  
**for \$15.00**

In this lot of 36 Coats one can find English plaid and checked tweeds, fleeces, silvertons, etc., in a wide range of new designs and colours. Sizes run from 36 to 42. Regular values as high as \$27.50. You will pay almost double the price next spring for these all wool English cloths — this is your last chance to buy your self a suit of pure wool English cloth at such a reduced price. Broken ranges in all sizes — single and double breasted. Anniversary Sale **\$15.00**

**Suits to \$27.50**  
**for \$15.95**

About 60 suits in this choice range of tweeds, twists and fancy serges. All new colours and designs — regular values as high as \$27.50. You will pay almost double the price next spring for these all wool English cloths — this is your last chance to buy your self a suit of pure wool English cloth at such a reduced price. Broken ranges in all sizes — single and double breasted. Anniversary Sale **\$15.95**



## Sale of Dress Fabrics

Figured and plain Crepes. Regular 98c. yard. Special Anniversary Sale, per yard **69c.**  
Figured and brocaded Crepes. Regular \$1.35. Special Anniversary Sale, per yard **\$1.19**  
Plain Rayons, 27 in wide, good assortment of colors. Regular 35c. yard. January Sale price, yard **25c.**  
Brocaded Rayon Taffeta, 27 in wide. Regular price 29c. yard. Anniversary Sale **25c.** price, per yard  
Figured Taffeta 36 in wide, brown, navy and black. Reg. 98c. yard. Anniversary Sale price, yd. **79c.**  
Silk Jersey 60 inches wide in Black, White and Navy. Reg. price \$1.35. Anniversary Sale Price, yd. **98c.**  
Silk Crepes in plain colors — satins, cantons, etc. Worth from \$1.00 to \$2.00. Anniversary Sale price, yard **89c.**  
Brocaded Satins in rose, blue and gold, 40 inches wide. Reg. price \$1.35. Anniversary Sale price, yd. **98c.**  
Plaid Coatings, 54 inches wide. Worth to \$3.00. Anniversary Sale price, yd. **\$1.29**  
Remnants **HALF PRICE**

## For Men and Boys in the BASEMENT

Men's Fleece Combinations. Sizes 36 to 44. Price **\$1.00**  
Men's Zip Pullover Sweaters. Color brown, navy and maroon **\$1.47**  
Men's Fancy Shawl Collar Sweaters. Sizes 36 to 44. **\$2.47**  
Men's heavy Tweed Zip Windbreakers. Color dark grey and Brown. Sizes 36 to 44. **\$2.98**  
Men's all wool Heavy Tweed Work Pants, large sizes only **\$2.47**  
Men's Leather Windbreakers, small sizes only. Regular \$6.50 for **\$4.47**  
Men's all wool Combinations. Sizes 36 to 44. Price **\$2.25**  
Boys' Cotton Work Shirts. Sizes 12 1/2 to 14. Price **47c.**  
Boys' Cotton Jersey Zip Sweaters. Sizes small, medium & large **47c.**  
Boys' Doekita Windbreakers. Sizes 26 to 34. Price **69c.**  
Boys' Navy Breeches. Double seat and knee. Sizes 30 to 34 **\$1.47**  
Boys' Fleece Combinations. Sizes 22 to 34. Price **79c.**  
Boys' heavy Denim Overall Combinations. Sizes 26 to 36 **\$1.39**  
Boys' heavy Cotton Tweed Knickers. Price **89c.**

## WALL PAPER Clearance

Wallpaper Clearance. Balance of 1939 stock in Varnished Tiles and Sunworthy patterns, 15 designs, suitable for kitchen bedroom, living room, halls. Worth regular from 50c to 80c to clear at per double roll of 72 sq. ft. **25c.**  
Rexflet Floor Covering, 2 yds. wide, Green and Rust combination colors. 2 pieces only to clear at per **45c.**  
Congoletum Rugs. Choice of 4 designs in discontinued patterns in following sizes and prices—  
6 x 9 **\$4.15**  
7 1/2 x 9 **\$5.15**  
9 x 10 1/2 **\$7.25**  
9 x 12 **\$8.25**  
Homespun Drapery Material. Green, blue and rust colors, 46 inches wide. Reg. to 75c. To clear at per **39c.**  
Jard **39c.**  
Cottage Sets in clearing lines, Scrim and Marquisette. Red, blue & gold borders. **49c.** Reg. to \$1.00 per set  
Table of soiled Curtaining in Rayons and Cotton Nets, marquisette and madras. Clearing at **HALF PRICE**

## Opens Thursday Jan. 4th, 1940

And so for nine business days Moore & McLeod Limited hold a Birthday Party . . . There will be big birthday cakes for you . . . there will be special birthday gifts in every department from basement to office and there will be impressive bargains all over the store. Moore & McLeod invite you to come . . . come often . . . come early . . . and help us celebrate our 47th birthday.

## 47th ANNIVERSARY SALE HALF PRICE

A limited amount of Lingerie, slightly soiled, left from our Christmas stock, selling at **Half Price**

House Coats, Lounging Pajamas in silks and wools, selling at **Half Price**

For the New Year our new stock of rayon knit panties, bloomers and vests will be higher in price. Buy now at **per garment 50c.**

Next shipment will have to sell at 59c.

Anniversary Specials in "Nemo" Corsettes, Girdles, Corsets. Watch for the "Nemo" advt. for styles and prices.



## Sub-standard Crepe CHIFFON HOSE

**79c pr.**  
**2 pr. for \$1.50**

Sub - Standards Crepe Chiffon Hose, sizes 9 to 10 1/2 in a good variety of colors. **Per 79c.**  
Or two pairs **\$1.50** for

## Sub-standard Plain Chiffon 69c pr.

**2 pr. for \$1.35**

Sub - Standards Plain Chiffon Hose (3 thread) in shades of: Sahara, Rosewood, Mist Beige, Sizes 9 to 10. **69c.**

Or two pairs **\$1.35**

Sub - Standards Heavy Weight of the \$1.25 quality in shades of: Mist Beige, Sahara, Charm Beige, Animation, sizes 9 to 10 1/2. Pair **79c.**

## 47th Anniversary Sale of HATS

Anniversary Sale of Millinery, —  
Hats !!! 1938 **25c.**  
season, for . . . **50c.**  
Hats !!! 1939 **50c.**  
season, for . . . **1.00**  
good quality  
Hats !!! All our better numbers, **\$1.98** clearing at.

**Slightly Soiled Handkerchiefs HALF PRICE**

Ladies White Linen Handkerchiefs, slightly soiled, going for half price—  
75c. for **37c.**  
50c. for **25c.**  
35c. for **18c.**

Each **50c. & \$1.00** Woolen Cap and Scarf Sets in different winter colors. Reg. \$1.50 and \$1.00. selling for half price.

Each **75c. & 50c.** Shopping and Knitting Bags. Reg. \$1.50 and \$1.00. **79c.** Selling for **79c.**  
Art Silk Umbrellas. Regular \$2.00. Selling for **\$1.69**  
Chamoisette Gloves in black, brown, navy, white. Regular 75c. Clearing for **49c.**

Each **25c Chainette Gimp 2 for 25c**

Choinette Gimp — for bags, hats, etc. Reg. 15c. Sale price, 2 for **15c.**  
Rippled weels—a good weight yarn for cardigans, pullovers, etc. Popular colors. Regular 25c. skein. Sale price **15c.** per skein

The following list of Toys and Novelties will sell at half-price:— Dishes, Bingo Sets, Checkers, Register Banks, Puzzle Rings, Bicycle Bells and Horns, Sewing Baskets, Baby Sets, Brush Sets, Mouth Organs, Brush and Comb Sets.

## One Third Off LADIES' CLOTH COATS

Mostly Fur Trimmed

One-third off Ladies' Cloth Coats, mostly fur trimmed—  
\$16.95 for **\$11.90**  
\$19.50 for **\$13.90**  
\$26.00 for **\$18.00**  
\$29.50 for **\$20.00**  
\$39.00 for **\$26.00**  
\$48.00 for **\$32.00**

Ladies' and Misses two and three piece knitted Suits — one-third off.  
\$ 4.95 for **\$ 3.30**  
\$ 9.95 for **\$ 6.64**  
\$16.95 for **\$11.30**

Misses Blouses, sheers and crepes, sizes 14 to 20, short and long sleeves, \$2.95 for **\$1.95**

Evening Dresses, taffetas and velvets, worth to \$25.00. Special for Anniversary Sale **\$5.00**

## Ladies' and Misses DRESSES

Ladies' and Misses Dresses in smart styles, crepes and wools, sizes 14 to 44 at Special Prices during Anniversary Sale—  
\$2.95 for **\$1.97** \$5.95 for **\$3.97** \$7.95 for **\$5.30**  
\$10.95 for **\$7.30** \$12.95 for **\$8.64**

All other Dresses at 20% Off.



## 47th Anniversary Sale Here's a real birthday present to you—Scarves 1/2 Price

Here's a real birthday present to you — Scarves **Half Price**

Men's Wool Scarves and Silk Scarves. Values ranging from 50c. to \$3.00, all going for **1/2 Price**

If you were forgotten at Christmas or just recognize a real bargain — get your pick of these — men's Shirts — all the best makes — fused collars — worth to \$2.50. Special **\$1.00**

Pure Silk Ties for men — hand made \$1.50 quality. Distinctive patterns — Special **75c.**

Men's Flannelette Pajamas — warm weight — self colours — elastic waistband. **\$1.49**

Special at **75c.**

Underwear for men — winter weight combinations and shirts and drawers — Fine rib or flat knit — all wool or part — Penman's — Watson's — Hatchway No Button Style. — Special at **HALF PRICE.**

Men's all wool Socks, \$1.00 quality by Holeproof and Wolquality. Heavy weights in good patterns. Special at **69c.**

## CLEARING KIDDIES SUITS ONE THIRD OFF

Clearing all Kiddies Suits, sizes 2 to 6 years at One-Third Off. All wool Jerseys in button-on or two piece style, navy and brown English flannels, Fox Cheviot Sailor Suits and fine English serges. Regular values \$1.25 to \$3.75. Anniversary Clearance One-Third Off

**BOYS' CAPS, 59c.**  
Regular 75c. and \$1.00 wool tweed Caps, some slightly soiled — some winter caps with lugs. All sizes. Anniversary Sale **59c.**

**BOYS' ENGLISH TWEED GOLFERS — 1/3 OFF**  
Clearing all boys Golfers in sizes 30, 31, 32 only, ages 12 to 14 or 15 years. Fine English tweeds and serges in a good selection of shades and patterns. Regularly \$1.75 to \$2.75. Anniversary Sale, 1/3 Off

Boys' regular \$1.50 English Flannelette Nightshirts **59c.** Anniversary Sale  
Broken lines of Boys' winter weight Underwear at 25% Discount.

## 47th Anniversary Sale ONE THIRD OFF Boys' Suits & Overcoats!

Clearing all broken lines of boys', youths' and students' suits and overcoats. Prince quality suits in beautiful new tweeds and serges — in the coats warm fleeces and heavy overcoats. All sizes from 24 to 38. Reg. Suit values \$7.50 to \$21.00. Reg. Coat values \$8.50 to \$14.50. Clearing Anniversary Sale 1/3 Off

**BOYS' SWEATERS** \$1.19

Clearance of heavy all wool Jumbo Knit Sweaters — Coats and Jumbo Pullovers, also some slightly soiled fine pure wool pullovers — all values \$1.50 to \$2.50. Sizes up to 34. Anniversary Sale **\$1.19**

**BOYS' SHIRTS, 65c.**

Our complete stock of boys' Work Shirts in blue and khaki drills, also tan and navy heavy weight doekita shirts — some with zipper necks. Also all broken lines in boys' dress shirts. Complete range of sizes up to 14 1/2. Reg. values 75c. to \$1.00. To early shoppers will be given a tie free with each shirt. While they last. **65c**



### ANNIVERSARY SPECIAL

## FREE BIRTHDAY CAKES . . .

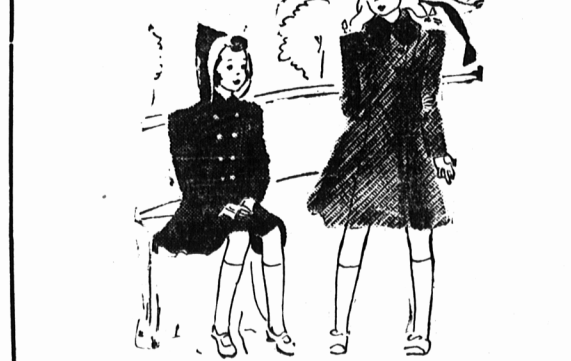
Every cash buyer has the opportunity of winning one of these lovely cakes . . . When you are shopping at our 47th Birthday Sale . . . ask the clerk who waits on you about the

**BIRTHDAY PRESENTS BIRTHDAY CAKES**

Visit the Ladies' Basement for Great 47th Anniversary Bargains

Moore & McLeod Limited

## 47th Anniversary SALE



## Girls' Winter Coats ONE-THIRD-OFF

Girls' Winter Coats, 1/3 off—  
\$19.50 for **\$13.00** \$10.95 for **\$ 7.30**  
\$16.95 for **\$11.30** \$ 7.95 for **\$ 5.30**  
\$14.95 for **\$ 9.97** \$ 5.95 for **\$ 3.97**  
\$12.95 for **\$ 8.64** \$ 3.95 for **\$ 2.64**

Girls' Knitted Suits, 1/3 off. Sizes 2 to 16—  
\$2.95 for **\$1.97**  
\$4.95 for **\$3.30**  
\$5.95 for **\$3.97**

Girls' White Jumbo Knit Sweaters, sizes 30 to 34. Reg. price \$2.95. Sale **\$1.98**

Teen age Dresses, sizes 11 to 17 Regular prices **\$5.95** \$7.95, for **\$5.95**

Regular prices **\$3.95** \$5.95, for **\$3.95**  
Dresses worth to \$3.95 for \$1.98 Dresses worth to \$4.95 for \$2.55 Girls' Ski Jackets, sizes 8 - 14, mostly navy fringe. Regular price \$2.95. Anniversary Sale **\$1.79**  
Velvet Rompers, sizes 1 and 2, colors white, yellow and blue. Regular price **\$1.19** \$1.75, for **\$1.19**