

Huge Sum Spent Shows Faith In Province's Future

*The comfort of a Raglan
The trimness of a Belted Back*



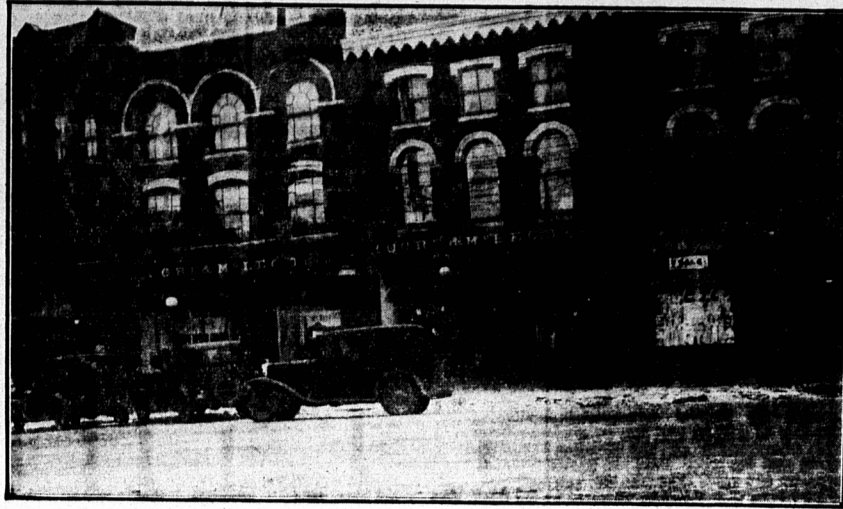
\$18.

- .. Plain Back
- .. Belted Back

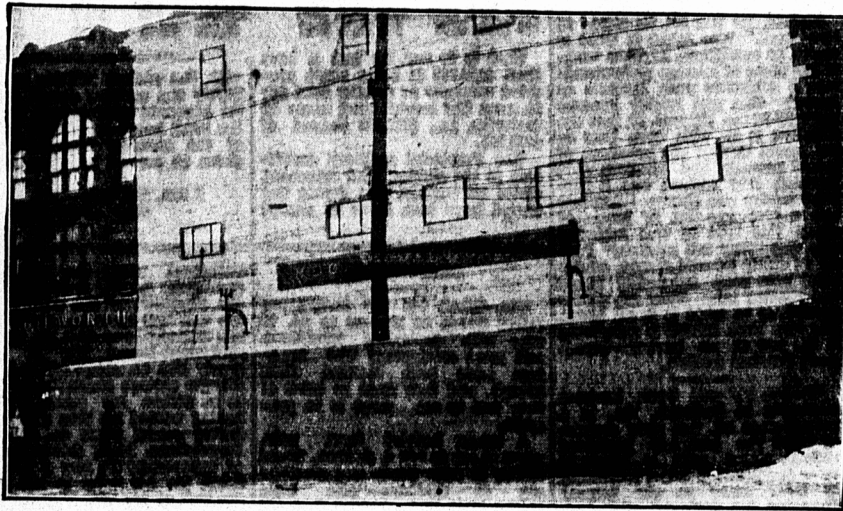
Overchecks in all wool Tweeds, greys, browns and Coronation blues. These are cut in the last new mode... they fit sleekly... In one word they're "TOPS"

Moore & McLeod Limited
Queent St. Charlottetown

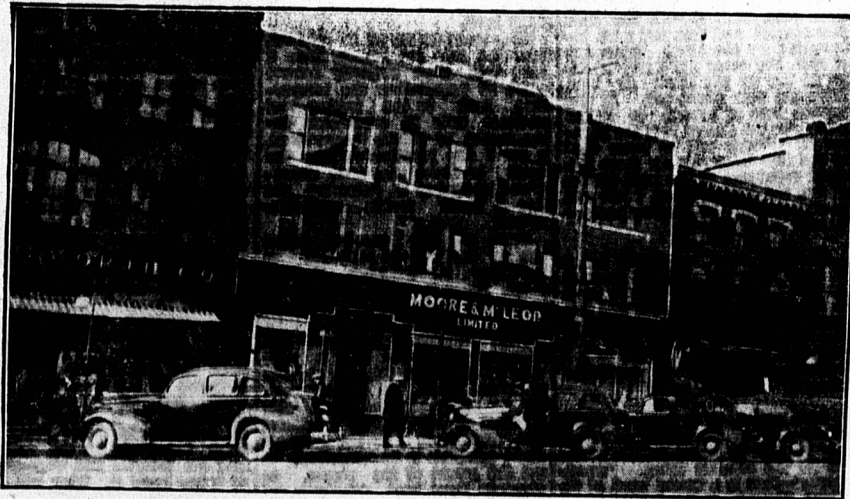
Remember the Store When it Looked Like This?



For About Ten Weeks it Wore This Mask



Presto—Moore and McLeod's Today



These three pictures tell the story of a great store which has for nearly half a century carried on successfully during big booms and little booms. Depression is a word not countenanced in the firm's vocabulary. It takes courage to make business progress at the pace set by Messrs. Moore & McLeod, and "courage" is the firm's middle name. The illustrations herewith show the Moore & McLeod Store first prior to the alterations, next during the alterations when business was carried on even better than usual for the season, and finally the lovely new frontage which is a valuable asset not only to the firm, but to the City and Province.

The THEME of your Spring Wardrobe



not
a
suit
but
SUITS

Sizes for Misses, Women, Juniors

\$12.95 to \$29.50

"All for suits," says Fashion... and "Suits for all," says Moore & McLeod Ltd. Above all else, your entire Spring wardrobe revolves about them. This season's edition are more flattering than ever... softer as to tailoring, shorter as to jackets, slimmer as to skirts. Choose yours from our smart collection.



- Men's Wear Fabrics
- Wool Crepes
- English Tweeds
- Smart Worsteds



Watch The Windows For New Styles And Special Values

Tune in Daily at Noon to C.F.C.Y.

Moore & McLeod Limited

Reliable Repair Work

You understand that when we do a piece of repair work we do it to give satisfaction, and if it falls short of that we are not satisfied.

We have a plant that is so thoroughly systematized that we can handle the smallest piece of repair work, and give the same satisfaction as we do with extra heavy work. This is a shop of specialists, a shop where expert workmen and the best machinery co-operate to give you genuine satisfaction at the same price as you would have to pay for the other kind.

**Bruce Stewart & Co.
Limited**

CHARLOTTETOWN, P. E. I.
Mfrs. Imperial Gasoline Engines

THERE is ECONOMY in PAINTING and DECORATING.

LET us quote you our attractive popular prices for

INTERIOR and EXTERIOR

Painting, Papering, Decorating
Tinting and Glazing.

There is real economy in keeping your property in good repair. Our work will assure you of the most lasting results.

Phone 1060 for Estimates

FRED C. WALLER

WALTILE

The Popular Finish Today

Come in to see our large assortment of tile in solid and mixed colors—latest designs for bathrooms, kitchens, offices, etc.

IT LASTS

One of the many samples is the tile entrance to Moore & McLeod's new store. This tile, lock sets, insul board, paint, varnish, and general hardware were all supplied by

THE ROGERS HARDWARE

Company Limited

PHONE 105

CHARLOTTETOWN

ELECTRICAL

WE ARE PLEASED TO ANNOUNCE THE COMPLETION OF THE ELECTRIC WIRING IN THE NEW FRONT FOR MOORE & MCLEOD.

IF YOU ARE CONTEMPLATING ANY CHANGES, OR ADDITIONS TO YOUR ELECTRIC WORK, WE SHALL BE GLAD TO GIVE YOU ESTIMATES, ETC.

CHAPPELL & CO.

ELECTRICAL CONTRACTORS

173 GRAFTON STREET

PHONE 1440