

# 1893-1938 45<sup>th</sup> Anniversary SALE

## 45th Anniversary Sale 1-4 FINE FUR COATS

**OFF** TWENTY-FIVE PER CENT OFF ALL FUR COATS  
These include Hudson Seals with Fox and self trimmed collars.  
One beautiful Fox trimmed coat at \$385.00 for \$288.75

Another one	at \$350.00	for \$262.50
Another one	at \$315.00	for \$236.25
Another one	at \$275.00	for \$206.25
Muskkrat Coats	at \$185.00	for \$138.75
Muskkrat Coats	at \$225.00	for \$168.75
Muskkrat Coats	at \$200.00	for \$150.00
Muskkrat Coats	at \$250.00	for \$187.50
Two Mink Marmots	at \$135.00	for \$101.25
Black French Seal Coats	at \$175.00	for \$131.25
Black French Seal Coats	at \$115.00	for \$86.25
Black French Seal Coats	at \$75.00	for \$56.25
Black French Seal Coats	at \$60.00	for \$45.00
Black French Seal Coats	at \$55.00	for \$41.25
Black and Grey Lapin Coats	at \$85.00	for \$63.75
Black and Grey Lapin Coats	at \$65.00	for \$48.75
Black and Grey Lapin Coats	at \$55.00	for \$41.25
Hudson Head Fur Coats	at \$45.00	for \$33.75
Hudson Head Fur Coats	at \$42.50	for \$31.88
Beaver Lamb Fur Coats	at \$55.00	for \$41.25
Beaver Lamb Fur Coats	at \$45.00	for \$33.75

## Opening Wednesday, Jan. 5th. continuing following days

WE'RE CELEBRATING OUR BIRTHDAY... Forty five years ago this firm started business in a very small way in part of the present building, succeeding our former employers Messrs. Perkins & Sterns. Any progress or growth we have made, is due to YOUR generous support, and we want to recognize this fact fully here, and to say, most sincerely...WE THANK YOU...and hope by good service to deserve your continued support.

### Substandard Silk Stockings designed to sell \$1.50

Substandards in crepe, chiffon hose in an assortment of dark and light shades. These stockings are \$1.50 quality, Sizes 9 to 10 1/2. A bargain at **69c pr.**

First quality crepe chiffon hose in broken sizes and colors, regular \$1.50 pair for — \$1.19 pair  
Penman's Silk and Wool Hose (plaited) in sizes 10 1/2 only, regular \$1.00 for — 79c pair  
Silk and Wool Hose with mock seams, reinforced heels and toes, sizes 9 to 10 1/2 — 45c pair  
Cashmere Hose reinforced with a little cotton rib tops, colors, gunmetal, biscayne and black, sizes 9 to 10 1/2 — 45c pair  
Women's Rayon plaited hose, sizes 9 to 10 1/2 — 35c pair  
All Wool Cashmere Hose, with rib tops, sizes 9 to 10 1/2, two pairs for — \$1.45  
Women's gaiters in two shades, light fawn and gunmetal. Medium size. — 75c pair



## 45th Anniversary Sale



Prices take a knockout in The Men's Store

### Cuts on Leather Coats!

Men's horsehide leather coats with beaver lamb fur collar. Regular \$20.00 coat for \$17.50  
Regular \$14.00 coat for \$11.95  
Regular 15.00 coat for 13.50  
Regular 18.00 coat for 15.00  
Horsehide coat with beaver lamb collar and sheep lined: reg \$23.50-\$25.00 coats for \$20.00  
Men's flannel dressing gowns at 25% off.  
Regular \$ 7.75 gowns for \$ 5.80  
Regular 12.00 gowns for 9.00  
Regular 13.50 gowns for 10.20

### Broadcloth Shirts

Men's fine broadcloth shirts, collar attached, stripes and plains worth from \$1.55 to \$2.00 at 1-2 price. Slightly soiled stock. Sizes 14 1/2 to 16 1/2. 1/2 PRICE  
Slightly mussed broadcloth pajamas. Broken ranges that regularly sell from \$2.50 to \$3.50 offered at 1/2 PRICE  
A few 45c specials for our 45th anniversary. Ties, pure wool fancy hose, suspenders, linen handkerchiefs, garters

## January Savings for the HOME

45th Anniversary Sale  
75c Shadow Cloth 45c

English Shadow Cloth 48 inches wide choice of six colorings. Regular 75c. Now per yard **45c**

Imported Curtain Nets Ecu shade in Rayon and Cotton. Regular to 75c. Now per yard **45c**

Scotch Madras Ecu shade, 45 inches wide, slightly soiled. Regular 75c. Now per yard **45c**

Lace Net Curtains, 36 x 2 1-4, Ecu shade. Reg. \$2.00. Now per pair **\$1.45**

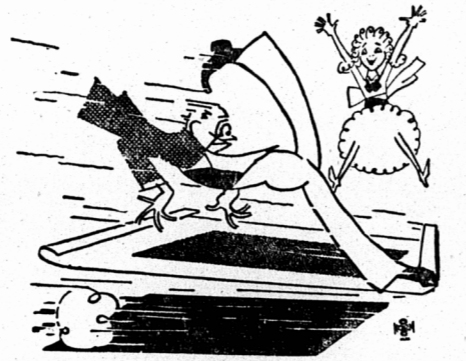
Special Esmond Blanket Heather shade Wool and Cotton 66 x 80. Each **1.45**

White Flannelette Blankets 70 x 90. Whipped singly, per pair **\$2.45**

Lot of soiled and odd curtains, one or two pairs of each pattern to clear at — 1-2 PRICE  
Discontinued Lines in Congoleum Rugs in following sizes and prices.  
6 x 9 \$4.45—7 1-2 x 9 \$5.45—9 x 10 1-2 \$7.45  
9 x 12 \$8.45

Limited number odd lots Wallpaper in 4, 5, 6 rolls with matching borders clearing **\$1.45** at per lot

Remnants of Overdrapery in 2 1/2 yard lengths reg. worth to \$3.00 per yard to clear **\$1.45** per length



## Mother, Mother, Daddy's Doing Tricks!

No. Belinda darling, Daddy's just heard about the sale of SUITS AND OVERCOATS at Moore & McLeod's Anniversary and he's hurrying to get down there and pick up some swell new clothes. Don't stop him.

### One third off

**Men's Overcoats & Suits**  
CHOOSE NOW from the great stock at the Men's Store where everything that's new and smart is shown in the widest and most generous range. CHOOSE NOW while assortments are at their best.

For example, during our ANNIVERSARY SALE you can purchase a

\$12.95 Overcoat	for \$ 8.65
18.00 Overcoat	for 12.00
22.50 Overcoat	for 15.00
27.50 Overcoat	for 18.35

Or a \$16.50 2 pant Suit for \$11.00  
22.50 2 pant Suit for 15.00  
25.00 1 pant Suit for 16.67  
30.00 1 pant Suit for 20.00

## 45TH ANNIVERSARY SALE DRESSES

Twenty five bunny wool and crepe dresses all colors worth up to \$2.95. Clearing January Sale — **\$1.95**

Twenty four last season's wool dresses Worth up to \$12.95. Clearing — **\$3.95**

Ladies' bouclé knit suits three piece styles. Colors brown, navy, open green, sand and wine. Regular value \$25.00. January Sale — **\$7.00**

Twenty-five knitted jersey and crepe dresses. Misses sizes. Worth up to \$3.95. Clearing for — **\$1.00**

Forty last year's crepe and pure silk dresses, all styles and sizes. Worth as high as \$19.75. Clearing January Sale — **\$3.00**



### EVERY MINUTE COUNTS WHEN YOU'RE ON THE WAY TO THE MEN'S STORE

46th ANNIVERSARY SALE! MEN'S DEPT.

**one third off**  
Men's Heavy Coat Sweaters All our fancy patterned jumbo knit coat sweaters go on sale at this marvelous discount 1-3 OFF \$3.00 sweaters \$2.00 \$5.00 sweaters \$3.33 \$9.00 sweaters \$6.00

**one third off**  
Men's Pullover Sweaters. All colors, all sizes, all neck styles, all qualities. This is our best offer in years — 1-3 OFF \$2.00 sweaters \$1.33 \$3.00 sweaters \$2.00 \$3.95 sweaters \$2.65

**one quarter off**  
Men's jackets. Zipper front, sport or plain backs, plain or fancy colors. Many varieties all of them good at — 1-4 OFF WINTER CAPS with ear lugs, best quality in patterns or dark colors. Maximum warmth — **\$1.25**

**VELOUR HATS.** This season's most stylish hat. All new, Browns, Blacks and Blues. — **\$2.95**

Big League hockey jerseys like the stars wear. Maple Leafs or Maroons — **\$1.95**

## 45th Anniversary Sale

Save on linens and SHEETS

LINEN DEPARTMENT

SALE OF TRAVELLERS SAMPLES  
Again we were fortunate to procure this big range of samples which we are able to pass on to you at less than the regular landed cost.

Ranging from Doyleys at 5c each to Luncheon Sets at \$10.00 set, Hand Embroidered Doyleys, Tray Cloths, Runners, Vanity Sets, Pillow Cases, Luncheon Sets, Banquet Sets, etc., Hand made Lace Chair Sets, Place Mats, Tray Cloths, Runners, Table Cloths etc. Irish Linen Towels, colored bordered Luncheon Cloths, Table Cloths, etc.

Sale of Irish Linen Table Cloths—sub-standards. These best quality Table Cloths are slightly flawed and are priced to clear at these wonderfully low prices.  
White Linen Damask Cloths (In First Quality—Sub-standards)

1 Cloth 45 x 45" worth \$ 1.65.	Clearing at	— .35
2 Cloths 54 x 54" worth 2.35.	Clearing at	— 1.20
1 Cloth 63 x 63" worth 3.25.	Clearing at	— 1.85
1 Cloth 63 x 63" worth 3.50.	Clearing at	— 1.85
1 Cloth 63 x 63" worth 4.50.	Clearing at	— 2.25
2 Cloths 70 x 106" worth 3.75.	Clearing at	— 1.85
1 Cloth 81 x 81" worth 10.00.	Clearing at	— 5.00
1 Cloth 72 x 144" worth 10.75.	Clearing at	— 5.25
1 Cloth 72 x 144" worth 12.50.	Clearing at	— 6.00

Colored Linen Damask Table Cloths—Best Qualities in Gold, Green and Ivory—(First Quality—Sub-standards)

2 Cloths 72 x 72" worth \$ 8.00.	Clearing at	— \$ 3.95
2 Cloths 72 x 99" worth 10.50.	Clearing at	— 5.00
1 Cloth 72 x 108" worth 12.50.	Clearing at	— 6.00
3 Cloths 72 x 108" worth 15.00.	Clearing at	— 7.25
1 Cloth 72 x 126" worth 18.00.	Clearing at	— 8.50

Checked Linen Glass Towels 17x32". Sale Price 18c Each  
Linen Roller Towelling with colored borders. A heavy quality 16" wide — 19c Yard  
Horrockses English Flannelette White. A better quality 30" wide — 17c Yard  
English Flannelette with colored stripes 31" wide. Reg. 25c for — 19c Yard  
Suedine Card Table Covers in Green, Black and Red. On sale — 59c Each  
Moire Card Table Covers in Green, Blue and Brown. On sale — 89c Each

## 3 Birthday CAKES!

### 15 Departmental Gifts

Every cash purchaser during this sale will receive a card on which name and address may be written. These are deposited in sealed boxes until end of sale. Then the boxes are opened, and eighteen fortunate cards drawn.

The holders of these cards receive one or other of the departmental prizes, and the three VERY fortunate get the Birthday cakes.

There's a chance for the prize when you are making a payment in the office as well.

Sale of Sub-standard Sheets

Hemmed Unbleached Sheets 72 x 90"	— 1.29 Pair
Hemmed Unbleached Sheets 81 x 90"	— 1.45 Pair
Hemmed Bleached Sheets 68 x 86"	— 1.89 Pair
Hem-stitched Bleached Sheets 63 x 89"	— 2.19 Pair
Hem-stitched Bleached Sheets 72 x 89"	— 2.39 Pair
Hem-stitched Bleached Sheets 81 x 89"	— 2.59 Pair

Rayon Bedspreads in Rose, Gold, Green, Blue and Ivory. Size 80 x 100" — Sale Price \$1.79 Each  
Colored Bath Towels in Rose, Gold and Green. Size 22 x 42". Regular \$1.10 pair — Sale Price 89c Pair

"ON THE ISLAND IT'S

# MOORE & McLEOD LTD

FOR FASHION AUTHENTICITY"

# Sale

## Wool Coating \$2. worth to \$3.50

Wool Coating, plaids and tweeds worth to \$3.50 width 54". Sale — \$2.00 yard

Wool Coatings 1.75 to 2.95 yard. Plenty of colors and weaves to choose from. Sale — 10% OFF

Wool dress goods worth to \$2.00 yard, colors green, brown, red, navy and black. Sale — 25% OFF

Crepes and satins worth to \$1.50 yard. Colors blue, brown, navy and black. Sale — 98c yard

Crepes and satins worth to \$1.25 yd. colors green, blue, brown and navy. Sale — 79c yard

Flowered crepes worth to \$2.50 yard. Sale — \$1.79 yard

Printed crepes in green and black worth \$1.85 yard. Sale — \$1.45 yard

Printed crepes, colors black, brown and navy. Reg. price 59c yard. Sale — 49c yard

Brocaded Rayons all shades worth 29c yard. Sale — 25c yard

Plain Rayon, all shades worth 35c yard. Sale — \$1.45 yard

Brocaded Satin worth to 85c colors blue, green and gold. Sale 69c yard

Metallic cloth worth to \$6.00 yard. Sale — 25% OFF

## In the GIRLS' SHOP

Girls' Coats, sizes 1-2 year to 14x. A good variety of snappy styles to choose from, fur trimmed coats and plain cloth coats. Sale — ONE THIRD OFF

Girls' Woolen Dresses worth to \$3.50. Sizes 7 to 14x. **\$2.95**

Girls' Woolen dresses, sizes 2 to 14x. Regular price \$2.95. **\$2.45**

Girls' Dresses Wool and Crepe. Worth to \$2.95. Sizes 2 to 14x. Sale — **\$1.98**

Girls' Dresses worth to \$1.98. Sizes 2 to 14x. **\$1.45**

Pure wool turtle neck sweaters, colors green, navy, orange, red and white. Regular **\$1.69** price \$1.95. Sale — **59c**

Girls' Sweaters Pure wool, mostly short sleeves worth to \$1.50. Soiled. Sale — **59c**

Gym Bloomers, navy serge. Reg. \$2.25 value. **\$1.00**

Girls' Flannel Skirts pastel shades, sizes 10 to 14x. Reg. price \$2.50. Sale **\$1.25**

Girls' Wool Jumbo Knit Sweaters. Sizes 22 to 34. Colors, navy and scarlet. Prices **\$1.98 \$2.25 \$2.95**

Girls' Wool scarves, scarlet and white — **59c**

Baby's Pure Wool Jackets. Colors, pink, blue and white. Prices **79c to \$1.50**

Baby's Brush Wool Sets. Sweater, Leggings, Cap and Mitts. Regular Price \$3.75. **\$2.50** January Sale

## Slightly Soiled Lingerie HALF PRICE

1/2 price Lingerie. Slightly soiled pajamas, gowns, slips, girdles, brassiers going at — HALF PRICE

SPECIALS IN CORSETS, CORSELETTE Sand GIRDLES

Corselette, Inner belt worth \$2.75 for — \$1.95  
Front Lace Corsets. Spiral boning, regular price \$2.95 for — \$1.95  
Stepin girdle lastex panels, zipper fastening \$2.95 for — \$1.95  
Corselette in Lastex and fine batiste for slight figures. Sizes from 32 to 36. Regular \$4.95 for — \$2.95  
Corselette for heavier figure, Sizes from 36 to 44, reg. \$3.95 for \$2.95  
Special Rayon knit pajama. Nice colors, all sizes Worth \$1.25 for 89c  
Colored print Flannelette gowns. All sizes. Regular \$1.59 for \$1.29