

Moore & McLeod | Moore & McLeod | White Goods Sale | Moore & McLeod | Moore & McLeod
Our February Muslins Sale--Irresistible Values--Deep Cut Economies



No. 1. Night Gown neatly made of good grade of muslin, has short sleeves. Is finished at neck and sleeves with fine torchon lace, regular price 75c **Special White Sale Price 49c.**

No. 2 Night Gown A very fetching garment of good Lawnsdale, has short sleeves finished with muslin frill and torchon lace. The high round yoke is edged with torchon lace and insertion, and caught with white or colored baby ribbon. regular value \$1.00, **White Sale Price 79c.**

No. 3. Night Gown This is one of the handsomest garments shown in the sale, made of a fine soft Lawnsdale in slip cover style. Has short sleeves composed of wide embroidery. The V-shaped yoke is made of embroidery insertion, beading and torchon lace, finished with wash ribbon, regular value \$1.35 **White Sale Price 98c.**

No. 4. Skirt. A very attractive garment carefully made, with all seams double stitched. The 14in. frill is made up of wide torchon lace with 3 bands of torchon insertion separated by wide muslin bands, regular 90c **White Sale Price 69c.**

No. 5. Skirt. A very attractive garment of good grade soft white muslin, has a 9in. frill of Swiss embroidery, headed with a 2in. band of torchon insertion and 5 narrow tucks, regular value 1.25 **White Sale Price 89c.**

No. 6. Princess Slip Made of a fine soft muslin, all seams double stitched, 8 in. frill of nice embroidery, yoke and sleeves trimmed with torchon lace and wash ribbon, good value at \$1.25, **White Sale Price 98c.**

No. 7. Corset Cover. This notable value is made of a nice fine soft white cotton, yoke and sleeves are edged with narrow torchon lace and beading caught with dainty baby ribbon, regular value 40c **White Sale Price 29c.**

No. 8. Corset Cover made of good grade white muslin, finished at top with a 3 in. band of embroidery insertion over a pretty beading edge, finished with fine torchon lace. A pretty wash ribbon is run through the beading, regular price 50c. **White Goods Sale, 39c**

No. 9. Drawers. Made of good soft muslin with deep frill of nice embroidery, showing five rows of tucks at head, carefully cut, using plenty of material, regular price 65c. **White Sale Price 41c.**

No. 10. Drawers. A good fine soft material is used in making up this garment, finished with choice torchon lace, muslin banding and torchon insertion, cut full and carefully made, precisely as illustrated above regular value 50c. **White Sale Price 39c.**



Sheetings and Pillow Cottons Hemmed FREE during the Sale

Pillow Cottons

The range of Pillow Cottons is particularly complete and fine. The goods shown are in almost all cases direct from the makers, and are up to the best standards of this establishment. You will find that every price is substantial cut—making this such a buying chance as comes but seldom. And then bear in mind that all

Pillow Cottons will be Hemmed Free

PILLOW COTTONS

English Pillow Cotton:	
10 in. Circular	18c per yd.
12 in. " "	19c per yd.
14 in. " "	20c per yd.
16 in. " "	22c per yd.
Light Weight Canadian Circular:	
10 in. Circular	20c per yd.
12 in. " "	22c per yd.
14 in. " "	25c per yd.
Heavy Circular:	
14 in. Circular	23c per yd.
16 in. " "	25c per yd.
18 in. " "	27c per yd.
20 in. " "	30c per yd.

Sheetings

An enormous pile of sheetings in unbleached and white twill and plain in every width, specially reduced in price for the great sale.

75 in unbleached reg	24c for 19c
72 in " "	28c for 24c
63 in " "	28c for 24c
80 in " "	36c for 30c
72 in bleached white	27c for 22c
72 in white sheeting	32c for 28c
72 in very fine	38c for 34c
72 in wigan	42c for 38c
70 inch very fine	48c for 40c
80 in Best Canadian	52 for 45c
50 in very fine plain	62c for 50c

TWILLED SHEETINGS

80 inches wide, special	38c
80 " " "	42c
80 " " "	45c
80 " " "	50c

ENGLISH DOMESTIC "WASTE TWILL"

a very nice sheeting for anyone who wants weight and strength rather than fineness.

Great Sale of Mill "Seconds" In Fine Linen Table Cloths

Our buyer was fortunate in securing a special line of mill "seconds" in linen tablecloths, showing the damask border right around. These only require to be hemmed. In each there is some trifling imperfection which does not in any way injure the cloth but results in a tremendous cutting of the price.

REGULAR VALUE

36x45 ins. Linen Tablecloths	\$1.00 for 75c
45x45 " "	1.10 for 85c
67x69 " "	1.90 for 1.45
67x101 " "	2.10 for 1.60
67x86 " "	2.40 for 1.80
71x72 " "	2.65 for 2.00
71x108 " "	3.55 for 2.85
71x108 " "	4.35 for 3.45
88x90 " "	5.50 for 4.25
88x108 " "	8.50 for 6.50

Splendid White Goods Sale Specials in Choice Irish Linen Table Damasks

Showing of linens is particularly strong this season. We have been getting ready for this sale for many months—and during the last few weeks the fruit of our buying has been coming across the Atlantic from the makers. All great value—some of values so good that we think best merely to suggest them.

Bleached Damask 56 in. wide showing dot and scroll with border of carnations regular 45c **White Sale Price 38c**

Linen Damask in pattern of dots with wide Greek border regular value 60c **White Sale Price 48c**

A very handsome design, interlooped ring and ivy leaf, 66in. wide, the border is an enlargement of the main design, regular value 75c. **White Sale Price 85c.**

A very fine Irish linen 70in. wide shows a rich and chaste design of full-blown poppy, regular value 1.10 **White Sale Price 85c**

Another linen of satin-like texture shows a handsome shamrock design. This cloth is 72in. wide, regular value 1.10 **White Sale Price 85c**

For a very wide table we offer a very beautiful fine closely woven linen 90in. wide. The design is a quiet one in oak leaves and the very special **White Sale Price is 2.45**

UNBLEACHED LINENS

A very pretty design 44in. wide, special **White Sale Price 19c**

54in unbleached, design of shamrock, a very fair quality and excellent value at our **White Sale Price 28c**

Another unbleached linen 56 in. wide shows an attractive geometrical pattern. This is a fine close fabric special **White Sale Price 48c**

A pure linen loom damask in dice pattern is the most durable linen shown in this great sale, is 56in. in all white and the suggestive price is **58c**

NATIONAL DESIGNS

69c

We offer a very choice unbleached linen of fine close texture and finish is calculated to bleach white in a very short time. This comes in a harp and shamrock design design crown and rose, and thistle rampant for all loyal sons of Scotland the **White Sale Price of each 60c**

NAPKINS.

A very pretty strong assortment is shown in this line. All of our better white damask can be matched in napkins of the same design. We start our special **White Sale Price 60c**

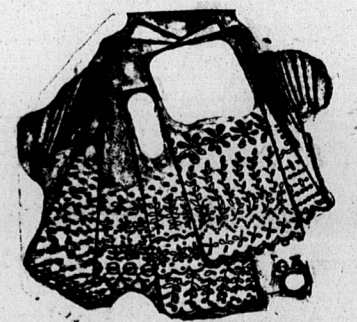
Very handsome 3-4 napkins in poppy, bachelor's buttons, thistle, ivy, and shamrock at 3.50 4.50 4.95 5.25 etc.

White Sale Snaps in TOWELLINGS

Fresh durable attractive goods specially purchased for this great sale. Every item price cut to insure enormous selling.

14 in. Roller Towelling Cotton	4c
14 in. Linen Roller Towelling	5c
17 in. " " "	6c
18 in. " " "	8c
18 in. " " "	10c
15 in. Mormac Wash Crash	10c
18 in. " " "	12c
20 in. " " "	14c
17 in. Unbleached Huck	12c
17 1-2 in. Scotch Barnsley Crash	11c
23 1-2 in. " " "	15c

Muslin underwear—in the most remarkable value ever shown in Charlottetown. In order to secure the values described herein—we with a number of other houses in other parts of Canada—placed an enormous order many months ago. The factory in consideration of this great united order—gave us a heavy concession in every price—enabling us to sell these at less than ordinary wholesale prices.



White Goods Sale Values In Swiss Embroidery

On account of some fortunate buying many months ago, we are able to offer you today some of the best values in Swiss Embroideries that this store has ever been able to place before you.

A special assortment of embroideries with matched insertions in 2 1-2 in. widths showing good value Swiss.

A good range of 7 in. Embroideries and Insertions showing a wide assortment of attractive designs, special white sale price.

Another remarkable value is a range of Embroideries and Insertions 10 ins. wide. Special white sale price.

A fine assortment of corset cover embroideries in very attractive designs 17 ins. wide. Very special white sale value.

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