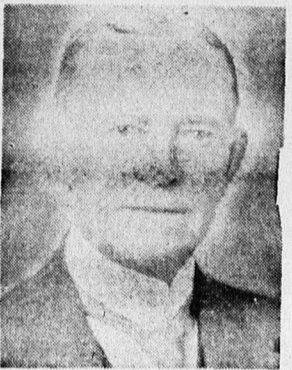




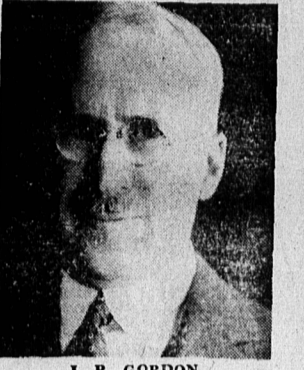
G. M. MOORE  
President



S. A. McLEOD  
Vice-President



W. A. STEWART  
Director



J. P. GORDON  
Sec'y. Treas.

**REMEMBER...it's the SAVINGS that Count**  
**MOORE & McLEOD limited 49th**  
**ANNIVERSARY SALE**

**ONE THIRD OFF**

**Men's OVERCOATS and SUITS**

Choose now from the foremost range of Men's Clothing

Mens Overcoats and Suits 1-3 off  
 Airforce Great Coats and Suits 1-3 off  
 Coats regular \$15.95 for \$10.65

\$22.50 for \$15.00      \$30.00 for \$20.00  
 \$25.00 for \$16.35      \$36.50 for \$24.35  
 \$26.50 for \$17.70      \$40.00 for \$26.67

- Airforce Great Coats, \$58.50 for ——— \$37.00
- Men's Suits \$20.00 for ——— \$13.37
- \$22.50 2 pants for ——— \$15.00
- \$27.50 2 pants for ——— \$18.35
- Air Force Uniform \$55.00 for ——— \$36.67
- Men's Dressing Gown \$10.00 for ——— \$6.67
- Men's Dressing Gown \$15.00 for ——— \$10.00
- Men's Dressing Gown \$7.50 for ——— \$5.00
- Men's Dressing Gown \$9.95 for ——— \$6.65
- Horse Hide Coats \$15.95 for ——— \$10.65
- Horse Hide Coats \$15.00 for ——— \$10.00



**ONE THIRD OFF**

**Boys' and Young Men's Overcoats**

Students O'Coats single and double breasted. Colours ingreens and browns, tweed, sizes 34 to 37. Reg. \$22.95 sale price ——— \$15.30  
 Boys' O'Coats in single and double breasted in the latest styles and shades, sizes 25 to 28. Reg. \$7.95 sale price \$5.30

- Boy's tweed suits in the latest shades of green and blues, 2 pair pants, sizes 24 to 28. Reg. \$9.95 sale price ——— \$6.63
- Students suits made of good sturdy worsteds sizes 34 to 37. Reg. \$24.95 sale price \$16.63
- Boy's surcoats, navy blue, sizes 26 to 36. Reg. \$6.75 sale price ——— \$4.50
- Students worsted pants in smart stripes, sizes 29 to 32. Reg. \$5.95 sale price \$3.46
- Youths long pants, tweeds, suitable for good hard wear. Reg. \$3.50 sale price ——— \$2.62
- Boy's zipper coat sweaters, sizes 28 to 34. Reg. \$2.95 sale price ——— \$2.21
- Boy's all wool sweater pullover style with zipper sizes 26 to 34. Reg. \$2.50 sale price ——— \$1.88
- Boy's fancy shirts sizes 11 1-2 to 14. Reg. 75c sale price ——— \$1.25
- Boy's fancy shirts, sizes 11 to 13. Reg. \$1.25 sale price ——— 94c
- Youths fancy shirts, sizes 13 to 14 1-2. Reg. \$1.65 sale price ——— \$1.24
- All other boy's furnishings less 25 per cent



*We Wish to all*  
**A HAPPY NEW YEAR**

**GIRL'S COATS at ONE THIRD OFF**



- Girls Coats, sizes 1 to 14X, mostly fur trimmed. Sale Price One Third Off.
- \$25.00 for \$16.67.
  - \$22.50 for \$15.00.
  - \$19.50 for \$13.00.
  - \$16.95 for \$11.30.
  - \$12.95 for \$8.64.
  - \$10.95 for \$7.30.
- Girls 3 piece sets, coat, hat, leggings sizes 1 to 6. One Third Off.
- \$12.95 for \$8.64
  - \$ 7.95 for \$ 5.30
- Girls Ski Suits, sizes 7-14X. One Third Off
- \$11.95 for \$7.97
  - \$10.95 for \$7.30
- Girls Snow Suits, sizes 1 to 6 One Third Off.
- \$4.25 for — \$2.84
  - \$5.50 for — \$3.67
  - \$4.50 for — \$3.00
  - \$7.95 for — \$5.33

**All Ladies FALL and WINTER COATS ONE THIRD OFF**

All Fall and Winter Coats to be cleared at One Third off.

Make your selection from this attractive assortment which includes all present seasons models, fur trimmed or plain.

- \$14.95 Coats for \$9.97
- \$16.95 Coats for \$11.30
- \$22.50 Coats for \$15.00
- \$35.00 Coats for \$23.34
- \$65.00 Coats for \$43.34
- \$95.00 Coats for \$63.34
- \$150.00 Coats for \$100.00



**ONE THIRD OFF ALL FUR COATS**

Our entire stock of fur coats including Hudson Seals, Muskrats, Super Seal, French Seal, Raccoon, Persian Paw, Brown Seal, Hudson Head, Hudson Piece and French Seal Piece. Clearing at 25%.

- \$195.00 Fur Coats for ——— \$146.25
- \$275.00 Fur Coats for ——— \$206.25
- \$395.00 Fur Coats for ——— \$296.25
- \$ 45.00 Fur Coats for ——— \$ 33.75
- \$ 75.00 Fur Coats for ——— \$ 56.25
- \$110.00 Fur Coats for ——— \$ 82.50

**Save on HOSE**

One table of felt hats all new this winter. Regular value to \$2.98. 50c Sale Price ——— \$1.49  
 One table of felt hats, regular value up to \$4.95. Sale \$1.00 & \$1.49 Price ——— \$1.95  
 One table of fur felt and fur trimmed hats, the very newest. Regular value up to \$5.95. Sale \$1.95 Price ——— \$1.95  
 The balance of our model hats ——— HALF PRICE  
 Wool bed jackets, regular value \$9c ——— \$4.50 Sale Price ——— \$1.25  
 Wool bed jackets, slightly soiled, regular value \$3.25 and \$2.55 ——— HALF PRICE  
 Turbans, all shades. Regular 79c value 95c and \$1.29. Sale Price \$1.25. Now selling, pair — \$1.00  
 Parka Hoods and Ski Caps 20% Off.  
 All Hosiery clearing at twenty per cent Discount.  
 KAYSER SANSRUN regular \$1.50 selling for pair — \$1.20  
 KAYSER SANSRUN LISLE regular \$1.25. Now selling, pair — \$1.00

**Anniversary Sale DRESSES**

New fall and winter dresses including crepe and wool. Selling at One Third Off. Cleverly styled smart dresses that you'll be proud to wear. Must go to make room for new stock. Prices as,

- \$ 3.25 dresses for ——— \$2.17
- \$ 5.95 dresses for ——— \$3.97
- \$ 7.95 dresses for ——— \$5.30
- \$12.95 dresses for ——— \$8.64
- \$16.95 dresses for ——— \$11.30
- \$22.50 dresses for ——— \$15.00
- \$25.00 dresses for ——— \$16.67

A few Blouses and Sweaters slightly soiled. Clearing at ——— \$1.00  
 Balance of Discounted afternoon and evening dresses greatly reduced. Selling at ——— \$2.00

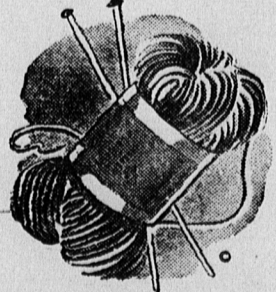
**SAVE ON LINENS**

Lot soiled linens clearing at ——— 33 1-3% off  
 Lot chenille Bedspreads (double bed size) clearing at ——— 25% off  
 Regular \$8.75 for \$6.57 Regular \$6.95 for \$5.22  
 Regular \$3.25 for \$2.44  
 Lot Satin Cushions Clearing at ——— 25% off  
 \$1.00 for ——— 75c \$1.75 for ——— \$1.32  
 \$1.15 for ——— 87c \$2.25 for ——— \$1.69

AT 15% OFF  
 All stock of sheeting, pillow cotton, white cotton, unbleached cotton, print cotton, broadcloth, flannelette, towels, bedspreads, sheets, pillow cases, and linen table cloths, towels, etc. Clearing at ——— 15% off

**SAVE ON BLANKETS**

Wool Blankets ——— 20% off  
 10.50 for 8.40. 6.95 for 5.55 ea. 5.95 for 4.75 each  
 8.50 for 6.80 pr. 10.50 for 8.40 pr. 11.95 for 9.75 pr.  
 Comforters in satin and satin covers 20% off  
 \$6.95 for \$5.75 each ——— \$5.75 for \$4.60 each  
 English Lace Nets ——— 33 1-3% off  
 35c for 23c yd. 60c for 40c yd. 50c pr. 33c yd. 85c for 57c yd.  
 Soiled Marquisettes ——— 50% off  
 30c for 15c yd. 35c for 18c yd.  
 Cottage Sets ——— 20% off  
 79c for 55c set  
 Cretonnes ——— 20% off  
 \$1.35 for \$1.08 yd. — \$1.50 for \$1.20 yd.  
 \$1.75 for \$1.37 yd.  
 Wallpaper 8 designs in 30 inch Wallpaper 33 1-2 per cent off.  
 Reduced price 69c now 46c triple roll  
 Remnants of curtaining clearing at 1-2 marked Prices.  
 Soiled curtains ——— 1-2 Price  
 Floor Coverings —10% off



**25 per cent off all YARNS**

- Monarch Dove 20c. Ball. Sale 15c Price ———
- Beehive 2-3-4 ply 30c skein. 23c Sale Price ———
- Fuzzy Wuzzy Angora 70c 1/2 oz. 53c Ball. Sale Price ———

**Small Boys**

In the Small Boys' Dept. 1-3 off all Snow Suits, Overcoats.  
 3 piece Snow Suits, helmet, Legging and Jacket \$9.75. Sale \$7.35 Price ———

**Ladies' Hats**

- One piece Snow Suits \$6.95. \$5.25 Sale Price ———
- Overcoats \$7.50. Sale \$5.65 Price ———

- 20% OFF ALL SWEATERS
- \$2.25 Sweaters ——— \$1.80
  - \$1.25 Sweaters ——— \$1.00

**Big Savings in the Ladies' Basement**

- Ladies cotton dresses—\$1.59—Less 20% —\$1.27
- Ladies cotton dresses —\$1.00—Less 20% — 80c
- Ladies Crepe Dresses —\$3.29—Less 20% —\$2.64
- Ladies Sweaters —\$2.50—Less 20% ——— \$2.00
- Ladies Sweaters —\$2.19—Less 20% ——— \$1.77
- Children Ski Pants —\$2.75—Less 20% ——— \$2.20
- Children Ski Jackets —\$3.50—Less 20% ——— \$2.80
- Ladies Hose —29c—Less 20% ——— 24c
- Ladies Hose —39c—Less 20% ——— 34c
- Children Hose —39c—Less 20% ——— 34c
- Children Hose —59c—Less 20% ——— 48c
- Children Hose —49c—Less 20% ——— 40c
- Ladies Slips —98c—Less 20% ——— 81c
- Ladies Underwear —50c—Less 20% ——— 40c

**20 per cent off CORSETS, GIRDLES, BRASSIERES**

Bargains in the Lingerie and Corset Dept. All underwear selling at 25 per cent off. A few of the wonderful bargains are:  
 Satin and printed gowns.  
 Reg. \$2.95 for ——— \$2.22  
 Reg. \$3.95 for ——— \$3.01  
 Satin and Crepe Slips  
 Reg. \$2.50 for ——— \$1.88  
 Reg. \$2.00 for ——— \$1.50  
 Satin and Rayon Panties.  
 Reg. \$1.00 for ——— 75c  
 Reg. 69c for ——— 52c  
 Housecoats at 25 per cent off.  
 Flannel, satin and crepe—  
 \$10.95 for ——— \$8.22 6.95 for ——— \$5.22

**SHOP EARLY**

Wool faille 54" wide in nearly all colors, regular price \$1.95 for \$1.56 yd.  
 Fine bunny wool, 54" wide in good shades, regular price \$2.50 yd. for ——— \$2.00 yd.  
 Fashion girl crepe in navy, white, black, rose and royal blue 38" wide \$1.25 yd for — \$1.00 yd.  
 Plain colored rayon flat crepe in wine, black, navy, brown and rose 54" wide regular price 98c yd for ——— 79c yd  
 Striped rayon, in brown, wine, navy and powder blue, regular \$1.35 yd. for ——— \$1.08 yd.  
 Printed Crepes in all shades 38" wide regular \$1.25 yd. for \$1.00 yd.  
 Remnants 1-2 price



January Clearance!  
**WOOLENS**