



— First of May Sale —
Dainty Stylish New Hats \$1.98
 Worth to \$4.50

This is a piece of wonderful good fortune on the part of our millinery buyers. Just in time for the first of May Sale, came an opportunity from one of the best hat makers, who wanted to turn stock into cash. Hence we're offering some of the smartest—newest ideas, fresh out of the boxes worth to \$1.98

And we're able to offer you another lovely line including some large head sizes, nearly all fresh arrivals, including goods worth up to \$6.00 \$2.98

Impressive Values in Stockings for May Sale

Children's Cotton Stockings, all sizes 6 to 10. Black Brown and Fawn. Pair **19c**

Women's Lisle Hose, Black, French Nude, Sun Tan, and Rifle. Special 3 pairs for Special Silk Hose for Women. Sizes 8-12 to 10, reinforced heel, toe and sole. 8 colors to select from. 2 pairs for **\$1.00**

Clearing line of Service Weight Pure Silk Stockings for women. Regular \$2.00 stockings. Special price **\$1.39**

Full Fashioned Thread Silk Hose with French Heel. 9 colors to select from. Very special. Pair **\$1.25**

Baby's Rubber Pants, colors Cream and Flesh. Regular 25c pair. Special 2 pairs for Special Whisk, good serviceable quality. Each **19c**

— 1st of May Sale of —
Scarfs—Gloves etc.

Crepe de Chine Scarfs, triangular and straight. Special, each **79c**

Crepe de Chine and Georgette Crepe. Collar and Cuff Each **89c**

Special handbags, leather with shell frames some with metal frames. Black, Gray, Brown, Tan and Each **\$2.75**

Chamoisette gloves, Browns, Grays and Fawns, all fancy tops. Special, pair **50c**

Clearing line of Windsor ties, plain and fancy. Special price **75c**

French Castile soap, one pound bars. 2 for **29c**

Ladies' Umbrellas, Black, Navy, Red and Green. Fancy handles, tipped and ferruled. Special, each **\$1.79**

— 1st. of May Sale of —
Cottons and Linens

Unbleached Cotton—slightly soiled pieces 36" wide. Yard **8c to 15c**

Three qualities Linen Roller Towellings in "Five Yard Lengths" at 70c—90c and \$1.10 for 5 yard lengths.

One of our best Linen Glass Towellings in assorted colored borders for Yard **25c**

Heavy good quality Irish Linen Glass Towels Each **22c**

Colored bordered All Linen Luncheon Cloths 54x54". Each **89c**

Good medium weight Unbleached Sheetting 70" wide at, yard **29c**

English made Colored Turkish Towels 16-36" Each **15c**

Extra large White Crochet Bed Spreads 82x92". Each **\$1.69**

Good quality All Linen Huck Towels 18x34" Per pair **59c**

Slightly soiled Linen Damask Table Cloths and Napkins 1-3 off regular price.

Cretonne Quilt Patches, large pieces good bright patterns 39c a lb.

36 inch Striped flannelette extra heavy soft finish, special priced 13c a yard.



May Sale, May 1st & 2nd

75 Men's and Young Men's Tweed Suits worth to \$27.50 15.95
 — First of May Sale —

30 Young Men's Suits in fancy Grey, Brown and Fawn Tweeds, single and double breasted models, all new up to date tweeds. Sizes 34 to 38. Worth to \$18.00. May Sale **\$12.95**

15 Young Men's slicker coats made from a light weight leatherette, in Black, Green and Blues worth \$10.50. May Sale **\$6.95**

20 Men's all wool Blue Botany Serge Suits, 19 oz. Single Breasted Model, also a few pin stripe suits in Blue and White, Black and White. Sizes 37 to 44. Worth to \$32.00. May Sale **\$25.00**

75 Men's and Young Men's fancy tweed suits in single and double breasted models, all wool tweeds in fancy Greys, Browns and Fawns. Sizes 35 to 44. Worth to \$27.50. First May Sale **\$15.95**

20 only Men's and Young Men's Spring Coats, slip on models in fancy Greys and Fawns. Sizes 34 to 39. May Sale **\$10.00**

Men's and Young Men's Navy Blue Botany Serge suits guaranteed fast colors, 18 oz. cloth Double Breasted models, 2 pair pants. May Sale **\$24.75**

Women's Poiret Twill Suits Worth to 27.50, 1st May Sale \$7.

9 only Ladies' Fine Poiret Twill Suits, light Navy, one Brown, long coats, last years style worth up to \$35.00. Sizes 16, 18, 36, 38. Thursday and Friday 1st May Sale **\$7.00**

8 only Ladies' Knitted Suits two and three piece in shades Blue, Green, Sand and Grey. Last year worth to \$20.00. Selling Thursday and Friday at **\$8.00**

19 only Gaberdine Trench Coats in Oyster and Sand shades, sizes 14 to 44, worth to \$12.50. On Sale Thursday and Friday, 1st May Sale **\$5.00**

25 only Girl's Coats in Cheviots and Kasha Cloth, light shades. Sizes 6 to 12 years to be cleared on Thursday and Friday, 1st of May sale for only **\$3.00**

Black Satin Duchesse, May Sale \$1.15

Black Satin Duchesse "Crown Derby" brand 36-inch. Special sale price, yard **\$1.15**

Black Crepe back Satin 25 yards only. Regular \$2.25. Clearing at 1-2 price.

18 colors Fuji Silk. Special price, yard 49c
 Heavyweight Fuji Pongee, natural color only Special, yard 69c

Double weight Fuji Silk in 4 colors only, Sand Powder Blue, Salmon and Nile. Regular \$1.10 special 89c

Small lot pure silk crepe de chine. Regular \$1.35. Clearing at, yard 75c

Lot short lengths crepes, satins, georgettes, etc. Regular price from \$1.25 to \$3.25 yard. Clearing at 1-2 price.

Plain and fancy light weight tweeds, light colors for spring wear. Yard 49c

Lot 54 inch all wool and silk and wool tweeds. Regular from \$1.50 to \$3.50 per yard. Clearing the lot at 1-2 price.

Wash Goods HALF PRICE

10 pieces assorted Voiles, Nainsooks, Satinettes, Dimities, 36 inches wide all half price, 40c for 20c, 50c for 25c, 60c for 30c, 90c for 45c. Just the materials for ladies underwear.

English Print Cotton, in check and floral patterns, fast colors, 36 inches wide, very special—ly 25c a yard.

Varnished Tile paper. Only 3 patterns. Regular 48c. for per double roll ... **30c**

Colored Stripe Marquisette Curtaining, 36 inches wide in Yellow and Rose stripe. Special price per yard **20c**

White Swiss Net Curtains 21-2 yards long with Applique Border. Regular \$3.00 per pair. Special price per pair **\$2.00**

Reversible Mats 27x54. Special **\$1.95**

— First of May Sale —

Moore & McLeod Limited
 Queen St. Charlottetown

— 1st. of May Sale —
Boys' Suits to \$5.95
\$12.00 for

35 Boy's Suits, single and double breasted, short pants, fancy Browns, Fawns and Greys, sizes 33 to 36. Worth up to \$12.00 **\$5.95**

20 Boys Suits, single and double breasted, long pants, Fancy Brown and Grey Tweeds, sizes 25 to 35. Worth up to \$12.00 **\$5.00**

25 Boy's suits, single and double breasted, long pants, fancy Brown and Grey Tweeds, large sizes. Worth up to \$16.00 **\$10.95**

20 Child's Spring Toppers, slip on style, fancy Fawn and Grey Tweeds, all sizes, Worth up to \$8.50 **\$5.00**

3 dozen Boy's Bloomer Pants, fancy grey Tweeds, all sizes **98c**

Boy's Blue Cheviot Reefers, Brass Buttons, emblem on sleeves, Sizes 20 to 28 **\$2.69**

3 doz Boy's V Neck, Shawl Collar, pure wool pullover worth \$3.00 **\$2.45**

1st. of May Sale of Men's Shirts \$1.75

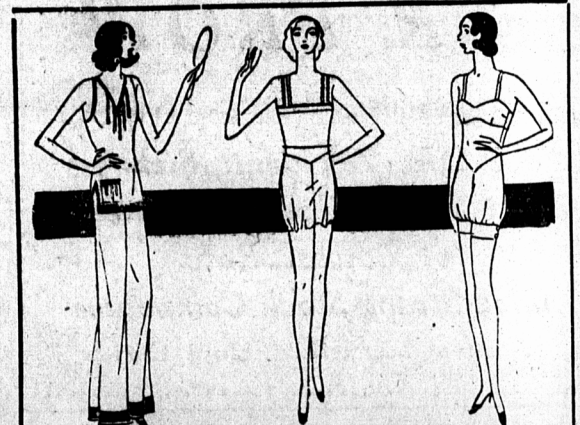
Men's Fancy Shirts with separate collar to match, some with soft collars, some starched, all good patterns, a full assortment of sizes, every shirt worth more than the special FIRST OF MAY SALE PRICE **\$1.75**

1ST. OF MAY SALE OF SOX

Men! You should just see them! Plain cashmere or fancy patterns, smart, colorful, new and a wonderful bargain **50c**

All Wool, Worsted Sweaters, "V" Neck, Coat Style, Fawn, Oxford, Light and Dark Lovat. One of the best MAY SALE BARGAINS ... **\$4.00**

MEN'S WORK SHIRTS, full size, sturdy, well made, khaki, navy or black, we'll just ask you to compare this with the average \$1.25 to \$1.50 goods. FIRST OF MAY **\$1.00**



— 1st. of May Sale —
"Rayon" Stripe Balbriggan Bloomer 39c

Bloomer, ladies size, closely woven, balbriggan with Rayon stripe, white, peach, apricot, sky or orchid. Sizes 36 to 48. Can you equal it at 50c?

LADIES' SUMMER VESTS \$1.
 Five for

Finely knit of good grade cotton yarn in sleeveless and opera style. Five for **\$1.**

SILKKNIT BLOOMER 89c
 A wonder at

Some stores sell one like this for \$1.25 others manage it for \$1.00 but this store for MAY SALE offers you a record breaker.

Finest silkknit fabric offered in all the new shades. 1st of May sale **89c**

PANTIE STYLE same price. 19c
 Girl's Bloomer.
 1st of May

Men's Caps Special 98c

Men's new Caps, Light and Darker shades, Tweed. Good styles, you should see these. May Day Sale Price **98c**

Men's Hats Special \$2.75

Men's Gray Fedora Hats. Regular \$4.00. Fur, Felt. May day Sale Price. **\$2.75**