

Many a GET SET FOR WINTER NOW!



How many season's wear do you expect out of a new overcoat? ... at least two or three! And that's exactly what these overcoats will give you — more than one winter of warm comfort and service, and a lot more overcoat value than you'll expect at these low prices.

Double Breasted English Melton OVERCOATS \$12.75

Shield lined, taped seams, Guards and Raglan Models.

Colourful Tweed Sport Back Model OVERCOATS \$18.50

These Sport Back coats are really clever and very popular this season. Made in grey Overplaids and Brown Herringbones.

Get Young Bill a new Horse hide COAT \$9.75



Horsehide leather coats for boys and youths at \$9.75

Detachable beaver lamb fur collar, four pockets, full belt. Extra sturdy coat with full all wool machinaw lining. Sizes 26 to 36.

THE BOY'S SHOP

Boys' polo zipper pullovers in plain and two tone, raglan sleeves, styles of pure wool, hot-ants and worsted yarns. Plenty of styles and color to choose from. Sizes 22 to 34. Prices \$1.00, \$1.50, \$1.95, \$2.25

Boys' zipper jackets in brushed wool and corduroy trimmed raglan sleeve styles. Also Meltons and two tone blanket clothes. Sizes 26 to 36. Prices \$2.95, \$3.25, \$3.95, \$4.50

Boys' new fall and winter caps, new shades of tan and grey and new designs of all wool tweeds. With or without in side ear bands — \$1.00



Excellence and Economy March Together in these heavy weight fleeces and tweeds at \$22.50

These coats are mostly half belted Raglans, built for comfort, with smart style thrown in. Rich tones of brown, quiet blue greys predominate.

Double Value "Double Plains" 2 Pant Suits



Ronson English Worsteds

\$22.50

Here's a suit that the MEN'S STORE recommends. The "double plain" weave gives you durability as well as shape holding quality. The coats have peaked or notched lapels, coats are Celanese lined throughout. There's a wide range of sizes, stripes, overchecks in dark Oxfords, Blues, Fall Browns. You'll be satisfied with one \$22.50 of these suits.

"Students" Winter Coats ... \$10 to \$13.50

These Coats are designed to please the student or young man who is clothes conscious. They are made of Tweeds and friezes in grey, blue grey, brown and fancy mixtures in the two most popular styles—Guards and Raglans. Sizes 30 to 38 — 12 to 20 years.

OUR BETTER RANGES AT \$14.50, \$19.50, \$21.00

Take our word for it! These are the smartest coats we've offered in a long time. Tweeds and Fleece in split tall guards and raglans. Greens, browns and greys in plain, checked and herringbone patterns. Sizes 32 to 38.

BOYS' AND STUDENT'S "PRINCE" SUITS

Without a doubt the smartest showing of young men's suits in town. Several styles of sport as well as the popular plain fitted models in Tweeds and worsteds that are the last word in color and design. Prices \$15.00, \$18.00, \$20.00, \$22.50.

The Boy's Shop



Mens' White Broadcloth SHIRTS

the shirt that's always right—

Men's Plain White Broadcloth Shirts, with Fused collar attached. Prices, each **\$1.55 \$2.00 \$2.50**

Coloured SHIRTS for Business

Men's Business Shirts, fancy patterns and stripes. Colors Blue, Grey, Brown with Fused collar attached **\$1.55** Each

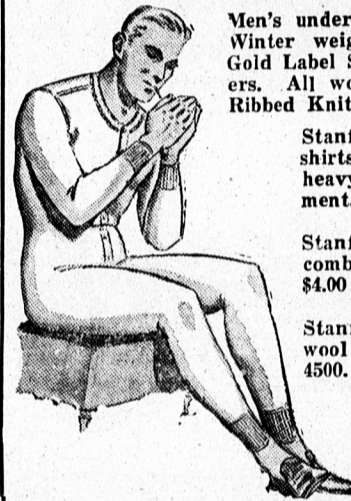
Men's Fancy Shirts. Colors Blue, Grey or Brown, Stripes and Checks Fused Collar attached. **\$2.00** Each

Men's Heavy Flannel Work Shirts, Grey or Navy color. Roomy and warm. **\$2.25** Each



Men's Heavy Mole skin Shirts, with zipper front. Colors Red, Royal or Navy. Price. **\$2.00** Each

Don't Shiver! You can be warm and feel right with the right Underwear



Men's underwear, Fall and Winter weights, Stanfields Gold Label Shirts and Drawers. All wool light weight Ribbed Knit **\$1.55** garment

Stanfields Fleece lined shirts and drawers, heavy weight 90c garment.

Stanfields fine wool combinations, No. 3800, **\$4.00** suit.

Stanfields fine knit part wool combinations, No. 4500. **\$3.00** suit.

Stanfields fleece lined combinations **\$1.75** suit.

Stanfields Red label all wool shirts and drawers, medium weight, ribbed knit. **\$2.00** garment.

Stanfields Blue Label all wool shirts and drawers, heavy weight, ribbed knit. **\$2.25** garment.

Stanfields Gold label combinations. **\$2.75** suit.

Stanfields Red label combinations. **\$3.50** suit.

Men's fleece lined combinations. **\$1.50** suit.

Stanfields Blue Label combinations **\$1.00** suit.

Stanfields Spring and Fall weight combinations No. 1400. **\$2.00** suit.

Men's fleece lined shirts and drawers, heavy and warm. **75c** garment.

Stanfields Spring and Fall weight combinations No. 3400. **\$2.50** suit.

Something New in SWEATERS

Get one today

Something new in men's sweaters. Pull-over style — zipper neck — contrasting sleeves and trim — raglan shoulders — All wool — **\$2.00**

Jumbo Knit Coat Sweaters. Warm, long-wearing sweaters. All the best colors. Plain or fancy in various weights. **\$3.00 \$4.00 \$5.00**

Heavy Melton Jackets with full length zippers. Show-proof and snowproof — warm and durable — **\$5.00**

Men's all wool Cardigans — packed with value — Heather shades and navy, maroon, black. **\$3.00 \$3.50** Two weight

The biggest assortment of fancy zipper jackets on the Island — every color — every good style — in cloth-knitted wear — or suede. **\$3.95 \$4.95 \$6.95**



Good Gloves don't cost much!

Men's winter Gloves with fleece lining. Shades Tan or Cream. This a good one for, pair **\$1.00**

Men's lined Gloves in Tan, Grey, or Cream shades. Pair **\$1.19 \$1.50 \$1.75 \$2.00 and \$3.50**

Men's Wool Gloves, Scotch Knit. Greys and Heathers. Heavy and warm **50c 75c 85c**

Men's Fine Wool Gloves, Camel or Brown or Grey shades. Price **\$1.25 \$1.50 \$2.00**

Men's Unlined Gloves. Tan, Cream, Grey for Spring and Fall wear. Pair **\$1.50**

Men's Grey Suede unlined Gloves, light or dark shades. Pair **\$3.50**

Men's Unlined Gloves. Tan or Cream shades per pair **\$2.50 \$3.50**



MOORE & McLEOD LTD
ON THE ISLAND IT'S
FOR FASHION AUTHENTICITY

Tune in at 6.30 P. M.
Tuesday, Thursday, Saturday
Station CFCY