



Easter's Hats

Small shapes, large shapes, perky little ones like the illustration, all the new colors, straw and crepes, and straw combined with crepe.

\$4.

Amazing Hats

Coarse and fine Straws, Youthful or mat-ronly **\$2.98**

The "Evelyn" Hat

\$5.50

Hand made, of a care shape all their own, cleverly individual. Your choice for Easter.

Easter Fashions

Expressed in these Smart Dresses **\$12.50**

So beautifully finished—no one will ever dream they cost so little! They're not only smart in themselves, with their new necklines, wider shoulders and longer skirts, but they're all designed to slenderize larger figures.

MANY PRETTY PRINTS are shown in this line of Easter Silk dresses offered at **\$4.50** only

LARGE SIZES A FEATURE. We're making a specialty of these in lovely new fabrics 40 to 44. **\$12.50 to \$15.00**

Expressed in these Swagger Suits **\$15.**

The suit is coming into its own again this Spring and you'll be delighted with the three quarter and full length coats, slightly flared skirts, fabric "rabbit hair."

MANNISH STYLES in Tweeds and worsteds, short coats, very carefully tailored and worked out in black, blue and brown with faint stripe **\$20.**

SOME FUR TRIMMED suits in crepe cloths and Bedford cords have very lovely fur finish on cuffs **\$22.**

The Famous LANGBURNE COATS are sold exclusively here. **\$25.00 and \$29.50**

These Coats are the delight of discriminating buyers. They are made in designs that are this moment shown in New York. New cloths of all good sorts.

Three Piece KNITTED SUIT

\$8.50

Cardigan Jacket, White and Green, fancy pullover, plain skirt a marvellous value at **\$8.50**

COAT IN "FISH TAIL" style, with matched pull over, showing contrasted embroidered design, plain skirt **\$12.50**

THREE PIECE SUIT IN ZIG-ZAG stitch with very lovely pull over and plain new skirt **\$16.00**

Beautifully tailored new **COATS** for Easter

The large illustration above gives you an idea of some of the models we are showing here. The same styles are being admired now by ladies in New York, Montreal, Toronto.

Polos, Tweeds, Crepe cloths, semi fitted, new sleeve, mostly belted **\$7.75**

Imported English Tweeds made up in a half dozen of the smartest new styles many with fur collars, some with self ties **\$19.50**

Beautiful fabrics, made up into coats that one year ago would sell for **\$12.00** \$18.00 **\$25.**

"LANGBURNE" models, shown in a half a dozen or more of delightful styles, in tweeds, polos, many colors **\$25.**

And there's a wonderful range at \$29.50, \$39.00 and so on up through a great array of tempting garments, such as you'll see only in this store.

Easter Sale of New first quality

Silk Stockings 69c

These on sale in Chiffon and semi service weights, all sizes, all perfects, no seconds or imperfects, the product of two famous Hosiery Mills. Blue Heaven, Travel Tone, Vanity Fair, Rhythm, Nocturne, Greytone.

Over the **69c** Mailed to counter Your address

Crepe de chine Pantie Set **\$1.60**

This lovely set in Green and Flesh Silk Crepe de Chine, lace trimmed **\$1.60**

Crepe de chine Slip **\$2.95**

White and Flesh Crepe de Chine Slip, tailored and lace trimmed styles, "quality goods" **\$2.95**

Puff Sleeve, Silkknit Nightie **\$2.95**

This tailored style garment is pleasing many people. Top shows embroidered floral design. Narrow ribbon girdle, very swanky **\$2.95**

Moore & McLeod Limited

Charlottetown, P. E. I.

The perfect Easter Bag Envelope or Pouch

These delightful bags in Calf or Morocco, shown in black, brown, blue, grey and tan. They're tailored to perfection to go with your Spring costume **\$2.95**

Tweed and Plaid Leather **\$1.98**

This swanky bag in pouch style has mirror and purse. AMAZING at **\$1.98**

Very chic, in greens, blues, black, brown, tan and grey. Calf or Morocco.

Three lovely Scarfs For Easter 79c, 98c, **\$1.50**

"STUBBY SCARF" Taffeta and crepe **\$1.50**

Easter Selling! French Kid Slip ons new colors **\$2.00**

Slip on or snap styles, like the illustration, black, white, brown, beige, navy blue, green, grey, egg shell.

Easter speaks in this marvellous French Kid Glove at ... **\$2.50**

More Easter Ideas in these wonderful new Suedes at **\$3.00**



KAYSER Crepe Chiffon—Stockings— **\$1.50**

Forty-five gauge "Georgette" crepe sheer chiffon, finest even twist, pure thread silk, "cradle" foot with special toe cap. Invisible reinforced garter hem with vari colored picot and pin stripe. "Art Moderne Heel." Colors, Blue Heaven, Spice, Phantom Grey, Sumatra, Night Club Gun Metal **\$1.50**

Kayser Heavy Service **\$1.25**

This wonderful stocking with lisle welt and foot, with run stop, a "ten thread" pure silk stocking, Nocturne, Bombay, Burma, Bengal, Gun Metal, Senegal, Greytone, Rythm, Overturn, Arab **\$1.25**

Kayser Medium Service **\$1.00**

This great value stocking has a lisle welt and foot, marvel run stop. This stocking is made of a notably high grade pure silk, same shades as the heavy service stocking **\$1.00**

KAYSER & ORIENT Chiffon Silk Stockings **\$1.00**

The two finest chiffon stockings on the market are these in all the new colorings **\$1.**