



There's a Wonderful Harvest of Values Offered Here This November

We Aim to Make This November the Biggest for Years---if Values will do it We'll Succeed---We Invite You to Examine the Bargains

"BUSINESS MORE THAN USUAL" Is the goal this store is striving for. October---has just finished with the biggest October business since we commenced business. We're out to make November the same---and we're going to do it.
Service---to you---is the only way we expect to get the business---we must get you the best dry goods that money can buy. We must hand them over to you at the closest price we can---we must ensure that you will be satisfied with every purchase.
If we cannot do these things---we cannot expect you to buy here. We're trying harder than ever this fall to supply you---just right---making values better---getting newer---nicer---smarter goods---serving you more promptly and intelligently. If we fall down on it---If we do not please you exactly---we want you to "go for us hard."



Special Attractions in Fall Dress Goods and Silks



Good fortune seems to have smiled on our buyer in these two lines specially. A great range of handsome European dress goods---stuffs specially from Holland---and from France got away in time to be placed on exhibition here for you.
And then that famous 99 cent silk---after much difficulty we've been able to get a great shipment at about the same price---so that we can supply you at the old figure.

Some of the Specials in Dress Goods

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| 44 inch all Wool Venetian fine, smooth and firm, lustre us, well finished cloth splendid mod-rate priced suiting \$1.00 | 44 inch Sedan Cloth from Eastern France, lovely cloth for dress or suitings, very pretty range of colors. \$1.25 | Handsome fancies in silk and wool mixtures for evening dresses, many colors all evening shades \$1.95 |
| 26 different shadings in that famous wide silk, 98 centimetres wide---nearly forty inches---the widest silk for the money offered in P. E. Island. Rich lustrous durable and handsome 99c | A special 44 inch Tweed, in very smart orings, grays, browns, mixed and check effects greens and other shadings a dozen colorings fine weights 75c | A special 44 inch Tweed, in very smart orings, grays, browns, mixed and check effects greens and other shadings a dozen colorings fine weights 55c |

Some Wonderful Values Shown Here in Fall Coats and Suits

In spite of wars---and weather---and all and any difficulties this ladies, ready to wear store goes right on increasing its business. There must be some reason why people who want coats and suits come to this store first. We'll leave the guessing to you---and only ask you to drop in and visit with us for a half hour some day when you are interested in a new coat. We'll show you all the coats in the store---and we won't coax you to buy anything.

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| Great assortment of coats of all sizes many styles, girls, misses and women's, a very special offering at \$7.50 | An English caracul coat in black. Lined throughout nicely cut, well made good fitting \$10.50 |
| Other Coats at \$7.50, 9.50, 10.50, 12.00, 15.00, 18.00, 20.00, 22.00, 24.00, 26.00, 28.00. | Fall Suits at \$12.75, 15.00, 20.00, 22.50, 30.00. |
| Separate Skirt 1.75 2.50 3.50 5.25 5.75 | Wash Silk Waists \$3.75 and 4.25. |
| Waterproof Coats for Women \$4.75, 5.00, 6.00, 7.75, 9.00, 11.00 12.50, 13.00, 16.00. | |



A wonderful wash silk waist at \$3.75

This handsome waist is made of finest Japanese wash silk made with yoke, roll collar, long sleeve, buttons in front, when washed is as fresh and nice as new..... **\$3.75**

New Smart Shapes 'Tricorne'---'Glengarry' and the Like Just in ---Millinery Section---

More ladies every day are looking for these smart little close fitting shapes.
The kind you want are ready for you here, new smart, just right.
And our workroom is splendidly ready to make up your hats the way you'd be delighted to have them.
The right sort of trimmings---the right sorts of shapes---the right things in children's millinery.
Costs no more to get the really right things here---and that's the only variety that will be shown you.
Plenty of choice.

There's an Air About Our Clothing, that Stamps each Garment as Modern, Right

Lapels precisely the right depth back exactly the right fullness, shoulders the proper slope to a hair's-breadth, good form in every curve.
The good form of this clothing is not pressed in---it's worked in---tailored in. The clothing this "Men's Store" offers is made up by the finest tailoring houses in Canada.
The suits hang right---look right---fit right. They do not gape at the back of the neck---and when you choose your size it does not bear the appearance of belonging to someone else.
Men's Suits \$7.50, 8.50, 10.00, 12.50, 15.00, 18.00 20.00, 25.00.
Men's Overcoats \$7.50, 10.00, 12.50, 15.00, 18.00 20.00, 25.00.
Boy's Suits \$2.50, 3.50, 4.50, 6.00, 7.50, 10.00.
Boy's Overcoats \$4.50, 5.50, \$6, 7.50, \$8, \$10.



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| Men's Special Bannockburn Suits..... 10.75 | Men's Special Bannockburn Trousers..... 2.50 |
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- 20TH CENTURY CLOTHES, NEW ERA-CLOTHES FORM FITTING CLOTHES

Men's Underwear in Range That Really Gives You a Chance to Choose

When we went to the Underwear counter the other day and asked "what about the underwear range" we were answered "we have everything." And the more we look into it the nearer right it looks. All kinds---all sizes---all prices.

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| Penmans Fleeced Lined..... | 50c |
| Stanfields unshrinkable..... | 85c |
| Stanfields Red Label..... | \$1.25 |
| Stanfields Blue Label..... | \$1.40 |
| Stanfields Black Label..... | \$1.75 |
- Wolsey, Watson, Ceetee and all the rest in two piece and combination suits.
Boys Fleece Lined Underwear..... **30 and 35c**
Boys "Watson Unshrinkable"..... **60 to 75c**
Boys Combination..... **\$1.50 to \$1.90 each**
A great range of handsome new sweater coats in every size is here for you to choose from.

Furs are Cheaper This Fall



That's really a striking feature of the furs this season. Better furs are costing less money. Just come and see how much cheaper than last season.
Another feature is the vogue of black Sables---Wolf---Fox and a score of others priced as this store prices furs.
One price---the lowest that we can sell for.
Comparison is our best salesman---he's selling furs every day for us.

Swiftly Coming Winter Days Send Out a Call for Warmer Bedding

There's no argument like warm blankets to settle the claims of Jack Frost. There's no blanket that in perfection of finish and quality equals these lovely English "CARLTON"

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| 7 lb. Carlton Blankets..... | \$8.35 | 5 lb. Canadian Blankets..... | 3.50. |
| 8 " " "..... | 9.50 | 9 lb. " " "..... | 4.85. |
| 9 " " "..... | 10.50 | 6 lb. " " "..... | 5.50. |
| Crib Blankets 2.35, 2.90, 3.00. | | Flannelette Blankets 1.65, 1.75, | |
| Grey Wool Blankets 1.95, 2.25. | | 1.95. | |
| Grey Cotton Blankets 1.25, 1.65, | | Bed Quilts 1.35, 2.10, 2.60, 3.50, | |
| 1.95. | | 4.25, 4.75, 7.50 to 15.00. | |

MOORE & McLEOD

Get Your Fall Hat Here Today The Men's Store is

"the home of good hats" The man who wants a hat that's right---a hat with some snap and style---some individuality about it naturally makes for the Men's Store.
Tress Hats, Franklin Hats, Fitwell Hats.
Soft hats from..... **\$1.50 to \$6.50**
Hard Hats from..... **\$2.00 to \$5.00**
Have you seen that great showing of men's high class velour hats?
And then there's the greatest range of caps that has been gathered in one store in Charlotte-town.
50c, 75c, \$1.00, \$1.50, \$1.75.
All the new styles in scores of patterns.