

GREAT SHELF-EMPTYING SALE!

—OF—

FINE DRY GOODS

In order to reduce our stock before stock-taking we have opened a great

GENERAL DISCOUNT SALE!

This is no offering of old shop worn stuff. The stock is new, and admittedly the finest general Dry Goods Stock in P. E. Island. Every discount we quote in our ads we will give in our store. Everything exactly as represented. Terms, absolutely spot cash. No approbation. No samples.

One third off

All dress good linings
All silks, velvets and velveteens,
All ribbons and laces,
Handkerchiefs,
All ties and belts,
All ladies' underwear,
Ladies' and children's hose,
Aprons,
Cushion tops,
Umbrellas and parasols,
French flannels,
Woolen Gloves,
Veilings,

25 per cent off

Trunks and valises,
Print cottons and sateens,
Tickings and cotton tweeds,
All corsets and corset waists,
Ginghams,
Flannels and flannelettes,
White cottons,
Table linens and napkins,
Towels and towelling,
Counterpanes.

One third off

All furs, coats, ruffs, collars, etc.,
All ladies' and children's winter coats,
All ladies' cloth Capes,
All ladies' waterproofs
All ladies' skirts and underskirts,
Knit wool shawls, scarfs and hoods,
Jacket cloths,
Ladies' wrappers,
Ladies' waists of all sorts,
Cretonnes,
Tapestries,
Table Oilcloths,

25 per cent off

Sheetings,
Pillow cottons,
Yarns,
Embroidery silks,
Kid gloves (ladies'),
Men's hosiery,
Men's white shirts,
Men's linen collars and cuffs,

One third off

Men's winter underwear,
Men's working shirts,
" Night shirts and pajamas,
" Umbrellas,
" Neckties,
" Tweed suitings,
Lined kid gloves,
" suspenders,
Hair brushes,
Cloth brushes,

Half Price

All gimp trimmings,
All frillings,
All stamped linens,
All ladies' hats,
All feathers,
All flowers,
All millinery trimmings.

Moore & McLeod

The Busiest Store on Charlottetown's Busiest Street.