

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. cash. No approbation. Everything exactly as represented. Terms, absolutely spot. 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' c'oth 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.