

A Sale Of Winter Merchandise?

IT'S UNBELIEVABLE

BUT IT'S TRUE — even with prices on the way up, Moore & McLeod Ltd. are staging a tremendous Sale of Winter Merchandise — beginning on Thursday morning and lasting through Friday and Saturday. Men's Suits and Overcoats at \$39.50; Boys' Parkas at \$8.95; Ladies' Coats and Dresses — all Winter Merchandise carried over from last season must go — even if new, similar merchandise is coming in at higher prices.

Lingerie Department (SECOND FLOOR)

BE EARLY — FOR BARGAINS GALORE

- Girdles — discontinued lines of Nemo and LeLong — side and zipper fastening — a good range of sizes — out they go at **1-2 price**
- A table of slightly soiled Snuggles — warm vests and panties — also **1-2 price**
- Discontinued lines of Winter Underwear — good qualities — clearing **1-3 off**
- EXTRA SPECIAL — Lovable Brassieres — stitched all around for good uplift — Broadcloth and satin in white only — sizes 32 - 36 in cups **1.00**
- A-B-C — sale special — each
- A small selection of slightly soiled and discontinued lines of lingerie **1-2 price**
- Children's heavy cotton training panties and briefs — sizes 2 to 14 — reg. 75c — now priced at **50c**
- Infants' Vests — long sleeves — button front — infants size to 2 years — reg. 75c — special for Sale only **50c**

Children's Department (SECOND FLOOR)

Buy now for the cold winter ahead — these are exceptional values.

- Snow Suits — last season's — but look at the discount **1-3 OFF**
- A good assortment of Children's Dresses in sizes 3 to 12. Included in this group are Wools, Alpines and winter weight Rayons reg. to 6.50 — **3.95**
- Now going at
- A special table of Children's Blouses — Bathrobes, etc. — all going at the one price, **1.00**
- Children's Chinchilla 3-piece Sets in blue, pink and maize — sizes 1, 2 and 3. Regularly priced last season at up to 13.95 — now out they go at only, **6.95**
- Girls' Skirts, sizes 6 to 14 — wonderful value **1-2 Price**
- Slightly soiled Bunting Bags — clearing at **1-3 off**
- Girls' Cardigans — yellow and beige — sizes 28 to 34 — wonderful for school wear. Reg. 3.50 — now only — each **1.95**

Cosmetic & Jewellery Dept. (MAIN FLOOR)

- Dorothy Gray Bluetery Weather Lotion — large size — reg. 2.50 — specially priced at **1.25**
- Dorothy Gray Texture Lotion — reg. 2.00 value — now going at half price — each **1.00**
- Dorothy Gray "Orange Flower" Skin Lotion — reg. 2.00 value — also going at half price **1.00**
- A very limited quantity of Dorothy Gray Salon Cold Cream — a reg. 3.00 value — now going at half price — per jar **1.50**
- Dorothy Gray Deodorant Cream — reg. 1.25 — special price — each **75c**
- Henley's Country Garden Bath Powder with puff — reg. 1.65 value — special at **1.00**
- A very limited quantity of Elizabeth Arden "Blue Grass" Cologne and Atomizer Combination — a reg. 3.00 value — now only **2.00**
- Guest Disposable Powder Puffs — extra soft — specially priced at — package **19c**
- Discontinued shades, etc., in Cosmetics — all clearing at **1-3 off**
- Pepsodent Dental Cream and Lux Soap Offer. With every purchase of a tube of Pepsodent Dental Cream at the regular price of 45c, you may purchase a bar of Lux Soap for only **1c**
- JEWELLERY SPECIAL — PEARLS
- One Two Strand **50c** Strands **1.00**

Ladies' Basement

- Ladies' Flannellette Nightgowns — regular size — white only — each **2.25**
- Ladies' Silk Briefs in colors white, maize and tea rose — in sizes small and medium only — clearing at **45c**
- Ladies' Substandard Nylons — 42 gauge — in smart shades of Elegant and Sunbeam — sizes 8½ to 11 — going at 1.00 per pair or 2 pairs for **1.85**

- Ladies' Mercerized Hose — in shades of Beige and Romance — sizes 9 to 10½ — now selling at **85c**
- 2 pair for **1.00**
- Ladies' Mercerized Hose — in shades fawn and maize, beige — sizes 9 to 10½ — to clear at **1.00**
- 2 pair for **1.98**
- Large Rack of Ladies' Housedresses — bright colors — neat patterns — sizes 14 to 44 — each **1.25**
- Ladies' Substandard Snuggles and Vests — in sizes medium, large and oversize — colors white and tea rose — going at 67c per pair or 2 pair for **1.25**
- Children's Flannel Dresses — in either Navy or Brown — sizes 3 to 12 — reg. 1.39 value and now going at only — each **79c**
- Children's Cotton Pullover Sweaters — neat fancy designs — in colors red, navy, fawn and green — sizes 22, 24 and 26 only — out they go — each **98c**
- Children's Cotton Ankle Hose — assorted colors and sizes — priced to clear — 3 pair for **50c**
- Children's Pants (soiled) — white only — in sizes 26 and 28 — clearing at — pair **49c**
- Children's Short Sleeve Vests — plum shade — sizes 12 to 16 — 59c; 18 to 22 — 69c; 24 to 28 **89c**
- Children's Silk Briefs — in colors white, maize and blue — sizes 2 to 6 — pair **49c**
- Children's Sport Blouses — sizes 2 to 6 — in colors blue and pink — pair **69c**

Ladies' Accessories (MAIN FLOOR)

- A large assortment of Pure Silk Squares — ideal for suits — hand rolled edges — reg. 2.95 value — **1.95**
- now reduced to only — each
- 25 only Pure Silk Oblong Scarves — ranging in prices from 1.50 to 4.75 — out they go for this **1-3 off**
- sale only
- Pure Silk Water Repellent Squares — reg. 2.95 value — clearing at **1.95**
- A good assortment of Ladies' Unlined Leather Gloves — good shades of brown in a variety of styles — reg. up to 4.75 — now going at only — pair **2.95**

Ladies' Wear (SECOND FLOOR)

- 50 only Ladies' Dresses — worth up to 17.95 and now clearing at only 5.00 each. These are truly wonderful values in crepe, wool, taffeta or jersey. Sizes 12 to 44 — on sale Thursday at 9 a.m. **5.00**
- 12 only Ladies' Crepe and Wool Dresses in sizes 12 to 38 — worth up to 10.95 — **3.00**
- and now going at — each
- 25 only Dresses — both crepes and wools in sizes 12 to 38 — formerly worth up to 25.00 — **8.00**
- now out they go at only — each
- One full rack of last years' Winter Coats at values you cannot possibly pass up — last year they were worth up to \$75.00. But now they are slashed to sell at only **29.00**
- 8 WONDERFUL BARGAINS IN FUR COATS
- 2 only Brown Beaver (dyed rabbit) Coats in size 14 only — reg. \$225.00 — now only **89.00**
- each
- 1 only Brown Seal (dyed rabbit) — size 14 — reg. \$198.00 value — now going at less than half price **89.00**
- 1 only Black French Seal (dyed rabbit) — size 12 — regular \$225.00 — also going at **89.00**
- only
- 1 only Brown Coney (dyed rabbit) — size 15 — reg. \$135.00 — now going at **35.00**
- only
- 1 only Viscoasha — size 14 — was worth \$115.00 — now you can buy it for just **15.00**
- 1 only Raccoon Coat — size 16 — reg. \$350.00 — out it goes at only **\$200**
- SWEATERS and BLOUSES
- 30 only Ladies' Pullover Sweaters going at **1-3 off**
- 16 only Coat Sweaters — worth up to 11.95 and now clearing at only — each **5.00**
- 4 only White Uniforms — worth 6.95 — clearing at **4.50**
- 4 only White Uniforms worth to 4.95 — now clearing at **3.50**
- 4 only blouses worth up to 8.25 — **5.00**
- now selling for only
- A large assortment of Blouses selling at **1-3 off**

MEN - LOOK!

SUITS
WORTH UP TO \$62.50 FOR
\$39.50

OVERCOATS
WORTH UP TO \$55.00 FOR
\$39.50

Prices on Men's Clothing are on the way up again — we predicted that in our last sale — so we are limiting the quantity in this sale — 60 suits and 35 overcoats. But every one — a real bargain.

The Suits — 60 only English yarn dyed suits made by Canada's leading clothing manufacturers — blues, browns and greys — single and double breasted models — be early — **39.50**

The Overcoats — 35 only and more than half of these coats are nationally advertised 55.00 coats — but we believe in good value — all sizes and colors — come in and see for yourself — **39.50**

25 only Men's Suits — blue and brown stripes — single and double breasted models — sizes 36 to 42 — sale days — each **29.50**

100 pair Men's Pants — tweeds, hairlines, etc — a good assortment of sizes — worth up to 10.95 — now going at only — each **6.95**

Men's and Boys' Basement Dept.

- 3 dozen Men's Fancy Doeskin Shirts — sizes 14½, 15 and 15½ only — reg. 3.75 — now on sale **2.98**
- at only
- 5 dozen Men's Heavy Wool and Cotton Combination Underwear — long legs and long sleeves — sizes 36 to 44 — suit **3.95**
- 3 dozen Men's Fancy Knit Zipper Front Coat Sweaters — sizes 36 to 44 — reg. 6.50 — **5.95**
- now only
- 5 dozen Men's Grey Work Sox — 39c pair — 2 pair for **75c**
- 5 dozen Men's Grey Work Sox — 59c pair — 2 pair for **1.15**
- 5 dozen Men's Fleece Lined Combination Underwear — sizes 36 to 44 — each **2.95**
- 5 dozen Men's Fleece Lined Shirts and Drawers — each **1.65**
- 3 dozen Men's Blue and Brown Heather Button Coat Sweaters — sizes 35 to 44 — each **3.50**
- 5 dozen Men's Fancy Striped Dress Shirts — fused collars — sizes 14, 14½ and 15 only — reg. 2.49 — now clearing at only — each **1.50**
- 30 pair Men's Tweed Pants — sizes 32 to 44 — reg. 5.25 — now pair **3.95**
- 5 dozen Boys' Fleece Lined Combination Underwear — sizes 24 to 34 — pair **2.25**
- 3 dozen Boys' Pullover Sweaters — fancy knit — in sizes 28 to 34 — reg. 1.98 value — sale price — each **1.45**
- 5 dozen Boys' Heavy Denim Overalls — in sizes 28 to 34 — pair **2.50**
- 5 dozen Boys' Heavy Wool Golf Hose — in sizes 7 to 10½ — reg. 89c pair — now reduced to — pair **69c**
- 5 dozen Boys' Heavy Zipper Jackets — heavy collar with fancy stripe on sleeve — sizes small, medium and large — reg. 5.50 — now only **3.95**
- 5 dozen Boys' Two-Tone Zipper Jackets — sizes 30 to 34 only — Reg. 3.95 — now going **2.50**
- at only
- 4 dozen Boys' Medium Weight Combination Underwear — sizes 24 to 34 — reg. 2.15 — now only — each **1.75**
- 2 dozen Boys' Fur Trimmed Parkas — sizes 30 to 34 — each **8.50**
- 1 dozen Boys' Fur Trimmed Parkas — in sizes 24 to 28 — each **6.95**
- 3 dozen Boys' Fancy Stripe Dress Shirts — sizes 12 to 13 — reg. 1.75 — now only — each **1.49**
- 3 dozen Boys' Chambray Work Shirts — sizes 12 to 14 — clearing at — each **1.50**

House Furnishings Department (THIRD FLOOR)

- "Falcon" Maid Flannellette Blankets — soft fleecy nap — rose or blue check on white background — two sizes at special prices
- 70" x 84" pair **4.19**
- 70" x 90" Pair **4.69**
- White Wool Blankets, slightly soiled — sizes 64" x 84" — only ten pair to go on sale — reg. 16.95 to 19.95 — **10.50**
- special sale price — each
- Axminster Hall and Stair Carpet — 27" wide — beautiful floral design on a wine background — one piece only — special — yard **4.75**
- Frihed Curtains — white Marquisette in neat dots — 35" wide by 81" long — pair **2.49**
- Comforters — cotton filled — covered with floral patterned Chintz — size 60" x 72" — special for this sale — each **4.19**
- Cottage Sets — plain tailored in red trim only — size 20 inches wide — special this week-end — per set **1.00**

Linen Department (THIRD FLOOR)

- Terry Towels — substandards — but exceptionally good value and serviceable quality — in striped, floral and jacquard designs
- Sizes 18 x 36 pair **98c**
- Sizes 20 x 40 pair **1.39**
- Sizes 22 x 42 pair **1.29**
- Sizes 20 x 40 pair **1.59**
- Rayon Tablecloths — checked pattern — in colors blue, green, red and gold — sizes 50" x 50" — special each **89c**
- Roller Towelling — pure linen, good quality, strongly woven for long service — 16" width — pair **49c**
- Terry Towelling — practical quality of absorbent cotton terry in multi-colored stripes on fawn background — 15 inch width — special 4 yards for **1.00**
- Remnants — print cotton in 1 to 10 yard lengths — 36" wide — assorted prices.
- Unbleached Cotton — 36 inches wide — per yard **15c**

Boys' Department (MAIN FLOOR)

- 25 only lined zipper front Jackets — two-tone and plain — Meltons and blanket cloths — reg. worth up to 9.50 — sizes 26 to 36 — **3.95**
- now out they go at this sale — each
- Boys' heavy fleecy lined Combination Underwear — long legs and long sleeves — sizes 22 to 32 — Sale price — each **1.95**
- 100 Boys' Woolen Sweaters — pullover style in either V-neck or zipper neck — all sizes 28 - 34 — each **1.98**
- 30 only Boys' Parkas — sanforized shrunk — heavy lining — fur trimmed parka — all sizes — but only a few to a size — this price won't be repeated this winter — each **8.95**
- All Boys' heavy 3-quarter length Surcoats — carried over from last season — going at 1-3 off. These are wonderful buys as the new coats coming in are even higher than last year — **1-3 off**
- Boys' heavy fleecy lined Sweat Shirts — two-tone combination of yellow and brown — sizes 24 to 32 — reg. 1.98 — now going at only **1.29**
- each
- Boys' Western Doeskin Shirts — wonderful for school wear — strong and warm doeskin — size medium only — each **1.39**
- Boys' medium weight Shirts and elastic top Drawers — sizes 30 to 34 only — **59c**
- each
- Drawers — **79c**
- each
- 12 only pair Boys' heavy Soapants — heavy fraize cloth with knitted cuffs — sizes 30 - 32 - 34 only — reg. 3.95 — now clearing out at only — **1.95**
- pair
- 50 only pair Boys' Tweed Pants — buy extra pair now for the tough school year ahead — worth selling at up to 5.50 — but are now going at **3.19**
- only — pair

MOORE & McLEOD limited