

Moore & McLeod
The Millinery People



75 sample coats---new,
correct, fall styles, bought
one third below regular
value---and priced propor-
tionately, afford to-day



A SPLENDID MONEY A VING CHANCE FOR COAT BUYERS

These garments are all from the sample line of one of the best coat making houses in Germany. In every respect the coats are desirable. There is, naturally a variety of them, being samples there are no two alike. The cloth are tweeds, covertes, friezes, beavers and the rest. You know what workmanship a German tailor puts into a garment—remember, every one of these stood as a representative of the best the maker could do. When the salesman's trip was finished he preferred to take a loss rather than send the coats back to Germany—hence this line we are telling you about—and hence the price saving for you.

More About the Sample Coats

The Sample Coats of which we have been telling you vary considerably in price as well as style and quality—just to make the matter plainer we have selected seven styles, just as they come, and have tried to describe them here.

- Grey herringbone tweed, good weight, three quarter length, lined throughout with Roman Satin, double breasted, self collar, loose back, regular value \$7.75, our price\$6.00
- Navy Blue Cheviot Coat in three quarter length, lined throughout with Roman Satin, velvet collar, turn back cuffs, fly front, loose back, regular value \$8.75, our price\$6.75
- Dark Fawn Cloth, smooth finish, three quarter length, fitted back, lined with Roman Satin, double breasted, regular \$12.00 grade, our price\$8.75
- Brown mixed tweed coat, velvet collar, loose back, good weight, half lined, regular \$9.75, and our price is but...\$7.75
- Fawn Cloth Coat, in Empire style, back finished in self strappings. Caught with small buttons, cuff turn back over a box pleated sleeve, regular \$15.00 grade, our price\$10.75
- An attractive Empire Coat in Black Frieze, the self strappings are piped with satin, and caught with satin buttons. A regular \$14.00 coat, which we are selling at..... \$10.50
- A very handsome garment of fawn beaver, has matched velvet collar, stitched vertical strappings on back. The length is three quarter, and the garment is in semi fitting style. This coat is in size 34 only—This is a regular \$19.00 coat which we are selling at..... \$14.00

Higher Grade Coats from \$14.00 to \$28.50

Snappy Styles for School Girls

Not every store—not even many stores can supply pretty outdoor garments for little folks—or for the young lady who has not quite grown up. We are specializing in this line this autumn, and we feel sure that we have a showing that is not often equalled.

- Navy Blue Frieze, three quarter length, loose back, fly front, turn cuff, size 7, 8, and 9..... \$4.95
- Mixed Tweed Coat, maid's style broad shoulders loose, roomy cut, trimmed with strappings, finished with velvet piping sizes are 7, 8 and 9.....\$7.75
- Very fetching, girlish style in green frieze, caught at collar and cuffs with strappings of wine color cloth, trimmed with black soutache, fancy buttons, size for girls of 14, 16 or 18 years... ..\$9.75
- A mixed tweed school girl's coat in effect of green, with slight overcheck of red, broad shoulder, full roomy back, seven eight length \$12.75
- Another handsome garment for schoolgirls comes in a heavy tweed, grey effect, full sweeping lines, deep side vents, velvet collar, with touch of red \$13.50
- Dainty, dressy garment, full loose, boxy style, fawn whipcord cord collar, cuffs and pockets finished in red cloth. Fancy buttons.....\$14.75
- Navy Blue Cheviot Coat, in medium length, very attractive garment, cleverly trimmed with white, sizes 7 to 12..\$5.50
- A splendid coat in green tweed, collar, cuffs, and strapping are made of bands of plain green cloth over white, size 7 to 12 \$6.30 to \$7.55



SPECIAL SIZES FOR LARGE WOMEN

Fur Lined Coats

After all, the acme of excellence in style, beauty and every other point of view is the fur lined coat. There is nothing so quietly rich, so absolutely graceful and stylish and in every inch there's perfect comfort.

- Three styles stand for the stock.
- Blue Beaver Coat, fine brown Myrtle Beaver Coat, fine Hamster lining, genuine brown Hamster lining, No. 1 Sable collar and revers, amply loose and full cut\$82.00
- Beautifully fur lined Coat in finest black beaver, lock squirrel lining, finest mink collar and revers, in every respect a perfectly made garment.....\$115.00

In the past it has been very hard indeed for the women of over forty inch measure to get anything at the same time good in fit and correct in style. We have done our very best this season to correct this state of things, and now the stout lady can call here with an excellent assurance of being fitted. We are carrying in fine black beavers sizes 40, 42, 44 inch bust—and we have succeeded several times this autumn already in fitting women who never before were able to get a ready made coat.

Come in and let us show you.

Ready to Wear Skirts

Our premier position in this line of garments requires no demonstration. We can supply you with handsome garments from the lowest price to the very topmost, and every one we show has style in every stitch. Then it is a fact that every good maker in this line calls first on us, and as a result we are invariably able to show more styles and better styles than you will see in most stores.

Handsome skirts from \$2.95 to \$16.00 and over.

Advance showing of finest furs

Really NOW is the time to do your fur buying, especially in the way of small furs.

We're showing what we feel sure you will say is our finest exhibit of small furs, collars, stoles, muffis in every good and popular fur.

- Ruffs from \$1.10 to \$52.00.
- Stoles from \$1.10 to \$62.00.
- Muffis from 85c to \$62.50.



Ladies' Stylish Cravenettes worth \$11.00, selling here at \$8.50.

- Light grey, heavy weight cravenettes, broad shoulders, loose full body, made in fairly plain style, turn back cuffs, patch pockets regular eleven dollar value at..... \$8.50
- Dark grey cravenette, with the in stripe of black, heavy fall weight, broad smooth shoulder design, cut in full roomy, generous style, back shows yoke and pleats, and from centre of front yoke on each side runs a strapping of the same cloth as the coat, terminating in a pocket. Certainly one of the finest coats you ever saw at the price which is \$8.50

