

JANUARY CLEARING SALE

Wednesday, January 5th, Opens this Decisive Clearance Sale---
 Goods of Every Variety Sold at Reductions of 20 p. c. to 33 1-3 p. c.
 an Unparalleled Shopping Opportunity for Ten Days---

OUR FRIENDS all over Prince Edward Island are cordially invited to visit this--perhaps the greatest sale ever held in the Province. This store offers you choice from an enormous stock of the most desirable goods. It offers you a service as nearly perfect as we can make it. It offers you satisfaction, and at this sale it offers you practically every line from basement to top story at reductions ranging from 20 per cent to 33 1-3 per cent.

This sale of course, is for cash only. It commences on Wednesday 5th inst. and continues for TEN DAYS.

25 per cent off all Men's Suits and Overcoats and all Boys' Clothing

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| 25 p. c. off All Men's Suits. | 25 p. c. off Caps. |
| 25 p. c. off all Boys' Suits. | 25 p. c. off Fur Caps. |
| 25 p. c. off Dressing Gowns. | 25 p. c. off Men's Hats. |
| 25 p. c. off Overcoats. | 25 p. c. off Umbrellas. |
| 25 p. c. off Pants. | 25 p. c. off Pajamas. |
| 25 p. c. off MEN'S FUR COATS | 25 p. c. off Cotton Shirts. |
| 25 p. c. off OVERALLS. | 25 p. c. off Silk Shirts. |
| 25 p. c. off FUR ROBES. | 25 p. c. off Underwear. |
| 25 p. c. off TRAVELLING RUGS | 25 p. c. off Flannel Shirts. |
| 25 p. c. off AUTO RUGS. | 25 p. c. off Satteen Shirts. |



One third off Ladies' Ready-to-wear

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| One third off Ladies' Dresses. | One third off Misses' Dresses. |
| One third off Kimonos. | One third off Plush Coats. |
| One third off Children's Dresses | One third off Skirts. |
| One third off Rain Coats. | One third off Rain Hats. |

Women's Winter coats, worth to \$35.00 each, a choice range of attractive winter garments, clearing at **\$12.00**

A lot of high grade cloth coats, women's winter weights, very handsome makes and all in excellent style, worth to \$45.00 each, will clear at **\$19.00**

One third off All ladies' and misses' FURS Including Fur Coats

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| \$115.00 Fur Coats for \$76.67 | \$215.00 Fur Coats for \$143.33 |
| \$175.00 Fur Coats for \$116.67 | \$275.00 Fur Coats for \$183.33 |
| \$195.00 Fur Coats for \$130.00 | \$325.00 Fur Coats for \$216.67 |

\$575.00 FUR COATS FOR

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| One third off Sable Stoles. | One third off Fox Muffs. |
| One third off Fox Stoles. | One third off Seal Muffs. |
| One third off Wolf Stoles. | One third off Wolf Muffs. |
| One third off Beaver Stoles. | One third off Wolf Muffs. |
| One third off Lynx Stoles. | One third off Muff Beds |
| One third off Sable Muffs. | One third off Fur Tails. |

Save on Stanfield's U'wear

These are the sale prices on Stanfield's Underwear. You will find them to your advantage:--

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| ----Stanfield Green Label | \$1.90 per garment |
| ----Stanfield's Red Label | \$2.50 per garment |
| ----Stanfield's Blue Label | \$2.75 per garment |
| ----Stanfield's Black Label | \$3.25 per garment |

Mail orders filled in rotation as received--enclose check, P. O. Order, Express Order or Currency.

Five dozen Extra Heavy Ribbed Woolen Undershirts for men, large sizes only, special sale price, each **1.50**

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| Bannockburn Suits, special price | \$22.50 |
| Bannockburn Pants, special price | \$5.85 |
| Acadia Pride Suits, special price | \$31.50 |

25 per cent off Men's Gloves--Hose--etc.

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| 25 p. c. off Lined Gloves. | 25 p. c. off Working Gloves. |
| 25 p. c. off Socks. | 25 p. c. off Mufflers. |
| 25 p. c. off Armlets. | 25 p. c. off Garters. |
| 25 p. c. off Knit Vests. | 25 p. c. off Khaki Pants. |
| 25 p. c. off Jerseys. | 25 p. c. off Sweaters. |
| 25 p. c. off Handkerchiefs. | 25 p. c. off Linen Collars. |
| 25 p. c. off Purses. | 25 p. c. off Soft Collars. |

25 per cent off Linens--Towels--Sheetings

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| 25 p. c. off Fancy Linens. | 25 p. c. off Sheetings. |
| 25 p. c. off Pillow Cottons. | 25 p. c. off Towellings. |
| 25 p. c. off Towels. | 25 p. c. off Table Linen. |
| 25 p. c. off Napkins. | 25 p. c. off Pillow Cases. |
| 25 p. c. off Silence Cloth. | 25 p. c. off Rubber Sheetings. |

Get your linens of all kinds now--at these reductions, the values are simply unbeatable--mail your orders if you are out of town.

25 per cent off Dress Goods--Suitings

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| 25 p. c. off Serges. | 25 p. c. off Tricotines. |
| 25 p. c. off Tweeds. | 25 p. c. off Velours. |
| 25 p. c. off Lustres. | 25 p. c. off Mohairs. |
- 25 p. c. off ALL SORTS OF WOOL Dress Goods and 25 per cent off Linings.

--One third off Silks

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| One third off Taffetas. | One third off Duchesse. |
| One third off Messalines. | One third off Bengalines. |
| One third off Satins. | One third off all dress Silks |
- One third off Crepe de Chenes.
 One third off Trimmings Silks.
 One third off Suiting Velvets.
 One third off ALL TRIMMINGS.

25 per cent off Flannelettes---Wash Good

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| 25 p. c. off Flannelettes. | 25 p. c. off Muslins. |
| 25 p. c. off Canton Flannel. | 25 p. c. off Shirtings. |
| 25 p. c. off Wrapperette. | 25 p. c. off Print Cottons. |
| 25 p. c. off Galateas. | 25 p. c. off Dress Gingham. |
| 25 p. c. off Wool Flannels. | 25 p. c. off Velours. |

25 p. c. off Blankets

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| 25 p. c. off all Blankets. | 25 p. c. off all Pillows. |
| | 25 p. c. off Portieres. |
| | One third off Bed Comforts. |
| | One third off Curtains and Curtain Nets. |
| | One third off Art Sattens, Chintzes, etc. |

Half Price for Millinery

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| Ladies' Felt and Velvet Hats .. | HALF PRICE |
| Girls' Felt and Velvet Hats .. | HALF PRICE |
| Children's Felt and Velvet Hats | HALF PRICE |
| Flowers and Feathers | HALF PRICE |
| Feather Mounts | HALF PRICE |
| Sprays for Millinery Trimming | HALF PRICE |
| Millinery Ornaments | HALF PRICE |
| Millinery Chiffons | HALF PRICE |
| Millinery Tulle all at | HALF PRICE |
| Millinery Ribbons all at | HALF PRICE |



Wool Sweaters 1-2 Price

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| Wool Sweaters | HALF PRICE |
| Women's Sweaters | HALF PRICE |
| Wool Shawls | HALF PRICE |
| Women's Pull over Sweaters .. | HALF PRICE |
| Hug-me-Tights | HALF PRICE |
| Wool Scarfs | HALF PRICE |
| Wool Caps | HALF PRICE |
| Velvets and Velveteens | HALF PRICE |
| Buckram Shapes | HALF PRICE |

One Third Off Ladies' Neckwear

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| One third off Silk Scarfs. | One third off Embroideries. |
| One third off Silk Collars. | One third off Lace Collars |
| One third off Ribbon Novelties. | One third off Silk Gloves. |
| One third off Stamped Doyleys. | One third off Laces. |
- One third off Stamped Night Gowns.
 One third off Crepe de Chene Collars.
 One third off Stamped Night Dresses.
 One third off Stamped Tray Cloths.

25 per cent off Women's Hose

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| 25 per cent off Cashmere Hose. | 25 per cent off Worsted Hose. |
| 25 per cent off Wool Gloves. | 25 per cent off Wool Mitts. |
| \$1.75 Silk Stockings will be cleared out at per pair \$1.25 | |
| \$2.50, \$2.75 and \$3.00 Stockings all cleared at per pair \$2.00 | |
| \$4.50 Silk Clock Stockings, all to be cleared at per pair \$3.00 | |

MOORE & McLEOD, LIMITED

119 - 121 QUEEN STREET

CHARLOTTETOWN, P. E. I.