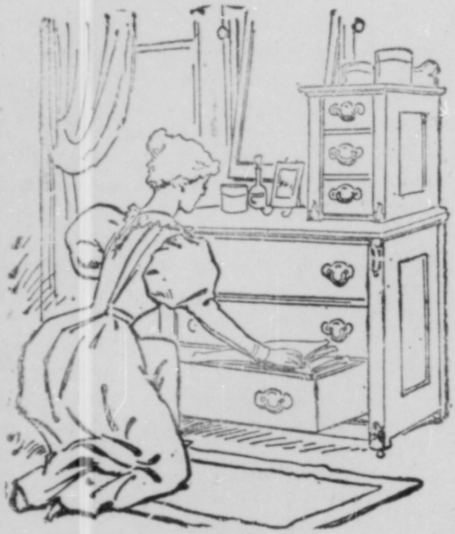


The "White Fair" Opened With a Rush



yesterday. The day was the most successful "beginning day" on record. Small wonder—the exhibit is all you'd hope for and more—and the prices—well, they are even lower than we've ever quoted before—ourselves.

The best test is a trial—you'll hardly believe that good goods can be sold for our prices—until you see for yourself.

Table Linens.

Ireland's famous looms produced most of these handsome, durable linens. Some come from Scotland and a few from Austria. Let the prices speak for themselves.



- 50 inch unbleached dice pattern Table Linen 14c
 - 52 inch Table Linen 18c
 - 56 " " " 20c
 - 50 in. unbleached Damask 22c
 - 54 " " " 25c
 - 56 " " " 29c
 - 52 inch undressed linen, no starch or filling—just linen in dice pattern 33c
 - 60 inch unbleached Damask in pretty design 36c
 - 58 inch, good heavy weight 40c
 - 58 inch Cream Damask 45c
 - 70 inch handsome designs 55c
 - Finer grades, 65c, 67c, 85c
- These prices are all especially for the "White Fair." The goods were bought before the advance in price.

Bleached Damasks..

- Handsome, snow-white Irish Linens, rich and heavy—are here at prices that will tempt your purse strings to loosen. Bought especially for this sale—
- 60 inch 45c
 - 72 " 50c
 - 72 " 55c
 - 72 " 70c
 - 72 " very rich and handsome—just the kind you'll pay \$1.30 for before the year is gone \$1.00
 - Better still \$1.25

Made-up-Linen

Table Cloths.

These mostly from Austria. Handsome designs, rich white full bleached Linens. Special "White Fair" prices are:

- 2 yds x 2 1/2 yds \$1.72
- 2 yds x 2 1/2 yds 2.05
- 64 x 100 inches 2.45
- 85 x 104 inches 3.50
- Better grades \$4.35 and 4.50

Napkins.

The new Napkins just came in, direct from Ireland a few days ago—just in time for the White Fair. The designs are lovely, that's the only word.

- 3/8 size Napkins 68c, 73c, and 80c doz
- Napkins in full size, 85c doz
- " " " \$1.00 doz
- " hemmed 1.25 doz
- " \$1.35, \$1.45, \$1.50, \$1.70 doz
- " \$1.95, \$2.20 to \$3.00 doz
- 3/8 Napkins in various designs—some hemmed and some not hemmed \$1.45, \$1.70, \$2.00, \$2.45, \$2.75, \$3.40.

These all specially purchased for the "White Fair" before the advance in Linen prices.

Men's White Shirts..



Just room to tell of a few unlaundered ones. Four good grades, each the finest of its kind—

- 35c
- 50c
- 75c
- \$1.00

Unlaundered shirts for boys, sizes 12 to 14 42c ea

Whitewear at the "White Fair."



The finest white-wear exhibit we've ever made—is here today. Every garment is new—specially purchased for the "white fair." And the prices—well you'll not believe how really good these goods are for the price until you see them.

Another thing—all our white-wear has each seam double stitched, no rough work, every garment finished just as you'd do it yourself.

Corset Covers.

- Plain cotton Corset Cover 12c
- Good cotton, trimmed with embroidery 20c
- Fine cotton "V" neck, trimmed embroidery 26c
- Neat Corset Cover, low neck, trimmed embroidery 28c
- Fine cotton, "V" neck, two rows of embroidery—feather-stitch edging 33c
- Fine cotton, insertion front, trimmed embroidery, sizes 32 to 40 40c
- Better grades are 49c, 50c and 68c
- A very handsome choice Corset Cover, finest cotton, fine embroidery trimming, neat feather-stitching \$1.00

Knickers.

- Fair grade cotton, trimmed with narrow lace edging 21c
- Finer cotton trimmed with plain tucking 28c
- Better grade still—frill and tucks 34c
- Fine grade, very fine

- value, lace trimmed, umbrella style 45c
- A very fine grade, trimmed with embroidery, made in two styles 55c
- Fine English cotton, umbrella style, finely embroidered and finished with feather-stitch braid \$1.00

Night Dresses.



- Fair grade cotton, trimmed narrow lace 56c
- Finer grade cotton, tucked and frilled 58c
- Very nice garment, insertion front frilling 68c
- Fine cotton garment, insertion front, fine embroidery and feather-stitch braid 75c
- Fine English cotton,

made in two or three different styles—mostly fine embroidery trimming and tucked front \$1.00 and \$1.05

Nice garment, trimmed front, neck and wrist with torchon lace \$1.12

Better grades are \$1.29, \$1.45, and \$1.65

A beautiful garment—insertion front, richly trimmed with wide insertion and embroidery over shoulder and at neck \$2.10

Handsome Skirts.

Finely made of excellent stock, double stitched all through and finely trimmed. "White Fair" prices are 45c, 65c, 80c, \$1.00, \$1.12, \$1.65, \$1.80, \$1.90, \$2.20

Sheetings.

Are here at even less than ever you'd expect. See these.

Unbleached

- 72 inch Sheeting 14c
- 72 " " 16c
- 72 " " 18c
- 68 inch "Domestic." A heavy English unbleached twill Sheeting 18c, 22c, 24c

White Sheetings.

- 72 inch Plain white 17c
- 68 " Twill " 19c
- 72 " Plain " 25c
- 76 " Twill " 28c
- 78 " Plain " 30c

Wider widths and better grades 34c, 37c, 38c

Every yard is specially price cut for the "White Fair."

White Counterpanes.

- Just a few price suggestions before we leave this.
- 74 x 56 Fringed 60c
 - "American Crochet" 75c
 - 72 x 56 Honeycomb 80c
 - 75 x 56 \$1.00
 - 84 x 60 1.35
 - 85 x 68 Marseilles 1.45
 - Better grades are \$1.65, \$2.00, \$2.25, \$2.40
 - All especially price cut for the "White Fair"

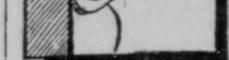
Pillow Cottons.

Especially price cut for the "White Fair." Grand values, all.

- 40 inch open 9c
- 42 " " 10c
- 44 " " 12c
- 40 " Circular 16c
- 42 " " 19c
- 44 " " 21c
- 46 " " 22c

Towels.

Every thrifty housewife will profit by a careful study of this list of always useful goods.



- 1 big basket full of Turkish and huck towels 9c pr
- 1 big basket at 15c pr
- A third at 17c pr
- Glass towels 9c each \$1 doz
- Fringed huck 15c, \$1.55 doz
- Unbleached huck 18c ea \$1.90 doz
- White huck 20c ea \$2.10 doz
- " " 24c ea \$2.50 doz
- White huck, hemmed 27c ea 2.90 doz
- 29c, 33c, 45c each and up.
- Colored Turkish towels at all sorts of prices from 25c to \$1.50 per pair.

Roller Towelling.

- All specially priced for the White Fair.—Just study this list.
- 13 inch Towelling 3c
 - 13 " stripe 5c
 - 14 " crash 6c
 - 15 " " 6 1/2c
 - 17 " " 7 1/2c
 - 17 " " 8c
 - Better ones, 8 1/2c, 9 1/2c, 10 1/2c.

The Busiest Store on Charlottetown's Busiest Street

MOORE & McLEOD

What We Advertise We Have

