

THIS MORNING AT NINE

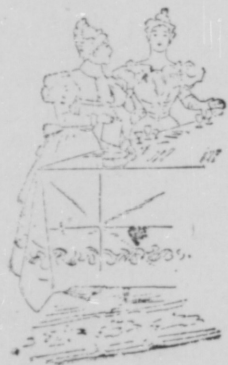
THE "WHITE FAIR" OPENS..



Now commences a sale that will be a boon to every careful housekeeper in Queen's County. Months of careful preparation have resulted in the grand display we open tomorrow. Now remember, every price we quote is a special one—for the white fair—and remember also, we can't afford to sell you anything that isn't the best for the price, that the price can buy. It's safe for a child to buy here. ■

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 inch 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 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. 1/2 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

3/4 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 whitewear 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 whitewear 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
 Finer cotton "V" neck, trimmed embroidery 26c
 Neat Corset Cover, low neck, trimmed embroidery 28c
 Finer 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

