

# THE ISLAND'S GREATEST SALE!

# MOORE & McLEOD

## OF THE YEAR 1954.





The biggest sale event of the year begins Thursday morning at 9 A. M. at Moore & McLeod Ltd. Many great bargains right in-time with the season. Ladies' Coats — Children's Snow Suits — Men's Surcoats and Jackets — Ladies' First Quality Hose by Kayser — Boys' Surcoats and Winter Caps and Ladies' Lingerie are all featured in this great sale, as well as many Specials in the Linen — House Furnishing and Yard Goods Depts. Also many outstanding buys are awaiting you in the China — Cosmetic — Jewellery and Yarn Departments — Sale starts Thursday, 9 A. M. — Store will be closed all day today, Wednesday

**1000 PAIRS NYLON**

## KAYSER HOSE

- \* 51 Gauge, 15 Denier—Regular First Quality Hose and each pair carries the Kayser Name
- \* Wildbloom Shade — sizes 8 1/2 to 11
- \* Also on sale 51 Gauge, 30 Denier — Plain Pack at the Same Price

**99c**  
pr.

**3 Pr. for 2.75**

FACTORY SPECIAL

LADIES'  
**New Fall Coats**

**21.95**

A wide variety in this great factory special of new Fall Coats—fancy weaves and solids in excellent quality wools—sizes 10 to 44 in the group.

Ladies' dresses — reg. to 29.50 — broken sizes in taffeta, crepe, wool jersey and fancy wools. Now priced to clear at only, each **10.00**

## FUR COAT SPECIALS

- 3 Jap Rabbit Coats — Reg. to 195.00 — Special ..... \$100.00 each
- 1 Dyed Muskrat (Middles) — Reg. to 225.00 — Special ..... \$100.00
- 2 Mouton (dyed Processed Lamb) — Reg. 275.00 — Special .. \$150.00 each
- 1 Mole Skin Jacket — Reg. 195.00 — Special ..... \$50.00
- All Other Fur Coats ..... 20% off

## LADIES' SKIRTS

- \* Checks — Stripes — Tartans — Wool Plaids
- \* New Fall Styles

**3.95**

100

## Ladies' Housedresses

**1.89** EACH

Reg. to 3.95

100 smart housedresses in this group—many different styles and designs to choose from—sizes are 10 to 52.

Ladies' dresses — reg. to 18.95 — broken ranges about 25 in this group — taffeta and crepes — clearing at **5.00**

MAIN FLOOR LADIES'

## BLOUSES

- \* Broadcloth Man Tailored
- \* Long Sleeves, French Cuffs
- \* Reg. 3.95—Solid Colors

**2.95**

MAIN FLOOR

## BABY YARN

- \* 100% Pure Wool
- \* 3-Ply Shrinkresist
- \* White—Yellow—Pink

**33c** 1 OZ. BALL

## Lingerie Department

### Lingerie

**1/2 Price**

Slightly Soiled Slips — Panties — Gowns — Pyjamas — Brassieres—and Girdles.

Padded strapless Bra with elastic cinch waist regular 4.00 value — sizes are 32A to 36A — special at, each **1.95**

Nylon lastex girdles — pull-on style for the short figure — sizes small, medium and large — regularly priced at 4.00 — Now priced very low at only, each **2.95**

Front lace corsets — short style in white only — sale priced at only, each **3.50**

LADIES'

### Nylon Slips

Reg. 8.95

**5.00** EACH

Very outstanding value trimmed with Nylon lace and wide permanent pleats — black only — sizes 32 to 40.

Smart aprons — bib style and half. aprons — wonderful gift items — clearing at 1/2 Price

Flannelette pyjamas — smart colorful designs — well tailored and good wearing qualities — sizes are small, medium and large, per pair **2.95**

Nylon lastex garter belts — sizes small, medium and large — regular 2.95 value. Now priced to clear at only, each **1.50**

## Children's Department

GIRLS' AND BOYS'

### SNOW-SUITS

- \* Regular To 17.95, in one and two Piece Styles
- \* Long wearing Nylon Blend Gabardine
- \* Sizes 2 to 6 — Red — Blue — Green, Brown

**8.95**

GIRLS'

### Vests and Bloomers

Values to 1.10

**59c** EACH

- \* Sizes 2 to 14 years—White & Plum
- \* Winter Weight Brushed Cotton
- \* Draw String Neck

GIRLS'

### Fleece Bloomers

**59c** PAIR

- \* Navy Blue — sizes 2 to 14 years
- \* 15 Dozen in all
- \* First Quality

LADIES'

### Nylon Gowns

Reg. 10.95

**5.00** EACH

Manufacturers clearing — all first quality — lace trimmed — pink, blue and yellow.

LADIES' NYLON

### Tailored Slips

Subs — Reg. 5.95  
White Only

**SPECIAL 3.57** EACH

GIRLS'

### T Shirts

**1.29** EACH

- \* Long Sleeves—Turtle Neck
- \* Plain Cotton Jersey
- \* 5 Colors — Sizes 8 to 14 years

ESMOND

### Baby Blankets

**79c** EACH

Reg. 1.19

- \* Slight imperfections — size 30"x40"
- \* Animal Designs — Soft Eiderdown

**MOORE & McLEOD limited**