

OUR GREAT STOCK-TAKING SALE

In many departments we find our stock entirely too heavy. In order to reduce it thoroughly and rapidly before stock-taking, we have gone carefully through every department and cut the prices of winter goods right and left.

On the goods advertised it is safe to claim that such values have seldom, if ever, been offered before. Study the list, come to our store as quickly as you can manage it,—these values won't wait.

Terms—Spot Cash ; No Approbation.

Commenced - - -

Thursday Morning

December 27th

**One-third off
All Dress Goods.**

Every yard of Dress Goods, black, colored, plain and figured, is included in this sale.

This is certainly the cleanest, most carefully bought Dress Goods stock shown in Charlottetown, and at these prices is the most sensational value offered for years.

- 20c Dress Goods now 14c
- 25c Dress Goods now 17c
- 35c Dress Goods now 23c
- 56c Dress Goods now 34c
- 75c Dress Goods now 50c
- 1.00 Dress Goods now 67c

and so on,

**One-third off
Fancy Silks**

At the very next counter comes this grand value. All the Fancy Silks for waists, for trimming, etc. go on sale at a discount of

ONE THIRD.

**One-third off
Men's Underwear**

Here's the cheapest kind of comfort. All stock of Men's Underwear on sale at a discount of

ONE THIRD.

Plain wool, ribbed wool, fleece lined.

- 50 Underwear 34
- 75 Underwear 50
- 1 00 Underwear 67
- 1.50 Underwear 1 00

This includes all Stanfield's unshrinkable.

**One-third off
Tweed Suitings**

Now's your chance. Our whole stock of Tweeds is included in this sale. Suitings and Trousers of all prices.

**25 percent
off Wool Gloves**

All our wool Gloves in stock, "Ringwood," cashmere, plain, fancy, black or colored, on sale at 75c on the dollar. Every glove is included.

**One-third off
All Frillings**

Neat and pretty frillings of every sort have been price cut. Every yard of frilling in the store at 67c on the dollar.

**25 Per cent off
Ladies' Underwear**

Every item of stock in the ladies winter Underwear department is included in this offer.

Vests of all sorts, Drawers of all sorts, 25 per cent off

**Colored Laundered
Shirts Half Price**

Here's the chance for stylish young men. Every one of those neat and stylish colored shirts half price.

One Third off Caps

All Caps, men's boys' every sort, at one third off.

**One Third off
Top Shirts**

Our whole stock of Top Shirts plain and knit, all prices and sorts, at 67c on the dollar. All Cardigans, Sweaters, included in this lot.

Suits Half Price

Our whole stock of ladies ready-to-wear costumes goes on sale at

HALF PRICE.

**One-third off
All Coats**

Every new Coat in our store, perhaps the best stock in P. E. I., will be sold for 67c on the dollar.

- \$2 75 Coats \$1 83
- 4 00 Coats 2 67
- 5 00 Coats 3 34
- 6 00 Coats 4 00

**One-third off
All Capes**

All our Capes, cloth and fur lined, very single one, on sale at 1-3 off.

**One Third Off
Mantle Cloths**

Choose any piece of beaver, nap, curl cloth, etc., in the store, it's yours at 67c on the dollar.

**One Third off
Wool Goods**

Any wool square, any wool hood, any of the clouds at a discount of one third. Some of the goods have not been in stock more than a week.

All Rugs

One Third Off

Any Tartan Rug now remaining in stock. There is only a few, but if you like one it is yours for 67c on the dollar.

**One-third off
All Furs**

Every article of Fur, every coat, all our Coristine coats, all ruffs, Muffs, Collars, Crapes of every sort and price on sale at one third off.

**One-third off
Tailor-Made Skirts**

Every one, serge, lustre, blister cloth, none reserved; all on sale at 67c on the dollar.

**One-third off
Waterproofs**

We've a big stock of these in all the wanted styles. Every one has gone on sale at a discount of one third.

**25 Per Cent Off
All Blankets**

Here's the housekeeper's chance. Our whole stock of warm blankets at twenty-five per cent off.

- \$2.00 Blankets \$1.50
- That famous \$2.95 Blanket 2.21
- 3.00 Blankets 2.25
- 4.00 Blankets 3.00

**25 Per Cent Off
Quilts and Bachelors**

Any Quilt or Bachelor left in the store except the living ones, is yours at a discount of

25 PER CENT.

- Our friends will please note—
1. That these discounts apply only to the goods advertised.
 2. That every article advertised will be sold at the prices mentioned, no dodging, or holding back.
 3. That our terms are absolutely spot cash.

MOORE & McLEOD

The Busiest Store on Charlottetown's Busiest Street.