

GREAT FEBRUARY SALE



SALE STARTS THURSDAY MORNING AT 9 a.m.

DRESSES SIZES 9 to 15

* Factory Special by one of Canada's Leading Dress Manufacturers.
 * All New Dresses — Reg. \$10.95 and \$16.95, and each Dress carries the manufacturer's price tag.
 * New spring styles stripe and check taffetas—corded silks — jerseys — plain and fancy shantungs.

6.88 and 9.88

SMART SKIRTS
4.48

* Reg. \$8.95 and \$9.95
 * Kashas — Tweeds — Felts
 * Sizes 14 to 44 — Smart Styles

BLOUSES
1/3 OFF

* 75 Only in sizes 12 to 44
 * Nylons — Dacrons and Alluracels
 * Good selection of smart styles

TAFFETA — WOOL
SKIRTS
2.98

* Novelty Print Taffetas — and Pleated Wools
 * Very outstanding buys at this price.

LADIES' HATS
1.00 each

* Limited Quantity. Reg. \$3.95 to \$7.95
 * Velours and Felts — Various Styles
 * Black — Red — Green — Blue — Beige, etc.

LADIES' WINTER

Cloth Coats

* Reg. \$47.50 to \$85.00 — NOW \$23.75 to \$42.50
 * Elysian — Alpaca — Tweeds — Kola and Cashmere Cloths.

1/2 PRICE

Fur Coats Greatly Reduced

LINGERIE DEPT.
RAYON BRIEFS
43c pair

* Sizes Small — Medium and Large
 * An excellent special in Rayon Briefs, trimmed with Nylon.
 * Colors are Turquoise — Nile — Sky Blue — Mauve — Coral and Black.

LINGERIE DEPT.
"Lovable - Bra"
1.00 each

* Once again that famous "Lovable Bra" Special
 * Satin and Broadcloth in white only
 * Size 32 to 40 in A, B and C cups

LINGERIE DEPT.
LADIES'
SPORT SHIRTS
1/2 Price

* Complete Stock — English Wools and Flannels
 * Colorful Checks and Authentic Tartans
 * Reg. \$2.95 to \$11.95—NOW \$1.48 to \$5.98

LINGERIE DEPT.
LINGERIE
Less Than 1/2 Price

* Wonderful buys in Slips — Gowns — Panties — Girdles, etc.
 * Items even as low as 25c each
 * Priced much less than Half Price to clear

"Nylon Briefs" by Kayser

* Reg. \$1.49—An outstanding buy in Kayser Nylon Panties
 * Brief Style—White—Pink and Blue.
 * Sizes Small — Medium and Large

99c pair 3 Pair for 2.75

LINGERIE DEPT.
GOWNS
3.95 each

* All Nylon or all Crepe Fabrics
 * Puff Sleeves — Lace Trimmed
 * Pink and Blue — Sizes S - M - L

LINGERIE DEPT.
'LOVABLE'
CINCH - BRA
2.25 each

* Ideal for that tiny waistline—so popular this season.

LINGERIE DEPT.
CORSELETTES
8.00 each

* Famous "Grenier" make
 * With or without inner belt
 * Sizes 34 to 44

LINGERIE DEPT.
HOUSE COATS AND LOUNGING PYJAMAS
1/2 price

* Entire Stock now clearing at Half Price
 * Truly wonderful buys while they last

CHILDREN'S DEPT. — SECOND FLOOR

Girls' and Boys'

Winter Coats — Coat Sets — Snow Suits — Pram Suits — Jackets — Dresses — Jumpers — Short and Long Pants — Lined and Unlined Jeans — Seersucker and Broadcloth Pyjamas — NOW CLEARING AT

1-3 off

Cosmetics - Jewellery - Slippers - Handbags - Gloves - Etc.

COSMETICS A large and varied assortment including Body Powder — Stick Cologne — Bath Mitts — Cologne — Soaps — Perfumes, etc. — Clearing at 1/3 OFF

JEWELLERY 500 Pieces — including Earrings — Necklets — Bracelets and Pins **59c EACH**

CHILDREN'S ALL WOOL GLOVES and mittens solid shades and novelty designs — Reg. to \$1.25. Now priced to clear at only, per pair **69c**

LADIES' GLOVES — 100% all wool in colors blue, black and brown in sizes small and medium only, priced very low to clear at only, pr. **47c**

LADIES' FABRIC GLOVES — broken sizes in colors chamois — black — beige — white — red — grey — green and brown — regularly priced to \$2.50 — Now selling at only per pair **99c**

DOROTHY GRAY GOLDEN ORCHID COLOGNE Reg. \$1.75 value — Now sale priced at only, each **1.00**

SILK SQUARES — beautiful floral designs in colorful pastel shades — regularly priced from \$2.95 to \$3.25. Now clearing at only — each **1.95**

LADIES' JERSEY BLOUSES — first floor — in colors grey, black and red — sizes small, medium and large — Reg. \$1.98 — Now priced to clear at only **98c**

DOROTHY GRAY "Blustery Weather Lotion" regular \$2.50 value — Special at per bottle **1.25**

HELENE CURTIS Nylon hair brush and lanolin hair beautifier and conditioner — a regular \$3.25 value — Special both for only **1.98**

HANDBAGS * Reg. to \$7.95—Plastic and Leathers
 * Black — Brown — Grey and Tan
 * Various styles in the lot

2.77 each

SLIPPERS * Ladies' and Children's broken sizes
 * Reg. 95c to \$2.35 — Now clearing at from 48c to \$1.17. **1-2 PRICE**

MOORE & McLEOD limited