



**MOORE & McLEOD
LTD.**

We're
announcing
our store-wide!

STORE CLOSED TUESDAY
MORNING IN PREPARATION
FOR THE SALE

CAPACITY DAYS

PRINCE EDWARD ISLAND'S GREAT SALE

Starts TUESDAY APRIL 21 st. AT 1 p. m.

Lots of stores have an April Sale. They come along as predictable as pussy willows in the creek bottom. But only Moore & McLeod Ltd. has CAPACITY DAYS . . . the sale you can believe in.

out to the limits of his capacity, to produce it and to handle the customers who come in. And that's why this CAPACITY DAYS SALE, will, we believe, become a living, breathing tradition among Prince Edward Island's wise shoppers.

There's a great deal of tradition behind CAPACITY DAYS. From the very first, like every one of our sales, it was planned and designed to be one of the great . . . one of the historic . . . sales in the Island.

Literally hundreds of bargains (many of them unadvertised) are crowded into our merchandise floors. You'll find the season's most spectacular savings, most exciting values. You'll find bargains for everyone in your family.

We issued a challenge to everyone in the store. Plan a sale, management said, so big, so exciting, so demanding, that everyone from president to stock boy, will have to work right

That's why you owe it to yourself and your family to be here for CAPACITY DAYS . . . the sale that will become a tradition in Prince Edward Island.

**S-T-R-E-T-C-H Your Shopping
Dollars in This Great Sale**

BLOOD DONORS ARE GOOD CITIZENS

<p>Special! Misses' Jamaica Shorts</p> <p>1.19</p> <p>Fine cotton broadcloth, pre-shrunk and washable. Red, black, white and beige. Sizes 10 to 18.</p> <p>1 LADIES' SPORTSWEAR</p>	<p>Special! Ladies' Cardigans</p> <p>3.88</p> <p>First quality ladies' long sleeve cardigans, by our leading supplier—Wools and Orions, bright assorted shades. Sizes 32-38. To 6.95. value . . .</p> <p>2 LADIES' SPORTSWEAR</p>	<p>Special! Ladies' Pullovers</p> <p>2.88</p> <p>First quality ladies' pullovers, sweater, short sleeves to match cardigan in Wool and Orion. Bright assorted shades. Sizes: 32-38. Value to 4.95.</p> <p>3 LADIES' SPORTSWEAR</p>	<p>Special! Misses' Pedal Pushers</p> <p>2.19</p> <p>Pre-shrunk; washable cotton broadcloth; perfect fit; plaid design in red and blue, grey and red. Sizes 10 to 18.</p> <p>4 LADIES' SPORTSWEAR</p>	<p>Misses' Blouse and Pedal Pusher Sets</p> <p>4.19</p> <p>Fine combed broadcloth; preshrunk, washable. White blouse with matching trim; solid blue or red pedal pusher. Sizes 10 to 18.</p> <p>5 LADIES' SPORTSWEAR</p>	<p>Special! Ladies' Spring Coats</p> <p>19.88</p> <p>Manufacturer's special; all new spring shades, red, aqua, beige, tan, powder, mint, royal, navy. Fancy weave cloths. Souffle pleated yoke and large collar. Sizes 10-20.</p> <p>6 LADIES' READY-TO-WEAR</p>
<p>Special! Ladies' Spring Coats</p> <p>29.88</p> <p>Manufacturer's special; high quality cloth; imported woollens, newest spring styles & colors. Finest workmanship and finish. Reg. 49.95.</p> <p>7 LADIES' READY-TO-WEAR</p>	<p>Special! Rain or Shine Coats</p> <p>14.88</p> <p>Iridescent poplins; navy, brown, sand, wine. Loose back, some reversibles. Sizes 10-30.</p> <p>8 LADIES' READY-TO-WEAR</p>	<p>Special! Ladies' Plastic Raincoats</p> <p>1.77</p> <p>Splash dot on clear plastic. Attached hood. Sizes small, medium, large.</p> <p>9 LADIES' READY-TO-WEAR</p>	<p>Special! Women's Housedresses</p> <p>2.19</p> <p>Helen Morgan, colorful cotton prints. Washable, straight & half sizes. Reg. 2.98</p> <p>10 LADIES' READY-TO-WEAR</p>	<p>Special! Ladies' Summer Dresses</p> <p>5.47</p> <p>All new styles and patterns. Everglaze cotton. Washable and crease resistant. Colorful prints. Sizes 10-20 and 16 1/2 to 24 1/2.</p> <p>11 LADIES' READY-TO-WEAR</p>	<p>Special! Odds and Ends</p> <p>5.00</p> <p>Ladies' coats and suits . . . spring and summer styles . . . last season's . . . broken sizes and materials. To clear, your choice</p> <p>12 LADIES' READY-TO-WEAR</p>
<p>Special! Slips, Pyjamas & Baby Doll Pyjamas</p> <p>5.48</p> <p>1 table; all 1st quality nylon. Broken color range and sizes. Seafoam, pink mist, new red, pink mist, capri coral. Sizes 32 to 36x. Reg. 8.95 and 10.95.</p> <p>13 LINGERIE DEPT.</p>	<p>Special! Ladies' Slips</p> <p>3.59</p> <p>1st quality nylon. Lipstick shade; sizes 32-34-36. Reg. 5.95. Special . . .</p> <p>14 LINGERIE DEPT.</p>	<p>Special! Girls' Cotton Slips</p> <p>1.00</p> <p>First quality; white, with eyelet trim. Sizes 8 to 14. Capacity Days Special . . .</p> <p>15 LINGERIE DEPT.</p>	<p>Special! Girls' Rayon Briefs</p> <p>39c</p> <p>First quality briefs. Colors blue and pink. Reg. 79c. Special . . .</p> <p>16 LINGERIE DEPT.</p>	<p>Special! Ladies' Rayon Vests</p> <p>89c</p> <p>Of discontinued color. Sizes available are small, medium, large. Reg. 1.39. Special</p> <p>17 LINGERIE DEPT.</p>	<p>Slips — Half Slips — Bed Jackets — Baby Doll Pyjamas</p> <p>2.47</p> <p>1 table; substandards. Cottons, nylons, flannelettes. Small, medium, large sizes. Reg. 3.95.</p> <p>18 LINGERIE DEPT.</p>
<p>Half Slips — Slips — Baby Dolls — Gowns</p> <p>1.87</p> <p>One table, substandards. Cottons and nylons. Assorted colors & sizes. Reg. 2.95.</p> <p>19 LINGERIE DEPT.</p>	<p>Bedjackets — Dusters — Gowns — Pyjamas</p> <p>3.19</p> <p>One table, substandards. Assorted nylons and cottons. Assorted sizes. Reg. 4.95.</p> <p>20 LINGERIE DEPT.</p>	<p>Special! Dusters and Baby Dolls</p> <p>3.87</p> <p>One table, substandards. Nylons and cottons. Assorted colors in floral and plains. Assorted sizes. Reg. 5.95</p> <p>21 LINGERIE DEPT.</p>	<p>Special! Ladies' Slips</p> <p>3.87</p> <p>Substandard nylons; white and colors. Sizes 32 to 42. Reg. to 7.95 value.</p> <p>22 LINGERIE DEPT.</p>	<p>Special! Brassieres</p> <p>2 for 1.50</p> <p>Bandeau style; sturdy cotton broadcloth. Stitched undercup for firm uplift. Sizes 32A to 40C. Special 79c each or . . .</p> <p>23 LINGERIE DEPT.</p>	<p>Special! Foundation Clearance</p> <p>33 1/3 off</p> <p>Discontinued lines girdles, Nemo-Warners-Ladymac; pullon and zipper styles. Reg. from 3.50 up.</p> <p>24 LINGERIE DEPT.</p>
<p>Special! Boys' Cabana Sets</p> <p>87c</p> <p>Short sleeve shirt with matching short pants. Cotton & rayon material; navy & grey. Sizes 3-4-6-8 years.</p> <p>25 CHILDREN'S DEPT.</p>	<p>Special! Corduroy Overalls</p> <p>88c</p> <p>Fine wale cotton; bib and suspenders. Red, brown, navy, wine. Sizes 2, 4 and 6.</p> <p>26 CHILDREN'S DEPT.</p>	<p>Special! Girls' Plaid Jeans</p> <p>97c</p> <p>Boxed style. Assorted plains in wool and rayon mix. Elastic waistband. Sizes 2, 4, 6, 8X.</p> <p>27 CHILDREN'S DEPT.</p>	<p>Special! Children's Cotton Briefs</p> <p>6 for 1.00</p> <p>Knitted, ribbed thighs, elastic waist. White only. Sizes 2, 4, and 6. Special 19c or . . .</p> <p>28 CHILDREN'S DEPT.</p>	<p>Special! Boxer Jeans</p> <p>97c</p> <p>Fine quality cotton corduroy. All around elastic waist. Navy, brown, red. Sizes 2, 4, 6.</p> <p>29 CHILDREN'S DEPT.</p>	<p>Special! Corduroy Walkout Sets</p> <p>3.88</p> <p>Doublebreasted lined jacket; embroidered bunny design. Bib overall, matching cap. Blue, pink, red, yellow. Sizes 2-3-5X.</p> <p>30 CHILDREN'S DEPT.</p>
<p>Special! Boys' Cardigans</p> <p>97c</p> <p>Striped corduroy print; knitted cotton, back and sleeve. Red, blue, brown, grey. Sizes 2-4-6.</p> <p>31 CHILDREN'S DEPT.</p>	<p>Special! Polo Shirts</p> <p>47c</p> <p>Fine knitted cotton; round neck, buttoned shoulder. Short sleeves, solid colors. Blue, mint, maize, pink. Sizes 1-2-3 years.</p> <p>32 CHILDREN'S DEPT.</p>	<p>Special! Tee-Shirts!</p> <p>47c</p> <p>Fancy pastel stripes; cotton knit, ribbed neck. Long sleeves, sizes 2-4-6.</p> <p>33 CHILDREN'S DEPT.</p>	<p>Special! Boys' Jackets</p> <p>1.88</p> <p>Waterproof and windproof. Rayon lined windbreaker style. Zipper front. Navy, red. Sizes 3-4-6-8X.</p> <p>34 CHILDREN'S DEPT.</p>	<p>Special! Girls' Pedal Pusher Sets</p> <p>1.47</p> <p>Plain color pedal pusher, sleeveless-polka dot blouse. Cotton and rayon mix. Sizes 8-14 years. Red, navy, turquoise.</p> <p>35 CHILDREN'S DEPT.</p>	<p>Special! Girls' Shorts</p> <p>47c</p> <p>Boxer style; rayon and cotton, contrasting cuffs. Red, navy, turquoise. Sizes 3-4-6-8X.</p> <p>36 CHILDREN'S DEPT.</p>

THE GREAT STORE-WIDE SALE ALL P. E. I. WAITS FOR . . . HUNDREDS OF VALUES FOR YOU . . . LOTS AND LOTS OF UNADVERTISED SPECIALS . . . SO SHOP EVERY DEPARTMENT!

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