

# IT'S MOORE & McLEOD'S FIRST -- FOR '55



## Sale Begins Thursday Morning at 9 a. m.

### NYLON HOSE

\* 51 Gauge 30 Denier  
\* All First Quality — Plain Pack  
\* Leading Supplier — Best Shade

**99c** 3 PR. FOR 2.75

### YARN

\* Shrink Resistant — 10% Nylon  
\* From our main supplier—Reg. 50c  
\* 14 Beautiful Shades

**33c** PER 1 OZ. ALL

### Ladies' Fur Coats

\* Reg. to \$275.00  
\* Some less than Half Price  
\* Mouton (Dyed Processed Lamb)—twin beaver (Jap rabbit) grey and black per-sian lamb paw—dyed muskrat middles — dyed French Seal (Jap rabbit).

**125**

### Fall and Winter Coats

\* Save from \$7.96 to \$28.33.  
\* Reg. priced from 23.88 to 85.00  
\* Now selling at from \$15.92 to \$56.67  
\* Elysians — Cashmeres — Tweeds — Fleeces — Alpacas.

**1/3 OFF**

### Ladies' Fur Coats

Other  
\* Save from 98.33 to \$173 on this year's fur coats.  
\* Muskrat Backs — sheared racoons — Hudson Seals (dyed muskrats) — Bleached Muskrats.  
\* Reg. \$295.00 coats now \$196.67; \$350.00 coats for \$233.34 and \$525.00 coats for \$352.00.

**1/3 OFF**

### 5 FUR COATS

\* Reg. to 195.00  
\* Jap Rabbit (French Seal)

**98.00** EACH

### LADIES' SKIRTS

\* Values to \$9.95  
\* Wools and Taffetas  
\* Prints and Plains

**3.88**

FABULOUS CLEARING OF

# 400 Ladies' DRESSES

\* Mostly a third off and many at half price  
\* Dresses as low as \$2.88—  
\* All Fall and Winter Dresses.

### Ladies' Blouses

\* Reg. 3.95 to 7.95.  
\* Nylon - Allurcel - Tissue Faille.  
\* White and pastel shades

**1/2 PRICE**

### FALL AND WINTER Ladies' Suits

\* Reg. 18.95 to 72.50  
\* All this season's suits  
\* Flannels - Plaids - Tweeds - Twills.

**1/3 OFF**

### Jackets & Blazers

\* Campus and Curling Jackets  
\* Flannel Blazers  
\* Also corduroy and leather jackets.

**1/3 OFF**

### Ladies' Sweaters

\* Reg. 3.95 to 8.95  
\* Short and long sleeves  
\* Pullovers and Cardigans

**1/2 PRICE**

## Lingerie Department

### Soiled Lingerie

**1/2 PRICE**

Truly outstanding bargains—slightly soiled from Christmas displays — including nylon gowns—slips—panties—long sleeve jersey pyjamas—crepe slips—rayon gowns, etc.

Ladies' Snuggies and Vests — good weight cotton — regular \$1.00 value.  
Special at, each **69c**

Ladies' brassieres — discontinued lines of higher priced brassieres — regular \$1.75 to \$5.00 — Now clearing at **HALF PRICE**

Ladies' Housecoats and Lounging Pyjamas — various styles color and designs —  
Now going at **1-3 off**

### LADIES' Rayon Panties

**89c**

\* Slight imperfections—Reg. to \$1.50  
\* Open Leg — Cuff and Brief Styles  
\* Sizes 4 to 9

### LADIES' SNUGGIE Vests and Panties

**89c EACH**

\* Reg. 1.25 and 1.50 subs  
\* Regular and Brief Styles  
\* 15% Wool.

Ladies' Panties and Vests — 25% wool — good heavy quality — cuff style panties — vests with short sleeves or wide shoulders with no sleeves — sizes medium and large — **CLEARING AT HALF PRICE**

Ladies' fleece lined bloomers — size small only — regular \$1.15 value — Now priced to clear at only, each **59c**

Ladies' Girdles — Nylon net — for the shorter Junior figure — sizes small, medium and large, reg. \$5.50, specially priced to clear at only **3.50**

### LADIES' BRASSIERES

**1.00 EACH**

\* Values to 2.95  
\* Nylon and Cotton  
\* A, B & C Cups—Sizes 32 to 40

## Children's Department

### GIRLS' Jumper Dresses

\* A wide range of corduroys - wool plaids and orlons  
\* Sizes 4 to 14x

**1/3 OFF**

Girls' Winter Coats — Boys' Coat sets — including girls' three piece coat sets and duffle coats — Fleece — Meltons — Tweeds and broadcloths —  
All going at **1-3 off**

Girls' Panties — good quality rayon Panties in brief style— Many pastel shades — Specially priced to clear at only, pair **67c**

Girls' Blouses — a large selection to choose from in nylon — cotton — jersey and crepe — very slightly soiled from Christmas display —  
Clearing at **1-3 off**

### Girls' Dresses

ALL **Greatly Reduced**

COMPLETE WINTER STOCK — Sizes 2 to 14 — Corduroys - Taffetas - Wools and Rayons.  
**DRESSES —**  
Reg. to 2.95—NOW ..... **1.98**  
Reg. to 5.95—NOW ..... **3.88**  
Reg. to 11.95—NOW ..... **5.88**

### CHILDREN'S PANTIES

\* Good medium weight for winter  
\* Cream cotton with rayon stripe  
\* Reg. to 95c. Sizes 2 to 14.

**57c** pr.

Children's Snow Suits — one and two piece styles in sizes 2 to 12 — reg \$9.50 to \$19.95.  
Now clearing at **25% off**

Girls' Jeans — good quality denim with warm doeskin lining — boxer style with all elastic waistband  
sizes 2 to 6 — Very special at per. pr. **1.29**

Boys' Sweaters — 100% wool — pullovers and cardigan styles — first quality and some slight subs — reg. to \$3.95  
Specially sale, priced at only, each **2.47**

### CHILDREN'S Snow Suits

**4.95**

\* One and two-piece styles  
\* Outstanding values—3 to 6x

ALL FALL AND WINTER

## Ladies' Hats

**1/2 PRICE**

**MOORE & McLEOD Limited**