

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 bough dress goods stock shown in Charlottetown, and at these prices is the most sensational value offered for years.

20c dress g'ds now 14c
25c " " 17c
35c " " 23c
50c " " 34c
75c " " 50c
1.00 " " 67c

and so on.

**One-third off
Fancy Silks**

At the very next counter comes this grand value. All the fancy silks, for wists, 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 a third. Plain wool, ribbed wool, fleece lined.

50c underwear 34c

75c underwear 50c

\$1.00 underwear 67c

\$1.50 underwear \$1.00

This includes all Stanfield's unshrinkable.

One-third off

Tweed Suitings

Want a new suit?

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

25 percent

off Wool Gloves

All the 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 frilling 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 coat \$1.83

4.00 coat 2.67

5.00 coat 3.34

6.00 coat 4.00

and up.

One-third off

All Capes

All our Capes, cloth and fur lined. Every single one, on sale at

ONE-THIRD 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, Capes 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. Everyone 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.