



Madam---Your Easter Hat

Discriminating women will be delighted with the Moormac Spring Models. The Moormac Millinery has the distinctive feature of exclusiveness and individuality that appeals to the women who desire what is best in millinery.

Smart Hats for Immediate Wear

Lovely Easter Suits For Ladies

SOME REALLY WONDERFUL VALUES ARE OFFERED in this great showing of new Spring Suits. The fabrics are wonderfully good—in spite of war conditions there are a great many of most attractive imported fabrics—some notable values are offered in suits of firm men's wear serge.

- Plain tailored, square corners, made in navy, black and brown. **\$10.50**
- Something a little fancy, short in front with longer box back, trimmed with cloth covered buttons and fancy satin collar. Made in navy, copenhagen and brown. Plaited skirt with yoke effect. **12.75**
- Here's a nice suit of very fine French Serge, Empire effect in back with trimmings of buttons and braid, square cut in front, plaited skirt. **16.00**
- Fine French Serge in navy only—made in Russian back, short cut away front, fancy silk collar and black buttons to match. **18.00**
- Plain Navy Serge Norfolk Suit—plaits on sides and back, trimmed with cloth covered buttons, plain circular skirt with yoke effect. Price \$22.00. Also plain tailored serge in blue and black, plaited skirt and square corners on coat. **22.00**
- Fancy suit of black serge, plaited satin collar, silk braid across back, trimmed with cloth covered buttons, skirt plaited with apron effect in back. **19.00**
- Fancy suit of Amythest basket cloth: fancy silk collar, cloth covered buttons, plaited coat in back, pretty yoke with buttons on skirt, this also comes in brown. **24.00**
- Navy suit of Ottoman Cord, new high waist effect in black, very short box style trimmed with black inlaid with white corded silk shawl collar. Sleeves 3/4 length, with lace. Skirt 3/4 box plaits back and front. **25.00**
- Russian blue Ottoman cord Russian, effect with plaits in back, fancy silk collar to match. Plaited skirt. **26.00**
- Russian Green Gabardine cloth suit, short belted effect in front, longer in back, trimmed with black braid and buttons, cloth collar trimmed with braid and buttons, satin revers, very pretty frilled cuff trimmed to match collar, silk linings to match. **32.00**
- Silk Poplin of light navy, coat with yoke in front, with cord ornaments, inverted plaits in back—rather semi-fitting but loose in front, with points, collar of fancy silk to match, skirt plain flare with cluster of 4 plaits on sides. **38.00**

The Corset that Makes Perfect Fitting Garments

More important than the dressmaker—more important than the right choice of fabric—more important than any other consideration, is the choice of the right corsets. We make that choice an easy one. B&I and D&A corsets here in greatest range in P. E. I., \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00.

Swell Neckwear For Easter

Mi Lady today is the same as yesterday and is always in search of flattering accessories for her toilet. This season we find them more bewitchingly beautiful in effect than ever before. Our new assortment includes vestees, collars, sets, and flowers, all at very special prices.

- Hemstitched Organdie Collars offer at **25c, 40c, 60c**
- Military Collar trimmed with gilt buttons. **60c and 75c**
- Collar and Cuff Sets in Organdie at **85c**
- Sets in Crepe de Chene. **\$1.75**
- Sets in Linen. **2.25**
- Pretty Vestees. **50c, 60c, 1.25**
- White Net Vestees. **1.25**
- White Crepe de Chene Vestees. **\$1.60 and \$2.25**

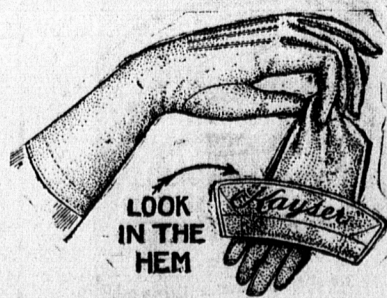
SPLENDID CHOOSING IN EASTER SUITS FOR MEN

The new Suits for men that we are showing for Easter, are most attractive. All the new ideas are expressed in these smart garments, the new soft roll fronts—moderately form fitting—straight trousers—all are shown here. The choicest range of smart clothes for young men—and men who stay young.

- A nice brown or grey worsted suit, 3 button, single breasted style, medium shoulders and regular length coat. This is one of our 20th Century Brand suits; all strictly hand tailored. By buying a suit from us you can save from \$3 to \$5. **\$20.00**
- The Athletic style suit. A nationally famous 3 button medium shouldered semi-shaped back; this is a model for men of athletic build, but made in a nice brown check worsted, all hand tailored. Easter price. **\$22.00**
- Here is a suit that is excellent value, 3 button, S. B. style, medium shoulders and a little shorter coat; made up in a nice blue worsted of good weight material. An exceptionally good suit at this money as all blues and blacks are higher this spring. **\$15.00**
- A snappy 3 piece suit of nice brown tweed made almost as good as our best suit and is certainly a good fitter, pants can be made plain or cuff bottoms; a dandy suit for the spring at this low price. **\$10.00**
- Blue vicuna, a 3 button English model of good heavy material, all wool cloth, 20th Century make; trousers with or without cuff; these garments are prime favorites this season. Let us show them to you. **\$24.00**

For Men of Unusual Build—We are now prepared to afford men of unusual stature, the same smart appearance and style as those who can be fitted in regular models of the famous 20th Century Brand Clothes as we have dozens of samples to choose from and can have a suit made to your measure in ten days.

Splendid Range of Easter Gloves



- Perrin's Marcell in black, tans and white. **\$1.35**
- Perrin's "La Rive" in black, tans or white. **\$1.50**
- Reynier's "Bonneval" in tans and greys. **\$1.50**
- A specially high grade glove of Perrin or Reynier make offered in blacks, tans and white. **\$1.65**
- Perrin's long white or black kid gloves, **\$2.25, \$2.75, \$3.00.**
- High grade suede gloves made by Perrin's. **\$1.65.**
- Wash fabric gloves, all sizes, at **35c., 50c. and 75c.**
- Kayser Silk Gloves in black, white, grey, navy and brown, **\$1.00, \$1.25, \$1.50.**

Gentlemen---get Your Easter Furnishings

During the last few days we have been opening up a lot of very attractive Easter wearables. There are new shapes in collars—there are handsome new ties—there are smart shirts—there are Easter needs of every sort.

- New Ties in all the very latest shapes—all the new colors—fresh from the factory. Best range in P. E. I., **25c., 35c., 50c., 75c., \$1.00.**
- New Shirts, every pattern that you want, every size a man can wear, every possible coloring and fabric, **\$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25.**
- New collars in Cluett "Arrow" brand and in Tooke's famous makes—the very smart new cutaway roll shapes, as well as the more conservative designs. **15c. each and 2 for 25c.**
- New English Hosiery of all sorts just in.
- New shapes in Spring Caps just opened.
- New suspenders, new hose supporters, new medium weight underwear, new cuff links—pins—collar buttons, handkerchiefs—all sorts of needfuls.

Here's A Bulletin of Late Easter Arrivals

- In Wash Goods**
 - New Wash Voiles
 - New Snowflake Voiles
 - New Bedford Cords
 - New Fancy Crepe
 - New Rice Cloth
 - New Gandies
 - New English Prints
- In Women's Wearables**
 - New Neckwear
 - New Hosiery
 - New Gloves
 - New Waists
 - New Silk Dresses
 - New Dresses for Girls
- In Men's Wear**
 - New Suits
 - New Hats
 - New Overcoats
 - New Ties
 - New Collar Cuffs
 - New Shirts
 - New Underwear

MOORE & McLEOD