

MOORE & McLEOD DAYS—Thursday - Friday - Saturday

It's "Moore & McLeod Days" in Charlottetown beginning Thursday morning at 9 A. M.—and a great clearance sale of summer merchandise is in store for thrifty shoppers beginning tomorrow, Thursday morning at 9 A. M. and continuing through Friday and Saturday. Wonderful savings in all departments—from the basement to the third floor—Ladies' Wear—Lingerie—Children's Wear—Men's and Boys' Wear—and House Furnishings—visit each and every department beginning Thursday—Store closed all day Wednesday—Sorry no phone orders.

Ladies' Wear

Final Clearance of Ladies' Spring and Summer Coats
Out they Go — Save \$15 to \$25

This is your chance to get a smart coat at a tremendous saving—cashmeres, fleeces, tweeds, etc.—everything goes—even coats by such famous names as Kilgornock and Crombie.

- All Coats, reg. to \$69.00—Now ... \$35.00
- All Coats, reg. to \$59.00—Now ... \$29.95
- All Coats, reg. to \$45.00—Now ... \$22.95
- All Coats, reg. to \$32.50—Now ... \$16.95

Shortie Coats

Reg. to \$25.00—

Buy 'em now at only—EACH

16.95

Suits

2 GREAT PRICE GROUPS

Worsted flannels—pic-n-pics, checks and gabardines—save as much as \$36.00 on a suit.

- Suits, reg to \$72.50—Clearing at .. \$34.95
- Suits, reg. to \$32.50—Clearing at .. \$16.95

LADIES' SUMMER HATS—

Everything goes — even those priced up to \$11.95—
At ONLY

1.98

Cotton Dresses

Very Outstanding Buys

Chambrays — seersuckers — denims, and glazed prints. Dozens of different styles and colors.

- Reg. \$5.95 Dresses clearing at, each \$3.95
- Reg. \$8.95 Dresses clearing at, each \$5.95
- Reg. \$9.95 Dresses clearing at, each \$6.95
- Reg. \$14.95 Dresses clearing at, each \$9.95

Circle Skirts

25 Only cotton prints—neat and all over designs—white and colored—priced to clear at only, EACH

2.95

EVENING AND DINNER DRESSES—

Why be without one at this price?

5.00

All summer silk—nylon—creps and rayon prints going at—

1/3 off

Children's Dept.

(2nd Floor)

Great Clearance

GIRLS'

Sun Dresses

Dozens and dozens of girls' sun dresses in sizes 2 to 12—a terrific assortment of styles, materials and colors—3 price groups—

- Sun Dresses, reg. to \$2.50, clearing at \$1.69
- Sun Dresses, reg. to \$3.95, clearing at \$2.69
- Sun Dresses, reg. to \$4.95, clearing at \$3.69

Girls' Cotton Dresses

Plains, stripes and floral designs in all sizes from 2 to 16.

- Cotton Dresses, reg. to \$2.95, clearing \$1.69
- Cotton Dresses, reg. to \$5.50, clearing \$3.49
- Cotton Dresses, reg. to \$7.95, clearing \$4.98
- Cotton Dresses, reg. to \$11.95, clearing \$6.95

Boys' and girls' Sun Suits in sizes 1 to 3 and 2 to 6 years. Very attractive patterns and styles.

- Special clearing at only, each **98c**
- Girls' Spring and Summer Coats—really outstanding buys—sizes are 2 to 5 years, in colors red, navy and rose. Regularly priced up to \$17.95. Now priced to clear at the very low price of only, each **5.00**

Boys' Spring and Summer Coats with Eton Caps—sizes 3 to 6X in colors brown and grey—plains and checks in the group. Regularly priced up to \$14.95 and now priced to clear at, each **5.00**

Girls' Shorts—Corduroy and drill materials, plain or plaid trimmed—sizes 7 to 14 years, regularly priced up to \$2.50, clearing at **1.69**

Girls' and Boys' Jeans—sizes 2 to 8 years—navy blue sanforized shrunken denim, double stitched seams. Specially sale priced at only, each **1.59**

Girls' Bathing Suits, cotton, lastex, satin and nylon fabrics—sizes 4 to 14 years.

- BATHING SUITS, reg. \$1.95—
Now only \$1.29
- BATHING SUITS, reg. \$2.95—
NOW only \$1.97
- BATHING SUITS, reg. \$3.95—
Now only \$2.63
- BATHING SUITS, reg. \$5.95—
Now only \$3.97

Lingerie Dept.

A great clean-out of Summer Sports wear.

LADIES' SWIM SUITS

A great chance for a great buy. Plenty to choose from in Cottons, Satins, Lastex and Nylons.

- Reg. \$5.95 SWIM SUITS—
Clearing at \$3.97
- Reg. \$13.95 SWIM SUITS—
Clearing at \$9.30
- Reg. \$15.95 SWIM SUITS—
Clearing at \$10.64
- Reg. \$18.95 SWIM SUITS—
Clearing at \$12.64

Shorts—Picolet, denim, drill and corduroys—sizes 12 to 20 in colors white, red, brown, green, orchid and yellow. Regularly priced at \$2.50.

Now clearing at **1.67**

Others regularly priced at \$4.95
Now clearing at **3.30**

'Tee' Shirts—A good assortment of plains and stripes in colors white, yellow—round neck style in sizes small, medium and large.
Regularly priced at \$1.95
Clearing at **1.30**

Regularly priced at \$2.95
Clearing at **1.97**

Halters—Bra type—cotton and picolet, plain shades of green, white, red and orchid. Reg. 2.95.
Now clearing at only, each **1.97**

Beach Coats—all going at reduced prices—quality terry cloth in white only, long sleeves, belted styles. Sizes 12 to 20. Regular \$10.95.
Clearing at **7.30**

Regular \$12.95,
Clearing at **8.64**

Cotton Housecoats—duster type and full length, wrap around or zipper styles, colorful floral designs and plains. Regular \$4.95,
Clearing at **3.30**

Regular \$7.95,
Clearing at **5.30**

Nylon Panties—by our leading supplier of lingerie and hosiery—sizes small, medium and large in colors white and blossom.
Special at only, pair **79c**

Crepe Slips—lavishly trimmed with lace in sizes 32 to 38, white only, and priced at only, each **2.49**

BRASSIERES and GARTER BELTS Discontinued Lines 1/2 PRICE

Ladies' 51 Gauge Nylon Hose

Plain Pack
From our largest hosiery supplier

1.19 PAIR
2 pr. for \$2.35

- * Reg. \$1.65 value.
- * All Full Fashioned
- * All First Quality
- * Most Wanted Summer Shade
- * Sizes 8 1/2 to 11.

Blouse Bar MAIN FLOOR Ladies' "Tee" Shirts

1.95 EACH

(Reg. \$2.95)
Ladies' jersey knit cotton Tee Shirts in smart stripe designs—very smart color combinations of greys, pinks, greens, yellow and blue.

Ladies' Accessories

Summer Gloves 69c pair

150 pair ladies summer gloves in plain tailored styles and fancy frilled cuff styles—a wide assortment of colors and sizes.

Summer Handbags

Bamboo Baskets Weaves and white plastics—smart straws in natural and gay colors.

- Reg. \$2.95 Bags, now only \$1.95
- Reg. \$3.95 Bags, now only \$2.95
- Reg. \$5.95 Bags, now only \$3.95

Leather Handbags

AT HANDSOME SAVINGS

Now is the time to get a smart leather bag at a great saving—entire stock of leather handbags greatly reduced—and as an added saving to our visiting friends from the U. S. A.—there is no extra luxury tax on Canadian handbags).

- Leather Bags, reg. \$5.95, now only .. \$4.76
- Leather Bags, reg. \$9.95, now only .. \$7.96
- Leather Bags, reg. \$17.50, now only \$14.00
- Leather Bags, reg. \$32.00, now only \$25.60

Pure Silk Squares

Gay designs in smart summer colors—reg. \$1.50 value. Special each

99c

Summer Gloves

Nylon Sheer and Mesh. White—navy—black—yellow—pink and Mauve.
Special

1.69 pair

Cups and Saucers

IMPORTED

English Bone China

Very Large Assortment.
Your Choice.

1.00

Sherbirt Plates—Cut Glass

"MIRA" Pattern Special **39c** each

Jewellery Special

Necklet & Earrings Sets

a factory special of regular \$3.00 sets—very attractive summer costume jewellery.

2.00

Cosmetic Dept. MAIN FLOOR

Dorothy Grey Daintiness Cream Deodorant—effectively checks underarm perspiration and perspiration odor—no waiting to dry—will not rot fabrics; greaseless, stainless; large 2-oz. jar, regular \$1.25 value,
Special, per jar **75c**

Dorothy Grey Hot Weather Cologne—cool and refreshing—Summer Bouquet, Sweet Spice and Natural; large bottle regular \$2.50 value,
Special, per bottle **1.25**

Faberge Summer Wise Cologne, regular \$2.50 value—special, each **1.50**

Odorono Deodorant Cream, regular \$1.00 jar for only, each **69c**

New Odorono Spray Deodorant, deluxe size Regular \$1.25, special at only, each **98c**

La Creste Bubble Bath—a water softener, skin softener, pore cleanser, and a bath perfume—quickly dissolves, producing a soft, fragrant blanket of bubbles.
Regular \$1.00 package—special, each **69c**

Revlon's Aquamarine Shampoo and Soap—an ideal shampoo for oily, dry or normal hair—included is a cake of Aquamarine Soap—both for **1.00**

"Coty Eau De Toilette"—a generous size bottle of sachet powder included with each bottle of Coty Eau De Toilette for the price of the Cologne alone—L'Aimant, L'Origan, Emeraude, Paris and Meteor. Price for both Cologne and Sachet Powder **2.50**

Elizabeth Arden "Blue Grass" flower mist with "Blue Grass" in flexible plastic container—regular \$3.00 value,
Special, only **2.25**

Cira Perfume—world beloved—"Danger", "Surrender", "Acclaim", and "New Horizons". Regular \$3.25 value—Special, each **1.50**

"Peggy Sage" Lipstick—regular \$1.50 value—
Special, each **75c**