

Friday, 13th October, "the day of luck," is the date of our Lucky Thirteen Sale

SOME PEOPLE MAY TELL YOU THAT "THIRTEEN IS UNLUCKY", the same people tell you that when thirteen and Friday are linked up together—the total is more than unlucky—it's a calamity. This store is going to make FRIDAY THE THIRTEENTH OF OCTOBER is a day of luck for all customers. In every department—thirteen will rule—and thirteen will be the luckiest price for you that you have seen for many a day. Come early—come often—stay as long as you like—we'll make it pay you.

In the Wall Paper Department, the 13th customer after 9.13, Friday 13th will receive FREE a 27 x 54 inch Floor Rug

- Room lots of Paper, Friday, the 13th \$1.13
- Window Shades, Friday the 13th, two for \$1.13
- Marquisette Curtaining, 36in. wide, Friday, the 13th, 5 yards for \$1.13
- Scrim Curtaining, 36in. wide, Friday the 13th, 5 yds. for \$1.13
- Lace Curtainetts, 36 to 40 in. wide, Friday 13th, 5 yds for \$1.13
- Large size, double bed Flannelette Blankets, white or grey, Friday the 13th, per pair \$2.13
- White Union Blankets, good and strong, size 60 x 80, Friday, the 13th, per pair \$5.13
- Just received, our own MOOR-MAGK all-wool white Blanket. This to our mind is the best value in all-wool blankets on

the market, it comes in large size, 64x84, and to introduce them we shall put them on sale this Friday the 13th only, at per pair \$9.13

Good strong dark covered Bed Comforts, filled with new, clean cotton batting, size 60 x 72, Friday the 13th \$2.13

Very pretty dark Sateen covered Bed Comforts, framed with plain colors, and filled with good, clean, new, white cotton filling, size 72x 72, Friday the 13th \$4.13

Extra well covered Sateen covered Comforts, very prettily framed and filled with best quality cotton filling, size 72x72, on sale Friday the 13th \$6.13

A large range of Chintzes and Overdrapery go on sale Friday the 13th at per yard \$1.13

Lucky 13 Sale of Men's Hats and Caps



The English Royalty Hat, a good Fall hat. Blocked in medium crown with rolling brim, has self ribbon with bow at side, in colors of green, brown, blue and black. Sizes 6 3-4 to 7 3-8, —a good special for Friday, 13th at \$6.13

QUITE A SMART STYLE.—One of the smartest Caps being worn by young men this Fall. A swagger style of fine quality of the latest cloths in the very popular light green, grey mixtures. Exceptionally fine lining, leather vizor and stitched canvas peak. Special on Friday at \$2.13

This is our big value in Men's Fall Caps. They are made of good tweeds, in dark and light patterns, and are priced unusually low for this quality. A special lot picked from our entire stock of Caps. Specially for Friday at \$1.13

Lucky 13 Sale of Dress Goods and Silks

- Fine Navy Blue Serge, 54in., all wool \$1.13
- Plaid Wool Dress Material, 42in. \$1.13
- Heavy All-wool Blanket Cloth, 56in., brown and navy ... \$2.13
- Fine Botany Serge, 54 inch \$2.13
- All-wool Venetian, 56in., black, navy, brown \$2.13
- Navy Blue Tricotine, 54 inch \$3.13
- Chinchilla Coating, heather mixture, with plaid back ... \$5.13
- Heavyweight Shantung Silk \$1.13
- Baronette Satin, 40in., black, sand, jade, sapphire \$3.13

13 Sale of Stockings

- All-wool Ribbed Cashmere Hose, assorted colors, black, brown, fawn, grey and champagne, per pair \$1.13
- Silk Stockings, with pointex heel, extra good value, brown, black, navy and suede, per pair \$2.13
- Heavy Cotton Hose, in heather mixtures, dark and light lovat, etc., 2 pairs for \$1.13
- Jet Necklets, with touches of color. The very newest Necklet. Each \$1.13

Lucky 13 Sale of Sweaters

BOYS' JERSEYS.—Pullover style, in grey with red neck. Sizes 28 and 30 only. There is warmth and good wear in this line. Be sure you see these at 2 for \$1.13

Boys' Pullover Jerseys, Union wool and cotton quality. Colors navy and red and brown heather. These will fit boys up to seven years. Splendid for school wear \$1.13 each

Lucky 13 Sale of Shirts, etc

Men's Fancy Shirts, in a variety of nice stripes. Full size in body and sleeves. All sizes from 14 to 16½ \$1.13 each

Men's Heavy Rib Wool Underwear, shirts and drawers. This is a good warm underwear for your winter requirements. \$1.13 each garment

Lucky 13--Ladies' Clothing

A large range of Ladies' Coats in velours, cloth. Colors, fawn, sand, taupe, brown; also heavy coats in plain mannish styles. Green, brown, grey. Special Friday price \$1.13

A line of Ladies' and Children's Pullover Sweaters. Colors, rose, green, blue and grey. Special \$3.13

A nice line of Ladies' Coat Sweaters, in colors fawn, green, blue, rose, black and purple. Friday special \$5.13

A line of Gingham and Cotton House-dresses, assorted sizes. Friday special \$1.13

Lucky 13 Sale of Pretty Millinery

Ladies' Untrimmed Velvet Hats, last year's styles, in colors navy, brown, sand and black, on sale at only \$1.13

Ladies' Ready-to-wear Hats in velvet and felt, colors navy, nigger, sand, red and black, extra good value at \$3.13

A line of Ladies' Trimmed Hats in velvet and felt, colors navy, henna and black, very special at \$4.13

Ladies' Hats in good quality velvet, smartly trimmed with ribbon, wings, sprays and ornaments. In black, nigger, navy, sand, red and cocoa, on sale Friday at \$5.13

13 Bargains for Lucky 13 Sale

- White Cotton, 35in. wide, worth 20 cents per yard, 7 yards for \$1.13
- Fine White Cotton, 36in. wide, worth 28c. per yard; 5 yards for \$1.13
- Heavy Grey Sheeting Cotton, 36in. wide, worth 25c per yd.; 6 yards for \$1.13
- Heavy Grey Sheeting Cotton, 40in. wide, worth 28c. per yd.; 5 yards for \$1.13
- Cotton Roller Towelling, 16in. wide, per yard 13 cts.
- Linen Roller Towelling, 15 to 17 inches wide, 5 yards for \$1.13
- Checked Linen Glass Towelling, 22in. wide, worth 50c.; 3 yards for \$1.13
- Colored Turkish Towelling, English made,—a good quality. 14 to 16 inches wide, worth 35 cents, 5 yards for \$1.13
- A good heavy Circular Pillow Cotton, 40in. wide; 3 yards for \$1.13
- Best Quality English Circular Pillow Cotton, worth 70c.; 2 yards for \$1.13
- Good fine English Sheeting, 72 and 81 ins. wide, worth \$1.00 per yd. 5 yds for \$4.13
- Seconds in White Turkish Towels, 24 by 45ins., worth 80c each.; two for \$1.13
- Seconds in Plain White and White with Blue bordered Turkish Towels. These towels are slightly soiled, but are of an extra good quality, 24 by 45 ins., worth \$1.75 each; for \$1.13



Lucky 13 Sale of Underwear

Ladies' Winter Underwear, long sleeves and ankle length drawers, Friday \$1.13 suit

Ladies' Flannelette Gown, in white and colored, Selling Friday \$1.13

Ladies Knitted Bloomers, in pink and white; also flannelette in white and grey, at \$1.13

Ladies' Corsets in pink or white, with elastic top, Friday \$2.13

Sale for Cash only

MOORE & McLEOD LTD.

119-121 Queen St.

Charlottetown

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