

# CLEARANCE!

It's here — the long awaited MOORE & McLEOD LTD. January Clearance Sale — But — **HERE WE APOLOGIZE**

Although our selections are big — the quantities are small in a good many cases. Almost every day we receive letters cancelling orders for goods or letters advising increase in prices. Woolen goods, such as Sweaters and Underwear have risen as much as 60% in the last six months — and more increases are predicted to come. — Next winter men's and ladies' coats are expected to be up as much as \$15 per garment. For these reasons we are unable to offer the exceptional values we offered in previous sales. — However there are very good values to be had at this sale — if you come early. We are advertising this sale early, to give everyone a chance to be here on the opening day — Thursday.

THURSDAY — FRIDAY — SATURDAY

POSITIVELY NO PHONE ORDERS

## LADIES' ACCESSORIES

Main Floor

- All ladies' umbrellas reduced to two price groups—28 only ladies umbrellas in all over plaids or plain with plaid borders—regular up to \$5.95  
Now reduced to only—each ..... **3.49**
- 25 only better quality umbrellas—fancy patterns and plain colors—regular \$6.50 and \$7.50 values—Now Clearing at the special sale price of ..... **4.95**
- A smart assortment of silk squares—many designs and colors—originally worth \$1.50 and \$1.95 and higher  
Now clearing at only ..... **99c**
- Ladies' lined leather gloves—a limited quantity, only 27 pair but exceptional value, black only, in all sizes.  
—regular \$3.95—Now priced to clear at, pair .. **2.49**
- Ladies' loafer socks—fine wool with comfortable rubber soles in colors—blue, yellow, turquoise, red and black  
—regularly \$2.50. Now clearing at only—pair .... **1.79**
- 5 dozen ladies' handbags—broken styles and colors in plastic, suede and bengalene—extra good values and priced in two groups—  
**2.49 and 3.50**

## SPECIAL

### LADIES' HOSIERY

Main Floor

- Full fashioned—first quality 51 gauge—30 denier hose—360 pair in one shade only—Beige—sizes 9 to 10 1-2—These were taken from our regular stock especially for this sale—and our leading brand of hosiery. Reg. 1.85  
Sale Price—pair ..... **1.49**

### COSMETIC DEPT.

Main Floor

- Dorothy Grey special dry skin cream  
Reg. \$2.50—half price ..... **1.25**
- Noxzema Medicated Skin Cream  
large 10 oz. size—special ..... **1.00**
- Clearing discontinued shades Lipstick, Rouge, etc—HALF PRICE
- Discontinued items Colognes, etc clearing less ..... 33 1-3
- INTRODUCING  
Pinky, the new discovery in Nail Enamel Remover, also a Pinky refill. Special introductory offer—both for ..... **1.50**

### CHILDREN'S DEPT.

Second Floor

- One table of "soiled" carriage robes, housecoats and various articles of Children's clothing—values all the way up to \$8.00—Now out they go at greatly reduced price—each ..... **1.00**
- DON'T MISS THE 50c TABLE  
Children's middy blouses, sweat shirts, bunting bags, skirts, rompers—etc. All priced to clear at the very low price of—each ..... **50c**
- Little girls' wool and rayon dresses—sizes 4 to 14x—reduced to 1-2 PRICE—\$8.95 dresses for \$4.47; \$12.95 dresses for \$6.47; and \$8.25 dresses for \$4.12.
- SPECIAL—White fur Muffs—regular \$2.95 to \$7.50 values—Special sale price—each **2.00**
- All Children's Coats and coat sets—the newest styles and colors—off sizes going at ..... 20 PER CENT OFF

## LADIES' WEAR

Second Floor

- A big assortment of ladies dresses—popular colors and styles worth up to \$35.00—priced to clear in three price groups—  
Dresses worth up to \$12.95  
for ..... **3.00**
- Dress worth up to \$25.00  
for ..... **5.00**
- Dresses worth up to \$35.00  
for ..... **10.00**
- Ladies Fur Coats—very good buys in this lot.  
One black Persian Lamb Sides  
size 14. Reg. \$210.00—for ..... **150.00**
- One Black Genuine Persian Lamb  
size 38 Reg. \$825.00—for ..... **450.00**
- One Black French Seal (died rabbit)  
size 20. Reg. \$210.00—for ..... **150.00**
- One Mouton (died processed lamb)  
size 14. Reg. \$210.00—for ..... **150.00**
- One Twin Beaver (died rabbit)  
size 14. Reg. \$225.00—for ..... **50.00**
- One Twin Beaver (died rabbit)  
size 16. Reg. \$225.00—for ..... **150.00**
- All other fur coats going at ..... 20% OFF
- Ladies'—zip jackets—lined—ideal for skating—  
Regular \$9.50  
Now clearing at ..... **5.00**
- Ladies' Tartan jackets—sizes 12-14-16, regular \$17.95  
Priced to clear at—each ..... **10.00**
- A small assortment—but big values in ladies rain-coats—Gabardines and Corduroys—brown, green and navy—Reg. values up to \$45.00  
Priced to clear ..... **22.00**
- 50 only this year's Winter Coats—latest styles and colors—going at ..... 1-3 OFF
- 50 only this Season's Dresses ..... 1-3 OFF
- All other ladies' Winter Coats and dresses being cleared at ..... 20% OFF
- 32 only ladies' Blouses—short sleeves—pastel shades—sizes 14 to 42, going at 1-2 PRICE—\$3.95 blouses for \$1.97; 4.95 Blouses for \$2.47 and \$6.95 Blouses for \$3.47.
- All other Blouses—over 125 to choose from—going at 1-3 OFF—Sheers and Crepes—long sleeves—short sleeves and cap sleeves in a host of colors. Reg. 2.95 to \$8.25. Priced to clear ..... 1-3 OFF
- 27 only ladies' all wool Sweaters—slightly soiled—a good selection of sizes and colors—reduced to clear at ..... 1-3 OFF

## LADIES' MILLINERY

Second Floor

- 25 only ladies' fall and winter hats—good variety—clearing at—each ..... **1.00**
- 25 only ladies' fall and winter hats, ranging in price from 3.95 to 8.95—  
Now being cleared out at—each ..... **1.98**
- Balance of our stock of fall and winter hats—out they go at— ..... 1-2 PRICE

## LADIES' BASEMENT

- A big assortment of ladies' Housedresses in smart patterns and colors—sizes 14 to 44—Reg. \$2.98—Now reduced for this sale to only—each ..... **1.98**
- Women's Silk Briefs—sizes medium and large only—in colors white, pink and blue  
Clearing at—pair ..... **45c**
- Women's medium weight Cotton Bloomers in sizes small and medium only—cream shade—  
Reg. \$1.00—Now clearing at—pair ..... **69c**
- Ladies' Rayon Slips—in colors white and pink—sizes 32 to 40—exceptional good value at—each ..... **1.00**
- Ladies' substandard Crepe Hose—colors pinto, pepper and battleship grey—sizes 9 to 10 1-2, reduced to the special clearing price of—pair ..... **79c**
- Ladies' Rayon Hose—sizes 9 and 9 1-2 only—only a small quantity—priced to clear at—pair ..... **69c**
- Children's Bloomers, heavy cotton in cream shade only—sizes 8 to 14 and 24 to 32  
Sale Price—pair ..... **59c**
- Children's Bloomers, same quality as above—in sizes 2-4-6 only—Sale price—pair ..... **49c**
- Children's heavy worsted Hose—long length, sizes 6 to 10—fawn color—Now priced to clear at only—pair ..... **49c**

## YARD GOODS DEPT.

3rd Floor

- One range of "Moire"—47 inch width—in colors scarlet, powder blue, rose, wine, dark green, light green and royal blue. Reg. \$1.35 yard  
Special Sale price—yard ..... **1.19**
- Striped Wool Jersey, 50 inches wide in color combinations of lime and brown; rose and brown; and beige and brown. Reg. \$4.25 per yard  
Now specially priced at—yard ..... **3.50**
- Plain colored Wool Jersey, 50 inches wide in colors powder blue, aqua and rose pink, Reg. \$3.50 yd  
Special Sale Price—yard ..... **2.50**
- Also a good range of remnants at ..... 1-2 PRICE
- Stratford Satin—5 colors—Turquoise, powder blue, pink, black and sand—reg. \$2.25  
Sale price—yard ..... **1.95**

## LADIES' LINGERIE

Second Floor

### Here's An Extra Special Bargain For You

- Ladies' Substandard Snuggles 50 per cent wool in colors white and roseblush, sizes small, medium, large and oversize—either above the knee or over the knee styles—Reg. \$1.95 and \$2.25—These are extra good values at the  
Special Sale Price of—pair ..... **1.35**
- Girdles—Corsets and Brassieres—broken lines—  
Clearing at ..... 1-2 PRICE
- Table of slightly soiled Lingerie—only slightly soiled from handling—so out it goes at ..... 1-3 OFF

## MEN'S CLOTHING

Main Floor

### Overcoats 1/3 off

- 50 only Overcoats—all colors and sizes—blues, browns, greys and fawns ..... 1-3 OFF
- \$32.50 Overcoats  
for ..... **21.67**
- \$37.50 Overcoats  
for ..... **25.00**
- \$42.00 Overcoats  
for ..... **28.00**
- \$55.00 Overcoats  
for ..... **36.67**

### Suits

- Reg. up to \$65.00  
for ..... **39.50**
- Don't pass up these suits at this price—they're bargains—prices are definitely rising in men's suits and soon—an all wool English cloth—will be a scarce item—
- 50 only in the lot—Sizes 36 to 44—single and double breasted models—  
Special for three days only ..... **39.50**
- Men's "Alan Ladd" fingertip coats—zipper front—mouton collar—in colors green, maroon and fawn—broken sizes from 36 to 42  
Reg. \$19.95. Now clearing at ..... **13.95**

## LINEN DEPT.

3rd Floor

- SHEETS:—  
Hemstitched Sheets made from selected cotton yarns in a balanced weave—should stand lots of wear—bleached snowy white—
- Size 78x96 ..... **4.98**  
Sale Price—pair .....
- Size 68x96 ..... **4.59**  
Sale Price—pair .....
- English Terry Towelling—a practical quality of absorbent cotton terry in multi colored-stripes on fawn background—15 inches wide—Sale price—per yd. .... **25c**
- Cotton Terry Hand Towels, especially low priced—multi stripes on white background—size 15"x29"—Sale price—four for ..... **1.00**
- Linen Roller Towelling—a very good quality, strongly woven for long wear—colored borders of green, blue, red and gold—18" wide. Sale Price—yard ..... **49c**
- Woven check linen Tea Towels—highly absorbent and long wearing—colors Red and blue  
size 20"x27"—each ..... **49c**
- Unbleached sheeting remnants—exceptional values in strong well woven sheeting—durable quality that will soon bleach white with washing—SPECIAL prices as marked.
- English Terry Towels—made from sturdy cotton terry—very absorbent in colors green, gold, blue and coral.  
Size 16"x28" per pair ..... **79c**
- Size 22"x42" per pair ..... **1.39**
- Pinow Cases—made from a very close woven cotton—snowy white—Regular size: 42"x36"  
Sale Price—pair ..... **1.00**

# MOORE & McLEOD limited