

White-wear at the White Fair



White-wear is always the backbone of a sale like this. And really our line of white-wear this year is about the finest we've ever shown.

Every piece comes direct from the factory. Cleanly, fresh, dainty goods, made by skilled workers, in comfortable work-rooms. No sweat-shop goods for us. Notice the seams in our white-wear—every one felled. Notice the prices—every one "cut to the bone."

Neat Night-dresses

- Fair cotton, frill at neck and wrists49c.
- Fair cotton, embroidered neck front and wrists.69c.
- Very good cotton, frill and insertion.....80c.
- Fine cotton with cream lace wrists, neck and front99c.
- Very fine cotton, dainty embroidered front and wrists, wide collar with embroidered edge ..\$1.38
- Some other prices are\$1.95 \$2.05, \$2.40.

Corset Covers

- Plain cotton15c.
- Embroidered fronts23c.
- Fine cotton, embroidered at the neck26c.
- Fine cotton, high neck, pretty embroidery32c.
- Very dainty, two rows insertion down the front42c.
- Fine cotton, full front (one-piece garment) or wear with shirt waist69c.

Dainty Skirts

- Fair cotton, three plain tucks .49c.
- Very good cotton, tucked frill of fine nainsook84c.
- Nice cotton, embroidery frill with five rows of tucks\$1.10
- Very dainty skirts, deep frill, hemmed, and with fine insertion above hem\$1.38
- Some other prices.....\$2.35 \$2.85, \$3.95, &c.

Knickers

- at 25c., 29c., 33c., 40c., 49c., 69c., 85c.
- \$1.15 and up.

Chemises

- in various grades and styles, nicely made and trimmed75c.
- 85c. and up.

Dainty Bridal Sets

- Pretty fine piece sets from...\$7.95 up

MOORE & McLEOD

The Busiest Store on Charlottetown's Busiest Street