

UP A TREE, SANTA?

Don't know quite what would please her most? Then climb down out of that tree, Santa, and help yourself to the bright array of gift suggestions here at Moore's! All the frilly, fashionable clothes a gal could hope for, in every price range, await your inspection. But our complete selection won't last long. Make your choices now. We'll gladly lay away your gifts till you need them next month. Now isn't that easy?



SHIFT TO A HOLIDAY MOOD!

She can wear these smooth-flowing shifts, belted or not — and later, as a jumper! Rich holiday patterns in metallic paisley prints and solid gold. Or select velvets in black, pink or turquoise. Sizes 8 through 16.

donnkenny
9.95 and 14.95

Go
Century

PLEATS, POCKETS AND PLENTY OF POW IN A PETITE!

Cute, cavortive, born to be sportive — that's full, extra deep pleat animates both front and back; saddle-stitched envelope pockets Century's petite action skirt. A generously perched astride each hip add a witty style note to the casual, unrestricted lines.



10.95



MAISON
3.99

PUFF
4.99

CUTE AS
A HONEYBUG

Suddenly it's sunny when you're wearing Honeybugs! Choose your favorite feminine fashion, high-heeled or flattie, silk or satiny, moccasin or mule. The price is a honey, from Honeybugs.

KODIAK
4.99

FRANCIA
3.99

Life stride.

Opens for Glamour

13.99

WHEN THE SUN GOES DOWN
When the sun goes down in your city or town... Put on a pair of Life Stride's romantic and airy pumps for a completely feminine look. Your choice of high or mid heel. The leg shoe... the heater.

Henson
Kickernick

GIRLS GO FOR CORDULON®!

Put together a pretty package of sleepwear made from light, fluffy, no-iron Cordulon® (nylon tricot ribbed like corduroy). Chic, straight-line robe, \$12.95. Comfortable pajamas with nylon satin loops covering the jacket buttons, \$8.95. Sheer, knee-length night gown, \$8.95. Matching scuffs, \$3.95.

Henson
Kickernick

moore's shoes & togs

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