

## You are Invited to Attend Our Spring Opening Tomorrow

Spring is here. Easter is just around the corner. Even Nature is taking on a different hue, expressing the joy of living in new clothes. Be sure to visit our Garment Department tomorrow, we want you to see the loveliness of the New Spring Garments—to try them on—to examine them thoroughly, whether you are ready to purchase or not.



## Fourth Annual Spring Opening Saturday March Fifteenth

You will delight in the soft durability of the all-wool materials, in the subtle originality of the designs which combine the chic of the French Master Designers with practical American ideals. You will appreciate the exquisite hand finished tailoring, which shows that the beauty of the garment could only have been executed by master craftsmen. Each model has a distinctive touch of individuality and a promise of utmost wear.

# SPRING OPENING DISPLAY OF FASHION'S LATEST CREATIONS

### The New Spring Dresses

The narrow silhouette dominates the new dresses, too; and embodies them with a youthfulness which will not fail to bring forth numerous "Ohs" and "Ahs" of genuine admiration from the on-lookers. Cunning little puffings, draperies, pleats, and the loveliest little sashes and bows you ever saw adorn these new styles most becomingly. Materials most favored are: Taffetas, Serges, Tricotines, Georgettes and Satins.

### The New Spring Suits

Suits this season will be long and narrow and closely reefered, conspicuously minus of all unnecessary frills and furbelows. Those made of Serge, Tricotine, Poiret, Twill, Gabardine and similar wool fabrics, seem to outdistance all others in the portraying of this new silhouette, and are now on display here in numbers of stunning models. An early inspection of them is cordially requested.



### The New Spring Skirts

Simplicity is evident in every line of these new creations. They are fashioned, like the other garments, along slender, straight lines. This is true of all styles, those for dressy wear as well as those for street and sports wear. Materials are of Serge Gabardine, Satin, Silk, Linen, etc. Our showing of them now courts your attention.

### EDITORIAL

Our Store is really a public servant. We aim to render our customers the sort of service they have right and reason to expect. We always maintain complete assortments of the merchandise that is in highest demand. We warrant the quality of the goods we sell, and are prepared to make good if anything bought here proves unsatisfactory.

There are several reasons why we want to see you at our Opening tomorrow. Many new departments we have added will be of interest to you. Be sure to see our New Baby Department—a long-felt want in our city. Use our Rest Rooms—meet your friends here. Remember, you are always welcome, and we shall not urge you to look at goods unless you want us to.

H. N. MOE.

### The New Spring Blouses

Color plays a very important part in the new waist styles. Beige and Navy Blue have a long following of admirers, but, to all indications, the hue called "Artillery Red" seems to lead in favor. Materials are of Taffeta, Georgette, Crepe de Chine, Cotton Voile, etc., adorned with square and round collars, bands, blithe little tucks and pleats. Why not come and view them?



### The New Spring Coats

Coats of the Cape and Dolman type developed on slender, straight lines, seem to be the most favored for Spring wear. Of these, the models with loose, flowing lines, straight flaring backs and belted in front sections, are to all extents receiving the greatest amount of attention. Silks and satins, heavy crepes and novelty weaves in silk, vary the range of the varieties on exhibition.



Doors Open  
8:30 a. m.

**THE WOMAN'S STORE**  
H. N. MOE, Proprietor

Souvenirs for  
the Ladies