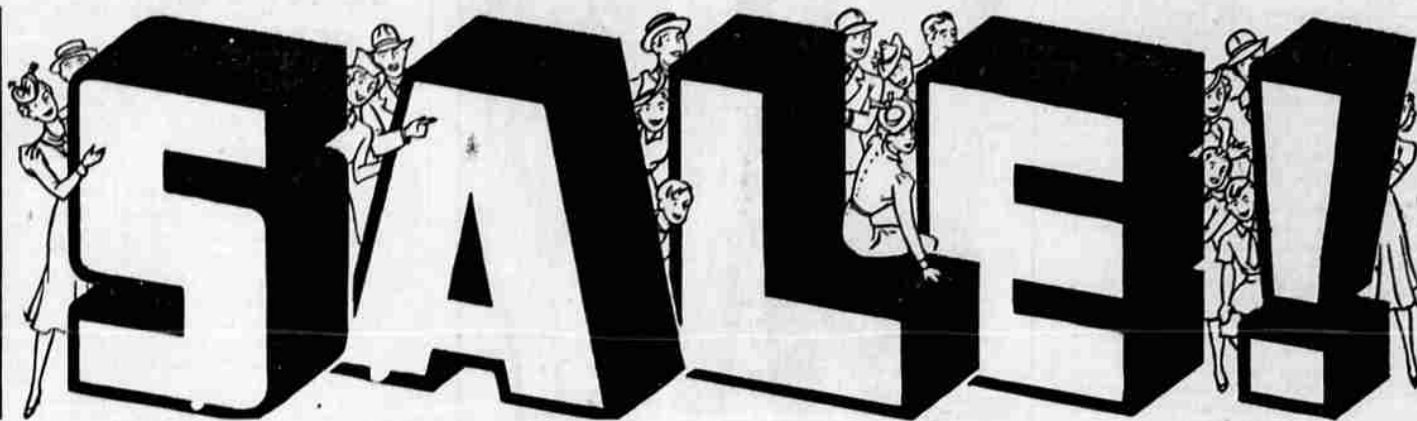


Moe's Great July Wind-up and Month-End

Ladies' Pure Silk Hosiery

Slightly irregular—
\$1.15 values—
if perfect.
Reinforced at
all wearing
points, full
fashioned,
perfect seam,
newest shades
—all sizes.
MONTH-
END SALE
ONLY

59¢



Out They Go!

ALL OUR SUMMER APPAREL IS NOW REGROUPED, REPRICED AND SENSATIONALLY SLAUGHTERED FOR FINAL SEASON CLEARANCE!

Moe's Sensational

Shoe CLEARANCE!

Buy One Pair at Regular Price — and Get an Extra Pair for ONE CENT!

BRING ALONG A FRIEND AND DIVIDE THE COST BETWEEN YOU

Values to \$8.75



SHOE SALE



We are offering for a limited time only a choice group of nationally advertised shoes. Such as Queen Quality, Paramount, Enna Jettick and Paris Fashion shoes at actually 2 pairs for the price of one. All new smart summer styles will be included in this group.

Moe's Shoe Dept.

Corset Close-Out \$1

Warner and Hickory, two-way stretch, girdles, corselettes and pantie girdles, values to \$5.00—limited size range—Choice

ALSO ONE LOT Values to \$10

Now \$2.98
LeGant, Warner and Hickory Corselettes, Girdles and Pantie Girdles. Limited size range. While they last
One Lot of Brassieres. Value to \$1.75—Choice 49c

FINAL CLOSEOUT CHILDREN'S Summer TOGS

Sun Suits, Beach Togs, Bathing Suits and Polo Shirts, assorted summer styles. Values to \$1.00. Sizes 2 to 16 years . . . CHOICE

2 FOR \$1.00

DOWNSTAIRS STORE

Downstairs Close-out of FROCKS

Bemberg Sheers, Spun Rayons, Seersuckers. Prints and plain in pastel and deep tones. Dressy and sport types, in Loretta Young, Betty Hoxley and adorable fine tailored frocks. Also sharkskin Wash Suits included in this group. Sizes 12 to 46 sizes. VALUES TO \$5.95.

\$2.59

Close-out Summer PURSES

Values to \$1.95

White, Pastels, Prints in all styles and colors.

59¢

PURSES

Values to \$3.50

Suedes, Leathers, Novelties. All styles and colors—while they last . . .

\$1.39

Keystone

MATTRESS PADS

Full and twin bed size. Closely quilted, pure bleached, Reg. \$1.49 values. Month-end Only

\$1.00

FINAL CLEARANCE

All Beachwear and Sun Togs

Ladies' Shirts, Blouses and Sweaters . . . Now

Cotton prints and knits. \$1.00 values. Special for month-end

69¢

Togs, Coulettes, and Slack Suits

One- and two-piece Gahardines, Seersuckers, Spun Rayons and Hop-sacking. Regular \$3.98 sellers.

\$2.49

Sun Suits and Short Sets

Several styles to select from. Regular values from \$1.39 to \$1.98. CHOICE

79¢

SWIM SUITS

Our entire stock from \$1.98 to \$7.95. All late styles—all brands.

20% off

FINAL CLEARANCE

Lingerie

Rayon Gowns and Pajamas

Floral and Artemus in novelty stripes and pastel colors. Regular \$1.98. Limited stock—HURRY!

\$1.49

Costume Slips and Gowns

Reg. \$1.39 Values. Satins and taffetas in sheers and rayon knits. Pastels and deep tones.

79¢

59c to 69c Underwear . . . 2 for

Van Raalte, Kayser and Munstingwear Panties, Vests and Bloomers. CHOICE

\$1.00

GREAT FINAL CLOSE-OUT YARDAGE

Sparkling New WHITES

VALUES TO 79c
Shantungs, Sharkskins, diagonal stripes and novelties. YOUR LAST CHANCE!

Also Our Complete Stock of

RAYON PRINTS

REGULAR VALUES TO 79c—Now at rock-bottom for final clearance. Florals, Stripes and Dots . . . CHOICE

3 \$1 Yards

MOE'S

THE WOMAN'S STORE, INC.

During July and August we will Close Saturdays 6 P. M.

Your Last Chance!

LOT No. I

Suits and Dresses

Values to \$12.95 NOW

\$5.



Last chance to get these season style hits in prints and pastels, sheers and two-piece modes. Many values to \$12.95 now added to this price group. Also a good selection of Wash Suits in this group. SHOP EARLY FOR SELECTION.

Out They Go!

LOT No. II

Dresses

Values to \$16.50 NOW

\$7.

Absolutely your last chance to get these season's smart Prints, Spun Fabrics, Laces and deep-tones to select from. SELECT EARLY!

A Clean Sweep of Spring and Summer

Formals

Values to \$19.50—NOW

\$5.00 and \$7.95

Gorgeous laces, satins, printed crepes, sheers, marquisettes and nets. Also some printed cottons. Also a smart showing of Jacket frocks for semi-formal and dinner. Sizes 12 to 40.

LOT No. IV

Dresses

\$12

Regrouped and replenished with late season modes in nationally famous lines of exclusive personally selected models. All our finest \$22.50 dresses now added to this group.

Clean Sweep Values From Our Downstairs Store for Month-End

SILVER QUEEN SHEETS . . . 79¢

81x99 size. Regular \$1.25. Extra heavy and long wearing. Friday and Saturday, only.

22x44 BATH TOWELS . . . 29¢

Jacquard colored border on pastel grounds. Some in checkered borders. A real value

36"x60" BEACH TOWELS . . . 89¢

Extra strong and heavy. Multi-colored collegiate stripe designs. To close out at

RAYON TABLECLOTHS . . . 39¢

A lustrous rayon in colorful plaid borders. Fast colors and washable. 69c value. 52x52 inches. To close out, each

69c PANEL CURTAINS . . . 49¢

2 1-6 yards long, 38 inches wide. Attractive floral borders. To close out at

\$3.98 AUTO ROBES . . . \$2.98

100% pure wool, also dark gray camp blankets. Have heavy self fringe

ROBE BLANKETS . . . \$1.39

All-over Jacquard designs in deep tones. All colors. Regular \$1.98 value

READY-MADE DRAPERIES . . . \$3.98

Rich damask and heavy printed crash in several designs and colors. Full two and one-third yard length, French pleated tops, sateen lined, . . . FAIR