

MID-MONTH SALE

At Month-End Prices

MOE'S DAYS

FRIDAY SATURDAY MONDAY

Tremendous Purchasing Power Means Mass Production . . . Mass Production Means Hit and Miss in Quality and Fit. Every Garment Offered in This Sale is Personally Selected—with Quality and Workmanship Unquestioned. WE OFFER YOU TIMELY SAVINGS on QUALITY MERCHANDISE



\$12.95 VALUES
New Spring Coats
\$10
Latest styles in oatmeal, tweeds and novelty fabrics. Fitted and boxy swagger styles. Women's and misses' styles—Save \$2.95—Friday and Saturday.

\$19.95 VALUES
LADIES' COATS
\$16⁹⁵
Tweeds and novelties in the season's most glamorous styles in fine wools. Latest styles. Sizes 14 to 40.

\$19.95 VALUES
Ladies' Suits
\$16⁹⁵
Mannish tailored and dress-maker styles in newest modes. Sizes 12 to 20. FRIDAY AND SATURDAY ONLY.



1/2 SIZE DRESSES
TWO SPECIAL GROUPS FOR MID-MONTH NAVYS, BLACKS AND PRINTS
VALUES TO \$10.95 . . . \$7⁰⁰
Sizes 16 1/2 to 44 1/2. Newest Styles. Choice.
REG. \$7.95 VALUES . . . \$5⁰⁰
Sizes 16 1/2 to 44 1/2. Styles for Sport and Dress.



ONE LOT OF \$16.95
PRINT DRESSES
Sizes 12 to 20.
TWO DAYS ONLY AT \$14⁹⁵

3 DAY SALE
SILK HOSE
Wayne knit fine gauge hose in newest spring colors. Sizes 8 1/2 to 10 1/2. 69c to \$1.00 sellers.
2 PAIRS \$1⁰⁰

Pandora Satin PAJAMAS
White and deep tones. Sizes 14 to 20. Values to \$4.95.
\$2.98

Surprise Values
From Our Downstairs Store for Mid-Month

UNDERWEAR and GIRDLES
One lot cotton vests, union-suits and tuck knit, panties and vests. Small size girdles. Values to \$1.00 to clear at
19c

ART DEPT. MEZZANINE
WONDERSHEEN
700-yard hanks. Ivory only. Regular 50c skeins.
39c
STAMPED PILLOW CASES
6 new designs. 2 Pair \$1.00
69c values.

19c—SALE—19c
Novelty Jewelry, Flowers, Purses, Gloves, Hose and many other items from broken lines. Values to \$1.00.
19c

PRINTED TABLE CLOTHS
Fast color washable printed tablecloths in high colorful designs on heavy crash. Mexican and floral designs. Size 50x50. Regular at \$1.00.—ALSO included are some handmade bridge sets. Regular \$1 values.
79c

Join Moe's Blanket Club
Only **\$1** Down **50c** A Week
On any blanket in stock. Your choice of the finest western high altitude grown wool blankets in America.

KNITTING BAGS
New shipment, including stand-up styles with frames. Special at
\$1.19

BELT of the Month
All styles included except current numbers. \$1.50 values at
79c

Cannon Sheets
Nationally known—nationally advertised sheets that excel any sheet at the price! Taped edges—no filling. 83x108 **79c** 72x108 **89c** 81x108 **\$1⁰⁰**
Sale Price **79c** Sale Price **89c** Sale Price **\$1⁰⁰**
Cases—42x36 **4 for \$1.00**

BUY NOW—AND INSURE AGAINST THE PRICE ADVANCE ON WOOLENS NEXT FALL

• DOWNSTAIRS STORE •
Super Mid-Month Values

Chair Cushions
Kapak filled, chintz covered. Tubfast. Assorted colors.
4 for \$1.50

Bath Towels Pastel Colored
Discontinued numbers of 50c towels of extra heavy quality. Full 22x44 size.
3 for \$1.00

READY-MADE DRAPERIES
A new shipment of lovely rayon draperies in gorgeous modern florals. Full width, shirred, lined and ready to hang. SPECIAL AT **\$4.98**

HOUSE FROCKS EACH
Dozens of late styles—many of them taken from \$1.98 and \$2.98 sellers. Sizes 12 to 20 and 38 to 50. CHOICE
\$1.00

12 Pocket Shoe Bags
Heavy suedes in dark colors. Handy closet space saver. Regular \$1.19.
98c

Bath Towels Extra Value
A standard make towel, white with colored borders. Full 22x44 size. 35c value.
4 for \$1.00

HAND PAINTED PLAQUES
Many subjects to choose from in floral print and scenic subjects. Values to \$1.00.
2 for \$1.00

WOMEN'S SLACKS WORTH \$1.50
Navy, teal, wine and green in cotton covers. Worth \$1.50.
\$1.00

\$ HANDBAGS \$
Seeds of new spring styles and colors including saddle. Many are from higher priced lines. FRIDAY and SATURDAY.
\$1.00

PACIFIC POTTERY SETS
20-piece sets in pastel colors. Rose, green, gold, blue and ivory. Mix or match your colors. New shipment. SPECIAL **\$3.98**

DRESSER AND BUFFET SCARFS
Handmade quality—in petit point lace and mosaic work.
2 for \$1.00

CHILDREN'S WEAR 2 FOR
Play suits, sun togs, sleepers, slacks and underwear. Regular 69c to \$1.00 values.
\$1.00

Chenille Spreads
Newest colorful designs on white and colored grounds. Heavy weight, reg. \$4.98 sellers. 3 days only at
\$3.98

Smoking Stands
Mahogany and nickel finish in modern designs. SPECIAL AT **98c**

SALE OF MIRRORS
New shipment of oblong and round mirrors, sizes to 22 inches. Some with newest etched designs. \$1.49 values. CHOICE **\$1.00**

2 for \$1 Sale
One table of flannel gowns, knit pajamas, sweaters and blouses. Scores of items in values to \$1.98. TO CLOSE OUT.
2 for \$1.00

MOE'S
THE WOMAN'S STORE, INC.

9c Table
ODDS and ENDS including vases, pictures, ash trays, and many other household items
--- While they last --- CHOICE 9c