Wonderful Gifts for a Wonderful Lady on MOTHER'S DAY

HER NAME

embroidered by Burnel

50¢ each

Beautiful sheer white hankies with petit point embroidery—A "little gift" that becomes important because it is for her alone. Choose her name (and your own too) from the list above. Hand-rolled hems.

Mail and phone orders filled.

Mother's Day Special

HEISEY CONSOLE SET

Superfine Heisey Glassware, flawlessly clear. Large etched bowl with two matching double candlesticks.

$3.98

Reg. $7.50 Value

Pacific Dura-Rim Pottery

20-Pc. Starter Sets

Comes in six lovely Pastel colors. A complete service for four. Match or mix your colors.

$4.98

Reg. $6.50 Value

FREE
Gift Wrappings on All Mother's Day Gifts

MOE'S
THE WOMAN'S STORE, INC.

Of Course Mother Wants Something Smart to Wear - - and of Course Moe's is Headquarters for Smarter Wear. You'll Find an Exciting Array of the Newest in Accessories, Lingerie and Ready-to-Wear for Mother's Day at

MOE'S
THE WOMAN'S STORE, INC.

Give this Sleepheart to mother

PARKLANE *by Barbizon*

In wondrous pure-dye pure silk Satin Desche

The end of a perfect Mother's Day would be to go to bed in this lovely gown. It's classic V-neck and flowing skirt lend grace and dignity to a woman's figure. And the stars and crescents embroidered on the bodice make it gay as well as gracious. Petal Pink or Bluebell. 32-44.

$5.95

Mother's Day Special

51 Gauge

Larkwood

NYLON HOSE $1.00 PAIR

When Purchased with 2 Pairs of Larkwood's New Georgette Stockings at $1.15 a Pair - -

3 Pair for $3.30

MOE'S *Presents*

LARKWOOD *Vamp-Too*

Georgette

AN AMAZING NEW STOCKING

A three thread silk stocking as sheer as georgette . . a new kind of twist . . an amazing snag resistance . . here at last is silken wizardry that synchronizes beauty with utility. Get it in Larkwood's Petal Colors.

$1.15 PR.

(*Reg. U. S. Pat. Off.) (**Reg. Applied For.)

Accessory Finds for MOTHER

Give Mother a

Lovely Bag

TO ACCENT HER CHARM

A world of styles to choose from in dressy type Bags.

PATENTS • GENUINE LEATHER • "KORDAYS" • SUEDES • SILKS •

Tophandles, Pouches and Envelope styles in real 5th avenue fashions. Mother will appreciate a bag from Moe's!

$1.00 to $8.95

Highlight Mother's Costume

— With —

Bright Jewelry

Give her a beautiful spray in one of our imported crystal cut clear pieces. Also a lovely array of Rhinestones, Wooden Novelties, Conversation Jewelry, Pearls, Plastic Jewelry.

$1 to $5.95

GIVE MOTHER A

Ritzy-Maid ☆ L'Aiglon
Justine or Betty Baxley

DAYTIME FROCK

Frocks that Mother can wear to town, luncheon, bridge parties or for vacation. Dramatically draped, full pleated skirt types, shirtwaist styles, coat frocks and stunning Bolero modes.

STRIPES • DOTS • PRINTS • CHECKS in Spuns, Crepes and Sheers

$5.95 TO $12.95

Sizes for Misses and Women

A Smart Saving on a Smart

COAT FOR MOTHER

ACTUAL $12.95 VALUES **$8.95**

ACTUAL $16.95 to $19.95 VALUES **$12.95**

Our regular stock of personally selected late spring styles, too . . . Not a job lot or specially purchased offering—but real style-hits you can be proud to give Mother!

COMOWOOL • FLEECES • OATMEAL TWEEDS • WOOL CREPES TWILLS

Dressy and sport modes in a good range of styles and shades. Sizes 12 to 44.

USE OUR FAMILY WARDROBE CREDIT PLAN

All Other COATS and SUITS REDUCED