

of course...
IT'S MOE'S
 FOR *Easter* SMARTNESS

For an Ultra-Smart Easter Wardrobe -- Choose a Lettie Lee or Reich Exclusively Styled



EASTER GOWN

Long on femininity and charm, these exclusive modes fit perfectly into the Easter parade—and on into the summer activities.

Newest shirt and skirt Gibson Girl fashions head the parade for Easter, with splashy prints in the lead. Then of course there are the little suit dresses and monotonies sprinkled with lingerie trims. Lovely shantungs, too, for those who desire a smart casual.

Sizes 12 to 20

\$12⁹⁵ to \$22⁵⁰

LABRADOR RUBY and WHITE FOX
Fur Trimmed Coats

No Easter wardrobe is complete without one of these classic lavishly trimmed toppers. Luxurious full length tuxedo or neckline effect can be had in the Ruby fox. Fashioned of 100% wool tweeds and soft finish fabrics, in pastel spring shades. Face flattery par excellence in these superbly tailored modes. Many seasons of wear, too, in every coat. Sizes 12 to 20.

\$49⁵⁰ to \$89⁵⁰

L'Aiglon and Doris Dodson
Fashion Frocks

Reg. sizes 12 to 44—Stylish Juniors, 9 to 17. Real Easter smartness that does not mean dollars.

\$6⁵⁰ to \$14⁹⁵



SPRING SKIRTS

FOR EVERY WARDROBE

Skirts for every hour of the day—for every type ensemble. Plaids—solid shetlands—sheer wools—flannels. Pleated, gored and flared styles. A wide assortment of styles in all sizes, priced

\$2.98 to \$7.95

Spring Sweaters

To match every ensemble. Soft sweaters and bulky cardigans in every shade.

\$1.98 to \$5.95

TRICK SKIRTS 5.95
 Of frost-glo spun Rayon, in tan and blue

CORDUROY SKIRTS 3.98
 In Bright Colors

BLOUSES

FOR EVERY SUIT

Fashion-hit blouses to double the smartness of every suit! Poster bright shirtwaists, polka-dots, frilled-lingerie blouses to pretty-up your "dress" suits! Lots of splashy prints and pastels, too!

\$1.98 to \$5.95

Easter
HAT ★
 Stars! ★



The Most Important Easter Accessory -- Enchanting

Millinery

Intensely flattering -- are these sparkling new styles for the big parade! 5th Avenue styling in every one of these exclusive modes.



CALOT CHARMERS banked with pretty blooming flowers.

GAY STRAWS for the "frankly forties"—that will flatter and give enchantment to every figure.

COQUETTISH DERBIES, little veiled beauties with lots of dash.

FELT BERET. Band-box fresh like English sailors! And Turbans, Skull Caps and Bonnets galore, styled for every costume and color-scheme.

\$3⁹⁵

to

\$15⁰⁰

Easter Legs by BELLE-SHARMEER!



YOUR FAVORITE RAYONS... IN YOUR PERFECT-FITTING LEG SIZE

Your Easter stockings, this year, must do far more than parade for one day! And you can be assured they'll wear far longer... look much prettier... if they're leg-sized rayons by Belle-Sharmeer. Let us chart your leg type on our exclusive Belle-Sharmeer Leg Size chart—fit you perfectly with Brev for small legs, or Modite for middling, or Durbass for tall legs. Your individual leg size in width as well as length! Here exclusively!

CONSERVATION HINT: Always rinse rayons before the first wearing—always allow at least 36 hours drying time.

\$1⁰⁰ \$1¹⁵ \$1⁵⁰

YOURS FOR A
Jaunty Journeys

Tour the town and top the fashion list in these K almost-designed leathers, favorites of the smart set who journey forth each new day to their wacine duties.

Troy Hoolygon

\$6.95 and \$7.45

MOE'S
 THE WOMAN'S STORE, INC.