

Easter

EASTER EXTRAS

—to highlight your Easter Ensemble

Gorgeous Jewelry

—in gold, rhinestones and plastic.

\$1.00 To \$19.50

Plus 20% Federal Tax



Fashion Show

New Redfern

SUITS

WITH TOPPER TO MATCH

Glamorously yours for Easter parading—these 100% wool dressmaker suits. Gorgeously detailed with slimming lines and superb tailoring—these will be the stop-look beauties for the Easter Parade.

CARDIGANS • DRESSMAKERS • TAILLEURS • CHECKED
DRESSMAKERS • COSTUME SUITS • BOLEROS

See them in Magnetic Black, Powder Blue, Black and White Checks and Pastels.

Sizes 12 to 18

THE SUIT **\$49⁵⁰** THE TOPPER **\$49⁵⁰**

BUDGET BEAUTY

COATS FOR EASTER

Real Easter elegance at low cost in these swing-back Toppers! These are coats you'll "ensemble" with all your dresses through spring—and you'll be proud to wear one in the big parade!

PASTELS • CAMELS • HERRINGBONES
TWEEDS • CHESTERFIELDS • HI-COLORS

SIZES 12 TO 44



NEW SPECIAL
SHOWING AT

\$22⁵⁰

EASTER DRESS PARADE

IN REGULAR AND
HALF SIZES

Spotlight fashions for Easter and through spring—in styles that are quickened with all the gorgeous accents such as "Reich" and other famous sponsors of American fashion offer.

Boleros, Tunics, Prints and Lingerie Frocks in Navy and Magnetic Black. Never before have we had such a versatile array of bewitching styles.

REGULAR SIZES 10 TO 20
HALF SIZES 16½ TO 24½

\$16.95 To \$29.50



WE CLOSE
DAILY AT
6:00 O'CLOCK

MOE'S
THE WOMAN'S STORE, INC.

YOUR Easter Bonnet IS HERE FOR YOU NOW!

Easter hat loveliness is here—to glorify you, your spring ensemble. Fabulous flower hats . . . enchanting Victorian sailors . . . sentimental bonnets swathed in veiling! A really outstanding collection by America's top-most creators of hat fashions!

See Them in Spring's Freshest Colors

\$5.95 To \$25.00



SEE THE NEW

STETSON PICTURE HATS



New charm is moulded into the Stetson creations for spring. "Picture hats" and sailors have a soft dressmaker air that will harmonize with dressy as well as the tailor ensemble.



See also the new Stetson straws for Easter . . . they're a revelation in smart headwear! And of course the new tailored hats by Stetson are without equal!

\$6.25 To \$18.00

Easter Handbag Hits

Fashion-fresh handbags to give the finishing touch to every Easter Ensemble. Gleaming patents, rich cordes, genuine calf, simulated leathers and soft dressmaker fabrics. All styles to select from, including draw-string, valise and other novelty types.

\$2.98 To \$29.50

