

Easter Parade

Enormous Savings

As Bright . . . as new . . . as lovely as Spring's first flowers are these fashions to make this your most thrilling Easter! See our bouquet-pretty array soon and add the beauty of the newly awakened season to your wardrobe. Choose from the most exciting of Spring's news making silhouettes . . . our captivating millinery fashions — the flower bright accent in accessories . . . and go forth to be the smartest, loveliest, star of the Easter Parade.



Fashion-Wise Accessories

For that extra touch of elegance top off your costume with accessories from our first floor—Purses — Scarves — Gloves — Hosiery and Costume Jewellery



Shorties — in bon bon
Folos — Nylons and
Tweeds—

14.95 to 19.95

UTILITY COATS
16.95 to 42.50

MOORE & McLEOD limited

For very well dressed women! See the glorious colors, the exciting styles in our new suits.

16.95 to 75.00



Very spring '55 is the well put together look that is yours with one of our spring dresses. Priced up to—

42.50



Very new . . . very exciting is the look of our spring coat with its distinctive lines! See them . . . try them—soon.

24.95 to 69.50

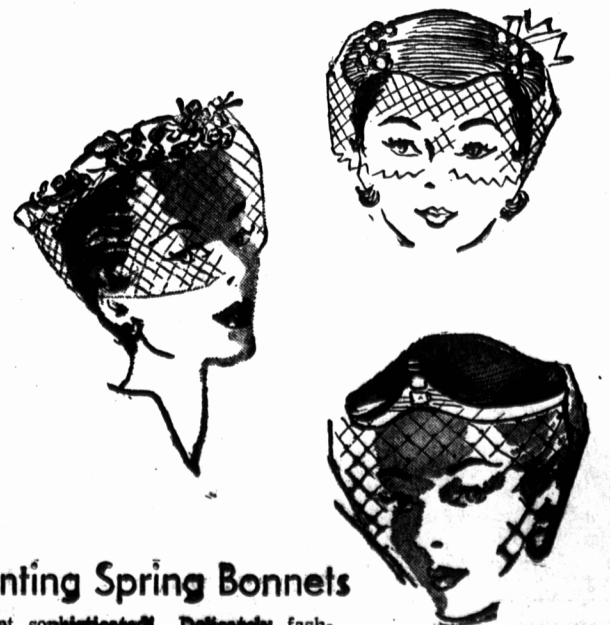


Your Easter Costume

The look of Spring — fresh, vibrant and feminine! Here is fashion's newest look — from wand-slim to full and gracefully flowing lines. See our styles in new fabrics and colors to complement and enhance your beauty.

Easter Hit Paraders

A gay new hat for Spring — Light-headed hats in Spring's pretty new shapes that flatter your face and complement your costume. Come in and choose the hat for you.



Enchanting Spring Bonnets

Bonny yet sophisticated! Delicately fashioned straws — fascinating spring shades. Priced from—

3.95 to 14.95