

This Apparel Passes College Entrance Exams "Magna Cum Laude"



College gals "go regal" and a trifle sophisticated at the cocktail hour. Voila . . . this swanky velvet cap with piquant veil. **\$2.95**



A dashing "Pied Piper" brim proclaims its usefulness for everyday and 'round-campus wear. Of wool crepe **\$1.29** in smart tones.



A militaristic tricorne of felt gives fillip and swagger to any street costume. **\$3.85**

Millinery Salon—Second Floor



Fall's Formal Frocks

*Never Overlook Youth's Allure
Nor the Elegance of New Fabrics*

\$12.95

As, for example, this delectable white moire creation with its bewitching jacket which boasts the new "rat-catcher" neck and thus does double duty as a dinner gown, as well. Others in satin or crepe, one and two-piece, priced to \$17.50.

Velvet Tavern Frocks Know Their Way About

\$10.95

Here's a frock with clever tricks up its slit sleeve . . . to say nothing of the adorable brilliant buttons down its back!



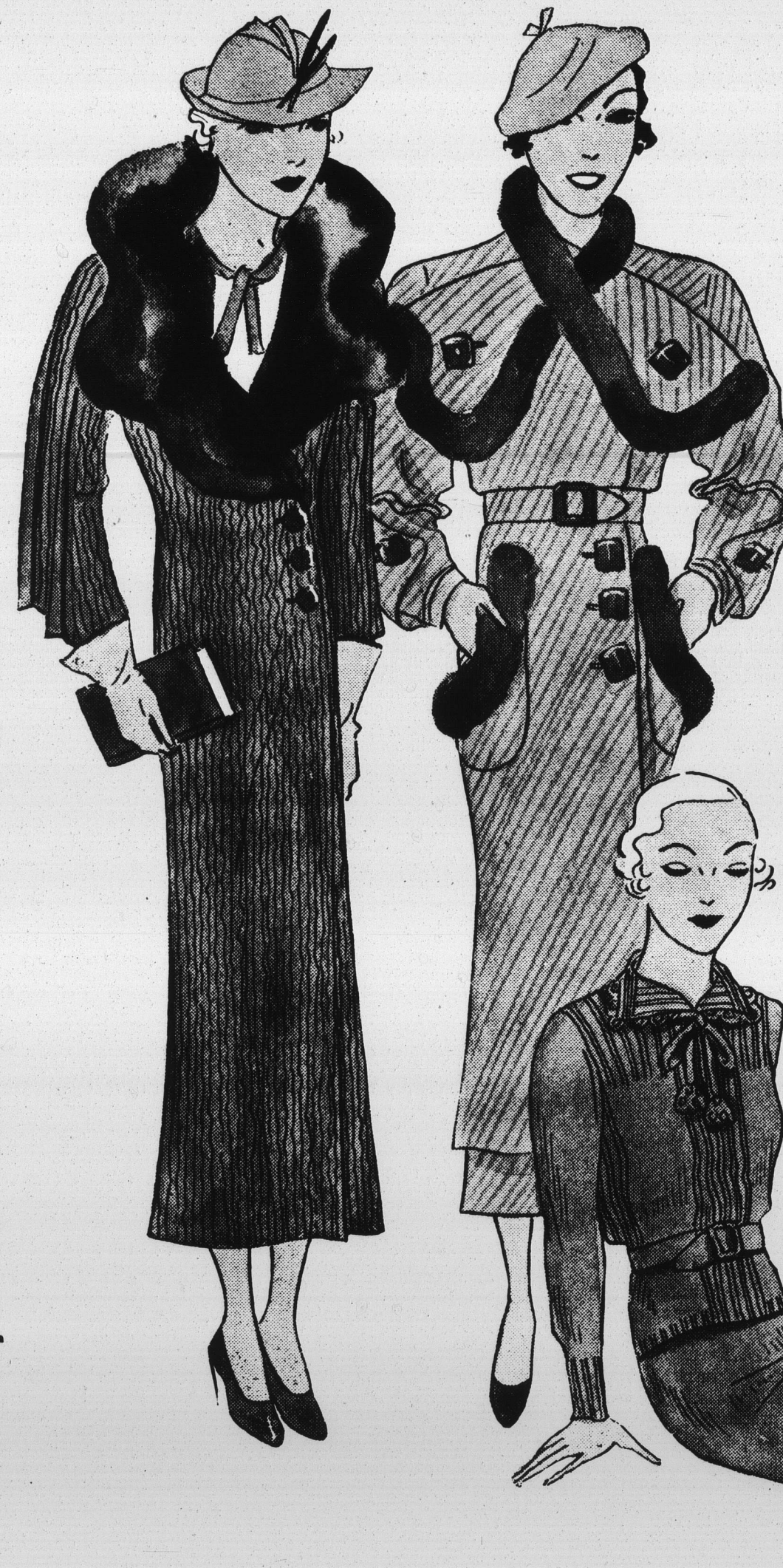
But one of our delightful collection for misses at this moderate price.

Apparel Shops—Second Floor

Sheer Wool Adopts Fur Trims

The daytime frocks find infinite variety and chic in novel collar treatments, rich Fall hues and a frequent fur adornment. To wit, this rust red model with gay leopard trim. Other daytime frocks of wool or silk crepe from \$7.95 upward.

\$17.50



Tweed Suits

\$28

Furred and plain, these suits call attention to their practical long coats, exciting new weaves and glorious colorings. Some are plain . . . others with raccoon, wolf and beaver trims. Misses' sizes.

Furred Coats

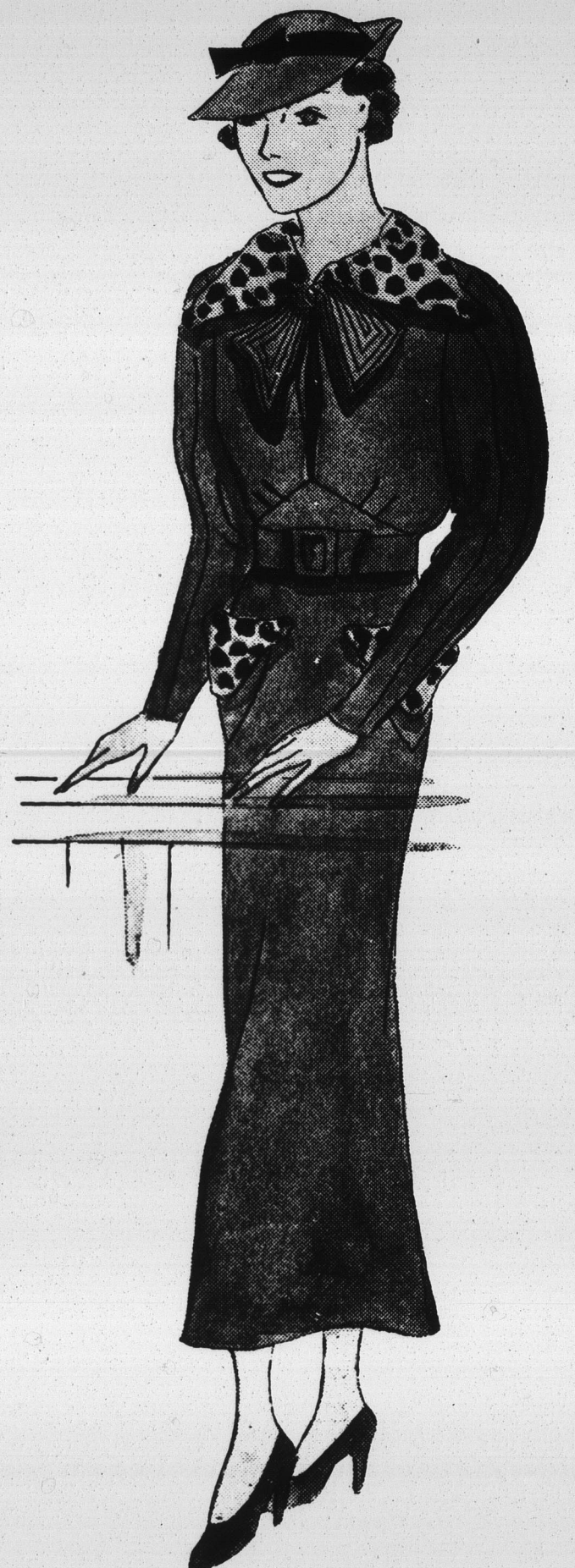
\$58

Stunning new wool fabrics take to rich furred trims, both long and short-haired. Coats, simple enough for everyday and handsome enough for the spiffiest "date"! Black, brown and green.

Slip-on Sweaters
\$1.95 and \$2.95

Wool Shirts
\$2.95 and \$4.95

Apparel Shops—Second Floor



Jaunty Boucles

\$12.95

For early Fall and straight through the winter, nothing is quite so useful and so smart as the boucle suit in new Fall shades. Sizes for misses.

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