

Stevens of Evanston
 ★ The Shopping Center of
 Fashion-wise Women

Evening Splendor

from the
Moderate Price Shop

Glamorous dresses that will play a very important role in your social life — dinner dresses with long svelte lines, dramatic formal gowns, romantic full skirted dance frocks — dresses that will assure your social success, fashionably speaking. They're most impressive yet every one of them is priced at less than fifteen dollars! Velvets and satins, taffetas, metal shot crepes and sequin trimmed crepes — the very newest of evening fashions are featured in the Moderate Price Shop at

\$10.95 to \$14.95



Faille taffeta and velveteen just made for youth and romance — the short little velveteen bolero slips off to reveal a low cut neckline edge in points of velveteen. **\$10.95.**



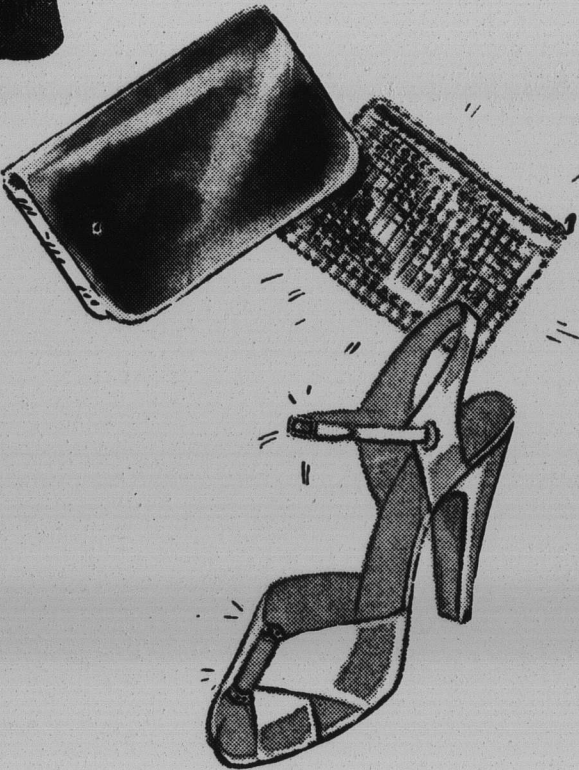
Chevrons of fringe on black crepe — a stunning dinner dress very suave as to line and high as to neck emphasized by a brilliant rhinestone clip. **\$14.95.**



Velveteen, the new love of the Parisian designers, in a sheath like frock cut daringly low with a huge bloom of flower on one shoulder. **\$14.95.**



Designed for youth — a captivating dance frock of taffet with huge butterfly sleeve and a swishing skirt with row and rows of velvet. **\$10.95.**



Your accessories — as important as your dress! And just as carefully chosen! Your bag — exquisitely styled and very, very precious looking — for instance, the small envelope of rich gold kid with side inserts of flashing metal brocade, **\$3** — or the square of brilliant rhinestones to flash under night lights, **\$3**. Your shoes — sleek satin to be dyed to match or contrast with your dress, this one a flattering sandal with brilliant set center buckle and brilliants again in the toe circle, **\$6.75.**

EDGAR A. STEVENS, Inc.

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