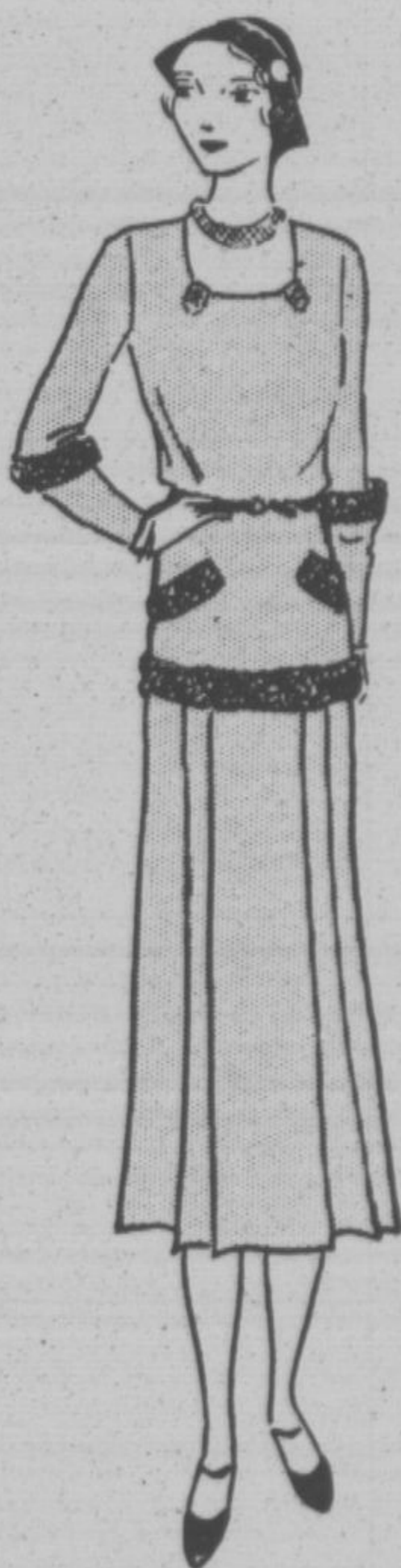
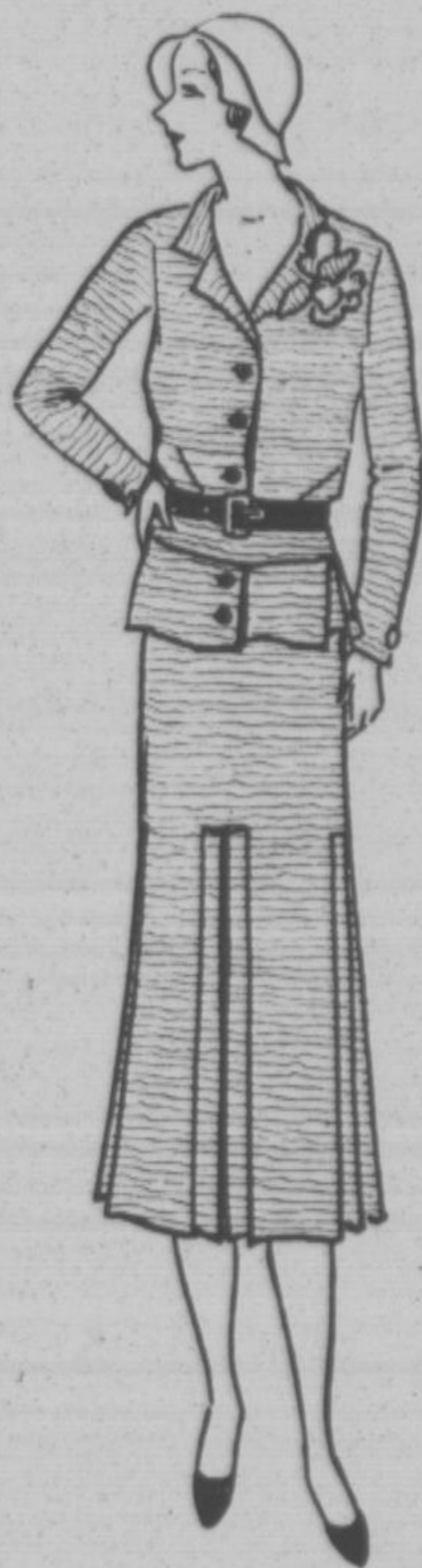


Flat Fur Fabric Diversification Lends New Interest to Frocks of Wool Crepe --- A Notable Selection at

\$35



So important has wool crepe become this season that one finds frocks in modes for every daytime occasion cleverly contrived of this warm, light-weight versatile fabric . . . attractively interpreting the approved trends of Fashion. The smart frocks in our collection look to effective trimmings of galyak fabric, and astrakhan for variation and chic. At \$35 one finds the most attractive frocks in black and Fall colors, while others are priced from \$16.50 to \$39.50.



The peplum jacket of a black wool crepe frock is adorned with galyak fur fabric—\$35 (Above).

Black astrakhan diversifies a green wool crepe dress with two jewelled clips—\$35 (Right).

A wide suede belt and smart buttons trim a tweed peplum frock—\$25 (Extreme Right).

Tweed Sports Frocks In Individual Modes \$25

Ir. swagger styles and lovely Autumnal colorings the frocks in this group . . . all of which are stunning . . . are almost all one of a kind. When you wear one of these dresses you'll know you won't meet your counterpart on every corner! You'll be enchanted with the variety!

New Apparel Shops—Second Floor



The Chic Tricorne Of Soleil at \$10

No, it's not the tricorne as we used to know it! It's the cleverest kind of adaptation, fashioned after Descat, Reboux, Thenault and Talbot . . . developed in lustrous Soleil, the ultimate in fashion's favor, in black and Fall colors.

Millinery Salon—Second Floor



Smart Bags, \$7.50

Your bag may be large or small and still maintain its fashion supremacy this season, so long as it is fashioned of suede, calf, kid or python, in black, brown, green, with novel trims and often a touch of crystal.



Strap Shoes, \$10.50

Matching your shoe leather and color to your bag is an important item this season. Strapped models with slender heels and contrasting trims are ever-so-smart, as the illustration testifies. Other styles, pumps, oxfords and straps also priced at \$10.50.

Accessories—First Floor

WIEBOLDT'S-EVANSTON
FORMERLY ROSENBERG'S