

Gala Attire Greet Holiday Festivities In Modes Sophisticated And Demure

The selection of correct evening apparel has become an art . . . and the smart woman must needs find the costume which best expresses not only her own personality and type, but which fits into the particular evening picture of which she is a part. Svelte severity characterizes the sophisticated gown, while a coquettish charm lurks in the frills and ruffles of its more demure sister.

Molded Frocks Flare Subtly

. . . and this despite the category in which the frock finds itself. Fabrics are rich in color or texture . . . lines are long, with unexpected flares, poplums, frills . . . one finds many narrow belts and unanimous chic.



Soft Crepe Takes To Pastel Tints - - -

. . . in the charming frock, extreme right, in delicate blue, with soft shoulder ruffle to match the hipline, it is an ideal model for the younger woman . . . \$29.50

Black Moire Combines With Rhinestones - - -

. . . to achieve the stunning frock, right, with slender jeweled shoulder straps, pert peplum and narrow belt . . . in junior sizes \$15 Evening Gowns—\$15 to \$59.50

Wrap Modes in Varied Moods - - -

. . . are selected to match or harmonize with the frock they cover. In luxurious velvet with fur or contrasting velvet trim, in long and short lengths, from \$35 upward.

Apparel Shots—Second Floor

Evening Bags Glisten

. . . with ingenious use of sequins or infinitesimal metallic beads. In silver, gold and pastels, \$2.95 and \$4.95.

The Sponsored Jewelry

. . . for evening permits great leeway, though rhinestones and pearls head the list because of their versatility and ability to blend with any color . . . \$1 to \$9.95.



Slippers - - -

. . . smartly contrast with or match the gown, diversified with touches of gold and silver kid

Above: Brocade satin slippers (to be dyed) have gold and silver trim \$7.50.

At Left: Silver heels add interest to moire shoes (to be tinted) . . . \$5.50.

Accessories—First Floor

WIEBOLDT'S-EVANSTON

FORMERLY ROSENBERG'S