

Highlights from the Fashionist's Notebook ---

All-white and white accented by wildfire (red), guardsman (blue), stargold (yellow), bright greens and Indies brown are top o' the mode this season.

Prints continue to hold their own for Southern Wear . . . with emphasis on small or medium spaced motifs on white and pastel grounds for sports and huge spaced flowers in new color combinations for evening.

The becoming cowl neckline is preponderantly smart . . . with continued use of poplum, bolero, scarfs. The scarf treatment is especially noted on new sports frocks which show a tendency toward higher necklines.

Yoked treatments and color and fabric contrasts are important notes in the Southern Wear theme . . . often pointed with bows and belts of velvet in contrasting color.



Fashions That Have a PLACE in the SUN

The traveler to sunny climes will have a joyous awakening when she finds the new southern wear . . . so abundant in selection and so delightfully moderate in price! Our Second Floor Apparel Shops offer an utterly charming, most comprehensive array of modes for the Southland for every hour of the day . . . and night! Prices range from \$8.95 to \$59.50.

Interesting combinations characterize the daytime footwear. For sportswear one finds white buckskin with brown or black calf, in both pump and oxford types . . . \$10.50.

Reptile forms an effective contrast to the black kid of swagger pumps and strapped shoes for afternoon and informal wear . . . ever-so-smart, and featured at . . . \$10.50.

WIEBOLDT'S-EVANSTON