

We have selected these new FASHIONS FOR NORTH SHORE WOMEN



... From our extensive collection of North Shore Dresses

You'll find some of Fashion's loveliest inspirations in these COATS

Forstmann's woolen coat, in black. Shawl collar and sleeve trim are kolinsky. The woolens are richly beautiful. 34 to 44. \$110

A wool crepe coat with a bright badger collar. The colors are black, brown or green. And the sizes are 34 to 44 . . . \$79.50

Soft wool that's equally good for travel or dress. Brown or green, with a beaver shawl collar. Sizes 14 to 20 . . . \$85

Note the ingenious collar with the ascot tie; in black or green with sable dyed squirrel; or red with natural squirrel; 14 to 20 . . . \$75

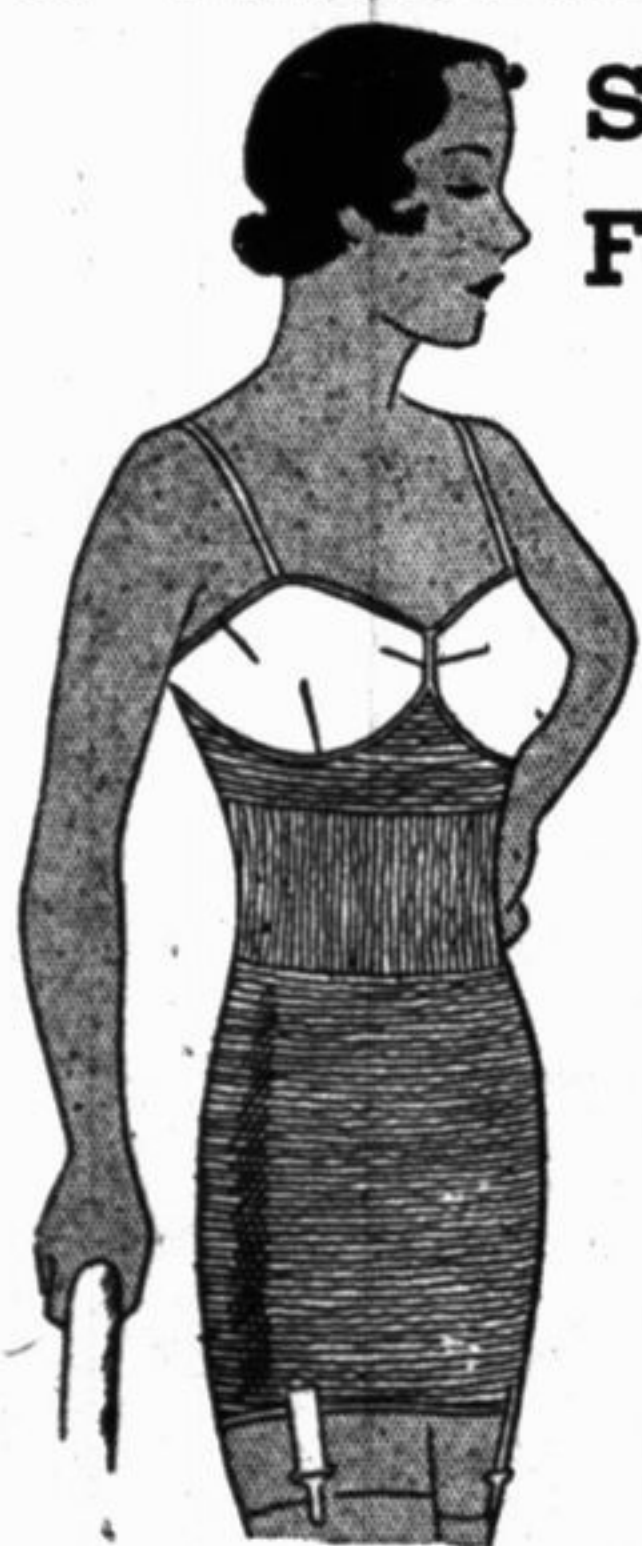
FOURTH FLOOR

An afternoon dress of blackberry crepe, made distinctive by a white striped velvet collar and a mirror and rhinestone pin. 36 to 44 . . . \$25

A very smart Winter weight wool dress. It is in beige with a brown velvet ascot tie. Comes in sizes 14 to 20 . . . \$30



3 VALUES SPECIALLY SELECTED FOR YOU



The Carter all-in-one . . . soft as air, supple as your skin, yet giving gentle, sure support. With uplift, semi-accentuated bust . . . \$4

Carter's Silhoumode girdle . . . this garment gently and firmly moulds the hips into the new long contours. Priced at . . . \$3.50

THIRD FLOOR

This pure silk gown ties with dainty silk bows on the shoulders and has a lace bodice. In tea rose and blue. In two styles . . . \$3.25



Here are Accessories . . . to Help Assure the Success of Your Fall Ensemble

HANDBAGS . . . \$3.95



Capacious enough to carry all your essential requirements—gracefully shaped and styled to meet modern requirements. In brown or black grained calf. At the same price there are many other distinctive styles.

... and here are 4 more essentials for the smart costume

Ingrain chiffon hosiery . . . in soft Autumn shades with an attractive clock . . . Pair, \$1.65

Doeskin gloves . . . soft, washable doeskins by Alexandre in white or beige . . . Pair, \$3.65

Plaid guimpes . . . tailored in the new high neckline styles, with a satin tie and silver buttons. Combinations of blue, red, green and brown . . . \$2.95

Fall shoes . . . in the truly outstanding material of the current season . . . suede. There are pumps, ties and straps. The prices range from . . . \$4.65 to \$12.50

FIRST FLOOR

Very, very new and smart are these

ANTELOPE SUEDE HATS \$5.95



It's so practical, this antelope suede! And it can be worked into such a limitless variety of perfectly entrancing styles and effects. In this collection we have the styles that Fashion has most enthusiastically acclaimed. All at this one unusual price.



FOURTH FLOOR

THE EVANSTON STORE CHURCH AND SHERMAN MARSHALL FIELD & COMPANY