

# FINE FURS

Thursday morning, August 2, we open our doors to the citizens of Evanston and all the North Shore. We solicit your attendance and patronage on the basis of the highest quality of merchandise and painstaking service, at always popular prices.

## AN EXHIBIT OF FINE FURS

Being our first sale, we have put forth our best efforts to merit your inspection of the many Furs, now unpacked and ready for examination and comparison. Choice, new stock, beautiful pelts, richly lined, designed by a master-stylist.

We stand behind every Fur sold by the PRINCESS SHOPPE.

## CHOOSE FROM THESE FINE FURS

A great variety of authentic styles—each Coat a model of Furrier Art—in all sizes and prices.

We list in part—Mink, Hudson Seal, Squirrel, Raccoon, Russian Caracul, Leopard, Jap-mink, Krimmer, Muskrat—silver or dark, Northern Seals, Bisque Lamb, Broadtail, Russian Pony, Ermine.

*At Opening Prices!*



### FALL DRESSES

Advance Showing  
New Fall Dresses. First offered. Original in design—correct in every detail. Note the shades and materials.

#### THE SHADES:

Independence Blue, Tan, Brown, Gretna Green, Marron Glace, Navy, Black, Wild Honey and Cocoa.

#### THE MATERIALS:

Georgette, Flat Crepe, Crepe Back Satin, Canton Crepe, and combinations of materials.

Opening Sale Price

**\$11**

Two for **\$20**

### TRAVEL SPORT COATS

Fur-trimmed Cloth Sport Coats, trimmed with rich, genuine Wolf and Fox Furs. Silk linings guaranteed to wear two years. Smooth and dull faced woolens, in popular shades. High in fashion, yet inexpensive. A group for the opening sale in which value and prices cannot be duplicated.

Opening Sale Price

**\$27.00**

# PRINCESS SHOPPE

“EVANSTON’S NEWEST STYLE SHOP”

816 DAVIS STREET, EVANSTON

One Door East of Rosenberg’s