# STREET FROCK REMAINS POPULAR, FASHION SAYS



### **NEW NOTES IN SHIRTS, NECKWEAR**



By AMOS SULKA

As each season rolls around there is always one outstanding feature to which stylists point at the summer of the

### This French Provincial Chair

will combine happily with the treasured English and Early American pieces of the country

Would it not add charm and comfort to your winter living room?

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Studio of

Interior Decorating

### Claire Purmort

COTTON TO LINGER

THROUGHT WINTER

Sun-tan and freedom and the ward the superior of the superi

Now Ready -- Beverly Interpretations of



### The CHIC ENSEMBLES

Are of Tweeds, Velvets or Crepes --- As Low As

o \$295.00

ressing the "in-between" 3-piece ensembles of crepe. With their coats they present all the swank de-anded by the crisp out-of-doors—without their toats; their soft tack-in or overblouses lend a soft femininity to informal afternoons! Others in tweeds, jerseys, and velvets with long or short coats. All sizes for Misses and Women.

#### Opening

a New Department for

**HAND BAGS** 

priced from 2.95 " 35 STREET, ENSEMBLE

AND EVENING BAGS ituring all chie, innovations in materials and clasps.

## DAINTY LINGERIE

Exquisitely Hand-Made or Richly Lace Trimmed

Charming new arrivals in gowns, step-ins, dancettes and chemise. The
new shades include "banana heart"—a soft, flattering tone for the sun-

\$1.95 to \$15.00

# The FROC

Are Copies of Paris and New York Successes

75 and

Others to \$179.50

Frocks that feature the new molded hipline—the smart Princess silhouette—the circular flare—peplums—boleros—soft. feminine necklines! All these important fashion details developed in newest colors and materials! Sizes for Women and Misses—

Juniors and women hard to fit given special from which to choose.

# The COA

Stress New Flare Lines and Rich Colors

\*59<sup>50</sup>

Coats that flare with sophistication. Coats that wrap-ar nonchalantyl! Coats of rich Browns-Greens-Reds-Bl and many, many Blacks. All Juxuriously fur-trimmed special attention to smart collar and cuff lines. Sizes for Misses and Women, and Larger sizes.

Individual Styles and Colors Distinguish Fall's

# KNOX HA





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Soft, pliable felts! Rich, furry velours. Featured ar awake, off-the-face brims which snuggle low at the back of the neck. In color—in lines—in chic—Knox have outdone themselves in these early autumn arrivals.

Other smart, new models, \$5.00 and \$7.50

WABEEK BUILDING - 256 MAPLE AVENUE, WEST

"SPECIALIZING IN SMARTNESS AT LOWER PRICES"