

This is probably the greatest shoe story ever presented.

MANDEL BROTHERS
a store of youth a store of fashion a store of moderate price

Save these four pages . . . they will be your shoe fashion guide for months to come.

4 Pages of Thrilling Fashion News to Prove

"In Chicago—IT'S MANDEL'S FOR SHOES"

146,000 Women Bought Shoes in Mandel's Fifth Floor Shoe Department Last Year. Here Are Some of the Reasons:

Mandel's Is Shoe-Fashion Conscious

We're known as pioneers—adventurers in fashion. We're first to present new colors . . . new leathers . . . new fabrics . . . new trends in construction and styling. As soon as a trend is hinted in Vogue or Harper's Bazaar, it is available in Mandel's shoe department.

Mandel's Is Shoe-Value Conscious

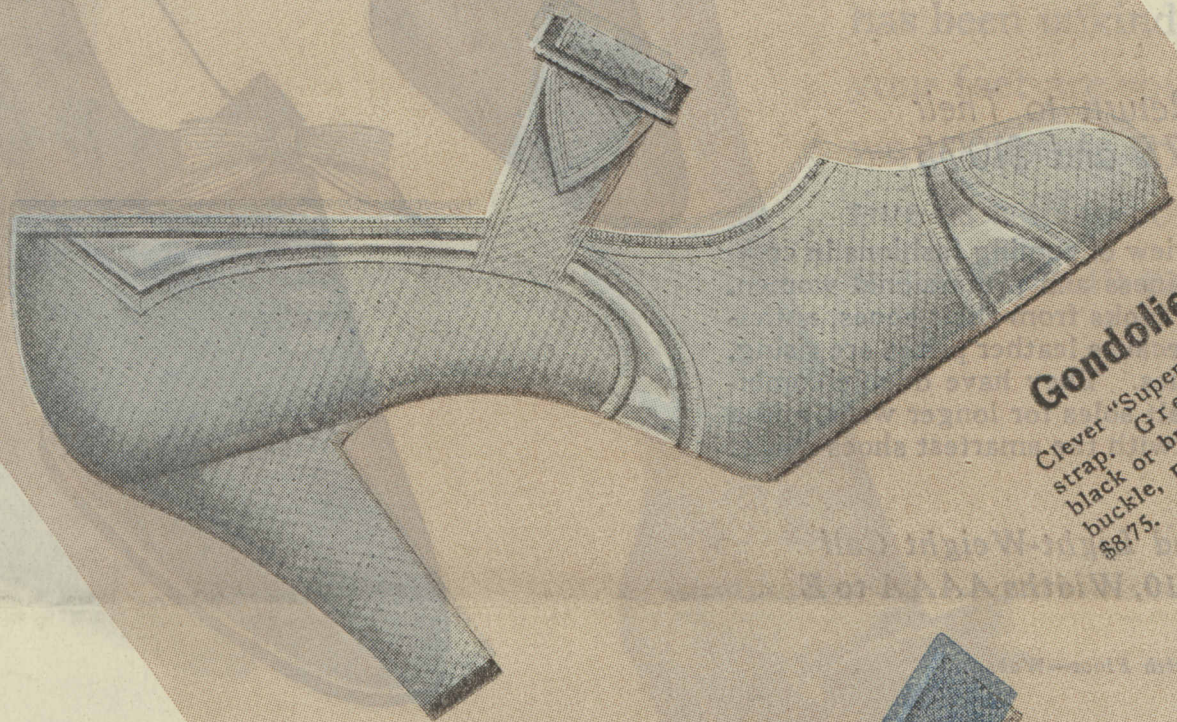
We're famous for our values. Chicago women know that good shoes cost less at Mandel's. We've set up rigid standards of quality and workmanship—the finest materials go into our shoes—and these standards are adhered to by the manufacturers from whom we buy.

Mandel's Is Shoe-Comfort Conscious

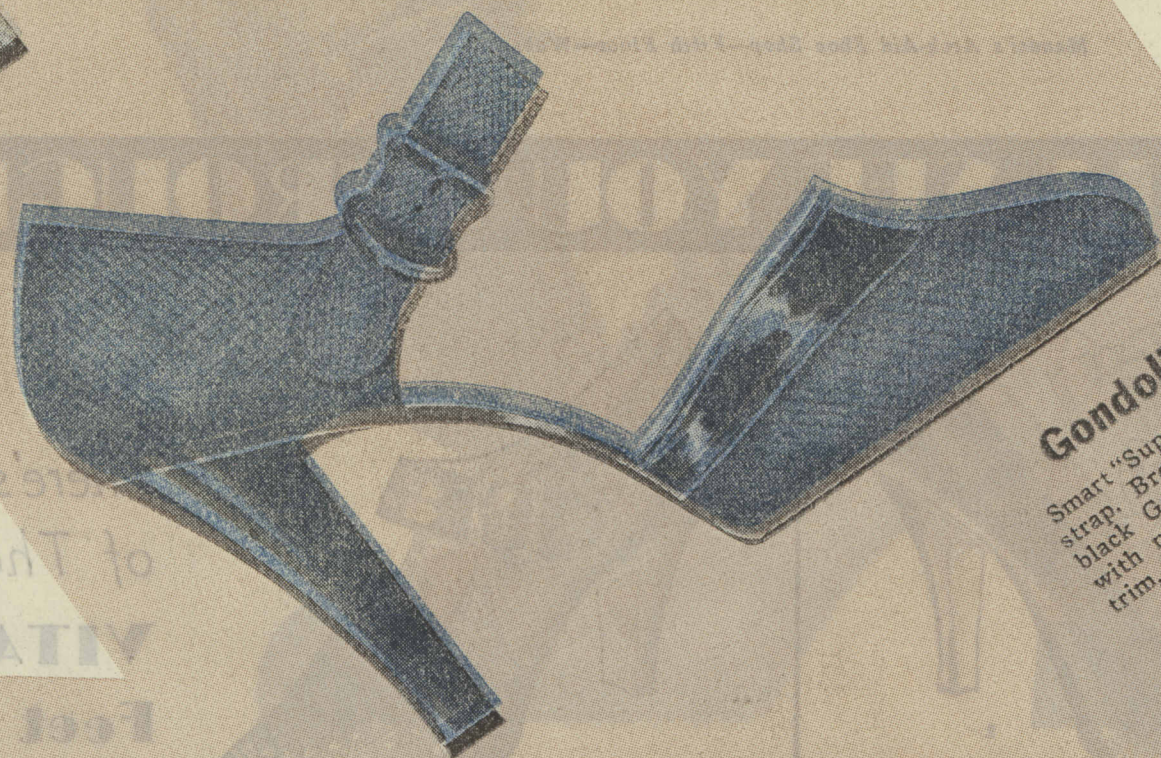
Whether you buy mere wisps of sandals or corrective shoes—you can buy with the assurance that your foot comfort is one of our major considerations. Our salespeople are trained to fit you *correctly* and comfortably . . . to consider your foot needs at all times.



GONDOLIER Cloth



Gondolier
Clever "Superba" wide strap. Grey, blue, black or brown, center buckle, patent trim. \$8.75.



Gondolier
Smart "Superba" ankle strap. Brown, blue, or black. Gondolier cloth with matching patent trim. \$8.75.



3 Stunning Sandals by "Fennecraft"

Gondolier Cloth as Hollywood Will Wear It!

Gay, light, and young! These three sandals were made in Hollywood. In black, brown and blue; with open or closed toe. Cuban and high heels.

6.95



See our State Street Window featuring Shoes of Gondolier Cloth. And see them displayed on the First Floor, State.

Mandel's Is First to Present This Inspiring Fabric in America

Loomed Especially for Shoe Purposes It's Colorful . . . Imaginative . . . Different And We Present It in "Superba" Styles

Fabric has forged to the very front in shoe fashions. Now we present this new Gondolier Cloth—soft as Venetian skies, diamond-marked in a mosaic pattern, smartly styled to flatter every feminine foot, and designed to adapt itself to every style. It has been subjected to the severest of laboratory tests . . . tests for wear, color, beauty in action. The name "Gondolier Cloth" is copyrighted, and patents have been applied for on the pattern. In all America—Mandel's is the first to present it.

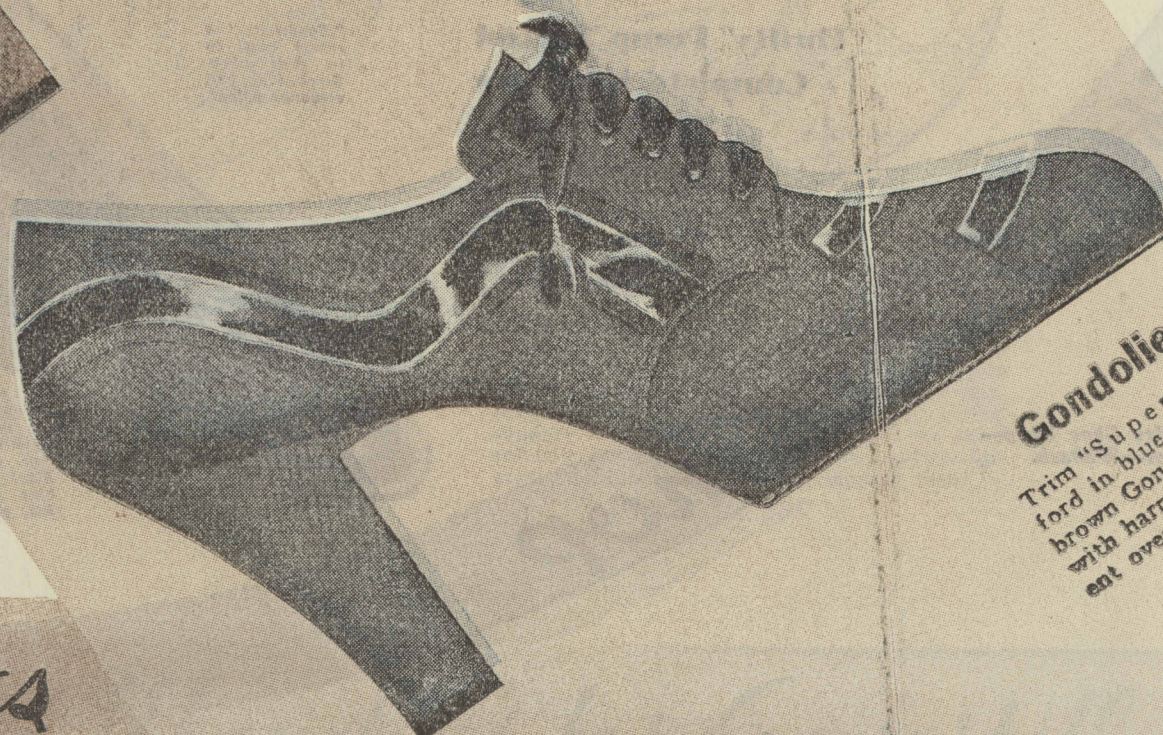
\$ 8.75

Distinctive Bags of Gondolier Cloth, Specially Designed to Match Our Shoes, \$3 and \$5

Mandel's Shoe Salon—Fifth Floor—State



Gondolier
Gray, blue, brown or black. "Superba" one-eyelet tie. Gondolier cloth with stitched patent trim. \$8.75.



Gondolier
Trim "Superba" Oxford in blue, black or brown. Gondolier cloth with harmonizing patent overlays. \$8.75.

In Chicago—It's Mandel's for Fashionable Shoes