

MANDEL BROTHERS

a store of youth

a store of fashion

a store of moderate price

Tomorrow! The Greatest Shoe Presentation Chicago Has Ever Seen : : Shoes That Chicago's Smart Women Have Bought in the Past at \$8.75 and \$10.50 : : Now Presented in a Daring New Fashion Mood at a Sensational Value Price!

Six Appeal Shoes

"Dot n' Dash"

Perforations and stitching strike a staccato accent on grey, blue or black Gondolier cloth with matching suede trim.

"Banded Together"

Wide bands join forces at the vamp, another circles the instep. Grey suede, black patent or blue calf.

"Dancing Partner"

A "go-places" sandal in black, brown or blue, picnit with matching, perforated patent trim, and crisp white underlays.

"Highland Fling"

Genuine bucko with fringed kiltie tongue. Grey, beige, blue, ginger, rust, white. Leather heels.

"Beaued About"

Black, brown, or blue Gondolier cloth with matching patent trim and a crisp bow flaunting a pert challenge at the instep.

"Smart Quarters"

An exhilarating oxford in black patent with grey suede quarter, or chamois suede with blue patent quarter. Also in all-over saddle calf.

"The Tip-Off"

An ingenious arrangement of patent bands permits toes to view and be viewed in this graceful sandal. Black, blue, or exciting sardonyx patent.

"Squared Away"

Prim and puritan looking is this clever wide strap, square of toe and heel. Black patent or the new, nobby saddle calf.

"Patent Applied"

Latticed patent to match the black, brown or blue Gondolier cloth background. Daring, buckled wide strap.

1. They're Smart!
2. They're Young!
3. They're Different!
4. They're Dashing!
5. They're Daring!
6. They're Chicago's Greatest Shoe Values!

150 Styles! 73 daring combinations! A variety of shoes to dazzle all Chicago... styles for every hour of the day... and all at one sensational value-giving price. These shoes are new to Chicago in name only. You've seen the fine workmanship before, but at \$8.75 and \$10.50. Now, Mandel's alone will sell these shoes—at a price that puts them within reach of all.

The world's foremost shoe and accessories stylists collaborated to create the styles we present to Chicago tomorrow! Thea Marsi, Viennese Milliner; Paul Chanut, Parisian glove and accessory designer; Hilda Rau, leather stylist; Elizabeth Ambrose, leather stylist; Rhea Nichols, leather stylist, and others, comprise the firmament of world-famous fashion names. All acclaim Mandel's SIX-APPEAL Shoes as one of the outstanding value and fashion achievements of the day. America's leading fashion magazines supplied advance fashion information which played an important part in the styling of these shoes.

150 Striking New Styles

Plain, Colonial and fancy pumps, wide straps, sandals, oxfords and one and two-eyelet ties, spectator and active sports types, as well as many novelty effects for wear here, and in the Southland.

Color Is the Keynote of New FABRICS and LEATHERS

PATENT LEATHER in new, daring colors—sardonyx, blue, black and brown.

GONDOLIER, PICNIT, GABARDINE—fabric favorites of the season, in black, brown, blue, gray, or oxblood, some trimmed with patent, kid or suede.

FINE KIDSKIN OR BABY CALF—in the new luggage tan, blue, brown or black.

GENUINE BUCKO FOR SPORTSWEAR—very scarce this season—in gray, beige, blue, ginger, brown and rust.

GENUINE WHITE CHINA BUCK—in classic spectator models with Bombay and Stroller tan trim.

SUEDES, YEAR 'ROUND FAVORITES—stunning in spring tones—white, gray and blue.

THE TOES—square, round, stubby, modified or pointed.

THE HEELS—flat, military, Cuban, boulevard, or spiked... built-up leather, or covered. The new square leather heels will be a sensation!

See our corner window at State and Madison Streets. A breath-taking variety of SIX-APPEAL Shoe styles are now on display there.

See the Fashion Parade of SIX-APPEAL Shoes in Mandel's Tea Rooms Monday and Tuesday from 12 to 2.

See Our Avenue of Shoe Fashions on Our First Floor, State

Mandel's Six-Appeal Shoes—Fifth Floor, State

In Chicago — It's Mandel's for Values in Shoes