

Square COATS

Vivid Shades

Rich Browns—Wood Green — Wine — and the ever-popular black are the season's outstanding colors.

Straight Lines

In contrast to last year, this year the triangle silhouette is inverted, with the width above the waist tapering to straighter hemlines.

Draped Necklines

Semi-shawl and draped collars. The new twisted "lei" collar. All with side-closing and generous lap.

Mellon Cuffs

Sleeve detail is more important than ever. Sleeve fullness somewhere—also the new Vionnet sleeve.

**Prices Are Lowest in 12 Years
..with High Quality Maintained**

*Introducing a Right-About
Face in Millinery Fashions!*

EMPRESS EUGENIE HATS

As
Low
As

\$6.50

It's a revolutionary fashion . . . but a very intriguing and becoming one! Of course the hats must be worn correctly to be smart—tilted forward over the right eye, exposing the hair on the left side. A variety of styles . . . some quite modified. Black, brown, green, navy . . . all headsizes.

In the NEW Millinery Section—LORD'S—Second Floor, North



Back to School in A. B. C. PERCALES

*A Very Special
Selling at*

19^c yard

No other fabric is more practical and inexpensive—yet so smart and long-wearing. A. B. C. percales will not shrink or lose their bright colorings—they're guaranteed! 36 inches wide. Choose from 42 new Fall patterns. 19c yard for limited time only.

In the Daylight Fabric Section—LORD'S—First Floor

An Extraordinary Offering!

CAST IRON CHICKEN FRYER

THAT ROASTS THE CHICKEN AS IT
FRIES, RETAINING THE FULL FLAVOR

\$1.00

A splendid fryer—extra large, extra deep, and with the dome-shaped, self-basting cover. It is designed not only for cooking chickens but for many other roasting and frying needs as well.

In the Housewares Section—LORD'S—First Floor, East Room
MAIL AND PHONE ORDERS PROMPTLY FILLED

