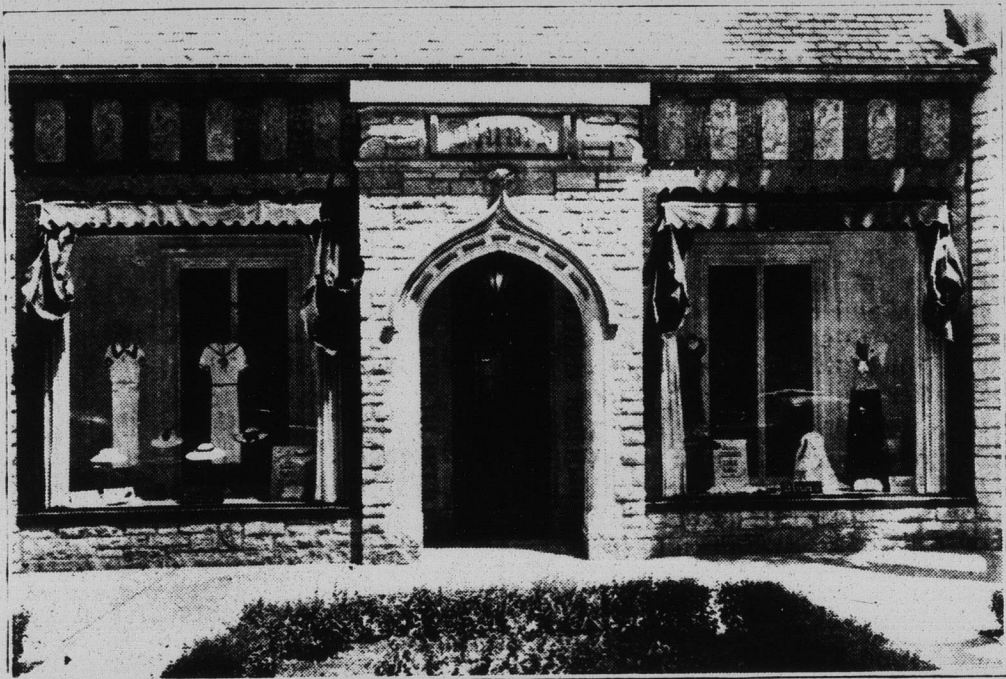


## Visit to Blum's Evanston Store Reveals Large Display of Furs

### New Department Is Added to Air-Cooled Shop

One certain way to forget the hot weather and be reminded of cooler days to come is to stop in Blum's-Evanston at 709 Church street and

nutria with a tuxedo front, full back and round notched collar, and another coat which is the last word in smartness is a caracul made with a stand-up petal collar and full sleeves. For sportswear mink-gill and mink-paw are favored, and for dressier oc-



Blum's-Evanston, in its air-conditioned home, has proved a haven for shoppers in the torrid days of Evanston's midsummer.

see its extensive collection of new fur coats.

The fur department has just been added to the Evanston store and is richly stocked with coats from Blum's - Vogue workrooms — coats styled in the 1936-37 manner in the various furs which promise to lead the fashion parade next season.

Air conditioning provides perfect comfort for trying on the coats, but what is a better antidote for the hot weather is merely a glimpse of the new styles and the rich furs to be worn next winter.

#### Features of New Coats

Designed with a view to smartness and youthfulness, the new coats are featured by full backs, swinging gracefully in swagger lengths, square shoulders and full sleeves in a variety of different effects, and tricky, small collars. The 42-inch length is especially popular and is expected to predominate, although the length varies with the different kinds of furs, up to the 33-inch trotter length. One especially clever model is a

casions Persian lamb and mink predominate.

Miss Leah Glass, who is expertly qualified for the position, has been placed in charge of the new fur department by Blum's management. She comes here from the Chicago store and was formerly associated with Mawson De Many company, prominent furriers of Philadelphia, and Gimbel brothers of the same city.

Debutantes, the college set and young matrons, especially, will find the Blum's coats to their liking, not only for the smart youthfulness of the lines but for the moderate price range, according to Miss Glass.

"We are in a position to give everything to be desired in the way of style, regardless of the kind of fur or the price," she said.

Patrons will be able not only to select coats directly from the stock but to have them made to order, and efforts will be made always to meet "the price you wish to pay"—the adopted slogan for the new department.

### Mrs. Lotta L. Martin Taken by Death Sunday

Mrs. Lotta Louise Martin, wife of Harry L. Martin, died suddenly at her home, 627 Eleventh street, Wilmette, July 12. Mrs. Martin is also survived by three sisters: Mrs. Guy S. Osborn of Kenilworth, Mrs. D. Franklin of Wilmette and Mrs. Rose Reynolds of Milwaukee, Wis. Funeral services, conducted by the Rev. E. Voigt of the First Methodist Church of Evanston, were held at Hebblethwaite Funeral chapel on Tuesday afternoon. Burial was at Memorial Park. Mrs. Martin, who was born in Chicago, has been a resident of Wilmette for the past year.

#### BURN TIRES OFF CAR

The fire department made a run to 619 Main street Wednesday forenoon, where accumulated paper in the gutter caught fire and burned two tires off the automobile of James Dewar, 1452 Wilmette avenue.

### Paul C. Lang, Jr., on Camp Exploring Jaunt

Paul C. Lang, Jr., 933 Ashland avenue, was one of ten campers leaving Camp Manitowish last Sunday for a two weeks' exploring expedition of Isle Royal in Lake Superior. A camp truck carrying six canoes in a trailer took the group to Houghton, Mich., from which point the remainder of the trip was made by steamer. It is the intention of the leaders to send canoe parties throughout the many lakes that cover Isle Royal with the intention of locating a camp outpost on the island.

Mrs. Ralph C. Clark and her daughter, Caroline, 504 Fifth street, returned Saturday from a fortnight's visit in Atlanta. Mr. Clark was with them but instead of coming home, he went to Jacksonville, Fla., on business.

## Blum's - Evanston

709 CHURCH STREET

### Closing Out—

The Most Talked of  
Blum Fashions Along  
The North Shore—  
**Reductions are  
Drastic In This**

*Clearance*

**Dresses . . . \$10 and \$15**

Values to \$55

Juniors and misses sizes for daytime and evening. Chiffons, printed and plain crepes . . . the casual fashions.

**Dresses, \$19.75 and \$25**

Values up to \$79.50

A group of distinctive dresses—daytime and evening. Sizes for women included.

**Hats, Values up to \$20 . . . . \$3**

Different styles for dress and sports wear. Felts, fabrics, straws.

—Starting Friday—

New low reductions in a  
**Clearance of  
Children's  
Dresses and Coats**

**\$2.95 to \$15.00**

Formerly \$5.95 to \$35.00

Prints, cottons, dimities, dotted Swiss, linens and piques. Coats to wear into fall. Size 7 to 16.

**Have You Seen Our New  
Fur Department In Evanston**