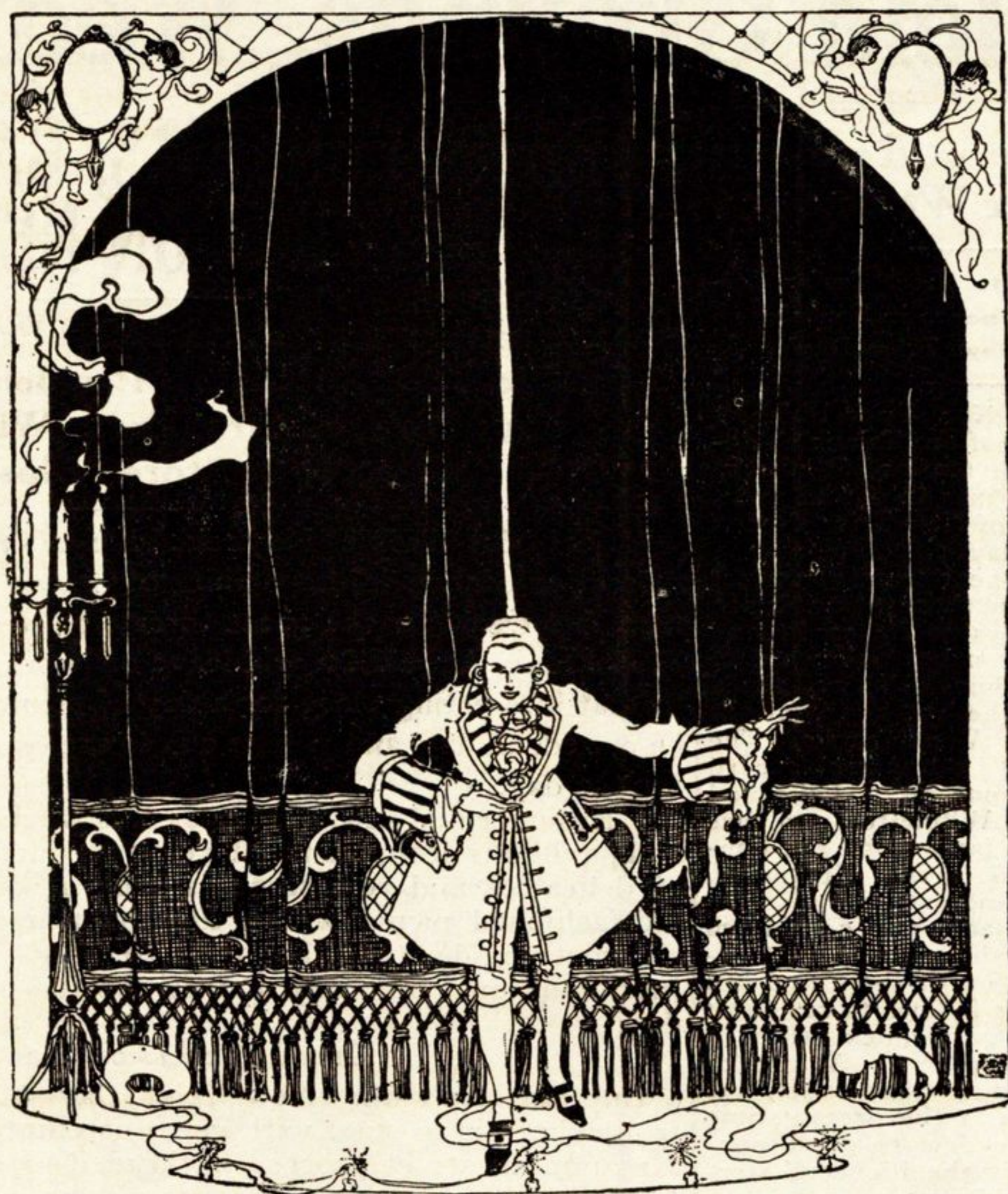


Presenting

# The New Fall Modes



### Our Store this month is is the most interesting place!!

First of all, there are the sales to attend, for such interesting values are offered—as in this 30 HOURS OF BARGAINS which is now in progress (by the way, you really mustn't miss attending it) and— There are the new things!!! of which it is the purpose of this ad to tell you. Everyday our shipping room's big red doors yawn and into their cavernous depths, are jostled great impressive looking boxes (whose contents more often than not, wily Parisians have fashioned) rubbing elbows in most democratic fashion with their more humble sisters, boxes containing perhaps fuzzy soft sleepers, meant to keep some chubby little imp snug and cozy this winter. And so—through the entire month the new Fall things come, making of our store a veritable Fashion center. Among the interesting things are—

## Blouses

made in Paris

The little grey label tucked away, on its inside, doesn't make you exclaim, "Decidedly Parisian" when you see one of these blouses, its line, color, and color combination design, and execution, which are so markedly unusual, you can't help but know its origination.

A black moon-glo crepe, embroidered elaborately both in front and back with silver beads, has kimona sleeves which intrigue ones fancy, a low round neck which is beaded, and a narrow tie belt, bead fringe tassels end it. Its price is ..... **\$19.95**

## Frocks

for little women

"Crown" designed for our little women's shop a group of stunning models—A Poirer twill has the fashionable round neck, and the skirt is embroidered in cream yarn and silver, from waist to hem, effecting in design an old lace apron, a tie belt completes it. Its price is 67.50.

There are a number of others which you must be sure to see.

## Gowns made in Paris

In back of the magic word Paris is artistic performance, which upholds its envious reputation in Fashion circles, hence tis no wonder Milady delights in owning a frock designed and executed there.

Nor is such an acquisition beyond the means of the "moderate income" wardrobe. This one of Mohawk Moon Glo attests the fact, for it is ..... **\$50.00**

Oriental motifs are embroidered on the skirt and waist. The colors of the embroidery Egyptian blue, and Nile green contrast beautifully with the Mohawk, a distinctly new shade, which borders on rust but has much more life to it.

Others which are here will no doubt prove interesting to you.

The merits of the newest accessories cannot be overlooked in planning the effectiveness of your costume. Our assortments will prove inspirational.

## Coats

for women

The wrap is gone but its influence is seen, in the loose backs which are used on most of these smart new models, in fact, the less observing, might go so far as to call these coats, wraps, but we (you and us) being so much more discerning claim them to be coats.

Be that as it may, we have one made of dark blue duvetyn (its a copy of a French model) which has full loose sleeves, whose cuffs are nothing so much as loops about four inches wide, which are trimmed with triangles of turquoise velvet, effectively embroidered in black, gold and silver metal thread. The collar is a soft 'scrunchy' throw affair trimmed as are the cuffs. The belt is held in place at the sides by embroidery motifs.

It is lined thruout with a cream and green striped satin. Its price .. **\$95.00**

Others are priced from \$27.50 up.

## Dresses

for girls "eight to fourteen"

Our children's shop wishes to proclaim and in accents clear, that both the

### LOTTA WEAR FROCKS and JACK TAR TOGS

have arrived. So that the going-away-to-school girl could be outfitted in becoming and adequate fashion, we ordered them in early.

In gingham, Lotta Wares are only.. **3.50, \$4.50, \$5.00**

Jack Tar regulations in French serge are..... **\$12.50**

In Jack Tar Suiting cadet blue with bloomer. .... **\$6.95**

## Blouses

in tailored styles

If you adore being dressed in the fashion popular, we'll wager you need a few more Byron collared blouses!

Wearing them as you do with your slip-over sweaters, and jumper dresses, a number are required, we have—

A model made of batiste, the collar and ruffs being edged with frilling which is very reasonably priced at..... **\$2.50**

One of striped dimity, made in the same style is..... **\$3.50**

Very fine dimity makes one which has a closely tucked front, and bound collar and cuffs **\$4.95** Its price is

# Lord's

INCORPORATED

A.H. ULLRICH Pres

FOUNTAIN SQUARE · EVANSTON