

NEW in the Children's Shop

Getting the children ready for winter lends interest to such moderately-priced items as these:

**New Pleated Skirts
\$4.50**

Fine Serge, pleated all around, buttoned to an underwaist. Jack Tar make. Sizes 6 to 16.

**New Leather Coats
\$11.95 — \$15.95**

The \$11.95 kind are of brown cowhide, with knit collars, cuffs and belts. Sizes 8 to 16.

At \$15.95 the coats are of capeskin, with wool knit cuffs, and belt. Sizes 8 to 16.

Lord's—Second Floor.
The Children's Shop.



Mogadores —from Italy

Clever stripings, these—the kind young men, and smart older men, will like instantly. Heavy silks that wear well.

\$1 — \$1.50

Good-looking batwing ties in broad assortment and a complete size range for collars from 14 to 16½ are

\$1

Lord's—First Floor.

FROM THE YARD GOODS SECTION

This busy corner of the store always has something interesting for the woman who likes to make her own and her children's clothes.

Tub Fabrics for Children's Frocks, 58c yd.

Peter Pan, printed or plain, and Tinker Bell, a challis-like fabric, in quaint prints. Both 32 inches wide.

Printed Satinette, 75c yd.

For little children's bloomers and underslips.

Printed Percales, 30c yd.

Yard wide. Exceptionally attractive patterns and colors.

Dress Woolens, Various Priced

All-Wool Serges, 54 inches wide, \$2.95

All-Wool Challis, 27 inch, \$1.25

French Dress Flannel, 54 inch, \$3.50

Wool Jersey, 54 inch, \$2.50

Ming Toy Crepe de Chine (Washable) \$2.75 Yard

This heavy, pure silk crepe de chine is guaranteed washable, and comes in a variety of lovely darker colorings for dresses—and in the pastels for underthings.

Lord's—First Floor.



Lord's

Fountain Square, Evanston

PARTY FROCKS

That Are Fresh and New

\$18.75



What can ruin your evening more completely than a tired party dress? These have the daintiness, the brightness, the youthful air that the really successful party frock must have.

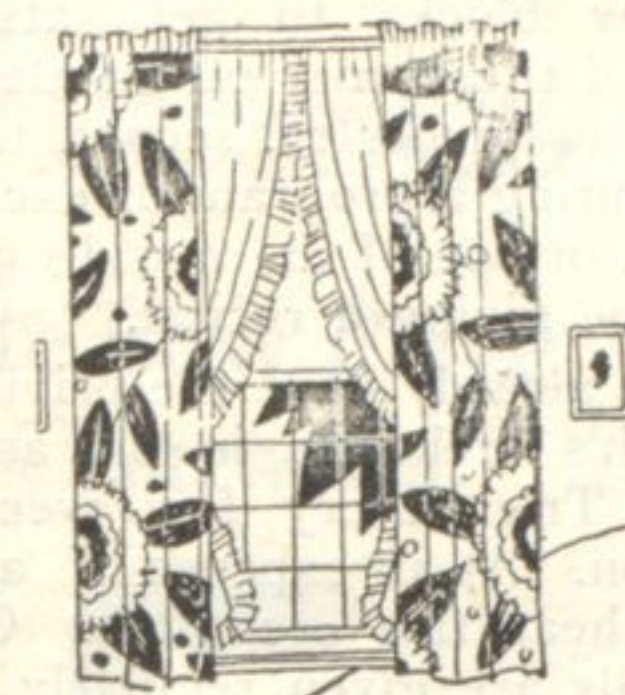
The new bloused waist effect distinguishes one model of crepe back satin. Jade green or French blue.

The always-popular semi-bouffant is here in lovely shades of blue, green, yellow and lavender; trimmed with bits of ostrich and scattered brilliants.

The full or circular skirt, the shoulder bouquet, the contrasting underslip, ribbon draping, and knife pleating compose another type of party style for less formal evening wear.



Lord's Fashion Floor—The Second



Quaint Glazed Chintz \$1.45 yd.

This flexible, washable glazed chintz is charming not only used for bedroom curtains and living room curtains—but for a myriad other uses.

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|-------------------|-----------------|
| Bungalow Aprons | Raincoats |
| Card Table Covers | Window Shades |
| Cushions Covers | Shower Curtains |
| Lamp Shades | Upholstery |

Lord's—First Floor.



The Shawl Wrap

is easy to make

With gorgeous fabrics of brilliant colors interwoven with glittering gold and silver threads used as the center and solid colored or black chiffon as a border.

The metal cloth is \$7.95 a yd.
The lame is \$10.00 and \$12.50 a yd.

Lord's—First Floor



Snap! —from Top to Toe

When you go to the games, half the fun lies in feeling well dressed.

The right hat may be a sporty Catalina or a Meadowbrook—of felt or velour, and tailored just right at \$10 or \$12.50.

The snappy scarf should be block-printed or hand-batiked on heavy crepe de chine. \$10.00.

Priscilla Gray Cape Gloves have flared wrists of gunmetal blue. \$4.75.

Gordon Hose, with the ankle-slendering V shadows—come in many smart shades. \$2.50 the pair.

Lord's—First Floor

