

# Lords

Fountain Square

Evanston

CONTINUING THE FEATURING OF CLOTHES FOR SOUTHERN WEAR

## MINGTOY CREPE FROCKS

Tailored in the French Manner of Washable Silk Crepe de Chine

\$17.95

Amazingly good values--not only for the woman who is planning a sojourn in a Southern resort--but for the woman who is thinking about her spring wardrobe.

Enchanting Spring-like Colors

- Mother Goose Tan — Grecian Rose
- Geranium Red—Monkeyskin (a faintly pinkish tan)
- Oyster White — Gooseberry Green
- Rose Beige

Odd-shaped vests form intriguing designs on the bodice of one model; another boasts a cluster of pleats each side of the skirt, and a matching kid belt; two shades of blue (or green or tan) are used to make still another dress; and another, of artless French simplicity, relies for trimming on the use of three shades of the silk for the adorning of the pocket!

Tailored frocks were never more feminine-- more alluring. They express, in vivid and appealing style, the tendency of the 1927 mode, which leans not toward decoration, but to a simple and flattering line!

We consider ourselves exceedingly fortunate to be able to offer such dresses at \$17.95!

Lord's—Second Floor

### Our Entire Main Floor Stock of Over 7,000 Pairs Goes into the

## Great January Shoe Clearance!

Imagine choosing from 7000 pairs—every pair substantially reduced—and many of them shoes that arrived as recently as last week! Shoes you can wear now—shoes for spring—wonderful assortments!



Group 1

\$4.85

Originally \$5.50 to \$7.50

Black and brown—satins, patent and dull leathers. Styles for every occasion!



Group 2

\$6.85

Originally \$7.50 to \$9

Brown and black satins, suedes, velvets, patents, dull leathers, brocades, reptiles, silver cloth and cherry patent.



Group 3

\$8.85

Originally \$10 to \$14.50

Cherry patent, silver and brocade, silver kid, gray kid, paisley, suedes, velvets, reptiles, calf and kid and satin.

Each group includes shoes for dress and tailored wear

### Misses' and Children's Shoes, 20% Off



Standard, nationally known brands, such as Pied Piper, Nahm Brothers, Melanson.

Oxfords, shoes and slaps. Not a pair reserved—everything included.

Lord's—First Floor

### Special:

#### Women's Black Kid Comfort Slippers

Made by Grover. Soft black kid, in one and two-strap styles, with low and cuban heels, hand-turned soles. All sizes. In widths A to C.

\$4.45

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## A Summary of the Featured Values in the Clearance of Children's Wear

Still plenty of good coats and dresses to choose from—and mothers will be glad to know—so early in the season—that we've made substantial reductions on leather coats!

Girls' Coats, up to \$25  
\$8.95 to \$17.95

Girls' \$17.95 to \$125 Coats  
\$12.95 to \$83.34

Nicely tailored—fur-trimmed or plain: needlepoint, campus cloth, downywool, chinchilla, tweed and mixtures.

Girls' \$3.95 to \$7.95 Dresses  
\$2.95 \$4.50 and \$5.00

Girls' \$7.95 to \$16.95 Dresses  
\$5.00 to \$12.95

Jerseys, wool serges, a few velvets—and interesting combinations of materials and colors.

Leather Coats  
Formerly \$11.95 to \$27.50, now  
\$9.95 to \$22.50

Suede, horsehide, cowhide—in brown and other colors; combined with corduroy, knit, wool plaids and fur trimming.

Lord's—Second Floor