



### On the Way!

You can leave your cares behind you completely when you depart—if you have planned carefully so that no playtime occasion finds you without the proper costume. It's so simple, too, if you come to Lord's! We've planned for southbound travelers — everything is ready so your shopping will be convenient and satisfactory!

2 IMPORTANT PURCHASES AT SPECIAL PRICES!

**\$6.95 Tomboy Flannel Skirts**  
**\$3.65**

Tan, green and powder blue. A fine, all-wool flannel—flare front, pleated, and plain back.

Second Floor.

**74 Tailored Flannel Frocks**  
**\$9.75**

Very nicely tailored—with pleats of various intriguing kinds. French blue, rust, tan, checked tweeds, jade stripe, jungle, rose. All of thoroughly sponged and shrunken flannel.

Second Floor.

### French-Print Wool Challis

*makes a charming frock at*

**\$12.95**



Quaint and creamy challis, printed in the gayest of colors that are somehow never more than gay—never by any chance garish or bizarre!

Smocked wrist and shoulder; wide split belt; grosgrain collar of plain color, and plain-colored pipings. Cherry, jade, Peacock, Chanel, sunni.

Lord's—Second Floor.

### SATIN

*makes a shimmering negligee*

**\$25**

All richly bordered with fluffy ostrich—orchid, blue and orange.

Wide sleeves, edged, too, with ostrich.

You'll want at least one negligee to wear down south—and if it's only one, it should be a lovely, feminine one, like this.

Lord's—Second Floor.

University 1024  
Rogers Park 1122

# Lord's

Fountain Square Evanston

Our New Wilmette  
Telephone Line  
Wilmette 3700

## Sunny Modes for Resort Wear

*for afternoon and informal evening wear*

### —Georgette Dresses

The most luscious of colors—rose tan, periwinkle blue, delicate water greens, buff, gray—alluring, flattering shades.

Simply made, all of them. Pleats, shirring, contrasting bands—very little of the more pretentious trimmings that make up for lack of perfection of line!

All exquisitely made and beautifully finished. Priced quite, quite modestly at \$27.50 to \$69.50.

Lord's—Second Floor.

### Crystal Jewelry Is to Be Worn Much

Brilliantly clear, to catch the sunlight of the pleasant lands you're going to visit—and spray them out, rainbow fashion, as the most impeccable of decorations for your costume.

A blue-green choker, cut crystal pendant. Brilliant rhinestone pins and many other pieces. \$3 to \$18.50.

Beads and matching jewelry in blue, flamingo, amber, topaz, amethyst, and genuine rock crystal.

Lord's—First Floor.

### The Handbag Should Belong to the Costume

It should match some detail of the costume—green, ivory, pearl gray, gilt, silver, jungle green, cherry and lovely rich blues. Goat, reptile, calf, kid, \$10 to \$27.50.

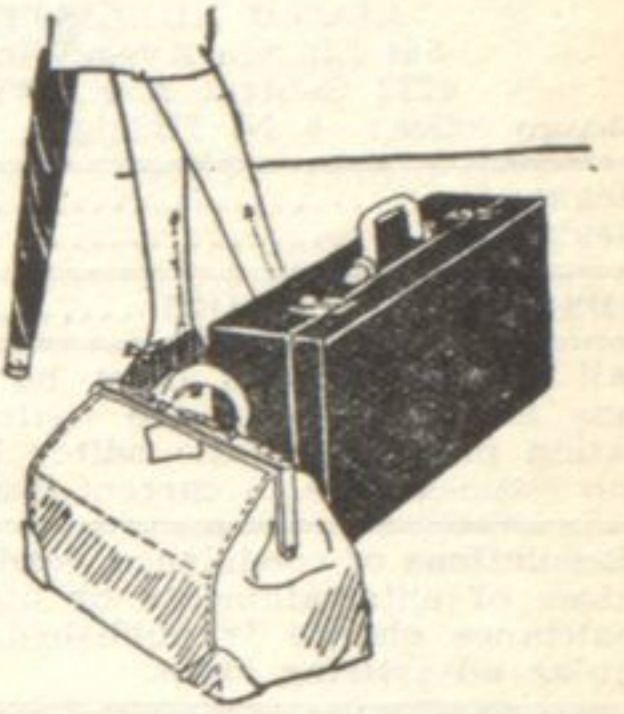
Lord's—First Floor.

### White and Pink Coats Tailored of Flannel

Simple, straight-line affairs, that follow in close harmony the effectively sleek lines of the costume that goes under them. Good flannels—practical in quality—and the soundest of tailoring. \$19.95 to \$59.50.

Lord's—Second Floor.

### To Pack the Southbound Wardrobe in



The January Shoe Sale ends January 15. Our entire stock \$4.85, \$6.85, \$8.85, or reduced at least 20% of regular prices—Don't miss this!

Wheary Airplane Wardrollette, to fit under Pullman seat—and immensely capacious. Rigid-Tested construction, easy to handle as a suitcase. \$27.50 to \$45.

**Men's Cowhide Bags, \$13.50**

18 inch, brown or black.

**Week End Bags \$7 and \$16.50**

Silk-lined black grained leather. 22 inch.

Lord's—Basement.

**Men's Gladstones, \$20**  
Full cowhide, leather-lined.

**Women's Gladstones, \$29**

Bearskin grained cowhide. Blue moire lined, 22 inch. Black or russet.

### All-Silk Umbrellas that will Serve as Sunshades, too, \$7.50

Of pure silk of excellent weight. Plain or fancy selvage. Green, purple or navy. Amber-tipped, or gilt-tipped or plain. 16 ribs.  
Lord's—First Floor



### The Shoes to Wear in the South

Novelties—and shoes of delicate color, of course. And with these we are ready!

**White Kid** Cutout instep; fancy tie; Cuban dress heel. **\$12.50**

**Alligator-Grained Calfskin** A three-strap sport shoe; brown; Cuban heel. **\$8.50**

**Gray Kid** Medium shade; gray grosgrain binding; buckle strap. Cuban heel. **\$12.50**  
Lord's—First Floor

