

COATS FOR FALL ARE FUR TRIMMED

Here are some early ones for Fall and Winter. They are excellently durable for school—and just the right weight to wear up to fur coat time.

One Group at \$29.50

Small plaids in tans and browns for sports and semi-sports wear. Fur edged collar, silk lining.

Others at \$69.50 and \$105

Large fur collars, some with fur cuffs. Small checks and large plaids. Models by Shagmoor and Printzess.

Second Floor

Suggesting a Few Interesting Accessories

Glazed calfskin is made into most attractive purses—small enough to be convenient yet large enough to be useful. They are imports and come in colors in three different styles, at only \$4.25 and \$5.

The increasing demand for combined good appearance and long wear in a silk stocking has popularized our Ruby Ring Service Chiffon. Priced at \$1.75, 3 for \$4.90.

French prints and pure linen handkerchiefs—all white or colored—are here in great variety at 6 for \$1.

A box of good-looking Deauville scarfs has just been unpacked. And so that you can afford one to wear with each sport costume they are priced as low as \$1.95.

First Floor

Lord's

Fountain Square—Evanston

The Jersey Frock

All wool; made well in the newer colors and tailored styles. In sizes 16, 18, and 20. Priced at \$15, \$17.50 and as low as

\$12.95

New Crepe Dresses

In both afternoon and sports types. Of crepe romaine and satin in black and the varying new shades of red, green, and blue.

\$17.50

Second Floor

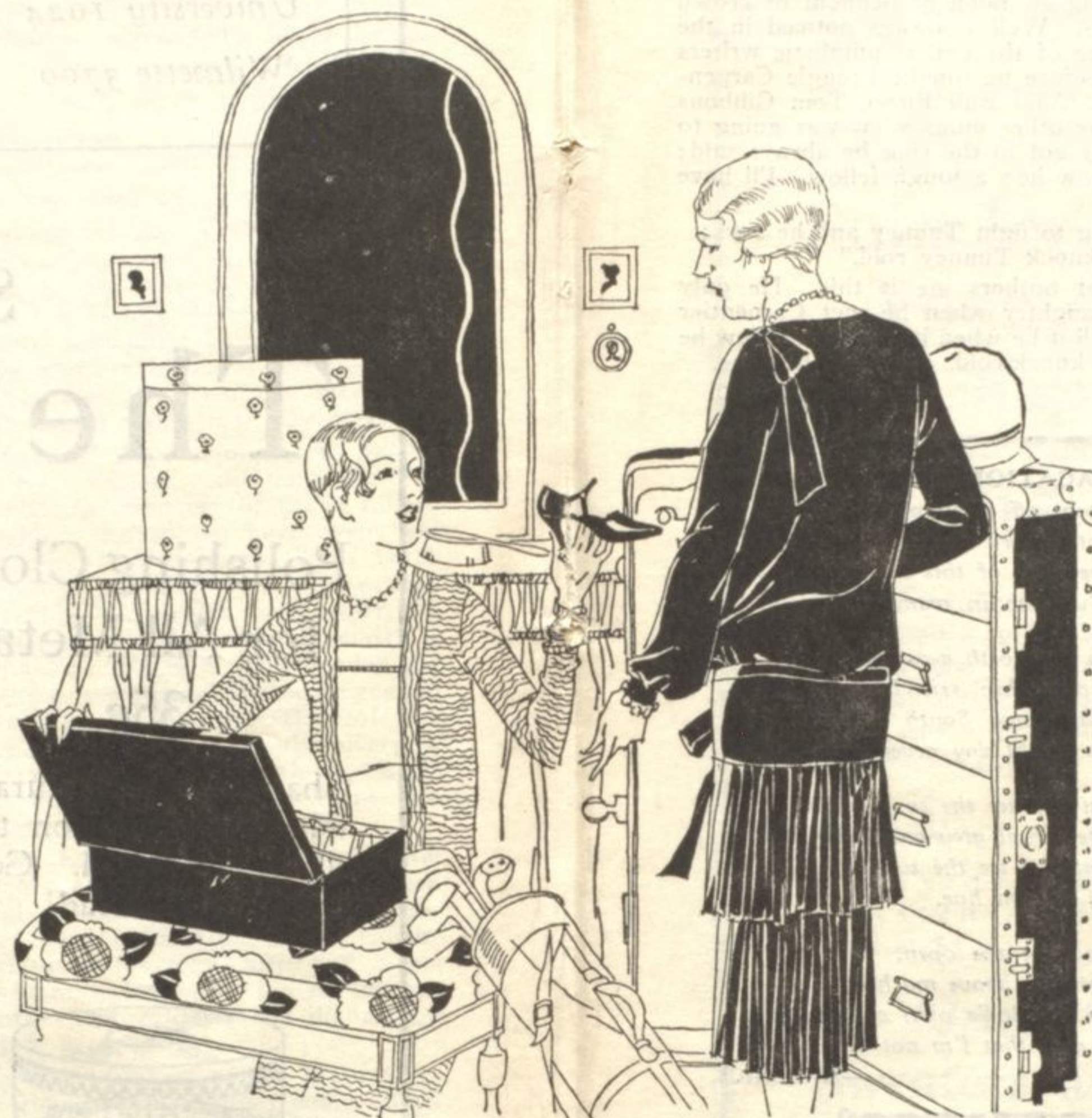
Just to remind you that it is easier to get even the trifling cosmetics before leaving. We have complete stocks of Arden, Coty, Houbigant, Hudenut, Yardley — and others.

First Floor

University
1024

Place Your Order
for Cash's Name
Tape Now!

Wilmette
3700



PACKING HER OFF TO SCHOOL

Now comes the flurry of shopping for school—so interesting and yet a wearisome job!

This time why not simplify the whole problem—as so many do each year?

For here at Lord's—apart from the crowds of the city—you can buy in comfort practically every going-away need from lingerie to luggage!

FOR THE SMALL COLLEGIATE

In our Junior Section will be found, in sizes 13, 14 and 15, many styles suitable for the young adult—and priced so reasonably, too! So if you're size fifteen or smaller don't fail to see what we have here.

The New Hat of Austrian Felt \$10 and \$12.50

With the Doeskin Finish that makes felt look and feel like a glorified velour. Flattering small shapes, simply ornamented or entirely of one material unadorned. The colors form a motley display of many blues, dull greens, rich reds, wood tans and browns—and black, always.

Other Felts and Lustrous Velvets

as Low as

\$6.50

Second Floor

In choosing linens for school, you would do well to buy Pequot sheets and pillow cases and Martex towels and wash cloths — for these are practically everlasting!

First Floor

The velveteen sport suit is a safe choice for Fall. We have it in a vivid red, somber green, glossy black, and midnight blue. The jacket is bound with silk braid and may be had separately for \$10.95. The skirt is a wrap-around, generously cut so it will not gap. The two pieces are \$16.95.

Nothing is more practical for school than an all-wool jersey. Many of these are hand-embroidered—some more strictly tailored. Priced as low as \$7.95.

Fur-collared coats, lined with silk or kasha, are individually styled—and for such quality surprisingly low in price. Sizes 13 to 16. \$29.50 to \$49.50.

Second Floor

Flowered Broadcloth Makes These New Pajamas \$2.25

A bright array of small flowers is printed on the blouse and on the cuff of the white trousers of these dainty pajamas. Sizes 15 to 17. With wide blazer stripes, \$3.50.

First Floor—Center Aisle

Lord's

Fountain Square—Evanston