

When Labor Day has come and gone, we really feel that Fall is upon us. Now the store is beautifully ready, after many months of thoughtful planning, to fill your Fall and Winter needs. School clothes whose very simplicity is a part of their good looks. New woolens of which to make Fall clothes. The luxurious, yet inexpensive ornaments that will be worn this season—this and much other news of importance is made public by our Fall displays.



Fall Dresses Will Be Made of:

SHEER WOOL GEORGETTE—which is a new Fall fabric that is comfortably light weight and yet sufficiently warm for winter weather. 36 inches wide, \$1.65 a yard.

FIRM WOOL JERSEY—which is practically unexcelled for service and tailoring. 54 inches wide, \$2.50 a yard.

VIYELLA FLANNELS—which are easily adapted to the Fall ensemble idea and thin enough wool for coat or dress. 32 inches wide, \$2 a yard. The plaids, \$2.50 a yard.

ALL WOOL TWILL—which is especially suitable for the traveling dress or for sports suits. 54 inches wide, \$4.75.

The Important Colors This Season

Autumn Leaf Brown	Black	Maple
Pine Needle Green	Canton Blue	Tawny Birch
Pottery	Gull	Navy

Lord's—First Floor



Vogue Patterns are here exclusively in Evanston

They greatly simplify the making of distinctive clothes. You will need, too, many a little sewing accessory when you begin this important Fall work.

Corticelli spool silk—100 yds., 12 shades, 18c.

Sewing cotton, Coats' or Clark's, white or black, 100 yd. spool, 5c; 55c dozen.

Stile's Wax thread, does not knot—100 yds., 15c.

Cash's woven names for marking personal garments and household linens. \$1.50 for 3 dozen.

Tub silk elastic, 1/2 inch width, black or white, 45c yard.

Lord's—Notions—First Floor



Lord's

Fountain Square—Evanston

Pearl and Crystal

combine to form many of the season's most sophisticated ornaments

A ROPE OF SEED PEARLS is lengthened by strings of flattened crystals which end in large baroque pearls.

FINELY-CUT CLEAR CRYSTAL BEADS in graduated sizes are strung in alternating groups with rich, creamy pearls.

PEARL STRANDS of varying length are ornamented with crystal pendants.

PEARLS AND CRYSTALS mingle to form a single long strand to be draped about the throat and tied at the back with the ends left hanging.

Priced from \$7.50 upward

Lord's—Jewelry—First Floor

Threefold Hose Economy Is to buy three pairs of a shade:

Silk Chiffon Hose

3 pairs for \$4.60

These are of thin fine-textured silk from top to toe.

Illusion	Mirage
Beige	Grain
French Blonde	Manon
Silvery Moon	Mirage
Light Gun Metal	Shadow
Paris	Sand
Pearl	Blush

Lord's—First Floor



all young roads lead back to school

NEW WOOL SERGE GYM BLOOMERS are in now. Sizes 6 to 16, \$4.95.

REGULATION JACK TAR MIDDIES, of jean cloth or broadcloth, \$1.50 to \$2.75.

NAVY WOOL SERGE PLEATED SKIRTS which button on to cotton bodice tops are \$3.75 and \$5.00.

FINE WOOLEN PLAIDS are made into colorful pleated skirts, buttoned on. Sizes 6 to 14, \$6.50.

FUR-TRIMMED WOOL COATS for girls 12 to 15—silk or kasha lined, up to \$49.50.

Lord's—Children's Shop—Second Floor

BOYS' SWEATERS that are good-looking as well as warm. Pure wool or with silky rayon stripes and figures. Many colors and patterns. Sizes up to 18, \$2.95 to \$5.95.

Boys' Shop—First Floor

YARN EMBROIDERY on many of these jersey dresses is the only trimming. So plain! So pretty! Many are two-piece, some have matching bloomers. Up to size 15, \$7.95 to \$16.95.

Children's Shop—Second Floor

PLUS-FOURS AND GOLF-KNEE KNICKERS for boys from 6 to 17. New mottled corduroys, plain, heavy corduroys, tweeds, and other woolens and mixtures. \$2.45 to \$6.50. All washable knickers, 1-5 off.

Boys' Shop—First Floor

BLOUSES, plain white, figured, or white with colored trimming. Some of the figured models have white collars, vestees and cuffs. \$2.25 to \$3.50.

Children's Shop—Second Floor



AUSTRIAN VELOUR HATS for little girls are Sage green, golden brown, sapphire blue, sawdust, \$7.50.

FINE FELT HATS in red, green, rose, blue, garnet and many other Fall shades. \$4.00 to \$7.50.

Lord's—Millinery—Second Floor

Genuine Alligator

\$12.50

Of genuine brown alligator, this aristocratic slipper steps proudly among the fashionable footwear for fall. Decidedly smart!

Genuine gold-brown lizard of rare beauty, enhanced with soft glove kid inlay. Unusually rich in texture and tone.

Lizard

\$14.50

Main Floor

