

January White Sale

Prudent housewives wait for months for this Annual Sale. And we plan for it for months—searching out bargains, testing qualities, building stocks for heavy selling! Here are a few of the featured items:

- Turkish Towels** 20x40 inch, blue, pink, green and gold borders; woven of double thread **29c**
- Turkish Towels** Good big ones, 26x54 inch; all white, or white with blue borders. **69c**
- Linen Huck Towels** Pure linen, every thread! 18x33 inch. Hemstitched; all white, damask border **45c**
- Roller Towels** All linen crash. **79c**
- Linen Hand Towels** Firm crash, with a blue border—excellent value at each. **39c**
- Linen Glass Towels** Red, blue and gold borders; 18x29 **3 for \$1**
- All-Linen Toweling** 17 inches wide—blue or gold border, yard **23c**
- Linen Hand-Toweling** 18 inches wide—green or gold band edges, yard **39c**

Unbleached Muslin
28c Yard

For ironing-board covers, and many decorative pieces. 36 inches wide.

Felt Table Padding
\$1.50 \$1.75

54 and 63 inches wide.

Fine White Fabrics by the yard

Checked Dimities for Baby Dresses and Pajamas, 60c

Pin checks and medium-size checks—other qualities up to 85c.

English Broadcloth for Shirts and Dresses, 75c

Smooth firm weave, 36 inches. Other qualities up to \$1.25.

Sheer Batiste for Tiny Frocks and Underwear, 50c

36 inches wide. Finer qualities up to \$1.25.

Lingerie Nainsook of Firm Quality, 50c and 65c

36 inches wide. Soft and durable.

White Pique for Tailored Golf Frocks, \$1.00

Medium wale. The finer wale is \$1.10 yard. 36 inches wide.

Lord's—First Floor

Lord's

Fountain Square — Evanston

CLEARANCE of Smart Apparel

Fur-trimmed COATS

Plaids for street wear, Shagmoors for travel and sports wear, broadcloths for dress and afternoon wear, and velvety-textured plain colored materials for all occasions.

- \$19.95 reduced to \$12.50
- \$35.00 reduced to \$25.00
- \$39.50 reduced to \$29.50
- \$69.50 reduced to \$55.00
- \$115.00 reduced to \$85.00

Sports and Street DRESSES

Many of the less tailored frocks are suitable for afternoon wear—sheer crepe-like wools, soft jerseys, heavy silk skirts with fine spun jersey tops with silk band trimming.

- \$12.95 reduced to \$ 8.95
- \$17.50 reduced to \$12.95
- \$27.50 reduced to \$21.50
- \$39.50 reduced to \$27.50
- \$45.00 reduced to \$39.50

Lord's—Second Floor

The Handsome FUR COATS

- \$250 Natural Australian Opossum, self collared \$175
- \$200 Natural Muskrat with Fox collar . . \$150
- \$225 Natural Muskrat with self collar, Johnny style . . . \$165
- \$175 Beaverette (Sheared rabbit), dark brown Fox collar \$125
- \$250 Natural Muskrat with dark Fox collar \$175
- \$265 Sealine (dyed coney) with Mink collar and cuffs \$200
- \$275 Natural Muskrat with Fox collar . . \$195

We've Planned a Display to Make More New Friends for

Kickernicks



Lots of women don't wear Kickernicks simply because they don't know about them!

Because they don't know the joy of having on an undergarment that fits clingingly, without a bit of strain—a garment that permits complete freedom in the most active athletics—a garment that is tailored without being severe.

Kickernicks may be had in bloomer style—and in the complete undergarment, with plain or brassiere top.

Mrs. Ruth Dunford, of the Kickernick Company, will be here afternoons Thursday, Friday and Saturday, to explain to visitors the distinctive advantages of Kickernicks.

Lingerie—Second Floor

CLEARANCE of Higher-Priced Flowers 25c



Smart Colors

- Manon Seasand
- Gunmetal Suntan
- Eveningglow Merida
- Pearl Pastel Nude

Ruby Ring HOSE

3 Pairs for \$5.50

All-silk chiffon and lightweight service—and heavy service silk with lisle welt.

Lord's—First Floor

All worth at least twice this price!

Clusters of velvet buds, sprays of currants, single leather gardenias, tipped with gold, tinsel flowers for evening wear—roses—wee boutonnières of flowers from an old-fashioned garden—

A lovely collection—all here for you to choose from at 25c each.

Hundreds of new imported flowers at 95c—they'll freshen up a tired-looking fall frock or coat—and give you a new color note with which to match your hat!

Lord's—First Floor

CLEARANCE in the Children's Shop



Two groups of attractive little wool frocks—with bits of hand-embroidery, contrasting colored material, smocking, pleats and dainty linen collars.

Sizes 2 to 6

- Values to \$5, **\$3.50**
- Values to \$6.95, **\$5**
- Values to \$8.50, **\$6.95**
- Values to \$9.95, **\$7.95**
- Values to \$12.95, **\$9.95**

Sizes 6 to 16

- Values to \$7.95, **\$5**
- Values to \$10.95, **\$7.95**
- Values to \$14.95, **\$9.95**
- Values to \$17.95, **\$14.95**

Lord's—Second Floor