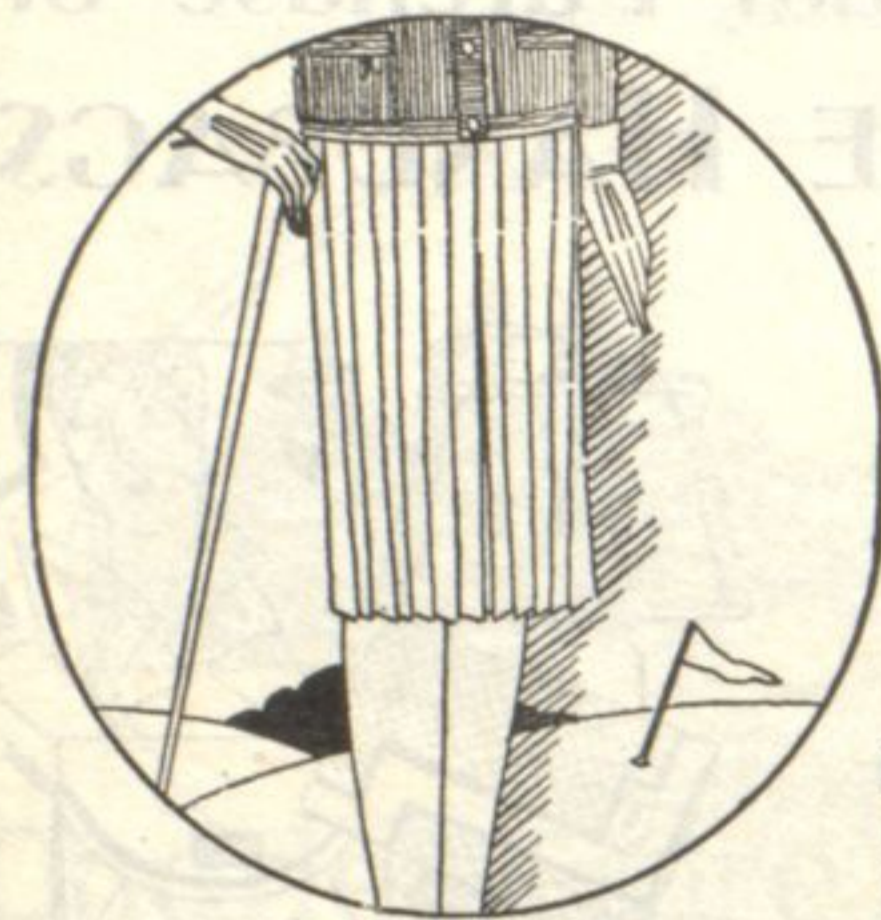


Lord's
INCORPORATED A.H. ULLMANN Pres.
 FOUNTAIN SQUARE EVANSTON

Greenleaf 7000 - Wilmette 3700



Pleated Skirts
\$8.95

Fine, close knife pleating that stays in because it's steamed in to stay!

Pleats are stitched down at top to form yoke from which they hang straight and gracefully.

In dark green, Marine blue, navy, tan, brown, and grey.

Make stunning sport costumes with sweaters to match. Their white silk bodice tops are washable.

The same skirts as have been selling all summer for \$10.95.

New Sweaters for Campus or Golf
\$3.50 to \$19.95

In the lovely new hues of blue, wood browns, navy, and navy combined in red and dark greens. These new fall sweaters are especially smart with their fashioned fronts and fantastic designs woven in.

Slip over with crew or V-necks. Tailored coat models.

Inexpensive Dresses for Campus Wear
\$15

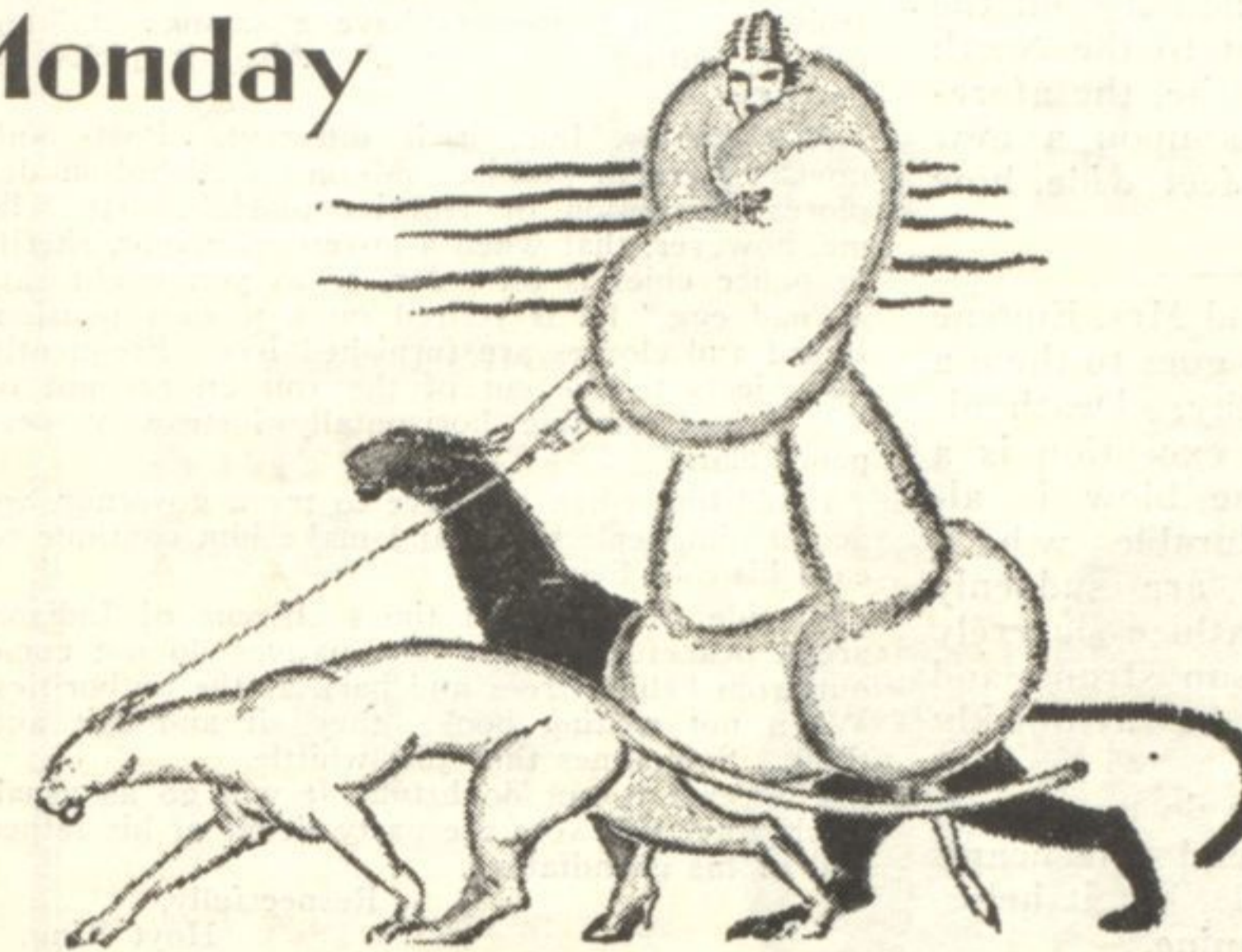
When you go back to college in a few days you will want many new things—why not buy several of these inexpensive dresses for what you ordinarily pay for one?

Smartly-tailored jerseys are just what you'll want to wear to classes. And, then, there are crepe satins and crepe de chine that are most appropriate for the afternoon rushing tea or the informal dancing date.

The Greatest Co-Operative
SALE of FINE FURS

Begins Next Monday

\$50,000.00
 Worth of New 1928 Model
FUR COATS
 at Savings of
20% to 30%



Why You Can SAVE If You Buy NOW

One of New York's largest wholesale manufacturing furriers has cooperated with us in the planning of this great ECONOMY SALE OF FINE FUR COATS, far enough in advance of the coming season to enable you to make an early selection, and allow us to store and insure your coat until wanted by you later on.

This sale is for 6 days ONLY. It begins next MONDAY and will continue until the following SATURDAY. A tremendous stock of every conceivable type of new 1928 model FUR COAT is ready for your choice. We guarantee the quality of every coat. All models are included—for women, misses and larger women. All sizes of course. The collection contains every type of fur from which you will be able to select the very garment your mind's eye has pictured—such as Northern Seal, Muskrat, Pony, Raccoon, Natural Squirrel, Hudson Seal, American Broadtail, Jap Mink, Beaver, Alaska Seal, Leopard, Mink, Ermine. Natural Otter, Beaverette, Civet Cat, Opossum, Caracul, and Hair Seal.

The Advantages Are All in YOUR FAVOR

1. A New York Fur Expert will assist in your selection.
2. Prices guaranteed to be the lowest for similar quality anywhere.
3. A complete line of sizes for women, misses and larger women.

Lord's
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 FOUNTAIN SQUARE EVANSTON

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for the College Girl

Flapper Sets
\$5.95



Cunning striped track shorts with trimly tucked brassieres to match are the most practical and collegiate of lingerie. It doesn't take more than a minute scarcely to tub them. White silk shirting striped in blue, lavender, red, green.

For the Dance

Frisly little step-ins and French panties are preferred by many a college girl for parties.

Lovely bits of lace and hand embroidery trim them. Or there are plain ones with hemstitching. \$2.95.

For the "Spread"

After your date on a Friday night, there's always sure to be a spread. You'll want to don your cutest, smartest pair of pajamas.

Tailored pajamas of fine crepe de chine are \$5.95. A bit more frilly ones are \$7.95 to \$11.95.

Handmade Nightgowns, \$2.95

Exquisite gowns of fine batiste have appliqued work in pastel colors. Some are bound in color at neck and arm, while others are plain white with fagoting and hemstitching. Even if you dutifully follow the tailored mode in college clothes you always want one "nightie" at least.

Modernistic Pajamas, \$5.95

The coats—black background with brilliantly-colored, modernistic designs, either Mandarin, high collar style or trim V-necks with bandings of black. Trousers are of black radium bound in the material of the coat. The girls will rave over these!

Printed Broadcloth Pajamas
\$3.50

Tailored pajamas of printed broadcloth with V-necks or square. The kind you'll want for every-day wear.

Printed and plain percales are priced as low as \$1.75.