

Lord's
AN UMBRELLA
SQUARE EVANSTON



Fashion Peaks:

-- in Coats

Black predominates—rich walnut and Manila browns being a close second. Marine and Commodore blues are good. Fabrics are mostly soft lustrous Norma cloth and broadcloth—serving merely as a background for the flattering furs that are used in such profusion. In our collection, there are fur-trimmed coats from \$59.50 to \$250; with generous assortments of superb models at \$79.50.

-- in the Accessories

"... dark red nail polish is being worn by sun-tanned Parisians ..."

so that the rich red tone of the nail may practically be considered an adjunct to the costume. Peggy Sage Polish, \$2.

"... there is still a continued preference for the large-size chiffon handkerchiefs ..."

and we have them here—in modern prints, in plain colors; with whipped edges or lace-bordered. 50c to \$1.95.

"... pearls of all types predominate for evening wear ..."

—and in our pearl bead necklaces we have an accurate representation of those types that are in highest favor. \$1 to \$15.

Lord's—First Floor

-- in Dresses

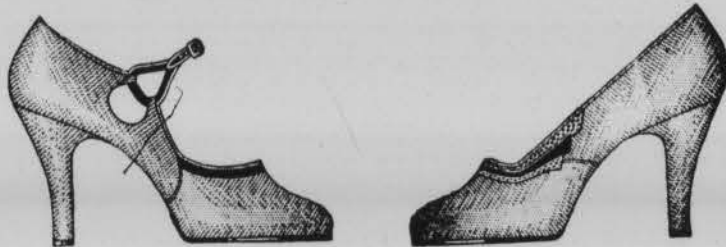
Transparent velvet dresses will be worn much more generally this year than last! The supple, clinging grace of the fabric is utilized to the full—in cascades, drapes, huge drooping bows, shirrings, and basque bodices. Here again black and brown predominate.

The other fall shades—the Patou Green, Marine Blue and the Brandywine tones, are to be found in the smart flat crepe dresses.

Dresses are priced from \$25 to \$79.50.

Lord's—Second Floor

Answering the Demand for suedes



... in Black

pump or strap model adroitly fashioned, lizard or kidskin trimmed... the discriminating woman has at least one pair in her Fall wardrobe.

... in Brown

rich, velvety brown that so beautifully blends with furs and brown-toned frocks. In Pump or Strap styles, contrastingly trimmed.

\$8.50

LORD'S—MAIN FLOOR