

# At LORD'S

FOUNTAIN SQUARE, EVANSTON

PHONE WILMETTE 3700



*New Fashions for Every Daytime  
Occasion in These Two Groups of*

## Fall's Outstanding Dress Successes

**\$10.75      \$16.50**

No matter what type of frock you're looking for you're sure to find it included in these groups. Dashing, correct, ultra-chic fashions at prices that are within the means of all.

*Dressy Crepe*

*Dressy Wool*

*Heavy Sheer*

*Fabric Contrast*

The cheerful high colors and the unusual touches of trimming . . . studded belts, buttons, shirred shoulders, clips, scarfs, jackets . . . all add touches of individuality.

OTHERS \$5.95 UPWARDS

*In the Apparel Section—LORD'S—Second Floor*

## LE GANT—for Poise and Comfort

*A New  
Model*

*A New  
Low  
Price*

**\$7.50**



A new corselette with the entire back of YOUTHLASTIC—that firm, figure controlling "second skin" that never rides up an inch. Also Semi-Gant Girdles for both short and tall figures. Expert fitters in attendance.

*In the Corset Section—LORD'S—Second Floor*

## Kantrun CHIFFON HOSE



*Guaranteed  
Not to Run*

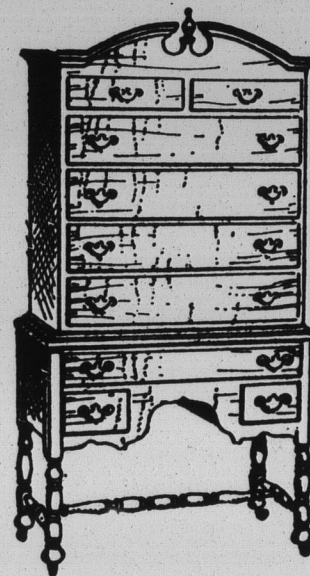
**\$1.35**  
pair

**Frees You From the Greatest  
of All Stocking Problems**

Kantrun hose will not run for the simple reason that they can't . . . and all this without sacrificing one bit of the beauty and delicacy of filmy texture. In Neutral Beige, Black Brown, Deep Brown, Off Black, Dark Taupe, and Gunmetal.

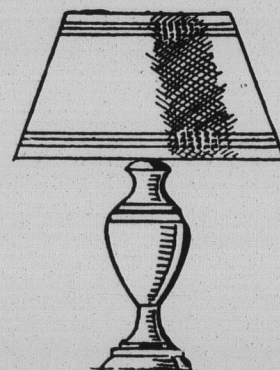
*In the Hosiery Section—LORD'S—First Floor*

## LORD'S Third Floor of Fine Furniture



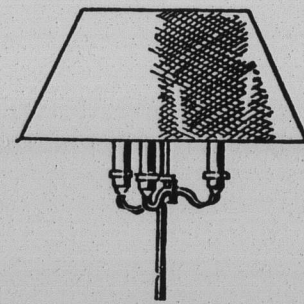
**Highboys  
\$29.50**

Maple or walnut finish, adapted from an old Colonial design. Very decorative and decidedly useful with all its drawer space.



**Table Lamps  
\$6.95      \$8.95**

Many have quaint hobnail glass bases with embroidered silk shades. Priced according to size.



**Bridge and Junior  
Lamps  
\$4.95**

Lamps that lend a cheerful glow. Attractive metal bases with parchmentized shades. A big selection.

