

*To Add to the  
Pleasure of  
Christmas Shopping  
**At Lord's***

*Extra Cash Registers*

To speed up service to customers. Their use often eliminates the writing of sales checks.

*Layaway Plan*

A nominal deposit will hold any purchase until wanted. Many customers use this plan and pay in small weekly sums.

*Credit Accommodations*

Three plans. For details, apply at 3rd floor Credit Offices.

*30-Day Charge Account*

Open to anyone with satisfactory references.

*Budget Plan*

Buy what you need; pay only one-fifth down, balance in 3 equal monthly payments. No carrying charge.

*Budget Coupon Books*

Pay one-fifth down when book is issued, balance in 3 equal monthly payments with no carrying charge. Coupons in handy denominations, are used same as cash, in any department. Book fits neatly into your purse.

*Gift Wrapping*

Lord's Christmas Gift wrapping service again located on the second floor, where an efficient, courteous staff of wrappers will gladly serve you. Lord's handsome gift box is a mark of quality and distinction.

*U. S. Postal Substation*

Located in the Basement Store. Complete service in all classes of mailing. Parcel Post and insurance.

*Gift Certificates*

When in doubt, give Lord's Gift Certificates — they're always acceptable.

*Personal Shopping Service*

An expert shopper carefully fills mail and phone orders. Her services are also available for men who feel the need of feminine aid in selecting gifts for women folks.

*Christmas Deliveries*

Augmented service insures prompt deliveries to all of Lord's customers in Evanston and on the North Shore.

*Free Parking*

while purchasing at Lord's. Just a step from your car into the store.

**Lord's**

FOUNTAIN SQUARE · EVANSTON

*Give Her the L*

Thrill her, lavish upon her the best of Aquilla... her heart is so on Christmas morning when she turns from you! Add a heavenly robe withers, a slim waist, and a swirling hem to ly turn her into a princess. Choose it and you'll always remember this with gratitude in her eyes.

OPEN EVERY NIGHT 'TIL

