



Lord's

Famous for Quality

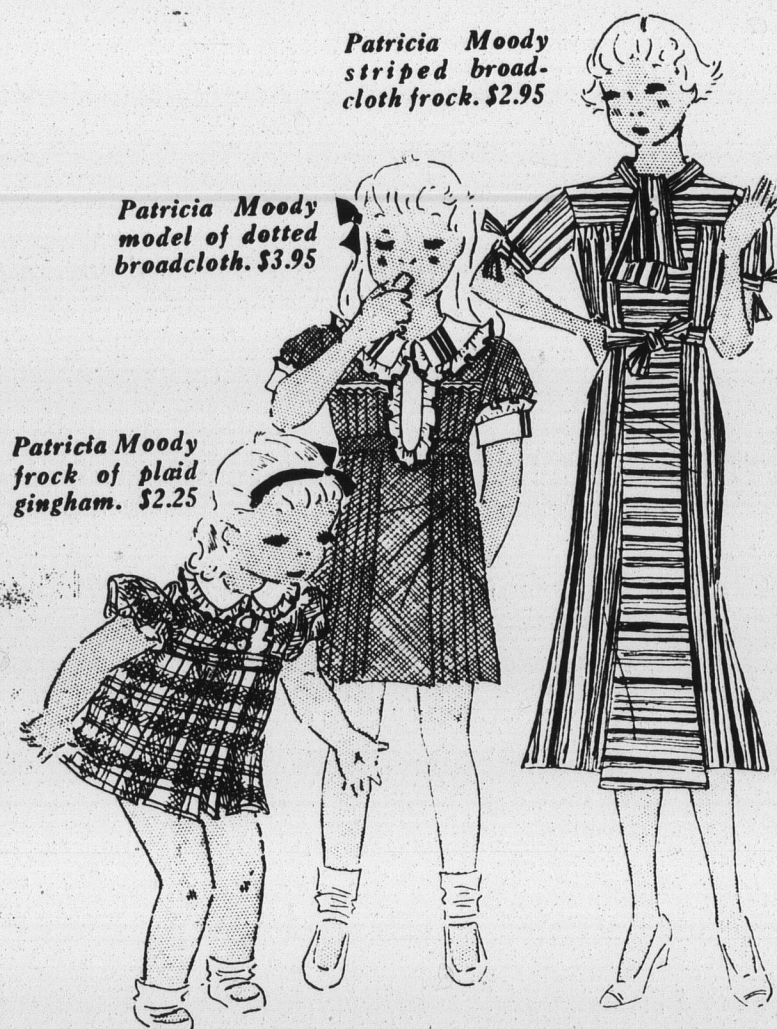
Exclusively at Lord's in Evanston!

Patricia Moody
SCHOOL FROCKS

Patricia Moody
striped broad-
cloth frock. \$2.95

Patricia Moody
model of dotted
broadcloth. \$3.95

Patricia Moody
frock of plaid
gingham. \$2.25



Adorable Styles for
7 to 16 Year-Olds

And Matching Frocks
for Little Sister, 4 to 6

\$1.95

\$2.25

\$2.95

\$3.95

Lord's is first to present these smart little dresses in crisp cottons for Fall wear. They'll tub to perfection! Crisp prints, plaids, stripes, dots and checks. Cunning necklines, smart touches of smocking and trimming, many with detachable collar and cuffs. Sizes 7 to 10 have panties. All have a 5-INCH HEM.

Children's Section—LORD'S—Second Floor

10% DISCOUNT on all Coats
and Dresses purchased FOR
CASH at Lord's during August

An Outstanding
Collection at

\$69.50



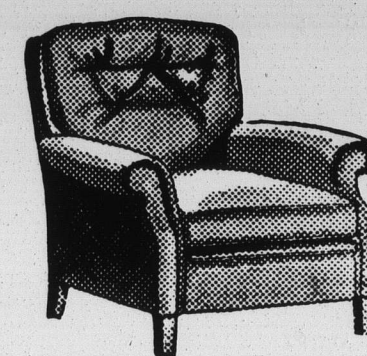
---More Beautiful Fabrics
---More Graceful Lines
---Less Bulky Furs

Such distinguished fabrics as *Forstmann's* beautiful new weaves and *Julliard's* wool crepe are prominent in the group. Notable, too, are the furs that fashion the new, wide-rippled, graceful collars—beaver, kolinsky, Persian lamb, kit fox, squirrel, dyed blue fox. Sizes for Misses and Women.

ASK TO SEE THE NEW SHAGMOORS, HERE EXCLUSIVELY.
PLAIN TAILORED OR SUMPTUOUSLY FURRED. \$29.75 UPWARDS.

Apparel Section—LORD'S—Second Floor

Featured in the August Sale of Fine Furniture at Lord's:



LUXURIOUS LOUNGE CHAIR

Regularly
\$39.50

\$29.75

Built for genuine relaxation and comfort. The button-tufted back and the contrasting binding on the welts make it most decorative. Choice of new tapestry covers.

LORD'S Third Floor of Fine Furniture

Full-Fashioned All-Silk
CHIFFON HOSE

PERFECT
QUALITY

55c

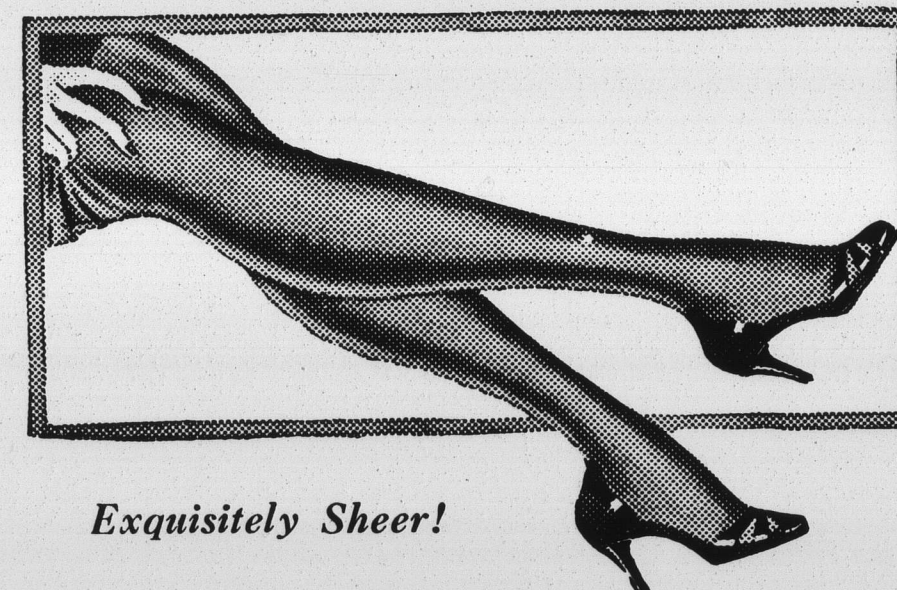
Thrifty women will supply their hosiery needs for months to come and SAVE! Beautiful stockings constructed for real wear. Well-reinforced, dainty picot top and cradle foot.

Approved Autumn Shades

Just look over this list of colors: Taupebrown, Darktaupe, Solera, Earthbrown and Gunmetal. A shade for every costume. This price of 55c is the result of a very special purchase. Don't miss this event!

Hosiery—LORD'S—First Floor

Mail and Phone Orders Filled on 2 Pairs or More



Exquisitely Sheer!



BERETS

BIG ONES

Little Ones

All Kinds at Lord's

\$3.95

Up in back to show your curls, yanked 'way forward over your eyes in a brim-like fold—that's the Fall beret, as presented by Lord's. They're outrageously large, and outrageously smart. Black and brown are smartest!

LORD'S—Second Floor

It's Time to Think About Your Fall Permanent Wave!

\$5.50 Croquignole Permanent

With new Fall hats perched at such angles, your hair is an integral part of the picture. One of these Croquignole waves will be most flattering. This price is very special.

\$2.50

Manicuring, 35c

Eye-brow Arch, 35c

Oil Shampoo and Finger Wave, \$1

Shampoo & Finger Wave, 75c

Hair Cutting, 50c

LORD'S Beauty Salon—Second Floor



LORD'S—FOUNTAIN SQUARE—Phone Wilmette 3700