

LORD'S

FOUNTAIN SQUARE
EVANSTON

Complete North Shore Phone Service—Greenleaf 7000, Wilmette 3700, Winnetka 520



FURRED COATS

The Season's
Best Value!

\$59.50

Clever Evanstonians who know real values keep coming back here from their shopping tours to take them out as fast as we get them.

Superb coats, perfectly tailored of the finest fabrics and with a lavish use of important furs that make them look extravagant—but, of course, they're not. Women's and misses' sizes.

Lord's Apparel—Second Floor

FORMAL FROCKS

Expensive Models
at Small Expense

\$15.00 \$29.50

\$49.50

The coming holidays mean that every woman will need formal dresses, and now you can buy more than one and feel economical rather than extravagant.

Irresistible models of chiffon with beads or lace, also velvet brocaded chiffon, embroidered chiffon, transparent velvet, taffetas, satins and crepes. Black and every color that is smart.

Lord's Apparel—Second Floor



Underthings of Pure Dye Silk



French Panties
Costume Slips
Dance Sets
Chemises
Step-ins

\$2.95

Severely tailored or with delicate lace trimming.

These underthings may be easily matched in sets in pastel shades of flesh, peach, blush, blue and Nile. A complete range of sizes. Remarkable values!

Lord's Silk Underwear—Second Floor

Holiday Gift Sale Silk Neckwear

Plain Colors
Figures
Stripes
Dots

\$1.50

3 for \$4.25

Perhaps the largest variety of colors and designs we have ever been privileged to offer at this low price. Every tie is hand-made, and those in plain colors are satin-lined. A splendid opportunity to buy Christmas neckwear and save!

Lord's Men's Store—First Floor, Orrington Ave. Entrance

