



YOU ARE CORDIALLY INVITED TO ATTEND OUR

Fall Fashion Opening

WHICH IS NOW IN PROGRESS — CONTINUING TO *and* INCLUDING SATURDAY

THE Mode Authentic, Silhouettes inspired by Paris, find representation here in this Exhibit—dependable styles which you may safely allow to govern your wardrobe.

ALL of the new colors, the new fabrics, everything in the entire feminine wardrobe is presented in the new fashionable way. We feel certain you will enjoy this Opening.



LORD'S



The Greater Store of Greater Evanston

NEW! GORDON V LINE HOSIERY



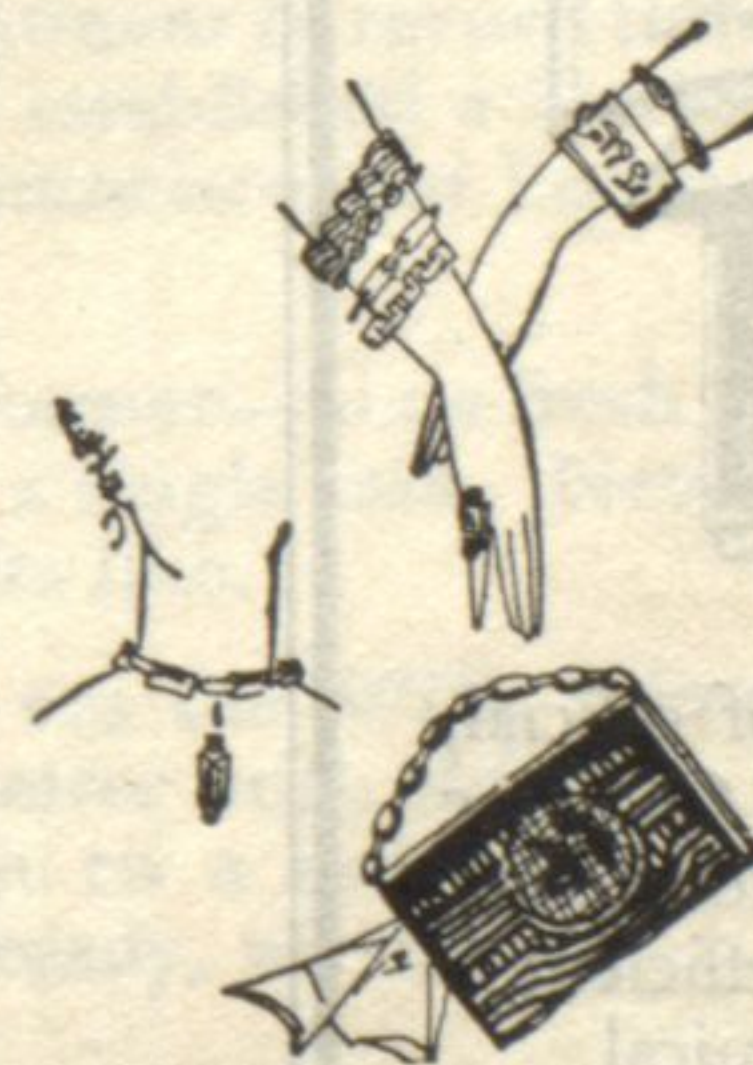
DISCRIMINATING women choose this hose because it is full fashioned of the finest Chiffon silk—silk to the top with the slenderizing V line heel—all colors, \$3.00.

TAILORED *and* LACEY UNDERTHINGS



ARE required for the winter season and such irresistibly, dainty ones to choose from are here. And they're not expensive. Silk gowns are \$5.95 to \$15.00. Chemises \$3.95 to \$7.50, Step-in bloomers \$3.50 and \$4.50.

LINKS OF FASHION ARE SLAVE BRACELETS



EXAGGERATED links, some as big as buckles form these slave bracelets—they are not worn singly, by the fashionable, but in threes and fours. Price \$3.95 to \$10.00.

FRENCH KID NOVELTY GLOVES ARE \$3.75 UP