

We want our advertisements to prove to Evanston that it really pays to shop at Lord's. We bring you, convenient to home, every possible shopping advantage.

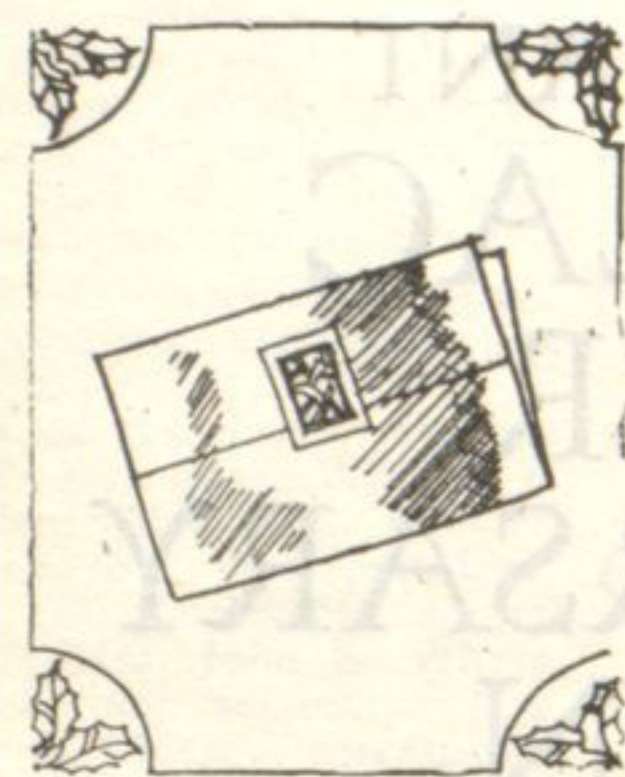
Lord's

First of all we insist on unquestionable quality in the merchandise we offer. And prices are as low as is consistent with such quality.

Twice-a-day Deliveries from Howard Avenue to Glencoe

ENTRANCES ON ORRINGTON AVENUE AND DAVIS STREET

Morning Deliveries as Far as Highland Park



It Isn't Too Early!

Choose your Christmas card from one of the thousands we have here; while the assortment is complete you will certainly find one whose message suits you. We will engrave it for you with craftsmanlike care, and your greeting card question will be settled.

Lord's—First Floor Davis

An Important Sale of Linens!

A sale of linens is always important to a housewife who likes a well-filled linen chest; but these are especially excellent qualities, and prices are especially low!

Pure Linen Huck Towels
39c

Plain hems and quite effective patterned damask stripes for borders. 18x32 inches. Ordinarily this quality would be 50 cents.

Birdseye Weave Linen Towels
50c

17x31, 65 cent values. A smooth, firm quality.

Heavy Pure Linen Towels
89c

Birdseye weave with satiny damask borders in various designs; 18x32 inches. Instead of being \$1, as they are usually, these are 89c.

All-Linen Huck Towels
69c

Spoke-stitched hems; 20x36 inches; the 85 cent quality.

Luncheon Cloths,
\$4.50

54x70 inches, white with borders of pink, blue, lavender.

Lord's—First Floor

A Little Clearance of Guest Towels
39c

Good savings! Spoke-stitched hems, fancy borders, some with medallions in which you may embroider a monogram, 14x22—some originally as much as 65 cents.

Linen Damask Luncheon Sets
\$3.85

One 54x54 inch cloth and six 14x14 napkins. White with colored borders, all white, and solid colors.

Shimmering Golden Damask
\$4.95

An effective luncheon set on which the pattern appears in a clear, satiny yellow; 50x70—unusually large.

Seven-Piece Luncheon Sets
\$3.50

Of patterned Damask, white with colored borders, plain hems; 54x54-inch cloth.

Jersey Frocks for Little Tots

Fine, soft wool jersey—all charmingly designed and carefully finished.

At \$6.95, with contrasting jersey panel, collars, cuffs and embroidery. Band-edged bloomers.

At \$5.95, saddle shouldered model with pongee collars and cuffs, blanket-stitched in color.

Others to \$7.95. Sizes 2 to 8. Red, gray, lavender, peach, beige and other colors.

Lord's Fashion Floor—the Second



The Hysora
\$8.50

Every Feature of This Shoe is Smart for Fall-1926

Fine dull black kid, with patent overlay and alligator inlay forming a stripe on the vamp.

Or brown kid with tan overlay and cream inlay forming the stripe. Round toe—spike heel. Beautifully arched and perfectly graceful.

Lord's—First Floor



Satin Hats Are New!

These make quite delightful use of the shimmer of the silk; high crowns have interesting angles, low crowns are graceful tams! Note the gold and silver trimmings.

\$7.50, \$10, \$12, \$15
French Tams of cloth, \$2.00 and \$2.75.

Lord's Fashion Floor—the Second

These Jersey Frocks Are Youthful—and extremely good-looking at

\$16.95



SAG-NO-MORE DRESSES in two weights of jersey; correctly tailored, with tucks, pleats, belts, vests.

SMOCKED FROCKS of non-stretching jersey with broad bands of smocking, done in harmonizing colors. Sand, Rust, Beige, Blue, Chanel Red, Russian Green.

Lord's Fashion Floor—the Second



Boys' 4-Piece Suits

with knickers and long trousers or two pairs of knickers or two pairs of longies

\$12.50 to \$21

Cassimeres—tan, gray, light and dark—fine blue chevots. You'll know by the way they hang and fit and wear and hold their shape that they're really tailored—and of materials that you'd choose if you had them to select yourself! Some even cravenetted—making them showerproof!

Lord's—First Floor