

SATIN, CREPE AND SATIN COMPOSE, GEORGETTES, AND CREPES DE CHINE

are represented in an inviting

# Dress Group at \$27.50



- Tawny Birch
- Maple
- Chianti Red
- Marron Glace
- Canton Blue
- Pine Needle Green
- Chestnut
- Almond Green
- French Blue

These dresses are simple in the best manner—the French manner which prefers a cunning intricacy of line to any amount of trimming.

The materials are distinctly noteworthy for quality. They are often used in combination and sometimes in more than one shade of the same color.

At this same price you will find most effective dresses for evening wear—charmingly simple frocks or more elaborate ones of sophisticated lines. Featured in this group are taffetas made bouffant style with back-sweeping hemlines, bead and sequin-trimmed chiffon with tattered hemlines, and lace and georgette combined.

Lord's—Second Floor

# Lord's

Fountain Square—Evanston

You may be surprised to know that lots of people are already buying Hallow'e'n Party decorations. Perhaps you'll want to, too, when you see the interesting ones here now.



Gifts and Stationery—First Floor



## Imported Lisle Hose, \$1.95

Jacquard lisle or striped, or diamond design—woven into the fabric of the stocking in an interesting lacy manner. Grayish beige or tan.

Hosiery—First Floor



## Black Suede

The Queen of Black Suedes at LORD'S is a beautiful, high heeled aristocrat, adorned with a silver filigree buckle. \$12.50.

The same richness and velvety depth in other suede "Cushman" models at \$7.50.

Main Floor

## A Purchase of Fine Silk Umbrellas, \$5

A very special little purchase at a decided saving! Pure silk, striped with satin at edge. 16-ribs, amber tips, ferrule, and handle. Brown, blue, black, purple, green, and red.

Umbrellas—First Floor

## Sumptuous Metallic Ribbons for Making Evening Bags

Rich or delicate colors interwoven with shimmering silvery or golden threads—in widths suitable for making bags. Ornamental tops to go with them.

Ribbons—First Floor

## Effective Shoulder Flowers for as Little as 50c

Transparent grape clusters in fine gold nets. Blue and pink, red, and gooseberry shades. Also single felt gardenias in beige or cocoa. Or clusters of purple violets or velvety forget-me-nots in blue, yellow or rose. Each 50c.

Shoulder Flowers—First Floor

## Shell-Finished Gardenias to Wear with Pearls, \$3.50

Their pearly iridescent finish makes them harmonize beautifully with pearls of every shade though these are of a warm golden beige and a pale pearly-gold.

First Floor

## Fisk Chamoesuede Slipons Are Here Now! \$2.25

A tailored wide wrist slip-on with the rugged outseam adding still more sportiness to their character—in Ptiscilla Gray, White, Bran and Caramel. \$2.25.

And they wear wonderfully well!

First Floor

## Backstrap Purses of Reptile-Finished Leathers

Alligator-grain, lizard-grain, and box calf—some single envelopes, others with extra folding flaps with several pockets—compact and capacious. Brown, navy, green, black. \$5.95.

First Floor

## A Few Brief Notes



### MAIL ORDERS

Here at Lord's we take more than ordinary precautions to avoid even the smallest error in the filling of mail orders. We should be glad to have you trust us with yours, should moving, or illness, or anything else, make it inconvenient for you to shop in person or by telephone.

Telephone orders, when they include more than one item which may be filled directly by the department concerned, are referred to the store's shopper, who will select intelligently and accurately what you want.



Her familiarity with many stocks here makes it possible for her to give you direct and complete information in most cases. We think you will find it satisfactory to shop here by telephone. University 1024, Wilmette 3700, Rogers Park 1122.

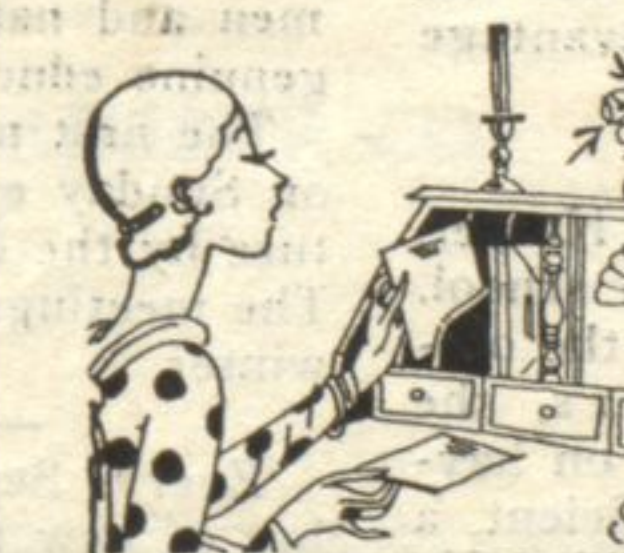


The ample parking space usually available close to the store has attracted to Lord's many thousands of shoppers for whom this is a convenience. They come to us from Lake Forest and from Edgewater—from Niles Center and from Park Ridge—and from many places between!

The Candy Department, as most of our customers know, specializes in homemade candies—and in freshly roasted salted nuts. There are weekly specials—fresh from the candy kitchen—and everything is always of pure and wholesome materials. Mothers, especially, like Lord's candy for their children.



The engraving of personal stationery must be done beautifully. The craftsmen who do our work do it with loving care and pride, and much cunning skill. And this is evident in the smooth perfection of the finished products.



We have hundreds of specimens to select from—for announcements, cards, invitations, type, and monograms.