

Lord's

Fountain Square—Evanston

Ask Any Housewife About Pequot and Wamsutta Sheets!

The more mature her experience, the more firmly she will believe in buying these fine old brands! We have Pequot Sheets, plain, at from \$1.55 to \$2.15, and the hemstitched at from \$1.80 to \$2.15, depending upon size.

The Wamsutta Sheets, plain, are \$3.75 to \$4.65, and the hemstitched \$3.95 to \$5.25.

Lord's—First Floor

A Fashion Whirl of Footwear



\$7.50

Revolving About One Price All This Week

"A Fashion Whirl"—because style follows style in an almost endless succession! Each more lovely, more distinctive, than the last.

Colonials brilliant with imported buckles, sophisticated Opera Pumps, new Sandalwood or Dark Oak browns, debonair Ties, chic Straps—countless others in every material, shade, or style, for every occasion.

Boot Shop—Main Floor

Ready for Hallowe'en?



WE are! And we've never before had such a gorgeous array of black and orange party decorations, favors and invitations. Bats, black cats, witches with brooms, and many another weird and fantastic silhouette!

Lord's—Stationery—First Floor

NOW is a good time to settle the matter of CHRISTMAS CARDS!

There's a complete array of designs from which to choose your card; and our engravers are much less busy now than they will be nearer Christmas.

Lord's—Stationery—First Floor

Stationery tells a story!

The paper on which you write, no less than *what* you write, gives a clear impression of your taste and type. From the immense assortment of fine correspondence papers and envelopes here, you may choose exactly the paper that will best express you.

Lord's—Stationery—First Floor

FUR COATS

in Modern Sport Types as low as \$200!

The younger woman's type of fur coat has come into almost universal demand. In the choosing of these we have arranged admirably to meet that demand.

Simple in line—tailored with careful regard for smoothness of line and grace in action.

Every coat beautifully lined with silk—and exquisitely finished.

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| Australian opossum, natural, \$250.00. | Natural Muskrat with fox collar, \$250. |
| Natural Muskrat with fox, \$200.00. | Black pony with pointed fox collar, \$250. |
| Golden caracul with brown fox, \$275. | Muskrat with tailored lapels, \$235. |
| Beaverette (sheared rabbit) with fox collar, \$175. | Muskrat with fox collar, \$250. |
| | Dark Muskrat with fox, \$275. |

In buying fur coats it is well to remember that confidence is an important factor. The fur coat you buy at Lord's carries the store's assurance that it will wear satisfactorily.

Lord's—Second Floor

Woolen Dress Fabrics Are Softer and Lighter of Texture!

They drape more gracefully—fit more easily—and are less rigidly tailored than the heavy twills that ruled in former years.

- 36 inch wool georgette, \$1.65
- 54 inch wool jersey, \$2.50
- 32 inch viyella flannels, \$2 and \$2.50
- 54 inch wool twill, \$4.75
- 44 inch wool crepette, \$2.00

Lord's—Woolens—First Floor

From the Hosiery Section



What's on sale in the Hosiery Department here is always of interest to Evanston women—for their interest and confidence have made it successful!

Here are a few of the excellent values now on sale:

Chiffon Hose \$1.65

Sheer, clear, gossamer silk all the way to the top! And all the Fall shades—particularly those deeper brown tones that have come into such popularity this season. Several excellent makes.

Imported Lisle, \$1.95

A recent importation of lacy lisle hose—in a variety of effective patterns woven into the fabric. Full-fashioned. Grayish beige or tan.

Boys' Hose 59c to \$1.10

Plaids and colored figures and plain hose with fancy tops. Good-looking patterns, and colors for every outfit.

Lord's—First Floor

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Dress Hats of Shimmering Metal Cloth and Silver Laces

Intriguing close-fitting caps of soft and clinging simplicity, are made of the loveliest cobwebby laces and of glistening colorful metal cloth.

To wear to the theater and for other dress-up occasions.

\$10 and \$15

Individual models—each charming in its own particular way, these little hats are the mode's most complete return to the feminine since the advent of the tailored era.

Lord's—Millinery—Second Floor