

*A Carefully Selected Group
of Unusually Graceful*

Fur-Trimmed Coats

\$105



There are in this group, coats to fit many personalities. The tailored woman will find Shagmoors that are a very glorification of the mixture sports coat. The woman who wants a coat for dress wear will find a good variety to choose from at this price.

And they are all superbly tailored and finished, and trimmed with very fine furs.

A Few of the Outstanding Models in This Group

Jade-and-Gray makes a stunning Shagmoor mixture, trimmed with soft gray lynx.

A front-belted Shagmoor mixture coat has a fluffy raccoon collar.

A tan checked Shagmoor has kit-fox collar and cuffs.

Military blue velvera makes a rich, handsome dress coat. With kit-fox collar and cuffs.

A compose plaid in shades of gray, has a long shawl collar of gray lynx.

A black velvera coat has marten collar and cuffs.

Lord's Apparel—Second Floor

Lord's

Fountain Square—Evanston

Monday began one of the most important sales in the history of our Oriental Rug Department. Our buyer's recent Eastern trip resulted in the purchase, from a direct importer, of

\$100,000 Worth of Superb Oriental Rugs

—among the finest specimens at their prices we have ever seen.

This is a sale to delight home-makers who love beautiful things. And many more people are enabled to buy rugs in this sale—for the prices are far below average!

Lord's—Oriental Rugs
Second Floor



Gold
Black
Silver

Serge Blue

Gold Brown

Mink Brown

Sandalwood

Shimmering Gray

Calf
Satin

Glove Kid

Black Suede

Patent Leather

Lizard Grain

Alligator Grain

The charming assortment of exquisite footwear makes the selection of new shoes, whether oxfords, ties, pumps, or straps, decidedly delightful. The most discriminating taste is sure to be satisfied.

\$7.50 and \$10.50

Boot Shop—Main Floor

RUBY RING WEEK

An intensive selling of Ruby Ring Hose—to demonstrate beyond question the high standard of Ruby Ring quality! Here are hose made according to extra-ordinary standards—made not only for beauty of texture and fit, but for long wearing qualities. This event makes the buying of Ruby Ring Hose a specific economy. No woman who knows about it should miss it. And having once worn Ruby Ring Hose, we know you'll want them always!

Sheer Service Weight

A fine, lightweight stocking closely resembling chiffon, but with exceptional wearing qualities woven in. A stocking for good, practical general wear and smartness. Priced very specially at

\$1.39

No exchanges or refunds

This price is effective only until Thursday noon, October 27th

FALL SHADES

Aloma	Pearl
Gunmetal	Evenglow
Gull	Suntan
Sea Sand	Dusk
Mirage	Blonde
Lt. Blonde	Pastel Nude

And if you prefer other weights of hose—you may buy them under the Ruby Ring mark, too.

Silk Chiffon Hose Heavy Service Silk

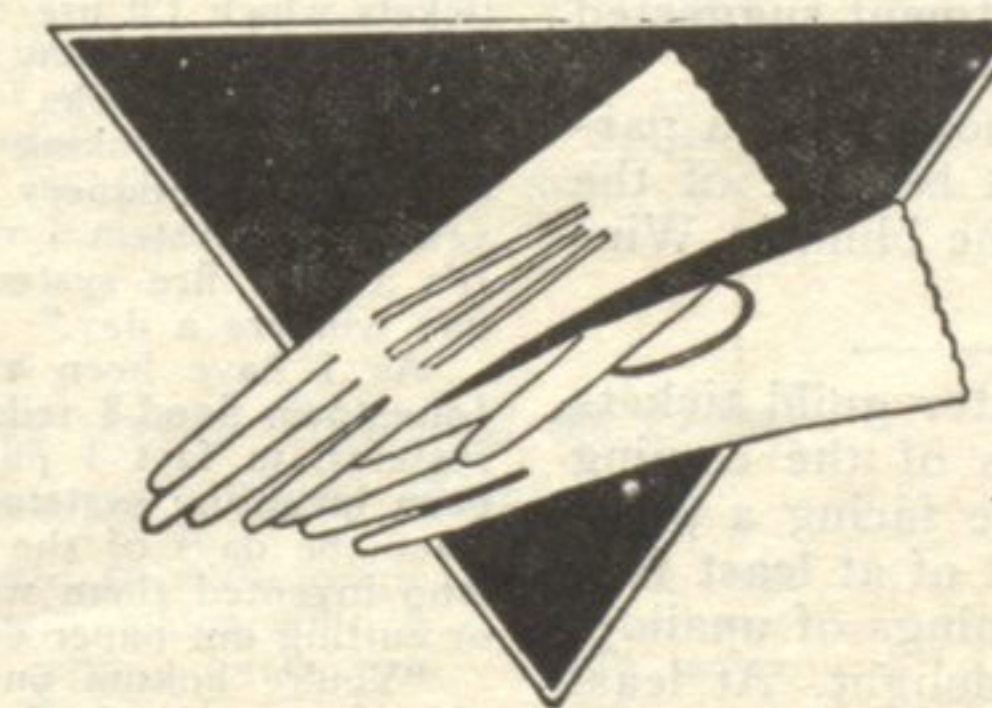
3 pairs for **\$1.95**
\$5.50

A gossamer—sheer chiffon, for dress wear—and a heavy service weight with a lisle welt for the woman who gives her stockings hard wear.

Lord's—First Floor

Dent's Chamoisuede Gloves

\$2.25



English suedecloth gloves that have much the appearance of doeskin—yet these are so reasonable—cut to fit so perfectly—and made in most desirable slipon and one-button styles. Plain or hand stitched. White, bran, oyster, gray and caramel.

Postman Wash Capeskin Gloves—\$4.75

A very new glove—this slipon with an elastic wrist and flare cuff. The strap fastens with a tortoise buckle. In russet and wood.

Another new slipon with elastic at the inside wrist and a contrasting color of leather lacing at the glove top. Wood and russet.

Lord's—First Floor