

Lord's

Fountain Square—Evanston



Hats are Scintillant

With Metal Cloth and Lace

The universally becoming influence of the metallic is again coming into its own. Hats of velvet—hats of satin—even hats of felt—have bits of gold and silver for trimming!

A black satin and velvet hat—tall-crowned, and of generous head-size—has an allover design of sou-tsche braid, and a band of gold ribbon; \$8.50.

A felt hat with a narrow satin brim has high around the crown a wide band of satin, closely stitched with row on row of gold thread. \$16.50.

A satin hat has a tall draped crown of elaborately patterned gold-cloth. Large head-size. \$8.50.

These are but a few of the distinctive hats to be found here, examples of the interesting ways in which metallic effects are used.

Lord's—Second Floor.

The Girl Whose Coat Is Trimmed with Fur

has a coat she can wear to school—and to the matinee and party as well. It may be quite a tailored coat—of mixed color, and even of tweed—but the fur collar relieves the severity and adds much to its usefulness.

A tapestry cloth coat combining beige, rust and brown, with a tan wolf collar—size 15—\$49.50.



A tan mixed Shagmoor (crushproof and weather-proof, too) with a kit fox collar is \$85. Size 15.

\$49.50 buys a checked velour coat with a wolf collar. Size 12.

And at \$42.50 there are substantial chinchillas with shawl collars of racoon. A marine blue in size 12—a warm crimson in size 14.

Lord's—Second Floor.

What Price Do You Pay for Stockings?

It doesn't really matter—if you buy them here: for this hosiery section offers you excellent hose at \$1—and \$2.95—and at a great many prices between.

Perhaps you prefer the least expensive you can find—for hard wear.

Spuntext, our \$1 hose, is pure silk chiffon clear to the top—and a durable chiffon. Not extremely fine, but smooth and clear. And to be had in the fashionable colors.

Ruby Ring Stockings are featured in the better silks—a heavy, service weight for the business woman and sports woman. These have lisle tops and feet. The service chiffon and the sheer chiffon are silk to the tops. Each \$1.95 a pair.

For evening wear you will want gossamer in-grain hose — \$2.95. Gunmetal, black, silver, flesh, grain, beige and mauve taupe.



These, and other desirable makes, are our specialties — and the reasons for the immense success of this hosiery department!

Lord's—First Floor.

To Remind You Again of Christmas Card Engraving

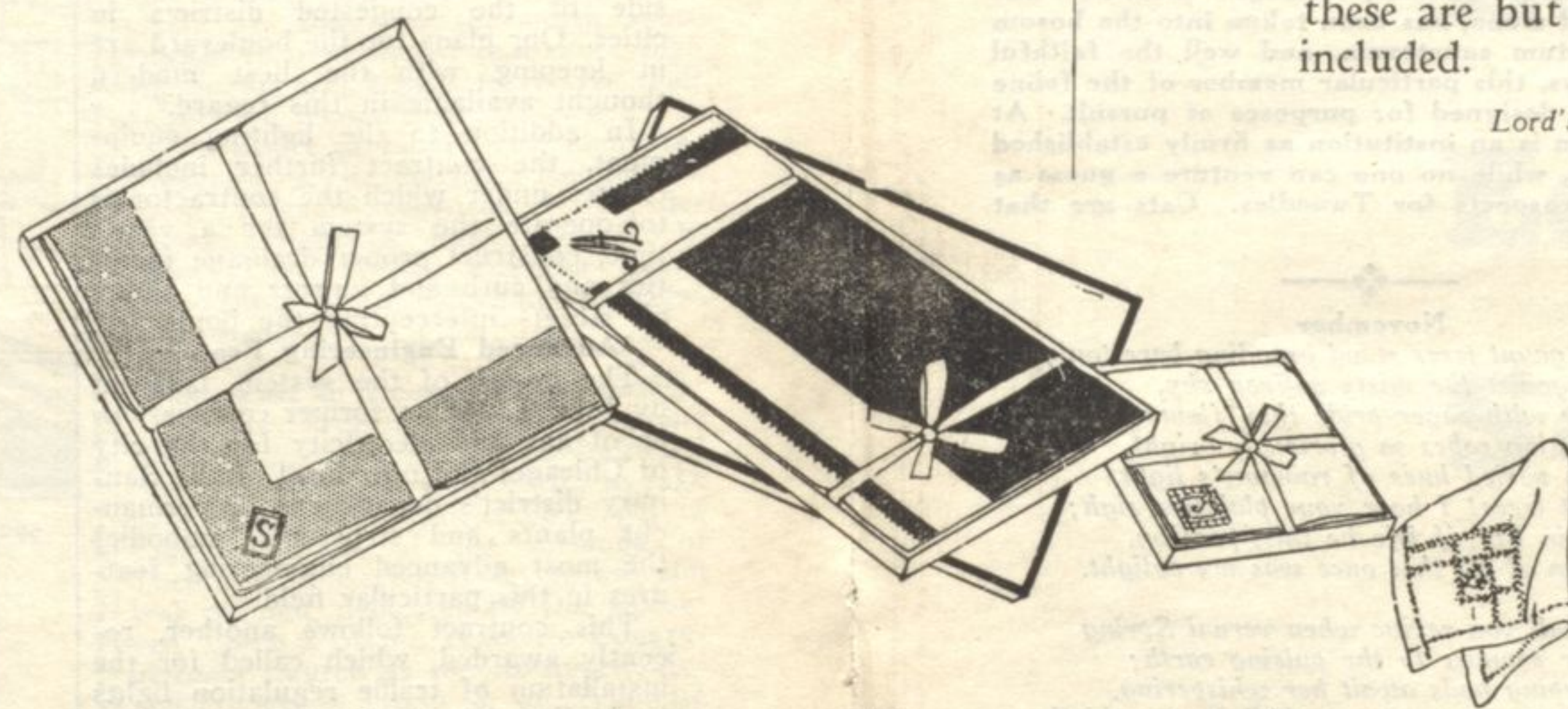
Exquisitely fine engraving you will always find at Lord's—but more near the holiday season it will be less pleasant for you to make your Christmas Card choices. Come in soon—and you will be glad later that you did!

Every Day Brings Gay New Shoulder Flowers

The newest ones are unique because of the unusual materials of which they are made. Flannel is pressed into well-shaped roses and grouped. (50c) Clusters of flowers, bead-like buds, fruits, and leaves are all made of glass. (\$1.25 to \$2.25).

Lacy Lisle Hose Are in High Favor Now

So many women like a true sport stocking—but so often they are unable to get one not-too-gaudy of pattern and color. Here are stunning lisle hose with designs woven in—truly sportive, yet correct enough to please even the more conservative in taste. \$1.95 a pair. In the wood tans.



Linen Handkerchiefs

3 for \$1

It is none too soon to be buying Christmas handkerchiefs and the choosing is much more pleasant when there are so many kinds as you will find here now.

Plain white linen ones with eighth, quarter, half and one-inch hemstitched hems.

White handkerchiefs with broad-colored borders. Some with initials in the corner; some the multi-colored French block prints. All white handkerchiefs with white hand embroidery and drawn work.

Self-colored crossbar linen with narrow colored border in gold, rose, green, and blue. Very fine white linen handkerchiefs with wide or narrow lace edges.

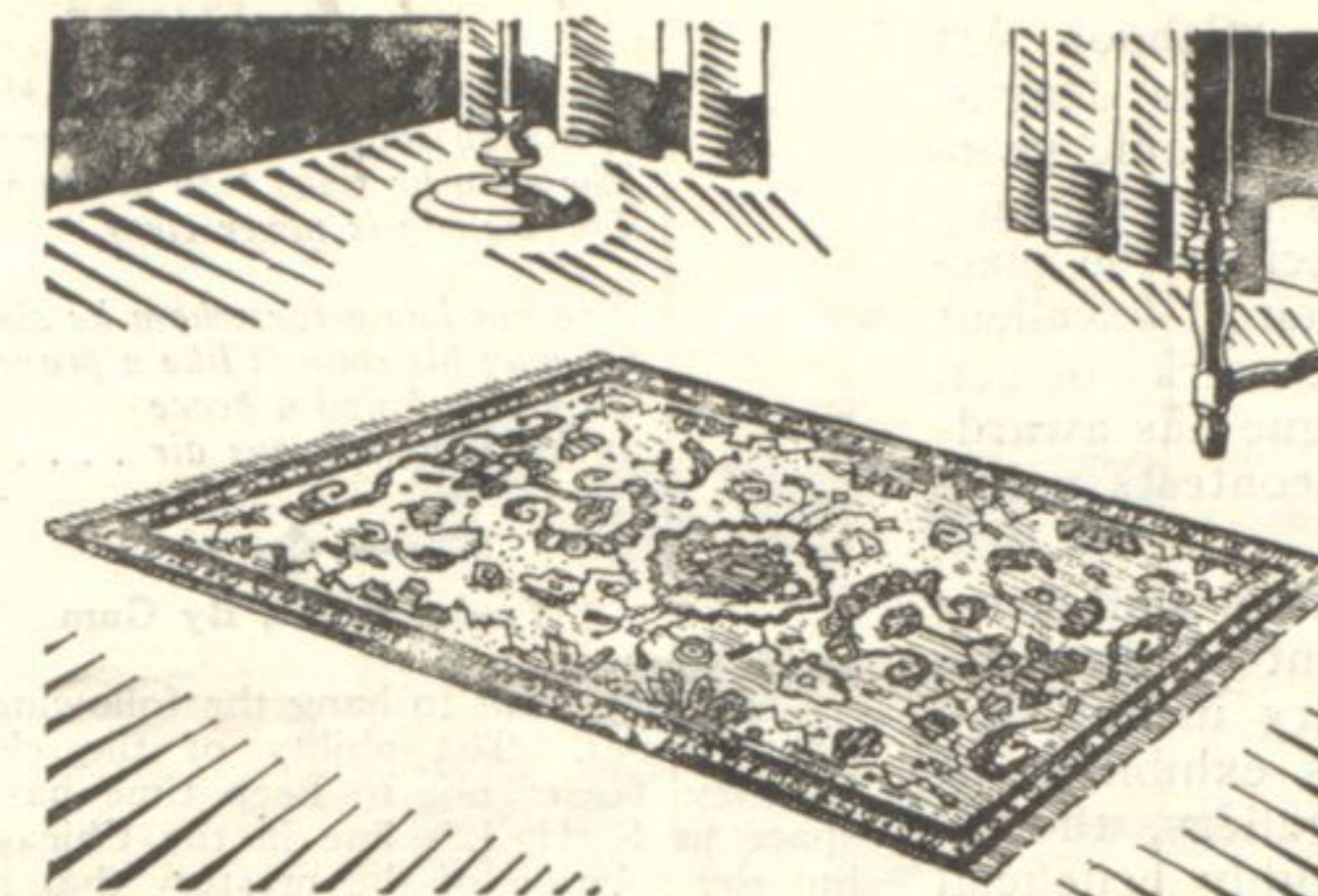
These and scores of other attractive and interesting kinds at 3 for \$1.

Lord's—Handkerchiefs—First Floor.

Colored linen, in peach, rose, pink, gold, blue, and green, have wide ecru lace edges with round corners.

Monotone French prints in rose green, violet, and lilac colored prints on white; rolled hems.

White linen handkerchiefs with rosebuds of many colors embroidered in the corners, and contrasting pulled through threads.



The \$100,000 Sale of ORIENTAL RUGS

offers unlimited possibilities for acquiring fine and decorative Oriental Rugs at low prices.

Hamadan, Iran, Heriz, Liliban, Saruk, Chinese, Meshed, Ispahan; these are but a few of the weaves included.

Lord's—Second Floor.

November Days and "Pirate Boots!"



Swagger for Sunshine, Rain or Snow!

Ideal for football games and for all outdoor fall and winter wear. Very correct and much smarter than galoshes!

In brown calf with reptile trim or in patent leather. \$8.50.

Main Floor



Orphan Annie Character Doll, \$1

Tinker Ten Pins, \$1

Buddy-L Coupe, \$2.65

Ive's Electric Trains, \$5.75.

Lincoln Logs, \$1 to \$4

Speed Boats, \$5

Drums, 50c to \$6.50

23-Piece set of dishes, \$2

Wardrobe Trunks for Dolls, \$9

Deck Ring Toss, 50c



Lord's—Toys First Floor.

CHARGE CUSTOMERS

May Buy Gifts in November and

PAY IN JANUARY

Last year scores of our patrons thanked us for making it possible for them to shop for Christmas gifts in November—and to plan on paying for them in January. It spreads the Christmas shopping season over practically an entire extra month—giving you ample time to shop thoughtfully, profitably and carefully.

Generous assortments of Christmas stocks are ready now.

Lord's—Credit Office—Second Floor.

Mothers Are Glad We've Planned Our Toy Stocks Early!

Enthusiastic response to our announcement of The November Toy Event assures us that it has met with favor.