

Do You Know  
That New Hats  
Come Into This  
Millinery Section  
Several Times a  
Week?

# Lord's

Fountain Square—Evanston

Do You Know  
That No Hat Is  
Permitted to Re-  
main Here for  
More Than Two  
Weeks?

THE Millinery Section is famous for many reasons. But chief among them is that it is constantly changing—constantly offering the newest and the smartest of the hats which appear in the fashion centers of the world!

## Catalina Felts with Piccadilly Stripes, \$10.50



Planned, as so many charming hats still are, on the cloche idea—of soft felt that drapes itself closely about the head.

The Piccadilly Striped Hats are quite new. They have a tailored quality that sets them apart quite definitely as accessories to the street costume.

The hats are navy, black or brown. The stripes are white.



## Dance Hats

Satin ones, braided all over with silk soutache, are further adorned with steel beads applied in conventional designs. Other hats are of shimmering gold or silver cloth—still others combine the metal with color. \$10 to \$15.

## Meadowbrook Felts, \$8.50



New ones, emphasizing the best sports notes of late fall. Trimmed with ribbon, like the one just to the left—or with self-trimming, or bits of metal. Marron glace, navy, tawny birch, diadem (orchid), and green.

## You May Want Your Hat Draped to Your Face

—in the French Manner

The Frenchwoman seems to believe that even the simplest of hats should be specially designed for each individual—and judging by the distinctive effects we achieve here, we rather think it's a sound idea! But how cleverly the draping and cutting must be done! That's why we urge you to place your cause in the capable hands of one of our milliners!



Lord's—Millinery—Second Floor