

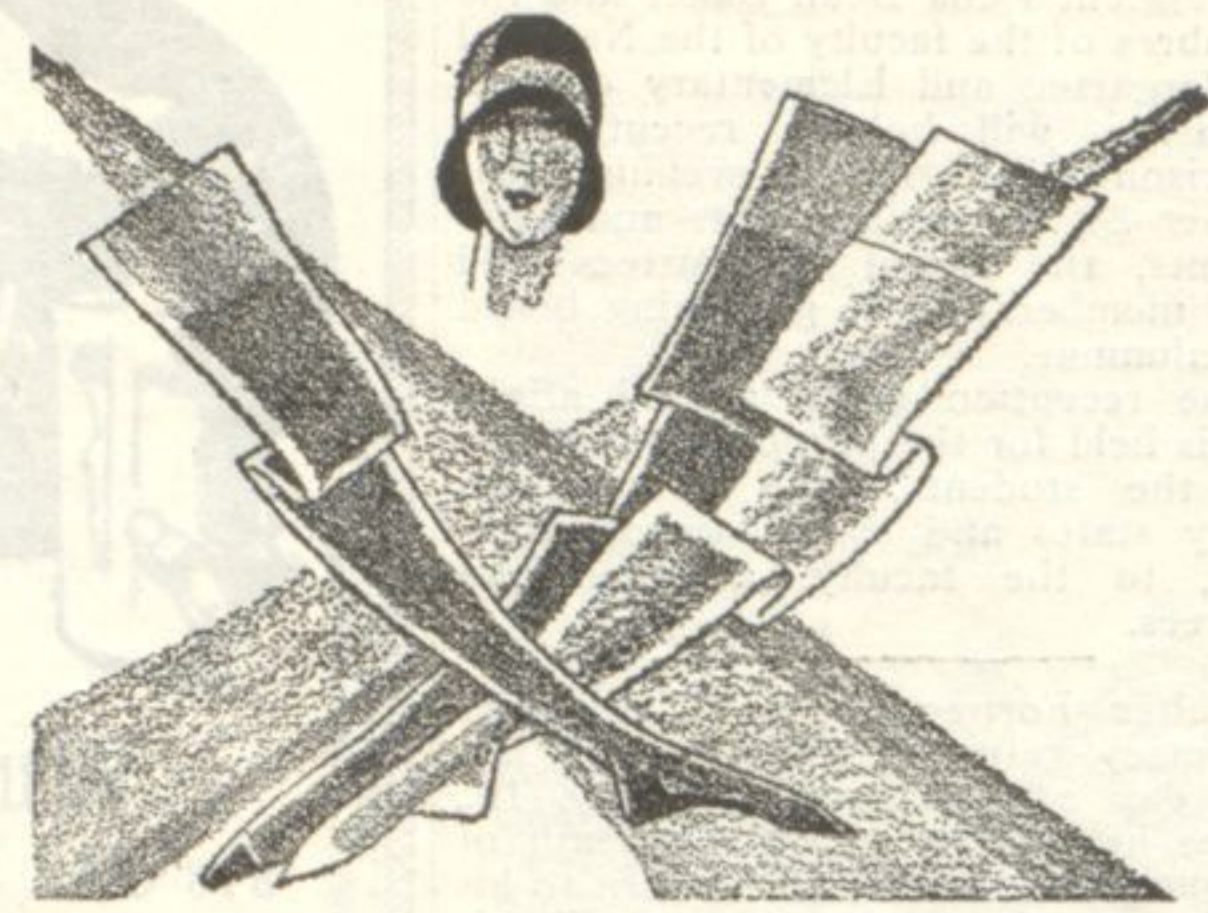
About the Store

If you want to save yourself the shopping time, you'll find it entirely satisfactory to telephone for what you want. Just call Greenleaf 7000, or Wilmette 3700, and ask for the Personal Shopping Service.

The store is open until nine o'clock Saturday evenings for the convenience of those who are unable to shop during the day.

The Stationery Department is now equipped with all manner of office supplies—even those attractive new portable Underwood typewriters, mottled in bright colors. The student who has once discovered how enormously they lighten the heavy work preparing themes and arranging notes, would rather sacrifice his car than do without one! And they may be bought on our deferred payment plan.

We'd like to tell you something about our new lamps. But they're beyond words! After you've seen them, you'll realize why it is now the thing to plan a whole room around a lamp—lines, color and all. They're decoratively perfect! And not at all expensive, considering how much they add to the delight of living in a place!



Ruby Ring Stockings 3 Weights; 6 Shades \$1.95

The unquestionable quality of Ruby Ring Hose—and the fact that you can buy at one price all three weights that belong in the modern wardrobe—and make it easy to decide on your stocking purchases:

- Service Weight (heavy silk, lisle top and foot)
- Chiffon (Gossamer sheer, clear silk to the top)
- Medium Weight (All silk to the top)

- SANDY BEIGE SUNTAN BEACH TAN
- CUBAN SAND GUNMETAL BEECHNUT

\$1.95 a pair

Our Hosiery Mending Service reweaves runs perfectly

Lord's—First Floor



Kislav Doeskin Gloves

May Be Washed in Hot Water

They're easy to wash—and they come out soft as velvet! The usual smart slipon in these fashionable shades: Princess Gray, Bisque, White, Ashes, Mode. \$4.75.

Imported Glove Soap, 10c—3 Cakes for 25c. Made specially for washing leather gloves—contains some tanning oil for keeping the leather soft.

Lord's—First Floor

A Number of Distinctive Purses at \$6.50

A velvety black suede envelope with a cigarette lighter in suede—and the other usual accessories.

A double taffeta pouch—quite large—with the two sections separated by the clouded bone round handle. (Brown or black).

A black suede backstrap pouch with a modernistic ornament for a clasp.

A tan covert purse of exceptional lines.

And others!

See these \$6.50 purses before you decide on an expensive one!

Lord's—First Floor

Lord's

INCORPORATED AM ULLRICH P^{ty}
FOUNTAIN SQUARE · EVANSTON

Hand-Smocked Frocks for girls from 10 to 14 \$15

Two charming models—one round-necked, with smocking round the shoulders, on the cuffs and around the waist. The front and upper sleeves have panels of brilliant Russian embroidery, all done by hand.

The other is a Peter Pan collar model with cross-stitching at the yoke, wrists and waist.

Both models may be had in Poppy, Wine, Navy, Green, Brittany Blue, French Blue.

Lord's—Second Floor

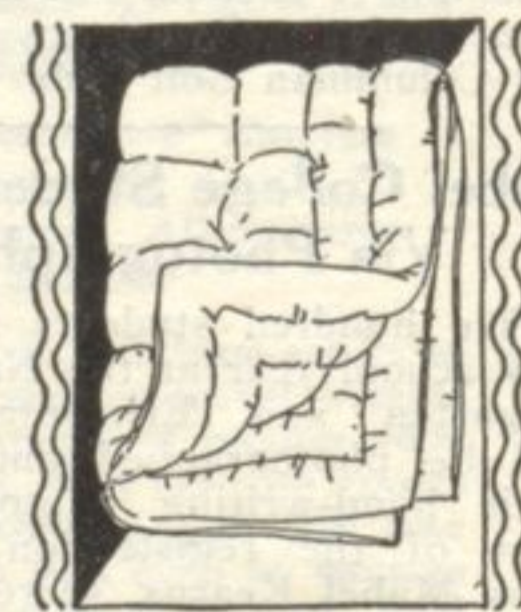
Crepe de Chine Dresses for 6 to 14 Year Olds Reduced

The \$6.75 to \$8.75 Dresses are now \$5
The \$11.95 to \$15 Dresses are now \$8

With stitching, cross-stitching, pleats, smocking, embroidery and contrasting trimming.

Lord's—Second Floor

Comforters Filled with Pure Lambswool, \$11.95



The covering of plain-colored sateen in orchid, gold or rose—or with flowered sateen, bordered with plain color.

At \$8.95 there are some floral sateen ones, also filled with lambswool.

At \$5.95 they are filled with fine clean cotton that will stay fluffy, and covered with flowered mull and plain sateen.

At \$19.50 there is the luxury of a downfilled comforter.

Lord's—First Floor

Theatrical (Linen) Gauze makes artistic drapes

It comes in such lovely colors—and almost any two of them can be combined with good effect. The twine-colored gauze is 30c a yard—the colors 39c.

Rust, Lilac, Corn, Sunburst, Gold Antique, Old Rose, Apple Green, Golden Rod, French Blue, Sky Blue.

Lord's—First Floor



"Flowers For Sale!"

—posies that look as fragrant as those the French flower girls sell!—

95c

A velvet orchid. A spray of creamy gardenias with waxy green leaves. A pearly gardenia of peach, raspberry red, shell or gray green. A cluster of blue honeysuckle. A cluster of warm brown violets. Certainly a flower for any costume here at 95c!

Lord's—First Floor

Dress Buckles

carved in the Chinese manner

Carved like pieces of jade are some stunning buckles designed to be worn against black velvet. They may be had in ivory color, or in the carnelian, rose quartz, lapis or chalcidony effects. Set in antiqued imitation gold, in an elaborately carved filigree design. \$3.50

Lord's—Trimmings—First Floor

Matching Costume Jewelry \$1

Earrings, necklaces and bracelets may be had to match—silver filigree links, with stones closely imitating lapis, rose quartz, pearl and jade. The earrings are drop style. Earrings, \$1. Necklaces, \$1. Bracelets, \$1. Limited quantity.

Lord's—Jewelry—First Floor

Silk Nightgowns Hand-made in France

Trimmed with hand-drawn work, self or contrasting bindings, exquisitely done by hand; applique in contrasting pastels, in the form of conventionalized flowers; hand-scalloping. Mostly of crepe de chine, in flesh or pink. And priced from \$5.95 to \$12.95 according to the quality and the elaborateness of the work upon them. At \$7.95 there is a gown of ninon (triple silk voile).

Lord's—Second Floor

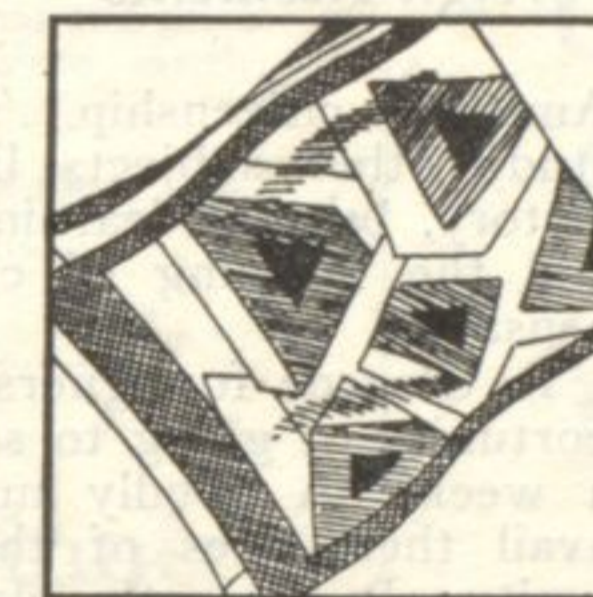
Necklaces of Rondelles \$1

Flat rondelles—crystal-colored combined with green, red, pink or blue—are much in demand with daytime costumes.

These are quite as effective as those which usually cost three and four times as much!

Lord's—Jewelry—First Floor

Hand-Blocked Scarfs



\$1.25

A Little Purchase on which we saved you money

Sports triangles are to be worn with wool frocks all winter—and these colorful ones are designed to give tone to the somber brown and blue clothes that are so fashionable.

Heavy crepe de chine, with interesting designs in rich orange, yellow, green and vivid blue.

Long Scarfs, in similar designs, \$2.95

Lord's—First Floor

Colored Linen Kerchiefs with spokestitched hems 6 for \$1

Plain-colored linen handkerchiefs, to match some detail of the costume, are quite the correct thing just now.

They are here in

Peach Yellow Blue Green
Rose Shell Pink

Or you may have, at the same price, plain white handkerchiefs of fine white linen—or white with narrow hems in color.

Lord's—First Floor

