

Three-Tone Frocks of French Jersey \$6.95



Tailored sports dresses of light, warm, pure-wool jersey. Each is made in three shades of one color—

Rose
Blue
Green
Tan

The rose is combined with gypsy red and wine—the blue is French blue, combined with navy and Britany blue. The greens are Russian, emerald and lettuce, and the tan is blended with brown and beige.

There are one and two-piece models—with V and asymmetrical necklines: and some styles with higher collars. You will note from the picture that the color harmonies are achieved by geometrical insets of the various shades.

No need to tell style-wise women that these are exceptional at \$6.95!

Lord's—Second Floor

OUR ORIENTAL RUG IMPORTATION includes



Heriz Rugs at \$198

Approximately 9x12

Symbolic Heriz designs done on backgrounds of rust red, dark blue, Eastern green and deep gold—with band borders in contrasting colors, overlaid with intricate patterns repeating the motifs of the center.

A heavy, unusually durable kind of rug that is ordinarily much higher in price.

Extra Fine Mosouls

In rich colorings that mellow with use. Many show Serebend and Iran motifs usually found only in expensive rugs. Priced for quick selling at

\$29.50

Lord's—Oriental Rugs—Second Floor

Silky Belouchistan Mats

Rich-colored mats to use on piano benches, as wall panels, and as scatter rugs. In blendings of soft rose, warm red-brown, and mulberry. This quality sells regularly at \$15. A feature value for this occasion at

\$7.69

WILMETTE
3700

Lord's
INCORPORATED A.H. ULRICH, Pres.

GREENLEAF
7000

FOUNTAIN SQUARE EVANSTON

Feather Turbans reduced to

\$6.95



Soft, sleek coque feathers, with the lovely varying sheen—made into clinging toques, some of which even show the new ear flaps! And these are usually of feathers of a contrasting color.

GREEN GOLD BROWN VIOLET CARAMEL BROWN VIOLET WITH RED GREEN WITH TAN

A limited quantity—priced for final clearance.

Lord's—Second Floor

The New Long Scarfs \$2.95

Vivid blocks and triangles of color—in effective masses, posed one against the other, so that you have definite color notes to use at other points of your costume.

You may choose a lovely red, with rose pink sections, set off by orange. Or three shades of blue, separated by orange stripes. Or green, caramel and tan, with bits of brilliant orange. Or tan, green and white.

Any number of patterns and colors to choose from! All on heavy crepe de chine of a quality you rarely find at such a little price. \$2.95.

Lord's—First Floor

The Flannel-House Coat

(Several Models, \$9.95)



The word has gone around that flannel's uncommonly snug and smart to lounge in. It doesn't crush easily—it can be laundered in a bath bowl—and it wears endlessly!

One kind—cleverly cluster-striped on grounds of blue, lilac, red, green or tan, is double-breasted. \$9.95. At the same price there is a robe like the one illustrated—with a shawl collar, broad stripes, and a fringed girdle.

Plain heavy flannel house robes, in blue, lilac or rose, \$10.95.

Lord's—Second Floor

WINTER COATS

Lavishly Trimmed with Durable Furs

\$69.50



The really smart coat this year must have lots of fur trimming—however simple its lines and sober its color! The mode runs to luxury—and that it can do so without extravagance is proved by this interesting coat group.

Good woolen coatings—in the various fashionable browns, in green, in deep wine reds, in black. The collars are great,

sweeping shawl ones—or the wide notched lapel collars of the great-coats of years ago. But they're all of fur—caracul, Baby Seal (which is known for its wearing qualities)—and fox and wolf.

The fur-trimmed tailored coat is good style with a street frock, for business or shopping—it is equally at home over the theater dress. Thus \$69.50 buys a coat that will serve you well, and smartly, and warmly, for all occasions!

Lord's—Second Floor

New Leather Coats for Girls

8 to 12, \$13.50 13 to 16 Misses and Juniors, \$15

Fine soft capeskin—in red, green, blue and brown. All have all-wool plaid linings to match—adjustable, button-over strap on sleeves, and belt. Self collars that can be worn turned up high for skating or extra-cold weather!

Lord's—Children's Shop—Second Floor