



# Signs of fall!

Fall! Less golf—more sewing. Besides, there's a lot of sewing to catch up on after the long summer of playing outdoors. Curtains — clothes for the children —towels to be hemmed —household and wardrobe all to be gotten in order for winter.

What luck, right at this crucial moment, to find an absolutely perfect portable electric sewing machine—the Standard in its newest form!

It weighs only nineteen pounds, all complete with attachments, and including its lizard-finished leatherette case.

The machine itself weighs less than twelve pounds — so you can follow the sunshine all around the house, to do your sewing where it's most cheerful!

It sews everything from a thick blanket, to a wisp of chiffon, without adjustment, and without puckering. It has a stitch-adjusting device — a wee lamp that throws a beam of light directly on your sewing— it can be run so slowly that you can see every stitch being made or so fast that it's a whirr!

GREENLEAF 7000

Indeed, a complete list of its virtues would make one wonder how on earth any other machine ever finds a home. The reason is merely that everybody doesn't know about this one yet—that's why we're going to this length to tell all the North Shore about it!

Price—\$65: a special introductory offer.

First Floor—Notions

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Did you know that you could buy a Dayton Electric Heater, with a big, glowing reflector, for \$1.39? People buy them for bathrooms, for a bit of quick heat before the furnace is roused, for drying hair, and for children's togs that have gotten wet in the snow—and lots of other things.

Housewares—First Floor

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Fall makes lots of people think of Hallowe'en before anything else. It's a short step from Fall to Pumpkins —and from pumpkins to witches and goblins and black cats and bats, and everything else that goes with Hallowe'en parties! If you want to have a very spooky one—choose your invitations, your favors, and

your decorations, here at Lord's. And before you come in (the Favor Section is right at Davis Street) stop and see our Cobweb Window. It's full of good ideas for your party!

Stationery—First Floor

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Orange gauze, from which to suspend favors, or to tie up prize packages with, 8c a yard in the Ribbon Department.

First Floor

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For the room that's to be warm and cheery on cold evenings, we suggest a rich-colored Oriental Rug. See, before you buy, the marvelous Sultan-Shah Rugs that are being featured in our Importation Sale. The 9 x 12 size is very low-priced at \$450.

The patterns — revivals of those used in the fifteenth and sixteenth centuries — blend warm tones of rose, wood tan and blue into harmonies of beautiful color. Of course this is only one of the items in the sale on which the beauty-loving householder is enabled to save money.

Rugs—Second Floor

A child that is properly stockinged in cold weather is much less likely to suffer from the effects of chill and damp. Good-looking plaid and jacquard-patterned hose, with contrasting cuffs, from \$1 to \$2.25.

Stockings—First Floor

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And while we're talking about stockings, may we suggest a warm wool-blend stocking that has all the sleekness of silk, because it fits so well? The shaping is done after the fashion of the English hose weavers, so there is no seam to irritate the foot, yet the stocking clings smoothly. In Evenglow, zinc, grain, Algerian, Salt-and-Pepper and French Nude, \$1.75.

Stockings—First Floor

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Those stunning, if collegiate, Wombat Coats known as Woolly-Boys, are hard to keep in stock these days, they're selling so fast! They're made of natural sheepskin, with the thick, warm fur left right on. Lined with red or gray suede-cloth, with leather straps at neck, waistband and sleeves, to match. A very warm, very practical, and decidedly good-looking coat. \$59.50.

Second Floor

WILMETTE 3700

# Lord's

INCORPORATED

AH ULLRICH Pres

FOUNTAIN SQUARE EVANSTON

