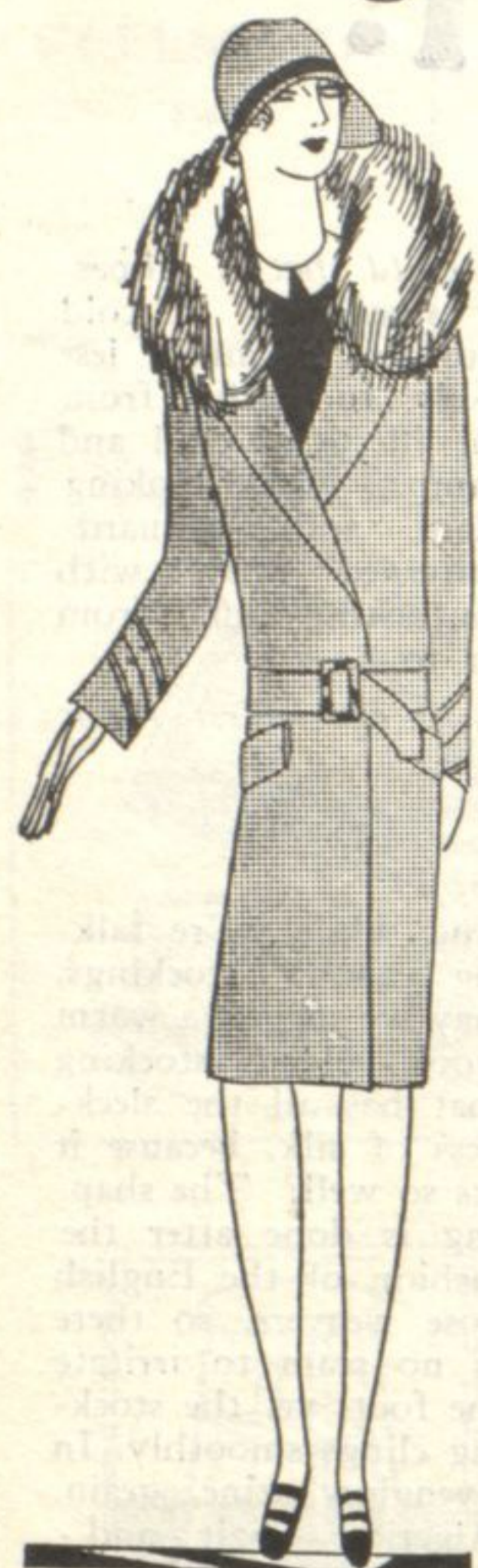


Shagmoor Sport Coats trimmed with Raccoon



Fabrics newly designed for fall—in the same tried-and-true Shagmoor quality that resists wind and cold and moisture—but in new and lovely patterns.

Tans of various shades, rich red-browns, and warm grays—with collars of selected fluffy raccoon, that durable, fashionable fur that is so particularly good for younger people who need practical clothes.

Prices **\$69.50** and **\$85**

Plain-tailored Shagmoors, of similar materials, but without fur, \$45.

Irish Steamer Rug Coats

by Condé

with handsome fur collars—
\$110 and **\$150**

Lord's—Second Floor.

Genuine Rajah Lizard In New Brown or Black



Quite the smartest shoe of the season—Glovekid combined with black Lizard! Rajah Lizard is unmistakably aristocratic with its gleaming surfaces.

Three Distinctive Styles—
Oxford, Pump, Onestrap

\$10.50

Boot Shop—Main Floor.

New Scarfs in Flashing Color— \$2.95

Rare to find a scarf so smart at such a little price. And particularly if it's the long kind, whose ends float out on the autumn breezes, away from the confines of the coat of somber hue!

In splendid symphonies of gypsy red and rose and tawny orange—in greens and blues and browns, each combined with lighter shades of the same color, with the various color-blocks outlined in orange!

The Triangles of similar design at \$1.95.

Plain-colored long crepe de chine scarfs at \$2.95.

Lord's—Neckwear
First Floor.

GREENLEAF
7000

Lord's
INCORPORATED A. H. ULLRICH, Inc.

WILMETTE
3700

FOUNTAIN SQUARE EVANSTON



We have a section entirely given over to Costume Jewelry with Settings of Genuine Stones. Fine designs from the best of the jewel designers—at prices quite moderate for jewelry of such quality:

The antique amber choker shown in the center is \$29.95. The bracelets to match are \$10 each.

Genuine Topaz necklaces, each stone set separately in silver, and separated by bits of glinting marcasite, \$32.50. Also in amethyst.

A Flexible Sterling Silver bracelet, closely studded with brilliant marcasite, \$32.50.

Bracelets of marcasite, set with large semi-precious stones. \$32.50. These may be had with Chrysoprase, lapis, carnelian or onyx.

Necklaces of real turquoise, varying in color from the rose-pink to deep moss green, \$25. The opera length, \$50. Real Rose Quartz necklaces—choker length, \$12.95. Opera, \$25.

Marcasite earrings set with imitation emeralds and sapphires, \$32.50.

Real Rock Crystal, in various cuttings, choker length, \$10 to \$15. Opera Length, \$22.50.

Bracelets of silver, set with onyx, carnelian, chrysoprase or clouded amethyst, \$5.

Pear-shaped and triangular carnelians or chrysoprase, as pendants on silver and marcasite earrings, \$12.

Oval Earrings of chalcedony or onyx, combined with marcasite, \$15.

Twisted Coral Chokers, \$10.

Lord's—First Floor.

Rayon Vests and Bloomers of Gordon make \$1.00

Well-tailored undergarments of a fine, closely-knit quality of rayon fabric made especially for Gordon!

The vests in bodice top, with top and straps picot-edged—The bloomers with elastic at waist and knee.

Both garments well-reinforced where the wear comes.

Peach and Petal Pink

\$1 each

Lord's—First Floor.

Merry-Glo is a Lustrous New Fabric for Slips

A newly-developed satiny fabric of rayon—of clinging quality that makes it especially good for costume slips.

Forty inches wide—in beige, petal pink, or white.

Low-priced at \$1.00 a yard.

Lord's—First Floor.

Real Lace Neckwear to wear on velvet frocks

Sets of cuffs and collar—of such rare laces as Belgian, Alencon, Bretonne Irish and Valenciennes, often used in combinations of one or more kinds.

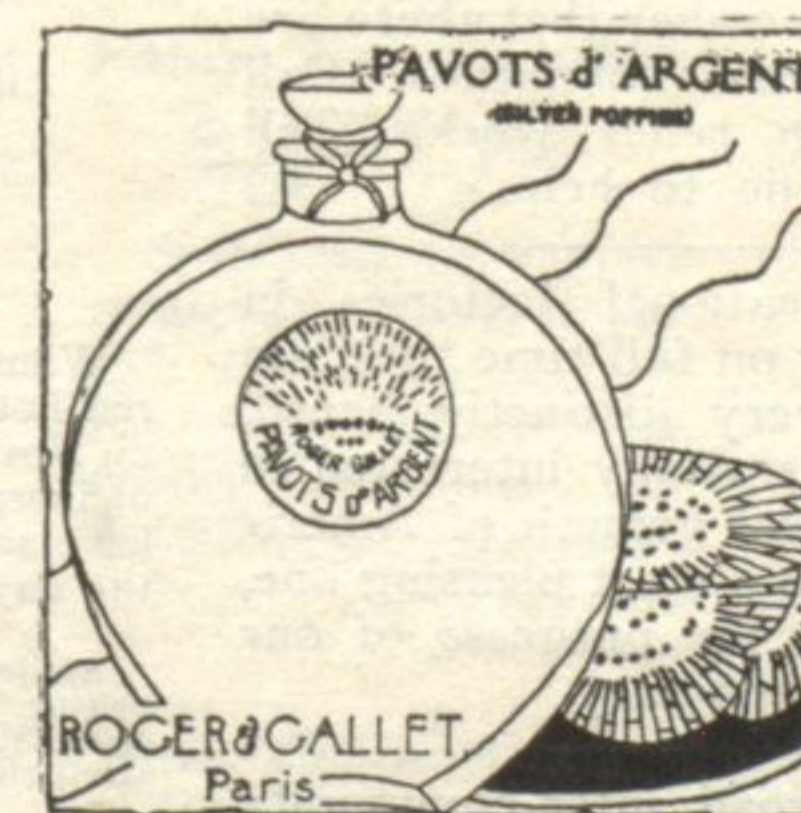
All in a warm deep ivory tone.

Collars round or V-shaped—cuffs narrow or in swagger gauntlet style.

Priced from \$3 to \$16, depending on the quality and quantity of lace used.

Lord's—First Floor.

Silver Poppies

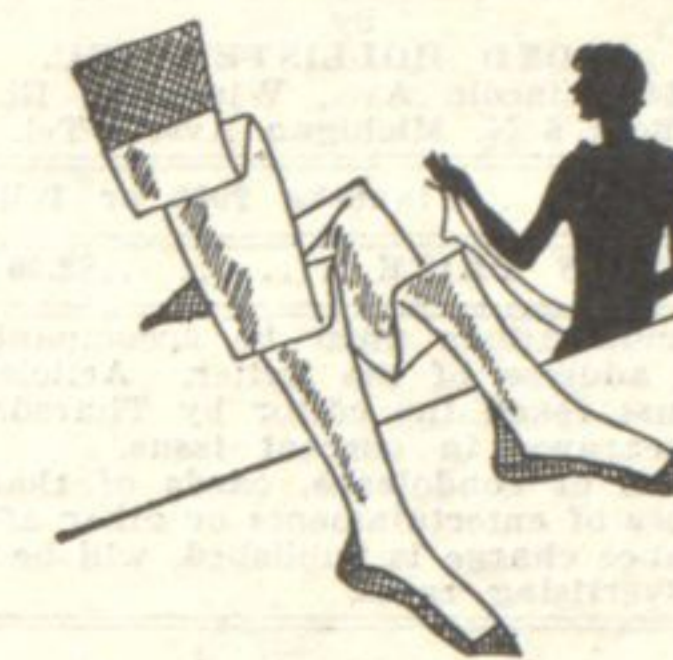


A modern perfume, created by Roger & Gallet in Paris. A scent of such unusual distinction that it is suggested for the woman who wishes a perfume to use as a permanent part of her costume—whether that costume be for sports or for evening wear, for street or for afternoon.

It is an indescribably alluring scent, without being too sweet or too exotic.

Two sizes, \$5.50 and \$11.95.

Toiletries
Lord's—First Floor.



Service Chiffon Hose \$1.35

Very much underpriced are these service chiffon stockings with lisle tops and a red run-stop.

From a famous maker, whose name we may not mention because of the exceptional lowness of the price—

In these smart colors:

Kasha Beige	Gunmetal
Beige	Piping Rock
Beachnut	Even Glow
Beach Tan	Suntan
Blond	Pastel Nude

Lord's—First Floor

Gardenias of many colors 95c



Of Felt—in brown, red, gray, sand and purple.

Of Velvet—in reseda, white, poppy red.

Of Panne Velvet—in beige, flag blue, apricot.

In Natural Texture—in cream, peach and petal pink.

Flannel Clusters—in pink, coral, beige, white.

In Clusters of Natural Texture—in creamy white and lilac.

—no need to tell you that the gardenia is the smart flower again this season!

Lord's—Flowers
First Floor.