

Lord's

INCORPORATED AN ULRICH Co
FOUNTAIN SQUARE EVANSTON

GREENLEAF 7000

WILMETTE 3700



Special Value!

For Your
Living Room—

Oriental Rugs

3 for \$88

Three handsome, colorful rugs, quite large enough to cover the entire floor of a medium-sized room!

Persian Mousuls

—average size 5-6x3-6. Their heavy silky nap makes them luxurious and durable—their rich colorings give brightness and life to a room.

You may buy on the Budget Plan if you wish.

Lord's—Rugs—Second Floor

Silk Shawls

embroidered all over
in chrysanthemum design

\$18

Snow-white, exquisitely embroidered in blended pastel tints. Brilliant Poppy red, in monotone effect. Yellow, with yellow and silvery white embroidery. And red with delicate opal tints—exotic and alluring effect.

Done on heavy crepe de chine, with long, hand-tied fringes.

Fortunate, indeed, to get such shawls to sell at \$18—just at the opening of the season of formal events.



Lord's—First Floor

And Again, for the third year—

impelled by the many inquiries of interested patrons, we announce that

Charge Customers May

Buy in November—

and

Pay in January!



It is our practical way of suggesting early Christmas shopping, to extend the Christmas season over twice its usual period! It means delightful, leisurely shopping — with the immense secret satisfaction that comes from having something accomplished satisfactorily and in good season! It leaves you those enchanted last weeks before Christmas to observe and enjoy — instead of having to rush about frantically for your gifts.

And, needless to say, those who shop in November, shop from complete, fresh Christmas stocks.

The usual bill will be rendered on December 1st, so you may review your November purchases. You may then pay it wholly or in part, or defer payment entirely until January 1st.

The Privilege Granted Above Represents Only One of the Advantages of Having a Charge Account at Lord's

CHARGE IT!

We welcome as charge customers persons who are financially responsible. Our Credit Department will receive your application, and accord you every courtesy in considering it.

Credit Office—Second Floor

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\$1.65 Buys Gordon Chiffon Stockings

—pure silk clear to the top

Gordon Hose! Every thread pure silk. Clear-woven and sheer as gossamer.

In these good Gordon shades: Meteor, Cinderella, Tunis, Daphne, Beige d'Or, Marron, Gunmetal: a shade for every type of costume, for costumes of every shade!



Wool Jauntees \$1.95

Pure wool long spats with an elastic strap that slips on under the foot.

Cream, tan, blue combinations—with turn-over cuffs.

Convenient because they can be taken off when you get indoors—and they afford excellent protection against cold while you're out.

Lord's—First Floor



Burgundy Wine Spanish Brown Neptune Blue Black

You'll Find What You Want at Lord's

It's real shoe economy to get just the shoe you want—smart in color, line, and leather. It means a great deal to choose from the season's most complete collection at a price as moderate as ours.

\$7.50 and up

Rajah Lizards Suedes - Kids - Velvets

Lord's—Main Floor