

# LORD'S of Progress

In Time for Easter  
These Famous Coats  
in the new mode!



You've seen them advertised in smart magazines, you've seen them worn in fashionable circles, and now—LORD'S offers them to you. Some are furred, they're in tailored or dressy styles. The fabrics: plain crepes, diagonals, and imported tweeds. They're taking the town by storm!

upwards from **\$25**

Women's and Misses' Sizes  
Apparel Section, Second Floor

## Friday and Saturday

Last Two Days to Share in These Remarkable Values.

LEATHER HANDBAGS, stunning back-strap and chain handle types. In black, blue, or beige. . . . . **\$1**  
*Handbag Section—LORD'S—First Floor*

DARING NEW SCARFS—all-silk Ascots and single sash types. Vivid colors and patterns. . . . . **\$1**  
*Neckwear Section—LORD'S—First Floor*

STUNNING JEWELRY, from our regular \$1 assortment. Necklaces, earrings, clips and bracelets. . . . . **50c**  
*Jewelry Section—LORD'S—First Floor*

SILK HOSIERY, chiffon or light weight service. French heel and cradle foot. All new shades. . . . . **59c**  
*Hosiery Section—LORD'S—First Floor*

WOMEN'S RAYON PAJAMAS, regularly \$1.95. One and two-piece styles, and color contrasts. . . . . **\$1**  
*Rayon Underwear Section—LORD'S—First Floor*

PURE DYE SILK GEORGETTE, 39 inches wide. A complete array of smart new shades and pastels, yard. . . . . **79c**  
*Daylight Fabric Section—LORD'S—First Floor*

SPRING WASH FABRICS, 40-inch "Pleasant Print" voiles and A. B. C. batistes in colorful and fashionable patterns, yard. . . . . **23c**  
*Daylight Fabric Section—LORD'S—First Floor*

ALL-SILK PONGEE, 33 inches wide, in lustrous natural color. A special importation, yard. . . . . **25c**  
*Drapery Section—LORD'S—First Floor*

MAIDS' UNIFORMS, values up to \$10 in this lucky purchase. Sizes 34 to 46 in the lot. . . . . **\$1**  
*Uniform Section—LORD'S—Second Floor*

PATCHWORK QUILTS, full 72x84-inch size, in the quaint Poppy pattern. The stitching is very close and firm. . . . . **\$1.59**  
*Bedding Section—LORD'S—First Floor*

MEN'S SHIRTS and SHORTS, shorts of quality broadcloth, Cooper-tailored. Fine knit cotton shirts, each. . . . . **25c**  
*LORD'S Men's Store—First Floor*

END TABLES, all marked \$4.95 and \$5.75 till now. Some period pieces, and many others **\$2.65**  
*LORD'S Third Floor of Fine Furniture*



It's the most gracious and flattering five o'clock frock a matron could wear. Dull black crepe with the new V-cowl neckline, the adjustable up-turned belt. And finally, just the right, the discreet flash of sequins. Beautiful, and the price is only

**\$29.50**

Sizes 36 to 42

Apparel Section, Second Floor

FOUNTAIN SQUARE  
Downtown Evanston

Watch LORD'S Grow!

Phone  
Wilmette 3700