

LORD'S Budget News of the Day

THE CROWNING GLORY OF SPRING!

Pinehurst Hats

Exclusive with LORD'S,
in Evanston

\$7.50



BONITA: You'll look young and gay in this new hat of Milanac with its subtle brim and a ribbon trimming. Ultra-chic!

BELMONT: If you're a bit sophisticated you'll want this ballibuntl sailor with its creased square crown and tailored ribbon.

In the Millinery Section—LORD'S—Second Floor



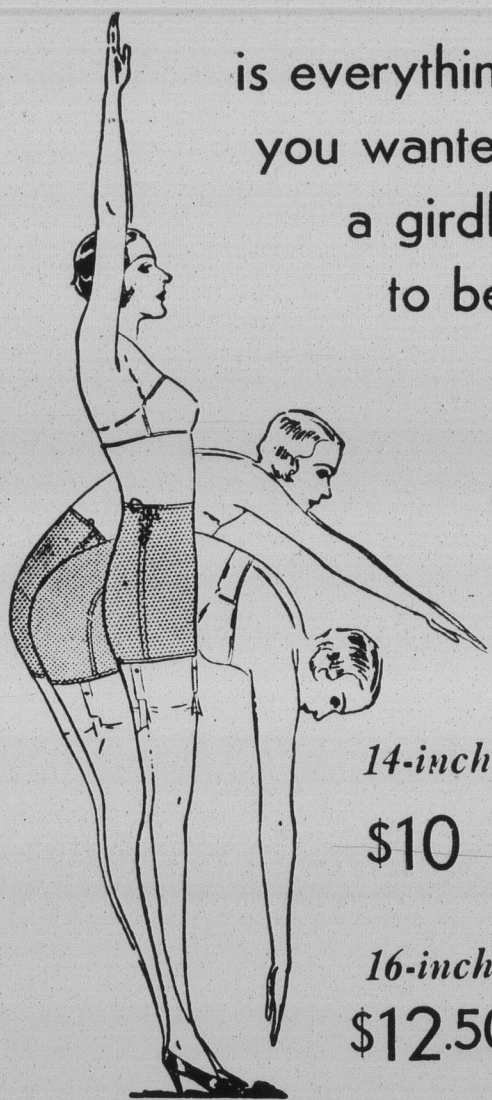
The tiny stand-up collar with Directoire lapels, the slim, seamed silhouette, the heavy cuffs of kolinsky—all proclaim her taste for Paris-sponsored fashion. And the coat is even more elegant when she wears her own sables with it! In green or beige, misses' sizes.

\$49.50

Other coats as low as \$16.50
Apparel Section—
LORD'S—Second Floor

Le Gant

is everything
you wanted
a girdle
to be!



14-inch

\$10

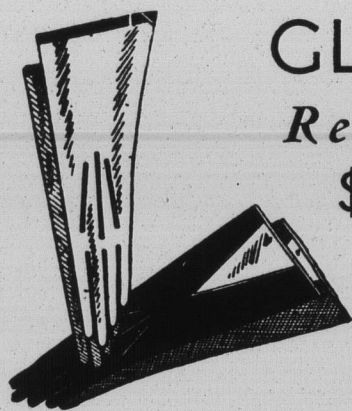
16-inch

\$12.50

Le Gant is made of a new lustrous Youthlastic that stretches both ways, and stays firmly down, no matter what. It lies flat at the waist and never "pokes out" or "shelves." It's really long enough!

You don't even know Le Gant is there, it's so soft and supple. Yet the effect is grand!

In the Corset Section—
LORD'S—Second Floor



GLOVES

Reduced!

\$2.44

Values in fancy cape-skin gloves up to \$7.75. Think fast! Buy as many pairs as you can possibly afford at this low price!

In the Glove Section—LORD'S—First Floor

Sale! Silk Hosiery

79¢

3 pairs for
\$2.25

SHEER CHIFFON with picot top, open-work ravel stop, cradle foot, and French heel. In delightful spring shades.

LIGHT SERVICE WEIGHT with French heel, cradle foot, and lisle welt. New shades.

In the Hosiery Section—LORD'S—First Floor

Knit or Crochet

A SMART SWEATER

THE DAISY SWEATER (illustrated) requires 3 balls of blue and 3 balls of white Silky Iceland at 30c a ball. The sweater complete costs only

\$1.80

A complete supply of yarns, from 25c to 45c a ball.

Miss Frazier will instruct you in your Knitting or Crocheting free of charge.

In the Art Needlework—LORD'S—First Floor



FOUNTAIN SQUARE
Downtown Evanston

Watch LORD'S Grow!

Phone
Wilmette 3700