



## Holiday Hats Are of Linen

\$2.45

Brimmed, of course, and jauntily swooping or perkily upturned. Sometimes entirely white . . . oft-times relieved with a dash of brilliant color . . . always the ultimate in warm-weather chic.

Millinery—LORD'S—  
Second Floor

**LORD'S** Fountain  
Square

*A Breath of  
Spring for the  
Heir - Minded*

## The "Blessed Event"\* FROCK

*Prints, Sheers  
and Washables*

\$14.75

What a blessing in maternity wear! A dress that is truly smart and trim . . . that wraps generously . . . with all the essential concealing features!

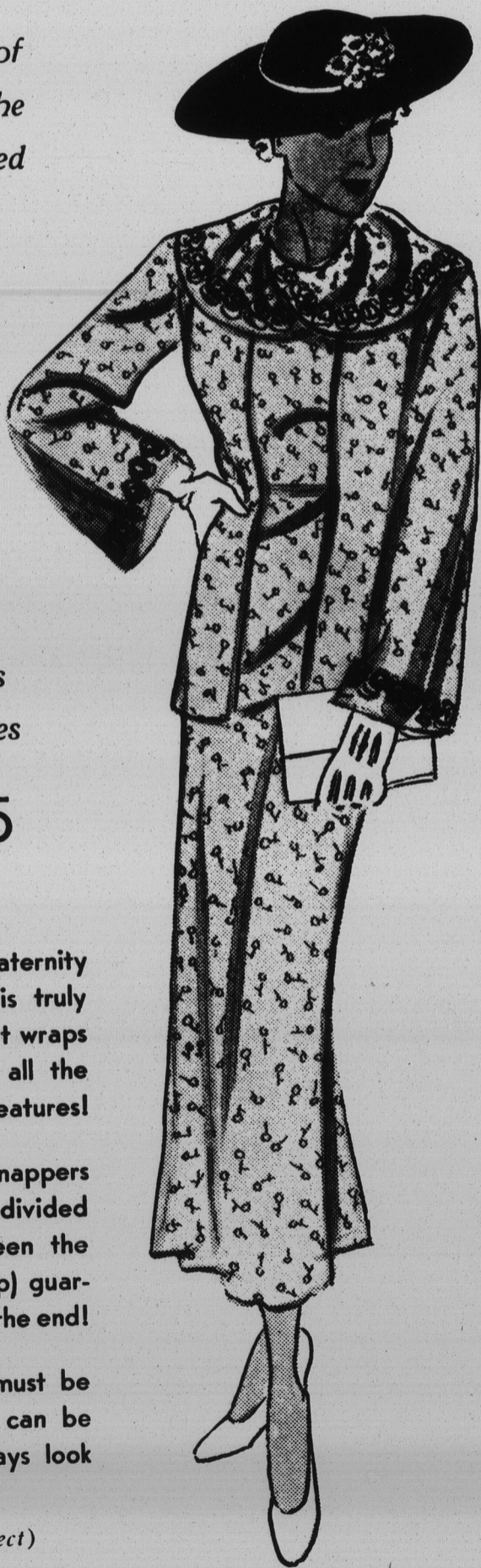
A row of progressive snappers (27-inch expansion divided proportionately between the outside and inside flap) guarantees a perfect fit to the end!

Prospective mothers must be happy . . . and you can be if you know you always look "just so!"

\*(scientifically correct)

LORD'S Apparel Floor—The Second

**LORD'S** FOUNTAIN  
SQUARE



## Swanky Linen Suits Take the Fashion Lead

*Short-Jacketed  
Trimly Tailored*

\$6.95

*Swagger Type  
Long of Coat*

\$7.95

There's a dash and a verve to the new linen suits which belie their low price and extreme practicability. For cool comfort and fashion-favor you make no mistake, milady, in casting your vote for linen. Sizes 12 to 20 and 36 to 42.

LORD'S Apparel Floor—the Second

**LORD'S** FOUNTAIN  
SQUARE