

*Lord's*

Fountain Square—Evanston

Not many Evanstonians know that this store is, of its class, one of the most successful stores in America. But figures prove that it is so. A store that thrives as this one does, regardless of general conditions, is a store operated on fundamentally sound principles. Lord's is not alone a department store. It is a service for Evanston.

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We wish particularly to be known as encouraging in every possible way the present campaign for opening Evanston's grade and high schools for students who wish to attend them evenings. This end can only be accomplished, however, when sufficient enrollments have been guaranteed.

Do you want to go to school evenings? Send in one of the coupons you find elsewhere in this issue of THE REVIEW. Ask other people about it—urge them to express their willingness to go. It means much to Evanston—and to all of Evanston's institutions.

# Summer Silk Frocks

in a great selling at one low price

**\$17.50**

Tub Silks  
Crepes de Chine  
Mingtoy Crepes  
Plaids  
Stripes  
Foulard Designs  
Plain Shades  
Pastels  
Fast Colors

An admirable collection of tailored dresses—the sort every woman needs a plentiful supply of in summer. Cool colours—tan, gray, yellow, coral, rose, blue. Navy blues for street wear. Sports styles. Frocks suitable for afternoons. \$17.50 rarely offers so good a choice of simple and distinctive summer silk dresses as these!

Lord's—Second Floor

Reduced to \$1.95, a group of fresh, cool frocks for home wear. Gingham, linens, prints. Formerly up to \$3.50.

Lord's Housedress Section, Second Floor



## Just Unpacked —the new Knox Hats

Shapes so new that they have scarcely been introduced. Among them is a model that has a wide brim at the sides that shapes away clear to the low crown at center front and back.

colors that are perfectly right. Here are mellow tans—atmospheric blues—fresh greens—the darkest blue—and even a duller and more effective black!

materials that are exquisite. Merely calling them felt does them a crude injustice, for if you haven't seen and felt and worn one of these delightfully comfortable hats you can't know the silky softness of taffeta felt.

You'll be wise if you come in to see these soon. They're sure to be taken quickly. And added to all of this is the attractiveness of price—\$10.50 and \$15.

Lord's Hat Shop—Second Floor, South

## "Of Rose Lizard"



A truly stunning pump for street, travel, or sport. Of rose lizard grain with metal buckle and scalloped gore. Cuban heel.

**\$8.50**

Lord's Boot Shop—First Floor