

An Efficient Electric Heater for \$1.39!

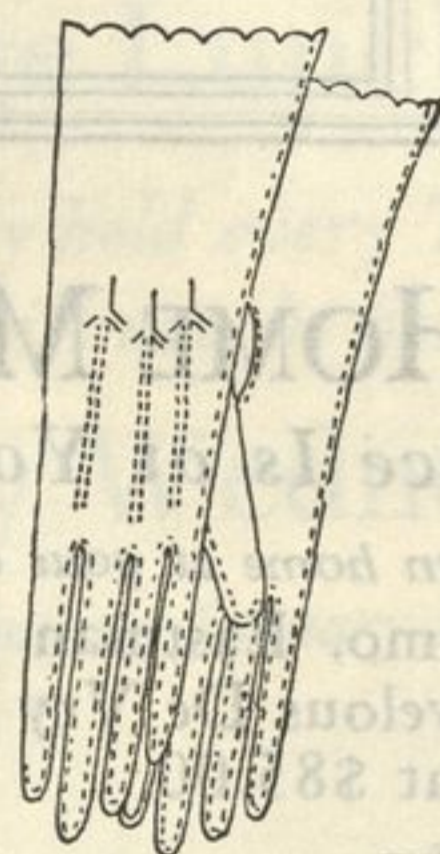
Sounds impossible, doesn't it?

But we've bought an immense quantity of them—And you get the benefit of the price-concession! They're Dayton Heaters, with a 12-inch bronze-finished reflector-bowl that diffuses the heat, an adjustment that directs it where you want it, and the socket and cord, all ready to attach!

Consider the convenience of an electric heater—quick hair-drying, quick heat for a chilled bathroom—quick heat for the bedroom early mornings, before the heat has come up!

All that for \$1.39!

Lord's—Housewares—First Floor



You Can Tub These Capeskin Slippers!

Soft, supple leather—made in a good-looking scallop-finish slip-on, with colored-embroidery — and priced very low indeed at \$4.

Tan or gray.

Lord's—First Floor

New Spring Frocks from \$2.25 to \$3.95

A-bloom with flowers and fruits, with trees and landscapes — the new Nelly Don prints are lovelier than we've ever known them!

Trimmed with pipings, contrasting colors and bindings — they gain charm from their very simplicity! All absolutely tub-proof — the colors stay clear and bright!

A Dutch style with laced front has a full skirt and bands of cross-stitch effect.

Another model is sprigged all over with clusters of fresh red cherries — with the cherry motif repeated in applique.

Plain colors, too, if you prefer — tailored with ecru pique.

The forest print—in many alluring color combinations—adorns another model.

The Cretonne Panty Dress opens at the side, and has separate panties!

\$2.25 to \$3.95

Lord's—Second Floor

Lord's

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A. H. ULLRICH Pres.

FOUNTAIN SQUARE · EVANSTON

University 1024 - Wilmette 3700

features

the new mode for spring

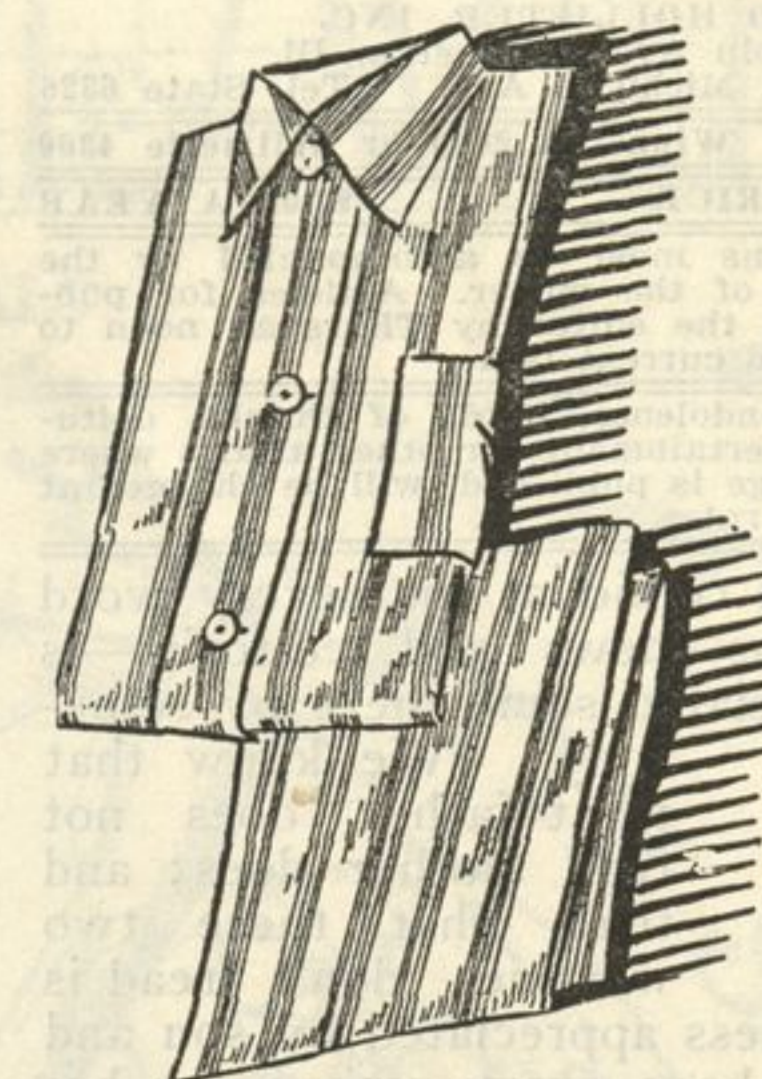


For Spring—and for Southern wear—a splendid collection of soft felts cut on the very newest lines—from

Catalina
Meadowbrook
Knox
Gage

Lord's—Second Floor

Special! NEW PAJAMAS \$1.95



—New in Color—
—New in Pattern—
—New in Style!

Pajamas in handsome broadstripes. Plain-colored pajamas with collars and band trimmings of patterned fabrics. All-over designs—patterned pajamas with plain girdles and trimmings.

Coat style models, with turnover collars—slipovers with V necks—

Broadcloths, madrases, cotton pongees—
Lavender, rose, white, tan, gray, blue—in many combinations!

The best pajamas we've ever offered at such a price! \$1.95.

Lord's—First Floor—Men's Section

Ruby Ring Hose Sheer Service Weight \$1.19

(Irregulars of the \$1.75 Quality)

These nationally-known, nationally-worn hose, of unquestionable quality, are rarely sold at less than regular price!

These stockings merely failed to pass the rigid Ruby Ring tests; their trifling flaws won't hurt their wearing quality!

These smart colors:

Nugun	Suntan	Sauterne
Gunmetal	Monkeyskin	Evenglow
Seasand	Manon	Yosemite
Algerian	Blue Fox	Merida
Blush	Dust	Mirage
Pearl	Light Blonde	Aloma

In Sizes 8½, 9, 9½, and 10

Lord's—First Floor