



## New Dresses at \$35.00

present various impressions of the coming season's mode

Simplicity is still a strong note—but what a different simplicity from the tailored mode of yesteryear! A sweeping grace of line—artfully arranged drapes—tiers, plain, pleated, and pleated-and-plain—tucks that form yokes, that are used in scores of clever ways as trimmings—and all sorts of other details that soften the effect without superimposed decoration. Note especially, at this price:

A French beige georgette with a V neck, and a tucked, wide, self-belt, \$35.

A black georgette with a tiered skirt banded in shimmering satin, with satin pipings outlining the double bateau neck, and trimming the sleeve-puffs, \$35.

A grasshopper green georgette frock—two piece—has the bodice bordered in accordion pleating, making an extra tier against the two pleated front tiers of the skirt, \$35.

Navy, Grecian rose, or French blue georgette, in graceful drapes caught by two circlets of brilliants, \$35.

Navy blue or Vassar rose Canton crepe frock with tucking and a pleated front panel, and beige vestee and collar piping, \$35.

An Almond green georgette (or you may prefer it in flame, Grecian rose, or French blue), has fan-pleated panels in the skirt—an interesting swirling line, \$35.

Lord's—Second Floor

## A Clearance of Maids' Aprons

A large assortment of aprons, and apron sets, of lawn, swiss and organdie—tailored or trimmed with fine imported embroideries.

\$2.50 and \$2.95 Ones, \$1.95  
\$3.50 Ones at ..... \$2.50  
Others up to ..... \$8.95

### Maids' Collar and Cuff Sets 1/2 Price

Fine embroidery ones, or net with hand-done applique—a great many attractive patterns. Some slightly soiled.

Lord's—Second Floor

## Handkerchiefs

—fine linen with name embroideries

6 for \$1

Scores of names—carefully done in white, on fine white linen.

Gertrude	Cora
Gladys	Harriet
Grace	Betty
Caroline	Barbara
Anna	Winifred

These handkerchiefs have been reduced to exactly half price for clearance.

Lord's—First Floor

## Children's Coats Again Reduced

A good variety of good winter coats—of chinchilla, Duvbloom, broadcloth, and other fabrics you can count on for service.

In the 2 to 6 group there are \$29.50 Coats at \$19.95, \$23.50 Coats at \$15.95, \$12.95 Coats at \$8.95 and \$7.50.

The 8 to 15 group includes coats that were from \$12.95 to \$67.50—now \$7.50 to \$45.

Trimmed with good-wearing furs: Australian opossum, nutria and coney.

Lord's—Second Floor

# Lord's

Fountain Square—Evanston

## Mallinson's New Indian Prints

Done on Mallinson's exquisite supple pussy willow are these effective and superbly-colored Indian motifs—each with the characteristic designs of a certain tribe.

So far there have arrived:

THE ARAPAHO PRINT  
THE PUEBLO PRINT  
THE UTE PRINT

each at \$5 a yard. These prints are suggested in combination with harmonious plain shades in three-piece costumes.

Lord's—First Floor



## Well-Shaped Hose of Sheer Chiffon

1.00

Spuntex—pure silk clear to the top. The hems, and the wear-places on the feet, reinforced with firm lisle. Knit on spring needles, with the ankles narrowed—they fit smoothly, and keep their shape after laundering.

These smart colors:

Evenglow	Porcelain
Grain	Mirage
Duotone	Gunmetal
Bronze	Nude

Lord's—First Floor

## There Are Still Some Very Unusual Coat Values in the Winter Clearance!

Here we list a few of them—perhaps half of all that remain from the busy selling of the past season. Prices, you will see, have been reduced low enough to sell out the balance in a day or two!

A \$19.95 Sport Coat, \$12.50  
Doubled-faced fabric, mixture outside, plaid inside. Simply tailored.

\$55 Motor Coat, \$39.50  
Tan check cloth trimmed with leather.

\$175 Broadcloth Coat, \$105  
Military blue, with point fox shawl collar.

\$69.50 Tan Velveta, \$49.50  
Shawl collar and cuffs of fox.

\$85 Cocoa Broadcloth, \$55  
Deep brown collar and cuffs of mink.

\$85 Black Broadcloth, \$55  
Jap mink shawl collar and cuffs.

\$49.50 Tweed Coat, \$35  
Imported mixture; cat lynx collar.

Lord's—Second Floor

## New Colors in the Sale of Mingtoy Crepe, \$2.50

BLUE SKY (a delicate hydrangea)  
CAMEO PINK (pale coral)  
CHIN CHIN BLUE (a Vivid Chinese tone)  
LAKE BLUE (Gray Green)  
KASHA BEIGE (a grayish beige the exact color of natural kasha cloth)

Five of the most important colors for spring have now been added to the fifty or more shades of Mingtoy Washable Silk crepe de chine, being featured now at \$2.50 a yard.

Lord's—First Floor

## Martex Towels in Spring Colors

Pastel tints that no amount of boiling can dim! Borders of solid color, or in jacquard patterns—overplaids and stripes—and color used in many other effective ways!

Prices from 39c to \$1.75.

## Martex Wash Cloths,

Some to match towels—ranging in price from 10c to 25c.

## Tufted Bath Mats of Colored Chenille

—\$4.50. In French blue, gold, rose, lilac, green.

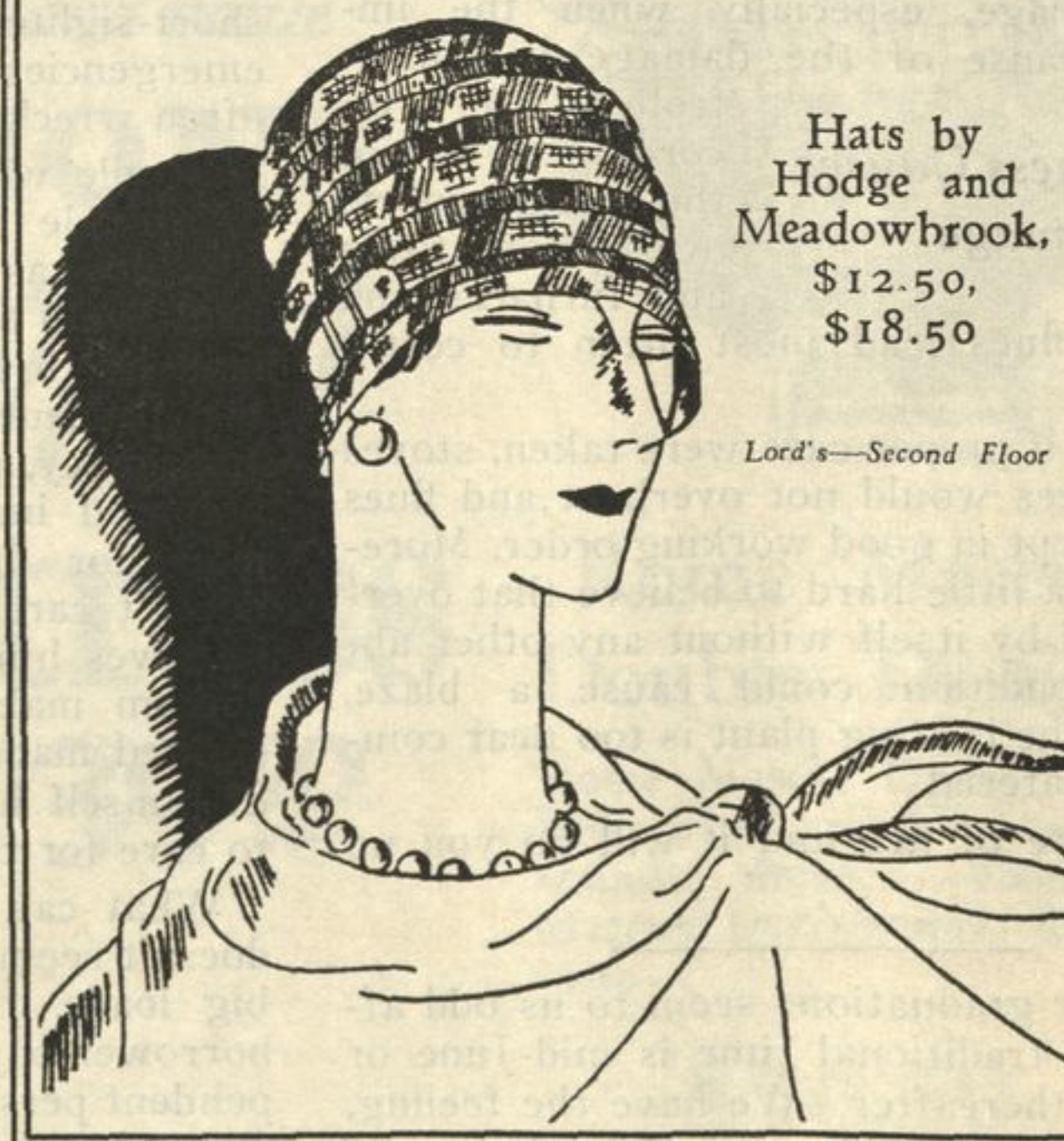
Lord's—First Floor

## Silk Hats

plain, print, crepe, georgette, chiffon

One of the most radical departures from the felt tradition that has appeared in some time.

Exquisitely fashioned hats—rich in color—daringly patterned—sometimes enveloped in a network of delicate stitching that adds to the lacy transparency of the effect.



Hats by Hodge and Meadowbrook, \$12.50, \$18.50

Lord's—Second Floor