

### Blades for YOUR Razor 69c Pkg.

Mitchell Blades—keen and thin and fine—give more shaves than ordinary ones. And they cost much less. The packages contain—

- 20 Ever-Ready Blades
- 14 Autothrop Blades
- 14 Gillette Blades
- 18 Gem Blades
- 13 Keen-Kutter Blades
- 13 Durham Duplex Blades.

69c a package.

Lord's  
Housewares  
Toilet Goods  
Men's Furnishings  
Lord's—First Floor

## Just In! Sweaters at \$7.95



Among the recently-arrived sweaters are several distinctively new models at \$7.95. The fashioned front is new. It is a vest-like V in a contrasting pattern, sometimes interwoven with a contrasting color to emphasize the V effect. This model may be had in the new Goya red, rose bisque, lucerne blue and the lovely pinefrost green.

Lord's—Second Floor

## Chiffon Lisle Stockings with Lace Clocks \$1.75

A semi-sport stocking for spring. Sheer enough to be suitable for the street, but sufficiently heavy for sport or business wear. Just right for the early spring golfer!

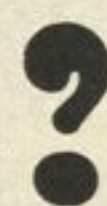
Plain Chiffon Lisle in Champagne, Beige Rose, Rose Beige

Lord's—First Floor



Why Do We Have This

## February Shoe Sale



Simply because we want room for new spring footwear. That is why we have cut prices drastically on EVERYTHING—our entire stock—even children's shoes!

Besides That—

And this is what makes this sale so tremendously important—all new spring shoes, as they arrive, are greatly reduced and placed in this sale. Sketched above, gull gray or honeybeige pump in suede and kid combined.

New Spring Shoes, \$10.00 Values  
Now \$7.85

Shoe Dept.—First Floor

### Riotous Colors in Cretonnes

In this spring of gay coloring none but the most colorful cretonnes may be used!

Our new Spring selection reveals conventionalized floral patterns, blocks of brilliant color in various shapes, wide stripes of contrasting colors, and queer kaleidoscopic designs.

Conventionalized tulip pattern, red on black background, \$1.35.

Futuristic splashes of color in triangles, circles and squares, \$1.35.

The Jessamy pattern of smaller conventional flowers, on a light background, is a bit more conservative, 95c.

Other interesting cretonnes, 95c to \$1.50.

Lord's—First Floor

# Lord's

INCORPORATED

AH. ULLRICH Pres.

FOUNTAIN SQUARE · EVANSTON

## PRINTS for SPRING

This is a Print Spring: printed crepe de chine, printed lines, Peter Pan prints, and printed crepe chiffons appear in scores, in HUNDREDS of patterns!

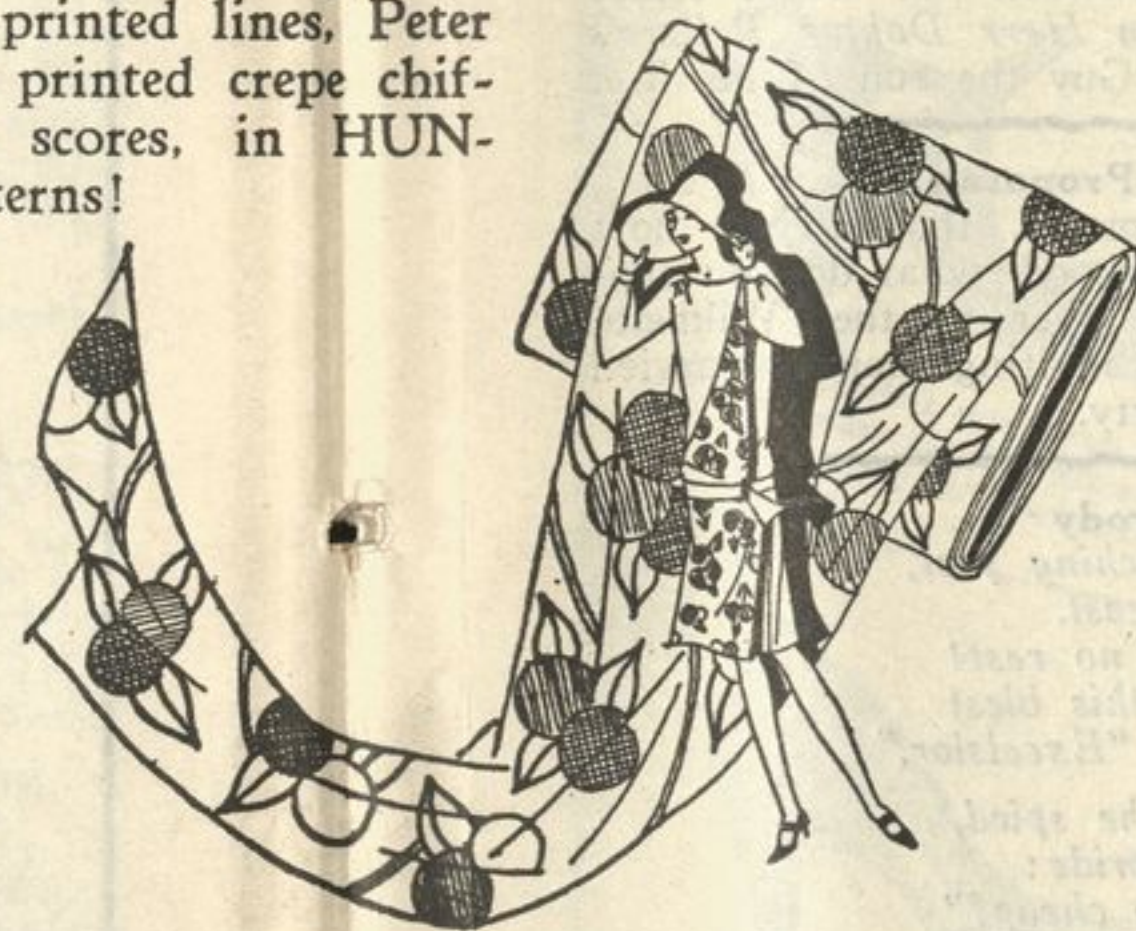
Gay Peter Pan Prints, 58c yard.

Crepe Chiffons in Blended patterns, \$2.95.

Many-colored crepe de chine, \$2.95.

White and colored dotted Swisses, 95c yard.

Printed linens for sports' wear, \$1.15 yard.



Lord's—First Floor

## Roman Violet

is a new shade for spring hats



Roman violet—a luscious blue-purple that emphasizes the blue eyes of the fair-haired—and lends richness of coloring to the brunette! In these soft, close-fitting felts the color is especially effective.

One Gage model fits closely over the right ear, with two gold feathers. Two tucks in the crown add to the trim snugness. \$7.50.

The popular skull hat is here, trimmed with a perky bow and two gold buttons. \$7.50.

Another model has a tiny brim of delicate orchid, drawn high on a crown of the deeper Roman violet. \$10.50.

Lord's—Second Floor



# The New Dresses at \$15.00

### are exceptional values in style and quality

It is usually only in a large purchase or for some other special and fortunate reason, that such dresses come to sell at such a low price.

But this little group of individual models has made its entrance simply as one of the early spring shipments.

The materials are much finer than anyone would expect at this price. You can find, for instance,

- Georgeous Indian Prints
- Dark Georgette Crepes
- Heavy Canton Crepes
- Crepe de Chines
- Black Satins
- Flat Crepes

This exclusiveness is an advantage which often costs high prices, particularly when it is coupled with newness and excellence of style, as it is in these dresses.

One powder blue, barred georgette has self-covered buttons down the front; two-piece; lace collar.

It is two-piece, and the skirt is box-pleated.

An Autumn leaf print on a supple pussy willow silk—

all shimmering delicate blues and golds—with a pleated skirt and a rather long, V-necked bodice, finished with a narrow gold kid belt and a long gold-colored metal feather at the neck.

The new American Indian prints, done on heavy crepe de chine, appear in several effective two-piece models—one daringly banded in black, another with a fine-pleated skirt of navy crepe de chine.

A navy georgette with a plain surplice bodice, has a full skirt, closely shirred and corded at the top, and an uneven hemline.

Several one-piece tailored models of unusual distinction are included—navy, trimmed with red, and green with cocoa.

Every one of these dresses is an effectively designed spring frock—each with definite style features of the new model! \$15.00.



Lord's—Second Floor