

Lord's
 INCORPORATED A.H. ULLRICH Pres
 FOVNTAIN SQUARE · EVANSTON

From
 The **FASHION CENTER**

*Echoes from the
 Spring Opening Displays
 Now in Progress*

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MILLINERY



Every artifice known to the millinery designer has come into its own this season—notwithstanding the simplicity of the individual model!

Straws are in high favor—ballibuntls, bangkoks, perle viscas, milans, and hairbraids.

And the smart hat (as you will see from our enchanting display in Spring Opening) is ANYTHING but symmetrical! It turns up here—is tilted there—it turns up and down—or draws its brim up over its crown—but all of these effects are "off-center," which gives the millinery mode an engaging air of carelessness that is really planned with the greatest of care!

These notes are important:

*Lacquered Trimmings
 The Use of Maline
 Dinner Brims
 (wider on one side than the other)
 The Use of Flowers and Feathers*

If you want to know what hats are to be worn—and when—don't lose a moment coming to the millinery section!

Here, at Lord's—Second Floor

The Prints at \$15; Mingtoy Crepes at \$17.50

FROCKS

A delightful collection of bright-colored prints - - geometric, Indian, and flower designs by the score!

Dresses with georgette jackets - - two-piece frocks with print or plain skirts - - and graceful one-piece styles.

Mingtoy Crepes at \$17.50 include sports frocks in one and two piece styles - - in powder blue, cameo pink, white, red, green, navy, Lake Blue, yellow, beige and gray.

Lord's—Dresses—Second Floor

The Ensemble Appears for Every Occasion!

SUITS

The tweed ones (with overblouses of silk or kasha jersey) are worn for shopping, and for sportswear. For afternoons there are smartly dignified dress-and-coat combinations - - and for the more formal occasions, in which a dinner gown

is needed, there is even a georgette jacket to wear over the dinner gown.

Two-piece suits with short jackets may be had in tweed or twill. The ensemble occurs here in tweeds priced as low as \$17.50 - - and in prints as low as \$15!

Lord's—Second Floor

An Accessory of Considerable Importance!

GLOVES

Since the fastidious woman insists, nowadays, upon having her gloves launderable, so they may be always exquisitely fresh, the spring mode offers the following outstanding features in Washable Gloves:

Soft capeskin sport slipon, with strap wrist with double ring fastening: black, pearl gray, freckle and champagne. \$4.25.

Novelty leather basketweave cuff: white with black, and combinations of freckle and champagne. \$4.75.

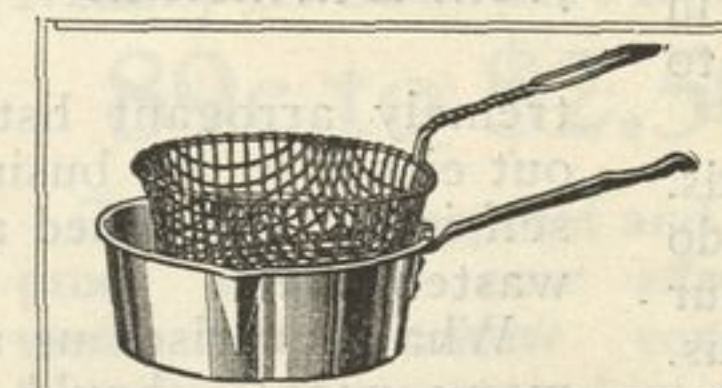
Washable cape novelty slipon, shirred and strapped at one side. Pearl, freckle, champagne, and white stitched in black. \$4.25.

Lord's—Gloves—First Floor

from the East Room

*Unusually good savings
 on known brands*

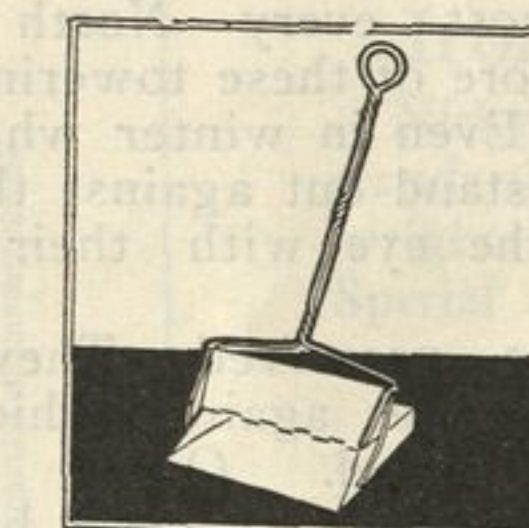
\$1.65 Wearever French Fryer
 \$1



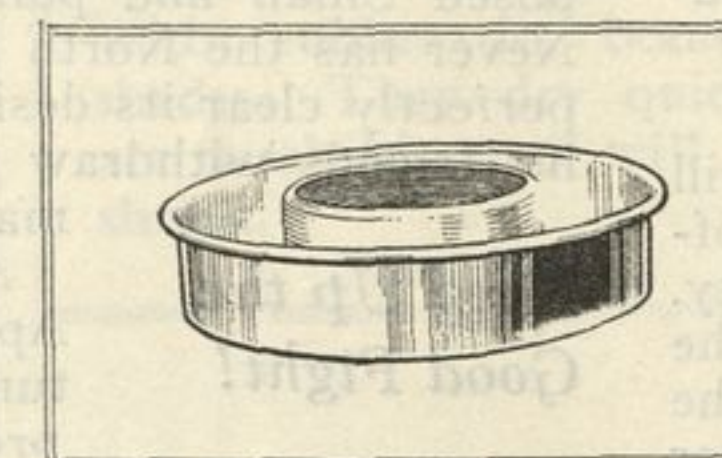
Of sturdy Wearever aluminum this French fryer will make your potatoes crispy brown. The wire basket fits conveniently on the top of the sauce pan.

80c Long-handled
 Dust-pan, 69c

With its long handle this dust-pan is unusually convenient. Its sharp edge picks up every particle of dust. Light and easy to handle.



\$1.50 Wearever
 Ring Mold \$1



You can make delicious decorative salads and desserts of all kinds in this Wearever mold. Try jellied vegetable salad in the ring served around sliced chicken and mayonnaise!

A Week's Free Trial of the Conover Dishwasher

Put your dishes in the Conover, each dish in its separate place, the silver in a basket of its own. Turn on the faucet, then the current—in ten minutes the dishes are dry, ready to put away.

Try it in your own home for a week. Just telephone!
 Lord's—East Room—First Floor