

Lord's

INCORPORATED AN ULRICH CO.
FOUNTAIN SQUARE EVANSTON

Babies' Silk Coats to Wear on Easter

Silk crepe de chine, warmly lined and daintily finished— with smocking, embroidery, and lace edging. \$7.95 to \$15.95. Sizes 6 months, 1 and 2 years.

Kenwood Coats with hats to match

Kenwood pure wool homespun blanketing is made into little tailored coats: one style with white yarn edgings on the collars, cuffs, and down the front, and with rosebud embroidery on one lapel, and the pockets. \$14.95. Hat to match, \$4.95. A plain-tailored double-breasted model, with white bone buttons, and a buckled belt, is \$12.95. The hat to match is \$3.50. These coats and hats may be had in pink or blue. Sizes 1 and 2 years.

Organdie Bonnets

From the very simplest kind, with a straight turnback band picot-edged, and a wee band of fine lace at the back, at \$1.25—to lovely trimmed ones, with color-fagoting, lace trimming, and hand-rolled, hand-whipped edges—up to \$5. Hand-made linings of silk, 95c.

Baby Frocks

Dimity—plain white, or printed with rosebuds, with hand-embroidery or rosebud smocking, \$2.50. Imported dresses, hand-made in France, with colored pipings and inserts, \$2.25. Silk crepe frocks, with double ruffles at the hem, \$4.50. The Nursery—Lord's—Second Floor

GIRLS' WEAR Spring Coats

For girls from 2 to 6
Tan and green checked tweed coats, trimmed with plain color, \$6.50. Tailored French blue cheviot, with a multi-colored striped linen collar, \$14.95. Green or blue kasha, tailored with effective simplicity, \$15.95. And many others in this interesting spring coat stock!

For 8 to 14 year olds
A middle-blue kasha, with a scarf tie, has the new rounded cuffs up to the elbow, of soft butter mole, \$79.50. A group of smart tan homespuns and mixtures, \$29.50. Novelty tweeds, plain or with leather belts, \$22.50. A clever herringbone tweed, at \$17.95. And others!

Lord's—Children's Shop—Second Floor

A Group of Girls' Frocks, \$14.95

Silk frocks—with the youthful simplicity that characterizes dresses of the better sort— Tan crepe, with orange and brown grosgrain band trimming— Royal blue smock, with white silk collars and cuffs, and elaborate smocking in white and blue. Georgette, in French blue, with three tiers of pleats, in French and dark blue. Lace-trimmed printed crepes in soft, dim colors, with velvet girdles. These, and many other frocks at \$14.95.

Lord's—Children's Shop—Second Floor

A Purchase of Raincoats at \$5.95

Enjoy Spring — be prepared for sudden weather changes! You may walk in the rain in snug comfort, in one of these suedette - lined leatherette coats — in emerald green, scarlet, gray, navy, black, or tan.

Made with close-fitting collars and buckled belts that can be pulled up trimly.

Many other good-looking rainproof Coats—of oiled silk, of "lizard" silk, and others.

Lord's—Second Floor

The Woman Who Likes Variety in her costumes will appreciate these unusual Dresses at \$15



It simply means she can have two or three dresses for the price she ordinarily pays for one. And, if she selects her colors and styles with care, they will play their part in her smart gowning with the best of grace!

Included are print and plain-colored pussy willows, crepe de chine, and georgettes—many of them copies of more expensive dresses.

Our fitting and alteration service is available for these dresses, as well as those in our regular higher-priced groups.

Lord's—Apparel Departments—Second Floor



BAKU— A new straw much favored by French milliners

Not quite like any straw we know of—soft, yet crisp—smooth, but not shiny. Cross-woven of a hemp-like thread, it has an almost linen-like texture—but more body and firmness.

And BAKU may be had in enchanting colors! A deep hydrangea blue — tobacco browns—cocoa tans—red—black. It is usually tailored—but along the more feminine lines. And many of the models we have are exact copies or adaptations of recent importations. \$18.50 to \$31.00.

Lord's—Second Floor

Lord's

INCORPORATED AN ULRICH CO.
FOUNTAIN SQUARE EVANSTON

Coats that present the Spring mode correctly

Whether what you need is an all-occasion coat, tailored and trimmed with fur—or a business-and-travel coat, severely simple—or a dress coat, of soft lines, rich with fur and perhaps with contrasting trimming and embroidery—you will find it, in its correct form, here at Lord's.

Navy and Black

—always the favorite of the conservative woman—may be had of kasha, charmeen, cashmere, silk rep, or twill.

Some are trimmed with woollens of contrasting color—many with fur—squirrel, butter mole, fox.

Tailored Coats

may be of imported homespun—basket weaves, with borders of tapestry colors—steamer rug coats, with the borders and the fringes used as trimming—Shagmoors, in the staunch weatherproof and crushproof Shagmoor fabric.

Prices Range from
\$25 to \$195

Lord's—Second Floor

PIED PIPER SHOES

Easter and New Shoes for Children!

Mothers know that Lord's is the place to buy perfect-fitting trim little styles. New strap-slippers, high shoes, and oxfords. All sizes moderately priced.

Main Floor

Soft Suede Gloves for the Spring Ensemble

Washable suedes—the simple tailored slipon—are still in highest favor with the woman who is smartly conservative.

Here are some, of suede as soft as velvet, and as easy to wash as a linen handkerchief!

Pique-sewn, for smooth, permanent seams—in snowy white, mode, beige, and ashes tints. \$4.25.

French Kid Gloves

With turnback or flare cuffs—with two-tone leather inserts and leather lacing—in white, black, gray, mode and beaver. \$3.50 to \$4.95.

Lord's—Gloves—First Floor

A Redfern Corset for straight, graceful contours—and comfort



A slim-lined corset, this, with fine silk elastic gussets at just the places where a little extra-firm holding-in is needed.

The woman of average figure—and the slender woman who is "more comfortable with a corset" will find it very satisfactory.

Of fine silk brocade—with the gussets of silk elastic, domestic, in the \$10 one, or imported from France in the \$13.50 one.

Lord's—Second Floor