

Lord's
INCORPORATED AN ULLICHEN Co.

FOUNTAIN SQUARE EVANSTON

TELEPHONE UNIVERSITY 1024
WILMETTE 3700

*This Season's Coat
for All Occasions Is of
VELVETEEN*

The shimmer of velvet—but more sleek and cool. Tailored simply—with the severity relieved by many rows of stitching that serve to make these coats somewhat more "dressy" than the usual sports velveteens.



A correct and comfortable coat for practically every occasion—trig over the sportswear—gay and festive over the lace frock—smart for tailored street wear.

An indispensable for the traveler—the person who is going to a summer resort with a lot of light frocks, and sweater and skirt costumes.

In black and cherry red.

\$29.50

**Stitched Coats of
Imported White Flannel
\$15**

Of Westbury flannel—imported directly from England. Edges stitched with five rows of stitching all the way down. And the tailoring is simply perfect! Unusual, to say the least, at \$15.

Lord's—Second Floor

Sleeveless Tub Frocks

\$6.95

Striped Piques

Printed Dimities

Printed Batistes

Plain Flannels

Printed Linens

White and Tint Piques

Every One Guaranteed Washable

An immense lot of fresh, gay, crisp, colorful new dresses! Cut simply so they're easy to wash and iron into constant freshness. Made of excellent, color-fast materials that will launder and wear well.

*Exactly the kind of dress you'll want several
of to insure a cool and carefree summer!*

A lot of them are tailored—with trig piped belts and turn over collars. Others again have white collars used in contrast with the print fabric—some of the flowered dimities are inset with squares of fine filet lace, edged in plain-colored piping—and still another model has a vestee of white batiste, trimmed with Irish and Cluny laces.

They're the sort of dresses you'd never dream of finding for so little. It's the chance of a summer to buy vacation clothes of the comfortable and attractive sort!

Six Ninety-Five Each

Lord's—Second Floor

**\$1.00 Houbigant
Talcum Powders
75c**

The elusive Quelques Fleurs—the dainty Ideal—both have been reduced.

In the usual attractive glass boudoir jars.

**\$1.50 Bath Salts
\$1.00**

In the same two scents—four ounce jars.

The eight ounce jars, were \$2.50, now \$1.50.

Lord's—First Floor

Butterfly and Batwing Days Are Here



A man doesn't know it's summer till he gets on a crisply-tied bow tie! And since summer's just around the corner, we've planned for him!

Cheney patterned silk failles, twilled Suskana failles; plain moires in maroon, olive green, cocoa, king blue, and sea green. Gingham-checked silks. Blue, polka-dotted in white.

A fine, big collection for men of every taste! \$1 each.

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**It's Coolie Coats
Again This Year
—for more uses than ever!**

They're worn at home—as something a little more decorous than the usual negligee. They're worn at the beach, and worn a-top tricky Chinese trousers, they become pajamas!

Coolie Coats, \$7.50

Handsome affairs of hand-blocked silk in brilliant, rich colorings. Misses' and women's sizes.

Coolie Coats, \$2.50

Cotton challis, elaborately patterned, and simply cut.

Coolie Pajama Suits, \$11.95

Of wool and cotton challis.

Or, if you prefer them of brocaded Japanese silk, 29.75.

Children's Coolie Coats, \$5.50

Of fine, wool challis, in sizes 10 to 14.

Lord's—Second Floor

**Underwear Laces
in a wide variety of kinds
10c a yard**

German Valenciennes, Normandy Valenciennes, imitation Binche, and other kinds of laces with which to trim underwear and children's dresses—

Reduced from 18c, 25c, 29c and 35c—to 10c a yard. One big lot—priced for quick clearance.

Lord's—First Floor