



# Lord's

FOUNTAIN SQUARE  
EVANSTON

Presenting the New  
Three-In-One  
SLIPS

and only \$1.95

Slip, panties and brassiere combined into one sleek garment. All silk crepe in white or tearose . . . sizes 32 to 38. Lavishly lace trimmed or tailored as you prefer.

Lingerie—LORD'S—Second Floor

Store-Wide Sale of "BOBOLINK"  
Full-Fashioned

## SILK HOSE

95¢

3 Pairs  
\$2.75

The regular price of \$1.25 is stamped on every pair. A "best seller" because they're QUALITY stockings combining gossamer sheerness with tremendous durability. 4-thread, 45-gauge in CHIFFON or 7-thread SERVICE weights. We ask you to try them on our recommendation.

APPROVED  
SUMMER SHADES

Sherrytone Crashtone  
Extra Dry  
Taupesan Mouette  
Beige Clair

Any employe will serve you



PHONE  
ORDERS  
PROMPTLY  
FILLED

PHONE WILMETTE 3700

# GOLDEN OPPORTUNITY DAYS

Draw to a Triumphant Close with Scores of New Values

## 378 New Summer Dresses

Look at the VARIETY  
in This Group!

\$5.95

A GRAND collection of PRINTS—one piece and jacket styles. Pastel crepes. Swagger cord stripes. New DARK prints on white. Hand-made voiles. New acetates.

\$15 and \$17.50 Frocks  
in JUNIOR Sizes

\$12.95

Drastically reduced for this sale . . . these skillfully designed dresses for women requiring sizes 11, 13, 15 and 17. Lovely prints and sheers. Light and dark shades.

These Dresses Feature  
UNUSUAL Details

\$15.00

Clever jacket dresses in Summer prints. Soft French crepes. Youthful frocks in white or pastel crepes—with waggar jackets. Crisp accents of organdy and ruching.

Our FINER Individual  
Summer Fashions

\$17.50

FINER fashions every one of them! Stunning prints in soft silks or fine sheers. Jacket fashions in new pastels. Plain sheer navy suits. Sizes for misses and women.

Apparel Section—LORD'S—Second Floor



Silk Pongee

## Coolie Coats

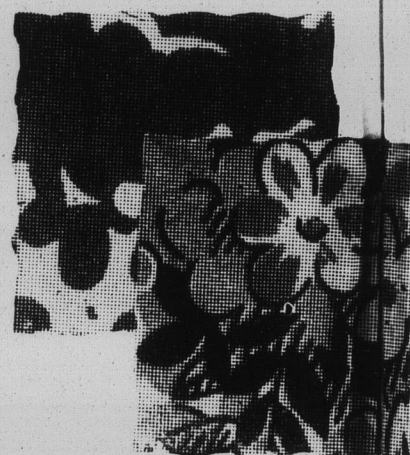
\$1.50

Smart, feminine and oh, how COOL. Natural color silk pongee—with vivid Oriental patterned border. Small, medium and large sizes. The price represents a great value!

LORD'S—Second Floor

## Mallinson's \$1 "Pussywillow" SILK PRINTS

Exotic Designs on WHITE Grounds



\$2.00  
YARD

The dressmaking urge is rampant this Summer . . . and no wonder, for these gorgeous new prints are so pretty, and downright INEXPENSIVE, you just can't resist them! Even the simplest patterns make up beautifully.

LORD'S SEWING STUDIO

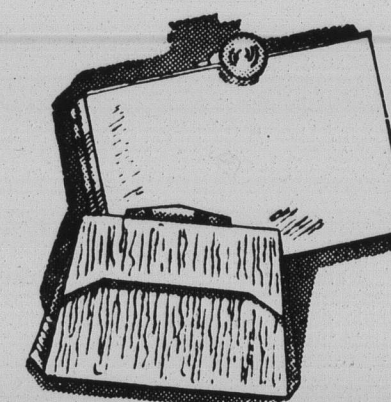
Home dressmaking problems disappear under the able guidance of Mme. Emery. Summer frocks are turned out in a professional manner, \$1 for a 3-hour session.

## Bemberg Sheers

94¢  
YARD

Durable! Wearable! Washable! 39-inch sheer Bembergs in all Summer prints. If you're genuinely interested in SAVINGS, do not miss this fabric value!

Fabrics and Patterns—LORD'S—First Floor



New White  
Handbags  
\$1.00

The style that distinguished the originals has been carefully preserved in these clever copies. Practical because they're WASHABLE! A splendid selection.

LORD'S—First Floor



Summer  
Jewelry  
59¢

A salesman's sample line accounts for this low price on stunning new WHITE and PASTEL bracelets, earrings and clips. Regularly \$1.

LORD'S—First Floor

See Them Modeled Today—Thursday

## Beach Fashions

IN RUBBER

It's hard to believe that such decided swank could be had in rubber, but allow us to show you these 1934 beach successes! One and two piece effects in vivid colorings that are possible only in rubber. Three attractive groups:



\$2.50

\$1.25 \$2.50 \$3.50

Shown at the left is a two-piece halter neck suit available in white, flesh, chartreuse green, and poudre blue. Small, medium and large sizes. \$2.50

Surf Ship—LORD'S—First Floor

SALE! Famous "PHILLIPS-JONES"  
Pre-Shrunk Broadcloth

## SHIRTS

\$1.39

3 for  
\$4.00

Made by the makers of Van Heusen collars . . . your assurance of a super-value! You'll walk out with a complete new shirt supply or we don't know our shirts. Painstakingly tailored of superior broadcloths with many expensive custom-features.

Collar-attached style in white, blue and gray.

Neckband shirts in white only.

Sizes 14 to 17.

Sleeve lengths 33 to 35.

Buy the summer's supply and SAVE!

LORD'S Store for Men—First Floor

