

"The Nicest Store in Town"

LORD'S

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Drug Sundries and Notions

D. M. C. Darning Cotton
White, black and colors. 15c value, ball **9c**

English Pins on Cubes
White, black and colors. 25c value, each **19c**

Snap Fasteners "Kohinors"
White or black, all sizes; 60c doz. regular. Sale, doz. **38c**

Buttons
In this assortment are values up to \$3.00. Various colors, sizes and styles, doz. **48c**

High Bathing Shoes
Red, Green, Purple. Values up to \$3.50; pr. **1.28**

Tooth Paste—Pebecco
50c size **37c**

Melba Hair Nets
All shades, single strand. \$1.20 value; doz. **89c**

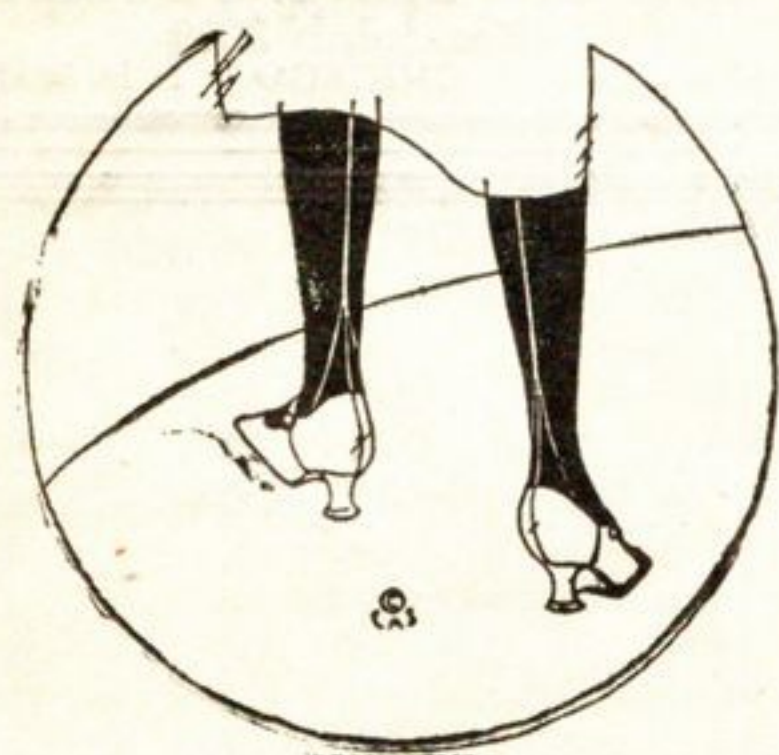
Auditorium Bath Soap
Regular \$1.20 doz. Dozen **89c**

Listerine Tooth Paste
25c size **19c**

Hair Brushes
Long firm bristles. \$1.25 to \$1.50 values, **78c**

PRE-INVENTORY SALE

SALE MERCHANDISE IS NOT RETURNABLE—NOR EXCHANGEABLE AND WE CANNOT ACCEPT PHONE ORDERS FOR SALE ITEMS.



POINTED HEEL "Pyramid Brand" SILK STOCKINGS

Colors—black, white, lark, polo, silver and cril brown.

ALL SIZES—\$1.75 Values

\$1.49

SILK SPORT STOCKINGS

Colors—nude, orchid, blue, rose, tan and gray.

ALL SIZES—\$1.75 VALUES

\$1.49

"Pony" Stockings
50c values **25c**

These are ribbed stockings, the most wear resisting and durable of children's hose. Black only—in sizes 6, 6 1-2, 7 and 7 1-2. Economy sanctions the purchase of at least a year's supply.

LADY SEALPAX UNDERSUITS

—made of crossbarred muslin—bodice top self material shoulder straps. All sizes; \$1.50 value,

79c

Little Sister Sealpax Undersuits

—made of crossbarred muslin—open front, drop seat, elastic shirred legs; attachment for garters. Sizes 2 to 12 years.

79c

"The Nicest Store in Town" (our customers' recommendation) in announcing this sale, invites you to profit by extraordinary bargains—values not to be duplicated. Throughout the entire store in every section you will be able to buy seasonable, needed merchandise at advantageous prices.

This is the first of a series of ADS which will be in WINNETKA TALK this week, and we are convinced that after you have acted upon this one, and profited by these bargains you will make every effort to act on the following ones.

READ THIS PAGE CAREFULLY—YOU CANNOT AFFORD TO MISS A SINGLE ITEM.

BARGAINS IN APPAREL FOR WOMEN

All Spring Coats Are Reduced 50%

And every one of them is cut on good tailored lines. With the usual long, drawn-out Fall we always have, and the consequent need for a medium weight wrap, in mind, buying one of these coats now at just one-half its original cost, is a practical thing to do.

Taffeta Dresses Reduced to 12.95

The group includes a great variety of this season's models. Values up to \$29.50 are offered at this tempting price.

WOOL SPORT SKIRTS 9.50

Plaids, Stripes and Checks. Values to \$22.50 included.

Attractive Organdy Frocks 9.95

Hot weather dresses, crisp and colorful. values to \$19.95

Japanese Crepe "Tyon Frocks" 3.95

4.95 - 5.50 - 5.95 - VALUES

Dependable—guaranteed not to fade are the lovely bright colors of these frocks. Effective appliques and stitching trim them. EXCEPTIONAL BARGAINS!!



EXTRA HEAVY PURE WHITE BATH TOWELS

65c Values **42c** Sizes 22x44

BARGAINS IN GIRLS' and MISSES' APPAREL

TO BE FOUND IN OUR CHILDREN'S SHOP



HAND MADE BLOUSES

AT HALF PRICE

(Sizes 14 and 16, and 32 and 34)

Only because they are a bit soiled are they offered at this great reduction.

A tubbing will make them fresh and lovely again. Tucks, real lace, hemstitching, drawn-work and frills trim them, and every stitch of sewing is done by hand.

Materials are voile and batiste. The regular prices range from \$6.50 to \$13.50. The sale prices are just ONE HALF.

78 VOILE AND GINGHAM DRESSES Reduced to \$2.00

All sizes from 8 to 16 years and values from \$8.50 to \$15.00 are represented in this very special offering. You really must see them.

All Spring Coats are Reduced

Some are offered at half price Others at one-third off

This includes girls' and misses' coats; sizes from 2 to 6 years, 8 to 14 years and 16 years.

Wool Sport Skirts

Dark plaids made in pleated styles. Misses' sizes. Values to \$18.50.

9.50

Rose and orchid tweed suits, silk-lined, in sizes 14 and 16, are reduced from \$35.00 to

Fine French Gingham Frocks

Sizes 14 and 16 Made in dressy styles, forstreet wear. Are reduced from \$22.50 to

8.50

23.50

MEN'S

150 TO 200 SILK STRIPE MADRAS SHIRTS

\$5.00 Values **3.85** Sizes 14 to 16²

SEVERAL HUNDRED Woven Stripe Madras SHIRTS

\$3.50 Values **2.75** Sizes 14 to 17

200 FULL CUT MUSLIN NIGHT SHIRTS

\$1.50 Values **1.15** All Sizes

FULL-FASHIONED SILK SOX

Colors—Black, Cordovan, Navy and Gray

\$1.25 Values **79c** All Sizes

SUMMER WEIGHT KNIT UNION SUITS

WHITE OR ECRU

\$2.00 Values **1.45** Sizes 34 to 46

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