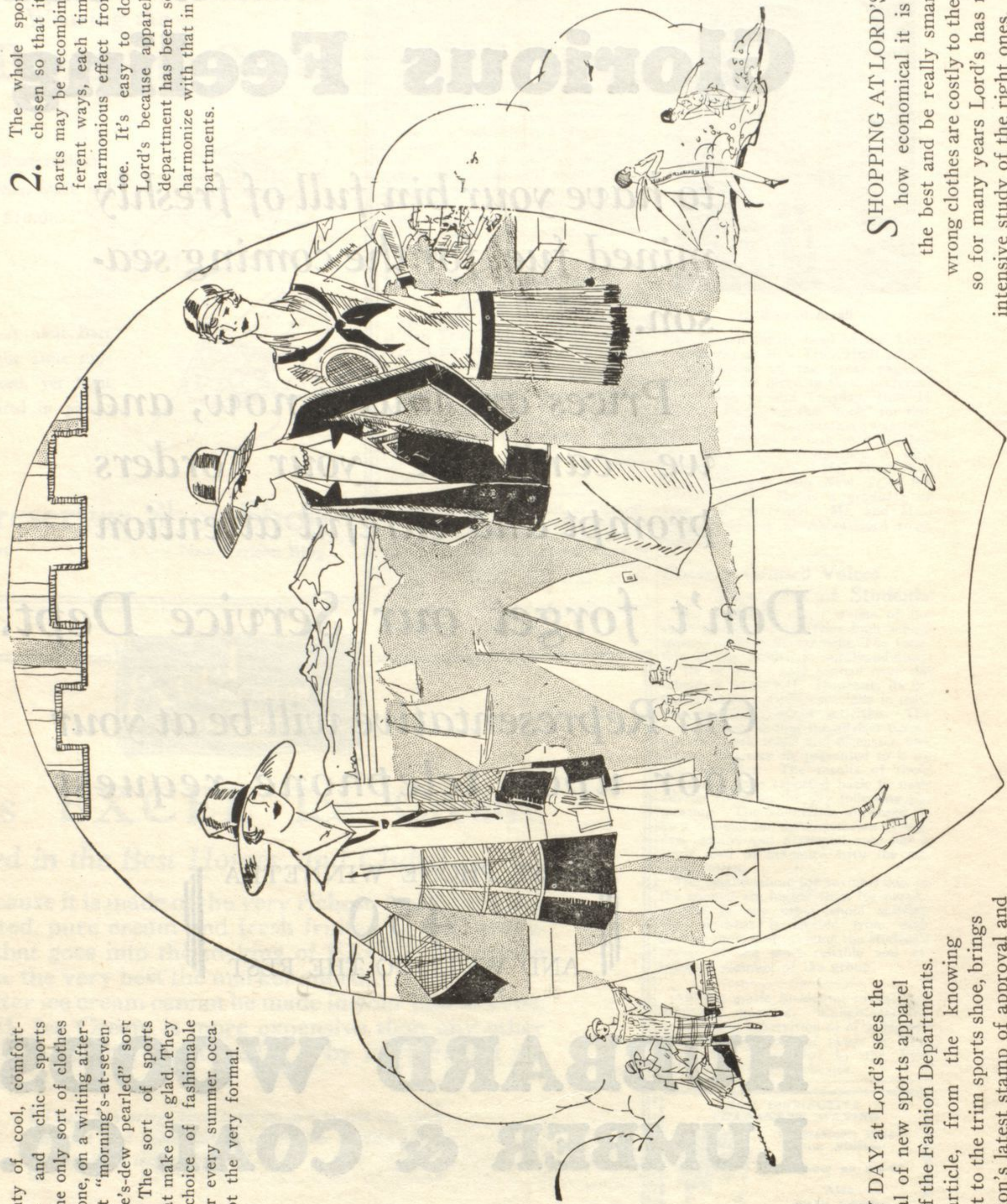


# The Secrets of a Successful Summer

1. Plenty of cool, comfortable and chic sports clothes—the only sort of clothes that give one, on a wilting afternoon, that “morning’s-at-seven-the hillside’s-dew-pearled” sort of look. The sort of sports clothes that make one glad. They are the choice of fashionable women for every summer occasion except the very formal.

2. The whole sports outfit chosen so that its various parts may be recombined in different ways, each time with a harmonious effect from top to toe. It’s easy to do this at Lord’s because apparel in each department has been selected to harmonize with that in other departments.



EVERY DAY at Lord’s sees the arrival of new sports apparel in each of the Fashion Departments. Every article, from the knowing sports hat to the trim sports shoe, brings you fashion’s latest stamp of approval and Lord’s assurance of perfect taste combined with dependable quality.

SHOPPING AT LORD’S proves how economical it is to buy the best and be really smart. The wrong clothes are costly to the wearer, so for many years Lord’s has made an intensive study of the right ones. We are here to offer you that true economy that is the twin sister of smartness.

## Have You Visited Our New Sporting Goods Department?

In spite of its very recent installment it’s equipped with the standard sporting goods that seasoned sportsmen and sports women demand. We list a few:

- “Plus Success” golf sticks.
- Tennis racquets.
- Wilson’s 1926 tennis balls.
- Tennis nets.
- Tennis-net reels, steel tapes, centerstraps.
- Baseball bats, catchers’ fielders’ and basemen’s mits.
- Wilson Official Playground Ball.

The Playground Ball is particularly desirable right now for beach sport. The sponge rubber center and horsehide cover makes a durable and lively ball that furnishes no end of sport for grownups as well as children, \$2.25. Others \$1 to \$2.

Street Floor—Orrington Entrance

## Men’s Sweaters New and Priced, \$5

Slipover styles in good colors and patterns. Our Men’s Furnishings Department also offers seasonable selection in sports sox, bathing suits, and beach robes.

## Are You Keeping a Camera Record of Your Summer?

We offer you a 24-hour film developing service.

Stationery Department—Davis Street Entrance

## New Sports Dresses of the Better Sort Are Arriving Daily

“Khaki-Kool”—a fabric with every desirable quality its name suggests to a swift imagination—makes some of the most smartly styled models now on display. \$29.50, \$35.

Hand Loom sports tweed fashions a few exclusively distinctive frocks comfortably worn in any sort of weather. \$35, \$39.50.

Washable white wool poplins with hairline overplaids or candy stripes offer their summer enchantments at \$27.50.

## “The Vagabond” Among Other Very New Sports Hats \$7.50

The carefree costume, with the ever-so-light swagger air, will make a happy pact with no other hat. In panama, felt or leghorn, in white or pastel colors. Exceptional quality for the price.

## Sports Shoes Offer Modish Variety

White chinabuck, \$10; crepe-soled kid, \$6.50; two-ton creepers, with crepe or leather soles, \$6.50 to \$12.50.

## Your Sports Costume Is as “Keen” as Its Accessories

### Scarf and Kerchief

“Ascot” scarfs with handblocked designs—polo, golf, motoring and Pierrot, \$3. Handkerchiefs to match, \$1.

### Sports Squares

Scarfs, 24 inches square, in quieter colors and designs, \$3.

### Women’s Imported Sports Hose

In holiday mood but not riotous are these new designs, small and quiet enough to flatter one’s ankles. Full fashioned fancy lises, \$2.25 to \$3.75.

## Every Out-of-Doors Woman Wants a Sweater

There’s interesting choice of many slipover styles including the new crew neck. \$3.50 to \$12.95.

Short flannel blazers for the very smart “contracted costume” are \$15.

# Lord’s

A Greater Store for Greater Evanston

Deliveries Daily to  
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