



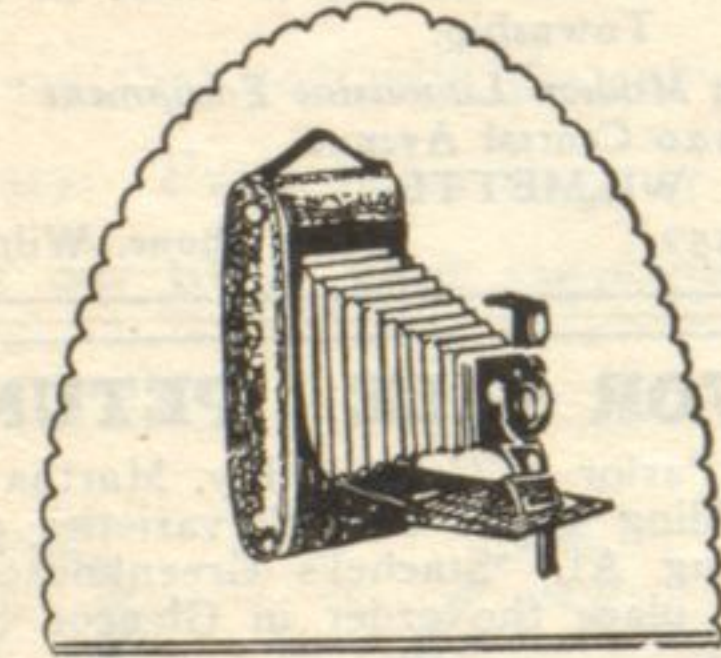
Swimmers Like Caps Snug-fitting

The aviation cap, tho perfectly plain, is a favorite because it keeps the water out of the ears. 75c. Other caps, fancy and plain, 35c to \$1.25.



Rubber Bathing Shoes They're Dandies

Best looking, best wearing, best fitting bathing shoes we've ever carried—and ever so popular! Choice of oxford or slip-on style. Gayest of colors, crepe rubber soles. \$1.25.



You'll Want a Kodak Of Course

Don't miss the fun of taking snapshots—send us the films for prompt and expert developing. Brownie 2A Folding Autographic, \$10; 2A Brownie, \$3.50; No. 3, \$2.

Chintz Bathing Bags Waterproof

Solve the problem of what to do with wet bathing suits. \$1.50. Gloria Swanson bathing bags, \$3.25.



Afternoons on Golf Course or Lake Call for Special Protection for Your Complexion

SUNSHINE, wind and waves make heavy demands on the complexion. When traveling or vacationing a supply of your favorite creams, lotions, powders and soaps furnishes you the prerequisites of perfect grooming.

- | | |
|-----------------------------------|----------------------------------|
| Face Powder | Hand Lotions |
| Hudnut's Deauville\$2.50 | Quelques Fleurs\$1.00 |
| Hudnut's Dubarry\$2.00 | Dame Nature60c |
| Rubenstein's Raspberry | Frostilla30c |
| Rouge\$1.00 | Deodorants |
| Other Makes50c | Olorono27c, 60c, \$1.00 |
| Kleenex35c and 59c | Mum25c and 50c |
| Rubenstein's Cold Cream..\$1.00 | Linton Gauze Bandages, 8c to 25c |
| Pond's Cold Cream, 35c and \$1.00 | 1 in. to 3 in. wide. |
| Hudnut's Cold Cream, 50c, \$1.00 | Adhesive Tape10c to 45c |
| Soaps | 1/2 in. to 2 1/2 in. |
| Woodbury's Soap, a cake21c | For the Man |
| Cashmere Bouquet, a box70c | Pinaud's Vegetal98c |
| 3 cakes in a box. | Hudnut's Talcum Powder, \$1.00 |
| Quelques Fleurs and | Coty's Talcum Power98c |
| Ideal, a cake75c | |

Vacuum Bottles and Large Vacuum Jugs

Indispensable for picnics or motoring are these Vacuum jugs and bottles. They keep liquids hot or cold, as you prefer. Most convenient also for home use. Vacuum jugs, gallon size, \$3.50 to \$5.00. Stanley Unbreakable Vacuum Bottles. Pint size, \$6.95; quart size, \$8.00 to \$8.50.



Vacation Suggestions

TRAVELING, camping, at the summer cottage—or just at home with week-end guests or week-end trips to break the monotony—there are certain things essential to summer comfort and happiness.

- Most of them are to be found at Lord's. Besides other items described on this page, we suggest:
- | | |
|----------------------|-----------------------------|
| Sports Hose | Sweaters |
| Athletic Union Suits | Porch Shades |
| Ice Tea Sets | Sports Frocks—Cool and Chic |
| Beach Toys | Sun-Rain Umbrellas |

—for the Horsewoman

Riding Breeches

A new shipment has just come in—get yours while there is a complete range of sizes.

Tweed, \$12.95. Linen, in natural shade or with black overplaids, \$7.50.

Second Floor

Boots

Riding boots in choice of black calf, tan calf or patent leather are \$15.

(Street Floor)

New Riding Hats of Panama

They're equally smart with linen or tweed riding suit. In sailor style with wide black bands or polka dot bands. \$5.

(Second Floor)



Summer Requires So Many Towels!

TOWELS for the guest room, towels for the camp kit, towels to take to the summer cottage, towels to take to the beach—and lots and lots of extra towels for the kiddies.

Martex Towels With Boil-proof Borders

Are the Most All-Around Satisfactory Towels We Can Suggest

Borders of pink, blue, green, orchid or gold. Guest size, 39c; regulation sizes, 50c to \$1.75. Wash cloths, 10c to 25c. Bath mats in white or fast colors, \$1.95 to \$3.45.

The "Toga Towel" Is Popular at the Beach

As the name indicates, it's a beach robe made of thick, absorbent turkish toweling and serves for both towel and robe. White or striped in pink, blue or lavender. \$3, \$3.75.

Bathing Suits for Every- one in the Family

For men, Jantzen suits in regular and racing styles, \$6.25.

O'Shea scientifically made, two-piece suits with patented support, \$3.95 each piece.

For women, G. & M. suits with patented hip fullness, \$7.50. Regatta suits, \$3.50.

For boys, Jantzen suits, \$5.50.

For girls, suits of all types from \$1.50 to \$5.95.



Lord's

A Greater Store for Greater Evanston

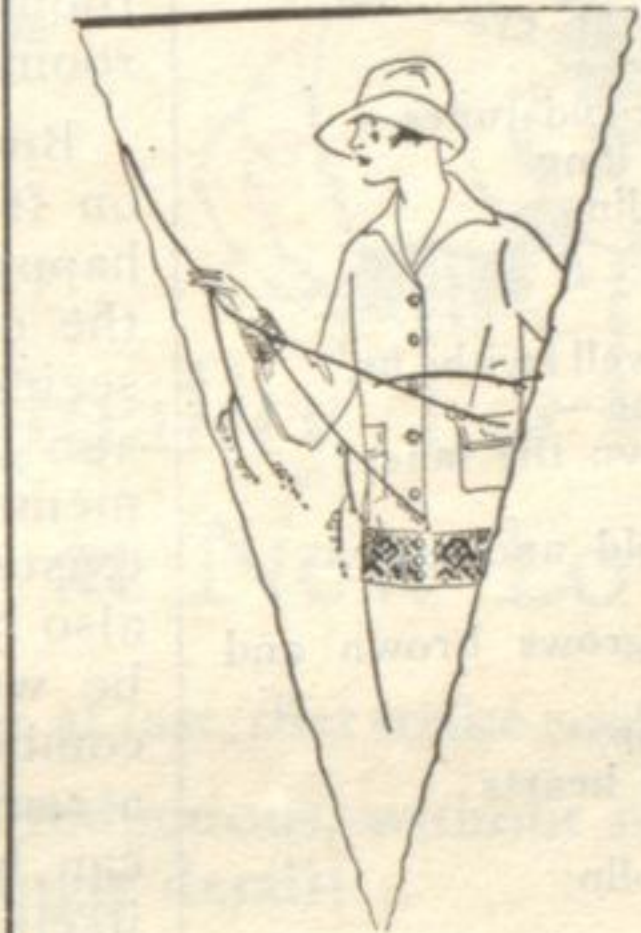
Every Woman Needs Tweed Knickers

Select them from beautiful soft wool weaves from many quietly blended tones of gray or tan, light or dark, \$3.50 to \$6.50. Cotton tweed knickers, \$2.50. White galatea, \$2.50.

Girls' khaki knickers, with belts or fitted waistlines. Sizes 8 to 12. \$2.50.



The Knit Coat Is Essential for Camping \$9.95



The knit wind breaker comes through all the hardships of the outing looking none the worse—and it's just the right weight no matter what the weather. \$9.95.

Girls' khaki middies with short sleeves. sizes 6 to 16. \$2.

The Neat Broadcloth Overblouse Is Only \$3.50

Is the third unit of the jolly trio that comprise the camping outfit. Plain tailored over-blouse styles.

White middies, \$1.75.

Girls' white Jack Tar middies of plain jean cloth. Long or short sleeves; 8 to 16. \$1.75.



The New Short Coat of Bright Flannel

Very short, for jauntness; double breasted, for the sake of fashion; unlined for coolness; and red or navy to make that skirt and jacket contrast, or knicker and jacket contrast in color that is so smart this summer. \$9.95.