



The July Clearance Sales

Summer Hats

All our new modish straw models reduced just as you are beginning to want them!

Hats formerly \$4.50 to \$6 **\$2.50**

Hats formerly \$5 to \$6 **\$3.50**

Hats formerly \$10 to \$12 **\$7.50**

Reductions on All Higher Priced Hats

Second Floor

Voile Gowns \$1.95

Reduced from \$3.50. Dainty styles, some with touches of hand embroidery. All sizes and all pastel colors.

Costume Slips, \$1.95

Reduced from \$2.50. Reduced to clear because not all sizes are found in the group. Dainty silk striped mull in pastel shades.

Lingerie Department—Second Floor

Other Departments Represented in This Sale

Stationery—Household —Yard Goods — Drapery — Bargain Basement — Rugs — Shoes — China — Linens — Millinery — Baby Department—Jewelry—Fancy Goods—Notions—Underwear.

LOOK FOR the 3-color July Sale cards as you walk down the aisles at Lord's! Tomorrow, you'll find many more than you saw yesterday. Every few days new groups of reductions are added to swell the great value-giving July Clearance Sale! A few of these new groups are listed on this page.

Girls' Silk Dresses Priced to Clear

Georgettes, taffetas, crepe de chines, mostly the darker colors, tho there are some lighter printed silks and pastels. Frocks that are particularly desirable for travel—many navy blues with red or other bright trims. Sports and dressier models.

Sizes 6 to 16

- 2 Dresses, originally \$8.50, now.....\$6.95
- 9 Dresses, originally \$9.95 and \$10.50, now..\$7.95
- 14 Dresses, originally \$12.50 to \$15.00, now..\$10.95
- 10 Dresses, originally \$17.50 to \$18.75, now..\$14.95
- 7 Dresses, originally \$19.95 to \$23.50, now..\$18.75
- 2 Dresses, originally \$28.50, now.....\$22.50
- 2 Dresses, originally \$29.50 and \$33.50, now.....\$25.00
- 1 Dress, originally \$45.00, now.....\$37.50

Girls' Department—Second Floor

Hosiery at \$1.25

Clearing Our Standard Makes Regularly Priced \$1.95 and \$2.25

Not a thing wrong with them except that they are colors that did not sell. Both service silk and silk chiffon.

Street Floor

Boys' Wash Suits Greatly Reduced

Some slightly soiled but many of them recent merchandise. Almost every style of wash suit is to be found in this group. There's a generous selection of sizes—though not all sizes in each style.

Suits formerly \$2.25 to \$3

Now \$1.69

Suits formerly \$3.50 to \$6.95

Now \$2.39

Boys' Department—Street Floor

Advance Sale Wool Blankets

"Lord's Special"—a blanket we are proud of.

Choose your color—give your order now—pay for it or charge it when delivered in September.

Blankets on display on the first floor.

Regularly \$15
If ordered now

\$12.85

Just Look at the Price Tags on

Women's Dresses!

Dresses formerly priced all the way from \$15 to \$75—now from

\$5 to \$49.50

Most of them practical summer silks—a few party frocks and lighter wools.

Lord's

A Greater Store for Greater Evanston