

You May Still Buy Gold Seal Chiffon Stockings at

\$1.25

\$1.50

for the \$1.75 Kind

for the \$2.00 Kind



A special purchase made possible these prices! Every pair is perfect, full-fashioned, all silk chiffon, reinforced at toe and heel for extra wear. The \$1.50 kind has a four-inch lisle meet at the top; the \$1.25 has a seven-inch garter top.

The Colors

- | | |
|----------------|------------|
| Silver Grey | Flesh |
| Mauve Taupe | Dusk |
| Dusk Blond | Gunmetal |
| Cream de Pêche | Formosia |
| Nude | Chinchilla |
| Gold | Mandarin |

and many more!

Lord's—First Floor—Orrington

New Low Prices Prevail

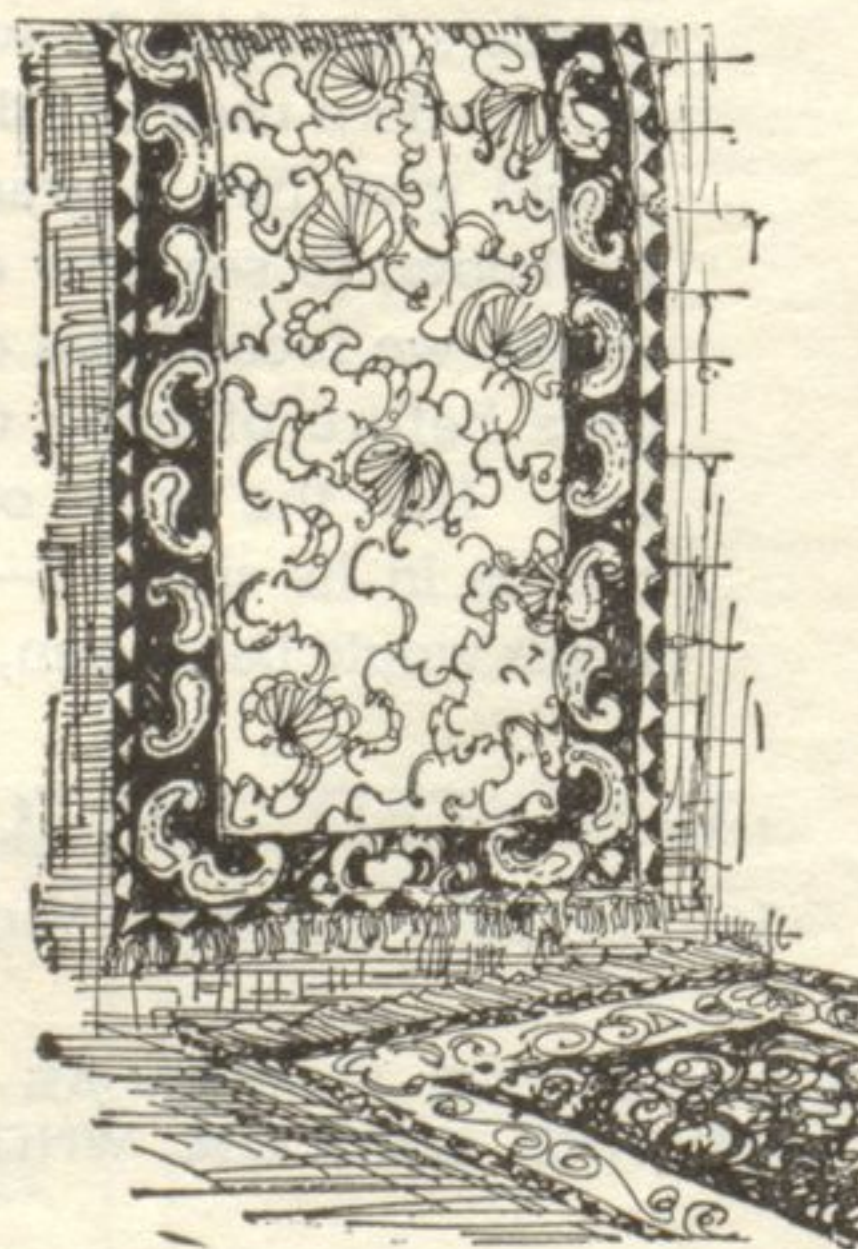
in the

\$60,000 Sale of Oriental Rugs

Enthusiastic buying has depleted some of the stocks considerably--And to keep up the big record established by the first half of the month, we have put new low prices on all the rugs remaining from our recent great purchase!

The Rugs You Buy at Lord's Are Guaranteed by the Integrity of Our Name

Confidence was the basis of this sale's success! And added to that, the very low prices—prices even lower now:



Persian Iran
average size 3½x6½,

\$34.50

Mousul Rugs
average size 4x6, \$55 values, now

\$25

Imperial Kashan Saruk
size 12x21, \$3,400 value, now

\$1,850

Persian Heriz
size 9x12, \$350 value, now

\$195

Persian Lilihan.
\$1,100 value—Size 11x17

\$695

Meshad Ispahan
\$600 value—Size 9x12

\$345

Extra Fine Chinese
\$1,000 value—Size 11x18

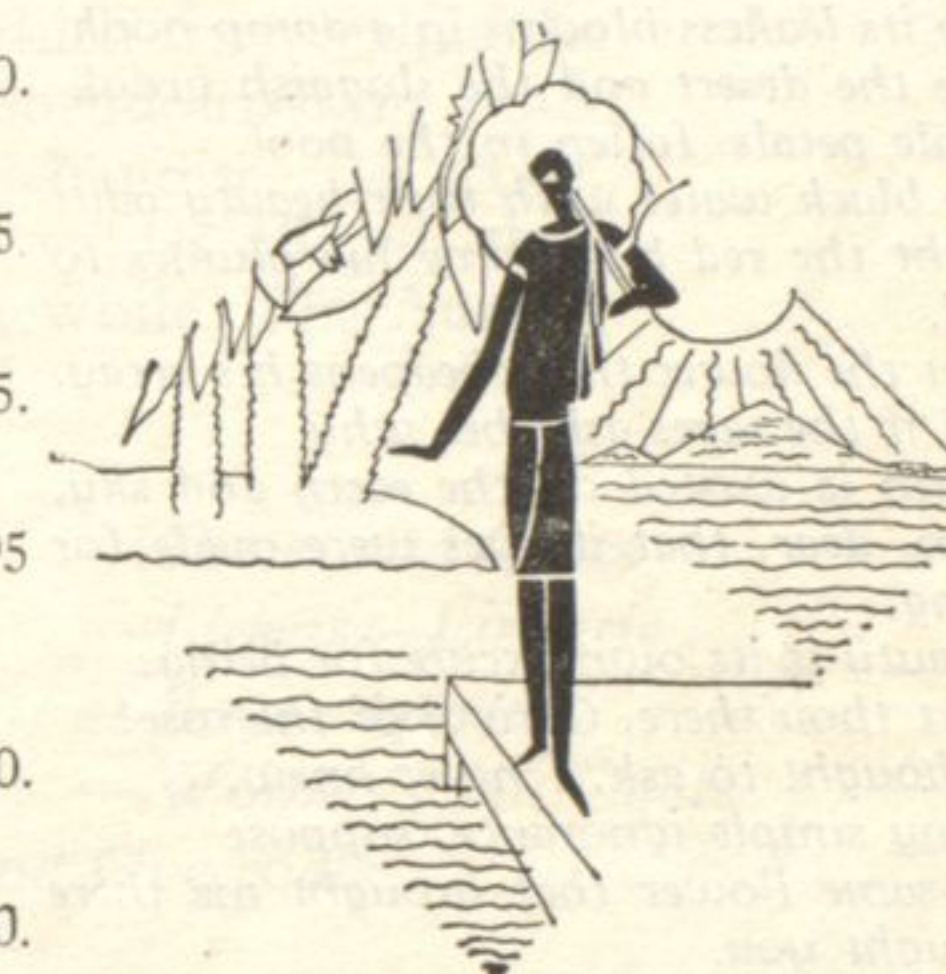
\$595

This rug, a feature value, is a deep-piled, rich, warm mulberry—with a center mass tone of lovely blue.

Sunny Modes For Resort Wear

This Northern Clime! Each day an added urge for the Southern trip! And your first problem is concerned with clothes. To solve your problem joyfully, come to Lord's to buy conveniently and pleasantly each of your costume wants.

- Exquisite Georgette Frocks, \$27.50 to \$69.50.
- Tailored Flannel Dresses, \$9.75.
- Washable Mingtony Silk Crepe Dresses, \$17.95
- Colorful All-Silk Umbrellas, \$7.50.
- French-Print Wool Challis Dresses, \$12.95.
- Ostrich-Trimmed Satin Negligees, \$25.
- Tailored White or Pink Flannel Coats, \$19.95 to \$59.50.
- \$6.95 Flannel Tomboy Skirts, \$3.65.
- Kid Oxfords, Pumps, and Novelties, \$12.50.
- All-Leather Gladstones, \$20 to \$29.
- Week-End Bags, Silk Lined, \$7 and \$16.50.



A Purchase Sale of Men's Pajamas

Values up to \$3

\$1.95

Well-tailored; amply cut; durable tub fabrics; an unusual opportunity in buying permits the low selling price. The materials:

- | | |
|------------|----------|
| Muslin | Madras |
| Broadcloth | Soisette |
| | Percale |

Plain colors, all white, or attractive patterns. Frog-fastening or slipover styles.

Men's Shop—First Floor

- Hudnut
- Bath
- Dusting
- Powders
- 89c**
- regularly \$1

Only for a limited time, these two delightful odors—Three Flowers and Vanity—are to be sold for the reduced price of 89c.

- Melba Bath
- Dusting Powders
- \$1.00 — \$1.50

Melba Lov-Me \$1.00

Melba Fleurs \$1.50

Comestics—First Floor

College Maid Crepe Pajamas

\$2.95

These irresistibly pretty slipover pajamas are made by college girls who are helping to pay their own expenses. And their work is excellent! The seams are as nicely taped as the attractive yarn flowers are embroidered!

Conventional yarn flowers are hand-embroidered in pastel shades which blend delightfully with the plain colors of the cotton crepe: Old Blue, Peach, Nile, Pink, White, Buff and Mauve.

Lingerie—Second Floor

Pongee 59c

12 Momme
Natural Color
85c Value

A sturdy quality of 33-inch pongee which is almost unequalled by any silk for its durability, retaining of beauty, and multitude of uses.

- Dresses
- Underwear
- Curtains
- Negligees
- Princess Slips
- Handkerchiefs
- Drapes
- Smocks
- Sport Coats
- Gowns
- Pajamas

First Floor

Lord's

Fountain Square—Evanston

Lord's

Fountain Square—Evanston