

The Important Matter of Courtesy

The voice that greets you over the wire when you telephone us—
 The salesperson who serves you over our counters—
 The delivery truck driver who brings your purchases to your home—
 THESE people represent Lord's to you. They are your most frequent points of contact with Lord's.

We want to be sure that you have from our co-workers the same courtesy you would be assured from the store's executives. If you have any fault to find with us, will you not let us know?

Lord's

Fountain Square—Evanston

When a Man Vacations

he wants cool, simple, easily-tubbed things—and plenty of them! May we suggest:



White broadcloth shirts with attached collars—soundly tailored, at \$1.95.

Plain-colored pajamas in various models, all simple, \$1.95 and \$3.50.

Flannelette pajamas, much in demand by men who are going north, \$2.25 to \$3.50.

Athletic Underwear as low as 89c.

Jantzen and G. & M. Bathing suits, \$5, \$7.

Beach Robes of terry cloth and flannel, \$5.50 to \$7.50.



And the golf clubs and tennis rackets and other sports needs, too.

Lord's—First Floor

Cool Wash Fabrics for Summer Frocks

Of crisp or soft cottons—of cool, practical linen—of shimmering celanese, with its almost incredible wearing-power—and of Mingtoy, the heavy, washable crepe de chine that comes in so many glorious colors.

Imported Voiles are 65c

As soft, almost, as chiffon. And in melting pastel tones, many that can be used in combination. Coral, sea green, lilac, maize, peach, apricot, petal pink, rose and canary.

Fluttering Swisses, 95c

White with colored dots, lavender, pink, orange, navy, jade, water green, brown, and other colors, with white dots.

Celanese Chiffon, \$1.65, \$1.95

Plain and alluringly flowered. A curious new fabric that is cool as wind, almost entirely crush-proof, almost entirely stain-proof, and easily laundered.

Printed Dimities, 48c

With dots and flowers. Lovely for children's frocks.

Linen, 75c

Gray with drawn-work checks, or cream with broad orange or blue stripes.

Honan Pongee, \$1.45

Washable — many colors.

Mingtoy Crepe, \$2.75

40 inches wide — fifty shades, from pure white (that stays white in washing!) to black.

Lord's—First Floor

Many People Find it More Convenient to Buy Their

Iced Tea Sets with 8 Glasses

Cool colors that will make your iced tea or lemonade look clear and inviting: frosty green or amber, plain crystal, rose, yellow. \$2.55 to \$15.79.

Sippers, 75c dozen.
 Mixers, 35c each.
 Coasters, 60c to \$2.85 dozen.

Lord's—First Floor

Shoe Sale Now in Progress Only Two Days Left

Pumps Straps Ties Oxfords

Parchments Patents Colors Whites

\$5

Exceptional Values

A selection of fine quality shoes for all occasions still remains for this unusual sale. Be sure to come tomorrow if you wish to be fitted in your size and style.

Lord's—First Floor

Lord's

Fountain Square—Evanston

Wilmette Patrons
 May Telephone
 Toll-Free at
 Wilmette 3700

FINAL CLEARANCE OF SCARFS at \$1.00

Much reduced. Picot edged. Crepe de chine and georgette—color-printed in a variety of designs.

Lord's—First Floor

Fragrant Toiletries for Summer Daintiness

Cappi Bath Powder in a flowered tin box, \$1.

Quelques Fleurs Face Lotion, used before you powder, keeps your skin fresh and downy on sultry days, \$1.

Odorono in various sizes, cream or liquid.

Lord's—First Floor

EXQUISITE

Gordon

NARROW HEEL

In appearance—delicate, fragile almost. Yet how durable—this stocking of sheer chiffon whose heel is narrowed to exquisite proportions. To understand the beauty of these hose just wear them once! All chiffon—many shades—\$2.00 a pair.

Lord's—First Floor