

# Lord's

Lord's Fountain Square—Evanston

## The Soft Felt Hat Holds Its Own



Fashion changes come and go, but the woman who crushes a soft small felt hat down upon her head goes confident of smartness.

The new Knox hats are always to be found here—and they come often! And there are many good reasons why sports-women want Meadowbrooks—these, too, you will see here.

So, though every fad of the mode appears here we still cling, like the woman of fashion, to the felt hat.

Lord's—Hat Shop—Second Floor.

## This Is a Good Time to Buy a Bathing Suit

Since heavy selling has broken size and color assortments we have made some reductions that offer exceptional values. Gray Tank Suits; Terra Cotta with Green Borders, Orange with Black, Black with Red or White—and many other color combinations. \$3.95, \$5 and \$6.50.

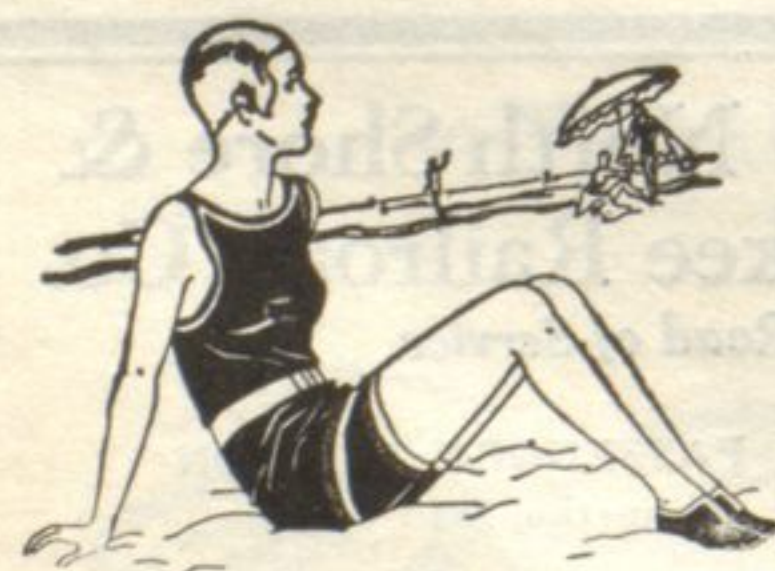
### Bathing Caps

Becoming little frilled hat-type caps, trimmed with rubber flowers; intriguing Gypsy Kerchief Tie Caps with one end that trails coquettishly over one shoulder, and many more.

### Rubber Lined Bags

Some made just like big hand-bags, with metal frames. Flowered and plain—and most attractive shapes and styles.

Rubber Beach Slippers, \$1.25



Lord's—First Floor.

## Bright Crepe Sport Ties Lend Color and Interest to Costumes

There's a wonderful lot to choose from—you'll want several when you see them.

Bright checked ones, Scotch Plaids, pastels, navy blue and black, bright colors, and dots in every possible combination of colors.

Also hand-blocked Taylor Ties—a distinctive sports tie in enchanting colors, \$1.25.

## Bias Collar Binding

Three-tone compose banding of red or blue—fine georgette—\$2.50 a yard. Use it for a note of distinction on a tailored frock or suit.

White and flesh georgette bias banding, \$1.50 yard.



Lord's—Neckwear and Trimmings—First Floor.

## 67 of Our Finer Dresses at Final Reductions

One rack of dresses—including everything from a chiffon taffeta-and-tulle dance frock, to a correctly tailored sports dress of heavy crepe—has been reduced as much as a half and two-thirds!

The woman who can find on it something she needs will have an exceptional value—a memorable value!

Georgettes, crepes Elizabeth, sports silks of various kinds—tailored and trimmed.

Prices range from \$6.75 to \$39.50.

Lord's—Second Floor.

## Going to Camp? Cotton Crepe Pajamas Need No Ironing!

Girls who attend Maryville College in Tennessee earn part or all of their tuition and living by making these tricky little pajamas.

Tailored—but so artistically and daintily that the most feminine of people will love them.

Crinkled or Japanese crepe—pastel colors or white—and such combinations as lavender and white, green and white, pink and blue, peach and white, white and yellow.

For instance, a white suit will have yellow pockets that are flowerpots out of which grow tall stalks of gay-colored flowers—embroidered on finely by hand! The bands and trimmings, too, will be of yellow.

Unusually practical and serviceable and good-looking—and only \$2.95.

Lord's—Main Floor Center Aisle.

## Summer Toiletries

that give protection from sun and wind.

### Elizabeth Arden

*Lille Lotion*, a smooth, delicately scented, and absolutely harmless liquid powder, \$1.50.

*Venetian Cream*, a pale lilac-coloured cream for smoothing and whitening the hands, \$1.

*Special Eye Lotion*, a soothing, refreshing eye-bath that will rest the eyes gratefully these hot, dusty days, \$1.

*Orange Skin Food*, a rich nourishing cream for thin faces; rounds out the contour. Priced according to size.

### Houbigant

The various Houbigant preparations may be had here in *Quelques Fleurs* and *Ideal*.

*Bath Tablets* (Sels Comprimés). \$1.50.

*Skin Lotion*, for hands and face; soothing for sun and windburn. \$1.

*Bath Crystals*. \$1.50.

*Dusting Powders*, fine and fragrant. \$1.50.

Lord's—First Floor.

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## The Great 4-Price Dress Sale Still Continues!

In spite of heavy selling, rearrangement of stocks makes it possible to continue our dress clearance in the four groups with which the sale began.



There are pastel tinted sports frocks of rajah, Minto Washable crepe and other tub silks.

There are tailored dresses for street wear—

There are afternoon frocks as simple or as elaborate as you like—

There are georgettes, crepes Elizabeth, tub silks, combinations of print and georgettes—and everything else that's smart!

\$9.95      \$12.95

\$16.95      \$21.95

Lord's—Second Floor.



## Reptile Trims Black Patent

Narrow bands of contrasting leathers will be seen on smart shoes for Fall. This reptile trimmed strap slipper takes first place in new footwear fashions.

Cushman Model \$7.50

Boot Shop Main Floor