

Starting Thursday, April 7—With Finer Values Than Ever . . .

SEMI-ANNUAL STOREWIDE SALE

LORDAINE

PURE SILK

SLIPS

\$1.89

\$2.95 Value



Just once a year are we able to offer you \$2.95 slips for only \$1.89 . . . and it is such a magnificent sale when slips have so much to give the wearer!

PROPORTIONED BUST: Cut to size with length—perfect fit.

PROPORTIONED HIPS: Proportioned according to length—no wrinkles.

PERFECT FIT: No twisting, only comfort with proportioned slips.

PURE SILK: This marvelous quality will wear and wear.

4-GORE BIAS: No riding up—fits smoothly at all times—no sagging.

GENEROUS SEAMS: Wide seams prevent splitting.

DOUBLE YOKES: On tailored styles and panel front on both styles assures perfect shadow-proof.

ADJUSTABLE SHOULDER STRAPS: The final touch for perfect fit!

TAILORED OR LACE TRIMMED STYLES



RAYON SATIN GOWNS \$1.89

Regular \$2.95 Values

Beautiful, lustrous Rayon satin gowns that you'd never believe could be purchased in many a moon at this price. We feel mighty proud of ourselves to be able to offer you such value, such workmanship, such style at \$1.89! Form fitting, double-whipped seams, long lengths . . . in two styles . . . plain or lace trim (as shown above). They'd be marvelous buys at \$2.95—we are offering them to you at \$1.89—only as long as this sale lasts! Sizes 15, 16, 17. Tearose.

IF YOU'RE 5 FEET 3 OR UNDER

—choose the Short slip. Proportioned in the bust, waist, hips, and length to correspond to your measurements, you can be assured of a perfect fit. In white and tearose. Sizes 32 to 44.

IF YOU'RE 5 FEET 3 OR TALLER

—choose the medium sized Lordaine slip and you will be delighted at the way it fits—the perfect length it is cut for the new short skirts. Proportioned all the way down. White and tearose. Sizes 32 to 44.

LORD'S

Fountain Square
Evanston, Illinois

Please send me _____ Slips at \$1.89 each.

Short ☐ Medium ☐ Size _____

Tearose ☐ White ☐ Tailored ☐ Lace trimmed ☐

Check enclosed ☐ Charge to my account ☐

Send C. O. D. ☐ Money Order enclosed ☐

NAME _____

ADDRESS _____ CITY _____

Lord's
FOUNTAIN SQUARE · EVANSTON