



Sale of Silks

This Sale Ends Monday, April 19th

FRANKLY, THIS SALE is an effort on our part to become better acquainted with you who are our newer friends. We know if you visit our Yard Goods Department this week, you will come again—often.

YOU WILL COME BECAUSE there is always to be found a most satisfactory and delightful variety—materials in the newer patterns—in the better qualities—rightly and reasonably priced.

YOU WILL FIND Lord's a pleasant, spacious, friendly place to shop; our sales people, courteous and efficient, always ready to take a special interest in helping you select materials that meet your individual requirements.

OUR OLD FRIENDS, we know will gladly avail themselves of the opportunity. They have invariably found, upon those infrequent occasions **WHEN LORD'S ADVERTISE SPECIAL PRICES**, that it is well worth their while to set aside other plans and spend the first morning of the sale in thrifty shopping.

Japanese Pongee Special

12-momme **59c** a yard 12-momme

An excellent quality without sizing or filling. It tubs beautifully; it wears long and satisfactorily. For the very popular "smocked smocks," frocks for home and neighborhood shopping, for underwear and children's dresses.

40-Inch Black Satin \$2.69 a yard

A very heavy quality and an exceptionally worthwhile value at this special sale price. Quantities are limited; we advise early shopping.

Not in the Sale — But Exceptionally Desirable
—Excellent Values at Their Regular Prices

Vyella Flannel	French Flannel	Rayon \$1.35
Wool and cotton mixed; preshrunk. \$2.	Plain colors and checks; 54 inches; \$3.50.	In sports satin weave; 36 inches.

Three Groups of "Peter-Pan" Fabrics

"Peter-Pan" Prints, 58c

In a spring-time array of colors and patterns—crisp, dainty, easily tubbed. Plan a frock for every day in the week—and make some for the children, too! Width, 32 inches.

Peter Pan Plain Gingham
58c

Very clear, beautiful colors that tub well. Both pastel and bright colors. Width, 36 inches.

Peter Pan Check Gingham
75c

Pinchecks and small crossbars — in lovely shades of green, orchid, tan, pink, yellow; 32 inches.

Other Attractive Wash Cotton

36-inch printed satinette	75c
Silk and cotton crepe, 36 inches	85c
Figured broadcloth, 36 inches	75c, 85c
Imported dotted Swiss, 31 inches	\$1.00

Lord's

AT FOUNTAIN SQUARE—EVANSTON