

# \$2.75 Mingtoy Tub Silk Crepe, \$2.50

in the

# SALE of SILKS

The first announcement of the sale brought enthusiastic response from women who appreciated being able to start spring sewing earlier than usual! Mingtoy, our heavy, color-fast, washable silk crepe, is featured in the sale at a saving of 25c a yard! And it may be had in

## These—and Still More—Lovely Colors

- |           |              |              |            |
|-----------|--------------|--------------|------------|
| White     | Nile         | Comp Leaf    | Gray       |
| Ivory     | Lichen Green | Red          | Navy       |
| Flesh     | Carrara      | Marron Glace | Mauve      |
| Pink      | Blue Spruce  | Nude         | Peach      |
| Turquoise | Corona Rose  | Brown        | Orchid     |
| Poudre    | Rose         | French Pink  | Lavender   |
| Copen     | Scarlet      | Silver       | Navy       |
|           |              |              | Laurel Oak |

Use Mingtoy for lingerie, for negligees, for sports clothes, for evening dresses, for draperies and decorations—all because of its practical quality, and its marvelous color range!

Here are more of the offerings in this event:

**\$1.85 Silk Lingerie Crepe**  
Now **\$1.65**



A durable, firm, washable crepe in colors desirable for underwear. White, Flesh, Nile, Maize, Peach, Blue, Red, Tan, Gray, Black.

**\$2.45**  
**Georgette**  
**\$2.25**

In White, Pink, Flesh, Blue, Gray, Yellow, Peach, Coral, Brown, Green. Heavy quality!

Lord's—Silks—First Floor

**\$1.85 Silk**  
**Georgette**  
**\$1.65**

Gossamer-sheer, but finely woven—and in a host of shades for underthings and dresses: White, Nile, Light Blue, Powder Blue, Tan, Navy Blue, Black, Pink, Orchid.

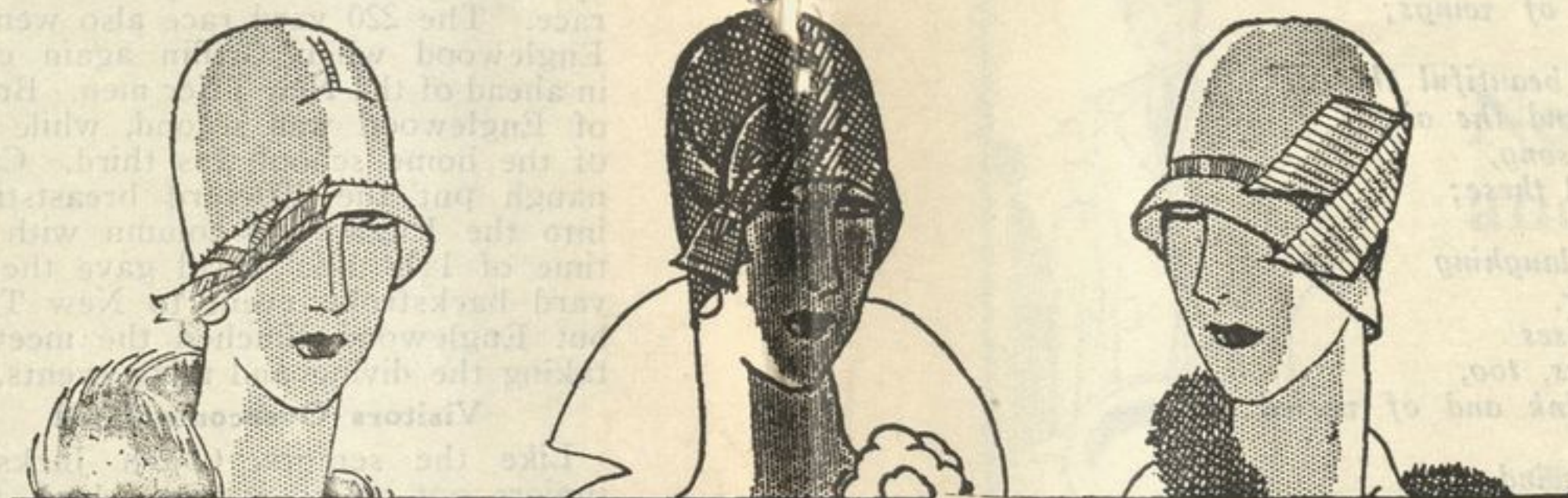
**\$2.00**  
**Radioglow**  
**\$1.75**

A shimmering sport-silk combining silk and celanese. In Almond Green, Silver, Navy, Goldenrod, Peach, Maize, Powder Blue.

Entrances on  
Ortington Avenue  
and Davis Streets

**Lord's**  
INCORPORATED  
AN ULRICH Firm  
FOUNTAIN SQUARE EVANSTON

Telephones:  
University 1024  
Wilmette 3700  
Rogers Park 1122



## Soft White Felt Hats

for south bound trunks

From Gage and from Fisk come beautifully made felt hats of graceful, clinging line.

Hand-stitched cutwork, brilliant-set felt buckles, straw inserts, scarlet or black facings—these are some of the newer features that distinguish these hats, priced very modestly at \$7.50.

Similar models may be had in pearl gray.

Lord's—Second Floor

## IN THE THRIFT BASEMENT

To many people the fact that we have a Thrift Basement comes as a surprise. And what a pleasant one, when they discover what extraordinary bargains are always to be found here! Now there is

## A Sale of Dainty Lingerie

49c, 75c, \$1.00

A special purchase of garments worth up to \$2. Fine voiles, plisse and windsor crepes, and striped dimities—in white and peach, pink, Nile. Tailored, with hand-embroidery, tucks, and net—or elaborately trimmed with laces and ribbon.

The lot includes nightgowns at 75c and \$1, bloomers at 75c, step-ins at 49c, and chemises at 75c.

Lord's—Thrift Basement

## News of Current Events About the Store

Do you know that you may still buy irregulars (with almost imperceptible flaws) of \$1.75 Ruby Ring Hose, at \$1.19? And the best feature of it is that they're in the substantial, yet sheer, service chiffon weight.

\* \* \*

For a chill morning, before the furnace heat's come up, you'll be glad of the cozy glow of an electric heater. And then again, it makes hair-drying a quick and easy task. And a good one costs but \$1.39 here. Only a few left, though!

First Floor

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We hope you'll get your share of the posies that are being cleared at half price and less. They're all 25c—and there are roses, gardenias, and clusters of lovely old-fashioned flowers: endless array of kinds and colors.

First Floor

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Clearance is holding sway in nearly every department. Children's coats have been drastically reduced, as have handsome coats for their mothers. The gift shop has many things you'll want—and so has the housewares shop.

Pretty good idea to take a trip through the store these days, and search for bargains!

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And a little separate word for booklovers: don't miss the book clearance. On another page of this paper you'll see a list that will give you a little idea of what wonderful volumes are being sold out at \$1 and \$1.50.

First Floor

## French Handkerchiefs of Weblike Linen, 75c Each

Tailored handkerchiefs, with plaiding and color combining done in the French manner—very subtly, very smartly. Every color you could possibly want—and a quality, too, that would be at home with any costume.

75c each—somewhat reduced from an already moderate price.

Lord's—First Floor

## Violets of Lifelike Texture in Opulent Clusters of Color

Delectable lavender and deep violet tones—or an exotic bronzy purple—or white of a rich, warm ivory shade—or— But come see them. They're new. They're much in demand. And they're perfect with any but the most formal costume!

\$1.95, \$2.50 and \$3.50.

Lord's—First Floor

## FINAL LOW PRICES on Oriental Rugs

The Semi-Annual clearance is now drawing to a close. In the next few days the entire balance of our stock must be cleared. Note these prices:

	Originally	Now
Chinese, 9x12	\$ 350.00	\$ 250.00
Sultanabad, 13-6x11	600.00	375.00
Chinese, 10x4	675.00	395.00
Sultani-Arak, 17-6x10-3	950.00	575.00
Hereka, 16x10	750.00	475.00
Lilihan, 18-8x11	1,200.00	795.00
Kashan Saruk, 20x12	3,500.00	1,900.00
Anatolian, 3x5	30.00	15.00
Beluchistan, 3x5	42.00	25.00
Lilihan, 2-6x4	45.00	29.00
Iran, 3-6x6	65.00	39.50
Chinese, 3x6	60.00	35.00
Chinese Round, 3x3	45.00	25.00
Heriz, 9x12	400.00	275.00

We cannot assure you that these listed items will all still be here. At these prices the rugs are selling fast, and early choosing is your only assurance of finding what you want.

## \$6.95 Fostoria Goblets, \$4.25 Amber Stem and base—crystal bowl

Or, if you prefer, the high or low sherbets. Deep, rich-toned amber base—with a brilliantly clear loop-optic crystal bowl of graceful shape. An unusual value—to clear a limited lot.

Lord's—First Floor