

LORD'S—FOUNTAIN SO

A New Low Price on
the Famous Dix-Make

UNIFORMS

\$1.95



Shown for the first time! Uniforms of cotton pongee in black or grey, and white broadcloth. Neat detachable collar and cuffs. Sizes 34 to 46. Take advantage of this opportunity and buy several.

Organdy Serving Aprons

\$1.25

Of sheer domestic organdy in shoulder strap style. A complete set with collar and cuffs and trimmed with bias binding is \$2.25.

Lord's Uniforms—
Second Floor

Insistent Demand Forces Us to
Repeat This Great Sale of

Fine Lingerie of French-Finished Crepe

Pantie-Petticoats

Costume Slips

Dance Sets

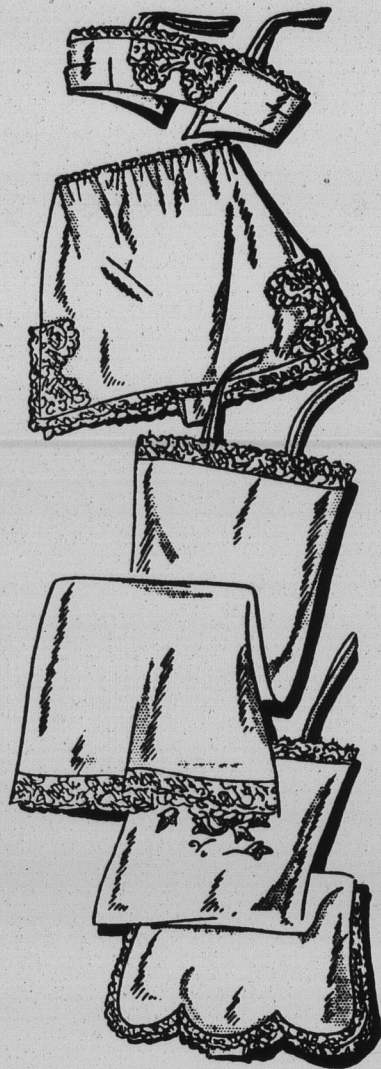
Chemises

Step-Ins

\$1.95

Beautiful underthings in styles typical of much higher-priced lingerie. Some have dainty hemstitching, embroidery or touches of soft ECRU COLOR LACE! Soft pastel tints of Flesh, Peach, Tea Rose and Nile. Women's regular sizes.

Lord's Underwear—Second Floor
Also Special Display—First Floor



Just SCANTIES

and a dress . . . is
the modern mode

JUST one silken garment instead of four. Brassiere, vest, girdle and panties, all in one. One sheer layer of shimmery silkiness and your figure is molded to perfection!

Eight ounces of daintiness—with one pair of shoulder straps holding all—to end the bulk of four overlapping garments at the waistline. And so easy to launder! Now being shown for the first time at Lord's.

\$5

\$12.50

\$16.50

EXPERT FITTING

Lord's Corsets—Second Floor

