

**Shagmoor
Top Coats**

These well-known Shagmoor Top Coats, for sport and semi-formal occasions, have gained their reputation because of the excellence of the pure wools, the workmanship, and the style attractiveness. The coat pictured is of the indispensable sport type—with pleated pockets, notched collar, raglan sleeves. The seams are all silk-bound. The price

\$45

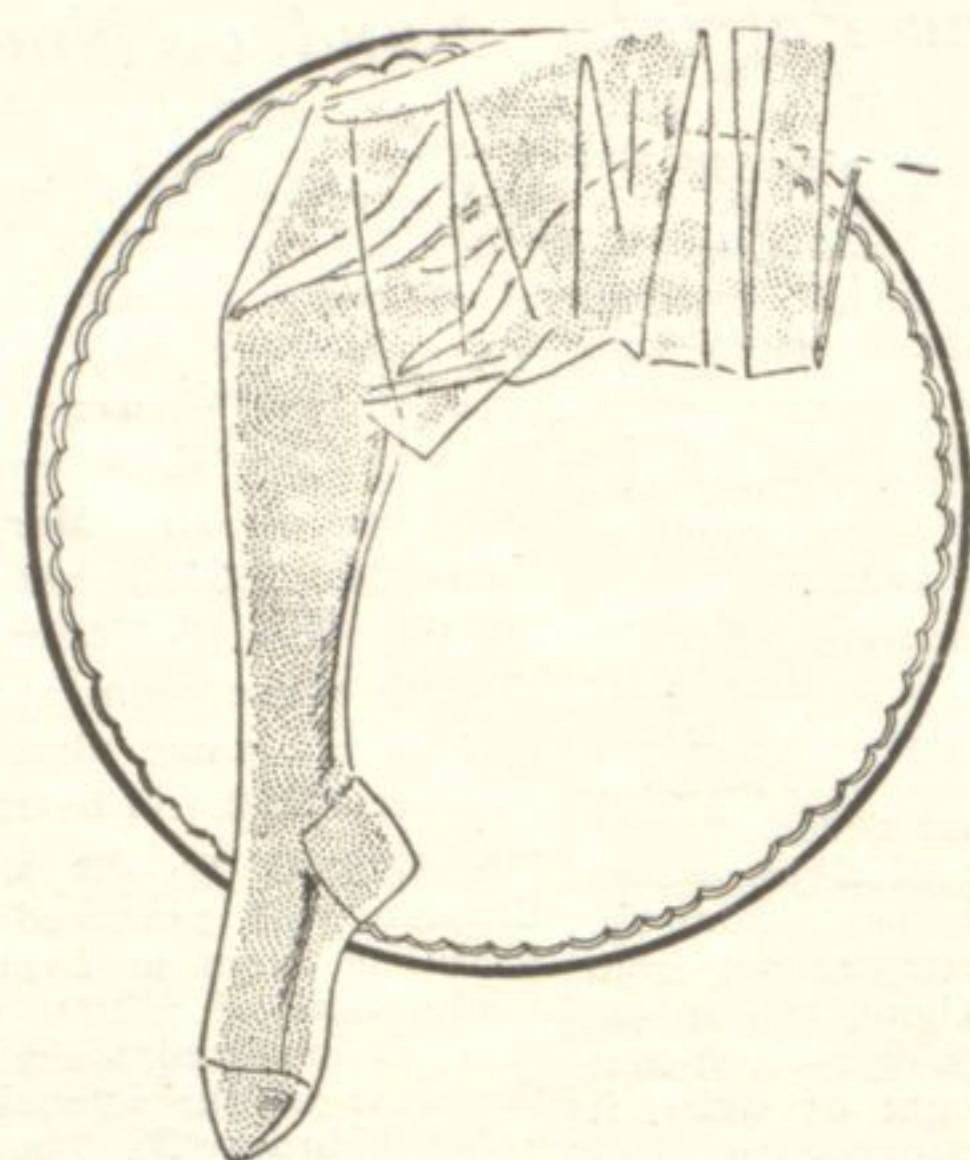
Lord's—Second Floor

Rubinstein's Toiletries

It is a satisfaction to know where you can always find your favorite cosmetics. For the many who prefer Helena Rubinstein's:

- Pasteurized Cream \$1.00
- Cleansing and Massage Cream \$1.25
- Beautifying Skin Food \$1.00
- Skin-Toning Lotion \$1.25
- Red Raspberry Lip Stick and Rouge, each \$1.00
- Single Compacts and Double \$1.00 and \$1.50

Lord's—First Floor



**The Spring Shades
in
Ruby Ring Hose**

Attractive new colors in this dependable hosiery. Made of pure silk that retains its sheen and with-stands wear exceptionally well.

- | | | |
|-------------|--------------|----------|
| Flesh-Pink | Sandust | Evenglow |
| Pearl-Blush | Gold | Algerian |
| Pastel-Nude | Silver-Birch | Alesan |
| Rose-Blush | Rose-Dusk | Aloma |

3 Weights—\$1.95

Chiffon Service Light Weight Service

3 pairs for \$5.50

Lord's—First Floor

Colored Sport Dresses

*Washable Flannel
Wool Crepe*

\$17.95

For early Spring weather, light woolen dresses are most comfortable. And these are equally reasonable in price and attractive in style. In several shades—pastel and brighter.

- Rosewood
- Ivory
- Grass Green
- Bright Red
- Blue

One or two-piece effects. Well-tailored. Pockets. Full pleats.

Lord's—Second Floor

**A New Kind
of
Sport Skirt
\$6.95**

Supplementing the tomboy skirt comes the very new waistline sport skirt. Well-made of medium weight flannel, with patch pockets, kick pleats, belt of same material, and decorative buttons at the hips. In tan, white, navy, French blue, and red. Sizes 28 to 32, waist measure.

Lord's—Second Floor

**The
Tailored Blouse**

To wear with the new sport skirts and the mannish Spring suits, one must have a tailored blouse.

At \$2.50, a short-sleeved pique vestee blouse or a broadcloth one with a collar that may be worn opened low or buttoned high.

At \$3.50, long-sleeved English broadcloth blouses with bound scallop front and French cuffs. And several other styles.

Lord's—Second Floor

**Costume Slips
\$2.39 to \$6.50**

Sports Satin, \$2.39
Radium with double hem, \$6.50
Pussy Willow in street shades, \$8.95
Just the colors you'll want with your spring suit.
Sizes from 36 to 44

Lord's Fashions Floor—the Second

**"The Ties Have It for Spring"
declare two new shoes**



quarter, \$7.50. At the right, a pastel parchment patent tie, \$10.



The Boot Shop—First Floor

New



Gloves

The tailored sports glove has borrowed some of the season's smartest trimming notes—the chic dress glove is more often than not a simple slipon of loveliest soft suede. Many of these are Postman make.

NOTE:

A Gored Compose Sports Glove of washable cape combines blonde and wood, and caracul and blonde. \$3.75. Deep square scallops finish the wrist of blonde capeskin, and these are piped in jade green leather. \$4.25.

A soft, white doeskin slipon is \$4. A champagne cape with blue stitching and blue-leather strap cuff is \$2.95. The Kislav Slipon, in white, natural and blonde, is \$4.75.

A mere hint at the splendid assortment of spring gloves ready now!

Lord's—First Floor

*"Where can I
get a Collar
for my Dog?"*

—it seemed that every day brought this inquiry somewhere in the store. So the demand has created the supply! And not only collars — but leather leashes, muzzles and harness are here.

Lord's—First Floor

*It takes a certain
wisdom to buy an
Oriental Rug
for one's home*

It is better to buy when one can buy opportunely—than just when a rug is needed.

It is better to buy from a known and trusted house—than to rely on one's own judgment, unless one is expert.

It is wise indeed to buy, then, when you can buy at Lord's—and from such a collection as that offered underprice in

**Our Semi-Annual
Clearance of
Oriental Rugs!**

