

Shower Earrings \$2.00

Sterling-silver strands with drops of vari-colored crystal or pearl. Much in demand in New York!

Lord's—First Floor



Our \$4.95 Crepe de Chine Chemises Have All the New Features!

Trimmings are of net, point d'esprit, margot, binche and thread laces, and georgette in panels and petals.

Tailored chemises, either entirely plain, or with inserts of net, embroidered round the edges, are very good style, too.

Nightgowns to match the tailored chemises, \$7.95. Colors include flesh, white, jade and peach.

Lord's—Second Floor.

Philippine Gowns

\$1.50 to \$2.95

Fine, smooth, closely-woven longcloth gowns with round, V and square necks, all edged with scallops.

Floral designs, some with eyelets, some with inserted filet medallions.

HAND-MADE HAND-EMBROIDERED

The embroidery is done in floral designs, sometimes with eyelets, sometimes solid, sometimes with inserted filet medallions.

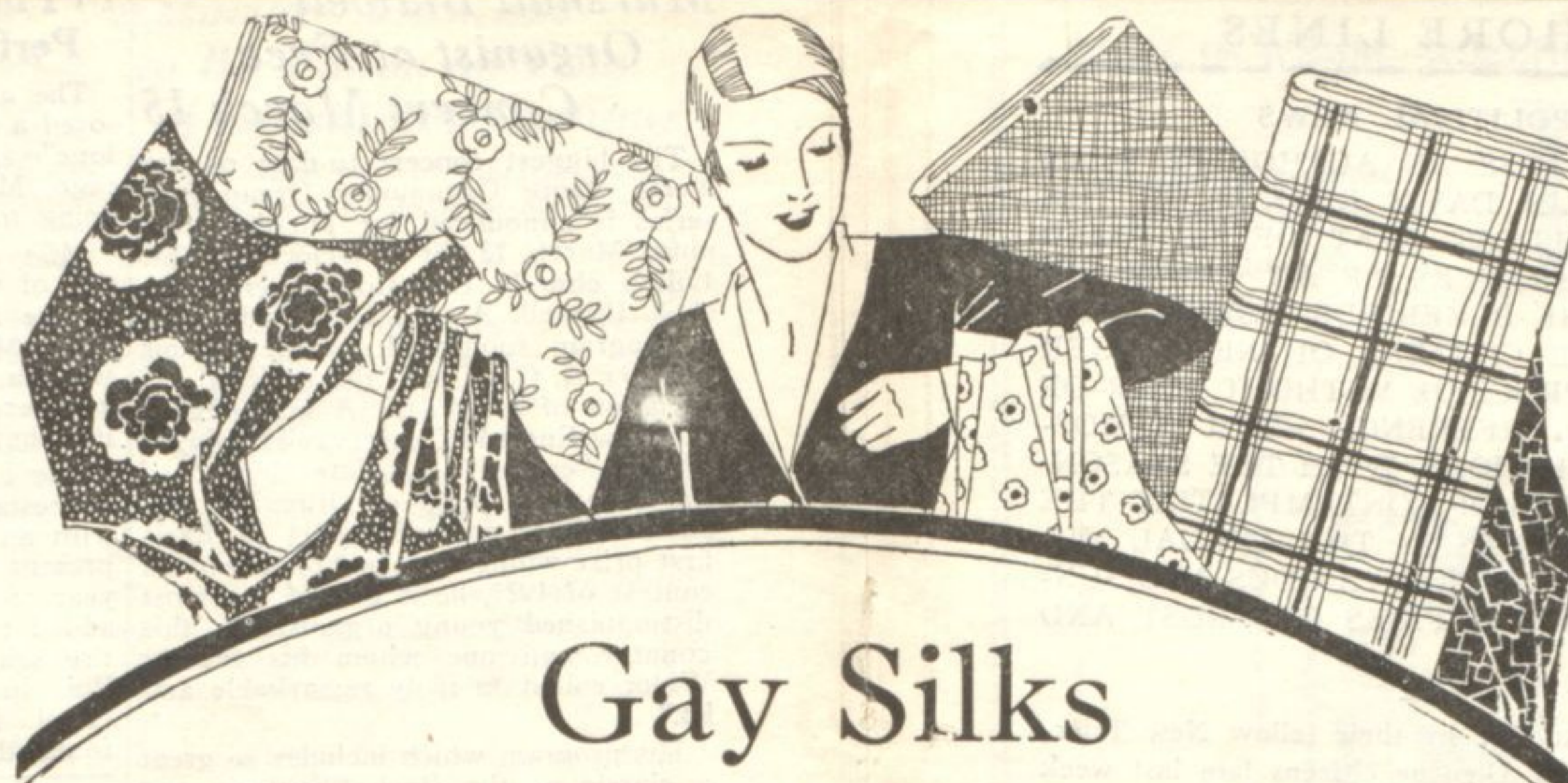
Lord's—Second Floor.



Silk Brocade Wraparound

A well-designed front-hook style with panels of silk elastic at the sides, and lace-edged top. An unusually attractive garment, that efficiently and comfortably smooths and lengthens the line of the figure. \$13.50.

Lord's—Second Floor



Gay Silks For Spring

A PRINT GEORGETTE—white background with black conventionalized floral figures, \$2.45 yard.

WHITE ON BLACK FOULARD, \$1.95. Also in black on white, and in colored designs.

PRINTED CREPE DE CHINE in rich and varied color combinations—floral and conventional, \$2.95 yard.

GEORGETTE PRINTS in lovely great sprawling patterns on soft-tinted grounds. \$2.75 yard.

These develop beautifully in combination with plain-toned MINGTOY Washable Crepes, which may be had in such a wide variety of colors. \$2.75 yard.

Lord's—First Floor

What Makes a Hat Smart Today?

The differences are so slight that they often defy analysis by the layman: yet so important that they make the distinction between the woman who is really chic, and the one who is not.

Here are new hats that are uncompromisingly right. Their lines are definitely the NEW lines—their trimmings properly used—their shades not a trace off-color.

Sunshine Braid Perle Visca Crochet
Milan Hemp Spring Weight Felts

Sandust, Banana Yellow, Grecian Rose and Lettuce Green are the featured colors.

\$10.50 to \$25.00

The Knox Felts are In!

\$12.50 to \$20.00

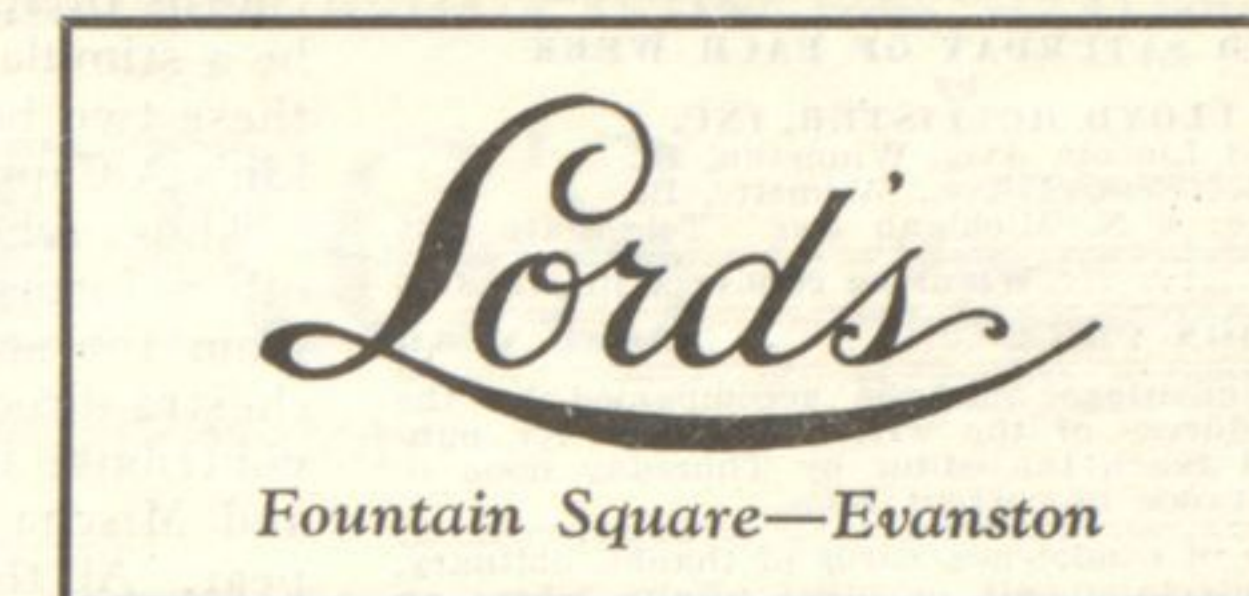
Lord's—Second Floor



Houbigant Perfumes

Ideal, \$3.75 per ounce; Quelques Fleurs, \$3.50. The Face Powders are \$1.50; the dusting powders the same. Talcs in both scents are \$1.00.

Lord's—First Floor



New Stockings

For sportswear you will find both smart and satisfactory the new lace-clocked chiffon-lisles. Neutral shades, beige, camel, gray and champagne. \$1.75 pair.

For Dress Wear you will like the new picot-edged chiffon—all silks to the top. \$2.95. 3 pairs for \$8.50.

Lord's—First Floor



Important Steps in Spring Shoe Fashions

\$10.00

Simultaneously with their showing in smart New York and Chicago shops, the newest shoes—and the smartest as well, are presented at Lord's. And these new styles sketched are no exception to the rule!



\$8.50

The two shoes sketched at the lower left feature two distinctly new modes for talleur or street wear. The one, a tie oxford in roseblush kid, and the other a bow pump in pastel parchment. \$7.50.



A new pastel parchment patent tie that can admirably adapt itself to an afternoon, street, or sports costume. Sketched above. \$10.

\$7.50

See the dozens of new styles on display in the Boot Shop.



The opera pump, an everlasting favorite of the mode, comes in shell grey kid. Also in black satin or black patent. \$8.50.

\$7.50



Authentic Styles In Quality Materials and Workmanship

For tailored wear, afternoon or sports events, the oxford or oxford tie! For dress, the fashion supremacy of the plain or strap pump remains unquestioned! Each type in smart variety is shown at Lord's for Spring and in fine quality materials and dependable workmanship.

MAKE CERTAIN TO SEE THESE NEW MODES.

The Boot Shop—First Floor