



Broadcloth—plain and print combination. 2 piece. 7 to 10. \$4.50.

Print broadcloth. White collars and cuffs; hand-finished edges and smocking. 7 to 10. \$3.50.

Linenes; two-piece; sleeveless dress; print jacket. Sizes 8 to 14. \$4.50.

Mothers who make it a point to buy their children's clothes at Lord's—because they prefer the simple, practical, and well-made kind of clothes—will be wanting to know, now, what the spring season has brought!

Here is pictured a fair representation of spring styles for young people. You see the emphasis on prints—particularly the gay cotton prints that so charmingly revive an older day, yet do it smartly, in trig and modern frocks.

We have chosen the models that are easiest to keep looking trim and attractive. We found the easy-to-wash, easy-to-iron ones, with colors that would stay clear and bright.

We watched particularly such details as skirt-widths (for the wide-enough skirt stays in pleat better, hangs better, and is subject to less strain).

Every detail of finish (nicely-done bits of hand-embroidery, smooth seams and so on) was taken into account. These dresses were bought with the practical modern mother's viewpoint in mind—and we're pretty certain she'll like them!

Lord's—Second Floor

# Lord's

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## The Opening of the Spring Season in the Children's Shop



Polka-dot print. Hand-smocking, white trimming. 2 to 6. \$3.50.

Floral print broadcloth; pleated organdy frills and colored piping. 7 to 10. \$3.50.

Liberty-type print; white collars and cuffs and frills; colored bands and fagotting. 7 to 10. \$3.50.