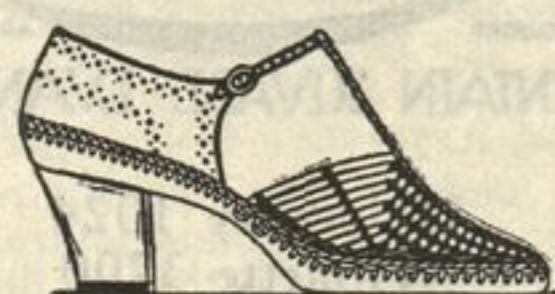


Deauville Sandals



Smart Importations!

The fashionable woman will possess a pair of these sandals, imported from Czecho-Slovakia. In tan with bright red and tan or green and tan woven vamp, turned and braided soles, and piercing.

\$8.50

Main Floor

Toyo Straw and Lizard Calf

combine to make

Smart Purses

\$3.50

Broad bands of colored lizard calf adorn trig purses of Toyo Straw. The straw, in natural color, interwoven with red, green, blue, or black, matches the lizard trimming.

For more tailored uses, there are bags of smooth, sturdy shoe calf, in black or brown. One black model is piped with white kid.

All these purses at \$3.50 have inside swinging purses—linings of good grosgrain, and back straps.

A little special purchase.

Lord's—Second Floor

New Low Prices on Houbigant's Fragrant Bath Salts

Subtle and sophisticated Quelques Fleurs—and the delicate and haunting sweetness of Ideal — in richly-permeated crystals.

Eight ounce size: Was \$1.50, now \$1.

Sixteen ounce size: Was \$2.50, now \$1.50.

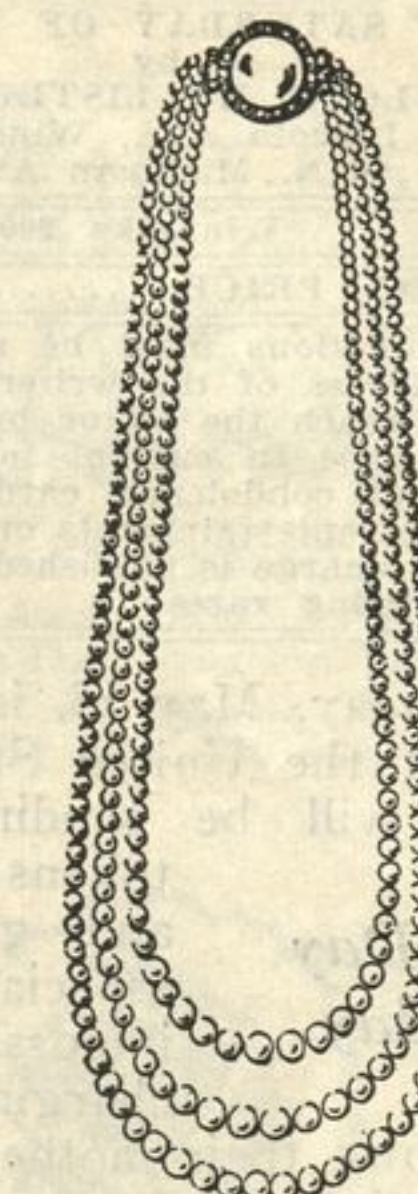
Lord's—First Floor



Woodbury's Facial Soap Actually Soothes and Smooths the Skin!

Healing oils and emollients are blended in Woodbury's clean-scented facial soap! It cleans the pores efficiently, and corrects, gently and effectively, the little faults of the complexion that frequently make so much difference in the impression one makes.

Lord's—Toiletries—First Floor



—and now Pearls* in 3 Strands

There is something very splendid and opulent about three strands of lustrous big pearl beads—something that suggest the important and formal occasion!

You may choose French pearls—very rich and lustrous in tone, and with a faint glow of tint, at \$16.50, \$18.50, and \$24.50. Or Oriental pearls—of the natural, warm pearly luster, at \$7 and \$7.50.

*indestructible synthetic pearls.

Lord's—Jewelry First Floor

The Kislav Doeskin Glove \$4.75

It washes easily — and dries to velvety softness. It is the fashionable short slipon—

You may have it in beige or gray tones to harmonize with your costume—

It wears endlessly—

And it is priced \$4.75.

Lord's—Gloves—First Floor

All Ensembles* Reduced!

Including Frock-and-Coat, and Three-Piece Costume Ensembles

The ensemble has an important place in the wardrobe. It serves many purposes—it is always the smart COMPLETE costume.

With much of the season still ahead, we offer, beginning tomorrow, the balance of our ensembles at substantially reduced prices. It is an opportunity the woman with clothes-discernment will recognize!

\$125 Ensembles \$95

Gray French kasha, very soft and fine imported wool — with a collar of dark moleskin. Lined with crepe satin, with a blouse to match. Size 40. Was \$145. Now \$95.

Oxford-stripe covert lined with white silk crepe, with blouse to match. Size 40. Was \$125. Now \$95.

Light-brown covert, with oxford stripe—tan blouse to match lining of shimmering crepe satin. Size 40. Was \$125. Now \$95.



*To be well dressed, one's coat must bear definite relation to the costume worn underneath.

Ensembles formerly \$55 to \$69.50 \$47.50

One costume consists of a fine-pleated skirt of heavy tan flat crepe, with a blouse to match, trimmed in two shades of brown. The coat is of heavy rough-spun imported tweed. Size 40. Was \$69.50. Now \$47.50.

A homespun coat with tapestry borders, and a crepe frock to match the tan lining. Size 18. Now \$47.50.

\$49.50 Ensembles \$37.50

Homespuns, tweeds, checked tweeds—several models with short coats and separate skirts—many with 7/8 coats and skirt and blouse combinations.

Some with jersey blouses, trimmed with the tweed of which skirt and coat are made. Many interesting models! Remarkably low-priced at \$37.50.

Lord's—Second Floor