

## Faithful Copies of Hats by the Famous French Milliners

The irregular brim line—the off-the-face effect that is so very new—the hat which dips deeply over one ear or one eye—and the hat which clings to the head as though it were wrapped on: these comprise the millinery mode for this year.

And as for color and fabric—English green—chestnut brown—wine—and various shades of beige and biscuit, in very soft velour, handkerchief felt, velvet, and combinations of these materials. \$7.50 to \$18.50.

And very good style indeed are some close-fitting little draped dance hats of glinting and colorful metal tricotine. \$7.50 to \$12.

Lord's—Second Floor.

## Transparent Velvets are foremost among afternoon dresses

Clinging and supple, transparent velvet\* lends itself admirably to draping and ruffling.

And since the rich luster of the fabric really needs no further ornamentation but the light and shadow provided by its draping, trimming is used with restraint.

In brilliant blue, black, or chestnut brown, or printed—with cascades of fine lace, and occasionally, a crystal ornament at waist or neckline. \$25 to \$85.

Lord's—Second Floor.

\*Rayon pile.

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## PRESENTS

# HIGHLIGHTS in the MODE for AUTUMN

As intricate a study as the mode has become, the wise woman knows how simple a matter it can be made to dress correctly: she simply trusts to the information and the judgment of her favorite store.

Here at Lord's you find the dress to go with the coat you want—and the shoes to go with the dress—and the hat with the coat—and the hose with the shoes—and the gloves with the hose. Planned buying—and accurate fashion knowledge—provide for that!

You will find our salespeople informed about the season's best colors—and how they may best be combined in the wearing. They know, too, what sort of a frock will be most flattering to your figure—what shade of fur to your complexion—and other of such important bits of knowledge that, altogether, make a successful costume.



### Stockings of True Beige

—that delicate blend of gray and tan that lends itself to so many costume colors—are still in high favor.

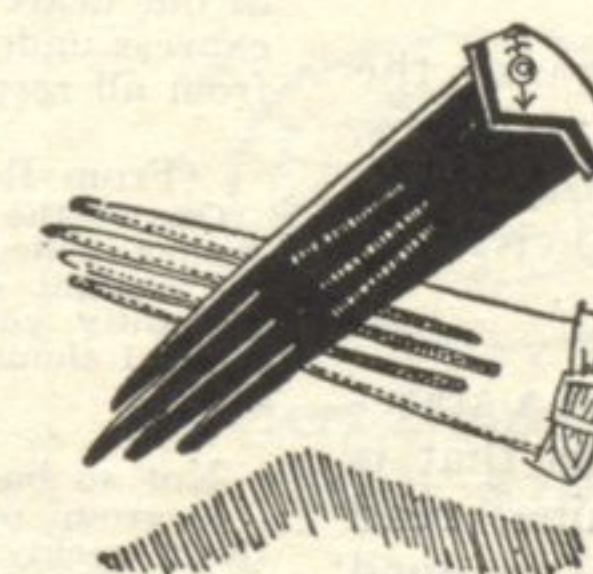
But the stockings may be of any number of kinds—web-like chifions in Gordon V-lines, at \$2.50, or in Ruby Ring at \$1.95. Or for street wear they should be of medium or heavy weight silk: Ruby Ring at \$1.95—Gordon Hose at \$1.95 and \$3.

First Floor.

### Postman Washable Cape-

skin Gloves are often smartly cuffed or buckled. The cuffs may be of braided leather—or have two-tone appliqued medallions. In new blonde, mode, beige, and putty, to wear with the brown costume; and light or medium gray to wear with fall grays. \$4.25 to \$5.50.

First Floor.



### Your bag may be of any

shape that happens to suit your fancy at the moment—flat ones, modernistically inclined, being rather favored. Here are French cord bags in combinations of vivid blue, red and oyster white; or three shades of green, or two shades of blue, combined with white.

First Floor.



## Junior-Sized Coats Follow the New Lines

The fabrics are rich in texture—and opulently trimmed with fine furs: otherwise the lines are entirely simple.

A soft gray beige Rodier fabric with its pattern in gray, has huge collar and cuffs of Eclipse wolf. \$85.

Admiral blue Majora cloth (a supple, short-pile fabric) with South American kit fox collar and cuffs, \$125.

Goya red Majora cloth with gray wolf, \$115. Sizes 13, 15 and 17.

Lord's—Second Floor.