

Founded 1826

Greeley 1900

# Lord & Taylor

38th Street FIFTH AVENUE 39th Street  
Charge Purchases Made tomorrow will appear on bills rendered February 1, 1918

## Marie Antoinette Lace Bed Sets

A limited number of single and double sizes; fine quality and exquisite design.  
Former prices \$20.00 and \$25.00  
**\$10.00 and \$12.50**  
Fifth Floor.

## Infants' Wear from Paris

At About 1/3 Less Than Actual Value

French Dresses, hand-made and embroidered; sizes up to 2 years... \$2.48  
French Dresses, hand-made and hand-embroidered; sizes up to 2 years... \$3.48  
French Skirts, hand-made and hand-embroidered; sizes up to 2 years... \$1.88  
Colored Bloomer Dresses, made of best quality chambray; sizes up to 6 years... \$1.95 and \$2.95  
Fourth Floor.

Planning and purchasing have been on so vast a scale that from the viewpoint of volume and variety, as well as value, this Sale surpasses those of previous years.

# Annual January Sale of Lingerie, Negligees, Petticoats, Corsets and Blouses

The Finest, Most Thoroughly Desirable Merchandise Lord & Taylor Have Ever Offered

The merchandise, all made to Lord & Taylor special order. Fabrics have been carefully selected, styles critically studied, quality standards absolutely maintained.

## Petticoats

Thousands of them, all specially made for this great event and representing the best values offered for many a day.

**Taffeta Silk Petticoats**—Elastic top models on the new lines the mode demands. Plain and changeable Taffetas, all of serviceable qualities and flounced in smart fashions. Tailored flounces, full shirred flounces, and scalloped flounces edged with narrow pleatings or tiny frills.  
**\$2.95, \$3.95, \$4.95, \$5.95 and \$6.95**

**Taffeta Petticoats**—a special group of models, actually worth up to \$5.95... **\$2.95 and \$3.95**

**Changeable Messaline Petticoats**—tailored hemstitched flounces... **\$3.95**

**Silk Jersey Petticoats**—Many styles, including those with taffeta flounces and other with flounces of Silk Jersey. Clever new effects, with fine pleatings and shirring; others with accordion ruffles, inset with taffeta bands in contrasting colors. Many have deep flounces of silk, quite elaborately fashioned... **\$3.95, \$4.95, \$5.95**

**Silk Jersey Petticoats**—with taffeta flounces; a special group of models worth \$5.00... **\$3.95**

**Belding Satin and Dresden Silk Petticoats**—in all the new street shades, very serviceable Satin Skirts, with scalloped flounces shirred and tucked. The Dresden Silks in blue or rose are of unusually effective style... **\$4.95**

**Dancing Petticoats**—Washable Satin and Crepe de Chine, in flesh or white, daintily with lace trimmed flounces or in smartly tailored effects... **\$2.95, \$3.95, \$4.95, \$6.95**

**Washable Satin Knickers**—Flesh or white... **\$1.95 to \$2.65**

## Corsets

All Makes in a Complete Range of Sizes

Lord & Taylor Special Corsets

Novelty striped Coutil, lightly boned with free hip. Also pink Broche, medium bust and length. **\$2.50 and \$3.00** models... **\$1.65**

Three models for all types of figures

Pink Broche, elastic top. White Broche, well boned model. Daintily figured coutil, pink or white. Fancy figured broche. **\$3.50 and \$4.00** models... **\$1.95**

Pink and white Broche, elastic insert at top, lightly boned. A \$5.00 model... **\$2.95**

## Elente Corsets

Pink Satin, deep elastic top; lightly boned for slight or medium figures. A \$6.50 model... **\$3.95**

## American Lady Corsets

Pink and white Broche, with elastic insert at top; low bust; free hip. A \$1.75 model... **\$1.25**

Pink or white Herringbone Coutil, satin trimmed; well boned model with long skirt; high bust. A \$7.50 model... **\$3.95**

White Silk Brocade, in model elaborately lace and ribbon trimmed; well boned, medium bust and long skirt. For well developed figures. An \$8.00 model... **\$3.95**

## Redfern Corsets

Pink or white Brocade, well but lightly boned; medium bust and skirt. A \$7.50 model... **\$3.95**

## Brassiere—Leading Makes

Bandeau, all-over lace, with ribbon shoulder straps; all-over embroidered, net lined. **\$1.50 and \$2.00** models... **98c**

Bandeau, pink silk crepe, also hook front model, wash satin and heavy lace; reinforced with net, **\$1.75 and \$2.50** models... **\$1.25**

Bandeau, brocaded Batiste in white, filet, lace, edged. A \$3.00 model... **\$1.75**

Second Floor.

## Lingerie

Scores of simply charming new models, distinguished by that daintiness typical of all Lord & Taylor Lingerie.

Thousands of garments, every stitch made to our order, from fabrics sheer and fine, perfect in every tiny finishing detail. The fastidious woman will appreciate the beauty of the laces and embroideries, with which even the inexpensive garments are trimmed.

### Night Gowns

More than a hundred styles, in Nainsook, Batiste, Cotton Crepe and Witchery Crepe, white or flesh, **98c, \$1.45, \$1.65, \$1.95, \$2.95, \$3.95 to \$5.95**

### Envelope and Straight Chemises

Fine nainsook and batiste in styles unusually effective **98c, \$1.45, \$1.95, \$2.95**

### Petticoats

**98c, \$1.45, \$1.95, \$2.95, \$3.95 to \$5.95**

### Combinations

**98c, \$1.45, \$1.95, \$2.95 and \$3.95**

### Corset Covers

**50c, 98c, \$1.45 and \$1.95**

### Drawers

**50c, 98c, \$1.45 and \$1.95**

### Crepe de Chine & Washable Satin Underwear

Exquisite garments of these soft, rich Silks, in flesh tints. Elaborate with Valenciennes, Calais and Filet Laces, or in tailored models, hemstitched and picot edged. Hand-embroidery adorns several effective models.

Gowns... **\$2.95, \$3.95, \$4.95, \$5.95 to \$7.95**  
Envelope Chemises... **\$1.75, \$1.95, \$2.95, \$3.95**  
Bodices... **98c, \$1.45 and \$1.95**  
Pajamas... **\$3.95, \$5.95, \$7.95**

Second Floor.

## January Sale of Blouses

A collection of advance models that forecast in fascinating fashion the trend of the Blouse Mode for Spring, 1918. Blouses made especially for this sale from fabrics selected with critical regard for quality, fine texture, serviceability. Blouses that from the style viewpoint are authoritative, distinctive.

### One Model, \$5.95

Georgette Crepe in bisque, flesh or white; very daintily embroidered to simulate braiding; crochet button trimmed.

### Seven Models, \$5.00

Georgette Crepes—several in light, others in Suit shades. Featuring smart Zouave vestee, tie or Tuxedo collars of satin; some embroidered, others finely tucked.

Crepe de Chine—trimmed with Filet lace medallions combined with embroidery; also tailored models with low or high collars.

### Seven Models, \$6.95

Georgette Crepes of heavy quality, in most wanted shades; Jabot models, hand-embroidered; round neck effects, silk and bead embroidered; others satin trimmed very smartly. Frill models with white net novelty all-over embroidered Georgette, with white satin collar.

White Net Blouses, Filet lace trimmed and embroidered.

### One Model, \$7.50

Georgette Crepe, in bisque, flesh or white; Tuxedo collar elaborately soutache braided.

### Three Models, \$7.95

Georgette Crepe of superior quality, in dainty light shades; with floral hand-embroidery, or embroidered in silk and crystal beads.

White Net, soutache braided and trimmed with novelty lace; body net lined.

Lingerie Blouses, **\$3.95, \$4.95, \$5.95.**

Daintiest of models in sheer white voiles, batistes, novelty cottons and linens. A charming collection embodying many new and distinctive style notes. Hand-embroidery is introduced on many models, and others are elaborate with Valenciennes, Filet and Irish Crochet laces.

Hand-made Blouses of batiste, tucked, hand-drawn and hemstitched are noteworthy at **\$4.95 and \$5.95**

Third Floor.

### Ground Floor Specials

#### Lingerie Blouses

**\$1.95**

Linene with colored collar and cuffs. Striped tissue with white vestee and collar. Voile with lace frilled pique collar, fronts and cuffs.

#### Seven Models,

**\$3.95**

Tailored Blouses in the fashionable silks, Radium, washable Satins, "Luxurious Taffeta" and Crepe de Chine; models with "Buster Brown," high military Tuxedo and rolling collars. Georgette Crepe Blouses, soutache and satin trimmed or satin strapped.

#### Two Models

**\$2.95**

Georgette Crepe and Crepe de Chine in light shades. Blouses in models with rolling white satin collars, or pointed collars and vestees of satin.

# Annual January Sale of Household and Decorative Linens

Begins tomorrow, Monday, and continues throughout the month of January. Many of the linens offered in this great yearly event were contracted for more than two years ago, and carried in the U. S. Bonded Warehouse, together with other important commitments exclusively for this sale.

## \$20,000 Worth of Heirloom

### Double Damask Table Cloths

At 1/2 Less Than Regular Prices

2 x 2 yards... Regular price \$10.00... **\$6.75**

2 x 2 1/2 yards... Regular price \$12.50... **\$8.40**

2 x 3 yards... Regular price \$15.00... **\$10.75**

2 1/4 x 2 1/4 yards... Regular price \$12.75... **\$8.40**

### Napkins to Match

Regularly \$11.25, \$13.50 dozen... **\$7.50, \$9.00**

## 50,000 Dollars Worth of Decorative Linens

consisting of Filet, Burano point, Point Venise, Arabian, Cluny, Florentine Lace-trimmed Linens and Madeira Hand-embroidered Linen Doylies, Centre Pieces, Scarfs, Tea, Lunch and Dinner Cloths; Luncheon Sets, Tidies, Pillow Cases, Bedspreads and Towels, at remarkable price concessions.

The best linen authorities in Europe thought it would be impossible to hold a Linen Sale this year, and strongly advised against a sale at all, in view of the great linen scarcity. But the custom inaugurated over ninety-one years ago, and in which movement we are the pioneers, could not be abandoned without destroying the traditions of this great linen business, and in consequence our preparation has been made with a determination to equal and eclipse the efforts of former years.

## \$25,000 Worth of the Famous Derryvale Pure Irish Linen Damask Table Cloths and Napkins at Less Than Wholesale Prices.

Every piece of Derryvale Genuine Irish Damask Table Linen is sold under an absolute guarantee which accompanies every Table Cloth and dozen Napkins sold. These celebrated Linens are sold exclusively by Lord & Taylor.

Table Cloths, 2x2 yards <b>\$2.95, \$4.50, \$5.00, \$5.65, \$7.10</b> Wholesale cost, \$4.00 to \$8.75	Table Cloths, 2x2 1/2 yards <b>\$3.75, \$5.65, \$6.25, \$7.10, \$8.85</b> Wholesale cost, \$5.00 to \$11.00	Table Cloths, 2x3 yards <b>\$4.50, \$6.90, \$7.50, \$8.50, \$10.65</b> Wholesale cost, \$6.00 to \$13.25
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Napkins to match, **\$3.75, \$5.15, \$5.50, \$8.00 and \$9.00** per dozen.

Wholesale cost, \$5.25 to \$11.25 per dozen.

Second Floor.

## Other Household Linens

### 2,000 Odd Damask Table Cloths

Regularly \$7.50 to \$65.00... **\$4.85 to \$32.50**

### 1,500 Dozen Odd Napkins

Regularly \$5.00 to \$10.50 a dozen... **\$3.95 to \$7.50**

### 500 Breakfast Table Cloths

Reduced from \$3.50 each to... **\$2.45**

### Towels

H. S. Huck Towels, extra large size; regularly \$4.50 a dozen... **\$3.00**

Pure Irish Linen Huck Towels; hemmed, regularly \$6.00 a dozen... **\$4.50**

Hemstitched, regularly \$6.75 a dozen... **\$5.50**

Individual size pure linen H. S. Huck Towels; regularly \$5.50 dozen... **\$3.95**

### Hemstitched Linen Sheets and Pillow Cases

Sheets—Formerly \$12.75 a pair... **\$10.50**

Pillow Cases—Formerly \$3.50 a pair... **\$2.50**