

The Loveliest of Paris Clothes For Children



"MORE and more and more!" Still they come, tumbling out of their foreign packing cases, these exquisite bits of Paris daintiness and charm.

Infant's frocks, hand-made of the finest batiste (this is Pre-War quality and cannot be even approached by what you find today.) They are trimmed with rows of delicate hand-drawn work, yards of real lace, or quantities of finely traced hand embroidery, almost too beautiful to be believed. Sheer little bonnets to match the frocks, and adorable silken coats—hand embroidered like the rest—to top the whole.

The wee French girl becomes a young lady before she is two years old, and as a result the styles for Miss Two and Six are models of smartness and distinction that the American Miss can only aspire to. Simple, yes, but with that skilfully planned simplicity that requires infinite art and centuries of experience.



See the young lady in the red coat. Its lines would be almost too severely plain, but the extra fullness comes along and saves the day. She will tell you that great width of skirt is particularly good for the wee tots, coats and wool frocks—You'll notice it in all the smartest. Her quaint hat is a cross between a poke bonnet and a Dutch cap.



Here's a small miss who is wearing the very latest in party frocks—fine Brussels net over a slip of flesh colored Georgette. The effect is too sweet for words, particularly with the addition of real Irish lace rose buds, tiny garlands of silk roses, or delicate braided patterns. Isn't her Georgette bonnet a love—She thinks so!

Fairly bursting with pride in her model frock this little four year old points to the style notes you must surely see—The material, for example, is one of the best this season, a soft delightful quality of linen. Striped skirt and basque blouse of green to match the stripes. Then a hat of the same material—Well, who would not be proud?



Lattice work for Summer frocks—could anything be sweeter—The answer is given by this crepe de chine frock of shell pink. It's a demure little ribbon that hangs from her small hat.

Last the best of all the game—a Georgette crepe frock of fairylike grace, all the way from its Lanvin neckline to the absurdly adorable suggestion of a train with its diminutive tassel. The hat has a train too—for of course it must match.



We haven't even begun to tell you of the endless fascinations that are awaiting the small miss—and master too! There are so many—from crib size down quilts covered with heavy satin—to pique Oliver Twists and abbreviated hot weather frocks of crisp organdie.

They are going to be displayed tomorrow for the first time.

FOURTH FLOOR



The Whims of Brims In the New Spring Hats

THEY'RE as fickle and as hard to follow as the moods of the fair wearers themselves.

Now they're up, with a bit of trimming poised perilously on the brim. Now they're drooping demurely to shade the eyes, and follow the line of the sweeping plume that brushes the shoulder.

And suddenly there's a brim that tips up and dips down, without rhyme or reason, except that it's more charming that way.

Prices Are Prevaingly Moderate.

FOURTH FLOOR

A Corset from Paris

HALF is satin, of a delicate shell pink, the other half of this diminutive Paris creation is heavy quality elastic. Really just a girdle, it may be worn as a slip-on, for the two-rows of buttons that take the place of the usual hooks need not be unfastened.

Silk tulle in front and satin in back—such is the composition of a very good model, and an unusual one too. Like all the finer Elente corsets it has a strip of plush under the front steel.

These are but two of the many and varied styles you will find here. If you have a taste for the extreme, you must look at the black corsets, as well as those of a pale orchid tint.

SECOND FLOOR

Lord & Taylor



Three Beautiful Examples Of The Finer Models In Our Large Collection

The New Spring Styles

THE curtain is about to rise on the full beauty of the Spring's annual pageant of new clothes. These Lenten Days there's all the thrill and mystery and allurements of "behind the scenes" in the daily rehearsals in our salons and fitting rooms—where your fashionable preference, Madame, is the sole dictator. Here new styles from Paris and the most exclusive American makers of new modes, are preparing to make their eventful first appearance on Easter—when all Fifth Avenue will be there to see!

Fashion Dons a Three-Piece Suit or a New Satin Wrap and Beaded Gown for Easter

THE Three-piece suit at \$95 pictured above, in ultra-modish silhouette, tops a cloth skirt with a costume blouse of satin and adds a jaunty box coat. The new Satin Wrap, prima donna of the season's modes, turns up a graceful collar banded with squirrel, enriched with embroideries of silk chenille and tinsel. It is \$265. Quilted

Satin Wraps betray the Chinese touch; others smartly swing in three-caped Directoire fashion. The gown of beaded Satin, brightly girdled with jade Crepe, runs frivolously to scintillating beads, and is \$250. Other styles of Satin, Crepe, Taffeta and Laces, were never lovelier than this season.

Other Suits \$45 to \$250

Other Satin Wrap Coats \$57.50 to \$265

Other Gowns \$55 to \$250

THIRD FLOOR

Sport Skirts

NEW arrivals, smart models and unusual styles, beside the usual plaited skirts in the new Spring stripes, velours, checks and wool plaids.

\$18 \$23

Light Silks, White Serges and Flannels.

\$10 to \$40

THIRD FLOOR



Silk Gingham Blouses

YOU'LL want to own one of these adorably simple overblouses of checked silk gingham with white Faille collar, cuffs and facing. Slip-on models that lace up the front and tie with a sash at the back.

\$10.

In Rose, Blue, Green, Bisque, Black.

THIRD FLOOR



Silk Tricolette

IT has a delightfully luxurious and well-established air about it that is explained, perhaps, by the heavy quality and fine weave of the material. You understand the moment you feel of its weight and texture why it is a favorite fabric for Spring frocks and suits.

As for the colors, there is a beautiful assortment of the newest spring shades, with always a goodly representation of black, white, navy, and flesh color; 36 inches wide.

\$1.95 yard

GROUND FLOOR

Dainty Clovers

THEY were caught in all their fresh, natural colorings and scattered over the length and breadth of this soft cotton fabric.

That happened in France, but the material is here. And it is only one of the hundreds of patterns, each lovelier than the last to inspire you with visions of summer frocks. There are woven coin dots, geometric patterns, tiny rose buds, and many, many others, all woven in colors pale or gay on a ground of white.

\$1.95 yard

SECOND FLOOR

Navy Blue Serge

WHAT would we do without it? The material that satisfies such a multitude of purposes, and that is so almost matchless when it comes to real serviceability. This is an especially fine quality in a splendid width—54 and 55 inches, and the price is unusually low for the value received.

You will be interested, too, in the lovely collection of Mixed Tweeds (yes, they are in the diagonal weave) you find here. The colors, grey, rose, jade, sand and Reseda green, lend themselves charmingly to this fabric.

\$2.25 yard

SECOND FLOOR

Back They Come!—Low Prices For Women's Shoes

AND what more appropriate moment could there be for this revised scale of prices than Spring—with Easter on the way. From March 7th to March 14th inclusive we will hold our Advance Sale of Spring footwear for women. As you read the prices you hear an echo of Pre-War days, with their moderate prices.

The Shoes we have collected for this sale are the newest and smartest lasts in the world of Shoe Fashion. Only leathers of fine quality are used, and the workmanship is impeccable.

At \$9.75

SIX styles, including one-strap Pumps, Oxfords and Buckle Pumps. The most popular leathers, grey suede, tan calfskin, gun metal and patent leather. French heels.

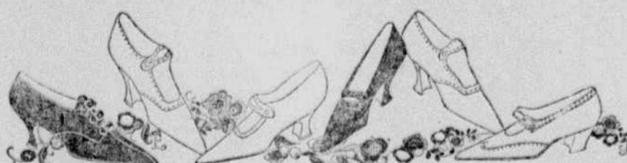
At \$8.75

FOUR styles of Strap Pumps and Oxfords—Military or Baby Louis heels.

SECOND FLOOR

At \$12.75

BENCH-MADE Virginia pumps in black or brown Kidskin—Also a one-strap Pump in brown Kidskin. Baby Louis heels.



A Sale of Sterling Silver

EASTER Weddings! They are on the way—and with them comes the all important question of what to give the Bride. Silver is of course the thing she will love more and cherish longer than almost any other gift. But prices of Sterling Silver have been so prohibitive lately that many people have had to cross it off their list.

This sale of Silver, coming as it does at a most opportune time, offers a complete line of flat silver, as well as some larger pieces, at present wholesale prices.

Coffee Sets \$85.00
Berry or Nut Bowls \$23.00, 32.75 to \$85.00
Bon Bon Dishes \$5.50 to \$8.25

A Discontinued Pattern in Flatware

Coffee Spoons \$4.50, 1/2 dozen
5 O'clock Tea Spoons \$5.00, 1/2 dozen
Tea spoons, trade weight \$6.00, 1/2 dozen
Dessert Spoons or Forks, \$12.50 and \$14.00, 1/2 dozen
Soup Spoons \$12.50, \$15.50, 1/2 dozen
Butter Spreaders or Bouillon Spoons, \$9.00, 1/2 dozen
Dinner Knives \$13.75, 1/2 dozen
Dessert Knives \$12.50, 1/2 dozen

GROUND FLOOR

Lorday Pearls

AN exquisite bit of old lace, a graceful mirror reflecting the cloudless hours of the day, a strand of perfectly matched pearls clasped round the throat of a young girl—there is something in each of these that lingers in the memory—a cherished possession for all time.

—\$20 to \$400 the strand—

GROUND FLOOR



Made in Grenoble France

TO be "Bien chausse et bien garte"—that is the ambition of every true Parisienne. Being to the manner born she knows that it's the little things that count, particularly if they're so big, a little thing as gloves.

French women prove their faultless taste by wearing these fairest products of their own fair land.

Price \$3.50

GROUND FLOOR

March Sale of Lingerie

THE arrival of fresh new Philippine night dresses, hand-made and hand embroidered, puts new interest into the Lingerie Sales, not alone because of the fineness of the hand work, but mostly because they are priced so low, \$2.45, \$2.95 and \$3.95.

Radium Silk Lingerie

Tailored Night Gowns \$5.95, \$7.95 and tax
Night gowns attractively trimmed, \$8.95, \$12.75 and tax
Step-in and Envelope Chemises, tailored, hem-stitched and embroidered \$3.95

Silk Petticoats

Washable Satin, flesh or white, straightline models, hemstitched, scalloped or embroidered, panels front and back \$3.95
Washable Satin, silk-lined throughout, white or flesh \$5.95
Washable Satin, daintily lace trimmed, in flesh color \$3.95, \$5.95 and \$6.95

Bloomers

Satin, tailored and lace-trimmed, in flesh tint \$2.45 and \$3.95
Radium Silk, tailored model, hemstitched, in flesh tint \$3.95

Silk Kimonos

Crepe de Chine models of especial loveliness, wing sleeves, fine knife-plaited frills trim neck and sleeves and front \$12.75 and tax

Breakfast Coats

Soft, beautiful Brocaded Satin combined with Georgette Crepe \$19.75 and tax.
SECOND FLOOR

The Proud Moment of Her First Suit

NO wonder she is strutting ever so slightly—it is her first suit—and a very smart one at that.



Simple, tailored lines befitting the youthful figure, with narrow shoulders, patch pockets and self-belt. Henna, brown, Copenhagen, green; in Jersey. Sizes 15 and 17, \$18.50

Pongee dresses are as different and distinctive as can be, with their horizontal stripes of ratine, in Copenhagen and black, or rose and black. Sizes 10 to 14

\$16.50

FOURTH FLOOR

