

Lord & Taylor

Fifth Avenue



TALLY-HO!

The Silk of Summer--Radically Reduced

Lord & Taylor is in a position to offer this glorious sports silk at a tremendous price reduction. A reduction that Lord & Taylor alone of all the New York stores is able to announce. Such a price at the end of the season would be a real achievement— at the very beginning of the season it is nothing short of a triumph.

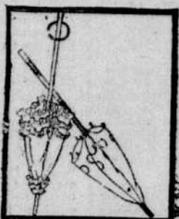
This below-wholesale price goes into effect Tuesday, May 31. The season, the weather, even the day seem especially set for this event. For Tally-Ho is a summer fabric first and foremost, light and cool, made for hot weather. The vast assortment of designs, in white and colors, in this perfectly new, fresh merchandise makes an appeal that few women will be able to resist.

Tally-Ho Sale Begins Tuesday, May 31

Ground Floor—At the New Price

\$3.95 YARD

Forty Inches Wide



The Summer Sports Girl

She has arrived to spend the season with us, and a fascinating person she is. From the crown of her bobbed head to the sole of her trim two-colored shoes, everything about her intrigues the fancy. And not the least of her charms is the fact that she is so wise in the ways of costumes. She is willing to share this wisdom too. Four rules she lays down for those who would be faultless in their sports attire.

The Silken Ways of Summer Days

"Rule One," she asserts confidently "is silk for every occasion. Cling to this and you will achieve a lasting reputation for unflinching good taste. No sport known to women but is made more graceful by the presence of a silk-clad figure or two."

Then Color, of Course!

"This is the Second rule: that the color of your sports outfit be tasteful to a degree. Gay it may be, or quiet in tone—here your imagination may run riot—but individual it must be, and above all things becoming."

Texture and Pattern are Closely Allied

"The Third Rule deals with these two aspects as one, for you may plainly see that either is of little value without the other. Let it be known, therefore, that textures are airy as a summer breeze, and patterns graceful in design, for the sake of sweet accord."

And the Telling Details

"Rule Four says, pursue one idea through an entire costume. The harmony of sweater with skirt, hat with frock or parasol with bag—these are the things that count. A keen eye for details sets the seal of success on the tout ensemble."



A Sports Silk For Summer

Tally-Ho! is a creation in the world of fabrics. It was inspired by the need of a new silk—a silk essentially summery in texture and coloring. The array of colors and the crispy texture are eloquent proof of the success with which Tally-Ho! fills this need. Frocks and suits, skirts and blouses, parasols and bags, reveal a refreshing charm when fashioned of this delightful fabric, a soft crepey ground with stripes or checks of glistening satin.

Colors That Inspire Lovely Costumes

So subtle are they in execution, so varied in brilliancy, it is hard to single out one color scheme. Glowing copper on duck wing; Nattier blue; jade, tangerine or turquoise on white; green on grey, and many darker shades.

The June Trousseau

Summer frocks and sports clothes are the first item of the June bride's trousseau. Whether she goes to shore or mountains, or to a home in the country, she needs most a wardrobe replete with gay, light clothes.

Through the Hours of a Country Club Day

Many women there who spend most of the hours of a summer day at Country Club, Golf Club or Yacht Club. And from years of experience they know that they need as many changes of costume as there are changing diversions to fill the day.

Commencement Gaieties

All the festivities of Commencement Week at College—how many light frocks they demand. Sports suits for mornings on Campus, frivolous frocks for afternoons, and gay, bright frocks for evening wear. Tally-Ho! has a host of suggestions for each of these.

