

Annual May Sale

Madame Irene Corsets

Every woman who has worn Madame Irene corsets waits for the two Sales of the year, one in January and this one in May. Here she can buy superior quality corsets very much lower in price than they are the rest of the year. In this Sale there are models for every type of figure. As quantities are limited we urge you to come in Monday if you would be sure of size and style assortment.



A Pink Broche \$10—For the medium and average figures, a model with medium low top, elastic inserts in the skirt and 3 pairs of hose supporters. Sizes 25 to 32.

Another Broche \$7.50—This style with low top and dainty trimming and elastic inserts in the skirt is designed for the average figure. Sizes 24 to 32.

A Figured Batiste \$5—The woman of slender figure will choose this lightly boned corset with low top and medium length skirt. Sizes 23 to 30.

Polka Dot Batiste \$3.75—With its girle top of elastic and its light boning, this corset appeals to slender women or those of average figure. Sizes 23 to 28.

Pink Batiste \$3.75—Another style for the slender or average figure. It has a medium low top, long skirt, and free hip with eyelet lacing below the front steel. Sizes 23 to 28.

SECOND FLOOR

May Sale of

Infants' Imported Underwear

Wonderful values! Dozens of the finest, most exquisitely hand-made French under-clothes for children of 2 to 6. These are the kind of things that you could not usually find except for a very much higher price. They have all been so radically reduced for this Sale that we ourselves can scarcely believe the prices now marked.

Hand-Made Drawers—A fine quality muslin, dainty scalloping and feather stitching, French dots and embroidery, and even fine lace edging—these are the things that mark the drawers as those of the finer quality. 95c, \$1.25, \$1.50, \$1.95, \$2.95.

Hand-Made Drawer Waists—These too are made of soft lovely muslins and trimmed with embroidery or lace. \$1.50, \$1.95, \$2.95

Hand-Made Muslin Petticoats \$1.50, \$1.95—Scalloping, embroidery and French dots are the dainty trimmings used on these petticoats.

Infants' Socks—Lisle or wool in infants' to 2 year sizes, 50c. White silk, 95c. Both these are away below usual prices.

Pillow Covers \$1.95—Hemstitched baby pillow covers made of fine French linen in regulation sizes. 12 x 16 and 14 x 18 inches.

Sheets \$2.95—Small crib and bassinet sizes, hemstitched and many of them trimmed with embroidery.

Infants' Long Dresses \$1.50, \$1.95, \$2.95—Dainty little dresses trimmed with embroidery, French dots and lace. Infants' and one year size short dresses of the same quality are \$1.95, \$2.95

Infants' Muslin Caps \$1.95, \$2.95—Lovely becoming little affairs trimmed with real lace, feather stitching, embroidery and drawnwork.

Infants' Domestic Underwear

Muslin Drawers, 50c to \$1.50
 Infants' Long Dresses, 95c to \$7.50
 Pillow Covers, 95c. to \$1.95. Size 12 x 16 only.

All of these have been reduced from considerably higher prices.

FOURTH FLOOR

An Unusual Selling!

Suede Strap Pumps, \$6.90

You are fortunate indeed to find strap pumps of this exceptional quality at so moderate a price. They are the kind of pumps that ordinarily sell—in fact, they have sold until now in our stock—for a much higher price.

There are styles, in all grey, all beige and combinations of patent leather with grey suede back. They all have turned soles and French heels. You may see in the sketch what a slim, graceful style one of them is. Truly an opportunity you cannot afford to miss.



SECOND FLOOR

Lord & Taylor

FIFTH AVENUE

May Sale of Lingerie

ONE of the most important Sales of the year! And this spring it is of even more than usual interest, because of the great quantities of new merchandise and the really remarkably low prices in every case. We have been preparing for this Sale for months and are now offering values such as you will find at only one other time in the year.

Silk Lingerie—Daintiest of silk undergarments in radium, crepe de Chine and crepe satin, flesh color, orchid, sky blue and white. Tailored and lace trimmed styles are both to be found.

Philippine Underwear—An excellent quality of materials, the hand work, at every point, and the hand embroidery in attractive designs—these are the things you expect and find in Philippine underwear, with the addition of specially moderate prices in this Sale.



Hand Made Philippine Nightgowns
 This sleeveless style is an example of the charming work. Envelope chemises too, \$1.95, \$2.65, \$2.95, \$3.95.



Also Included in This Sale
Silk Petticoats
Breakfast Coats
Negligees



Dainty Silk Envelope Chemises
 The one above with lace insertions and edging is an example of those in the Sale, \$2.95, \$3.95, \$5.95.



Crepe de Chine Nightgown
 Pictured is one typical of the assortment, trimmed with lace and ribbon, \$4.95, \$5.95, \$6.95, \$8.50.

Hand-Made Lingerie

The lovely fine quality of batiste and trimming of real filet and Irish laces make these garments exceptionally dainty and appealing.

Nightgowns and Envelope Chemises, \$1.95, \$2.95, \$3.95.

Vests and Step-in Drawers, \$1.95, \$2.95, \$3.95 each.



Silk Vests and Step-Ins
 The satin striped radium suit above has filet edging. Just one of many styles, \$1.95, \$2.95, \$3.45, \$3.95 each garment.

Costume Slips

These are almost indispensable in the summer wardrobe. Flesh color or white, in radium, \$4.95, \$5.95. In washable satin, \$5.95.

SECOND FLOOR

May Sale of

Hand Made Blouses

\$3.95



We have laid in an exceptionally wide choice of fresh, inexpensive blouses.

At \$3.95 we are offering a really remarkable range of models in voiles and dimities. Some are hand-drawn and daintily trimmed with filet. Some are embroidered. Some are finished with the best looking machine made Valenciennes we have ever seen. The round collar for sweater slippers and the Tuxedo for tailleurs are represented. This is an extremely good opportunity to lay in a stock of summer blouses while our lines are still complete.

THIRD FLOOR

Special Selling

Women's Wash Frocks

\$12.50 and \$16.50



Soft little rosy voiles, crisp tissue gingham—what pretty woman isn't at her prettiest in such fresh daintinesses? This special selling is a heaven-sent opportunity to refresh one's wardrobe at less than the cost and far less than the trouble of making.

Voile frocks, straight-line, with deep hem, crosswise tucks, and filet edged collar, \$16.50. Voile and tissue gingham in green, navy, black, and orchid, \$12.50. French voile, filet in skirt and bodice, a touch of hand embroidery, \$16.50. In the Women's Gown Department.

THIRD FLOOR

The May Linen Sale Begins Tomorrow, May 1st

The First of May always brings this extraordinary opportunity to brides and housewives who have many summer linens to consider. This year, as a result of a very fortunate buying trip last fall into all of the old-world linen producing countries, we are presenting the finest assortment we have had for years. The variety is fascinating. The prices for such wonderful imports are most surprising. We urge you to come in very soon.

Suggesting a Few of the Values

Linen Table Cloths \$2.95—Of fine Irish linen damask, 70 x 70 inches, in numerous lovely designs.

Double Damask Napkins \$10.75 Dozen—A very special price because these napkins are slightly off the perfect square, but not enough to be noticeable. Ordinarily they would sell for a much higher price.

Linen Huck Towels \$6 Dozen—Hemmed and of a fine quality of huck, regulation size.

Derryvale Huck Towels \$12 Dozen—Of fine Irish linen. Very much reduced.

Derryvale Table Cloths \$6.75—Pure Irish linen damask, 2 x 2 yards.

Napkins to match, 22 x 22 inches. Dozen \$6.50.
 SECOND FLOOR

Lingerie Fabrics

In the May Sale

White wash materials play a very large part in the May sale of White and the values we are offering this year are even better than those we have had in past years.

Egyptian Longcloth, \$3.85 Piece—The fabric that needs no recommendation to those who know its splendid durability. This is 36 inches wide, and there are 10 yards in the piece.

Lingerie Batiste, 50c Yard—A sheer, highly mercerized fabric that many women prefer above all others for lingerie. 45 inches wide.

La Fleurs Nainsook, \$3.95 Piece—10 yards of this dainty material for so small a price! It is a value such as you have not seen in some time. In fact, you will do well to come in early in the day to be sure of the quantity you want. 36 inches wide.

SECOND FLOOR

Washable Radium and Sweet Briar, \$1.85 yd.

At this low price we are sure you will wish to purchase a large quantity of these excellent materials. We urge you to come in early in the day so that you may not be disappointed. Both these fabrics are shown in all the most desirable shades. They are 33 and 40 inches wide.

GROUND FLOOR

Real Filet Laces

At Very Special Prices

The Lace Department contributes to the White Sale a selection of real filet edges and insertions—exceptionally fine qualities every one—in the most popular designs and widths. At very low prices. 35c, 45c, 95c, \$1.25 yard.

GROUND FLOOR

Protect Your Furs Against the Moths of May

May is one of the most dangerous months for furs, for the very simple reason that it is the time when moths begin their deadly work, finding their way into your handsome furs and making their nests there. Before they have a chance to get into your furs, send us a post card or call Fitzroy 1900 and a messenger will call at your house and deliver the furs to us.

FOURTH FLOOR

Make this a Poor Children's Summer

Bring fresh hope and new life to the children of the stifling tenements this summer, by aiding the Association for Improving the Condition of the Poor to send them to its Sea Breeze Home.

The Drive for Funds will be in the form of a May Carnival. "A King and Queen of the Movies" will be elected by popular vote at ten cents per vote. Voting will begin April 29th and end May 9th with a King-and-Queen Carnival at the Hotel Astor.