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All Wool Serge Suit \$25.00

Fine Georgette Dress \$25.00

All Wool Serge Suit \$25.00

By concentrating on Suits and Dresses to sell for \$25.00 we believe that we offer the greatest values in the city. An equally complete assortment at \$35.00. The woman who expects to pay from \$35.00 to \$50.00 for her Spring Suit will find her style here at a great saving.

Other Styles in DRESSES \$12.50 to \$35

BE CURIOUS!

Other Styles in SUITS \$18.50 to \$50

HAMILTON GARMENT CO.

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The Specialty Shop of Originations
FIFTH AVENUE at 38th STREET NEW YORK

Feature Additional
Style-Developments of their
Fashion Origination



MOIRE-TAFFETA
FROCKS for MISSES

58.00

Emphasized are two extremely chic silhouettes, accentuating the long line bodice, the draped sash, the cuff bottom skirt and the side draped pannier bouffant. An entirely new sleeve treatment is introduced—seven-eighth length with puffed cuffs of corded net or Valenciennes lace and net. Colors: black, navy blue and taupe.

Sizes from 14 to 20. Order by name the model preferred.



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STROBEL FVRNITVRE

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Philip Strobel & Sons, Inc.

53-55 Elizabeth St. (near Canal St.)
Phones: Franklin 784-785 NEW YORK



Established 1852



1. A very original navy blue Serge dress with the new "barrel" skirt, cleverly embroidered with black soutache—a requisite to every sophisticated Spring wardrobe; the narrow belt ties at the back. Sizes, \$29.50 14 to 18.

2. A filmy, beaded Georgette frock obtainable in the newest Spring shades, peach, flesh, navy or Foch blue! Myriads of tiniest beads blossom into roses on the skirt and front of blouse; wide girdle is finished with sash ends at the back. Sizes, \$35.00 14 to 20.

ON a foundation of nearly a century of satisfaction, ever gaining in favor with New York's most critical women, stand Lord & Taylor prestige and dominance. Our earliest patrons expected from us the most exclusive fashions, accepting with absolute confidence and trust the finest quality and master workmanship as foregone conclusions. The fashionable women of today, the Younger Set as well as their maturer sisters, show us the same deference.

The models shown on this page reveal the fashions for Spring appropriately priced to interest discriminating women everywhere.

Mail orders receive the same careful and prompt attention that would be shown you in person.

Lord & Taylor

38th Street FIFTH AVENUE 39th Street
NEW YORK

3. Blouse and cuffs of this navy Serge dress are embroidered in blue silk and little black beads—very simple, yet so distinctive! The modishly narrow skirt is slit at either side and trimmed with self covered buttons. \$25.00 Sizes, 14 to 18.

4. A chic little navy Tricotine street dress depending for its effect upon sheer simplicity of line. The decidedly Parisian silhouette is emphasized by loose, pointed panels and triplets of tucks on the sleeves and narrow skirt. Sizes, 14 to \$35.00 18.



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Our new fabric glove, its velvety texture duplicating the appearance of real mocha, and cut and finished just like a leather glove. Two stylish models—plain clasp or strapped gauntlet. Silk lined or unlined. Priced to retail at \$1.25 to \$2.00 a pair. Also makers of fine Washable Cape, Dosskin, Mocha and Glace Gloves. For Women, Men and Children. On Sale at Most Good Stores. ELITE GLOVE COMPANY, Factory, Cloversville, N. Y., New York Office, 200 Fifth Ave.

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"MOON-GLO"**



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"MOON-GLO" CREPE
"MOON-GLO" TAFFETA

"The fabric should be the inspiration for a lovely gown." You will find "Moon-Glo" in apparel at the best shops—in beautiful dinner gowns—and street clothes—properly fashioned for all occasions—the tiny "Moon-Glo" label is in every model. "Moon-Glo" by the yard—has the name on the selvege.

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