



**For her
easy hours—**

she wants a really beautiful gown — one that makes her feel like Lynn Fontanne. This, in star sapphire blue, purple or black, with swirls of gilt and coral at the deep-slashed throat. 35.00
Sizes 12 to 40. (#23-1)
On the Fourth Floor
LORD & TAYLOR
Wisconsin 7-3300



She breakfasts in bed in a bed-jacket matched to her gown. In the same pretty print and colors as the ensemble at the left. Jacket and gown, 12-20, 16.95 (#24-2)
Lingerie, Fourth Floor

Sweet little mules to make the picture complete. They match in color and pattern. Sizes 4-8, 6.95 (#41-1)
Shoes, on the Fourth Floor

She'd love a cozy quilted robe with a matching gown. Nosegay print in rayon crepe; white or blue with red ric-rac, maize with green, or pink with blue. Sizes 12-20. Ensemble, 19.95
Phone for #24-1. Fourth Floor
LORD & TAYLOR, Wisconsin 7-3300







To wear



For her evenings at home—a wonderfully smart hostess gown, with colorful wool stitching to point up the deep armholes and wide, wide cuffs. Rayon crepe in black, red or royal blue. Sizes 12 to 40. 19.95 (#23-2)

Underneath everything—a perfectly fitted slip in pure silk with a banding of net about the bodice. Pink or white. Short or regular lengths, sizes 32 to 40. 6.95 (#24-3). You may order these by 'phone or find them on the Fourth Floor LORD & TAYLOR, Wisconsin 7-3300



A suave, beautifully cut dress for her matinées and teas. Of rayon crepe in black, soft blue or our own black plum. 55.00
Sizes 16-44 (#29-1)

Women's Shop, Fourth Floor

For her cocktail suit, something frothy and feminine—a blouse in black or champagne Chantilly-type lace, with frills at her throat and wrists. 12.95, 32-40 (#10-1)

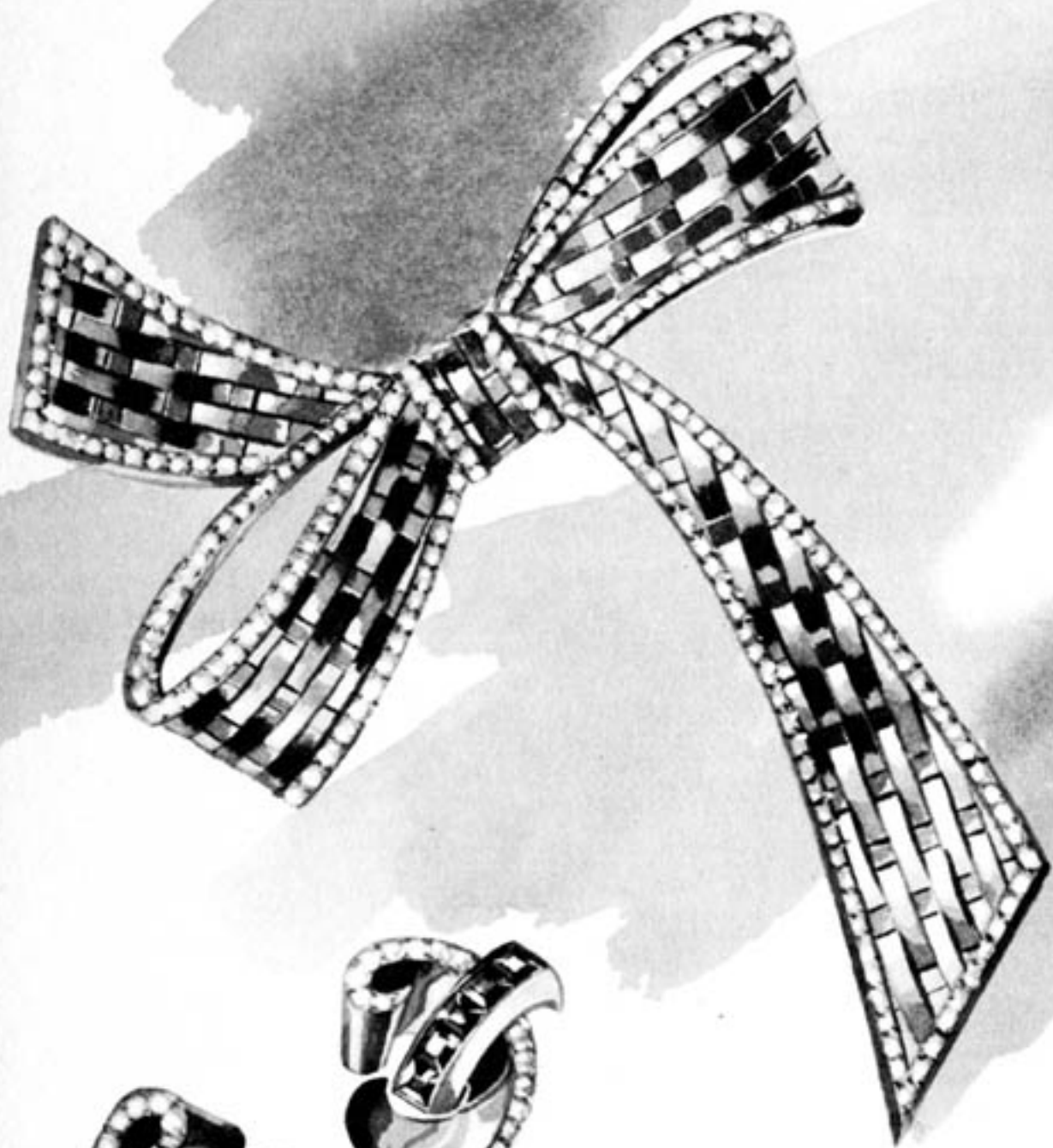
Accessories, Street Floor

LORD & TAYLOR, Wls. 7-3300



When she plays cards on a chilly evening—a pure cashmere cardigan in maize, grey, blue, natural or purple. 10.95 Sizes 32-40 (#37-1)
Sports Shop, Fifth Floor



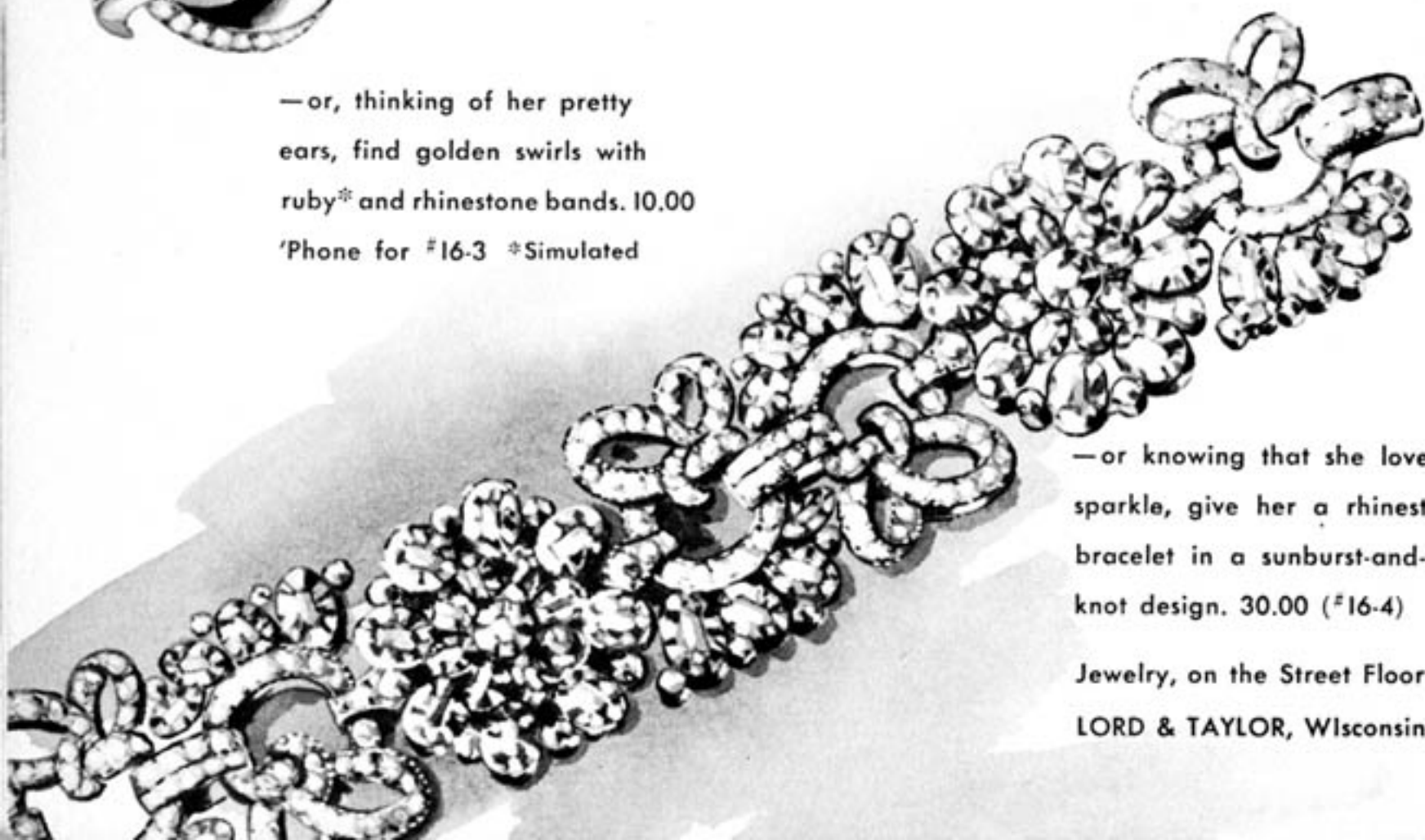


To adorn her—

—you might choose a pin with her tailored suits in mind. Say, an exquisite basketweave bowknot in gold plate with rhinestones. 20.00 (#16-2)



—or, thinking of her pretty ears, find golden swirls with ruby* and rhinestone bands. 10.00
*Phone for #16-3 *Simulated



—or knowing that she loves sparkle, give her a rhinestone bracelet in a sunburst-and-knot design. 30.00 (#16-4)

Jewelry, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300



If she loves lapel-décor, how about a fanciful feather in gold plate and rhinestones? 7.95 (#16-5)

Pearls are always perfect, but these are in that fascinating baroque shape; cultured, with a glittery clasp. 35.00 'Phone for #16-6

—and if she's always wanted a watch, give her one that's a bracelet too! Massive circles of gold, with a tiny, perfect watch set in one of them. 210.00 (#16-7)

Jewelry, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300






She's sure to want —

gloves — our famed Edelweiss (doe-skin finished lambskin) for her afternoon clothes. Washable in black, brown, beige, navy, white or grey. Sizes 5³/₄-7¹/₂, 5.95 a pair (#12-1). Or classics in black or white French kid-skin (right), or in black suede, 3.50 5³/₄-7¹/₂. 'Phone for #12-2.

AND a wonderful idea would be a wardrobe of six or a dozen, so she'll never be without a clean pair.

On the Street Floor



a smart umbrella — to add gaiety to grey days. This, in bright plaid rayon, with a bamboo or Malacca handle. With case, 4.95 (#19-1)

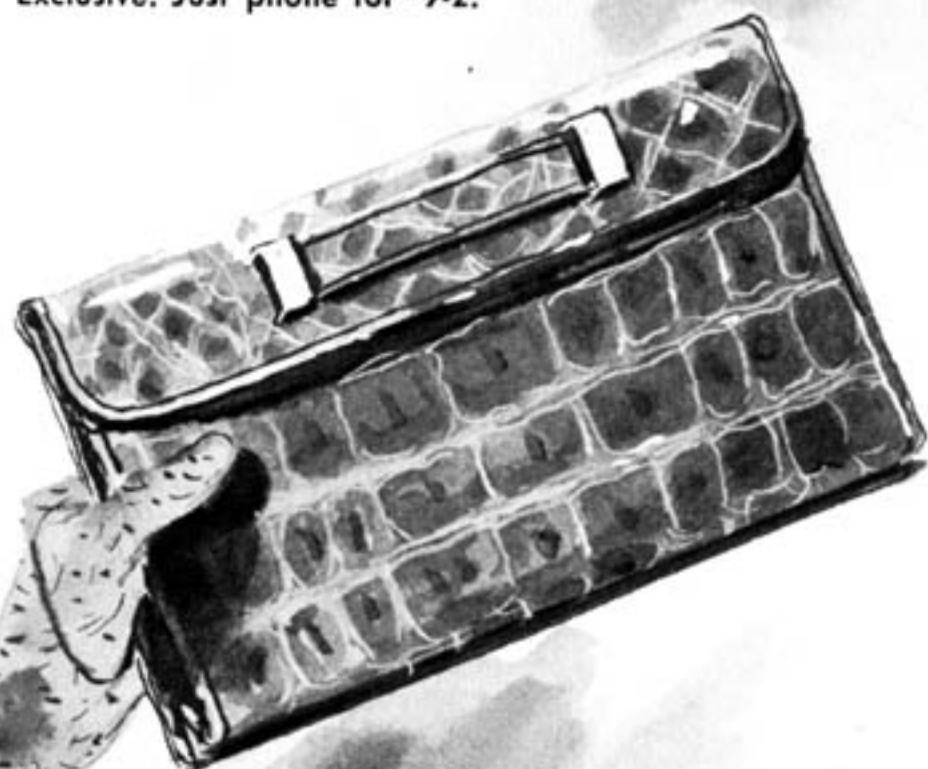
Umbrellas, on the Street Floor

LORD & TAYLOR, WIs. 7-3300



a handbag — and if she likes soft, dressmaker touches in her clothes, she's sure to like this one. Black suede or calf, gathered on a frame; and for extra dash, we'll put on her name in golden script, or her 3 initials (allow six days). 18.75 (#9-1)

Or if she's one for the trim and tailored, she'd delight in this square-cut one with a handle. Black or brown, calf or suede. Nice addition would be her name or three initials engraved on the golden bar. 10.95 Exclusive. Just 'phone for #9-2.



And for her tweeds — nothing could be smarter than this polished beauty in crocodile skins from the Argentine. Our exclusive, in rust, brown, red, golden oak, wine or green. It's a marvelous buy at 10.50 (#9-3) Handbags, on the Street Floor LORD & TAYLOR, Wisconsin 7-3300



81

**Give him
a spot
of his own _**





At ease, at home —



he relaxes with his pipe and the paper in a chevron-weave smoking jacket. Spun rayon and wool in navy or maroon. 38-46. 20.00 (#27-1)

His pipe is one of those scientifically designed Kirstens. The pipe sketched (below), 8.50 (#20-2)

From a collection, from 5.00 to 10.00



His pajamas are pure silk brocade, in white, blue, wine, green, tan or grey. Sizes A, B, C, D. 10.50 (#20-1). All can be ordered by 'phone, or found on the Men's Floor
LORD & TAYLOR, Wisconsin 7-3300



His robe is spun rayon and pure wool gabardine, in chevron pattern with stripes. Navy with wine stripes, wine with navy or light blue with red. Sizes S, M, L, XL. 15.00 You can order #27-2 by 'phone.

LORD & TAYLOR, Wisconsin 7-3300



As for his feet — he wears "Freelancers" (top), bootmaker finish moccasins. Sizes 6-12. Widths: A to D. 5.75 Order #40-1 by 'phone.

Or handsome hand turned slippers (next to top) in soft calfskin, with hard soles. Blue, wine, tan or black. 6-12. 4.50 (#40-2)

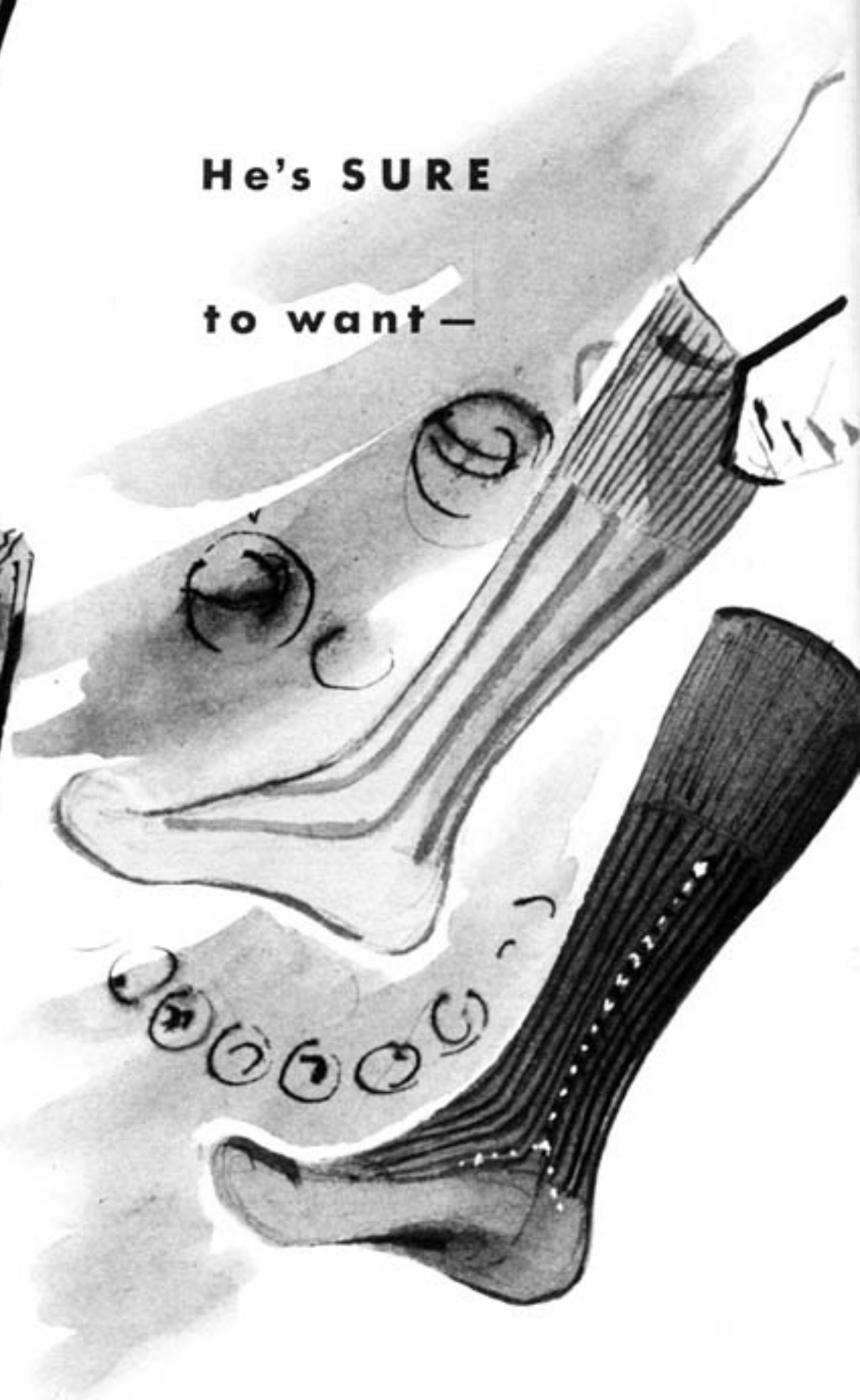
And for true comfort — our "Old Pliables" (below) in soft saddle tan baseball leather. 6-12. 4.50 pair (#40-3). On the Men's Floor





He's SURE

to want—



good gloves—and our "Contours" are something new and different. They're on and off with the flick of a zipper, and they fit to perfection. Capeskin in tan or chamois. 7-10. 5.00 'Phone for #20-3.

good socks—like those wide-ribbed brushed wool ones (at the top). In camel tan, green, maroon, brown or navy. Sizes 10½-13, 1.00 a pair (#20-4). Or those hand-clocked lisle socks (at the bottom). Navy, brown, black, grey, green or wine with two-tone clocks. Sizes 10-12, 1.00 a pair (#20-5)

From the Men's Floor

LORD & TAYLOR, Wisconsin 7-3300

(OPPOSITE PAGE), lots of good white shirts—no man would ever say he had too many. This one is choice; fine 2 ply broadcloth, close-woven, long-wearing. With collar attached and French cuffs. Sizes 14-17. Sleeves, 32-36. Each, 3.50, or get him 3 for 10.00 (#20-6)





Don't Forget —



a muffler — soft Scotch cashmere in maroon, light blue, navy, green, natural, white or black. Or Scotch plaids. 5.00 (#27-3)

garters — plaid is braw for keeping socks up. Navy, brown, maroon, grey, black or white, with plastic fixings. 50c (#27-4)



belts — you can get around him nicely with either of these handsome ones. Left, bronze-buckled real alligator, 5.00 (#27-5). Right, black sealskin, 2.50 (#27-6) And the sterling silver buckle, monogrammed, is 3.75 State initials (#27-6a) From the Men's Floor, or 'phone for them.

LORD & TAYLOR, Wisconsin 7-3300



Suspenders—twice as smart, with that monogram. Rayon moiré in black trimmed with white, white with black; blue with wine or grey. Or plain black, blue, white or wine. 3.25 (#27-7). Please underline initial of last name when ordering. Men's Floor

And razor blades — tip-of-the-stocking gift — always a big hit. Our Mr. brand of fine watch-spring steel. 50 for 1.00 (#18-12) Toiletries, on the Street Floor



A topcoat—and a rain or shine one is "plus." This is water-repellent all wool gabardine in soft grey-tan. Short, regular or long sizes. 29.95 'Phone for #35-1, or take Express Elevators to the Men's Floor

LORD & TAYLOR, Wisconsin 7-3300



**Handsome is
as handsome
does —**

and what's handsomer than a head that's been brushed with Kent of London military brushes? The pair above are satinwood-backed, with good sturdy bristles. The comb comes with them, for 8.50 the set (#18-13)



and his golfing muscles will get marvelous stimulation with this Lucite back brush; the Exton bristles make for a fine rosy glow. 7.50 (#18-14)

all his suits will be twice as becoming, if they get a brush-off with this wonderful affair. No matting, no fluff-balls; you can spruce him up for 2.00 (#18-15). 'Phone for these, or find them in the Toiletries Dept., Street Floor LORD & TAYLOR, Wisconsin 7-3300





Keeping the waistline down —

he wears our "Cloud-burst" capeskin jacket; reversible, and very handsome. Sizes 38 to 48, 17.95 (#51-2)

Or this pure Indian cashmere pull-over with crew or V neck, 12.95 Sleeveless, 8.95 Cardigan, 16.50 Natural green, blue. Sizes S, M, L, XL (#51-1)



Our famous "Wheel-gripper" gloves, with pigskin patches on the palms. Hand-knit Irish cotton string, wool lined, in chamois, buff, chocolate or grey. Sizes S, M, L. 5.00 pair. 'Phone for #20-8. Express Elevators to Men's Floor LORD & TAYLOR, Wisconsin 7-3300






Even if he's never pulled a trigger, our "Huntsman" jacket is mighty handsome. It's Indian Tan soft suede leather, with a comfortable bi-swing back. Worked out by us in California, especially for Christmas — it's a wonderful buy at 13.95 38-48 (#51-3). Take Express Elevators to the Men's Floor.



the most wonderful thing of all — a simply tremendous bath sheet. He wraps himself up and lazes around while it blots him dry — wonderful! Luxurious white Martex terry, 50" x 80", 6.50 His initials in letters 8" high are 1.50 extra (10 days for this). Just 'phone for #5-1. Linens, on the Ninth Floor
LORD & TAYLOR, Wisconsin 7-3300



—and glitter looks marvelous,
pinned on her furs. Like this
fantastic tiger lily in rhinestones
and gold plate. 45.00 (#16-14)

Consider the charm of her well-
turned wrist. Then consider it
encircled with (top) a swirl of gold
plate and rhinestones, 20.00
(#16-15). Or why not 'phone for
rhinestones in a flower-and-leaf
design (below). 18.50 (#16-16)

Jewelry, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300



For her

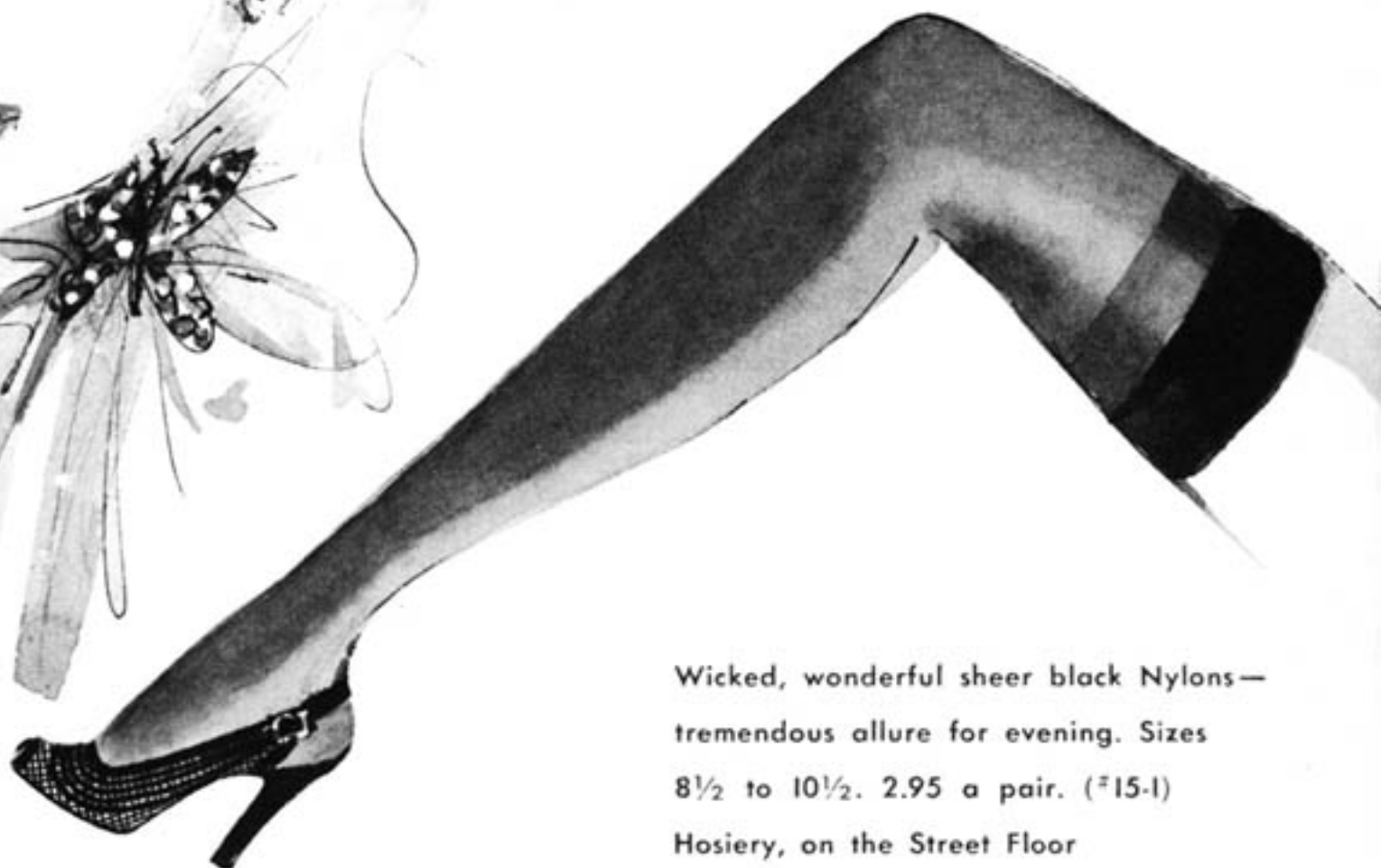
gay nights —

a honey-smooth dinner jacket, its lapels and cuffs encrusted with glittering "jewels". Cotton-back velveteen in turquoise, American beauty or black. 12-18, 29.95 'Phone for #10-3. Evening Jackets, on the Street Floor

a divine little bag — our "Opera Box" that comes in many colors and fabrics. We've sketched it in shining multicolor rayon brocade; you can order it too, in rayon satin, in black, ruby, emerald or sapphire. Or in black suede or rayon faille. 5.95 (#9-4) Exclusive. Handbags, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300



A tiny little pill box, all sequin-sparkle and bewitchment. Gold, silver, or black. 6.95 'Phone for #8-1. Butterfly to match, 1.00 (#8-1a). Trimmings, Street Floor



Wicked, wonderful sheer black Nylons—tremendous allure for evening. Sizes 8½ to 10½. 2.95 a pair. (#15-1) Hosiery, on the Street Floor

And Vinyon slippers, like sheerest net on her toes. By Newton Elkin. 14.95 Order #41-2 by 'phone. Shoe Salon, Fourth Floor

A gorgeous, golden box to carry her cosmetics. Gold plate, with make-believe rubies or sapphires and diamonds. 25.00 (#16-17). Jewelry, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300





**With a
ticket to
Sun Valley—**

you might throw in a fetching outfit for her to wear in front of the fire. Like this white rayon and wool flannel blouse, 4.95 (#10-4). This skirt, made of Swiss wool challis squares, handblocked in brilliant colors, gathered on a black velveteen waistband, 10.95 (#10-5). Sizes 12 to 18. Accessories, on the Street Floor

And for her toasting toes, 'phone for these giddy slippers of coarse cotton cord with natural string soles. Crocheted in red with green, or navy with red. S, M, L, 6.50 (#41-3) Shoe Salon, on the Fourth Floor
LORD & TAYLOR, Wisconsin 7-3300



Fit her out for slope-work in fine professional fashion. With tapered trousers in pure wool and cotton Cravenette gabardine. Ice blue or navy, 10.95, 12-20 (#36-1). A waterproofed cotton poplin jacket, 12.95, 12-20 (#36-2). Her norska cap in cotton poplin, 1.95 (#36-3) Her shells with horsehide, 1.95 (#36-4) All poplin things in ice blue, green or red; shells and jacket in natural, too. You can order all by 'phone. The North Shop, on the Fifth Floor LORD & TAYLOR, Wisconsin 7-3300



**Give her
a private
life —**

give her something dramatic and wonderful for evenings at home; these sheer wool pajamas with a deep-line bodice and swirl-pleats all around the full trousers. Bright jade pajamas with a beige bolero; blue stone pajamas with magenta, or amethyst with char-treuse. 12-16. 59.50 (#23-3)

Then give her Joyce's sandals — suede in black or red, bound and criss-crossed 'round her foot, with a gleam of nailheads on the sole. 8.95 (#41-4). Both, on the Fourth Floor, or order by 'phone.

LORD & TAYLOR, Wisconsin 7-3300



A suave negligée in mimosa, tearose, baby blue or rosy red rayon crepe with fluffy marabou in the same color. Sizes 12-20. 19.95 (#23-4)

A divine bed jacket in the same colors, with a matching collar of marabou. Sizes 12-20. 14.95 (#23-5)

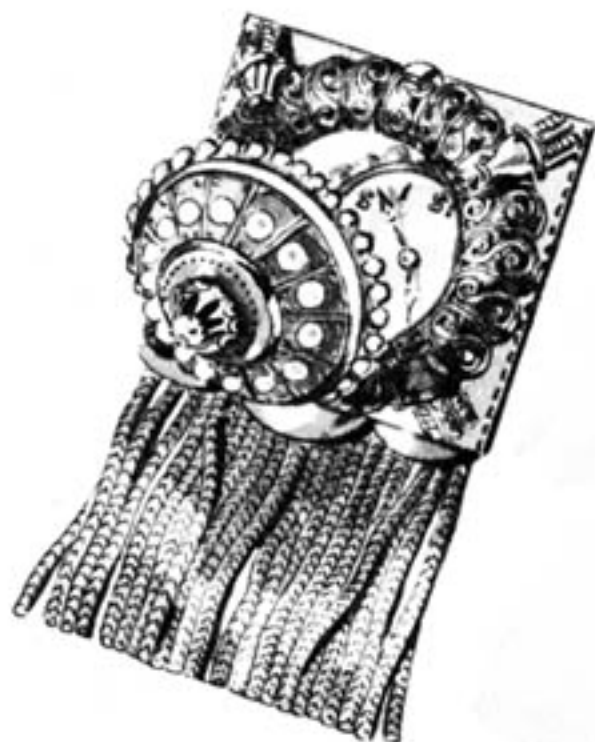
A floating-skirted gown of sheer rayon crepe in black, white or blue, appliquéd with a huge, flaming poppy. Sizes 32-38. 10.95 (#24-4)

You can order any of these by 'phone, or find them on the Fourth Floor
LORD & TAYLOR, Wisconsin 7-3300



We're sure
she wants —

an evening bag — and "Band Box" is so cute; a tiny hat box in black, red or green rayon satin, gold kid trimmed; or a variety of rayon brocades. 3.95 (#9-5). Exclusive. Handbags, Street Floor



a watch — and this lapel watch has a top of fake pearls and turquoise or deep blue enamel, and golden tassels. 23.50 (#16-18). Jewelry, Street Floor

a raincoat — and this shiny black cape is so glamorous, besides. Rayon satin, also in white or wine. 12-20, 10.95 (#28-2). Raincoats, Third Floor
LORD & TAYLOR, Wisconsin 7-3300





with such fine nonsense as an old fashioned nightshirt, lifted right off Grandpa's back. Our own design in white, blue or maize cotton broadcloth, piped in color. Sizes S, M, L. 2.95 (#24-5). Fourth Floor

or a sweet little pillow (with a zip-off cover) and matching mitts in terry, if she's a glamour girl who goes creamy to bed — and admits it! Set, 3.00 (#14-6). Her monogram in pink or blue would be 50c. Notions, Street Floor



all glamour aside — a knitting bag would be wonderful. This one's huge and practical, and very smart too. In scarlet, billiard green, navy, brown or black rayon faille. 5.95 'Phone for #14-7. Notions, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300





Night out

On the town in all his splendour
—superbly, gallantly yours!

The opera hat (#43-1), 12.50

The correct gloves — white
chamois, 7 to 10 (#20-11), 4.00

Silk scarf; white with black
and white fringe, or all white.

Or for day—all navy, maroon,
black, grey or maize. Mono-
grammed (#27-13), 5.50

The Men's Floor, Tenth

LORD & TAYLOR, Wis. 7-3300



A bit of a brace for the fuzz-head feeling — it's Charbert's tangy After-Shave Lotion, 5.00 (#18-33). Or Men's Cologne, with just the right amount of scent, 7.50 'Phone for #18-33a.

Toiletries, on the Street Floor

And the best morning cheer would be this well-tailored robe in smart Glen Urquhart plaid. Pure wool and rayon in blue, brown or maroon over-plaids. Sizes S, M, L, XL. 13.50 (#27-17)
Express Elevators to the Men's Floor
LORD & TAYLOR, Wisconsin 7-3300



Stadium stuff—warm and handsome,
perfect for open-air addicts. Coat
of waterproofed cotton gabardine,
lined and collared in lamb. Sizes
38-46, 28.50 (#51-4). Waterproofed
boots with a lining of warm elec-
trified sheepskin. 8-12. 7.95 (#40-4)
Fine for top-down driving!
Express Elevators to the Men's Floor
LORD & TAYLOR, Wisconsin 7-3300

For great dash — a knitted muffler with gloves to match, in warm pure wool. Canary, camel, maroon, navy, white or green. Gloves, sizes S, M, L. The set, 3.50 'Phone for #27-21.

For all-weather men — lightweight raincoat in high-count cotton broadcloth, treated with the DuPont water repellent Zelan process. Tan only. Sizes regular, short or long. 10.00 (#35-3). Both, from the Men's Floor.

LORD & TAYLOR, Wisconsin 7-3300





Dude Stuff —

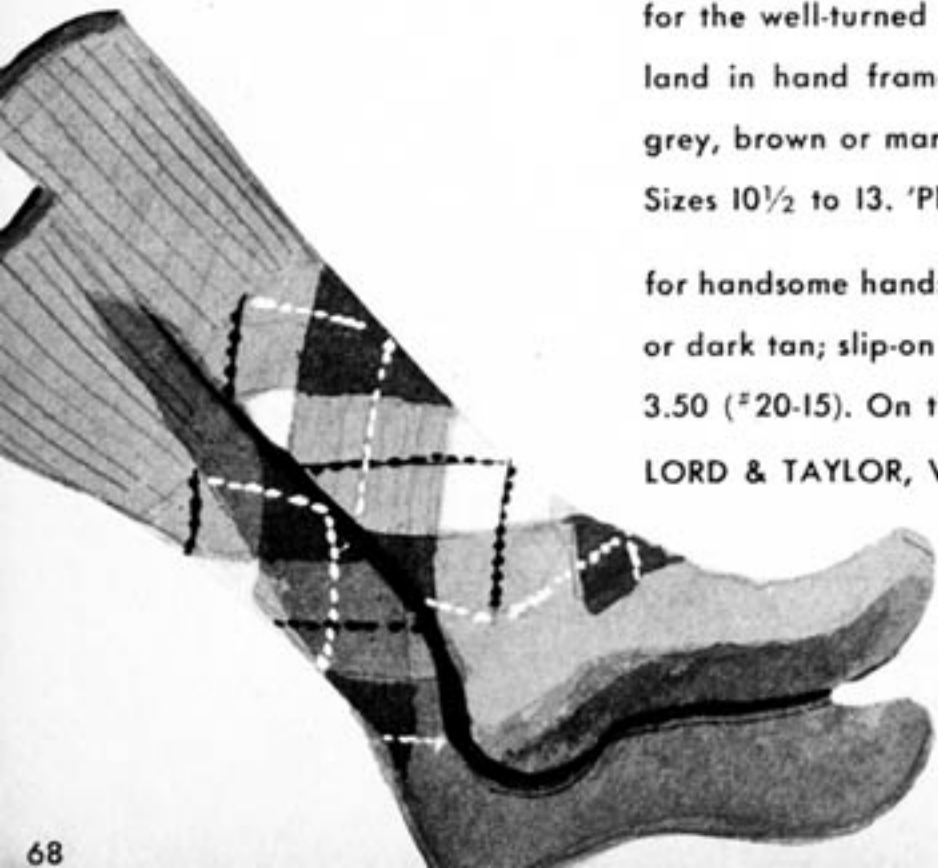
for the white shirt devoté—fine oxford (2 ply Pima cotton yarn) with barrel cuffs. Button-down or regular collar. 14-17, sleeves 32-36. 2.95 or 3 for 8.50 (#20-13)



for the manly chest—local color in the form of elastic Argyle pattern suspenders. 1.50 (#27-18)

for the well-turned ankle—Argyles from England in hand framed pure wool. Green, blue, grey, brown or maroon combinations. 2.50 pr. Sizes 10½ to 13. 'Phone for #20-14.

for handsome hands—peccary pigskin in natural or dark tan; slip-on or snap-fastened. 7-10½. 3.50 (#20-15). On the Men's Floor LORD & TAYLOR, Wisconsin 7-3300





Sports —

Action!



Handsome jacket of pure wool gabardine in tan, blue, Tahoe brown or sandune. Sizes 38 to 46. 27.50 (#51-5). Pure mohair sweater, sizes S, M, L, 7.95 (#51-6)


(Right) Our famous "in the bag" Bantamac jacket in light-weight, wind- and shower-proof tan cotton poplin. Sizes S, M, L, XL. 7.50 (#51-7). Imported plaid wool shirt, sizes S, M, L, XL, 8.95 (#51-8)

Take Express Elevators to the Men's Floor
LORD & TAYLOR, Wisconsin 7-3300





Young Men, two to six —



like to explore in a "Polar Cloth"* snow suit lined with virgin wool. Talon-closed, with a matching toque. Norway Blue, green or grey, piped in red. Sizes 2, 4, 6. 10.95 (#32-4) *Reg. applied for.

find echoing Dad a delightful notion, in a pure wool flannel robe, with a natty 3-letter monogram (at no extra cost). In wine, royal or copen blue. 2, 4, 6. 5.95 'Phone for #32-5.



look exceptionally smart in sweaters — like these jacquard-knit ones in pure Botany wool. Red with blue, green with red or natural with brown. Sizes 2, 4, 6. Pullover, 3.95 (#32-6). Cardigan, 4.95 (#32-6a). 'Phone or find them on the Young People's Floor, the Sixth
LORD & TAYLOR, Wisconsin 7-3300



Party girl in a sweet little dirndl. Pink or blue nosegays on white Celanese[®] rayon taffeta, banded in rayon velvet ribbon. Sizes 3-6, 8.95 (#32-7)

Gracious hostess — staying up to see company in a housecoat in Celanese[®] rayon taffeta "Water Color Stripes". Sizes 2, 4, 6, 6.95 (#32-8). All, designed by us and exclusive with the Young People's Floor, Sixth.
*Reg. U. S. Pat. Off.

LORD & TAYLOR
Wisconsin 7-3300

Outdoor type in a "Polar Cloth"[®] snowsuit with touches of gay embroidery on the wool vestee and collar. Warmly lined with wool-filled quilted cotton. In grey with red or green with taupe. Sizes 2, 4, 6. With matching bonnet, 17.95 'Phone for #32-9.
*Reg. applied for.





**Master Builders,
ages 6 to 12 —**

seldom rest, but in those few peaceful moments, they like a handsome robe like this — wool and rayon plaid in blue with red or maroon with navy. 6-12, 5.95 (#34-1)

They like to steam around outdoors; our own, warm "Polar Cloth"® snow suit is good garb for such activity. The hood-attached jacket is all-wool lined and zip-closed. Navy, green or brown, 6 to 12, 12.95 (#34-2)

Ski mitts to match his snow suit, 1.95 (#34-3)

The Young People's Floor, Sixth

LORD & TAYLOR, Wisconsin 7-3300

* Reg. applied for.





**Young man
about 14—**

doubtless has an admiration for some one of the Services. You can give him a navy blue robe with the proper insignia and braid; and blue pajamas, piped in navy colors. Or for the Air Corps, his robe's maroon, his pajamas white, piped in flying colors. For the Army, grey for both pajamas and robe. And his slippers match his robe. All wool flannel robe, 6-20, 7.95 (#34-4) Broadcloth pajamas (middy or coat style), 12-20, 3.95 (#34-5) Flannel slippers, sizes I-II, 2.50 (#39-1). Exclusive with the Young People's Floor, the Sixth LORD & TAYLOR, Wls. 7-3300



He's Eighteen! —



and he'll think this poplin jacket is something pretty special. The pure wool alpaca lining zips out, and makes a separate sleeveless vest. Tan. 16-24. 19.95 (#34-6)

And imagine his face when he sees this handsome ulster! It's cotton gabardine with a sheepskin lining. The collar is wombat fur, the sleeves are leather-lined. Sizes 14-24. 39.50 (#34-7)

Then, a dash of color — imported hand-framed Argyles in brown, blue or red pure wool. Gloves, S, M, L. 2.50 (#34-8). Socks, 10-12, 2.50 (#34-9). All, from the Prep and College Shop, Sixth LORD & TAYLOR, Wisconsin 7-3300



**A Glamour Girl,
'teen age —**

would adore to have a housecoat in gleaming rayon satin. It comes in pink or blue and has a fetching little white collar of "ermine" rayon velvet. Sizes 8 to 16, 8.95 Order #58-4 by 'phone.

and she'd love to have a figure-cutting outfit like this; bright red and green for a whirling plaid skirt with a matching stocking cap. And for a trim little sweater in jacquard knit. All, pure wool, in sizes 8 to 16. Skirt, 5.95 Jacket, 6.95 Cap, 2.95 'Phone for #58-5.

Ice skates, white or black, sizes 4-9, 7.95 (#39-2)


LORD & TAYLOR, Wisconsin 7-3300





And best of all, would be these dazzling things for her first, exciting parties. A warm wool and rayon tweed coat in snow white or scarlet, decked with bright flower embroidery. It's 19.95 For sizes 12 to 16. 'Phone for #58-6. The envelope bag, made especially to match, is 5.00 (#9-6). And the slippers are made of gleaming golden or silver straps. Sizes 4 to 8, 5.95 (#39-3) All, on the Young People's Floor, the Sixth LORD & TAYLOR, Wisconsin 7-3300



A stylized illustration of a woman in profile, facing right. She is wearing a vibrant red cable-knit ensemble consisting of a hooded cap, a roll-neck jerkin, elbow mittens, and knee-high socks. Her hair is styled in a bun. She is wearing light-colored, possibly white, loafers. The background is a simple, light-colored wash with some darker, abstract shapes suggesting a shadow or architectural elements.

**Talk of
the Campus —**

—an absolute set-up for conversation. In hand-knit virgin wool.
A gay stocking cap, 3.95 (#10-6)
Roll-neck jerkin, very smart and bulky. 10.95 Sizes 12-16. (#10-7)
Those goofy elbow mittens, to echo your socks, 3.95 (#12-4). And hand-loomed knee-high socks, 2.50 Sizes 9-11 (#15-2). All, cable-stitched in fireman red or white.
LORD & TAYLOR, Wisconsin 7-3300



Good talk-fodder, too—our Duffle Coat, copied from the British Navy's warmer. In camel color virgin wool, with peg-and-rope closings and a wonderful sloppy air. 12-18. 29.95 (#37-2)
On the Fifth Floor



Those frisky boots, "Mounties", for her rustic roadwork and general campus traffic. Soft kid in red or walnut brown. 8.95 (#41-5)
Shoes, on the Fourth Floor

Or a knapsack muff—big and wonderful in safari or beaver brown mouton lamb. With purse space inside; perfect spice for her off-campus suit. 18.95 It's #8-2 if you write or 'phone. Street Floor
LORD & TAYLOR, Wls. 7-3300






Relaxers

A robe like a smoking jacket — with cording on the lapels and pockets, and a fine masculine mien. Quilted rayon sheer — white, bright with stripes of red, copen blue or green. 12-20, 14.95 (#23-6). Fourth Floor

A throw — to snuggle into on long, hard nights before exams. Seymour's wonderful pure wool "Snoozer" in rosedust, copen blue, royal blue, copper, green or winter rose. 54"x72", 5.00 'Phone for #7-3.

P.S. — be wonderful for a grandmother's cat-naps, too. Bedroom Shop, Eighth Floor
LORD & TAYLOR, Wisconsin 7-3300



Muffets on frozen toes are pretty nice when the heat goes down and a theme's not finished. Perennial pets, these—snowy bunny scuffs. 3.95 Put them on the list of things to 'phone for. (#41-6) Shoes, on the Fourth Floor

Something cuddlesome for cracker-and-milk sessions. A pink or blue brushed rayon gown, with white fringe. 3.25 Sizes 32 to 40 (#25-1) Knit Underwear, Fourth Floor

And bed socks—answer to icy sheets. Knee-high, toast-warm, in pure English wool. Blue, white, beige, peach. 1.50 (#15-3). Socks, on the Street Floor LORD & TAYLOR, Wisconsin. 7-3300



**"I couldn't be
MORE active"**

Practically "required equipment" for a gal like this . . . imported Shetland wool sweaters in pink, blue, yellow or white. 32-40. Cardigan, 6.95 (#37-3). Pullover, 4.95 (#37-4). Sports Shop, Fifth Floor

Not to mention Argyles—marvelous English socks. Pure wool in loads of colors. 1.95 (#15-7). Street Floor. And of course, moccasins, in handsome deep-stained brown leather. 5.95 (#41-7). Shoes, Fourth Floor

Best of all, buy a bonfire for her—wonderful red underwear of 70% pure wool, 30% silk. 32-38. Top, 3.25 (#25-2). Bottom, 3.50 (#25-3). Fourth Floor
LORD & TAYLOR, Wis. 7-3300



The most exciting thing would be the complete "works" for skating; from a little "deer-stalker" cap, to "pro" looking skates. In "Peasant Tweed": Houndstooth check cap, 5.95 (#37-5). Plain tweed jacket, with sleeves of houndstooth check, 12-18, 14.95 (#37-6). Plain tweed skirt, 10-18, 12.95 (#37-6a). All, in royal blue, hunter green or brown. All, exclusive with the Sports Shop. 'Phone, or find them on the Fifth Floor. The skates, with white elkskin shoes on A. G. Spalding blades. 11.95 (#41-8). Shoes, Fourth Floor. LORD & TAYLOR, Wisconsin 7-3300



“WHAT a whirl! —”

and what a divine compact; a little fan in gold plate with a banding of cerise or blue enamel. 4.95 'Phone for #16-23. Jewelry, on the Street Floor and this little lamb coat goes everywhere a whirl girl goes. It's curly and white, with sparkly buttons, and a tiny pill box goes with it. 125.00 (#31-2) Fur Salon, on the Third Floor

(OPPOSITE PAGE) For waltzing and whirling — a wonderful dress. It's drifting rayon tulle with appliques of lush rayon velvet. White, blue or pink. Sizes 9 to 15. 29.95 (#33-1) Young New Yorker Shop, Fifth Floor LORD & TAYLOR, Wisconsin 7-3300







**"I can't
LIVE
without"—**

a good slip — like this rayon crepe one with Puerto Rican hand-detailing. In tearose, blue or white, sizes 32-42, 2.95 (#24-6). A gown and pantie come in tearose or white. Gown, 32-42, 3.95 (#24-6a). Pantie, 1.95 (#24-6b). Lingerie, Fourth Floor — or 'phone.

or my pet perfumes — good, standard lure like Guerlain's L'Heure Bleue or Chanel's wonderful No. 5; they're always super. L'Heure Bleue: 6.50, 10.00, 19.00 (#18-37). Chanel's No. 5: 6.25, 12.00, 17.50, 23.00 (#18-38). Perfume Department, on the Street Floor
LORD & TAYLOR, Wisconsin 7-3300





**"I couldn't have been
MORE surprised!"**



— to get a dream of a watch like this; smooth links of pink gold that hold a tiny, clear face. 14k gold, 17 jewels, 130.00 (#16-24) Jewelry, on the Street Floor

Or to have this divine outfit to lounge in — a peplum jacket of spun rayon and cotton, with slick one piece rayon jersey pajamas underneath. Jacket in coral and blue plaid with blue pajamas, or chartreuse and coral plaid with coral pajamas. Sizes 12-18. Ensemble, 25.00 (#24-7). Pajama separately, 10.95 (#24-7a) Fourth Floor — or you can 'phone.

LORD & TAYLOR, Wisconsin 7-3300



And can you think of anything more superb than a greatcoat of creamy curled baby lamb, with all those divine Lanz touches—big silvery buttons, braid work, and bandings and a lining of brilliant turkey red? 75.00
Sizes 12 to 18. (#37-7)
Sports Shop, on the Fifth Floor
LORD & TAYLOR, Wisconsin 7-3300



To pamper
individualists—

SHE gets the most enchanting boudoir chair in the world — one that's all gleam and glamour and sheer, unadulterated luxury. Upholstered as we show it, in heavy rayon slipper satin and floating printed organdy, our Butterfly Bow chair is 65.50 In muslin, it's 49.50 (2 47-6) Bedroom Shop, Eighth Floor LORD & TAYLOR, WIs. 7-3300