

L O R D ' S

Inaugurates a
New Policy in
Fashion Apparel

Widening the scope of service in our Apparel Section so that every woman will find fashion-right frocks for every occasion at prices within the reach of every purse. Models for every type: junior, miss and matron.

\$10.75

*Three Dresses Typical of
This Group Sketched at Left*

(A) Brown crinkle crepe makes a sports type dress. Noteworthy are the tiny white collar and unusual seaming to produce the new silhouette... **\$10.75**

(B) A black crinkle crepe that accentuates its raglan shoulders with lines of fagoting. The fuller sleeve and draped neckline are new... **\$10.75**

(C) A usable supper dress employs black transparent velvet set off with white flowers at the belt. The cape fastens with brilliant clasps... **\$10.75**

In the Apparel Section—LORD'S—Second Floor

Every frock in these two groups is an approved fashion for Fall, 1932. All the new fabrics are included; every smart fashion trend is shown. Enliven your summer-weary wardrobe with one of these dashing frocks.

\$15.00

*Dresses That Look Like
Twice Their Price Tags*

(D) A swagger sports frock of soft green angora wool. The coat-like closing with metal buttons and the broad epaulet shoulders are new... **\$15.00**

(E) For town wear—a new black crinkle crepe with pink lingerie collar. The seaming and elaborately shaped sleeves are high fashion... **\$15.00**

(F) A short-sleeved dress and separate jacket of transparent brown velvet make this becoming afternoon gown. Broad-shouldered!... **\$15.00**

In the Apparel Section—LORD'S—Second Floor



LORD'S

Fountain Square

QUALITY

Wilmette 3700

LORD'S