

Spring Fashion Dramatizes Navy

NAVY for your street costume
NAVY for business or afternoon
NAVY for your accessories



A TWO-PIECE SUIT \$29.50

Navy "window pane" wool fashions a chic long-coated suit with demure round collar, swanky patch pockets, and fly-away scarf bow of crisp taffeta.

THE JUNIOR FROCK \$17.50

A peasant feeling permeates this youthful modified jumper frock of red-bound navy crepe with navy and white printed high-necked full-sleeved blouse and pendant silver ornament.

THE REDINGOTE \$15.00

It's really a two-in-one . . . this effective navy and white polka dot frock with coat of navy crepe. Note the crystal buttons, the flattering pleated cowl neckline, the delightful deep printed cuffs.

Apparel Sections
—LORD'S—
Second Floor



THIS NAVY COAT at \$29.50

Typifies the Modishness of Our Spring Coat Collection

You're quite right! It undoubtedly is one of the smartest coats of the season. Novelty weave navy wool crepe with the ultra-fashionable narrow cuffed wide sleeve, looks to a collar of snowy tucked pique and pearl clips and buckles for novel contrast.

ASSEMBLE YOUR ENSEMBLE Then BUDGET It!

25% Down . . . 3 Months to Pay. No carrying charges. You'll find it convenient and pleasant.

Lord's
FOUNTAIN SQUARE
EVANSTON