# QUARE

## Watch LORD'S Grow!

Have you seen LORD'S main floor arrangement since their expansion? Departments so conveniently grouped—aisles so wide—perfect lighting—and a thrilling air of newness. And now you can buy silks in a daylight fabric section—a particularly noteworthy feature!





## New andbags

airly breathe of privy, so fresh their newness!

e in all the Spring's d shades—red, navy, tan, green and others. athers are calf, morocpatent and simulated

bags in vanity sizes; have inserts of snake gainst patent leather, nany more have pleasle innovations. They are kable, especially at

rd's Leather Goods-Floor, Orrington Avenue

# Spring Coats

### Definitely Distinguish Themselves by Their Intricate Details

SLEEVES: flares, inverted bell cuffs, tucks and tiny pleats. Sleeves are helping make coat history this sea-

COLLARS: the horseshoe with its wolf or fox complement. A few cloth cowl, or cloth scarf effects. Smart, becoming types.

BODIES: emphasizing the fitted silhouette, belted at the new higher waistline. Skirt with reserved

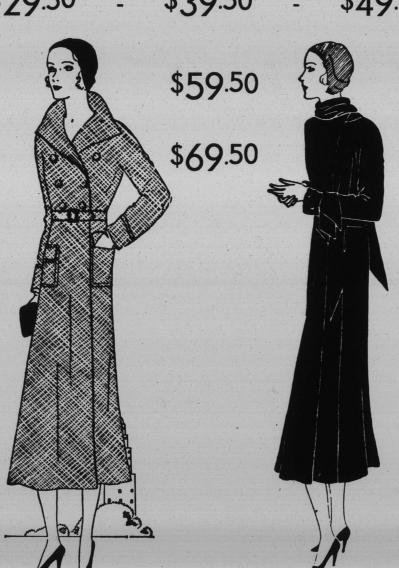
COLOR: Black, Skipper (the lighter than Navy Blue), Grey and Tan. Ermine and Galyak are the principal furs.

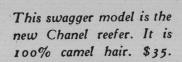
MATERIALS: Chonga, Chongella, Cleo Crepe, Faupella, Faulkrinkle, Romanta, Crepe-Rena and Crepe Arda-every one new!

\$29.50

\$39.50

\$49.50







Black Chongatelle with dashing scarf collar. It is low priced at \$17.50.



Stunning model of Faulkrinkle with deep horseshoe collar of wolf. Elaborate sleeve detail. Splendid lap sweep. Self or patent belt. \$69.50.

Lord's Apparel—Second Floor at Elevator