

# SQUARE

## 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!

### 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 season.

**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 flares.

**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



This swagger model is the new Chanel reefer. It is 100% camel hair. \$35.

\$59.50

\$69.50



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

## New Handbags

fairly breathe of spring, so fresh as their newness!

\$2.95

e in all the Spring's shades—red, navy, tan, green and others. Others are calf, moroc-

bags in vanity sizes; have inserts of snake against patent leather, many more have pleasurable innovations. They are available, especially at

Lord's Leather Goods—Floor, Orrington Avenue