

Lord's

INCORPORATED
FOUNTAIN SQUARE · EVANSTON

seems quite the natural place to go for A REALLY FINE COAT!



And people who come here almost invariably find their expectations of styles and assortments far exceeded!

This year there are represented these important types of coats—

Severely Tailored Coats

Sports Coats with Fur Collars

Coats for Dress Wear

The Coats for business and street wear are superbly man-tailored—of such sturdy and handsome fabrics as Shag-moor mixtures and imported rough woolsens.

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The Sports Coats with Fur Collars are the type in highest favor this season—because they're "sporty" enough to be good for every daytime occasion—and the soft, rich furs relieve the severity for more formal occasions. In this group you find coats trimmed with kit fox, lynx (natural, gray and black), wolf, and the extremely fashionable badger.

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The dress-wear coats have the same lovely furs—with perhaps the addition of Hudson seal and beaver—and with the furs used rather more lavishly.

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Prices range from \$29.50 to \$195.

Lord's—Distinguished Coats—Second Floor