

# New Coats for Dress Wear

that prove the importance of fur trimming



## Pearl Gray Broadcloth

with dark moleskin

A long collar, somewhat the shape of the one at the right—of a deep, rich-toned gray mole that lends distinction and emphasis to the pearl gray of the coat! \$75.

## Black Silk Faille Coat

with butter-color mole collar

Again with a collar similar to that on the right-hand figure. The coat is, in addition, braid-trimmed—and the butter-mole affords a flattering contrast to the black of the coat. \$85.

## Cape Coat—Black Moire

with detachable fitch collar

A sweeping elbow-length cape adorns, in chic French fashion, a black silk moire coat. Its collar, of one single, fine, thick-furred fitch skin, is lined, so it may be worn separately. \$105.

LORD'S—COATS—SECOND FLOOR

Even among the tailored travel coats you find big fur collars—but these are designed for practical purposes, to tuck snugly up around the neck on a windy deck!

But the fur used on the dress coat is an actual part of its design! The fur is used rather as a contrasting material—cut in design—than as applied trimming. The very style of such a coat depends upon how the fur is used.

Half a dozen excellent examples are presented here to illustrate the idea:

## Black Satin Coat

with butter mole

So many women love the sheen of heavy coating satin! A very fine quality makes this coat — with its conservative, but smart, wide, pointed collar of butter mole. \$69.50.

## Sea Green Broadcloth

with a puma collar

The collar of puma is very soft, with shaded, wide beige stripes. The fur blends perfectly with the soft green of the fabric. \$85.00.

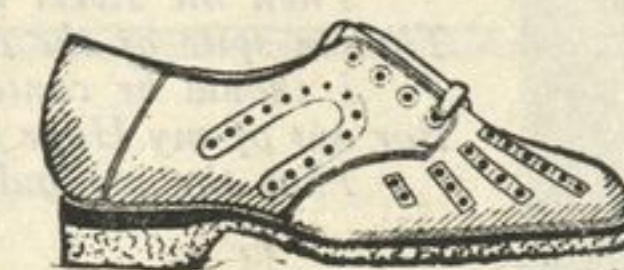
## Embroidered Silk Coat

with kasha lining and fox fur

An elaborately simple coat from Mangone—which assures its being in good taste. The flat embroidery-work, done in black, appears as part of the pattern of the fabric. Its tracteries are again revealed on the inside—forming a pattern on the gray kasha lining. \$190.

## Sport Oxfords

should be chosen now



When green links call the golf enthusiast, the smart woman will wear elk oxfords with amusing red and white striped soles or with fanciful golf-ball designs. Alligator oxfords are also swagger.

\$6.50



MAIN FLOOR

## Service Chiffon Stockings

A Famous Make

\$1.19

All pure silk, clear to the top. Irregulars of a regular \$1.95 quality (but with flaws so minute that you can hardly find them!) The same beautifully modeled stocking—the same step-up toe that saves wear at a vulnerable spot—the same smart shades!

Pastel Nude	Light Blonde
Suntan	Gummetal
Mirage	Atmosphere
White Jade	Tansan
	Rose Bisque

LORD'S—HOSIERY—FIRST FLOOR.

## Sport Kerchiefs

A fine linen handkerchief, with a rolled edge—and a hand-blocked, simple band border, ½ inch wide—in gold, red, rose, navy blue, pink and olive green.

A sport handkerchief for the woman who is smartly conservative!

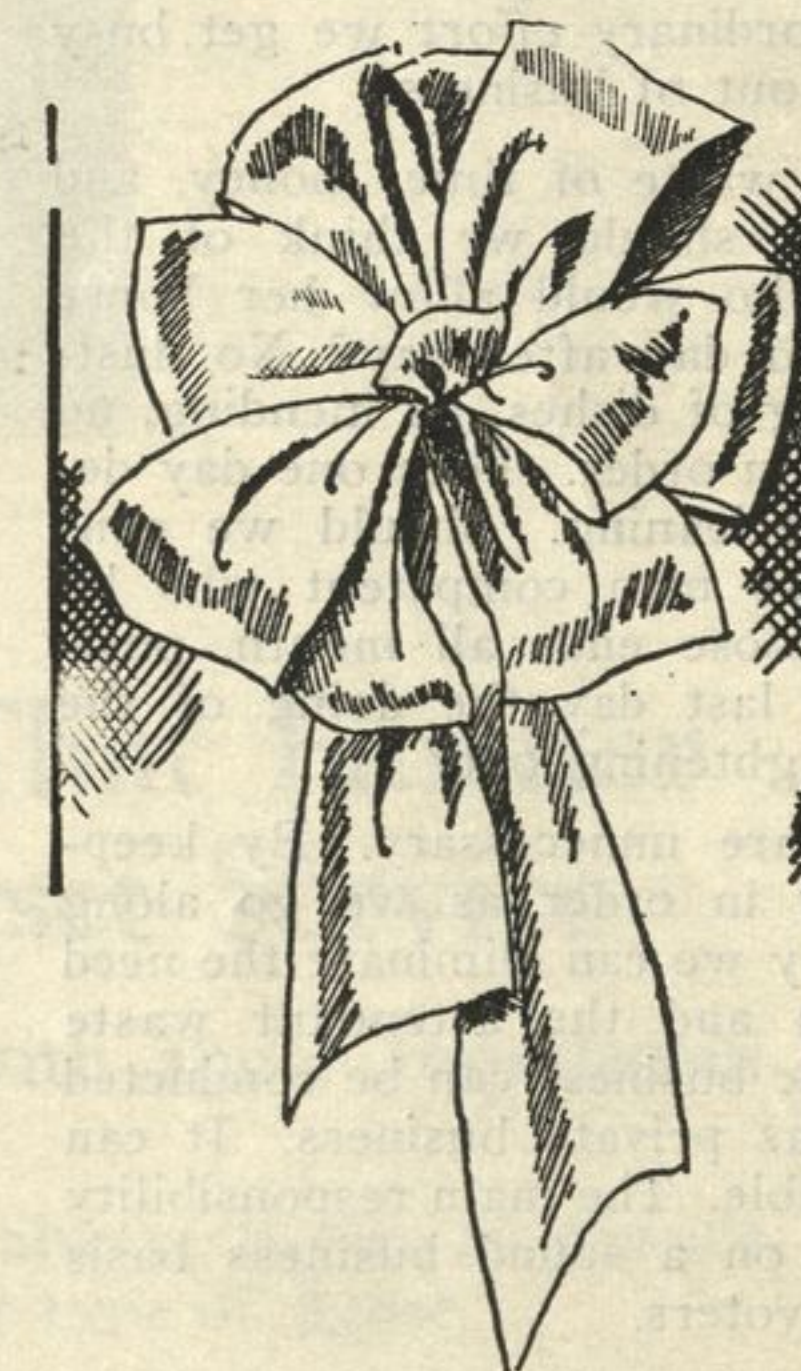
LORD'S—HANDKERCHIEFS  
FIRST FLOOR.

## Huge Bows Are Being Worn on Dresses

For the bouffant hipline, it is smart to wear a bow at the side or the back. It may well be a voluminous, many-looped shimmering bow of satin rayon—which may be had in a 9¾ inch width at \$1.95 a yard. A bow of it would add much to the effect of a formal frock.

Pink, peach, apple green, pale blue, black, and French blue.

LORD'S—RIBBONS—FIRST FLOOR.



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