...The Apparel Oft Proclaims The Man.

Shakespeare
Hamlet
Act 1, Scene 3

Proclaim yourself with a new warm weather wardrobe from the Coop’s fine Men’s Shop.

Handsome spring all-weather rain coats by Baracuta ($29.95) and Plymouth of Boston ($22.95), seasonable suits and sports jackets by Arthur Freedberg & Co. and Michael Stern, lightweight trousers by Levi and Wearwell ($4.50 and up), short sleeved shirts by Arrow and Dunster ($4.20 to $5.95) and the most recent styles in shoes by Bostonian are displayed for your selection. You’ll also find comfortable socks by Marum and Camp priced from $1.00, as well as smart rugged luggage by Samsonite for spring and summer vacations. There’s a whole range of masculine accessories too, from Paris belts to Jade East and English Leather toiletries.

And while you’re shopping for spring clothes or recent records and books, you can drop your tennis racket off in the Sporting Goods Department for repairs or re-stringing for your first spring tennis match.

...A Woman Dressed In Her Finery Is The Most Tremendous Object of Creation.

Oliver Goldsmith
She Stoops To Conquer
Act II

There’s all manner of pretty spring finery at the Coop’s Women’s Shop. Slip on a colorful and comfortable shift or shirtwaist for the bright sunny days, and choose a luxurious London Fog Raincoat ($37.50) for the rainy days. Barometer all weather coats ($35.00) feature a lightweight zip-in-lining, and raincoats by Cable combine quality and economy at $11. You’ll enjoy your wardrobe even more when you buy easy care fabrics... like the stylish Fortrel skirts in basic loden or navy blue at $6. Parlane shows flowered blouses with solid matching skirts for $12 and there’s the delightful matching sets by Majestic in easy care fabrics with the linen and shantung look. Majestic’s skirts, sleeveless tops, blouses, Bermudas, and suits come in pastels and neutrals, priced from $8 to $13. While you’re looking at Ship n’ Shore’s fresh cotton blouses, glance at the cosmetic counter near by. You’ll find spring’s loveliest scents and colors beautifully captured by Yardley, Jean Nate, Revlon, Elizabeth Arden.