

Spring and Summer

1938

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SEARS, ROEBUCK
AND CO.
KANSAS CITY



STYLE LEADERS for Spring 1938

ADVANTAGES THIS FAMOUS KERRYBROOKE LABEL GIVES YOU

1. Assurance of Kerrybrooke's authentic style-correctness
2. Assurance of Kerrybrooke's finer quality fabrics
3. Assurance of Kerrybrooke's expert tailoring: wide facings, pleated linings, etc.
4. Assurance of Kerrybrooke's guaranteed long-wearing linings
5. Assurance of superior fit

In these two coats we feature Camel's Hair and Wool Fleece. By American Woolens Co., one of the greatest names in Woolens.

(A) SLIM YOUNG PRINCESS REEFER IN FINE CAMEL'S HAIR AND WOOL FLEECE

The princess reefer rates five stars in fashion . . . it's young America's big favorite! Clean-cut molded lines that fit "alick as a whistle" . . . squared-away, lightly padded shoulders, handsome wide revers and stunning big buttons! Superbly tailored of superior quality Texturized pre-shrunk Fleece that's 20% Camel's Hair and balance fine Wool, with rows and rows of tailor-stitching. Beautifully lined with genuine Earl-glo (All Rayon) guaranteed for the entire life of your coat. Your friends will guess it cost \$15.00!

Sizes: 14-16-18-20.
Bust: 32-34-36-38 inches.
Lengths: 45-46-46-47 inches.

State bust measure.

17 H 3380—Polo Tan 604. **9⁹⁸**
17 H 3381—Copen Blue 227.
17 H 3382—Skipper Blue 221.....

SAME STYLE IN ALL WOOL FLEECE

Good sturdy quality, nicely tailored with durable two-season Rayon Taffeta lining.

17 H 3385—Polo Tan 604. **6⁹⁸**
17 H 3386—Copen Blue 227.
17 H 3387—Skipper Blue 221.....

* Shipping weight, each, 3 lbs. 9 oz.

(B) OUR BEST CAMEL'S HAIR AND WOOL SWAGGER WITH LUXURIOUS FUR

Of course you don't need fur on a Spring coat . . . but it's an elegant "luxury" fashion that draws all eyes, sets you apart from the crowd! And there are few furs as flattering as this fluffy, fox-dyed genuine Vicuna Fur . . . it looks almost exactly like costly fox. Tailored of fine soft Texturized pre-shrunk Fleece that's 20% Camel's Hair, balance fine Wool. Full-cut, but with the new *slimmer* boxy lines. Gleaming Earl-glo Satin (All Rayon) lining . . . unconditionally guaranteed to wear as long as your coat.

Sizes: 14-16-18-20-22.
Bust: 32-34-36-38-40 in.
Lengths: 45-46-46-46-46 in.

State bust measure.

17 H 3395—Polo Tan 604 with Blonde Fur. **14⁹⁸**
17 H 3396—Spring Gray 806 with Gray Fur.
17 H 3397—Skipper Blue 221 with Blonde Fur.

SAME STYLE IN ALL WOOL SUEDE FLEECE

Nice and soft, with plenty of body. Collar of genuine Thibetine Fur (long-haired, fluffy Mountain Sheep). Two-season Rayon Taffeta lining.

17 H 3400—Polo Tan 604 with Blonde Fur. **89⁹⁸**
17 H 3401—Spring Gray 806 with Gray Fur.
17 H 3402—Skipper Blue 221 with Blonde Fur.

* Shipping weight, each, 4 lbs. 2 oz.

These coats are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.



(A)
Camel's Hair
and Wool
9⁹⁸
All Wool
6⁹⁸



(B)
Camel's Hair
and Wool
14⁹⁸
All Wool
9⁹⁸



Buy Anything
at Sears
on Easy Payments
See Page 1A

My figure isn't as young as it used to be, but certainly there is some corset that will help me look better and give me younger lines. Because I know Sears are specialists in corsets I am writing to know what corset you would recommend for

Like Magic...

FIGURE FAULTS VANISH

SEARS SELL EVERYTHING ON EASY TERMS SEE PAGE 1A

Charmode
FINE QUALITY \$2⁹⁸

- Pre-Shrunk Batiste
 - Best Quality Boning
 - Reinforced Front
 - Fine Knitted Elastics
- Strong coutil and elastic inner belt flattens abdomen. Outer part of lustrous PRE-SHRUNK Brocaded cotton and rayon Batiste reinforced in front. Well boned back. Built-up shoulder. Peach.

For Average and Stout Figures
Two Lengths

BUST SIZES: 34, 35, 36, 37, 38, 39, 40, 41, 42; also 44, 46, 48, 50, 52 and 54 in. State bust and hip measure over dress. Read Page 111.

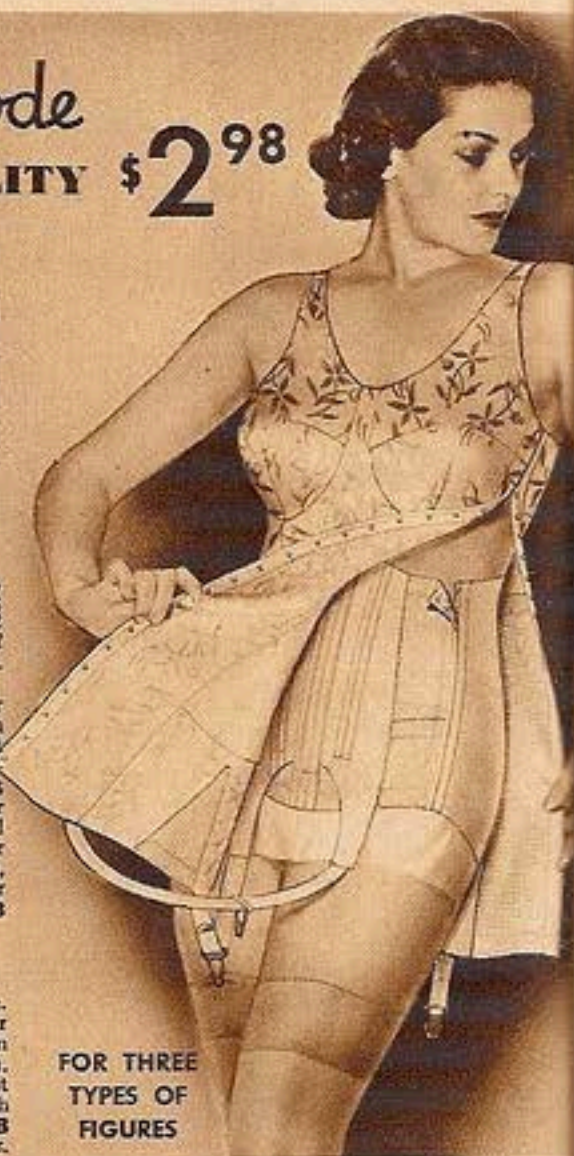
18 H 566—For Short Height. Length under arm, 18 in.; waist down 13 in. 10-inch inner belt. \$2.98

18 H 567—For Medium and Tall Height. Length under arm 20 in.; waist down, 15 in. 11-inch inner belt. \$2.98

Special Model For Full Bust Narrow Hip Figures

Bust sizes as above. 18 H 165—For Short to Medium Height Figures. Length under arm, 19 in.; waist down, 14 in. 10-inch inner belt. \$2.98
Shpg. wt., ea., 1 lb. 11 oz.

FOR THREE TYPES OF FIGURES



"HALF SIZE" MODELS FOR SHORT FIGURES 5 Feet, 2 Inches or Less

CLOSED OR LACED BACK

\$2⁹⁸

EXTRA WIDE INNER BELT

AT LAST! A foundation with an extra wide belt. Gives extra support and superior abdominal control! Deep side-hooking coutil inner belt is firmly boned. Outer part of rich, luxurious rayon and cotton brocade, has rayon and cotton jersey bust. Fine quality knitted elastics. Well boned back. Six garters. Peach color.

Bust Sizes: 35, 36, 37, 38, 39, 40, 41 and 42; also 44, 46 and 48 in. State bust and hip measure over dress. Read "How to Order." Page 111.

For Average and Stout Figures... 2 Lengths
18 H 482—For Short Hgt. Lgth. over bust to garter, 22 in.; waist down, 13 in. 10½-inch inner belt. \$2.98

18 H 483—For Medium and Tall Hgt. Lgth. over bust, 24 in.; waist down, 15 in. 12½-inch inner belt. \$2.98
Shipping wt., each, 1 lb. 12 oz.

\$2⁶⁹

FINE QUALITY PRE-SHRUNK

A "Half Size" foundation that has become a favorite with short women. Turns you out a trimmer, taller-looking, more comfortable YOU... because it's specially made to mold your shorter curves! Fine quality PRE-SHRUNK brocaded cotton and rayon Batiste. Famous "Grip-Knit" elastics. 9-inch boned inner belt has wide, strong diagonal elastics. Lovely styled Rayon and cotton jersey bust. Length over bust, 19 in.; waist down, 11 in. Peach color.

For Average and Stout Figures of Short Height
Bust Sizes: 34, 35, 36, 37, 38, 39 and 40; also 42, 44, 46 and 48 in. State bust and hip measure taken over dress. Read "How to Order." Page 111.

18 H 164.....\$2.69
Shipping weight, 1 lb. 6 oz.

DOWN TO \$1⁸³ EACH

LOW PRICED FAVORITE

If you're short, wear this specially designed "Half-Size" foundation! Made to give your figure a sleeker, longer line about the hips and waist. Long wearing rayon striped cotton fabric. Full length back boning; fine elastic side panels, 9½-inch shaped boned cloth and elastic inner belt. Loop front garters. Length over bust, 20½ in.; waist down, 12 in. Side hooking. Peach color. Better quality than usually sold at this low money-saving price.

For Average and Stout Figures of Short Height
Bust Sizes: 34, 36, 38, 40, 42, 44, 46 and 48 in. State bust and hip measure taken over dress. Read Page 111.

18 H 560—Closed Back. Each.....\$1.83
18 H 570—Laced Back. Each.....\$1.83
Any 2 for.....3.45
Shipping weight, each, 14 ounces.

Lift-Ease
INNER BELT \$3⁷⁹

- New, EASY. Strap-controlled Laces
- Brace Up Your Sagging Abdomen

One pull on the strap controls and your abdomen feels trimmer—your waist and hips smaller! Full length back boning. Length over bust to garter, 24 in.; waist down, 14 in. 10-inch inner belt. Peach color.

For Average and Stout Figures of Medium and Tall Height

BUST SIZES: 36, 37, 38, 39, 40, 41, 42; also 44, 46 and 48 in. State bust and hip measure taken over dress.

18 H 351.....\$3.79
Shipping wt., 1 lb. 13 oz.



- Pre-Shrunk Brocaded Batiste
- Well Boned Coutil and Elastic Inner Belt
- "Grip-Knit" Elastic Panels



I've put on... through the hips and considerable flesh around the waist. My dresses no longer fit the way they used to. Please tell me what I can do to look slim again.

Rubber Reducers

TAKE OFF INCHES AND POUNDS



Girdle Cut To...
\$4.48

Brassiere
\$1.88
Was \$1.98

All-In-One
\$4.95

NON-RIP PERFORATED PURE LATEX
Most Pliable... Longer Wearing

Girdle and Brassiere Set

For greater reducing power and longer wear, buy our famous GRACEFUL brand of Latex. Both girdle and brassiere have soft cotton jersey lining. Peach color.

For All Average and Stout Figures

Back Lace Girdle—A \$6.95 Value
Waist Sizes: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 and 38; also 40, 42 and 44 in. State waist and hip measure taken over dress. Shpg. wt., 1 lb. 12 oz.

18 H 448—Back Lace Girdle. For Medium and Tall Height. Lgth., 15½ in. 8-in. clasp. **\$4.48**

Matching Latex Brassiere—A \$3.00 Value

Latex front; rayon and cotton jersey bust; cotton batiste back. Hooks at back. Shpg. wt., 10 ounces. Bust Sizes: 34, 36, 38, 40, 42, 44, 46, 48 and 50 in. State bust measure taken over dress.

18 H 412—Brassiere (see small view)... \$1.88

All-In-One

Our finest All-in-One Reducer! Pure Latex Rubber extends the full length of the back, and right up to bust line in front. Guaranteed non-rip perforation. Cotton jersey lining. Mercerized cotton batiste boned front panel. Rayon and cotton jersey bust. Lace back. Lgth. over bust to garter, 24½ in.; waist down, 15 in. Peach.

For Average and Stout Figures of Medium and Tall Height

Bust Sizes: 35, 36, 37, 38, 39, 40, 41, 42; also 44, 46 and 48 in. State bust and hip measure over dress.

18 H 367—Each... \$4.95
Shipping weight, each, 1 lb. 14 oz.



BUILT-UP OR STANDARD TOP

Popular Clasp Front Style

\$1.88
EACH

It's quick... convenient... and easy to fasten this clasp-front reducer. Now, a choice of two models: built-up top with rayon and cotton jersey bust, or cotton batiste standard top. Helps massage the fat away over your hips, thighs and back. Strong coutil front reinforcing boned to flatten diaphragm and abdomen bulge. Strong perforated rubber, cotton jersey lined. Laced back. Peach.

For Average and Stout Figures of Medium and Tall Heights

Bust Sizes: 34, 36, 38, 40, 42, 44, 46, 48 and 50 in. State bust and hip measure taken over dress. Read "How to Order," Page 111.

18 H 591—Built-up Top. (See large view.) Length under arm to garter, 20½ inches; waist down, 15 inches. **\$1.88**

18 H 491—Standard Top (See small view.) Length over bust to garter, 23 in.; waist down, 15 in. **\$1.88**
Shipping weight, each, 1 lb. 7 oz.

Innerbelt for Extra Support

\$2.98

Sears lead again with the newest inner belt reducer. The grand 11½-inch side hooking boned, coutil and elastic inner belt will do things for your figure! Fresh live PARA Rubber covered on outside with Rayon and Cotton Jersey; on inside with soft cotton jersey. Helps make pounds vanish. Smartly fashioned built up style mercerized cotton batiste top. Attractively designed cloth front panel. Boned back and laces at back for adjustment. Loop front garters. Side hooking. Length under arm, 21½ in.; waist down, 15 in. Peach color.

For Average and Stout Figures of Medium and Tall Height

Bust Sizes: 36, 38, 40, 42, 44, 46, 48 and 50 in. State bust and hip measure taken over dress; see "How to Order," Page 111.

18 H 315—Each... \$2.98
Shipping weight, 2 pounds 2 ounces.

"KNEAD-AWAY" MASSAGERS



\$1.95
Body Massager



Set
\$2.85

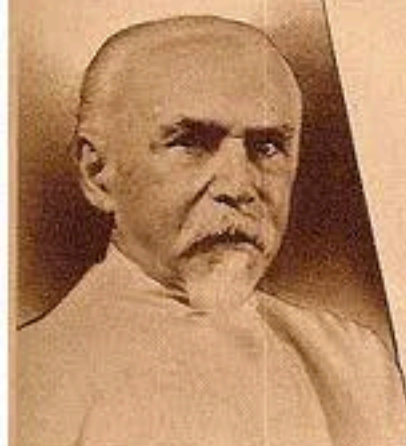
Roll off fat spots! Rubber sphericals pick up and knead like fingers of a massager. Helps make double chins disappear, flabby arms firm, fat legs and hips slimmer! Stimulates circulation. Endorsed by masseurs and osteopaths. Safe... easy... takes only a few minutes daily. Directions included.

18 H 182—"Knead-Away" Body Massager with two large rubber sphericals... \$1.95

Shpg. wt., 1 pound 4 ounces.

18 H 184—"Knead-Away" Set. Smaller 2-ball facial massager and separate larger body massager... \$2.85

Shipping weight, 1 pound 10 ounces.



Prof. Gale BELTS

REG. U.S. PAT. OFF.

"You Feel The Lift At Once"



Prof. Gale FAMOUS 2-LACE BELT

\$2⁹⁸

Saves You Half

Why pay more when this fine quality belt is equal to belts selling at many stores for \$6.50. Buy at Sears and save dollars. Scientifically designed by a leading maker to lift and support abdominal muscles, help relieve backache and correct poor posture. Doctors also recommend it for ptosis, umbilical hernia; and after gall bladder, stomach and high incision operations. Recommended for general wear, too. Your figure is better controlled and has younger, lovelier lines. Dainty brocaded or plain texture coutil. Side hooking. Two Prof. Gale easy-to-adjust pull straps and cluster lacings permit perfect, instant figure adjustment. Best boning. Peach.

For Slender and Average Figures of Short and Medium Height

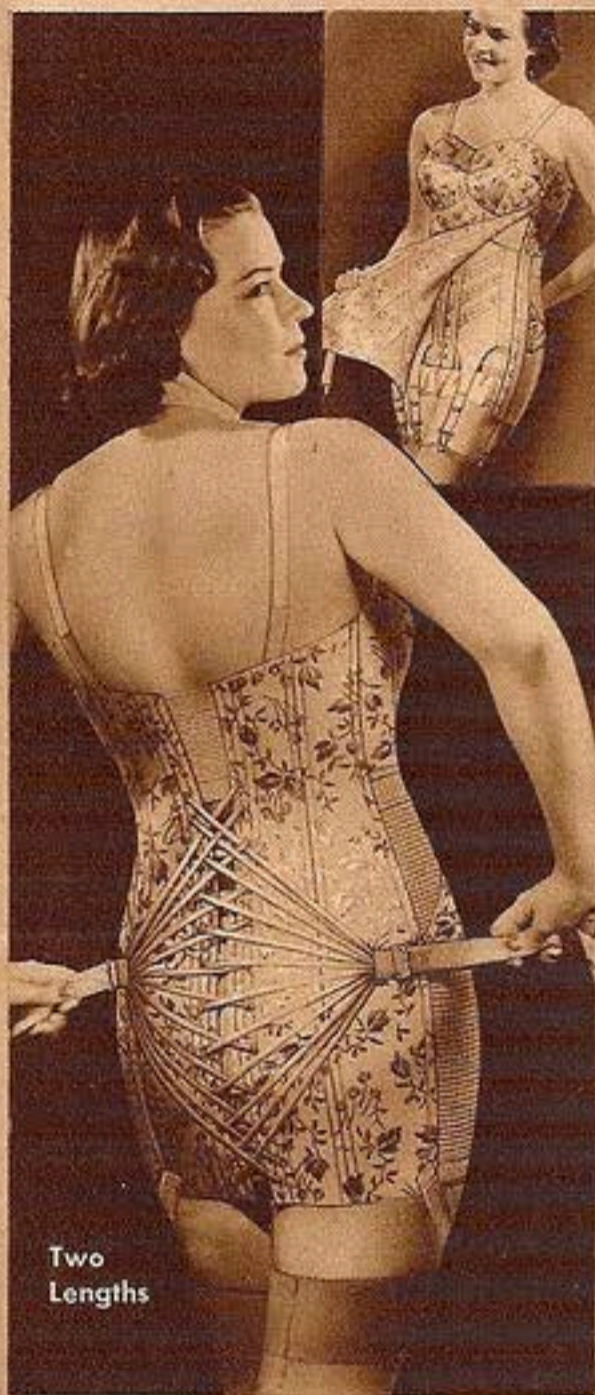
Front length, about 10½ in. WAIST SIZES: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 and 36 in. State waist and hip measure taken over dress. Read Page 111.

18 H 394—Plain Coutil
18 H 594—Brocaded Coutil
Each \$2.98
Shipping weight, 1 lb. 6 oz.

For Average and Stout Figures of Medium and Tall Height

Front Length, about 11¼ in. WAIST SIZES: 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41 and 42 in. State waist and hip measure taken over dress. Read "How to Order" on Page 111.

18 H 395—Plain Coutil
18 H 595—Brocaded Coutil
Each \$2.98
Shipping weight, 1 lb. 6 oz.



Prof. Gale CLASP-FRONT INNER BELT

\$4⁶⁵

\$10.00 Value

For fit, for beauty, for support... we recommend this Prof. Gale foundation! It glorifies the bust, waist and hip lines—and gives far more support than the average foundation. Has all the famous built in Prof. Gale corrective features. Abdominal muscles and back are given firm support. A \$10.00 value... you save one-half at Sears! Diagonally boned clasp-front inner belt of strong coutil and fine elastic. Outer garment of fine quality PRE-SHRUNK brocaded Rayon and Cotton batiste, reinforced in front. Guaranteed "Grip-Knit" elastic panels; semi-elastic shoulder straps. Well boned back has Prof. Gale strap-controlled laces. Side hooking. Non-rust boning. Loop garters at side. Peach.

For Average and Stout Figures—Two Lengths

BUST SIZES: 36, 37, 38, 39, 40, 41 and 42 in.; also 44, 46, 48 and 50 in. State bust and hip measure taken over dress. Read "How to Order," on Page 111.

18 H 457—For Short to Medium Height. Length over bust, 21½ in.; waist down, 13 in. 10¼-in. belt. \$4.65
18 H 557—For Medium to Tall Height. Length over bust, 23 in.; waist down, 15 in. 11¼-in. belt. \$4.65
Shipping weight, each, 2 lbs.

IMPORTANT! Do not Guess Your Size! Use a Tape Measure. State All Measurements Requested. Read Page 111.

Two Lengths

Prof. Gale SIDE LACE MODEL

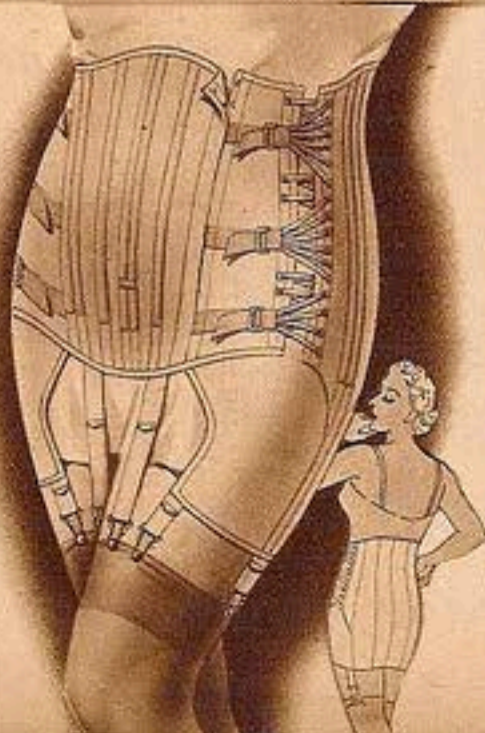
A marvelous belt. Easily worth \$5.00. Braces up weak, sagging abdominal muscles. Takes strain off internal organs... Permits freer circulation! Strong coutil, well boned back and front with non-rust boning. Automatic 3-lace control at each side. Smooth closed back. 6 garters. Length, center front, about 11 in.; back, about 10½ in.; Peach color.

\$2⁹⁸

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 26, 28, 30, 32, 34, 36, 38, 40 and 42 in. State waist and hip measure taken over dress. Read "How to Order," Page 111.

18 H 405 \$2.98
Shipping weight, each, 1 lb. 8 oz.



Prof. Gale FOR PENDULOUS ABDOMENS

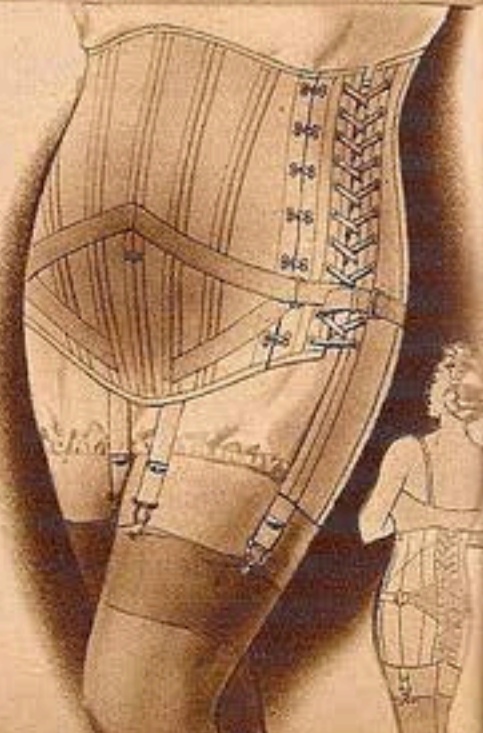
\$4⁹⁵

Makes drooping, pendulous abdomen look smaller! Helps give relief from that heavy dragged-down feeling. The long front panel, firmly boned and reinforced, cups under and supports sagging abdomen. Strong coutil, non-rust boning. Strap-controlled laces at sides and back. Side hooking. 6 garters. Equals \$10 and \$12 belts sold elsewhere, under another brand name. Length, center front, about 13¼ in. Back, about 15½ in. Peach color.

For Stout Figures of Medium and Tall Height

WAIST SIZES: 36, 38, 40, 42, 44, 46, 48 and 50 in. State waist and hip measure taken over dress. Read "How to Order," Page 111.

18 H 198 \$4.95
Shipping weight, 1 pound 14 ounces.



GIVE SUPPORT THAT RESTS AND REFRESHES...YOU FEEL FIT AT THE END OF THE DAY

Fashion

ANNE WILLIAMS, America's famous stylist, says: "Prof. Gale Belts are more than just abdominal supports—they actually improve your posture and figure, so that you look and feel far smarter in your clothes."



ALSO IN
COOL MESH

Prof. Gale

SINGLE LACE MODEL

\$2⁹⁸

In Two Lengths

Worn by scores of women in all walks of life... because it keeps them feeling fit! Helps relieve that nagging ache in the middle of the back; gives splendid support after operations and childbirth! Very popular for general wear, too. Made of strong, washable coutil, correctly boned throughout with non-rust boning. Elastic inserts. Easy-to-adjust Prof. Gale strap-controlled lacing. SIDE HOOKING. Sturdy figured cotton mesh or fine coutil. Peach color. Buy two! Wear one... Wash the other in LUX. It saves the fit, adds wear.

For Average and Stout Figures

WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41 and 42 in. State waist and hip measure taken over dress. Read "How to Order," Page 111.

For short and medium heights—5 ft. 4 in. or less. Length, front, about 10 inches.

18 H 190—Figured Mesh... \$2.98
18 H 390—Fine Coutil... 2.98

For medium and tall heights—5 ft. 5 in. and more. Length, front, about 11 inches.

18 H 193—Figured Mesh... \$2.98
18 H 393—Fine Coutil... 2.98

Shipping weight, 1 pound 8 ounces.

Do Not Guess Your Size

Be sure to use a tape line. Measure over your dress and see that the tape line is snug but not tight. Read "How to Order"... Page 111.

PERSPIRATION RUINS CORSETS!

Corsets like all underthings need frequent washing. Buy two... wear one... while you wash the other in luke-warm LUX suds.

Support

A Stenographer says:

"I'm continually on the go. I used to get tired very quickly, but since I've been wearing a Prof. Gale Belt, I feel fit all day long."



Comfort

A Busy Housewife says:

"At the end of the day my back ached terribly. A friend of mine recommended I wear a Prof. Gale Belt and it gave me splendid relief. Now I wear it every day."



Health

A Registered Nurse says:

"I recommend Prof. Gale Belts to many of my patients—not only for wear after operations, but for everyday, too. Personally, I couldn't get along without one."



WEAR A DIA-TRIM BRASSIERE WITH YOUR PROF. GALE BELT... SEE PAGE 112

Prof. Gale

CLASP FRONT SMOOTH BACK

Built especially for women with heavy figures. Gives firm thigh control, supports the back and relieves fatigue. Extra strong, closely-woven coutil. Non-rust boning. Recommended by doctors for support of umbilical or ventral hernia; also for general wear. A \$10.00 value. Clasp front; smooth closed back. Prof. Gale lacing at each side. Loop garters. Length, center front, about 11½ in.; back, about 17½ in. Peach color.

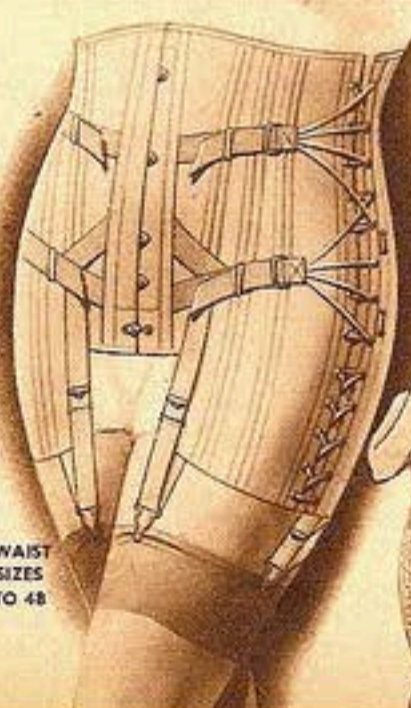
For Stout Figures of Medium and Tall Height

WAIST SIZES: 32, 34, 36, 38, 40, 42, 44, 46 and 48 in. State waist and hip measure taken over dress. Read "How to Order," Page 111.

18 H 145... \$4.95

Shipping weight, 1 lb. 14 oz.

WAIST
SIZES
TO 48



Prof. Gale

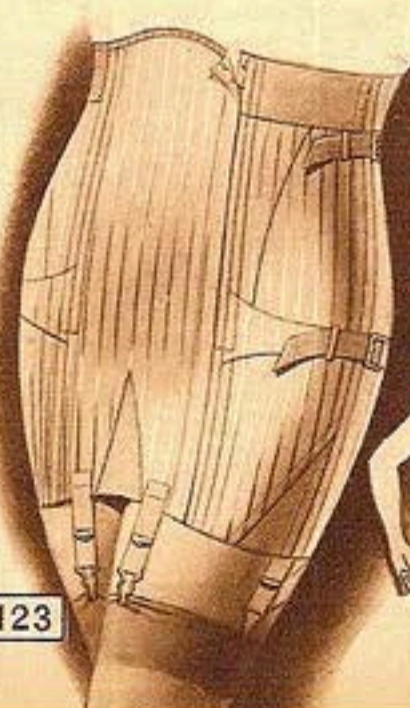
NEW THIGH CONTROL BELT

Extra long for effective control of full-thigh figures. New rayon striped coutil, with strong boned inner shield to flatten front. Well boned back. Elastic inserts at top sides. Two Prof. Gale strap-control laces at back. Bust, 2 in. above waist. Length, at side, waist down, 14½ in. Peach.

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39 and 40. State waist and hip measure taken over dress. Shipping weight, 1 pound 8 ounces.

18 H 196... \$3.98



94c

13-INCH LENGTH



NATIONALLY FAMOUS
Kampus Girl

With Patented Tummy Flattener

This Step-in Girdle generally sells for \$1.19 to \$1.29! You get the same quality for less at Sears! It's a firm quality 2-way stretch Lastex knit to fit. Lightly boned inner shield (invisible) flattens tummy and prevents rolling; has elastics to hold it in place (see small view above). Peach color.

For Slender and Average Figures

Two Lengths

SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure taken over dress.

18 H 589—Length, about 13 inches. Each... 94c 2 for... \$1.80

18 H 569—Length, about 15 inches. Each... \$1.00 2 for... \$1.90

Shipping weight, each, 8 ounces.

DON'T GUESS YOUR SIZE!
USE A TAPE LINE AND MEASURE
OVER YOUR DRESS! SEE PAGE 111.

2-WAY STRETCH *Lastex* IS PERFECT FOR THE FULL FIGURE

• Boned Inner Shield Flattens Front

Waist Sizes Up to 40!



PANTIE OR GIRDLE

Strong 2-way Stretch LASTEX. Boned front inner shield. Length, about 15 in. Peach color. Bargain.

98c Each

For Average and Stout Figures of All Heights

SIZES TO FIT WAIST: 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39 and 40 in. State waist and hip measure taken over dress.

18 H 593—Girdle
18 H 383—Pantie

Each... 98c
Any 2 for... \$1.85
Shipping wt., each, 7 oz.

"CHAFE-PRUF"

Lastex pantie. Rayon and Cotton Jersey leg shield. Prevents chafing between legs. Adjustable elastic bands. Boned shield. Lgth., abt., 15 inches. Peach color.

\$1.00 Each

For Average and Stout Figures of All Heights

SIZES TO FIT WAIST: 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39 and 40 inches. State waist and hip measure taken over dress.
18 H 384—\$1.00
2 for... 1.90
Shpg. wt., each, 8 oz.

BARGAIN ALL-IN-ONE

Sizes up to 46 bust! Strong 2-way stretch control. Built-in boned inner shield. Specially designed back to make it easy to step in and out of! Net lined lace top has darted rayon and cotton Jersey underbust sections. Semi-elastic shoulder straps, forked at back. Length, below bust, 17 inches. Peach color.

\$1.79 Each

For Average and Stout Figures of All Heights

Bust Sizes: 34, 36, 38, 40, 42, 44 and 46 inches. State bust and hip measure taken over dress. Read "How to Order" on Page 111.
18 H 592—Each... \$1.79
2 for... 3.40
Shipping weight, each, 9 ounces.

FINER ALL-IN-ONE

Offered by popular demand. Ideal for larger figures who want "slim figure freedom" with firm control. Strong ribbed 2-way stretch Lastex. Attractive rayon and cotton satin panel, boned to flatten diaphragm and abdomen. Youthful, net-lined lace bust with uplift underbust inserts. Length below bust, 17 inches. Peach color.

\$2.98 Each

For Average and Stout Figures of Medium and Tall Height

Bust Sizes: 34, 36, 38, 40, 42, 44, 46 and 48 in. State bust and hip measure taken over dress.
18 H 178—Each... \$2.98
2 for... 5.65
Shipping weight, each, 13 ounces.

SEARS Dia-Trims
CORRECT FIGURE FAULTS

FLATTENS THE DIAPHRAGM AND BANISHES THAT UGLY BULGE



FAMOUS TRIPLE-ACTION DOES IT:
① Uplifts Bust
② Controls Diaphragm
③ Flattens Abdomen

SIDE LACE BRASSIERE
\$1.19 Each

DIA-TRIM FIGURE MOLDER

Patented Dia-Trim Triple Action Inner Panel (see view above) pulls in your waist a good 2 or 3 inches! Fine quality rayon striped cotton cloth. Well shaped bust. Strong elastic panels and gores. Well boned back. Side hooking. Length over bust to garter, 22½ in.; waist down, 14 in. Peach.

\$2.84 Each

For Average and Stout Figures of Medium and Tall Height
Bust Sizes: 34, 35, 36, 37, 38, 39 and 40; also 42, 44, 46 and 48 in. State bust and hip measure taken over dress. Read Page 111.

18 H 122—Closed Back
18 H 124—Laced Back
Each... \$2.84
Shipping weight, each, 1 lb. 8 oz.

DIA-TRIM THRIFT SPECIAL

Priced to save you money. Has patented cloth and elastic inner shield (see above) to control diaphragm. Rayon striped cotton cloth. Well boned back. Elastic side panels. Peach color.

\$1.94 Each

CLOSED BACK
For Average and Stout Figures
Bust Sizes: 34, 35, 36, 37, 38, 39 and 40; also 42, 44 and 46 in. State bust and hip measure taken over dress.

For Medium and Tall Height
Length over bust to garter 22½ in.; waist down, 14 in.
18 H 159—Closed Back \$1.94
18 H 160—Laced Back 2.19
For Short Height
Length over bust to garter, 18½ in.; waist down, 11 in. Read "How to Order" on Page 111.
18 H 161—Closed Back \$1.94
Shipping weight, each, 15 ounces.



CLOSED OR LACED BACK



SEARS FAMOUS

Beauty-Belt

*told me
easily fitted at Sears
I am active
and very hard on my
corsets. Can you
recommend a corset
that will not split,
that will hold its
shape and wear a
long time?*

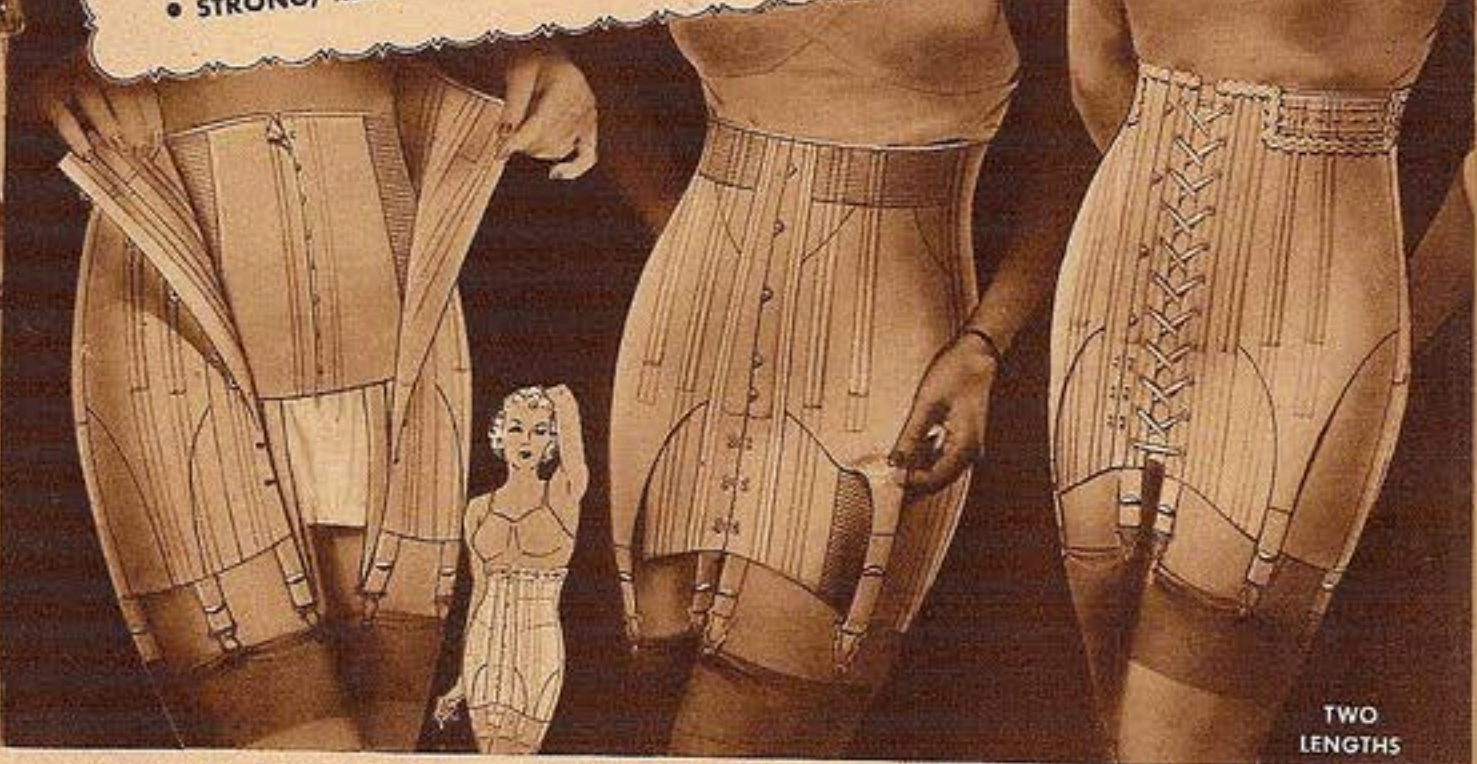
GUARANTEED

FOR 6 MONTHS WEAR

We guarantee to replace without charge within 6 months of the date of purchase, styles 18H410, 18H559, 18H138 and 18H158, should the fabric split, the bones break or rust or should the garment fail to give good wear.

- HIGH GRADE STURDY COUTIL
- BEST QUALITY NON-RUST BONING
- STRONG, REINFORCED FRONT

\$2.98
EACH



TWO LENGTHS



CHOICE OF
BROCADED
OR PLAIN
COUTIL
ALSO
OPEN
MESH

Relieves
"that tired feeling"

- Lifts, Supports Abdomen
- Relieves Back Strain
- Improves Your Posture

\$2.23
EACH

We're proud of Beauty-Belt's reputation. A favorite of thousands of active women. Well known for helping its wearers feel rested at the end of the day. Wide elastic bands cup under abdomen and lift up weak abdominal muscles. Strong flexible boning supports back... helps relieve back ache and nervous strain. Your figure becomes more "balanced" to make it natural and easy to stand erect. Hooks at side. Adjustable side laces. Length, center front, about 10½ in. Back, about 14½ in. Choice of Brocaded or Plain Coutil or Cool Cotton Mesh. Peach color. Each one a marvelous value!

For Average and Stout Figures
All Heights

WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36; also 38, 40 and 42 inches. State waist and hip measure taken over dress. Read "How to Order," Page 111.

18H197—Rayon Brocaded, Coutil **\$2.23**
18H194—Plain Texture Coutil **Each**
18H195—Strong Cotton Mesh

Shipping weight, each, 1 lb. 3 oz.

**BUY TWO... WEAR ONE WHILE
YOU WASH THE OTHER IN LUX**

Inner Belt, Back Lacer

Guaranteed! Front hooking, elastic and cloth inner belt gives wonderful abdominal support. A \$3.95 value! Fine coutil, doubled in front. Best quality boning. Back lace. Medium bust, 2½ in. above waist. Length at sides, waist down, 13½ in. Front clasp, 9 in. Peach.

For Average and Stout Figures
of Medium and Tall Height

WAIST SIZES: 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36; also 38, 40 and 42 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure. Read "How to Order," Page 127, also Page 111.

18H410 **\$2.98**
Shipping weight, 1 lb. 15 oz.

Guaranteed Back Lacer

Bulge-proof, double coutil cloth front gives grand abdominal support! Elastic across top front and thighs. Well boned. Low bust, 2 in. above waist. Lgth. at sides, waist down, 14½ in. Clasp 9 in. Six garters. Peach color.

For Average and Stout Figures
of Medium and Tall Height

WAIST SIZES: 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36; also 38, 40 and 42 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure. Read "How to Order," Page 111.

18H559 **\$2.98**
Shipping weight, 1 lb. 12 oz.

Guaranteed Front Lacer

A favorite! Closely woven sturdy coutil, well reinforced. Best non-rust boning. Boned tongue under lacing. Elastic top front and bottom back. Low bust, 2 in. above waist. Peach.

For Average and Stout Figures

WAIST SIZES: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 and 38 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure.

18H138—For Short Height. Side lgh. waist down, 13 in. Clasp **\$2.98**
7½ in.
18H158—For Medium and Tall Height. Side lgh., waist down, **\$2.98**
15 in. Clasp, 8½ in. Shipping weight, each, 1 lb. 10 oz.

DON'T GUESS YOUR SIZE! USE A TAPE LINE—AND MEASURE OVER YOUR DRESS HOLDING TAPE SNUG. READ "HOW TO ORDER" ON PAGE 127 ALSO PAGE 111.

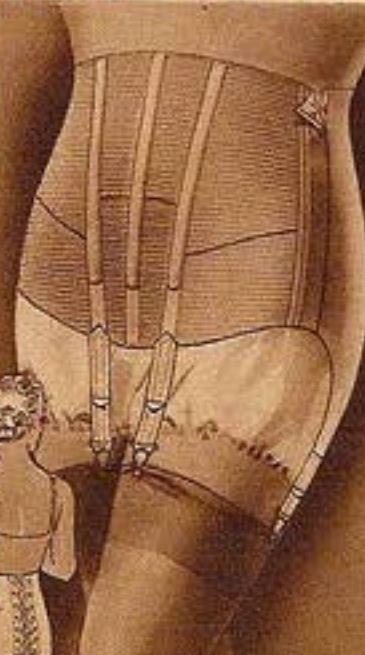
Abdo-Lift

ELASTIC BELT
Special low price. Boned, surgical elastic front; coutil back and sides. Laces at back. Hooks at side. Length, center front, about 9½ in. Peach color.

For Average and Stout Figures of Short and Medium Height

WAIST SIZES: 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46 and 48 in. State waist and hip measure over dress. See Page 111.

18H118 **\$1.00**
Each
2 for **1.90**
Shpg. wt., ea., 9 oz.



Abdo-Lift

STRAP CONTROL
Relieves backache and fatigued Supports abdominal muscles. Has special strap-controlled lace adjustment. Sturdy coutil. Boned front; elastic inserts at each side top. Lgth., center front, about 10½ in. Side hooking, 4 garters. Peach.

For Average and Stout Figures... All Heights

WAIST SIZES: 26, 28, 30, 32, 34, 36, 38, 40, 42 and 44 in. State waist and hip measure over dress. Read Page 111.

18H582 **\$1.98**
Shipping weight, 1 lb. 1 oz.



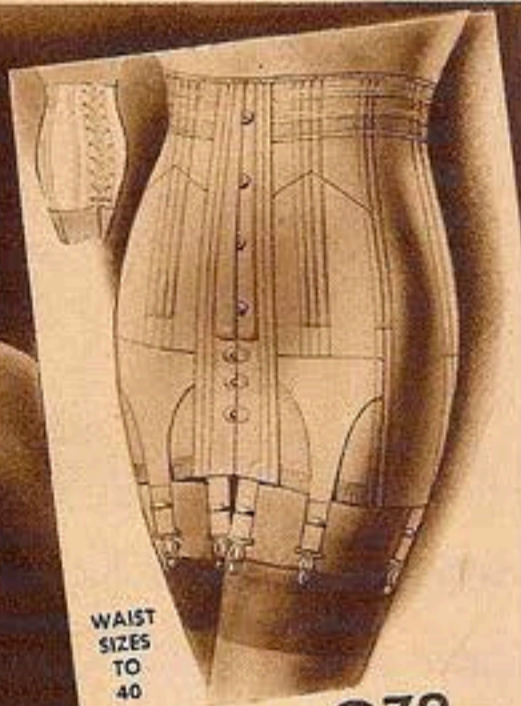
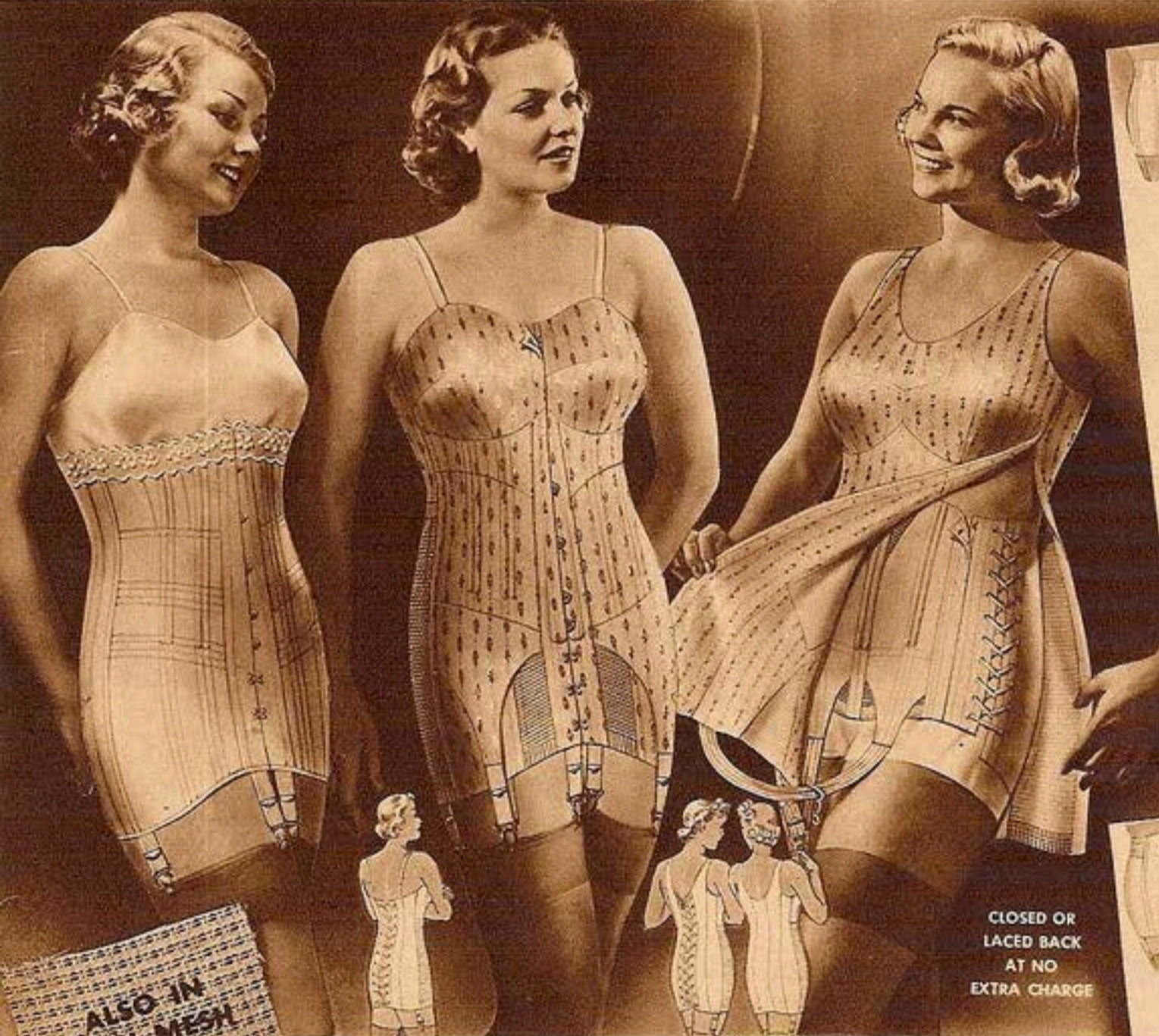
In the corsets I have worn before. Is there any Corset that will give me real support, and still be flexible when I bend or stoop? I run a large household and must keep comfortable all day long. When



FOR REAL SUPPORT AND PERFECT FREEDOM

Coiled Wire COMFORT CORSETS

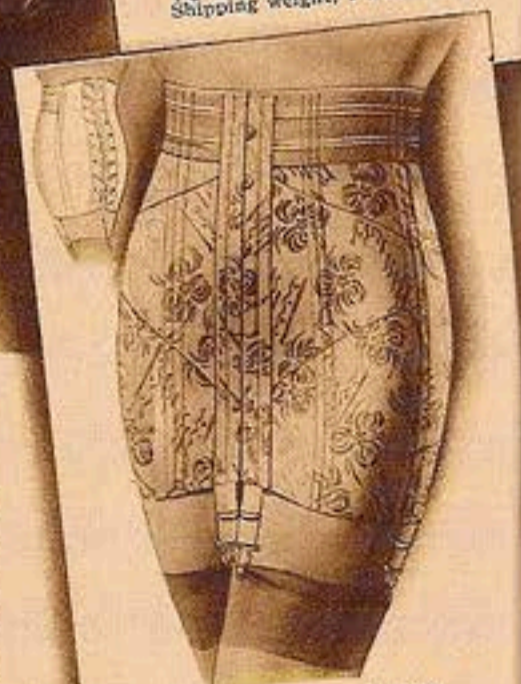
BEND WITH THE BODY



WAIST SIZES TO 40

Our Finest Quality **\$2.79**

Extra strong coutil. Reinforced front, fine elastic. Coiled Wire boning. Back lace. Bust 2 in. above waist. Length, waist down, 14 1/4 in. Clasp 8 1/2 in. Peach. For Average and Stout Figures of Medium and Tall Height. ALL WAIST SIZES: 25 to 36; also 38 and 40 in. Order corset size 3 in. smaller than waist measure taken over dress. Also give actual hip measure. See Page 111.
18 H 430.....\$2.79
Shipping weight, 1 lb. 15 oz.



CLOSED OR LACED BACK AT NO EXTRA CHARGE

ALSO IN COOL MESH

YOUR CHOICE **\$2.23** EACH

Know what comfort is! Try wearing this flexible coiled wire comfort corset. Favorite High Bust Model—in airy cotton MESH or strong COUTIL. Flexible, coiled wire boning throughout. Adjustable back laces. High bust 4 in. above waist. Length at side, waist down, 14 in. Broad end clasp, 10 1/2 in. Price reduced.

For Average and Stout Figures Of Medium and Tall Height

WAIST SIZES: 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 and 38 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure. Read "How to Order" on opposite page, also Page 111.

Sturdy Coutil Cloth

18 H 105—White. Each...\$2.23

18 H 505—Peach. Each... 2.23

Strong, Cool Cotton Mesh

18 H 107—Peach. Each...\$2.23

Shipping wt., 1 lb. 12 oz.

Easy Hooking Clasp Front **\$2.79**

You'll like this grand, new Comfort Foundation with an 8 1/2 in. long, broad-end front clasp. Slips on like a coat. Strong, rayon brocaded cotton coutil. Well boned front and back to control the abdomen and flatten backline. Coiled Wire boning for flexible comfort. Elastic inserts and thigh straps hold in hips. Adjustable back laces. Six garters. Length, over bust to garter, 23 in.; waist down, 14 in. Peach.

For Average and Stout Figures of Medium and Tall Height

BUST SIZES: 35, 36, 37, 38, 39, 40, 41 and 42, also 44, 46 and 48 in. State bust and hip measure taken over dress. Read "How to Order," Page 111.

18 H 309.....\$2.79

Shipping weight, 1 lb. 14 oz.

Adjustable Inner Belt **\$3.39** EACH

Very popular! The inner belt foundation with flexible Coiled Wire boning that bends with the body. Gives grand support and splendid control. Strong, attractive Rayon brocaded coutil; built-up top. 10 1/2-inch boned coutil and elastic inner belt hooks at side and has laces for adjustment. Length under arm, 20 in.; waist down, 14 1/2 in. Peach color. Price reduced!

For Average and Stout Figures of Medium and Tall Height

BUST SIZES: 35, 36, 37, 38, 39, 40, 41 and 42 in.; also 44, 46, 48 and 50 in. State bust and hip measure taken over dress. Read "How to Order," Page 111.

18 H 406—Closed Back...\$3.39

18 H 409—Laced Back.... 3.39

Shipping weight, 1 lb. 13 oz.

Bargain Leader! **\$1.79**

Rayon and Cotton Jacquard brocade. Elastic top. Back lace. Bust, 2 1/2 in. Length at side, waist down, 15 1/2 in. Clasp, 7 1/2 in. Peach color.

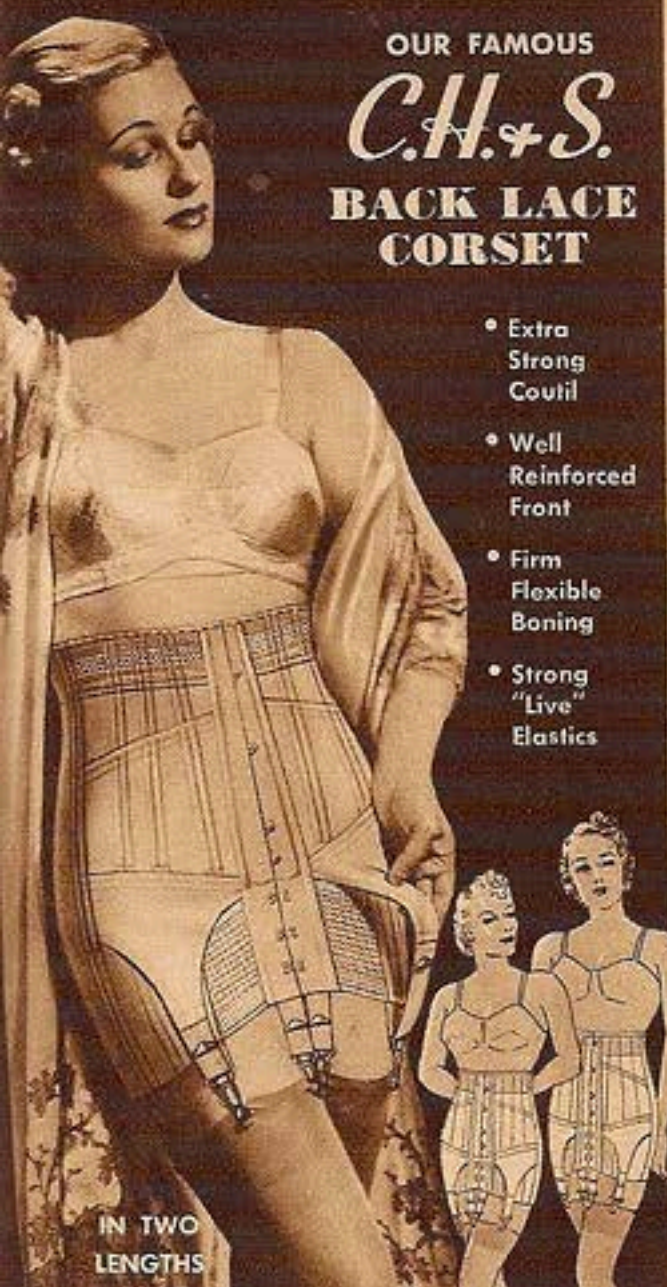
For Average Figures of Medium and Short Height

WAIST SIZES: 22, 23, 24, 25, 26, 27, 28, 29 and 30; also 32, 34 and 36 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure. See Page 111.

18 H 301.....\$1.79

Shipping weight, 15 oz.

CORSETS LIKE UNDIES NEED FREQUENT WASHING
SEARS RECOMMEND LUX FOR THEIR CARE



OUR FAMOUS
C.H. & S.
BACK LACE
CORSET

- Extra Strong Coull
- Well Reinforced Front
- Firm Flexible Boning
- Strong "Live" Elastics

IN TWO LENGTHS

SLENDERIZE WITH

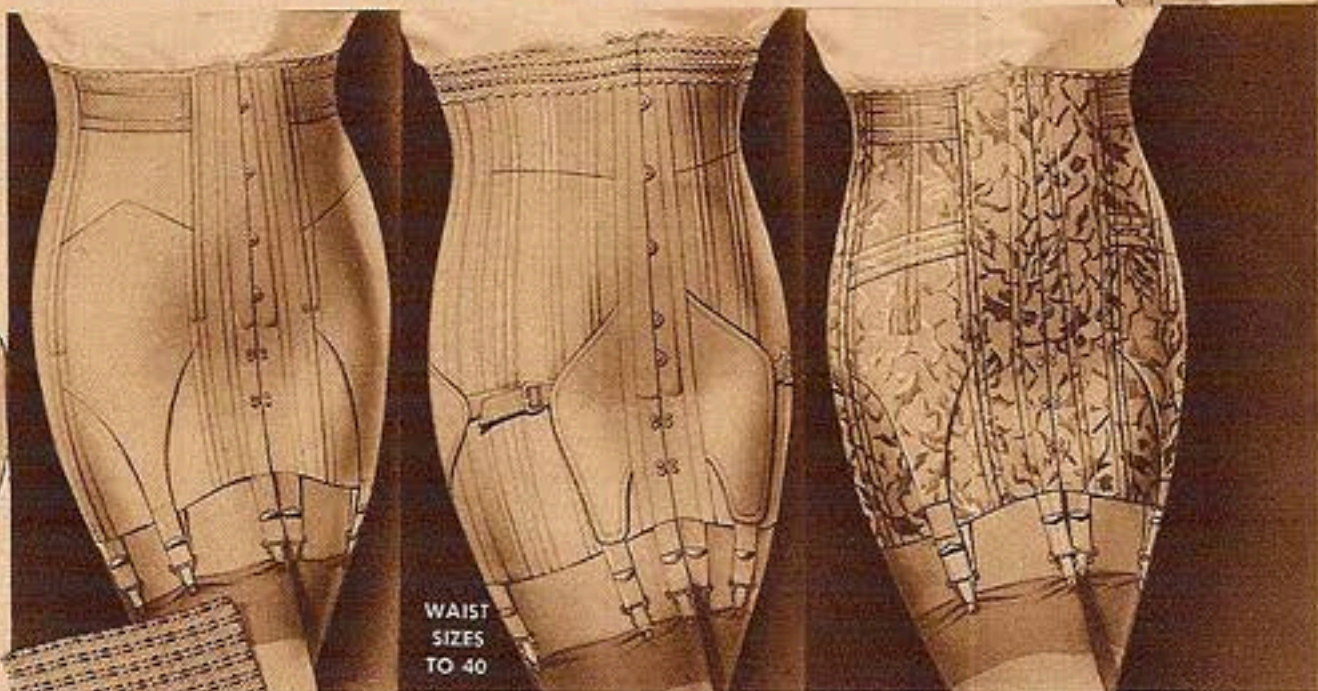
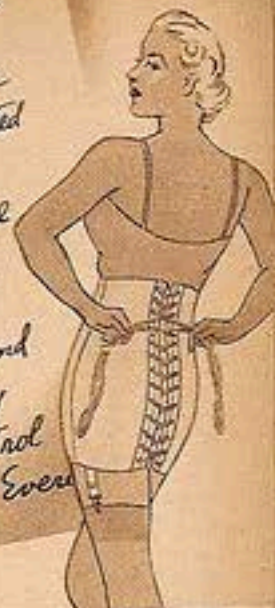


BACK LACE CORSETS

HOW TO ORDER—Order your Back-Lace Corset 3 inches smaller than waist measure. Measure your waist over dress and deduct 3 inches to allow for spread of laces. Then measure your hips over dress but do not deduct. For example, if your waist over dress measures 30 in. and your hips measure 39 inches state on your order "Corset size 27—Hips 39 inches." Do not guess—use a tape line. Read "How to Order" on Page 111.

am writing to
to ask your advice

I long to wear
the new slimmer fitted
fashions but my
thickening waistline
won't let me.
What garment
can you recommend
to pull in my
waist and control
my hips? Ever



WAIST
SIZES
TO 40

The best Back Lace corset in America at this price! Finely-woven cotton Coull, well reinforced across front. Strong elastic inserts and thigh control straps. Well boned. Front clasp; adjustable laces. Six garters. Peach color.

\$1.83
EACH

For Average and Stout Figures—Three Models

WAIST SIZES: 24, 25, 26, 27, 28, 29, 30; also 32, 34, 36, 38 and 40 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure. Read measuring instructions above, also "How to Order," Page 111.

18 H 335—For Short Height. Low bust, 2 in. above waist. Side length, waist down, 12 in. Clasp, 7½ in. \$1.83

18 H 336—For Medium and Tall Height. Low bust, 2 in. above waist. Length at side, waist down, 14 in. Clasp, 8 in. \$1.83

Special Model for Narrow Hip Figures

18 H 356—Fits hips less than 7 inches larger than waist. For Medium and Tall Height. Low bust, 2 in. above waist. Length at side, waist down, 14 in. Clasp, 8 in. \$1.83

Shipping weight, 1 pound 10 ounces.

Mesh or Coull 94c Each

Low priced leader! Well reinforced and boned. Low bust, 2 in. above waist. Length at side, waist down, 13½ in. Clasp, 8 in. 6 garters. Peach.

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 24, 25, 26, 27, 28, 29 and 30; also 32, 34 and 36 in. Order corset size 3 in. smaller than waist measure taken over dress; also state actual hip measure.

18 H 132—Coull 94c Each

18 H 509—Mesh 2 for \$1.80

Shipping weight, each, 14 ounces.

High Bust ... Thigh Straps \$1.59

Strong thigh control straps pull in hips! Sturdy WHITE Coull, substantially boned. Back Lace. High bust, 4 in. above waist. Length at side, waist down, 14 in. Clasp, 11 in.

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 23, 24, 25, 26, 27, 28, 29 and 30; also 32, 34, 36, 38 and 40 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure.

18 H 429.....\$1.59

Shipping weight, 1 lb. 2 oz.

Rich Brocade! \$2.00 Value \$1.49

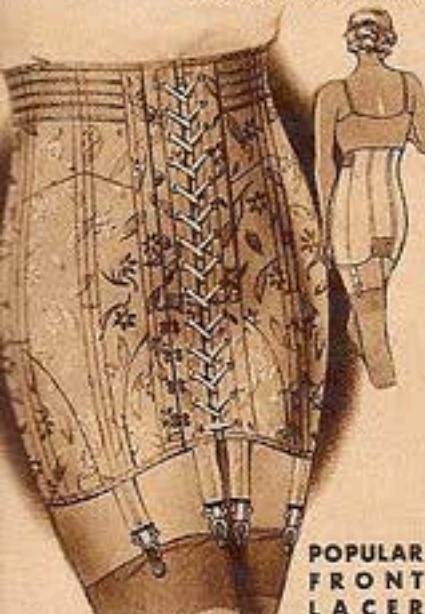
Brocaded cotton and rayon, batiste, well boned and reinforced. Low bust, 2 in. above waist. Length at side, waist down, 14½ in. Back lace. Front clasp, 8 in. Peach color.

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 24, 25, 26, 27, 28, 29 and 30; also 32, 34, 36 and 38 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure. Read above "How to Order."

18 H 166.....\$1.49

Shipping weight, 1 pound.



POPULAR
FRONT
LACER

Slims waist and hips... gives a flat, smooth back! PRE-SHRUNK Brocaded cotton and rayon batiste. Elastic top sides. Well reinforced and boned. Low bust, 2 in. above waist. Length at side, waist down, 13 in. Clasp, 7½ in. Peach.

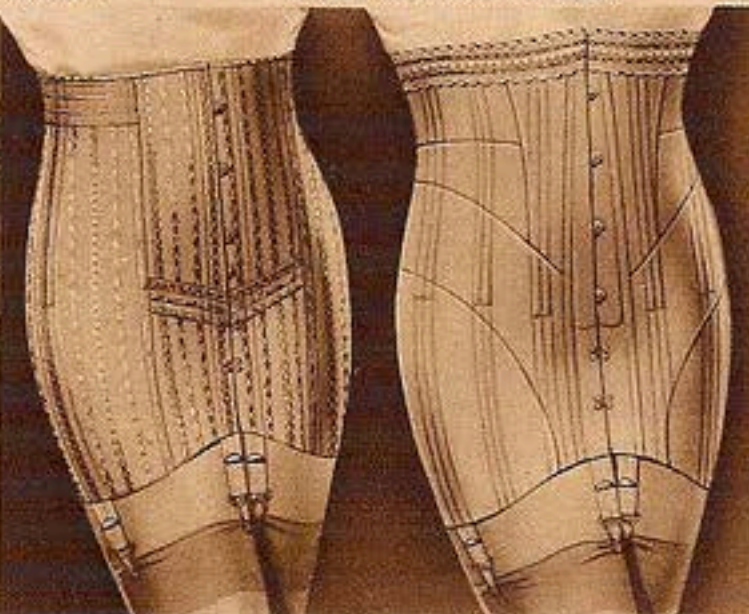
\$1.89

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36 in. Order corset size 3 in. smaller than waist size over dress; give actual hip measure. Read above, also Page 111.

18 H 149.....\$1.89

Shipping weight, 1 lb. 1 oz.



Rayon striped cotton fabric. Elastic at top sides. Moderately boned. Back lace style. Low bust, 2 in. above waist. Length at side, waist down, 14 in. Clasp, 8 in. Peach color.

87c

For Average Figures of Short and Medium Height

WAIST SIZES: 22, 23, 24, 25, 26, 27, 28, 29 and 30; also 32, 34 and 36 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure.

18 H 345—Ea. 87c 2 for \$1.65

Shipping weight, each, 12 ounces.

Made of heavy cotton Twill. Double front cloth sections. Back lace. High bust, 3½ in. above waist. Length at side, waist down, 13¾ in. Clasp, 9 in. Peach.

94c

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 and 38 in. Order corset size 3 in. smaller than waist measure taken over dress; also give actual hip measure. Read above, also Page 111.

18 H 342—Ea. 94c 2 for \$1.80

Shipping weight, each, 14 ounces.



New!
STRAP
CONTROL

- Top strap pulls in waist; supports back
- Lower strap flattens front; smoothes hips

Grand support, splendid figure control. Strap-controlled lacing adjusts easily to figure. Strong coull. Reinforced front; well boned back. Elastic inserts at top front and lower back. Low bust, 2½ in. above waist. Length at side, waist down, 14½ in. Clasp, 8 in. Peach. \$3.00 Value.

\$1.98

For Average and Stout Figures of Medium and Tall Height

WAIST SIZES: 25, 26, 27, 28, 29, 30; also 32, 34, 36, 38, 40 in. Order corset size 3 in. smaller than waist measure taken over dress; also state actual hip measure. Read above, also Page 111.

18 H 376.....\$1.98

Shipping wt., 1 lb. 3 oz.

BUY TWO! WEAR ONE—WHILE YOU WASH THE OTHER IN GENTLE LUX FLAKES

Before the Baby Comes MATERNITY GARMENTS

FROM SEARS FOR
GREATER COMFORT

BUY NOW
PAY MONTHLY
See Page 1A



**Cluster Lacings
Give Perfect Fit** **\$2.79** For Average Figures

The perfect girdle to support and control weakened muscles and relieve fatigue both before and after childbirth. It gives you right fit every day—just pull the straps at the sides, and the cluster lacings in the back adjust perfectly to your figure. Provides needed support with maximum comfort—one reason why doctors recommend it! Another is the heavy surgical elastic uplift front panel, specially shaped for comfortable control. Flexible, supporting boning, front and back. Extra full length lacings at sides, sturdy coutil back and sides. Four extra strong, well designed garters. *State present waist measure.* Shipping weight, each, 1 pound 5 ounces.

For Average Figures
EVEN WAIST SIZES:
24 to 38 inches. Front,
9 inches; back, 13 in.
38H211—Flesh... **\$2.79**

For Stout Taller Figures
EVEN WAIST SIZES:
28 to 42 inches. Front,
11 inches; back, 15 in.
38H212—Flesh... **\$2.89**



**Elastic Webbing
Front and Sides** **\$1.48**

Expertly shaped for controlled uplift; no pressure. Front and sides of strong elastic webbing, lightly boned—with full length lacings for easy daily adjustment. Back of extra strong, better quality coutil, about 14 inches long. Front, about 10 inches long.

ALL SIZES: 24, 25, 26, 27, 28, 29, 30 in. and EVEN SIZES: 32, 34, 36, 38 and 40 in. *State present waist measure.* Shipping weight, 14 ounces.

38 H 202—Flesh.



**Lightweight
SPECIAL** **\$1.00**

If your figure requires a lightweight, gently supporting girdle, here's luck for you! Look what you get at this remarkably low price—better quality cotton twill; a specially shaped elastic webbing uplift abdominal support and front panel; light boning; full length lacings at sides; strong garters. A healthful, scientific design. Back, about 13 inches long; front, about 11 in. long.

EVEN WAIST SIZES: 24, 26, 28, 30, 32, 34, 36 and 38 inches. *State present waist measure.* Shipping weight, 9 ounces.

38 H 210—Tealose.

HOW TO ORDER . . . simply give us your present measurements . . . maternity garments are designed to adjust to later changes in figure. For general instructions on how to take measurements correctly, see "How to Measure" Page in back of book.

**Pull Straps
to Adjust** **\$2.89**

Most support—best comfort . . . in an all-in-one corset-brassiere. Note the heavy elastic uplift abdominal support and side panels. Cluster lacings in the back adjust with a pull of the straps. Flexible back boning; shaped adjustable front. Strong coutil, with soft restraining rayon and cotton jersey brassiere section. Adjustable detachable shoulder straps have elastic inserts.

EVEN SIZES: 30 to 44-inch bust. *State present bust measure.* Shipping weight, 1 pound 5 ounces.

38 H 209—Tealose.



Cotton Batiste

Brassiere with rubberized front; buttoned nursing sections. Fits smoothly; protects clothing. Elastic back insert. Lgth. at bust, abt. 9 in.

EVEN SIZES: 30 to 46-in. bust. *State present bust measure.* Shipping wt., 4 oz.
38 H 276—White
38 H 280—Flesh... **49c**



**RUBBERIZED
NURSING
BRASSIERE**



**WITHOUT
NURSING
VENTS**



**Nursing Flaps
Inner Belt** **\$1.98**

Correct support before and after childbirth means much to a woman's health, a continued youthful figure. The elastic panel inner-belt of this foundation lace at both sides, has eyelets for raising and lowering. The rayon striped cotton madras has nursing sections fastened with glove snaps, full length lacings at sides; comfortable, full boning back.

EVEN SIZES: 32 to 46-inch bust. *State present bust measure.* Shipping weight, 1 pound 3 ounces.

38 H 200—Tealose... **\$1.98**

Without Nursing Sections
Style and sizes as above.

38 H 277—Tealose... **\$1.98**



**Rayon Crepe
Maternity Slip** **\$1.79**

What a comfort! The most trim-fitting, easily adjusted slip you could want . . . buy it early, use it to the day of your confinement. In fine-quality rayon crepe, wrap-around style with deep almost double lap. Fastens with convenient string tie. California top, front and back. Adjustable straps. Simulated hand-rolled finish. Length, about 47 inches.

EVEN SIZES: 32 to 42-inch bust. *State present bust measure.* Shipping weight, 7 ounces.

38 H 3995—Tealose
38 H 3996—White
38 H 3997—Navy... **\$1.79**

Same style and sizes, in better quality Nainsook.
38 H 3998—White... **\$1.00**

**Abdominal or
Breast Binders**

Necessities after childbirth. Of double-fold soft fine combed cotton knit in an elastic stitch. Can be fitted as you like. The Arnold brand is a guarantee of high quality, exceptional at Sears low prices.

Breast Binder

Size, about 9x44 inches. Shipping weight, each, 4 ounces.
38 H 3400—White, Each... **35c**
2 for 65c

Abdominal Binders

Size, about 14x38 inches. Shipping weight, each, 5 ounces.
38 H 3401—White, Each... **47c**
2 for 89c

Extra Size, about 14x45 inches. Shipping weight, 6 oz.
38 H 3405—White, Each... **55c**
2 for 81.00

**These Arnold Goods
GUARANTEED**
SOFT, ELASTIC, VENTILATING

BUY TWO OF THESE MATERNITY GARMENTS . . . Wear One While You Wash the Other in LUX
LUX Suds Cleanse Gently as Well as Thoroughly . . . Prolong the Life of the Garments

Outstanding **STYLES**
IN SPORTS COATS
And Every One All Wool

THE BOXY SWAGGER
THE TOPPER COAT
THE PRINCESS REEFER
THE PADDOCK SWAGGER



A

B

C

D

9⁹⁸

7⁹⁸

9⁹⁸

9⁹⁸

Square-Shouldered Boxy Swagger

Ⓐ Flattering to every figure . . . goes with everything from suits to dressy prints! Gorgeous quality All Wool Fleece, with smart stitched back. Genuine Earl-glo (All Rayon) lining guaranteed to wear for the life of the coat.

SIZES: 14-16-18-20-22.
 BUST: 32-34-36-38-40 inches.
 LENGTHS: 43-43-44-44-44 inches.
 State bust measure and color.
 Colors: Melon Rust 616, Copen Blue 227 or Nude (Lt. Tan) 604. \$9.98
 17 H 3405—Shpg. wt., 4 lbs. . .

All Wool Shetland Topcoat

Ⓓ It goes to the smartest places . . . town or country, dress or sports. Mannish topcoat style, with slot-seamed back and low buttoned slash. Fine quality All Wool Shetland Tweed, guaranteed Earl-glo (All Rayon) lining.

SIZES: 14-16-18-20-22.
 BUST: 32-34-36-38-40 inches.
 LENGTHS: 45-46-46-47-47 inches.
 State bust measure and color.
 Colors: Lt. Navy Blue 221, Lt. Cinnamon Brown or Melon Rust 616. \$9.98
 17 H 3410—Shpg. wt., 3 lbs. 9 oz.

Topper Coat, Smartly Stitched

Ⓑ Tops in fashion, style, quality! New 37-inch length in luxuriously soft All Wool Fleece. Smartly stitched collar, stunning new square shoulders, contrast flower. Lined with gleaming two season Rayon Taffeta.

Size: 12-14-16-18-20-22.
 BUST: 30-32-34-36-38-40 inches.
 State bust measure and color.
 Colors: Nude (Lt. Tan), Rich Black, Melon Rust 616 or Copen Blue 227.
 17 H 3420 \$7.98
 Shipping weight, 3 lbs. 8 oz. . .

Slim Young Princess Reeper

Ⓒ Handsome broad shoulders, all-over stitched . . . stitched collar and pocket! Beautifully smooth, fine All Wool Fleece with two-season Rayon Taffeta lining. Comes with matching stitched belt. Wear it both ways.

SIZES: 14-16-18-20.
 BUST: 32-34-36-38 inches.
 LENGTHS: 45-46-47-47 inches.
 State bust measure and color.
 Colors: Polo Tan, Skipper Blue 221 or Adriatic Green 906. \$9.98
 17 H 3415—Shpg. wt., 4 lbs. 4 oz.

These coats sent from New York . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.



Our Best Nets
 Fairy Touch, Cap shape, human hair. Globe inspected... guaranteed perfect. Colors: Black, Blonde, Light Brown, Medium Brown, Dark Brown, Auburn (Red), White or Gray. State color and quantity. Shpg. wt., 3 nets, 2 oz.; 5 nets, 3 oz.; 12 nets, 4 oz.
25 H 9081—Double Mesh—Full Size—All Colors
25 H 9082—Double Mesh—Med. (Bob) Size—All Colors
25 H 9080—Single Mesh—Full Size—All colors except Gray
3 for 20c **6 for 35c** **12 for 67c**

French Imports
 Single mesh SILK nets. Cap shape. Elastic edge. Full size. Colors: Black, Lt. Brown, Dk. Brown, Med. Brown, Auburn (Red), Gray, White. State color. Shpg. wt., three, 2 oz.; six, 3 oz.
25 H 9086
3 for 10c **6 for... 19c**

Bargain Price
 Made of real human hair. Cap shape, double mesh. Colors: Black, Blonde, Lt. Brown, Med. Brown, Dk. Brown, Auburn (Red). Sizes: Full or Medium. State size and color. Shipping weight, 2 ounces.
25 H 9085
12 for 24c

Double Mesh
 Made of human hair. Cap shape, double mesh equal to any 5-cent net. All colors at same low price. Colors: Black, Blonde, Lt. Brown, Med. Brown, Dk. Brown, Auburn (Red), White, Gray. State color. Shipping weight, 6 or 12 nets, 3 ounces.
25 H 9083—Full Size
25 H 9084—Med. (Bob) Size
6 for 17c **12 for 30c**



Real Hair... Beautifully Fashioned... Gleams With Soft, Natural Beauty

Fairy Touch 1st Quality Hair
25 H 9117 All shades except Gray or White **\$7.98**
25 H 9118 Gray or White **11.98**
French Refined Hair
25 H 9119 Regular Shades (not dyed or bleached) **\$4.98**
25 H 9120 Gray or White **7.45**

The Patricia—flattering to all types—youthful or mature. Glossy, beautifully waved human hair with part. Transformation finished about 14 inches, extends to nape of neck. Held by elastic band. Center or left side part. State choice. Send sample of hair for color matching. Shpg. wt., 1 lb.
Fairy Touch 1st Quality Hair
25 H 9137 All shades except Gray or White **\$12.59**
25 H 9138 Gray or White **16.50**
French Refined Quality
25 H 9139 Regular shades (not dyed or bleached) **\$7.99**
25 H 9140 Gray or White **10.95**

Imported French Transformation. New improved construction. Full 3-inch natural drawn parting, fitted waterproof silk net foundation, reinforced with soft silk netting at back of crown to give added fullness. Finished length about 16 inches.
Fairy Touch 1st Quality Hair
 Ventilated (hand crocheted) throughout surface giving appearance of natural hair growth. No measurements necessary.
Right side Parting only. Send generous sample of hair for color matching. Shpg. wt., 1 lb.
25 H 9003 All shades except Gray or White **\$29.98**
25 H 9006 Gray or White **38.75**

Fairy Touch 1st Quality Human Hair Switches. Three-stem style. Single stem (1/2 weight of 3 stems) can be made in any length at half the cost of 3 stems. Shipping weight, 3 stems, 6 ounces; single stem, 3 ounces.
25 H 9115—Send sample of hair and state length.

Length	Reg. Shades	Gray or White
18-in.	\$3.98	\$5.65
20-in.	4.98	6.98
22-in.	6.95	9.85
24-in.	8.75	11.95

French Refined Extra Soft Quality Switches. Shpg. wt., 5 oz.
25 H 9116—Send good sample.

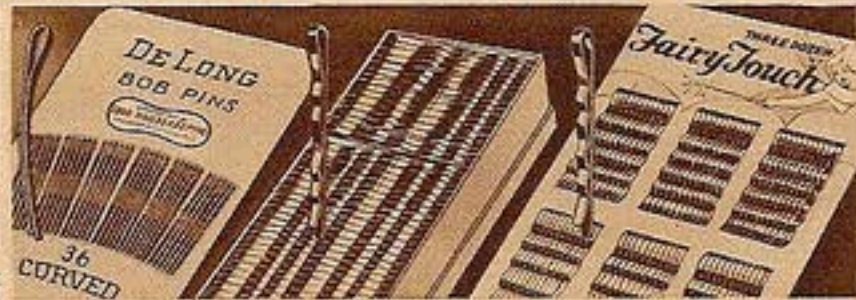
Length	Reg. Shades	Gray or White
18-in.	\$1.95	\$2.75
20-in.	2.35	3.49
24-in.	3.98	6.95

Fairy Touch coronet braids match your hair exactly. Wear with bobbed or long hair. Elastic cord holds in place. Full 22-inch standard size. Send full length sample from top hair. Shipping weight, 4 ounces.
25 H 9173—Fairy Touch 1st Quality Hair. All Shades except Gray or White **\$4.98**
25 H 9175—French Refined Hair. **\$3.19** Natural shades only.
25 H 9172—Special—refined braid without elastic. Natural shades only. **97c** About 22 inches long...

HOW TO ORDER HAIR Send full length sample cut from place that will represent color desired. Don't send combings. For gray mixtures, send samples from both front and back hair. State quality and color. We guarantee to match. Hair pieces shipped from Chicago. Allow 3 to 8 days. Order and pay postage from our nearest mail order house.



PROTECT YOUR WAVE
Knotless. No elastic to mark forehead. Strong rayon mesh, reinforced edges. Fits all head sizes. Czechoslovakian import. Colors: Pink, Blue or Brown. State color. Shipping weight, 2 ounces.
25 H 9061 2 for... **25c**
Drawstring Cap. Better wearing because made of heavier, more firmly woven rayon mesh. Fits all head sizes... drawstring allows comfortable adjustment. Brown only. Shpg. wt., 2 oz.
25 H 9017 Each... **14c**
Rayon Net. Ties under chin. Colors: White, Rose, Brown or Black. State color. Shpg. wt., 1 oz.
25 H 9076 Each... **19c**
 Same in cotton net. State color. Shpg. wt., 2 oz.
25 H 9074 2 for... **17c**



36 "Hold Fast" Clips. De Long pins snap tight. Rust-proof steel. Curved, smooth surface. Colors: Black, Brown, Gold or Silver. State color. Shpg. wt., card, 2 ounces; 3 cards, 4 ounces.
25 H 9058 36 Pins... **9c**
3 Cards (108 Pins) **25c**
400 Bob Pins. Save money on this big quantity special. Crimped, enameled steel. Length, 1 1/4 inches. Black or Brown. State color. Shipping weight, 9 oz.
25 H 9057 400 Pins (1/2 lb.) **39c**
25 H 9098 Shipping weight, 6 ounces.
200 Pins (1/4 lb.) **23c**
72 Enameled Pins. Straight, curved or invisible styles. Black or Bronze. State style and color. Shpg. wt., 3 oz.
25 H 9092 72 for **14c**
 Special Value—straight back. Black or Bronze. State color. Shipping weight, 3 ounces.
25 H 9095—72 for **9c**



Hair Fashion Booklet
 Sent to You on Request
 It features actual photographs of hair pieces shown on living models. Illustrates men's and women's wigs, toupees and many styles not shown here. Easy Payment Terms Available. See Page 1A. Write Sears Personal Service Dept. for Book K8287H.



Celluloid Pins. Shell or Amber. State color. Shpg. wt., 2 oz.
25 H 9063—3 1/2 in. Heavyweight. **17c**
25 H 9062—3-in. Fine Grade. Box of 12 **18c**
25 H 9070—2 1/2-in. High Grade. Box of 20 **19c**
25 H 9065—3-in. Med. wt. Gray only. 10 for **19c**
Wire Hairpins. Black or Bronze. Invisible crimped. Assorted sizes. State color. Shpg. wt., 5 oz.
25 H 9087 8c
210 Assorted **8c**
 Heavy 2 1/2-inch crimped. For long hair. Black only. Shpg. wt., 4 oz.
25 H 9096 9c
200 Pins
Gray Color Combs. About 4 inches long. Shpg. wt., each, 2 oz.
25 H 9054 Back Comb. **29c**
25 H 9053 Stone-set. Ea. **23c**
 Back Comb. No Stones. Ea. **23c**
3 1/2-inch Side Combs
25 H 9055 Stone-set. Pr. **37c**
25 H 9056 No Stones. Pr. **25c**
Side Combs. Follow the style—hold your hair back sleek and smooth with these beautifully polished celluloid combs. About 4 1/2 inches long. Made with fluted top. Colors: Shell or amber color. State color. Shpg. wt., 2 oz.
25 H 9060 Pair **21c**
Plain Combs. Popular low priced set. Good, serviceable. Shell color celluloid. Back comb, 4 1/2 inches. Side combs, 4 inches. Shpg. wt., 2 oz.
25 H 9015 Back Comb. Each **9c**
25 H 9014 Side Combs. Pair **9c**
Stone Set. About 8 glittering stones set in Brown shell or Amber celluloid. State color. 1 Back comb, 4 1/2 inches. 2 Side combs, 4 inches. Shpg. wt., 2 oz.
25 H 9029 Set of three... **43c**
25 H 9028—Set of three (as above) without stones... **25c**
Colored Combs. Tuck them in flying locks. Floral decorated top. Colors: Blue, Green, White, Shell or Amber. State color. Shipping weight, pair, 2 ounces.
25 H 9007—With Rhinestones. Pair... **18c**
25 H 9010—Without Stones. Pair... **9c**



**Order Sanitary Napkins
by Mail... Save Money...
Avoid Embarrassment**

FAMOUS CELLU-ETTES

**AMERICA'S GREATEST
SANITARY NAPKIN VALUE**

Fluff Type or Layer Type... Save 20% At Sears Low Prices

Whether you are fussy, carefree, active or thrifty—Cellu-ettes are planned for you. Scientifically made with a soft, pure cellulose filler—more absorbent than cotton. Smoothly covered with soft hospital gauze. Ends tapered and flattened—no revealing corners. Comfortable, dependable, invisible. Learn of these Cellu-ette qualities as well as their economical price by actual use, just as thousands of other women are doing daily. Sears own brand backed by Sears money-back guarantee and sold at Sears traditionally low prices. Order by mail. Save money and avoid embarrassment.

LESS THAN

**11c
A
Doz.**

**IN LOTS OF
100 NAPKINS**

LAYER TYPE

Compact layers of pure, soft cellulose (more absorbent than cotton) in three different sizes to meet the needs of every woman. Rounded corners and amply covered with soft hospital gauze. Order by mail to save money and avoid embarrassment.

REGULAR SIZE

25 H 5458—Used by Most Women.
100 Napkins in 2 Boxes **89c** 50 in Box **46c**

25 H 5466—24 Napkins in 2 Boxes **26c**

JUNIOR SIZE

25 H 5484—Slightly smaller than Regular.
24 NAPKINS in 2 Boxes **26c**

SUPER SIZE

25 H 5485—Slightly larger than Regular.
24 NAPKINS in 2 Boxes **26c**

Shpg. wt., 2 boxes of "Twelves," 1 lb. 2 oz.; box of "Fifty," 2 lbs. 4 oz.; 2 boxes of "Fifty," 4 lbs. 6 oz.

FLUFF TYPE

Fluff type absorbent cellulose (more absorbent than cotton). Cushioned with snow white cotton, wrapped with soft hospital gauze. The extra thickness affords added safety. Rounded form-fitting corners that defy detection under even the most form fitting dress. Soft, comfortable sanitary napkins. Scientifically tapered throughout to eliminate danger of detection. Easy to dispose of. Instructions on each box. Order the larger quantity for greatest savings.

REGULAR SIZE

25 H 5473—Size Used by Most Women.
50 NAPKINS in Box **46c** 100 NAPKINS in 2 Boxes **89c**

25 H 5472—Regular size used by most women.
24 NAPKINS in 2 Boxes **26c**

**KOTEX LAYER TYPE
Cellulose Filler**

**MODESS FLUFF TYPE
Cellulose Filler**



**64 NAPKINS \$1.00
in Box**



**50 NAPKINS 69c
in Box**

The "Wondersoft" features of Kotex (sides cushioned with soft cotton to prevent chafing, and its special flattened ends) are only two of the many reasons why this is such a great favorite. Made of soft layers of cellu-cotton—which is more absorbent than cotton. Equalizer center gives added protection without added bulk. Avoid embarrassment; order by mail and save.

No more "stay-at-home" days—not with the protection of "Certain-Safe" Modess. The specially treated non-absorbent backing prevents moisture striking through. Made with an absorbent fluff type cellulose filler, they have form fitting, rounded corners that will not bulge or show with the clingiest frock. Sanitary hospital gauze covering has blue line, marking the moisture-proof side. Directions on box. When you order by mail you avoid embarrassment and save money. Order the larger quantity for greatest savings.

REGULAR SIZE—Used by Most Women

25 H 5476 Shipping wt., 2 lbs. 14 oz. **64 NAPKINS in Box \$1.00**
25 H 5461 Shipping weight, 2 lbs. 3 oz. **48 NAPKINS in Box 75c**
25 H 5463 Shipping weight, 1 lb. 2 oz. **24 NAPKINS in 2 Boxes 39c**

SUPER SIZE—Extra Protection **25 H 5465** Shipping wt., 1 lb. 6 oz. **24 NAPKINS in 2 Boxes 39c**
JUNIOR SIZE—Smaller Than Regular **25 H 5468** Shipping wt., 1 lb. **24 NAPKINS in 2 Boxes 39c**

REGULAR SIZE—Used by Most Women

25 H 5480—Shpg. wt., box, 2 lbs. 4 oz.; two boxes, 4 lbs. 6 oz. **50 NAPKINS in Box 69c** **100 NAPKINS in 2 Boxes \$1.32**

REGULAR SIZE—The Size Used by Most Women

25 H 5464—Shipping weight, of two boxes, 1 pound 3 ounces. **24 NAPKINS in 2 Boxes 37c**

TAMPAX INSERTION TYPE HOLLY-PAX

DE LONG DELNAPS FORM FITTING SAN-NAP-PAK



Compressed, absorbent long fiber surgical cotton. Guaranteed by Good Housekeeping as advertised therein. Accepted for advertising by Journal of the American Medical Association. No belt, no pins, no chafing. Instructions.

25 H 5475 10 in Box **34c** 3 Boxes **\$1.00**

The increased popularity of the Holly-Pax insert type napkin is making it a best-seller. No belt or pins needed... no detection possible... with Holly-Pax... a compact roll which you insert internally. Made of pure, soft cotton. Approved by doctors. Instructions for use in box.

25 H 5471 Shipping wt., 5 oz. **24 in Box 47c**

Wrapped in gauze softened by special process to prevent chafing. Highly absorbent because they absorb the long way of the napkin. Tapered ends. Avoid embarrassment; order Sanitary Goods by mail.

25 H 5496 Shpg. wt., 1 lb. 10 oz. **36 Napkins in Box 53c**
25 H 5495 Shpg. wt., 1 lb. 7 oz. **24 Napkins in 2 Boxes 37c**

Layer type, highly absorbent cellulose. Wrapped in soft hospital gauze with long end tabs. Form fitting tapered ends.

25 H 5491—Shpg. wt., box, 2 lbs. 2 oz.; of two boxes, 4 lbs. 3 oz. **50 Napkins in Box 55c** **100 Napkins in 2 Boxes \$1.00**
25 H 5490 Shipping wt., 1 lb. 7 oz. **24 Napkins in 2 Boxes 29c**

Rayon Undies . . .

A QUALITY AND STYLE FOR EVERY PURSE!

FOR PERFECT FIT REFER TO SEARS SIZE SCALE →



Striped Tricot Knit 35c Ea. 3 for \$1.00

Briefs are all the rage! Because they fit so slim and sleek. Here are two real bargains! Sears good quality runproof Tricot Knit Rayon, with a lustrous satin-like stripe. Rich and dressy looking! Flat-fit elastic top. Double fabric crotch for longer wear. Easy to wash—just dip them in lukewarm Lux suds! Lux gives best results.

Sizes: 1, 2, 3. Consult Size Scale on opposite page. State size. Shipping weight, each, 3 ounces.

Ⓐ Elastic Bottom Style 38 H 2642—Tearose 35c Each
 Ⓑ Band Bottom Style 38 H 2641—Tearose 35c Each. 3 for \$1.00

New! Fine! Silk Mesh 35c Ea. 3 for \$1.00

Here's a sheer beauty that's very transparent! Pure dye all silk Tricot Knit runproof brief . . . in a dainty pinpoint mesh. Dressy feather-weight . . . cool for summer! Flat-fit elastic top. Double fabric crotch. Washes in a jiffy. Lux removes perspiration, insures daintiness!

Sizes: 1, 2, 3. See Size Scale on opposite page. State size. Shpg. wt., ea., 5 oz. 38 H 2512—Tearose

Fine, Runproof Celanese Rayon 39c Ea. 3 for \$1.12

A practical little brief! Comfortable too! It's of good-quality runproof Celanese knit rayon . . . one of the best qualities for satisfactory wear. Fine, wonderfully elastic knit . . . "gives" with every move yet fits slim and sleek. Band bottom. Flat-fit elastic top. Double fabric crotch. Shipping weight, ea., 4 oz.

Sizes: 1, 2, 3. See Size Scale on opposite page. State size. 38 H 2666—Tearose

Applique and Lace Trim 29c

Our good quality plain knit rayon brief. A splendid value! Pretty applique and lace trim! Slim, snug fitting. Well sewed, double fabric crotch. Flat-fit elastic top and bottom.

Sizes: 1, 2, 3. See Size Scale on opposite page. State size. Shipping weight, 3 ounces.

38 H 2510—Flesh
 38 H 2511—Tearose

Stout Size Step-in

39c Ea. 3 for \$1.12

Exceptionally low-priced . . . look how you can save at Sears! They're good-quality dull, plain-knit rayon. Specially designed for the larger figure. Comfortable, full-cut seat. Double fabric crotch for better wear. Attractive lace trimmed bottom. Wash in Lux to keep them lovely.

STOUT SIZES: 5, 6. See Size Scale on opposite page. State size. Shipping wt., ea., 5 oz.

38 H 2656—Flesh
 38 H 2661—Tearose



Ribbed Knit Low Priced! 19c

A firm ribbed knit rayon brief, with plenty of "give"—so it will wear better! And a grand value at this price! Flat-fit, elastic top, covered elastic leg openings. Double fabric crotch.

Sizes: 1, 2, 3. See Size Scale on opposite page. State size. Shpg. wt., 3 oz.

38 H 2629—Tearose
 38 H 2630—White
 38 H 2677—Blue

Floral Print Knit Rayon 25c

Something new and different—at an economy price, too! A dainty floral print good-quality plain knit rayon. . . . Doesn't it look delightfully young, refreshingly dainty. Flat-fit elastic top, double fabric crotch. Band bottom. Fits smoothly, comfortably.

Sizes: 1, 2, 3. Consult Size Scale on opposite page. State size. Shipping weight, 3 ounces.

38 H 2509—Tearose

A Brief for Miss Thrifty! 25c

You'd expect to pay much more for this attractive brief . . . in plain knit rayon with fine satin-like pencil stripe. Contrasting applique and piping trim. Slim, snug "Streamline" fit. Flat-fit elastic top. Double fabric crotch. We advise Lux care. Shipping wt., 3 oz.

Sizes: 1, 2, 3. See Size Scale on opposite page. State size.

38 H 2507—Flesh
 38 H 2508—Tearose



Tricot Knit Celanese Rayon 55c Ea. 3 for \$1.59

A remarkable quality at Sears moderate price . . . that's why we've made them a FOUR-STAR Feature! Firmly knit, runproof, elastic and wonderfully durable! A panty styled for sleek fit . . . no gathers at the flat-fit, elastic band, inside waistline . . . no seams front or back. Side seams for smooth lines! Each length in three sizes. Sizes: 1, 2, 3. See Size Scale on opposite page. State size. Shipping weight, each, 4 oz.

38 H 2646—Short Length—Tearose
 38 H 2647—Medium Length—Tearose
 38 H 2648—Long Length—Tearose



Tricot Knit Bemberg Rayon Our Best Quality 59c Each 2 for \$1.15 Reg. Sizes

Remarkable value! Sturdy Tricot Knit Bemberg rayon, famous for durability. Runproof. Narrow satin-like stripe. Well tailored, double fabric crotch, full sizes. See Size Scale on opposite page. Shipping weight, each, 5 oz.

Bloomers—Flat-fit Top
 Lengths: 21, 23, 25 inches. State length.

38 H 2654—Flesh
 38 H 2655—Tearose
 59c Each. 2 for \$1.15
 Stout Sizes: 27 inches long.
 38 H 2656—Tearose . . . 69c

Panties—Band Bottoms
 Flat-fit elastic top.

Sizes: 2, 3, 4. State size.
 38 H 2651—Flesh
 38 H 2652—Tearose
 59c Each. 2 for \$1.15
 Stout Sizes: 5, 6.
 38 H 2653—Tearose . . . 69c

Roomy Step-ins
 Flat-fit elastic top.

Sizes: 2, 3, 4. State size.
 38 H 2678—Flesh
 38 H 2679—Tearose
 59c Each. 2 for \$1.15
 Stout Sizes: 5, 6. State size.
 38 H 2680—Tearose . . . 69c

IF YOU LUX YOUR UNDIES AFTER EACH WEARING

A SIZE FOR EVERY WOMAN

How to Order Women's Panties—Step-ins—Briefs

Size	REGULAR SIZES				STOUT SIZES	
	1	2	3	4	5	6
To fit hips	30 to 34 in.	35 to 38 in.	39 to 42 in.	43 to 46 in.	47 to 50 in.	51 to 54 in.

How to Order Women's Bloomers

Lengths, inches	REGULAR SIZES		STOUT SIZES	EXTRA STOUT SIZES
	19, 21, 23, 25, 27	25, 27, 29	68, 66, 68	72, 72, 72
Seat about, inches	52, 54, 56, 60, 60			

49c
Each
Regular Sizes

STOUT
SIZES,
TOO

STOUT
SIZES,
TOO

SEARS FAMOUS

Francines

Our Own Serona Rayons Worn
by Women from Coast to Coast

Our Serona quality plain knit rayon . . . soft, dull, full-bodied, famous for lots of wear. Exceptionally well made and full cut. Strong seams. Vest shaped for good fit, and reinforced under arms. See Size Scale at top of page. Shpg. wt., each, 7 oz.

39c EACH
Reg. Sizes
3 for \$1.12

Smarter Styles!

Panties with a luxury look. For gifts, for trousseaux, for you yourself to enjoy! Our best Serona quality plain knit rayon—soft, firm-knit, durable! Lovely, lavish lace applique trim. Flat, snug-fitting band front. Double crotch. Shipping weight, each, 5 oz. Sizes: 2, 3, 4. State size. See Size Scale at top of page.

38 H 2527—Flesh
38 H 2528—Tearose **49c**
Stout Sizes: 5, 6. State size.
38 H 2529—Tearose **59c**

Better Quality!

Grand values . . . these smart, new step-ins of better-quality tri-cot-knit rayon! The shining rayon satin stripes make them look like the more expensive kind. Daintily scalloped all around the bottom. Flat-fit elastic top. Double fabric crotch. Comfortable for summer—and they are run-proof, too. Shipping weight, each, 5 oz. Sizes: 2, 3, 4. State size. See Size Scale at top of page.

38 H 2526—Tearose **49c**
Stout Sizes: 5, 6. State size.
38 H 2530—Tearose **59c**

Band Front Panties

Slim and "streamlined"—no bunchiness under fitted frocks. Band bottom. Double crotch. Sizes: 2, 3, 4. State size. See Size Scale above.

38 H 2721—Flesh
38 H 2722—Tearose
39c Ea. 3 for \$1.12

Band Front Bloomers

Double crotch. Lengths: 21, 23, 25, 27 in. State length. **38 H 2723—Flesh**
38 H 2724—Tearose
39c Ea. 3 for \$1.12

Stout Size Lengths: 25, 27 in. Elastic top. **38 H 2702—Flesh**
38 H 2701—Tearose **49c**

Band Front Step-ins

New deep yoke. Fits smooth and flat. Flare bottom. State size wanted. Sizes: 2, 3, 4.

38 H 2715—Flesh
38 H 2717—Tearose
39c Ea. 3 for \$1.12
Stout Sizes: 5, 6.
38 H 2718—Flesh **49c**

Shaped Vest

Reinforced under arms. Ample length. EVEN SIZES: 34 to 44-inch bust. State size wanted. See Size Scale at top of page.

38 H 2719—Flesh
38 H 2720—Tearose
39c Ea. 3 for \$1.12



Adorable! Lace Trimmed Actually Bargain Priced

Economy knit rayons . . . Sears attractive budget garments! Dainty lace trims. Full cut, double fabric crotches. Durable and practical. Shipping weight, each, 5 ounces.

Bloomers with dainty applique of Rayon and lace. Elastic waist, knees.

LENGTHS: 19, 21, 23, 25 in. State length.
38 H 2513—Flesh
38 H 2514—Tearose
29c Each—3 for 84c

Scalloped Bottom Step-ins. Flat-fit elastic top. Lace applique.

SIZES: 2, 3, 4. State size. Size Scale above.
38 H 2515—Flesh
38 H 2525—Tearose
29c Each—3 for 84c

Step-in Panties finished with lace edge. Smooth band front; elastic back.

SIZES: 2, 3, 4. State size. Size Scale above.
38 H 2553—Flesh
38 H 2560—Tearose
29c Each—3 for 84c

29c Each **3 for 84c**



The Genuine Tummy-In Panty 49c

Formerly 59c! Snug-fitting, trim and sleek! The tummy-in panty's really two garments in one. A wide band of LasteX—that holds the tummy marvelously well—is attached to brief of run-resistant knit rayon. Double fabric crotch. Washes in a jiffy! Big value. Perfect with sportswear. Sizes: 1, 2, 3. State size. See Size Scale at top of page. Shipping weight, 5 ounces.

38 H 2716—Tearose **49c**



For Active Hard Wear 49c

Heavier quality run-resistant Serona knit rayon bloomers; cut full . . . double crotch. Shipping weight, 7 oz. State length.

LENGTHS: 21, 23, 25, 27 inches.
38 H 2573—Flesh
38 H 2574—Tearose **49c**
Stout Size Lengths: 25, 27 in.
38 H 2576—Flesh **59c**
EXTRA STOUT: Length, abt. 29 in.
38 H 2599—Tearose **59c**



REGULAR
SIZES,
ONLY



Stout Sizes
33c Ea. **3 for 97c**
Regular Sizes
23c Ea. **3 for 67c**

21c Ea. **3 for 61c**

Thrift briefs—of plain knit rayon! Extraordinarily low priced. Smooth flat-fit elastic top. Narrow elastic bottoms.

SIZES: 1, 2, 3. State size. See Size Scale at top of page. Shipping weight, 6 ounces.

38 H 2745—Flesh
38 H 2746—Tearose

Sears Thrift Shop Rayons for Women—Both Stout and Regular Sizes

These Thrift Shop rayons in all sizes, stouts and regulars, are all good quality, knit like our better ones . . . in a firm, smooth, uniform stitch . . . free from imperfections. Strong seams, full cut. Double crotches. Vest reinforced under arms. They're "tops" for wear. See Size Scale at top of page. Shipping weight, each, 6 ounces.

Elastic top Step-ins. State size wanted. Stout Sizes: 5 and 6.

38 H 2744—Flesh
38 H 2756—Tearose
33c Each—3 for 97c
REGULAR SIZES: Lengths, 19, 21, 23, 25 inches.
38 H 2742—Flesh
38 H 2743—Tearose
23c Each—3 for 67c

Bloomers. State length. Stout Sizes: Lengths, 25, 27 in.

38 H 2741—Flesh
38 H 2757—Tearose
33c Each—3 for 97c
REGULAR SIZES: Lengths, 19, 21, 23, 25 inches.
38 H 2739—Flesh
38 H 2740—Tearose
23c Each—3 for 67c

Well-shaped Vest. Stout Sizes: 46 to 52-inch bust. State size.

38 H 2735—Flesh
33c Each—3 for 97c
REGULAR SIZES: 34 to 44-inch bust. State size.
38 H 2733—Flesh
38 H 2734—Tearose
23c Each—3 for 67c

Band Front Panties. Smooth fitting. Band bottom. State size.

Stout Sizes: 5 and 6.
38 H 2738—Flesh
33c Each—3 for 97c
REGULAR SIZES: 2, 3, 4.
38 H 2736—Flesh
38 H 2737—Tearose
23c Each—3 for 67c

THEY'LL ACTUALLY LAST LONGER . . . LOOK LOVELIER

NEEDED UNDERTHINGS

ARE NOT EXPENSIVE AT SEARS

THEY'LL LAST LONGER WITH LUX CARE. LUX REMOVES PERSPIRATION... PROTECTS COLORS

Buy Now ...
Pay Monthly
See Page 1A



ALSO
BLOOMER
BOTTOM

ALSO
STEP-IN
BOTTOM



Smart
Petticoats **59c**
Ea.

Pleated Flounce

Rayon Taffeta in a slim bias cut petticoat. Pretty pleated flounce, stretchy elastic waist. Just the thing for your suits, eyelet dresses and pretty frocks! Dark costume colors as well as wanted light shades. A splendid value!

LENGTH: 30 in. (Fits 26 to 30-in. waist.)

LENGTH: 32 in. (Fits 32 to 34-in. waist.) *State waist size.* Shipping weight, 5 ounces.

38 H 3718—Tealrose
38 H 3719—White
38 H 3720—Navy
38 H 3721—Black..... **59c**

Full Length Shadow Panel

Petticoat in a smooth plain knit rayon... Sears best Serona quality. Shadowproof panel. *Flat-fit* elastic waist... snug, smooth. A very low price for this quality!

LENGTH: 28 in. (Fits 31 to 38-in. hips)

LENGTH: 30 in. (Fits 31 to 40-in. hips)

LENGTH: 32 in. (Fits 31 to 42-in. hips)

State length. Shipping weight, 7 oz.

38 H 3562—Tealrose

38 H 3572—Flesh..... **59c**

Athletic
Union Suit **59c**
Reg. Sizes

Was 65c in last Spring's catalog! For you who like tailored undies that are as practical as can be made... here's a regulation union suit in mannish style made in better-quality crossbar nainsook. Elastic knit cotton insert at back gives neat fit and easy comfort, as well as better wear. "Sure-lap" flap seat. Moderately priced at Sears for such roomy cut and good quality. Shipping weight, each, 8 ounces.

Button Front

EVEN SIZES: 34 to 44-inch bust.

State size.

38 H 1606—White..... **59c**

STOUT EVEN SIZES: 46 to 54-inch bust.

State size.

38 H 1605—White..... **69c**

Bodice Top—Buttonless

EVEN SIZES: 34 to 44-inch bust.

State size.

38 H 1607—White..... **55c**

IT'S WISE to buy several undergarments at a time... You can always have a clean, fresh change... and, if given Lux care, you can expect longer wear.



Searstrides

REG. U.S. PAT. OFF.

GUARANTEED RIP-PROOF SEAMS

- Better fabrics and full roomy sizes allowing for body stretch
- Saddle crotch specially constructed to prevent strain
- All seams triple stitched.

Our own exclusive bloomers made for service! Strong cotton fabric, easy full cut... and a low price that makes for double economy. Shipping weight, each, 6 ounces. *State length.*

Fine Quality Searlip Cloth

Our famous non-cling cotton fabric.

LENGTHS: 22, 24 and 26 inches.

38 H 1415—Flesh

38 H 1416—White..... **45c**

STOUT SIZES: Length, 28 inches.

Seat, about 68 inches.

38 H 1417—Flesh..... **55c**

Good Quality Cotton Broadcloth

LENGTHS: 22, 24, 26 inches.

38 H 1526—Flesh

38 H 1527—White..... **29c**

STOUT SIZES: Length, 28 inches.

Seat, about 68 inches.

38 H 1528—Flesh..... **39c**



ALSO IN
SHEER
PRINTED
BATISTE

Tailored
SHORTS **25c**

For athletic fans or you with tailored tastes! Shorts in cotton broadcloth... durable, comfortable, man-tailored style with yoke front, band back. Non-rip double needle seams. Order a supply at Sears saving!

EVEN WAIST SIZES: 26-28 and 30-32 inches. *State waist size.* Side length, about 14 inches. Shipping weight, each, 4 ounces.

Cotton Broadcloth

38 H 1411—White

38 H 1412—Flesh..... **25c**

Cool Floral Print Batiste

Same style and sizes as above. Shipping weight, 2 ounces.

38 H 1414—White

with Floral Print..... **29c**

A Better Quality
Celanese Rayon **85c**

Trikot Knit chemise in our better quality Celanese Rayon. Serviceable, runproof with lots of elasticity... and Sears famous wear! Fashioned with V top and attractive flare bottom. Exceptionally well made. Double fabric crotch, reinforced under arms. Adjustable shoulder straps.

EVEN SIZES: 32 to 44-in. bust. *State size.* Shipping weight, 5 ounces.

38 H 2991—Tealrose

B Popular
Bodice Top **39c** 3 for **\$1.12**

A great favorite... bodice top with step-in bottom chemise. Plain knit, soft, dull finish rayon of good quality. Reinforced crotch, drawstring at bodice. A bargain, really!

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, each, 6 ounces.

38 H 2980—Tealrose

38 H 2989—Flesh

C Step-In or
Bloomer Style **55c**

Good quality plain knit rayon combination. Popular step-in style with round neck. Double fabric crotch.

EVEN SIZES: 34 to 44-inch bust. *State size.* Shipping weight, each, 9 ounces.

38 H 2809—Tealrose..... **55c**

Bloomer bottom style with opening at side. Same quality and sizes as above.

38 H 2810—Flesh

38 H 2811—Tealrose..... **55c**

D 3-in-One
Combination **\$1.00**

Look! Takes the place of brassiere, panty and vest. Excellent quality satin-striped stretchy Celanese Knit Rayon. You can imagine how grand this combination fits! Sleek and smooth! Double fabric brassiere top, cuff bottom, adjustable straps. Runproof. Opens at side.

EVEN SIZES: 32 to 40-inch bust. *State size.* Shipping weight, each, 8 ounces.

38 H 2990—Tealrose..... **\$1.00**

Same Style in Good Quality Plain Knit Rayon

38 H 2985—Tealrose..... **79c**

Step-In Bottom—Plain Knit Rayon

38 H 2986—Tealrose..... **79c**

Knit Rayon

THE SLIPS THAT "CLICK" WITH THOUSANDS

because—

- Fit Slim, Slick
- Non-rip Seams
- Long Wear
- No Ironing
- Shadowproof
- Sagproof

ALL OUR
KNIT RAYON SLIPS
ARE

Shadowproof



STOUT
SIZES
ALSO

STOUT SIZES
ALSO

Serona Quality **75c**

A form fitting slip that molds to the figure sleek and slim. A grand value for the money! Dartsed uplift brassiere of double fabric. Made of our better quality plain knit rayon. Adjustable straps. Double fabric shadowproof front panel. For best results, use Lux for washing. Length, about 46 in.

Even Sizes: 32 to 40-inch bust. State size. Shipping weight, 8 oz.
38 H 3750—Tearose
38 H 3749—White

Smooth Fitting **89c** Reg. Size

Practical, comfortable slip! Round neck, fitted top. In firm, plain knit Serona quality rayon, it's a real value! Made with full-length shadow panel—a necessity for your summer frocks. Length, about 46 inches. Shipping weight, each, 9 oz.

Even Sizes: 34 to 44-inch bust. State size.
38 H 3716 **89c**
Tearose.....
Stout Even Sizes: 46 to 52-in. bust. State size.
38 H 3717 **\$1.00**
Tearose.....

Bra Top **\$1.00** Each

2 for \$1.95

The lustrous rayon satin stripe makes this a dressy slip. And it's runproof Tricot knit rayon endorsed by Sears... so you can be sure of its durability and high quality! Double fabric brassiere top with fitted bust sections. Shadow panel front. Adjustable straps. Length, about 46 inches.

Even Sizes: 32 to 40-inch bust. State size. Shipping weight, each, 7 ounces.
38 H 3598—Tearose

Francine Serona **\$1.00** Each

2 for \$1.95

Our own best quality Francine Serona, extra heavy knit rayon. That means stronger, better wear... and a Sears top value! You'll see it in every detail. Bias cut effect, smart California top with double fabric front and back. Adjustable straps. Shadow panel front. Length, about 46 inches.

Even Sizes: 34 to 44-inch bust. State size. Shipping weight, each, 9 ounces.
38 H 3658—Tearose

Lustrous Stripes **\$1.69**

Colanese rayon—with a pretty satin-like stripe! Durable, runproof and marvelously elastic. It "gives" with your every move. 4-gore style, double fabric California top, front and back. Adjustable straps. Shadow panel. Shpg. wt., each, 8 oz.

Even Sizes: 34 to 44-inch bust. State size.
Regular Length
About 46 inches
38 H 3587—Tearose
Shorter Length
About 43 inches
38 H 3588—Tearose

Runproof Bomberg Rayon **\$1.29** Ea. Reg. Size

2 for \$2.49

High quality... runproof Tricot Knit striped Bomberg rayon. Lace-trimmed California bodice, dainty lace edge all around. Shadow panel, adjustable straps. Shpg. wt., ea. 7 oz.

Even Sizes: 34 to 44-inch bust. State size. Length, about 46 in.
38 H 3527—Tearose **\$1.29** 2 for \$2.49
38 H 3528—White
Stout Even Sizes: 46 to 52-inch bust. State size. Length, about 47 inches.
38 H 3523—Tearose **\$1.49**
4-Gore Tailored Style
Even Sizes: 32 to 44-inch bust. State size. Length, about 46 in.
38 H 3837—Tearose
38 H 3838—Navy **\$1.29** 2 for \$2.49
38 H 3839—Black

Rayon Satin Dance Set **\$1.00**

Exquisite silk and rayon satin Dance Set. The expertly fashioned backless lace bandeau is lined with net. The panty is well-cut and daintily lace trimmed. Flat fit elastic top, for perfect, snug fit. Protect their lovely texture and colors by washing in gentle lukewarm Lux suds.

Even Sizes: 32, 34, 36-inch bust. State size. Shipping weight, 3 ounces.
38 H 2500
Tearose
38 H 2501—Blue



Panty Briefs Go Pretty!

59c Each

Ⓐ Ideal for Gifts, Trousseau

Lovely lace trims these new brief panties. In good quality silk and rayon satin. Well cut. Flat fit trim elastic top. Washes beautifully... always choose Lux.

38 H 2505—Tearose
38 H 2506—Blue. Each 59c

Ⓑ Dainty, Colorful...

Floral print panties! Perfect beauties! Of silk and rayon satin in a fresh, colorful, summery print. Dainty stitched edge. Flat fit elastic top for trim-fitting waist line. Use lukewarm Lux suds for washing.

38 H 2503—Tearose. Each 59c

Ⓒ Dainty Embroidery Trim

A silk and rayon satin brief panty that's a grand value! Smart self-colored embroidery trim, with dainty scalloped edging. Flat fit elastic top. Wash in Lux.

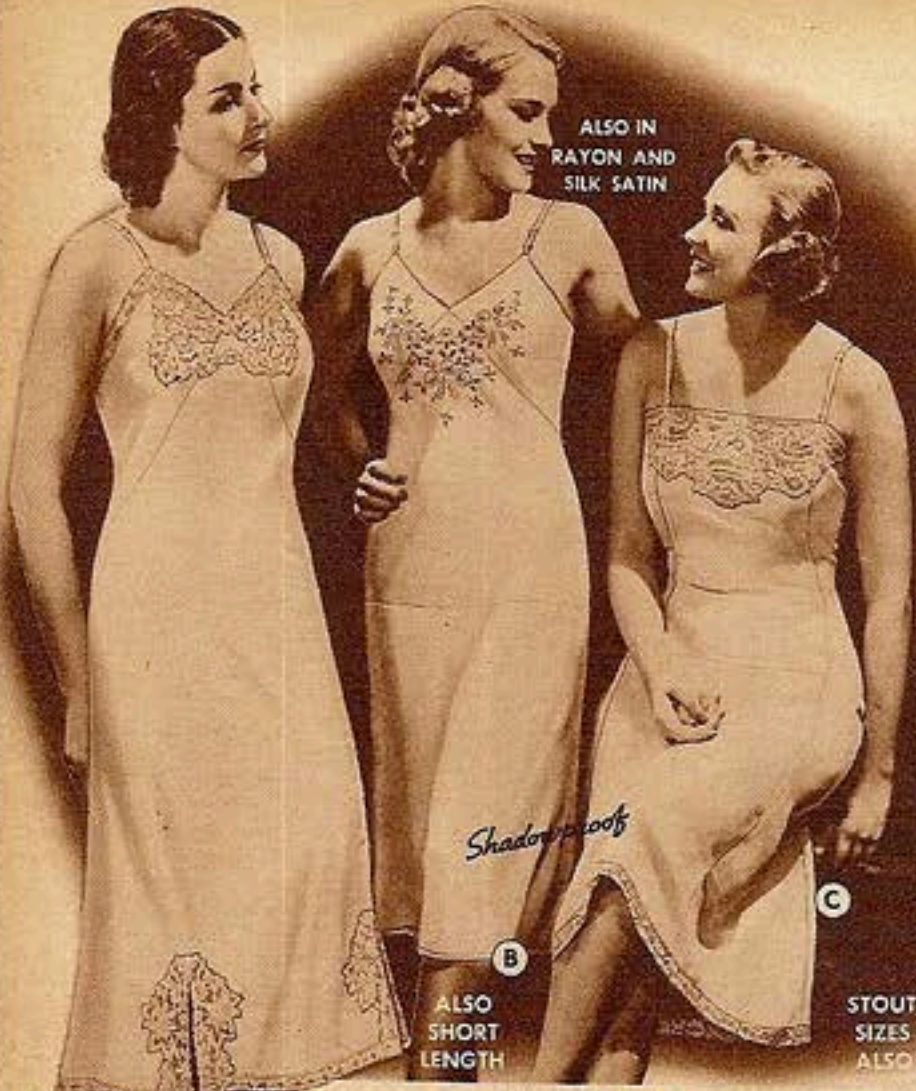
38 H 2504—Tearose. Each 59c

SIZES OF ABOVE BRIEFS: 1, 2, 3. State size. Average length, about 17 inches. See Size Scale on Page 133. Shipping weight, each, 3 ounces.



WE RECOMMEND
LUX
FOR WASHING
UNDERTHINGS

SEARS PAGE 135



ALSO IN
RAYON AND
SILK SATIN

SILK SLIPS OUR FINEST QUALITY

- RIP-PROOF SEAMS
- LOVELY TRIMS
- ADJUSTABLE STRAPS

Embroidery Trim
\$1.55 2 for
 Each **\$3.00**
 Good quality weighted silk crepe. Double fabric top. Full width seam-to-seam shadow panel. Rip-proof seams, adjustable straps. Bias cut. Lgth., abt. 46 in. Shpg. wt., ea., 7 oz. Even Sizes: 32 to 44-inch bust. State size.
 38 H 3702—Tealrose
 38 H 3703—White
 Short Length, about 43 in.
 38 H 3704—Tealrose
 Extra Heavy Rayon and Silk Satin—requiring no panel; no embroidery. Length, about 46 in.
 38 H 3705—Tealrose
 38 H 3706—White

Lace Bodice
\$1.55 2 for
 Each **\$3.00**
 Regular Sizes
 Here's a weighted silk crepe slip with the soft smooth "feel" of finer silks. Alencon-type lace on bodice. Lace edged bottom. 4-gore straight cut. Rip-proof seams. Shadow panel. Adjustable straps. Shipping weight, each, 7 ounces. Even Sizes: 34 to 44-inch bust. State size. Length, about 46 inches.
 38 H 3700—Tealrose
\$1.35 ea. 2 for **\$3.00**
 Stout Even Sizes: 46 to 52-inch bust. State size. Length, about 47 inches.
 38 H 3701—Tealrose \$1.89



Fruit of the Loom BROADCLOTH

57c Each Reg. 2 for
 Sizes **\$1.10**
 This label—Fruit of the Loom—stands for quality... and that means a sturdier, closer woven, cotton broadcloth that wears longer—washes better... and saves you money! Comfortable, wearable slips in full cut sizes. Your choice of two popular models. Dainty hemstitch trim. Buy two at a time and add to your savings. Shipping weight, each, 8 ounces.

Modified California Top
 Four-gore, silhouette slip.
 Even Sizes: 32 to 44-inch bust. State size. Lgth., abt. 46 in.
 38 H 3840—Flesh
 38 H 3841—White
57c Each. 2 for... **\$1.10**

Round Neck
 Four-gore, silhouette slip.
 Even Sizes: 34 to 44-inch bust. State size. Lgth., abt. 46 in.
 38 H 3842—Flesh
 38 H 3843—White
57c Each. 2 for... **\$1.10**
 Stout Even Sizes: 46 to 52-inch bust. State size. Length, about 47 inches. Lgth., abt. 46 in.
 38 H 3844—Flesh... **69c**

Better Quality, Pure Dye Silk Satin—Bias Cut **\$1.98**
 You'd never guess the price of this handsome bias-cut slip! The lustrous texture of the better-quality pure dye silk satin... and the exceptionally fine Alencon-type lace trim look so much more expensive. Smart, new slit bottom and bodice front have lovely lace appliques. California top, front and back, is lace-edged all around. Completely double-stitched seams throughout for better wear. Adjustable straps. For better wear wash in gentle Lux suds.
 Even Sizes: 32 to 42-inch bust. State size. Length, about 46 inches. Shipping weight, 6 ounces.
 38 H 3714—Tealrose... **\$1.98**



CHOOSE
LUX
FOR
WASHING



SEARS BUDGET SHOP OFFERS THE COTTON SLIPS YOU NEED

Dark Colors 69c Stout Sizes
 Useful and practical for dark dresses! A slip of strong, better-quality cotton broadcloth. 4-gore style; round neck. Hemstitch and picot trim. 2-inch hem. Lgth., about 47 in. Shpg. wt., ea., 8 oz. Stout Even Sizes: 46 to 52 bust. State size.
 38 H 3501—Black
 38 H 3502—Navy Blue... **69c**
 Regular Sizes: 34 to 44-inch bust. State size.
 38 H 3503—Black
 38 H 3504—Navy Blue... **59c**

Easy to Shorten 49c Reg. Sizes
 Dainty as it is... or shorten it easily, if you wish, by cutting through hemstitching at bottom. Phillis cotton broadcloth; 4-gore style. Shpg. wt., 8 oz. Even Sizes: 34 to 44-inch bust. Length, about 46 inches. State size.
 38 H 3990—Tealrose
 38 H 3991—White... **49c**
 Stout Even Sizes: 46 to 52 bust. Lgth., about 47 inches. State size.
 38 H 3999—Tealrose... **59c**

SEARS OWN Phillis NAINSOOK SLIPS

38c Reg. 3 for
 Each. Sizes **\$1.12**
Round Neck
 Of Phillis good quality nainsook... Sears own durable cotton fabric. You'll get loads of service out of this round-neck slip! Neatly hemstitched. Roomy side pleats. Strong seams. Length, about 46 in. Shipping weight, each, 8 oz. Even Sizes: 34 to 44-inch bust. State size.
 38 H 3875—Flesh
 38 H 3876—White
38c Each. 3 for... **\$1.12**
 Stout Even Sizes: 46 to 52-inch bust. Length, about 47 inches.
 38 H 3894—White
 Each... **47c**

Lace Trim Top
 Soft nainsook, bias cut slip with V top in front. Dainty lace trim. Double stitched upper bias seams. Shadowproof panel. Lgth., about 46 inches.
 Even Sizes: 32 to 42-inch bust. State size. Shipping weight, each, 8 oz.
 38 H 3525—Flesh
 38 H 3526—White
38c Each. 3 for... **\$1.12**



H
STOUT
SIZES
TOO

SHADOW
PROOF
PANEL

An Exceptionally Low Priced Slip 26c 4 for
 Each **\$1.00**
 It's hard to find a good cotton slip at this low price! You can be sure of real savings on this Phillis good quality nainsook slip... for good service too! Seams are rip-proof where strain requires. Four-gore style with modified California top, front and back. Neatly hemstitched. Full roomy cut. Every detail of making like much higher priced slips. Buy four at one time—the economical way! Length, about 46 inches.
 Even Sizes: 32 to 42-inch bust. State size. Shipping weight, each, 5 ounces.
 38 H 3500—White



FOR THAT NEW FEMININE FLATTERY

WE RECOMMEND OUR

NEW RAYON SLIPS

• EXCEPTIONAL VALUES • NEWEST STYLES • PERFECT FIT

CHOOSE LUX FOR WASHING PRECIOUS GARMENTS



STOUT
SIZES
TOO

ALSO
SHORT
LENGTH

65c

Any Style Above
Regular Sizes

(B) Shadow Print

New! Attractive shadow print slip! Brocade effect in a rich design. Good quality rayon taffeta with a personal touch of smartness—your own initial included. Bias cut. California top. Double stitched upper bias seams. Adjustable straps. Length, about 46 inches.

Even Sizes: 32 to 44-inch bust. All initials except I, O, Q, U, V, X, Y, Z. State size and initial. Shpg. wt., 5 oz.
38 H 3554—Tealrose... **65c**
38 H 3555—White... **65c**

(A) Wide Lace Bottom

Good quality rayon taffeta bias cut slip. Lovely lace trimmed California top. Double stitched upper bias seams. Adjustable straps. Length, about 46 in.

Even Sizes: 32 to 44-inch bust. State size. Shipping weight, each, 7 ounces.
38 H 3573—Tealrose... **65c**
38 H 3574—White... **65c**
Short Length, about 43 inches
38 H 3575—Tealrose... **65c**

(C) Bodice Top

A big value! It's Sears good quality rayon taffeta slip... a four-gore straight cut with bodice top. Shadowproof panel, adjustable straps. Shipping wt., each, 6 oz.

Even Sizes: 34 to 44-inch bust. State size. Length, about 46 inches.
38 H 3911—Flesh... **65c**
38 H 3912—Tealrose... **65c**
Stout Even Sizes: 46 to 52-inch bust. State size. Length, about 47 in.
38 H 3913—Flesh... **79c**

STUNNING EVENING SLIP

RAYON CREPE

New, glamorous evening slip! In full 54-inch length to go with your formal! Its short version with shadow panel, "goes in" for sports under your sun-back dress! Better quality rayon crepe, a grand value! Well-tailored. California top front, low cut back. Adjustable straps. Shipping weight, each, 7 ounces.

\$1.19

Even Sizes: 32 to 40-inch bust. State size. 34-inch length.

38 H 3583—Tealrose... **\$1.19**
38 H 3584—White... **\$1.19**
38 H 3585—Black... **\$1.19**

Regular Length, about 46 in. Shadow panel. Same sizes.
38 H 3586—Tealrose... **\$1.00**



ALSO
IN REGULAR
LENGTH WITH
PANEL



RAYON TAFFETA **49c** Each
2 for 95c
STARTLINGLY PRICED!

You'd look far before you could find such sensational values in Rayon Taffeta slips at this low price! Your choice of two lovely styles. Both in the popular bias cut California top, front and back. Double stitched upper seams. Adjustable straps. Famous for wear, and look at the low price! We recommend gentle LUX suds for washing. Length, about 46 inches.

Even Sizes: 32 to 42-inch bust. State size. Shipping weight, each, 6 oz.

(C) Tailored Style—Rayon Taffeta
38 H 3825—Tealrose... **49c**
38 H 3826—Flesh... **49c**
Each... **2 for 95c**

(B) Tailored Style—Rayon Crepe
38 H 3827—Tealrose... **67c**

(A) Lace Trimmed—Rayon Taffeta
Lace cut-outs and edging at top.
38 H 3969—Tealrose... **49c**
38 H 3970—White... **49c**
Each... **2 for 95c**

ALSO IN
RAYON CREPE

New! Shadowproof
BRA-ZIP SLIP **\$1.19**
WITH SLIDE FASTENER

A "zip" and you're into the smoothest, slimmest-fitting slip imaginable! It's Sears better quality 100-denier rayon taffeta. Double fabric brassiere top, wide elastic insert at back for comfortable fit. Zip closing neatly covered. Seam-to-seam shadow panel. Rip-proof seams. Adjustable straps.

Even Sizes: 32 to 40-inch bust. State size. Length, about 46 inches. Shpg. wt., 7 oz.

38 H 3582—Tealrose... **\$1.19**
Without Shadow Panel. Length, about 46 inches.
38 H 3688—Tealrose... **\$1.00**

Without Shadow Panel. Short Length, about 43 inches.
38 H 3689—Tealrose... **\$1.00**



ELASTIC
BACK

Shadowproof



Toppers ADD SPICE TO SPRING

Swank "Buckled" Topper
(A) The Season's Best selling Topper—incredibly low priced! In two gorgeous fabrics, unlined. New vibrant colors! Length, 34 inches.
 Sizes: 12-14-16-18-20.
 Bust: 30-32-34-36-38 in.
State bust measure and color.
ALL WOOL SUED FLEECE 4.98
RAYON FLEECE 2.98
 Looks like Wool. Non-sag cotton back.
 17 H 3435—Soft Dusty Gold 720, Copen Blue 227, Melon Rust 616, Pearl Gray 806.
 17 H 3440—White, Coral Rose 510, Capri Blue 903, Venetian Violet 405, Pearl Gray 806.
 Shpg. wt., ea., 2 lbs. 3 oz.

The Smart Tuxedo
(B) \$3.98 buys it . . . one of the most important Topper coats of the year! A short sporty Tuxedo in beautiful 50% Wool Shetland Tweed, balance Rayon, full bodied enough not to require a lining. Looks like All Wool. Lush stitching! Two big patch pockets! Very young.
 Sizes: 12-14-16-18-20-22.
 Bust: 30-32-34-36-38-40 in.
 Lengths: 34 inches.
State bust measure.
 17 H 3430—Med. Blue.
 17 H 3431—Mulberry (soft lavender rose) 527.
 17 H 3432—Strawberry Rose 533. . . . \$3.98
 Shipping wt., 2 lbs. 3 oz.

New Hankie Coat
(C) New York's newest Topper . . . with double-notched stitched revers—and a gay Rayon chiffon hankie floating from its pocket! Boxy and young . . . beautifully tailored of fine quality All Wool Fleece with sleek Rayon Taffeta lining. In fabric and in style—worthy of a \$10 price tag!
 Sizes: 12-14-16-18-20-22.
 Bust: 30-32-34-36-38-40 in.
 Lengths: 34 inches.
State bust measure.
 17 H 3425—Rose 533.
 17 H 3426—Nude (Lt. Tan).
 17 H 3427—Copen Blue 227.
 17 H 3428—Pearl Gray 806.
 Shipping weight, \$6.98
 3 lbs. 4 oz.

ALL WOOL 4.98
RAYON FLEECE 2.98

(B) 3.98

(C) 6.98

These coats are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

**FOUR STAR
FEATURES**



NEW HIGH STYLES IN
Sheer Comfort
AT A NEW LOW IN PRICE

GOWNS **77c** **Every One**
EA. for \$1.00 or More **PAJAMAS** **88c** **EA.**

Five glamorous lovely styles! Selected from hundreds of creations submitted by the country's leading nightwear designers. Newest-of-new spring prints in better-quality, tested washfast cotton batiste—softest, coolest, most comfortable and practical of cottons for dainty nightwear. Regularly you'd pay at least \$1... we're making the price so low only because this is a specially-planned Four Star Value event for Spring and Summer 1938.

ALL IN EVEN SIZES: 34 to 44-inch bust. State size wanted. Shipping weight, each, 7 ounces.

- (A) Romantic Empire Style**
A gown to flatter and beguile! Fluffy ruffles at bottom front rise to Empire point. Bias cut.
38 H 1132—Fancy Prints...77c
- (B) Peasant Bodice**
Whimsical, quaint! A gown with new square neck, "pin-cushion" pockets and loads of ruffles.
38 H 1133—Fancy Prints...77c
- (C) Victorian Lady**
Demure printed gown! Shirred high waist and round neck with three bows. Ruffled bottom.
38 H 1134—Fancy Prints...77c

- (D) Ruffles to Make You Sweet and Pretty**
Small ruffles all around the Peter Pan collar, down the front! Shoulder ruffles to flatter! Adorable two-piece pajamas for you with feminine tastes. Tie-sash.
38 H 1136—Fancy Prints...88c
- (E) Trim and Tailored but Dainty as Can Be**
Pointed collar and two real pockets, with fagoting and rick-rack. Bows to make you just a bit feminine! Two-piece pajamas with bias-effect overblouse. Sash.
38 H 1135—Fancy Prints...88c

Any Order of \$10 or More on Easy Payments. See Page 1A

**FOUR STAR
FEATURES**



NEW HIGH STYLES IN
Sheer Comfort
AT A NEW LOW IN PRICE

GOWNS
77c Every One
EA. for ~~1.00~~ or More
Made to Sell

PAJAMAS
88c
EA.

Five glamorous lovely styles! Selected from hundreds of creations submitted by the country's leading nightwear designers. Newest-of-new spring prints in better-quality, tested washfast cotton batiste—softest, coolest, most comfortable and practical of cottons for dainty nightwear. Regularly you'd pay at least \$1... we're making the price so low only because this is a specially-planned Four Star Value event for Spring and Summer 1938.

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- (A) Romantic Empire Style**
A gown to flatter and beguile! Fluffy ruffles at bottom front rise to Empire point. Bias cut.
38 H 1132
Fancy Prints... 77c
- (B) Peasant Bodice**
Whimsical, quaint! A gown with new square neck, "pin-cushion" pockets and loads of ruffles.
38 H 1133
Fancy Prints... 77c
- (C) Victorian Lady**
Demure printed gown! Shirred high waist and round neck with three bows. Ruffled bottom.
38 H 1134
Fancy Prints... 77c
- (D) Ruffles to Make You Sweet and Pretty**
Small ruffles all around the Peter Pan collar, down the front! Shoulder ruffles to flatter! Adorable two-piece pajamas for you with feminine tastes. Tie-sash.
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- (E) Trim and Tailored but Dainty as Can Be**
Pointed collar and two real pockets, with fagoting and ricrac. Bows to make you just a bit feminine! Two-piece pajamas with bias-effect overblouse. Sash.
38 H 1135—Fancy Prints... 88c

Any Order of \$10 or More on Easy Payments. See Page 1A

LOUNGE OR SLEEP...

IN TAILORED COTTON BROADCLOTH PAJAMAS

\$1.00
Each

Stunning new two-piece pajamas in practical cotton broadcloth... grand for sleeping or lounging! Selected by style leaders as the season's smartest fashion.

Even Sizes: 34 to 44-inch bust. State size wanted. Shpg. wt., ea., 13 oz.

(A) Russian Style
Good quality broadcloth. Smart contrasting trim; pretty emblem. Side opening.
38 H 1202—Blue
38 H 1203—Green... \$1.00

(B) Paisley Print
Colorful design on good-quality broadcloth. Smart deep-tone trim with pipings.
38 H 1277—Red
38 H 1278—Blue... \$1.00



LOVELY ENOUGH FOR A BRIDE!

MAN-TAILORED PAJAMAS

(C) Trim, perfect tailoring! Mannish pajamas styled for Misses and Women... in our soft, smooth better-quality rayon crepe. Jacket has smart contrasting pipings, button and patch pocket trim. Pants have flat hand-front, elastic back.

Even Sizes: 30 to 44-inch bust. State size. Shipping weight, 10 ounces.
38 H 920—Blue
38 H 921—Tealrose... \$1.98

SILK CREPE GOWN

(D) There's flattery in every inch of this stunning gown! And value too... for who but Sears could offer it at this astonishing low price? Of good-quality weighted silk crepe, becomingly bias-cut. Lush lace-trimmed top, deep lace insert at bottom. V-cut back. Ribbon tie wash.

Even Sizes: 34 to 44-inch bust. State size. Shipping weight, 9 oz.
38 H 922—Tealrose... \$1.98

SILK AND RAYON SATIN

(E) A luxury nightie! Slim, sleek bias cut... in Sears better-quality silk-and-rayon satin. Lovely, rich embroidery trims the bodice. Lace edging on Peter Pan collar, puffed sleeves, and opening down the front. Ribbon sash.

Even Sizes: 30 to 44-inch bust. State size. Shipping weight, 6 ounces.
38 H 923—Blue
38 H 924—Dusty Pink... \$2.39

Lovely Nightwear KEEPS ITS BEAUTY LONGER IF WASHED IN GENTLE LUX

PRETTY... PRACTICAL

KNIT RAYONS Lace-Trimmed 2-Pc. Pajamas \$1.00

Lots of loveliness for so little money! An alluringly dainty and feminine style with soft ruffles, shirring, rich ecru lace insertions! Sturdy good quality... Sears knit rayons are always finely, firmly knit in an elastic stitch that wears well.

Even Sizes: 34 to 44-inch bust. State size. Shpg. wt., ea., 9 oz.

2-Piece Pajamas
38 H 1279—Blue
38 H 1280—Tealrose... \$1.00

Matching Gown
38 H 1282—Tealrose
38 H 1281—Blue... 95c

BUY NOW—
PAY MONTHLY
See Page 1A



HAND EMBROIDERED PUERTO RICAN GOWNS PAJAMAS

Wonderful values at our very low prices! The pretty appliques and dainty stitches on these gowns and pajamas are neatly, nicely done to look really charming and wear well. Not to be compared with cheap, inferior qualities.

(F) 39c Reg. En. Sizes!
3 for \$1.15

Gown of standard quality nainsook; pretty assorted hand embroidery. Generous sizes; sash. Shpg. wt., 8 oz.

Even Sizes: 34 to 44-inch bust. State size. Shipping weight, 6 ounces.
38H1087—Tealrose
38H1088—Flesh
38H1085—White
39c ea. 3 for \$1.15
STOUT EVEN SIZES
46 to 52-inch bust.
38H1090—Tealrose
49c ea. 3 for \$1.43

(G) 69c

Finer, better quality gown! Flatteringly dainty! Assorted hand-embroideries on contrasting applique. Fitted style; sash.

Even Sizes: 34 to 44-inch bust. State size. Shipping weight, 6 ounces.
38H1219—White
38H1217—Tealrose
38H1218—Flesh

(H) 69c

Pajamas that are exceptional values... see how much lovely applique work. Standard quality nainsook. Fitted two-piece style; sash.

Even Sizes: 34 to 44-inch bust. State size. Shipping weight, 9 ounces.
38H1213—Flesh
38H1212—Tealrose



C
Opal
Organdy



D
Photo
Print
Dimity



E
Percale
Panty
Dress



F
Shadow
Organdy
Embroidered

BOTH
1 to 3
Years



G
Swing
Printed
Percale



B
Flocked
Organdy
8 Gore
Swing



A
Shadow
Printed
Organdy
Princess

Numbers
after color
Names
refer to
Color-Graph

FIRST TIME AT THIS LOW PRICE Sweetheart DRESSES

• THRILLING FROCKS
FOR LITTLE DARLINGS
• VALUES PRAISED
BY THRIFTY MOTHERS

59c EACH

A Delicate pastel colored Shadow Print organdy in a new treatment of the true princess style. Adorable deep ruffle at bottom. Sweet little ruffle collar. Cute cap sleeves. Sash bow! Shpg. wt., 4 oz. Sizes: 2, 3, 4, 5, 6 yrs. State age-size.
38 H 5711—Yellow 106
38 H 5712—Blue 225
38 H 5713—Pink 304..... 59c

B A circular skirt 8-gore Swing Dress of crisp flock dot organdy! All-around mesh. Pleated and hand embroidered yoke. Sizes: 2, 3, 4, 5, 6 yrs. State age-size. Shipping weight, 4 ounces.
38 H 5708—Pink 534
38 H 5709—Blue 205
38 H 5707—Yellow 106..... 59c

C Sweet and fresh as dewy spring flowers! 8-gore Swing Dress of lovely printed Opal organdy with full sash! Lace insert in collar. Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 4 ounces.
38 H 5708—Blue
38 H 5709—Rose-Pink
38 H 5710—Yellow..... 59c

D Brilliant, colorful new photo print in sheer cotton dimity! Princess style... contrasting ribbon laced front. Embroidered collar. Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 4 ounces.
38 H 5700—White..... 59c

E Good quality percale dress. Inverted front pleat discloses a white embroidered panel down entire front. Generous hem. Shipping weight, 5 ounces. Sizes: 2, 3, 4, 5, 6 years. State age-size.
38 H 5701—Light Ground with Fancy Prints..... 59c

F New Panty Swing Style Dress with full circular skirt. Better quality percale, sash bow. Lace inserts on collar. Ric-rac braid trim at yoke. Sizes: 1, 2, 3 yrs. State age-size. Shipping weight, 5 ounces.
38 H 5213—Blue
38 H 5214—Pink
38 H 5215—Yellow..... 59c

G Delicate shadow print crisp organdy dress. Full ruffle at bottom. Ric-rac and hand embroidered trim. Sash bow. Sizes: 1, 2, 3 yrs. State age-size. Shipping weight, 3 ounces.
38 H 5220—White, red print 59c
38 H 5221—White, blue print 59c

H You'll love this serviceable Swing style dress of better quality printed percale. Contrasting cuffs and ruffle on collar. Opens down front to waistline. Bright buttons. Sizes: 2, 3, 4, 5, 6 yrs. State age-size. Shipping weight, 5 ounces.
38 H 5704—Fancy Prints..... 59c

I A style leader! Only a Sweetheart dress could be packed with so much value. Swing style circular skirt, embroidered bolero jacket effect. Better quality percale. Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 5 ounces.
38 H 5702—Rust 605
38 H 5703—Copon Blue 215..... 59c



H
Percale
Bolero
Effect



J
Printed
Percale

Sears Big Value
98c
Rayon Taffeta Party Dress

Where could you find such value for 98c but at Sears? Good quality Celanese rayon taffeta in the prettiest style imaginable! Ruffle bottom and 2 rows of ruffles in front. Ruffled collar, too... with dainty rosettes! Full ribbon sash. A party dress to thrill every little girl!

Sizes: 3, 4, 5, 6 years. State age-size. Shipping wt., 5 oz.
38H5730—Pink 501
38H5731—Blue 225
38H5732—Vel. 706

See "How to Measure" Page in Back of Book



Even nautical dresses go "Swing"! A grand style with a full 10-gore circular skirt. Two-tone sailor collar trimmed with stars and stripes. Good quality shantung-type cotton broadcloth. Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 6 oz.
38 H 5727—Light Blue 220
38 H 5728—Peach 503... 79c



Either Style
79c

Three-In-One Dress of pretty printed better quality percale, scalloped square neck and solid color yoke. Sun suit included has detachable bib and suspenders, so it can be used as pants. Sizes: 2, 3, 4, 5, 6 years. State age-size. Shpg. wt., 7 oz.
38H5729—Fancy Large Print, 79c



Hand Smocked Silk Crepe 98c

A darling of a dress! Sears good quality French finish weighted silk crepe. Richly hand smocked. Generous hem. Rare value! Sizes: 1, 2, 3 years. State age-size. Shpg. wt., 5 oz.
38 H 5258—Pink 501
38 H 5259—Lt. Blue 201



Hand Smocked Percale 49c

Never before at this low price! Look at the amount of lovely hand-smocking below yoke! White cuffs and fancy collar hand stitched. Better quality percale. Sash back. Sizes: 1, 2, 3 years. State age-size. Shipping weight, 4 oz.
38 H 5222—Blue 220
38 H 5223—Pink 504

PROUDLY PRESENTING NEW

Honey Sweets

SENSATIONAL 4-STAR SUCCESS!

- Worn by 240,000 Little Girls
- Favored by Mothers Who Know Values
- Designed by Leading Child Stylists



Ellen beams with pride and joy in her 10-gore swing dress . . . with its slide fastener front opening. So excitingly pretty to thrill the heart of any little girl! The full swing skirt has 3 lovely appliques in contrasting color . . . two-tone piping trims cute puff sleeves and front of waist that zips right up to a dainty collar. Full wash. The finest quality percale is used in this unusually sweet model!

Sizes: 3, 4, 5, 6, 6½ years. *State age-size.* "How to Measure"—see back of book. Shpg. wt., 7 oz.
38 H 5714—Blue 212
38 H 5715—Red 517..... **\$1.00**

Carolyn greets you with a smile in this new spring style hit! A clear, bright, vivid print . . . smocked becomingly in rows down the front of bodice, from neck to waistline. Pretty smocking around the front of waist meets the tie-back sash! Full puff sleeves and contrasting collar with grosgrain ribbon bow. Made of the finest quality washfast percale—pre-shrunk. Generous hem.

Sizes: 3, 4, 5, 6, 6½ years. *State age-size.* "How to Measure"—see back of book. Shpg. wt., 7 oz.
38 H 5716—White ground, Fancy Prints..... **\$1.00**

Honeysweets—Sears own exclusive 4-Star Feature wash frocks—have, with one great wave of popularity, created a dramatic sensation in the Children's Dress World! Extraordinary values . . . thrilling styles . . . excitingly new details . . . combined with superior workmanship and beautiful fabrics make **Honeysweets** the fastest selling dresses in America!

Regular \$1.59 Values
\$1.00 Each

Annette sweet thing is pleased as punch in her choice. A 10-gore swing dress of printed cotton lawn—that fine sheer fabric in the new shantung effect. The front gores are piped in contrasting color. Pretty ruffled organdy collar and cuffs. Ribbon sash. To top it off, a bright berry cluster at neck.

Sizes: 3, 4, 5, 6, 6½ years. *State age-size.* Shipping weight, 6 oz.
38 H 5717—White ground, Fancy Print..... **\$1.00**

Doris loves the dainty flower print in this fine crisp organdy dress. Full-gathered, three-ruffled skirt. Button trim on bodice and grosgrain ribbon sash. Fancy ruffle puff sleeves with a little ribbon bow. A darling for summer parties.

Sizes: 3, 4, 5, 6, 6½ years. *State age-size.* Shipping weight, 6 ounces.
38 H 5718—Pink
38 H 5719—Blue
38 H 5720—Yellow.... **\$1.00**



Bargain Corner! 3 For 39c Each \$1.12

A group of the loveliest sheer dresses you ever saw at our low price! Every one made to sell for much more! Bright cheery cotton sheer prints, each one with some outstanding style treatment. Because the value is so great, we cannot give you any particular style, but any one we send you is sure to please. Order several and have a complete wardrobe at little expense. Shpg. wt., 4 ounces. *State age-size.*
 Sizes: 2, 3, 4, 5, 6 years.
38 H 5726
 Assorted Styles

Sizes: 1, 2, 3 years.
38 H 5218
 Assorted Styles



Numbers after color names refer to COLOR GRAPH facing first index page.

49c Each

(A) Panty Dress in better quality cotton broadcloth. Full pleats fall from yoke front. Contrasting braid trim on collar. Sizes: 2, 3, 4, 5, 6 years. *State age-size.* Shpg. wt., 7 oz.
38 H 5723—Green 901
38 H 5724—Blue 225
38 H 5725—Yellow 702..... **49c**

(B) Swing Style dress in flock dot white organdy. Cap sleeves. Full sash. The quality of material and workmanship, found in dresses selling up to 79c! Sizes: 2, 3, 4, 5, 6 yrs. *State age-size.* Shpg. wt., 4 oz.
38 H 5721
Red Dot 38 H 5722
Blue Dot..... **49c**

(C) Cotton Percale 59c **(D) Crinkle Crepe 39c** **(E) Cotton Twill 49c**

PLAY SUITS THAT CAN TAKE LOTS OF FUN

Little Girl Play Suits—Sears outstanding values! Sturdy long-wearing materials that stand lots of tubbing. All well-made. Sizes: 2, 3, 4, 5, 6 years. *State age-size.*

(C) A Sun Suit that's a real hit! . . . in a lovely print. Sears best quality percale, the material that wears and washes marvelously! Organdy ruffles with ric-rac braid trim cute pockets and bib. Elastic back at waist. Shpg. wt., 4 oz.
38 H 6181—Blue
38 H 6182—Red.... **59c**

(D) Halter Neck Sun-Suit. Comfortable and practical! Checked crinkled cotton crepe in Sears good quality. Needs no ironing! Square neck bib front ties in back. Pleated shorts, elastic back. Shipping weight, 4 ounces.
38 H 6120—Red
38 H 6121—Blue.... **39c**

(E) Jimmy overalls, with adjustable shoulder straps, in either long or short leg style. Cotton twill for hard wear. Shpg. wt., 8 oz.

Long Leg Style
38 H 6085—Yellow 716
38 H 6086—Copen
Blue 227..... **49c**

Short Leg Style
38 H 6087—Yellow 716
38 H 6088—Copen
Blue 227..... **39c**

(F) Sport Overall in sturdy cotton "Koolon" twed with the cord woven in! Two pockets. Vivid color stripe trim. Lined bib. Suspender back. Shpg. wt., 8 oz.
38 H 6183—Navy 213
38 H 6184
Brown 636..... **59c**

3 Leader Values
OUR FINEST SUITS
 with lots of features

\$1.00
 Each



Suspender Suit
 (A) Slide fastener on cool cotton mesh top. Pants of better shantung-effect cotton poplin with belt and buckle. Adjustable suspenders.
 Sizes: 2, 3, 4, 5, 6 yrs. State age-size. Shpg. wt. 7 oz.
 38 H 6220—Navy 214 and White
 38 H 6221—Brown 636 and Yellow 705... **\$1.00**

Cotton Broadcloth 59c 2 for \$1.15
 Swanky 2-piece suit in our better quality cotton broadcloth. Double breasted effect. Braid trim. Attractive new colors. A big value!
 Sizes: 2, 3, 4, 5, 6 years. State age-size. Shpg. wt., 6 oz.
 38 H 6222—Rust 622
 38 H 6230—Royal Blue 208
 38 H 6231—Green 307

Sailor Suit 59c Gob Hat 29c
 Good quality 2-pc. cotton linen sailor suit. Braid trim. Whistle. Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 8 oz.
 38 H 6291—Blue 212 and White, 59c
Cotton Linene Blocked Gob Hat
 High stitched brim. Sizes: 19, 20, 21 inches. State size. Shipping weight, 3 ounces.
 38 H 6740—White..... 29c

Cotton Broadcloth 39c
 Where could you find such value at this low price! Good quality cotton broadcloth 2-piece double breasted effect suit. Well made. Buy several for summer economy. Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 5 oz.
 38 H 6236—Green 302
 38 H 6237—Blue 226
 38 H 6238—Yellow 702

Grippers!
 No Buttons To Bother With

Two-Piece Suit
 (B) A few snaps, and he's in it! No lost buttons. No torn button holes. Grippers close waist front and snap pants to waist. Hold like a bull dog. Won't rust and will go thru wringer. Better cotton shantung-effect poplin.
 Sizes: 2, 3, 4, 5, 6 years. State age-size. Shpg. wt., 7 oz.
 38 H 6222—Brown 636 and Peach 619
 38 H 6223—Skipper Blue 212 and Yellow 702... **\$1.00**

Extra Fine Quality
 (C) A 2-piece suit of our highest quality cotton shantung-type poplin chock full of style... and money saving value! Exceptionally well tailored—smart action back. Embroidery trimmed notched collar; breast pocket. Belt and buckle. Splendid tailoring throughout.
 Sizes: 2, 3, 4, 5, 6 years. State age-size. Shpg. wt., 8 oz.
 38 H 6218—Green 901
 38 H 6219—Blue 212... **\$1.00**



79c
 Each

49c
 Each

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Hollywood Denim
For Little Lads Who PLAY HARD



79c Hollywood's new fabric—faded blue denim and in the grandest 2-piece belted Zip suit imaginable! It's made of sturdy bleached cotton denim—and that means second to none in quality and long wear. The kind of suit every active boy needs! Pleated waist front, with Zip closing. 2 patch breast pockets. Contrasting braid trim on collar and cuffs. Belt with buckle.
 Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 8 oz.
 38 H 6228—Light Blue

Styled for Little Boys Ages 2 to 5 Years

Dimity and Broadcloth! Just the suit for the hot days to come! So cool with its sheer white dimity sleeveless waist; embroidered and harmonizing color trim. Belted pants in Sears better quality cotton broadcloth. A grand value!
 Sizes: 2, 3, 4, 5 years. State age-size. Shpg. wt., 5 oz.
 38 H 6226—Yellow 702
 38 H 6227—Blue 205... **79c**

A beautiful little 2-piece belted suit in our better quality cotton broadcloth. Attractive all-over embroidery waist topped with a scalloped collar. Two front inverted pleats, white trim.
 Sizes: 2, 3, 4, 5 years. State age-size. Shipping weight, 6 ounces.
 38 H 6224—Peacock Blue 217
 38 H 6225—Rust 605... **79c**

Well Tailored
 Exceptionally well made at this low price! It's a big value! Our better quality cotton broadcloth 2-piece suit. Pleated waist front with contrasting trim on collar and cuffs. Just the suit for active young fellows—at an economical price.
 Sizes: 2, 3, 4, 5, 6 years. State age-size. Shpg. wt. 5 oz.
 38 H 6234—Yellow 702
 38 H 6235—Blue 226... **49c**

Cotton Linene
 The suit for the outdoor boy! Comfortable and long-wearing... at a low price too! Sears good quality cotton linene 2-piece camp style suit. Two breast patch pockets and double collar. Popular sport style neck.
 Sizes: 2, 3, 4, 5, 6 years. State age-size. Shipping weight, 7 ounces.
 38 H 6232—Blue 208
 38 H 6233—Green 301... **49c**



Toddlers' Suits . . . Button Across Bottom . . . Ages 1-2-3 Years

(D) Party Suit—two-piece style. Good quality cotton shantung-type broadcloth. Bib front pants. Sizes: 1, 2, 3 years. State age-size. Shipping weight, 6 ounces.
 38 H 6052—Black and White
 38 H 6063—Blue 212 and White... **\$1.00**

(E) For dress-up—dainty sheer dimity pleated white waist... better quality cotton broadcloth pants. Embroidery. Sizes: 1, 2, 3 years. State age-size. Shipping weight, 5 oz.
 38 H 6064—Red 517
 38 H 6065—Blue 221
 38 H 6073—Yellow 702... **79c**

(F) Philippine hand made of fine quality lustrous cotton broadcloth. White waist with fancy hand embroidered trim. Sizes: 1, 2, 3 years. State age-size. Shipping weight, 4 ounces.
 38 H 6052—Blush 519
 38 H 6023—Blue 220
 38 H 6024—Yellow 702... **\$1.00**

(G) Our better quality cotton broadcloth suit for toddlers. Pretty pleated waist with embroidered pocket. Pants with belt. Sizes: 1, 2, 3 years. State age-size. Shipping weight, 5 oz.
 38 H 6068—Blue 205
 38 H 6069—Yellow 702... **69c**

(H) Sleeveless . . . button at shoulder 2-piece. Pipel breast pockets with pretty embroidery trim. Pleated front. Belted pants. Sizes: 1, 2, 3 years. State age-size. Shipping weight, 5 oz.
 38 H 6066—Rust 605
 38 H 6067—Copen 220... **69c**

(I) Double breasted effect 2-piece suit. Good quality cotton broadcloth. White waist. Contrasting collar and cuffs. Sizes: 1, 2, 3 years. State age-size. Shipping weight, 4 oz.
 38 H 6070—Blue 208
 38 H 6071—Red 517
 38 H 6072—Rust 609... **49c**



SANFORIZED SHRUNK PLAY SUITS

KEEP THEIR SHAPE AND SIZE



39c **3 for \$1.12**
 Good quality chambray or cotton covert cloth. Double-needle seams. Button front. Drop seat.
 Sizes: 1, 2, 3, 4, 5, 6 yrs. State age-size. Shipping weight, each, 6 oz.
38 H 6115 — Blue Chambray
38 H 6116 — Blue Cotton Covert Cloth

49c
Peg Top Play Suit
 Pretty, and practical, too! Waist of percale print with sturdy chambray long-leg pants. Simulated front suspenders. Opens down back. Drop seat. Shipping wt., 7 oz.
 Sizes: 2, 3, 4, 5, 6 yrs. State age-size.
38 H 6164 — Blue Chambray

49c **3 for \$1.43**
 Triple stitched and bartacked, for extra wear!
 Sizes: 1, 2, 3, 4, 5, 6 yrs. State age-size. Shipping wt., each, 8 oz.
38 H 6173 — Blue Cotton Covert Cloth
38 H 6174 — Pin Stripes
38 H 6175 — Blue Chambray
38 H 6176 — Blue Cotton Seersucker

59c
Cotton Twill
 New dark tone sturdy play suit of good quality cotton twill. Bright contrasting braid trim. Drop seat. Front opening.
 Sizes: 1, 2, 3, 4, 5, 6 yrs. State age-size. Shipping weight, 9 ounces.
38 H 6192 — Navy 214
38 H 6193 — Brown 613

59c
Polka-dot Print
 A peg top play suit in our better quality. Sanforized-Shrunk percale. You can wash it all you like... it will still fit. Attractive red piping trim. Red nursery applique in front. Buttons down back. Drop seat.
 Sizes: 2, 3, 4, 5, 6 yrs. State age-size. Shipping weight, 6 oz.
38 H 6163 — Navy

89c
Our Best Quality
 Finest percale... Sanforized-Shrunk! You'll save in the long run because of superior quality. Novelty pockets, pretty piping trim. Belt with buckle attached to drop seat for easy handling.
 Sizes: 1, 2, 3, 4, 5, 6 yrs. State age-size. Shipping weight, 7 oz.
38 H 6184 — Red 514
38 H 6185 — Skipper Blue 222



Buy Now Pay Monthly See-Page 1A

HOLLYWOOD DENIM

29c
Sturdy Overall
 Useful, practical overall! Good quality fabrics... even at 5¢ a low price! Adjustable buckle straps.
 Sizes: 2, 4, 6 years. State age-size. Shipping weight, 6 ounces.
38 H 6171 — Blue Chambray
38 H 6172 — Blue Cotton Covert Cloth

29c **3 for \$1.35**
Ankle Length
 Choice of 2 strong, hard-to-wear-out fabrics. Sizes: 1, 2, 3, 4 years. State age-size. Shpg. wt., ea., 5 oz.
Ankle 29c Ea.
Length 3 for 85c
38 H 6016 — Blue Chambray
38 H 6017 — Blue Hickory
Knee 25c Ea.
Length 3 for 79c
38 H 6014 — Blue Chambray
38 H 6015 — Blue Hickory

39c **3 for \$1.12**
Boy's 2-pc. Suit
 ...tough and strong in cotton covert cloth; cool and smart in cotton seersucker.
 Sizes: 2, 3, 4, 5, 6 yrs. State age-size. Shipping weight, each, 6 ounces.
38 H 5421 — Blue Cotton Covert Cloth
38 H 5407 — Blue Seersucker
38 H 5408 — Tan Seersucker

49c
New Shade of Blue
 Our style-hit in high-back overalls! Stout, sturdy denim in a soft, becoming faded blue! It's all the rage! Adjustable straps; buckles. Two fancy pockets. Metal buttons.
 Sizes: 1, 2, 3, 4 yrs. State age-size. Shipping weight, 6 ounces.
38 H 6193 — Faded Blue



(A) All Wool Sweater Coat
 Soft, finer yarns, better links knitting simulating hand work.
 Sizes: 1, 2, 3 yrs. State age-size. Shipping weight, 6 oz.
38 H 8614 — French Blue 205
38 H 8615 — White
38 H 8616 — Red 512. **\$1.00**

(B) Cotton Mesh Sweater
 Cool, summertime cotton knit for boys or girls.
 Sizes: 3-4, 5-6, 7-8 years. State age-size. Shpg. wt., ea., 8 oz.
38 H 7707 — White **25c**
38 H 7708 — Blue 220
38 H 7709 — Mauze 705 **Ea.**
3 for..... 69c

(C) Mickey Mouse Sweater
 Sturdy, comfy slightly fleeced cotton knit—with Mickey in bright colors. Medium weight.
 Sizes: 2, 3-4, 5-6, 7-8 years. State age-size. Shpg. wt., ea., 8 oz.
38 H 7700 — Powder Blue 205
38 H 7701 — Red 508
38 H 7702 — Yellow 704 **55c**



SUMMERTIME IS FUN TIME

17c **3 for 49c**
Seersucker! The 'easy to wash and no-ironing' sun suit! At a low price too! Sears good quality cotton seersucker, in fancy stripes. Made so it's easy to slip into, and COOL! Straps fasten in front and cross in back.
 Sizes: 2, 3, 4 yrs. State age-size. Shipping wt., ea., 3 oz.
38 H 6135 — Fancy Stripes

49c **2 for 95c**
 Here's Mickey Mouse embroidered right on the bib of this cute sun suit! Sears finest quality percale, colorful contrasting trim. Elastic back.
 Sizes: 2, 3, 4, 5, 6 yrs. State age-size. Shpg. wt., ea. 4 oz.
38 H 6189 — Skipper Blue 212
38 H 6190 — Bright Red 505

Twill Slacks 49c
 Can't be beat for value and wear... our good quality cotton twill slacks. Comfortable and attractive, too! Pretty contrasting colorful stripes down side of legs. Button opening at side. Shpg. wt., 7 oz.
 Sizes: 4, 5, 6, 6½ yrs. State age-size.
38 H 6191 — Navy 214
38 H 6192 — White



If Dr. Stork stages a Surprise

... Sears will provide extra layettes without charge. First, order a layette from us—before Baby's birth. If it's twins, triplets, quads or quints, send us a signed statement from your physician or minister, together with the slip enclosed in your layette order. We'll send the extra layettes postpaid and free.

BABY'S THINGS STAY SOFT AND COMFY IF WASHED IN LUX SUDS



Sears Thrift Layette Has **34** Pieces... Was **\$4.59** Now **\$4.45**

Carefully selected! An inexpensive layette you can rely on for completeness, for dependable quality. Comes in a gift box. White with pink or blue trim. State color of trim. Dresses and skirts about 17 inches long; gowns about 22 inches. Use Lux for washing Baby's things.

- 38 H 112**—Shipping weight, 4 pounds 10 ounces.
- | | |
|--|---|
| 1 Hand embroidered sheer cotton batiste dress. | 1 Can high grade talcum powder. |
| 1 Handmade cotton batiste undershirt. | 1 Cake olive oil castile soap. |
| 2 Nainsook Bishop style slips. | 1 Rubber crib sheet; size 18x27 in. |
| 2 Good quality flannelette gowns. Shell crocheted edges. | 1 Pair hand crocheted all wool booties, made in Japan. |
| 2 Good quality flannelette undershirts. Shell crocheted edges. | 1 Cotton granite cloth bib. |
| 2 Knit cotton undershirts with tie strings. | 1 Book of 24 assorted sizes safety pins, rustproof. |
| 3 Flannel abdominal binders; about 3/8 wool, balance cotton. | 2 Double fleeced, washable cotton blankets. Size, about 26x34 in. |
| | 1 Book, "The Baby." |
| | 12 Cotton Birdseye diapers. Hemmed. Size, about 20x20 in. |

SEARS THRIFT SHOP FOR BABIES



Sanforized Shrunk

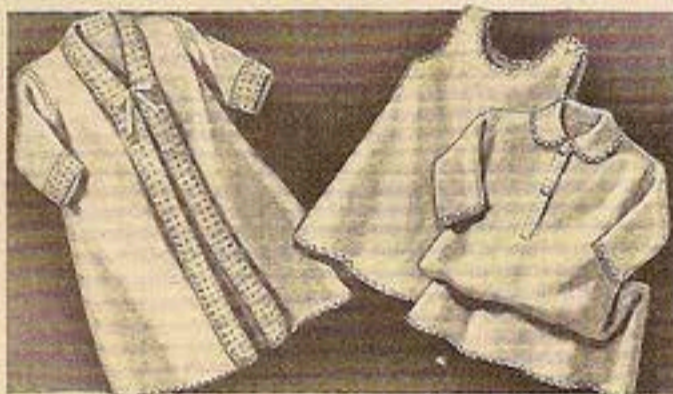
Sears FINEST Flannelettes

They'll come from the tub like new! The Sanforizing insures lasting good fit, minimizes shrinkage! Think how much this adds to longer wear, to Baby's daily comfort. The Flannelette, too, is an excellent quality—soft, fluffy, snowy white, in a durable heavy weight. Finally, to please proud mother's eyes, we've used satin ribbon bindings (in color) and adorable hand embroidery trim. Armholes, shoulder seams double-stitched. Gown with draw at bottom.

- Infants' size only. Shipping weight, each, 5 ounces.
- | | | |
|--|---|--|
| Gown
38 H 9613
Blue Trim
38 H 9614
Pink Trim. Ea. 49c
2 for 95c | Wrapper
38 H 9615
Blue Trim
38 H 9616
Pink Trim. Ea. 49c
2 for 95c | Slip
38 H 9621
Blue Trim
38 H 9622
Pink Trim. Ea. 39c
2 for 75c |
|--|---|--|

Knit Cotton **53c** 2 for **\$1.00**

So very practical, this sleeping garment of soft or combed knit cotton. Draws up at bottom, ties securely, covers restless toes. Extra-long sleeves with drawstring, too, extend over hands. Shell stitch trim. Tape ties. Infants' size only. Shipping wt., each, 5 oz.



Heavy Weight—Full Cut—Well Made

Flannelettes in a soft, fluffy better quality—high values at Sears low prices! Strongly made; armholes, shoulder seams double stitched. White; the wrapper with pastel print trim. Infants' size only. Shipping weight, each, 5 ounces.

- | | | |
|--|--|--|
| Wrapper
38 H 9681
Blue Trim
38 H 9682
Pink Trim. Ea. 35c
3 for \$1.00 | Slip
Lengths: 17 and 21 in.
State length.
38 H 9452
White. Each. 21c
3 for 59c | Gown
38 H 9662
White. Each. 35c
3 for \$1.00 |
|--|--|--|



Good INEXPENSIVE Flannelettes

A remarkably good quality at a low price... the flannelettes to order if you're budgeting close! The same warm, heavy snowy-white flannelette as in our regular line... the same careful making and strongly stitched seams... but not quite so full-cut. Dainty embroidery trimming. Shell stitched edges. Infants' size only. Shipping weight, each, 4 ounces.

- | | | |
|--|--|---|
| Slip
38 H 9644
Blue Trim
38 H 9645
Pink Trim. Ea. 22c
3 for 59c | Gown
38 H 9640
Blue Trim
38 H 9641
Pink Trim. Ea. 22c
3 for 59c | Wrapper
38 H 9642
Blue Trim
38 H 9643
Pink Trim. Ea. 22c
3 for 59c |
|--|--|---|



B 29c 2 for **55c** **A 7c** 3 for **19c**

Soft, lightweight rubberized silk... a waterproof panty that looks dainty and dressy!

Sizes: 6 mos., 1, 2, 3 years. State age-size. Shpg. wt., each, 3 oz.

- 38 H 3133**—White
38 H 3134—Flesh

Low priced, but well-made! A panty of good quality gum rubber. Full back to slip on easily.

Sizes: 6 mos., 1, 2 years. State age-size. Shpg. wt., each, 3 oz.

- 38 H 3178**—White
38 H 3179—Flesh

C 23c 3 for **65c**

Easy to slip on; has snap-fastener closings. Knit rayon outside, gum rubber inside. Opens out flat for cleaning.

Sizes: 6 mos., 1, 2 years. State age-size. Shpg. wt., ea., 4 oz.

- 38 H 3182**—White
38 H 3183—Flesh

D 15c 3 for **39c**

A panty of run-resistant knit rayon with loose gum rubber lining. Extra quality at our price.

Sizes: 6 mos., 1, 2, 3 years. State age-size. Shpg. wt., 3 oz.

- 38 H 3152**—White
38 H 3153—Flesh



Training Panties

SIZES: 6 months, 1, 2, 3 and 4 years. State age-size. Shpg. wt., each, 3 oz.

E Double Thick... Absorbent
Fine combed cotton... double thick, but lightweight. Voke front, elastic back.
38 H 8747 White... Each **21c** 3 for... **59c**

F Fine-Quality Combed Cotton
Soft, comfy! Elastic Swiss-ribbed knit. Double crotch. Band front, elastic back.
38 H 8746 White... Each **28c** 3 for... **79c**

G VALUE! Ribbed Knit
Unusual quality at low price! Soft knit, cotton. Double crotch for longer wear. Front yoke, elastic back.
38 H 8790 White. Each **10c** **38 H 8791** White. 6 for **55c**



Knit Cotton Bibs
4 layers combed cotton. Size, 7 1/2 x 8 inches. Shpg. wt., each, 2 oz.
38 H 3013 White... Each **10c** 3 for **29c**

Granite Cloth Bibs
Strong tape-bound edges. Cotton. Size, 5 1/2 x 8 in. Shpg. wt., of 4, 5 oz.
38 H 3014 White... 4 for **17c**

Terry Cloth Bibs
Good absorbent quality cotton. Gay nursery designs. Size, 9 1/2 x 10 1/2 in. Shpg. wt., 3, 5 oz.
38 H 3002 White with Pink or Blue. State color. 3 for **17c**

Diaper Garters
Good quality web elastic, rustproof fittings. Shpg. wt., 3 oz.
38 H 3409 3 sets **20c**
White... 3 for **10c**

Garters, 12 Safety Pins
Garters have rustproof fittings. Shpg. wt., 3 oz.
38 H 3406—Blue **10c**
38 H 3407—Pink



Sears Finest 46-Piece Layette

\$7.49

A Complete Assortment of Necessities

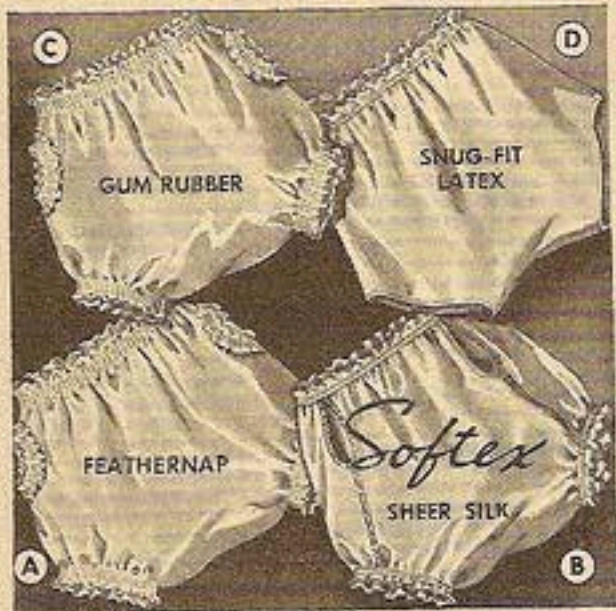
Necessities and "pretties" too... to keep a new baby healthy, happy, comfortable! Everything in Sears regular outstandingly lovely quality, a joy to own. Gift-boxed. White, trimmed in pink or blue. State color trim desired. Dresses and slips, about 17 in. long. Wrappers and gowns, about 22 in.

38 H 117—Shipping weight, 6 pounds 7 ounces.

- | | |
|--|---|
| <ul style="list-style-type: none"> 1 Handmade and richly hand embroidered, fine quality sheer cotton batiste dress. 1 Handmade and hand embroidered cotton batiste slip to match above dress. 1 Handmade and hand embroidered, fine quality, sheer cotton batiste dress. 1 Handmade cotton batiste slip. Nainsook Bishop style slips, lace edged. Better quality flannelette undershirts. Better quality flannelette nightgowns. Fine ribbed knit double breasted, tie back undershirts; 1/2 wool, balance cotton. 3 1/2 wool flannel abdominal binders. 1 Better quality flannelette wrapper, blue or pink fancy figured revers and cuffs. 2 Pairs 1/2 rayon and 1/4 wool white hose. 1 Pair pin-on hose supporters. | <ul style="list-style-type: none"> 1 Pair hand crocheted all wool booties 1 Pair hand embroidered silk crepe moccasins. Made in Japan. 3 White cotton granite cloth bibs. 2 Double fleeced and washable cotton blankets. Size, about 26x34 in. 1 Handy book of 24 assorted sizes safety pins. Nickel plated and rustproof. 1 Cake imported olive oil castile soap. 1 Can high grade talcum powder. 1 Pair white gum rubber diaper pants. 1 Quilted muslin crib pad; size, 15x17 in. 1 Rubber crib sheet; size, 18x27 inches. 1 Book, "The Baby." 12 Cotton Birdseye diapers, White. Hemmed. Size, about 20x20 inches. |
|--|---|



HELPS THOUSANDS OF MOTHERS TO SAVE



Kleinert's **NATIONALLY ADVERTISED**

(A) May Be Boiled 19c
A waterproof panty of gum rubber with suede-like finish. Soft and fine, yet actually boilable! Ventilator at each side.
SIZES: 6 months, 1, 2, 3 years. State age-size. Shipping weight, 4 ounces.
38 H 3131—White
38 H 3132—Flesh

(B) 48c 2 for 93c
Weighs less than an ounce, this "Softex" sheer silk waterproof panty! Stays soft and light even after washing. Non-heating.
SIZES: 6 months, 1, 2, 3 years. State age-size. Shipping wt., ea., 2 oz.
38 H 3165—White
38 H 3166—Flesh

ABDOMINAL BINDERS

Abdominal Binders
Good, firm flannels, woven from selected soft yarns. Dainty pinked edges. Each wrapped in sanitary packaging. Size, about 5x24 1/2 inches. Shipping weight, of 3, 3 ounces.
Cotton Flannel
38 H 9610 3 for 10c
White.....
1/2 Wool Flannel
38 H 9601 3 for 29c
Cream white.....

Elastic Knit Binders
Supremely comfortable—no pins, no chafing wrinkles! Knit with a DOUBLE (2-way) stretch, an elastic stitch that conforms to Baby's body. Invisible snap fasteners. Shipping weight, each, 1 ounce.
Soft Fine Cotton
38 H 9619—Cream White
23c Each 3 for 65c

Use LUX for Baby's things... fine fabrics wash soft and fluffy, dainty baby colors stay pretty.

SEAMLESS KNIT SHOULDER BANDS

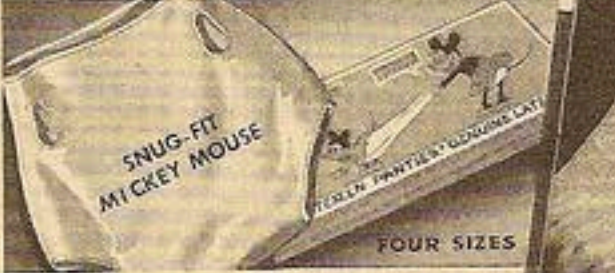
3 for 29c
Carded Cotton

Tubular Knit Shoulder Bands
A knitted fabric with plenty of elasticity—stretches comfortably. Non-ravel neck. Seamless. Deep hem for pinning diapers.
LENGTHS: 10, 12, 14, 16 in. Order by length from top of shoulder. Shpg. wt., each, 3 oz.; of 3, 8 oz.
Carded Cotton
Without taped neck. Medium weight.
38 H 8740 3 for 29c
White.....
Combed Cotton
Soft, fine-wearing combed cotton, rayon striped.
38 H 8741—Cream
White 3 for 58c
20c Each

One-Fourth Wool
Balance combed cotton, rayon striped.
38 H 8742—Cream White 3 for 84c
29c Each
One-half Wool
One half wool-combed cotton, rayon striped.
38 H 8743—Cream White 3 for \$1.25
43c Each

(C) Thrift Priced 10c
Light, soft gum rubber that's long-wearing! Cut in good, full sizes; side ventilators. Lowest price but quality's good!
SIZES: 6 months, 1, 2 years. State age-size. Shipping weight, 4 ounces.
38 H 3163—White
38 H 3164—Flesh

(D) 23c 3 for 65c
Kleinert's Panty in amazingly soft, light, odorless LATEX... so many mothers now like it best. Boilable. Shirred non-slip waistband.
SIZES: 6 months, 1, 2 years. State age-size. Shipping weight, 3 ounces.
38 H 3111—White
38 H 3112—Flesh



Latex PANTIES 34c

Waterproof panties so feather-light, so soft, so smooth-fitting... they're height of comfort for Baby! Favorites with modern mothers all over America because they wear longer than any other. Actually boilable, acid-proof, odorless! No better quality anywhere. Packed in individual Sanitary Box. Shipping weight, 3 ounces. Sizes: To fit up to 3 Yrs. State age-size.
38 H 3108—White **38 H 3109**—Flesh

All Wool Shawl \$1.00
Formerly \$1.25! 44x48 in. finest Baby Shop values! A shawl with the deep, rich feel and warmth that comes from heavier, better-grade woolen yarns, firmly woven. Deep fuller fringe. Honeycomb weave center; wide border in fancy stitch. Heavier weight than shawls usually found selling elsewhere near this price. Size includes fringe.

LOVELY ALL WOOL Honeycomb Shawl

44x48 in. Shpg. wt., 9 oz.
38 H 8031—White
38 H 8032—Blue
38 H 8033—Pink **\$1.00**
Abt. 52x64 in. Shpg. wt., 11 oz.
38 H 8034—White **\$1.79**
38 H 8035—Pink
Abt. 27x46 in. Shpg. wt., 5 oz.
38 H 8036—Blue
38 H 8037—Pink
38 H 8038—White... **59c**

Pretty Slippers and Booties—For Babies Up to 4 Months

All Wool. Made in Japan, White. Shpg. wt., 2 oz. 38 H 8602 —Blue Trim 38 H 8603 —Pink Trim... 10c	Silk crepe (wtd). Hand embroidered. Made in Japan. Shpg. wt., 2 oz. 38 H 8652 —Blue 38 H 8653 —Pink... 15c	Fine, white wool with rayon trim. Shpg. wt., 2 oz. 38 H 8612 —Blue Trim 38 H 8613 —Pink Trim... 23c	Hand crocheted rayon, strap style. Made in Japan. Shpg. wt., 3 oz. 38 H 8357 —Blue 38 H 8605 —Pink... 23c	Knee length. All Wool, White. Shpg. wt., 2 oz. 38 H 8604 —Blue Trim 38 H 8605 —Pink Trim... 29c
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Snowy Coney Fur
"Bunny" slippers—cozy, fluffy, warm! Boxed. Made in Japan. Fits up to 4 months. Shipping wt., 3 oz.
38 H 3359 White... **39c**

Beret for Baby
Double knit rayon. One size, up to 3 yrs. Shpg. wt., 2 oz.
38 H 7905—Blue
38 H 7906—Pink
38 H 7907 White... **19c**



Pepperell's FAMOUS QUALITY SOFT FLUFFY COTTON BLANKETS

(A) 29c Ea. 2 for 55c
 A blanket with a close, sturdy twill weave... outstandingly durable! Washes, wears exceptionally well. Striped border. Size, about 30x40 inches. Shipping weight, 9 ounces.
38 H 3207—Blue
38 H 3208—Pink

(B) 35c Ea. 2 for 67c
 Made of regular blanket cloth so it's a heavier, fluffier, warmer blanket! Reversible—with jolly nursery figures on both sides. Size, about 27x36 inches. Shipping weight, 9 ounces.
38 H 3212—Blue
38 H 3213—Pink

(C) 2 for 35c
 Receiving blanket or handy wrap-around in soft, fluffy, good quality plaid flannel—amazing low price for such a good blanket. Size, abt. 26x34 in. Shipping weight, two, 11 ounces.
38H3236—Blue, White Plaid
38H3237—Pink, White Plaid

SEARS SLUMBERLAND FEATURES COMFORT, QUALITY, LOW PRICE

HAND EMBROIDERED

Exquisite HAND MADE Philippine Set

A fitting frame for Baby's pretty curls, rosy cherub cheeks. For precious gifts! Sheet and pillow case, every stitch hand made... with lovely hand embroideries in assorted patterns. Fine quality, snowy white muslin. Daintily scalloped edges, all by hand too. Sheet, abt. 38x58 in. Pillowcase, abt. 12x18 in.

Sheet and Pillowcase Set
38 H 3273—White
 Shipping weight, 10 ounces... **\$1.35**

Pillowcase Only
38 H 3275—White
 Shipping weight, 2 ounces... **39c**

Sheets and Cases of White Muslin

A soft, smooth better quality than washes and wears wonderfully well. In all white or with pretty colored hems.

All White Hemstitched Sheets

38 H 3256—36x50 in. 2 for 28c Ea. 54c
38 H 3257—36x64 in. 2 for 33c Ea. 64c
 Shipping wt., ea., 8 oz.

38 H 3261—42x64 in. 2 for 45c Ea. 88c
 Shipping wt., ea., 12 oz.

Pillowcases to Match
 Shipping weight, each, 3 ounces... **15c Ea. 2 for 27c**

For 12x16-inch Pillow
38 H 3260—Size, 12x18 inches

For 10x15-inch Pillow
38 H 3259—Size, 10x17 inches

White Sheets with Colored Hemstitched Hem
 Size, 36x64 inches.
 Shipping weight, each, 8 ounces... **37c Ea. 2 for 73c**

38 H 3262—Blue Hem
38 H 3263—Pink Hem

Pillowcases to Match
 Size, 12x18 inches.
 Shipping weight, each, 3 ounces... **17c Ea. 2 for 33c**

38 H 3266—Blue Hem
38 H 3267—Pink Hem

Kleinerts
 WILL NOT CRACK OR PEEL



Quilted White Muslin Pads
Lap Pad
38 H 3001—15x17 in. 2 for 12c Ea. 23c
 Shipping weight, each, 6 oz.

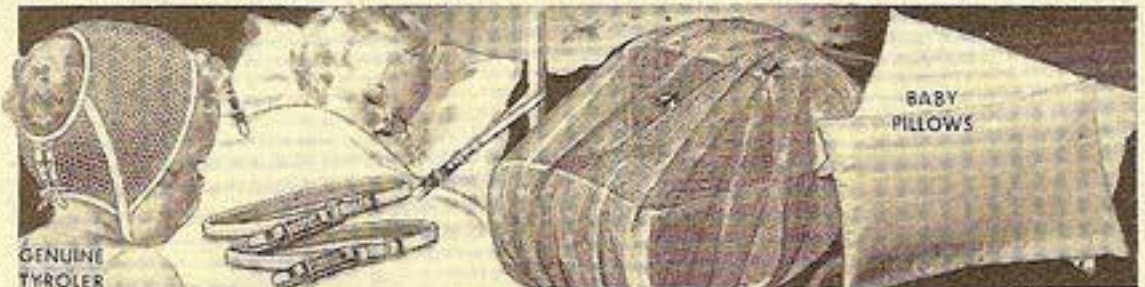
Mattress Protectors
38 H 3015—17x30 in. 2 for 25c Ea. 49c
 Shipping weight, each, 11 oz.

38 H 3016—27x34 in. 2 for 41c Ea. 79c
 Shipping weight, ea., 1 lb. 2 oz.

38 H 3018—34x52 in. 2 for 79c Ea. \$1.55
 Shpg. wt., ea., 1 lb. 13 oz.

Candlewick Spread
 Pretty and fashionable as Mom's! Use for crib, bed or carriage. Soft, furry tufts hand-worked on durable unbleached muslin. Laundered without ironing! Assorted nursery patterns. Size, abt. 42x67 in. Shpg. wt., 10 oz.
38H3214—Blue Tufts 79c
38H3215—Pink Tufts 79c

For Crib or Carriage
 A luxury robe... of pure-dye Jap silk with fluffy downy cotton filling. The quilting all by hand, the dainty embroidery hand-done! Made in Japan. Light and soft as a feather... ideal for a gift! Size, abt. 24x35 in. Shpg. wt., 9 oz.
38 H 3355—Blue \$1.00
38 H 3356—Pink \$1.00



Ear Cap
 Trains ears to grow flat. Cotton net, adjustable lacing. Ages up to 6 yrs. State age-size. Shpg. wt., 2 oz.
38 H 6802
 White... **29c**

Bedclothes Fastener
 Handy gadget for Baby's crib or carriage to hold the covers firmly in place. Adjustable elastic. Metal clasps rubber covered. Won't tear covers. Shipping weight, 5 oz.
38 H 3220
 White... **59c**

Net Canopy
 A big help to a healthy happy baby! Full-sized, cover-all canopy for carriage to keep out flies, mosquitoes, insects. Good quality cotton mesh, adjustable elastic bottom. Shpg. wt., 5 oz.
38 H 3221
 White... **29c**

Fluffy, Sanitary
 Shipping weight, each, 8 ounces.
2/3 Soft Down good quality. Balance, small goose and duck feathers. White cambric cover.
38 H 3278—10x15 inches 65c
38 H 3279—12x16 inches 95c
 100% Kapok vegetable fiber Sateen cover. Size, 12x16 in.
38 H 3238—White 27c
38 H 3239—Pink and Blue 27c

QUALITY TESTED WATERPROOF SHEETS

Roly Poly
 GUARANTEED Boilfast Rubberized Sheets

GUM RUBBER

Gum Rubber Sheets at Sears Savings
 Soft, smooth, good quality! Useful sheets prove very low. Rustproof eyelets. White.
38H3156—18x27 in. 9c
 Shipping weight, 6 oz.
38H3157—24x36 in. 15c
 Shipping weight, 10 oz.
38H3158—36x36 in. 23c
 Shipping weight, 12 oz.
38H3159—36x45 in. 29c
 Shipping wt., 1 lb. 2 oz.

Nationally Famous Brand **33c** 27-Inch Square
 Endorsed by Sears

One of America's best qualities... at Sears, it's always the best for your Baby. These are extra strong sheets of a rubberized cotton fabric made waterproof and acid proof. They won't crack or peel... they're washable... they're notably low-priced for such superior quality.

White—Rubberized on One Side Only
38 H 3242—27 in. square. Shpg. wt., 7 oz. **33c**
38 H 3243—36 in. square. Shpg. wt., 11 oz. **52c**

White—Reversible—Rubberized on Both Sides
38 H 3244—27 in. square. Shpg. wt., 8 oz. **49c**
38 H 3245—36 in. square. Shpg. wt., 14 oz. **75c**
38 H 3246—45 in. square.
 Shipping weight, 1 pound 3 ounces... **\$1.25**

38 H 3247—54 in. square.
 Shipping weight, 1 pound 12 ounces... **1.59**

Maroon—Reversible—Rubberized on Both Sides
38 H 3248—36 in. square. Shipping weight, 12 ounces... **75c**
38 H 3249—54 in. sq. Shpg. wt., 1 lb. 9 oz. **\$1.59**

"Roly Polys" 23c 18x27 inches
 Thrift Priced

Lowest prices we know for sheets of such careful, good quality. Our own Roly Poly brand... a better-grade all white cotton sheeting rubberized on both sides to make it waterproof.

Laboratory-tested... guaranteed boilfast—you can sterilize them in boiling water to keep them sweetly clean. Five handy sizes.

38 H 3151—18x27 in. 23c
 Shipping weight, 7 oz.

38 H 3160—27x36 in. 39c
 Shipping weight, 13 oz.

38 H 3161—36x36 in. 49c
 Shipping wt., 1 lb. 2 oz.

38 H 3162—45x45 in. 77c
 Shipping wt., 1 lb. 12 oz.

38 H 3169—54x54 in. 98c
 Shpg. wt., 2 lbs. 6 oz.

Hospital Grade 49c 27x36 inches

Roly Poly quality—Sears best! Heavy cotton fabric waterproofed by heavy rubberizing on both sides. Won't crack or peel. Acidproof. Rustproof eyelets. Shipping weight, each, 1 pound 11 ounces.

27x36 inches
38 H 3170—White 49c
38 H 3171—Flesh 49c

36x36 inches
38 H 3172—White 76c
38 H 3173—Flesh 76c

36x45 inches
38 H 3174—White 95c
38 H 3176—Flesh 95c

Superior Quality 23c 18x18 inches

Two layers of smooth, absorbent white cotton stockinette cemented together with rubber to make it waterproof. Washes soft and pliable in washing machine. Can be boiled.

38 H 3185—18x18 in. 23c
 Shipping weight, 8 oz.

38 H 3184—18x24 in. 33c
 Shipping weight, 10 oz.

38 H 3187—27x36 in. 69c
 Shipping weight, 1 lb. 3 oz.

38 H 3188—36x36 in. 87c
 Shipping weight, 1 lb. 9 oz.



798

TWO QUALITIES
6⁹⁸ AND 9⁹⁸

SWING IS A *Youthful* NOTE IN POLO COATS

These Two Smart Styles in Vibrant Colors Go to the Smartest Places

(A) Smart wide belt, lots of stitching, a full rippling "swing" skirt to make your waist look even slimmer . . . that's the big news in 1938 polo coats! Here's a trim little beauty in luxuriously soft fleece that's 50% fine wool. (We thought it was all wool when we chose it; but tests proved that rayon had been added to give extra strength and richer colorings.) Note the lavish stitching on the collar and belt, and the gayly printed chiffon hankie that flutters from the smart high pocket. We've lined it with sturdy, good-looking Rayon Taffeta, and we believe it's the smartest, best made sports coat you'll find anywhere at this low price. You'll wear it smartly . . . and be proud of it . . . for several seasons. *State bust measure.*

SIZES: 14-16-18-20. 17 H 3445—Natural Honey Tan.
BUST: 32-34-36-38 inches. 17 H 3446—Light Gray 806.
LENGTHS: 45-46-46-46 inches. 17 H 3447—Medium Light Blue 227. . . . \$7.98
Shipping weight, 4 pounds 5 ounces.

(B) ALL WOOL FLEECE in gloriously young, live colors, a superb, expensive-looking quality that usually sells for dollars more! Wherever smart young people gather . . . at the races, at country clubs or hunt meets . . . this polo coat, with the new *triple-notched* revers and wide stitched belt, is the big favorite. There's a brave swing to the skirt, and new tucked detail at the shoulders in back to give you smooth, molded fit. It's our very best Polo Coat . . . richly lined with genuine Earl-glo (All Rayon) . . . guaranteed to wear for the entire life of your coat. *State bust measure.*

SIZES: 12-14-16-18-20-22. 17 H 3450—Nude (Light Tan).
BUST: 30-32-34-36-38-40 inches. 17 H 3451—Skipper Blue 221. \$9.98
LENGTHS: 44-45-46-46-46 inches. 17 H 3452—Melon Rust 616. . . .
SAME STYLE IN ALL WOOL FLEECE (Rayon Taffeta lined).
17 H 3453—Polo Tan. \$6.98
17 H 3454—Skipper Blue 221. Shipping weight, each 5 lbs. 2 oz. . . .

Roly Poly SEARS OWN BRAND

Our Finest and Strongest

Best Quality Birdseye Cloth	Heavy Double-Nap Cotton Flannel
12 for 59c	12 for 74c
Formerly 66c	Formerly 87c

Finer, heavier, stronger! Highly absorbent! A diaper that gives you genuinely superior quality for your money. Woven from selected cotton yarns bleached to a snowy white... soft and wonderfully smooth so it's safe for Baby's tender skin. Easier to fold neatly because we allow an extra inch before hemming for full square finish. Sanitary packed.

38 H 3051—Full 20x20 in. Shpg. wt. 1 lb. 2 oz. 12 for **59c**

38 H 3052—Full 24x24 in. Shpg. wt. 1 lb. 3 oz. 12 for **83c**

38 H 3053—Full 27x27 in. Shpg. wt. 1 lb. 15 oz. 12 for **98c**

38 H 3054—Full 30x30 in. Shpg. wt. 2 lbs. 4 oz. 12 for **\$1.19**

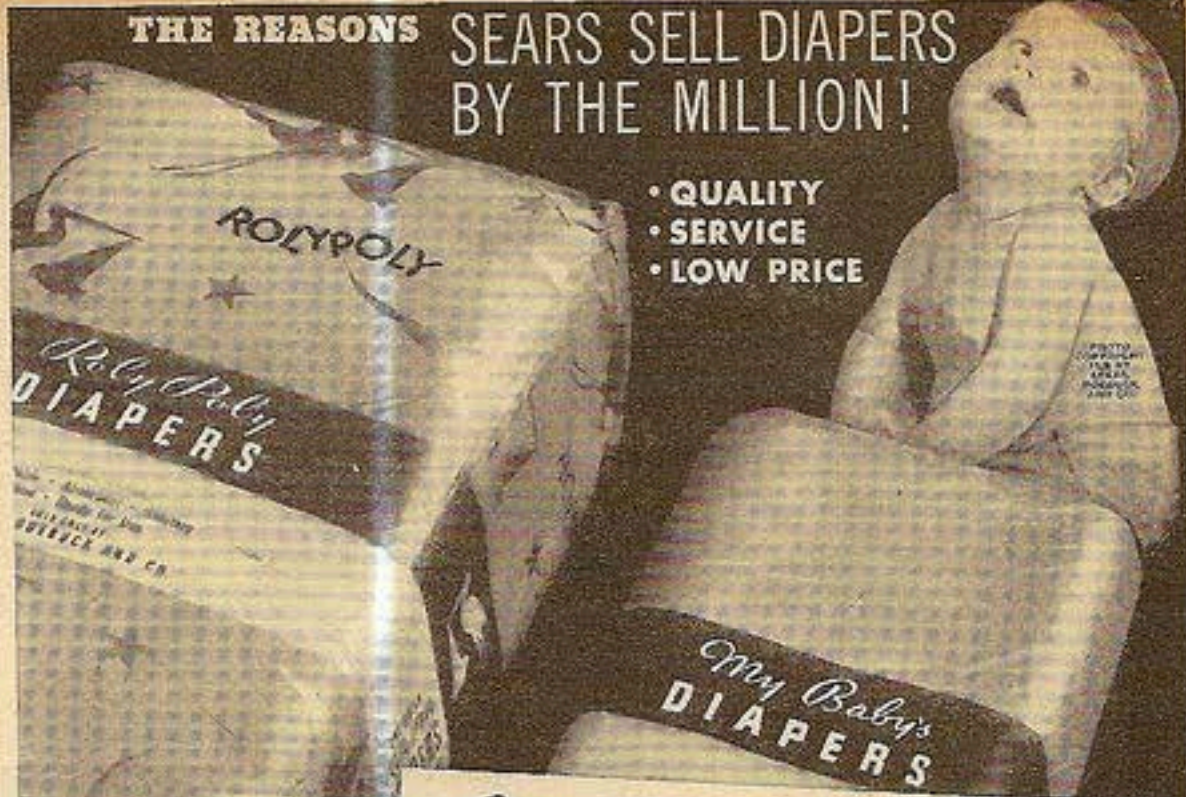
38 H 3058—Full 20x40 in. Shpg. wt. 2 lbs. 12 for **\$1.19**

A snowy white cotton flannel diaper with deep fleecy nap on both sides! Height of comfort for Baby because it's so soft and fluffy! A favorite diaper too with practical mothers... it's extra strong, heavy Roly Poly quality woven from fine, long-staple cotton yarns... with a tight understructure which holds the nap a long time. Washes, wears wonderfully; stays soft and fluffy. Folds neatly because we allow an extra inch before hemming for full square finish. Sanitary packed.

38 H 3089—Full 24x24 in. Shpg. wt. 1 lb. 6 oz. 12 for **74c**

38 H 3090—Full 27x27 in. Shpg. wt. 1 lb. 8 oz. 12 for **98c**

38 H 3091—Full 30x30 in. Shpg. wt. 2 lbs. 2 oz. 12 for **\$1.19**



My Baby's SEARS THRIFT HEMMED DIAPERS

High Value at Low Prices

Popular Economy
Birdseye Cloth
12 for **47c**
Formerly 55c

Double Nap
Cotton Flannel
12 for **79c**
Formerly 89c

A diaper that's a huge success—it's so wonderfully good for such a low price. Heavier, firmer-woven than most. Highly absorbent; quick drying. Sanitary packed.

38 H 3120—About 20x20 in. Shipping weight, 1 lb. 1 oz. 12 for **47c**

38 H 3124—About 24x24 in. Shipping weight, 1 lb. 7 oz. 12 for **67c**

38 H 3127—About 27x27 in. Shipping weight, 1 lb. 13 oz. 12 for **77c**

38 H 3130—About 30x30 in. Shipping weight, 2 lbs. 2 oz. 12 for **97c**

Another big Sears economy... your favorite double-nap cotton flannel diaper at "My Baby's" low prices! Gives you exceptional quality for your money... a beautifully smooth, soft, snowy white cotton flannel with deep, fluffy nap on both sides. Highly absorbent... and a durable, firm weave to wash and wear well. Sanitary packed.

38 H 3027—About 27x27 in. Shipping weight, 1 lb. 6 oz. 12 for **79c**

38 H 3030—About 30x30 in. Shpg. wt. 1 lb. 10 oz. 12 for **99c**



• HEMMED READY FOR USE
• SANITARY PACKED

Roly Poly GAUZE DIAPERS

Lighter... Softer... Less Bulky

12 for **\$1.67**
Formerly \$1.85

- Airy, Cool, Comfortable for Baby
- Easier to Wash, Faster-drying
- They're 30% More Absorbent
- No Hems to Chafe Tender Skin

A new kind of diaper... softer, lighter, less bulky! Made of two layers of strong, durable, yet thoroughly soft and comfortable white gauze. Woven into a single edge on all sides... no hems, no chafing seams, no bulkiness! Comfortable, light as a fluff.

38 H 3072—About 27x27 inches. Shipping weight, 2 lbs. 2 oz.

38 H 3073—About 20x40 inches. Shipping weight, 2 lbs. 4 oz.



USE THIS WAY

Dennison Diaper Linings 50 for **23c**

Slip these soft tissue linings inside Baby's diapers—throw away when soiled! They make nursery work for mothers easier and much pleasanter and saves on weekly wash, too! Highly purified strong cellulose.

38 H 3199—Triangle Size Shipping weight, 8 ounces. 50 for **23c**

38 H 3119—Triangle Size Shipping weight, 1 lb. 8 oz. 250 for **98c**

Our REDI-FOLD "One-Pin" Diapers 6 for **73c**

Cut so they're form-fitting—just pin tabs at waist! No folding... no wrinkling or bunchiness. Good-quality birdseye cloth... triple thick at center for absorbency; single thickness at ends. One size only to fit babies up to 18 months. Shipping weight, of 6, 11 ounces; of 12, 1 pound 6 ounces.

38 H 3094 6 for **73c** 12 for **\$1.39**
White.....



High Chair Pad
Solid comfort for Baby, too! Soft cushions in jolly waterproof nursery print percale, easily cleaned by wiping with damp cloth. Padded with felted cotton. Shpg. wt., 1 lb. 7 oz.
38H3298—Blue
38H3299—Pink 75c

Protects Baby
Fastens to high chair, carriage or go-cart! Keeps Baby safely in his place while you work. Leather; embossed finish. Shpg. wt., 6 oz.
38H3297 25c
Tan.....
Safety Strap and Shoulder Harness
38H3270 39c
Tan.....

Inexpensive
Was 99c! A diaper bag that's a real bargain at our new low price! Sturdy cotton covert cloth, rubberized inside. Handy snap closing; bottle holder; compartment for soiled diapers. Shpg. wt., 1 lb. 5 oz.
38H3196 49c
Gray.....

Quality Bag
Was 99c! Handy diaper bag of first-quality Du Pont fabric with simulated leather grain. Completely waterproof. Slide fastener Zip closing; bottle holder; compartment for diapers. Shpg. wt., 1 lb. 10 oz.
38H3197 89c
Black.....

Bath Set
Was 29c! Wash-cloth and towel in soft, knit combed cotton. Cellophane and ribbon gift wrap. Size of towel, 16x22 inches; wash-cloth is 9x9 inches. Shpg. wt., set, 3 oz.
38 H 3020 White and Blue
38 H 3021 White and Pink 23c

Double Fold Combed Cotton
Knit Towel—White
Abt. 16x22 in. Shpg. wt., ea. 4 oz.
38 H 3412—Blue Trim 20c
38 H 3413—Pink Trim. Ea. 3 for 57c
Abt. 20x30 in. Shpg. wt., ea. 4 oz.
38 H 3414—Blue Trim Ea. 31c
38 H 3415—Pink Trim. 3 for 39c
Knit Washcloths—White
Abt. 9x9 in. Shpg. wt., of 3 3 oz.
38 H 3416—Blue Trim 3 for 17c
38 H 3417—Pink Trim 3 for 17c

Double Thick
Extra large towel. Better quality cotton terry cloth in two soft, fluffy layers. Cellophane wrap. About 36x36 inches. White. Shipping weight, each, 14 ounces.
38H3022—Blue Trim 85c Ea.
38H3023—Pink Trim 2 for **\$1.65**



Anne Williams

CHOOSES HER COATS FOR SPRING

Both in Regular and Special Sizes for Shorter Women

HER DRESS COAT IS A SLIM BOXY SWAGGER OF "JUILLIARD" ALL WOOL WORSTED CREPE

YOU KNOW the style and quality are right when Anne Williams wears it herself! Miss Williams says, "As soon as I slipped into this coat I knew it was mine. These new *slimmer*, unbroken boxy lines give me height and slenderness . . . and I like a collar, especially for Spring, that I can wear either open or buttoned close. I like the new shoulder line, too . . . lightly padded, but not too broad to be flattering." We've made it up for her . . . and for you . . . in our finest quality "Juilliard" All Wool Worsted Crepe, and lined it with luxurious (but durable) weighted Silk Crepe. It's a really fine coat in every detail . . . we know you'll like it as much as Anne Williams does. (See Anne Williams Hats on page 41).

COLORS: Navy Blue, Spring Gray 804 or Black.
SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40-42 inches.
REG. LENGTHS: 44-45-46-46-46-46 inches.
SHORT LENGTHS: 43-43-44-44-44-44 inches.
State bust measure and color.
17 H 3455—Regular Lengths.
17 H 3555—Shorter Women's Lengths.
Shipping weight, each, 3 pounds 8 ounces

12⁹⁸

HER CENTER BUTTON PRINCESS REEFER IS OF OUR FINEST QUALITY ALL WOOL SHETLAND

For general sports wear . . . motoring and travel, for town or country . . . Anne Williams wears this handsome, sleekly tailored Princess Reeper of genuine Shetland Tweed in the new shade of Capri Blue. She says it's one of the smartest coats she ever owned, and the most useful! She wears it week-ends in the country, with sweaters and skirts . . . then over a smart crepe frock it's dressy enough for town wear. Beautifully stitched, both front and back, in long slim panels to give you a trim waistline. Smartly lined with Earl-glo (All Rayon), guaranteed to wear as long as the coat itself. If you do not feel that this is one of the greatest values you have ever seen we will cheerfully refund your money. (You'll find the smart hat on page 91.)

COLORS: Capri Blue 903, Navy Blue 221 or Rich Black.
SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
REG. LENGTHS: 45-46-46-47-47 inches.
SHORT LENGTHS: 44-44-45-45-45 inches.
State bust measure and color.
17 H 3460—Regular Lengths.
17 H 3550—Shorter Women's lengths.
Shipping weight, each, 3 pounds 7 ounces.

10⁹⁸

These coats are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House
Numbers after color names refer to COLOR-GRAPH facing first pink index page.

LUXURIOUS FURS

Add Glamour to
Any Coat or Suit



GENUINE SILVER FOX TAIL CAPE

Exquisitely beautiful fluffy Silver Fox tails! Just think... six of them joined in a deep luxurious cape! Heads trim the back. Silver Fox paws clasp smartly together in front. Richly lined with weighted Silk Crepe. Stunning worn with your suit, dresses or coats! Exceptional value at this low price.

17 H 3585—Natural **\$12.75**
Silver Fox.....
Shipping weight, 1 lb. 7 oz.



MAGNIFICENT TWIN FOXES

Luxurious! Glamorous! Two gorgeous genuine American Red Foxes in a radiant scarf... exquisitely flattering! Each skin is about 26 inches long without the big fluffy tail! Only the finer pelts are used... and every skin is beautifully marked. We could have given you cheaper pelts but they were short-haired and "boardy"... these are luxuriously soft and fluffy with long silky guard hairs. They would sell anywhere for at least \$40.00!

17 H 3590—Two skin— **\$25.00**
Red Fox.....
Shipping weight, 2 lbs. 10 oz.
Single Skin, same quality as above.
17 H 3593—Red Fox..... **\$12.98**
Shpg. wt., 1 lb. 4 oz.



Easy Payments on Everything
at Sears... See Page 1A

FIFTH AVENUE Favorites—SPECIALLY PRICED

TRAPUNTO STITCHING
ON ALL WOOL CREPE **8⁹⁸**

Heralding the new soft Dressmaker Coat... with the new Trapunto stitched lapels... so definitely 1938! In lovely Texturized-Shrunk All Wool Crepe... gloriously soft and dressy... grand for all occasions. Smart fitted style with flattering princess lines. Shoulders are tucked and lightly padded. Two-season Rayon Taffeta lining.

SIZES: 16-18-20-22.
BUST: 34-36-38-40-42-44-46 in.
LENGTHS: 46-46-47-48-48-48-48 in.
State bust measure and color.
17 H 3485—Navy Blue, Black **\$8.98**
or Med. Spring Gray 810...
Shipping weight, 3 lbs. 10 oz.

THE VERY NEW
BOXY SILHOUETTE **6⁹⁸**

Here it is... the newest coat of the season... the Boxy Swagger! So young... so flattering! Its smart wide shoulders and straight full lines are lovely for all figures. The petal collar with ties and pendants is a new style feature too. In a lovely soft 50% Wool Crepe, balance Rayon, which is Texturized-Shrunk, with two-season Rayon Taffeta lining. Imagine all this style for \$6.98!

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 in.
LENGTHS: 43-43-44-44-44 in.
State bust measure.
17 H 3490—Navy Blue... **\$6.98**
Shipping weight, 3 lbs. 9 oz.

CEREAL TWEED IN
SLEEK FITTED LINES **7⁹⁸**

ULTRA SMART... the very spirit of the chic New Yorker! Its trim simplicity bespeaks Fifth Avenue in every perfect-fitting line. A coat that's wearable for everything from dress to sports! Made in pre-shrunk All Wool Cereal Tweed... resembling a fine import. New style collar, slash pockets, side pleats in back. Lined with lustrous Rayon Taffeta.

SIZES: 12-14-16-18-20-22.
BUST: 30-32-34-36-38-40 in.
LENGTHS: 44-45-46-46-47-47 in.
State bust measure and color.
17 H 3480—Med. Gray Mixture and Med. Tan Mixture. **\$7.98**
Shipping weight, 3 lbs. 12 oz.

These garments are sent direct from New York to you... you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAFF facing first pink index page.

SUCH A DRAMATIC SALE WE CAN ONLY DESCRIBE IT



VALUE THRILL OF THE SEASON! One of the prettiest styles in all New York... feminine and flattering... at an amazing \$6.98 price that puts a big saving in your pocket! An "Extra Fine" coat in every way! *Extra* well-cut, *extra* well-styled. A much finer quality fabric than is usual in this price coat; it's a 50% Wool (balance rayon) Crepe Coating with an unusually smart surface weave. You'd swear it was all wool! Note the long slender princess lines that mold your waist and "do things" for your figure... and that charming double collar, beautifully tailor-stitched. Nicely lined with sleek, two-season Rayon Taffeta. Smart with or without self-material belt.

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40-42-44-46 inches.
LENGTHS: 46-46-47-48-48-48-48 inches.
State bust measure.

17 H 3495—Navy Blue.
17 H 3496—Rich Black.
17 H 3497—Medium Tan..... **\$6.98**
Shipping weight, 3 pounds 4 ounces.

THE ABSOLUTELY PERFECT TOP-PER COAT... right with everything! And so right in its price—you can buy a hat or bag with what you save! Comes in two glorious fabrics: All Wool Fleece for sports, or rich All Wool Crepe for dressy wear. (The white crepe only is half wool... we added rayon to give that clear true white). 39-inches long, unlined for Spring. Grand to wear over your prints and light summer dresses.

SIZES: 12-14-16-18-20. **\$5.98**
BUST: 30-32-34-36-38 inches. **EACH**
State bust measure and color.

DRESSY CREPE COATING
17 H 3500—White, Navy Blue or Black.
ALL WOOL FLEECE
17 H 3505—Polo Tan, Coral Rust or Copen Blue 237.
Shipping weight, each, 3 lbs. 10 oz.

THE BEST \$2.98 WHITE SHARKSKIN COAT that has loomed upon your horizon in years! You can't "touch" it within dollars of Sears price! We shopped all over New York, compared fabrics and prices—we KNOW! It's made of finer quality Celanese ALL Rayon Sharkskin in a pure frosty-white that will always remain white. Made as you like it—in the young jaunty boxy style that goes with all your clothes, from sports to evening. Collar, revers and facings are lined with light-weight canvas—they'll keep those trim tailored lines as long as you own the coat. Note the clever pleated shoulders! Unlined for coolness.

SIZES: 12-14-16-18-20-22.
BUST: 30-32-34-36-38-40 inches.
LENGTHS: about 36 inches.
State bust measure.
17 H 3510—Sparkling WHITE... **\$2.98**
Shipping weight, 2 lbs. 12 oz.



FOUR DIFFERENT WOMEN AND *Every One Is You*

This year, dress to express yourself; be exactly the woman you want to be . . . gay, gallant, tailored or enchanting by day, stirring and glamorous by night. Sears have the clothes to put excitement and drama into your life, exactly the right clothes, and all of them priced low!

YOU'RE A GOOD SPORT WHEN YOU DRESS FOR IT . . .

Whether you're a languorous lady, or a woman of action, sunshine means one thing . . . a chance for you to look your loveliest. Do it on a shoestring, if need be, but do it beautifully, the Sears way. See the shoes on Page 277; socks, 257; bag, sun glasses, 77; scarf, 87; play suit with skirt, inside front cover.

BUSINESS-LIKE IN A SUIT FOR TOWN . . .

It's magic . . . how accessories glorify a suit! How entirely they change its personality and multiply its uses! These pages are full of quick-change ideas, business-like or beguiling! See the hat, Page 91; guimpe, 87; bag, 103; gloves, 100; suit, 7; shoes, 262.

LOVELY AND FEMININE IN THE AFTERNOON . . .

Make your best beau's heart skip a beat . . . make even unobserving husbands sit up and take notice. Be your most appealing, exciting self in the new fashions. Prices are pleasant! See the bag, Page 102; hat, 95; gloves, 101; hose, 251; shoes, 258; dress, 39.

AND A GLAMOROUS LADY AFTER DARK

Paris puts glamour into your evening hours . . . tempts you to be beautiful under the stars . . . provides you with dreams of dresses. Sears prices on them, and on wonderful new accessories, are far from extravagant! See the romantic wrap on Page 45; kerchief and gardenias, 87; bag, 103; dress, 45; shoes, 258.



OF SPRING COATS IN ONE WORD . . .

SPECTACULAR!



Outfit the Family at Sears
on Easy Payments
See Page 1A

WOOL COAT
2.98

WOOL JIGGER
2.19

WOOL CAPE
4.98

WOOL TOPPER
4.98

A really amazing coat value—it's All Wool for the startling low price of \$2.98! Much more Coat than you'd believe possible for so little money. Good quality All Wool yarns with a rich, soft, fleecy surface are closely knit in a firm, even stitch . . . gives "body" and sturdiness to the Fleece. A coat that looks and feels like a much higher priced one. It's a popular straightline, easy to wear, unlined style—a style that stays in style! Notched lapels, of course—and big patch pockets. A Wonder Value in an All Wool coat that you can wear many ways and that will give you lots of good service.

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: about 42 inches.
State bust measure.

17 H 3515—Navy Blue ONLY. **\$2.98**
Shipping weight, 3 pounds 2 ounces.

YOUNG AMERICA'S FAVORITE JIGGER coat . . . now offered to you for \$2.19, a price so spectacularly low that you actually save more than you spend! It's a soft, warm ALL WOOL Knitted Fleece . . . light weight enough to make a grand Spring coat—heavy enough not to require a lining! The kind of coat that never gets out of style—that you can wear anywhere and everywhere. Short and snappy—boxy and becoming in line. Smart notched collar, big roomy pockets. Buy it—and buy yourself a new hat to match with the money you save!

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: about 32 inches.
State bust measure.

17 H 3518—Navy Blue. **\$2.19**
17 H 3519—Black. **\$2.19**
Shipping weight, 2 pounds 10 ounces.

THE SQUARE-SHOULDERED CAPE—newest of all the young cape fashions! Tailored in a fine quality ALL WOOL novelty crepe . . . for the incredibly low sum of \$4.98! You'd pay dollars more for it in most stores! Definitely 1938 in its feeling: young—jaunty—sure of itself, from the tip of its beautiful boxy shoulders down to its hem. Grand to wear over your gay print dresses and summer sheers. Also smart when worn with a suit. Unlined for Spring, with all seams neatly taped.

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40-42 inches.
LENGTHS: about 38 inches.
State bust measure.

17 H 3520—Navy Blue. **\$4.98**
17 H 3521—Rich Black. **\$4.98**
17 H 3522—Med. Spring Gray. **\$4.98**
Shipping weight, 2 pounds 6 ounces.

THE TOPPER THAT "TOPS" THEM ALL! In Price! In Style! In Fabric! Every thread of it ALL WOOL Suede Fleece—just the right weight for Spring and early Summer. Rates all the 1938 Style points: Boxy lines—broad pleated shoulders—slot seam in back ending in pressed-down box pleat—big patch pockets! Last but most important: comes in gorgeous colors; the classic Polo Tan, Pearl Gray and Copen Blue—and exciting Mediterranean color—Adriatic Green.

SIZES: 12-14-16-18-20.
BUST: 30-32-34-36-38 inches.
LENGTHS: about 32 inches.
State bust measure.

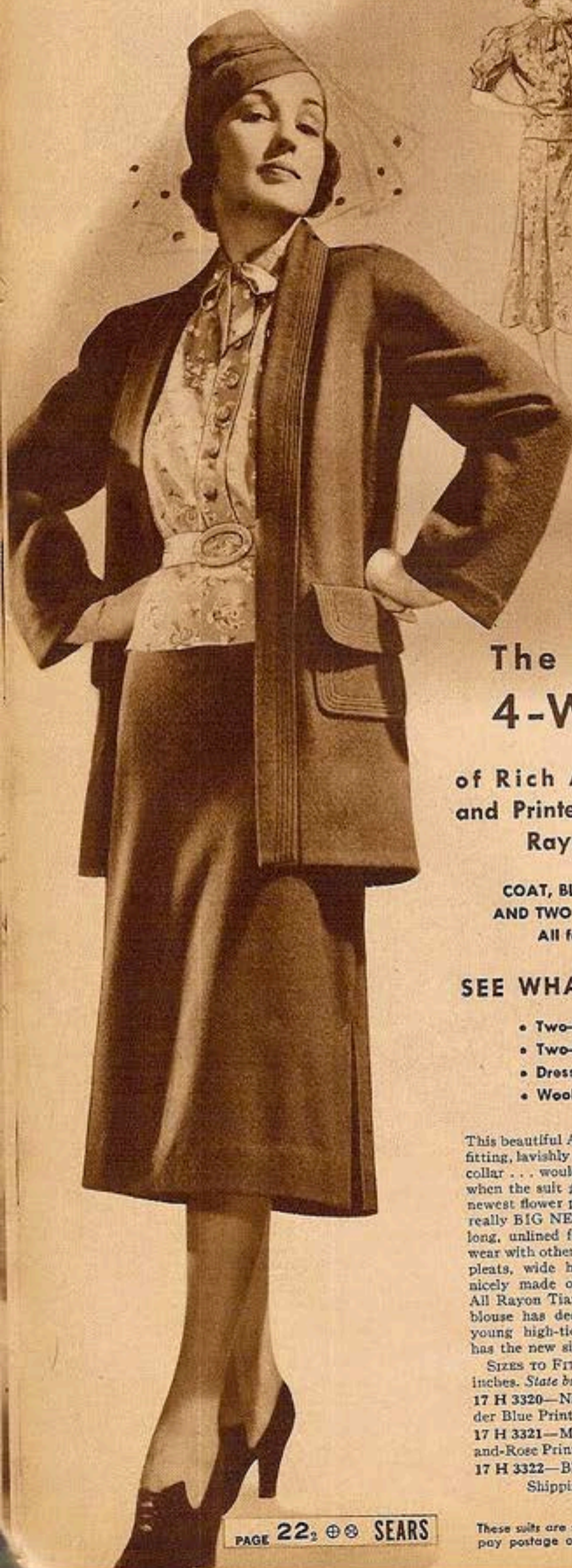
17 H 3525—Polo Tan. **\$4.98**
17 H 3526—Adriatic Green 906. **\$4.98**
17 H 3527—Copen Blue 227. **\$4.98**
17 H 3528—Pearl Gray 806. **\$4.98**
Shipping weight, 2 pounds 10 ounces.

Remember: You take no risk when you order from Sears.
Your money is returned if you are not pleased.

These garments are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Young "SIZE 14" STYLES IN

Every One an Outstanding



Famous New York
Style Success!

The Four-Piece 4-WAY SUIT

of Rich All Wool Suiting
and Printed Crown Tested All
Rayon Tiara Crepe

COAT, BLOUSE
AND TWO SKIRTS
All for

998

SEE WHAT IT GIVES YOU!

- Two-Piece Suit, Print Blouse
- Two-Piece Print Dress
- Dress-and-Coat Ensemble
- Wool Skirt and Blouse

This beautiful All Wool Monotone Suit . . . perfect-fitting, lavishly stitched, with the smart new tuxedo collar . . . would regularly cost \$12.00 by itself! So when the suit plus a charming frock in one of the newest flower prints, is priced just \$9.98 . . . that's really BIG NEWS! The wool topcoat is 32 inches long, unlined for Spring . . . a perfect topper to wear with other dresses too. Wool skirt has two side pleats, wide hem. The two-piece print dress is nicely made of our finer quality Crown Tested All Rayon Tiara Crepe in exquisite colorings. The blouse has deep shoulder shirring and flattering young high-tied neckline. Matching print skirt has the new six-gore flare and wide hem.

SIZES TO FIT BUST: 34, 36, 38, 40, 42, 44 and 46 inches. *State bust measure.*

17 H 3320—Navy Blue Wool with Navy-and-Powder Blue Print.

17 H 3321—Med. Spring Gray Wool with Gray-and-Rose Print. **\$9.98**

17 H 3322—Black Wool with Rose Print.

Shipping weight, 3 pounds 3 ounces.

TWO-PIECE DRESSY SUIT OF FINE ALL WOOL CREPE **998**

Don't envy the slim young "size 14's" their jaunty, up-to-the-minute styles . . . wear them yourself! Charmode styles are created especially to give you this youth and dash in your own sizes. Take this beautiful All Wool Crepe suit, for instance . . . we purchased the original in the Misses' Section of a famous specialty shop, then copied it in every detail from that pretty pointed collar, lavishly stitched, to the hem of the side-pleated skirt. Swagger coat is 38-in. long, with tucked shoulders and stitched panel back. Lined with gleaming two-season Rayon Taffeta. SPECIAL VALUE!

SIZES TO FIT BUST: 34, 36, 38, 40 and 42 in. *State bust measure.*

17 H 3315—Rich Navy Blue only. **\$9.98**
Shipping weight, 3 pounds 14 ounces.

SIZES TO 46

Fashion for Spring

Charmode
fashions



THESE THREE COATS IN REGULAR SIZES . . . ALSO SIZES SPECIALLY PROPORTIONED FOR SHORTER WOMEN

9⁹⁸
FASHION SCOOP! We found this distinguished young style in an exclusive New York specialty shop . . . and copied it for you exactly, from the graceful, softly faced skirt to the pretty stitched and scalloped collar. Expertly tailored of luxuriously rich, smooth-surfaced All Wool Suede; lined with rich two-season Rayon Taffeta. Comes with flower and rayon crepe scarf in smart contrast color.
 Colors: Wheat Tan, Skipper Blue 221 or Spring Gray 804.
 Sizes to fit bust: 34, 36, 38, 40 and 42 inches.
 State bust measure and color.
 17 H 3530—Regular Lengths . . . about 47½ in.
 17 H 3560—Short Women's Lengths . . . about 45 inches.
 Shipping weight, 3 pounds 8 ounces.

10⁹⁸
ALL WOOL Monotone Coating . . . makes the perfect "casual" coat you can wear for sports or dress, for travel or shopping or driving. It's the new *slimmer* boxy swagger . . . wonderfully flattering and easy to wear. Stunning stitched collar; two flap pockets, one high breast pocket to hold a bright hankie. Lined with genuine Earl-glo Satin (All Rayon) guaranteed for the life of the coat.
 Colors: Spring Gray, Navy Blue or Oatmeal Tan.
 Sizes to fit bust: 34, 36, 38, 40, 42, 44 and 46 inches. State bust measure and color.
 17 H 3535—Regular Lengths . . . about 47½ in.
 17 H 3565—Shorter Women's Lengths . . . about 45 inches. Shipping weight, 3 lbs. 8 oz.

13⁹⁸
IT'S THE NEW BOXY SWAGGER . . . young, slender, flattering . . . America's Number One fashion for Spring! Perfectly tailored of luxury quality ALL WOOL WORSTED, with lavishly tucked collar and sleeves. Lined with rich, durable weighted Silk Crepe.
 Colors: Navy Blue, Rich Black or Spring Gray.
 Sizes to fit bust: 34, 36, 38, 40, 42, 44 and 46 inches.
 State bust measure and color.
 17 H 3540—Regular Lengths . . . about 47½ inches.
 17 H 3570—Shorter Women's Lengths . . . about 45 inches.
 Shipping weight, 3 pounds 5 ounces.



These coats sent direct from New York . . . pay postage only from our nearest Mail Order House.

TRIMLINE

**GIVE YOUNG LINES
TO LARGER FIGURES**



SLENDER YOUNG STYLES IN REGULAR AND STOUT SIZES



998
Luxury quality ALL WOOL Crepe Coating, soft and rich-draping . . . lined with beautiful weighted Silk Crepel. A really fine coat, one you'll be proud to wear for several seasons. The pretty triple-edged collar is proportioned just right to slim your bust . . . and is accented with a lovely white gardenia. Back is smoothly molded to give you long, slender lines. Comes with matching belt.
REGULAR SIZES: 34, 36, 38 and 40 in. bust;
STOUT SIZES: 39, 41, 43, 45, 47, 49, 51 and 53 in. bust. See Scale on Page 27 for lengths. State bust measure.
17 H 3600—Navy Blue.
17 H 3601—Spring Gray 804.
Shipping weight, 3 pounds 8 ounces.

1198
ALL WOOL FLEECE . . . that gloriously soft, grand-to-touch quality you see in coats up to \$20.00. The style is the very smart new straight-line swagger . . . gives you wonderfully long, slim unbroken lines. And you can wear the trimly stitched collar two ways. . . both becoming! Richly lined with genuine Earl-glo (All Rayon) . . . guaranteed to wear as long as your coat.
REGULAR SIZES: 34, 36, 38 and 40 in. bust;
STOUT SIZES: 39, 41, 43, 45, 47, 49, 51 and 53 in. bust. See Scale on Page 27 for lengths. State bust measure.
17 H 3605—Polo Tan.
17 H 3606—Rich Black.
Shipping weight, 4 pounds 2 ounces.



FASHIONS

**WIDER SHOULDERS
LARGER ARMHOLES
FULLER BUST AND
GRACEFUL HIPLINE
FOR PERFECT FIT**

Ⓐ This beautiful Novelty Crepe suit is one of the best fashion investments you could make. You'll wear it as a suit, with pretty frilled blouses . . . you'll wear the kick-pleated skirt with your separate jackets and the 45 in. length swagger coat with all your dresses. The Crepe Suiting is half Wool, balance Rayon, soft and fine, but built to stand hard wear. Pretty tucked and stitched collar, smart white gardenia. Richly lined with fine two-season Rayon Taffeta.

REGULAR SIZES: 34, 36, 38 and 40 in. bust; STOUT SIZES: 39, 41, 43, 45, 47 and 49 in. bust. State bust measure.

17 H 3330—Rich Navy Blue only . . . \$9.98
Shipping weight, 4 lbs. 2 oz.

Ⓑ Here's the new tuxedo swagger that's been making fashion headlines . . . in a perfectly stunning two-piece suit of expensive-looking Monotone Tweed. (The Tweed is half Wool, balance Rayon, but looks all wool and wears better than the cheap "all wools" we could have given you at this price.) Luxuriously lined with fine quality weighted Silk Crepe. Note the smart stitching, the big handsome buttons! Back of coat is smartly tucked. Kick-pleated skirt, wide hem.

REGULAR SIZES: 34, 36, 38, 40 in. bust; STOUT SIZES: 39, 41, 43, 45, 47 and 49 in. bust. Length of coat, about 40 inches. State bust measure and color.

17 H 3325—Oatmeal Tan, Spring Gray \$04, Lt. Navy Blue 214 or Thistle Rose (soft rose with a lavender cast) 527. Shipping weight, \$10.75
4 lbs. 3 oz.

Ⓒ A truly fine suit in every detail . . . made especially for you who usually pay \$15.00 to \$20.00 for your suits! Tailored with extra care, of soft, rich-draping All Wool Monotone Suiting . . . lined with fine quality weighted Silk Crepe. Full-length coat looks very smart with dresses. Kick-pleated skirt, wide hem. We invite you to order this suit at our risk . . . If you don't think it's the best value you've seen anywhere we'll refund your money!

REGULAR SIZES: 34, 36, 38, 40 in. LENGTH: 45 in. STOUT SIZES: 39, 41, 43, 45, 47 and 49 in. bust. LENGTH: 47 in. State bust measure and color.

17 H 3335—Navy Blue, Med. Spring Gray \$04 or \$12.98
Oatmeal Tan

Shipping wt., 5 lbs. 1 oz.



Ⓐ
998

2-Pc. Dressy Suit
Special Value



Ⓑ

1075
Swagger Suit
of Rich Tweed



Ⓒ

1298
Our Finest
Trimline Suit



Outfit the Family
at Sears
on Easy Payments
See Page 1A



These suits are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

TRIMLINES

Descriptions of Coats shown on
Opposite Page



(A) SPECIAL BARGAIN in style and quality! Good sturdy quality Novelty Crepe Coating that's half Wool, balance Rayon... but looks and wears like all wool. New-type raglan shoulders... perfect-fitting, easy to wear. Unusually attractive stitched collar, designed to slim a full bust. Nicely lined with gleaming two-season Rayon Taffeta. If you want a coat that's smart, that will stay in style and wear, this is it!

REGULAR SIZES: 34, 36, 38, 40 in. bust; **STOUT SIZES:** 39, 41, 43, 45, 47, 49, 51, 53 in. bust. See Scale on Page 27 for lengths. State bust measure.

17 H 3630—Navy Blue. \$6.98
17 H 3631—Rich Black.
Shipping weight 3 lbs. 5 oz.

(B) Slip this stunning Crepe coat on over any Spring or Summer frock you own... and you have a perfectly stunning ensemble! It's the new collarless, cape-sleeve style that's all the rage... made of our best quality Crepe Royale. You'll be amazed to find such beauty at this tiny price... it's beautifully woven of the famous Celanese Rayon yarns. Unlined, with nicely finished seams.

REGULAR SIZES: 34, 36, 38, 40 in. bust; **STOUT SIZES:** 39, 41, 43, 45, 47, 49, 51, 53 in. bust. See Scale on Page 27 for lengths. State bust measure.

17 H 3635—Navy Blue. \$2.98
17 H 3636—Rich Black.
Shipping weight, 1 lb. 14 oz.

(C) GOOD TASTE, good looks... good sturdy quality... a lot to find at this low price! Expertly tailored of expensive-looking Monotone Coating that's half fine Wool, balance Rayon... with rich-gleaming weighted Silk Crepe lining. Beautifully proportioned collar, lavishly stitched... very slenderizing. Comes with matching belt.

COLORS: Med. Spring Brown, Med. Gray or Rich Navy Blue. State bust measure and color.

STOUT SIZES to Fit Bust: 39, 41, 43, 45, 47, 49, 51, 53 in. See Scale on Page 27 for lengths.

17 H 3640—Regular Lengths, about 48 1/2 inches.
17 H 3645—Shorter Women's Lengths, about 45 1/2 inches.
Shipping weight, 3 lbs. 14 oz. \$9.75

(D) Three deep tucks and rows of fancy stitching lend pretty, youthful air to this flattering collar. Note the long, straight, unbroken body lines, too... this coat is one of the most slenderizing you could choose. Nice quality, firm-bodied Novelty Monotone Coating that's 50% Wool, balance Rayon... but looks like all wool. Lined with rich Rayon Taffeta. Comes with matching belt.

COLORS: Navy Blue or Black. SIZES to Fit Bust: 39, 41, 43, 45, 47, 49, 51, 53 in. See Scale on Page 27 for lengths. State bust measure and color.

17 H 3650—Regular Lengths, about 48 1/2 inches.
17 H 3655—Shorter Women's Lengths, about 45 1/2 inches.

Shipping weight, 3 lbs. 12 oz. \$7.98

The coats on these two pages are sent direct from New York to you... pay postage only from our nearest Mail Order House.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Both these coats come in Regular and Shorter Lengths

ALL WOOL SHETLAND
BEAUTIFULLY STITCHED **10⁹⁸**

Our best Trimline "casual"... the lovely slender-line reefer coat that's smart for either dress or sports. Superbly tailored of genuine All Wool Shetland Tweed, with handsome stitching and expensive-looking buttons. Rayon Taffeta lined. Belt included.

COLORS: Lt. Navy Blue 214 or Rich Black. SIZES to Fit Bust: 39, 41, 43, 45, 47, 49, 51 and 53 in. See Scale on Page 27 for lengths. State bust measure and color.

17 H 3610—Regular Lengths—about 48 1/2 in.
17 H 3615—Shorter Women's Lengths—about 45 1/2 in. \$10.98
Shipping weight, 3 pounds 8 ounces.

OUR BEST ALL WOOL
WORSTED COATING **12⁹⁸**

The prettiest, most flattering collar we've seen in all New York! Richly stitched, with covered button trim! Long slenderizing lines, designed to make you look pounds slimmer. Luxurious weighted Silk Crepe lining. Comes with matching belt. Exceptional value!

COLORS: Navy Blue, Black or Spring Gray. SIZES to Fit Bust: 39, 41, 43, 45, 47, 49, 51, 53 in. See Scale on Page 27 for lengths. State bust measure and color.

17 H 3620—Regular Lengths—about 48 1/2 in.
17 H 3625—Shorter Women's Lengths—about 45 1/2 in. \$12.98
Shipping weight, 3 pounds 10 ounces.



IN LARGER SIZES cost no more at Sears

WHETHER YOU WEAR A REGULAR
OR SHORTER LENGTH . . . THERE
IS A COAT ON THESE TWO PAGES
PERFECTLY PROPORTIONED FOR YOU



(A)
Slenderizing
New Collar
698



(B)
Celanese
Rayon Crepe
298



(C)
Silk
Lined
975



(D)
New Tuck
Trimming
798

Trimline Coat Size Scale

REGULAR SIZE SCALE

SIZES: 34-36-38-40 in. bust.
LENGTHS: 46-46-47-48 inches.
Correctly proportioned for Women
of Average Measurements.

STOUT SIZE SCALE

SIZES: 39-41-43-45-47-49-51-53 in. bust.
REG. LENGTHS: 48-48-48-48-49-49-49-49 inches.
SHORT LENGTHS: 45-45-45-45-46-46-46-46 inches.
Correctly proportioned for real Stouts—Fuller development
through hips, arms, waist and back.

Young..



FOR DAYTIME OR ANYTIME

Ⓐ The cutest dress you young things ever wore! This one-piece peplum dress has rows and rows of frilly dyed-to-match Chantilly Lace down the front and all around the collar and sleeves, "little-girl" fashion; tucks and fancy pins give an expensive "dressmaker" look! Blouse of dress is sheer Rayon Chiffon; skirt is glorious Celanese Rayon Crepe Romaine, one of our very finest fabrics, exquisite in quality, rich and beautiful to see.

5⁹⁸

JUNIOR SIZES: 11-13-15-17-19.
TO FIT BUST: 29-31-33-35-37 in.
MISSSES' SIZES: 12-14-16-18-20.
TO FIT BUST: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.

State bust measure and color.

31 H 6010—Powder Blue 205.
31 H 6011—Petal Rose 534.
31 H 6012—Navy Blue. \$5.98
Shipping wt., 1 lb. 6 oz...

SLIM PRINCESS SILHOUETTE

Ⓑ PARIS INSPIRED! And enthusiastically approved by America's younger crowd! Just look at the exquisite all-round yoke and sleeve inserts of sheer embroidered organdy, dyed-to-match the dress color. The form-revealing "corselet" line of the waist and hips! A Zip placket closing for trim, perfect fit. And most important of all... the Celanese Rayon Crepe Romaine done in this season's grand new colors. A perfect summer fabric... cool, but with so much body it drapes beautifully. A real luxury fabric.

4⁹⁸

JUNIOR SIZES: 11-13-15-17-19.
TO FIT BUST: 29-31-33-35-37 in.
MISSSES' SIZES: 12-14-16-18-20.
TO FIT BUST: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.

State bust measure and color.

31 H 6005—Petal Rose 534.
31 H 6006—Powder Blue 205.
31 H 6007—Venetian Violet 905.
31 H 6008—Adriatic Green 906.

Shipping wt., 1 lb. 4 oz... \$4.98

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Lovely... AND READY FOR 1938

In Junior and Misses' Sizes... and Remember Junior Is a Size Not an Age



FEATURING GLORIOUS NEW COLOR CONTRAST

A—as gay and vivacious as you young moderns! A dress so new, so different it will make every one of you say—"Oh boy! Isn't that grand." Bright contrasting bands of Rayon Velvet span an alluring Chiffon yoke... accented by matching velvet covered buttons. Contrasting bands and bows of the Rayon velvet on the Chiffon puff sleeves too! The very new close to the throat neckline is edged with dainty pleated lace. The slim, sleeked-in waist... and fluttering flared skirt, make you a glamorous lady! This chic two-piece is made in fine quality Celanese Rayon Pebble Crepe, rich in texture and color, with fine quality, beautifully sheer Rayon Chiffon yoke and sleeves. A frock too captivating to miss... at this very, very low price. For sizes see Scale below. State bust measure and color.

31 H 6015—Royal Blue 218 with Cerise.
31 H 6016—Powder Blue 205 with Navy.
31 H 6017—Petal Rose 534 with Wine.
Shipping weight, 1 pound 6 ounces.

MISSES' SIZES: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 inches.
JUNIOR SIZES: 11-13-15-17-19.
To Fit Bust: 29-31-33-35-37 inches.
LENGTHS: 44-45-46-46-47 inches.
State bust measure and color.

YOUR CHOICE OF TWO LOVELY FABRICS

B And fashion-wise young misses will choose this new Corselet Princess frock in both! One is a dainty print, the other is in rich solid colors. Both glorified with contrasting loop braid, dainty lace, and gros-grain ribbon. It features Youth in every line... the new square neckline... laced corselet princess waist... smart cuffed puff sleeves... rippling flared skirt and sleek Zip placket closing. It's a great deal of style at this small cost! For sizes see Scale below. State bust measure and color. Shpg. wt., each, 1 lb. 4 oz.

Printed Tiara Crown Tested Rayon Crepe
A rich, petal smooth fabric that will wear splendidly. Won't slip at seams.
31 H 6020—Aqua with Brown, Rose with Wine, Powder Blue with Navy

Solid Color Celanese Rayon Pebble Crepe
Glorious colors in this fine, softly pebbled fabric.
31 H 6025—Navy with White, Coral Rose 534 with Brown, Lido Aqua 901 with Wine.

DO NOT GUESS YOUR SIZE! Be sure to use a tape-measure—and measure over your dress... holding the tape snug. Read full measuring instructions in back of book. Dresses on this and opposite page are sent direct from New York to you... but you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.



IT'S A *Triumph*

THIS CLASSIC 3-PIECE SUIT
OF ALL WOOL TWEED WITH
LUXURIOUS WOLF COLLAR

29⁹⁸

Beautiful from its trim hem to that enormous collar of prime, long-haired, genuine Wolf Fur. Every wolf pelt was hand-picked for quality, luster, length of hair. The fabric is 1938's smartest . . . genuine All Wool Shetland Tweed in glorious new colors. The topcoat is 43 inches long, with seamed panel back . . . perfect also as a separate sports coat. Jacket suit also is smart when worn alone. Both topcoat and jacket are lined with gleaming Earl-Glo Satin (All Rayon), guaranteed to wear as long as the suit. Jacket has genuine leather belt. Zip-closed skirt, wide hem. We cordially invite you to order this suit at our risk. If you don't believe it's the equal of any \$40.00 suit you've seen, we'll refund your money!

Sizes: 12-14-16-18-20-22.

Bust: 30-32-34-36-38-40 in.

State bust measure and color.

17 H 3200—Natural Beige, Strawberry Rose 534 or Capri Blue 903 with Beige Wolf or Bright Navy Blue 221 with Gray Wolf.

Shipping wt., 6 lbs. 1 oz.



A BEAUTY

Eileen Drury, accompanied by Anne Williams, lands at Burbank Airport, is welcomed by Republic's very popular Gene Autry



EILEEN DRURY, LOVELY HIGH SCHOOL GRADUATE AND WINNER OF NATIONAL BEAUTY CONTEST, WENT TO HOLLYWOOD, MET THE STARS, SAW WHAT THEY WORE! HERE IS THE WARDROBE OF HOLLYWOOD FASHIONS SHE AND ANNE WILLIAMS CHOSE FOR HER AND FOR YOU JUNIORS AND MISSES, TOO

A BOLERO FOR A BEAUTY

(A) It's the fashion-famous "Little Bolero" Jacket Dress with gay contrast Braid Embroidery. See the bolero in big view above. A gorgeous dress to flatter your smart young "figger"—shirring between the bands... saucy beau-catcher bows! Snug zip waistline. In rich Celanese Rayon Crepe Romaine, our choice for real fabric beauty.

SIZES: 11 to 19; 12 to 20. See Scale below. State bust measure, color.
31 H 6030—Lido Aqua 901 with Wine, Navy with White, Petal Rose 534 with Brown, White with Royal \$6.98
Blue. Shpg. wt., 1 lb. 10 oz.

NEW LOW SQUARE NECK

(C) Softly Draped Bodice—exquisitely feminine—and new square neckline, grace the *Dress Sensation of the Year!* Styled right for every hour of the day! Softly shirred front with self-stitched band and bow across bosom. Zip placket. In Celanese Rayon Crepe Romaine, the perfect summer fabric.

SIZES: 11 to 19; 12 to 20. See Scale below. State bust measure, color.
31 H 6040—Venetian Violet 905, Adriatic Green 906, Strawberry \$3.98
Rose 513 or Royal Blue 218...
Shipping weight, 1 lb. 6 oz.

PLEATS AND POCKETS

(E) All-around pleated and tucked skirt... pert little simulated pockets, pointed with contrasting Ric-Rac... and you have one of the smartest frocks in our Beauty Queen's wardrobe! You'll love it too... In glorious Celanese Rayon Pebble Crepe.

SIZES: 11 to 19; 12 to 20. See Scale below. State bust measure, color.
31 H 6050—Chinese Peacock 228, Royal Blue 218, Petal Rose 534, Powder Blue 205... \$4.74
Shipping weight, 1 lb. 6 oz.

TWO-PIECE COOKIE DRESS

(B) Dainty, Cool and Sheer... and no wonder Eileen Drury loves it! The "young" blouse is glorified by dainty pleated lace, ball buttons and adorable little rayon velvet bows! You'll love what it does for you too! In polka dot, soft All Rayon Bemberg sheer.

SIZES: 11 to 19; 12 to 20. See Scale below. State bust measure, color.
31 H 6035—Navy with White, Maize with Brown, Aqua with \$3.98
Brown...
Shipping weight, 1 lb. 4 oz.

ADORABLE TULIP DRESS

(D) The new gored princess front... vividly bedecked with contrasting applique tulips! Eileen chose this gem of a dress for Country Club wear... its new square neck and tie-back slim waist were so flattering! You'll want it for your dates too! In our finest imported Irish linen—it's washable!

SIZES: 11 to 19; 12 to 20. See Scale below. State bust measure, color.
31 H 6045—White with Red, Capri Blue 903 with Red, Pink 525 with \$3.98
Wine, Maize 705 with Brown.
Shipping weight, 1 lb. 6 oz.

SUNDAY NIGHT DRESS

(F) The glamorous, new splashy print... in which Eileen "out-starred" Hollywood. A long party dress with new square neck, slim fitted bodice, full flared skirt. Flower corsage at the waist. In famous Everfast quality Cotton Cloque Pique, washable and colorfast. You young things will adore it!

SIZES: 11 to 19; 12 to 20. See Scale below. State bust measure, color.
31 H 6055—White with Venetian Violet Flowers, White with Royal \$3.98
Blue Flowers...
Shipping weight, 1 lb. 4 oz.



SIZE SCALE FOR MISSES' AND JUNIORS' DRESSES

JUNIOR SIZES: 11-13-15-17-19
TO FIT BUST: 29-31-33-35-37 in.
LENGTHS: 44-45-46-46-47 in.

MISSES' SIZES: 12-14-16-18-20.
TO FIT BUST: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.

These dresses are sent direct from New York to you... you pay postage only from our nearest Mail Order House.
Numbers after color names refer to COLOR-GRAPH facing first pink index page.

QUEEN GOES TO HOLLYWOOD



Meetings, exchanged and autographs given, she hurries off to Warner Brothers studio for her screen test

On Warner Brothers lot she meets handsome George Brent, featured Warner star, and other film celebrities

Dick Purcell, Warner Brothers prominent young player, supervises the important matter of her screen make-up

Lights! Camera! Action! Eileen Drury, beauty queen, is directed by Frank McDonald and given a screen and voice test.



For descriptions see opposite page.

Good Enough to Eat!

Ice Cream COLORS

With Zip Slide Fasteners

... Washable in LUX

(E) THE TUCKED "TRI-UMPH" OF THE SEASON! In two luscious ice-cool fabrics: *Sharkella* and *Star-Shan*. Stitched tucks and "zip" provide a smart, expensive-looking color contrast. JUNIOR SIZES: 11-13-15-17-19 To Fit Bust: 29-31-33-35-37 MISSES' SIZES: 12-14-16-18-20 To Fit Bust: 30-32-34-36-38 LENGTHS: 44-45-46-46-47 State bust measure and color. COLORS: Pistache (Lido Aqua 901), Strawberry (Pink 525), Vanilla (White), Lemon Ice (Maize 705).

CELANESE RAYON SHARKELLA

Cool... sleek... delicately twilled! The quality fabric that washes so beautifully. See colors above. **\$4.98**

POPULAR STAR-SHAN

Better quality shantung-effect spun rayon. See colors above. **\$3.98**

31 H 6060... Shipping wt., each, 1 lb. 6 oz.

(F) ONE LONG "ZIP" UP THE FRONT... and you're into one of the sleekest, youngest dresses of the year! Zip starts just above the hem—and zips right up to high turned-down collar! Gives you that slim, tall silhouette that's all the rage. Made in the season's most popular fabric—*STAR-SHAN*, a superior quality shantung-effect spun rayon. It's crush resistant and washes beautifully in LUX. Ice Cream colors that make you look cool—and desirable! Double-flap pockets and contrasting hankie.

JUNIOR SIZES: 11-13-15-17-19 To Fit Bust: 29-31-33-35-37 MISSES' SIZES: 12-14-16-18-20 To Fit Bust: 30-32-34-36-38 LENGTHS: 44-45-46-46-47 State bust measure and color.

COLORS: Pistache (Lido Aqua 901), Strawberry (Pink 525), Vanilla (White), Lemon Ice (Maize 705). **\$2.98**

31 H 6070... Shipping weight, 1 lb. 4 oz.



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4⁹⁸

F
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Descriptions of Dresses on
Opposite Page

A GAY YOUNG 2-PIECE DRESS

(A) Featuring lustrous, full-bodied, mercerized Cotton Bengaline in new soft colors! Fully sanforized-shrunk, so it washes perfectly in LUX—and keeps its smart lines! Note the young fitted jacket—the buttoned-up front—the action back—the contrasting buttons and stitching... and the sweet low price... so low you can buy a hat with what you save! Smart contrasting kerchief scarf included for extra chic.

JUNIOR SIZES: 11-13-15-17-19.
To Fit Bust: 29-31-33-35-37 in.
MISSSES' SIZES: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.
State bust measure and color.

31 H 6075—Maize 705 and Brown, Lido Aqua 901 and Wine, Pink 525 and Wine, White and Navy. **\$2.98**
Shipping weight, 1 lb. 14 oz.

"FLOWER BASKET PRINT"

(B) In heavenly new colors: Strawberry Rose—Lido Aqua—Powder Blue—and a practical Navy Blue! Feels as soft as silk... it's famous Crown Tested Tiara French-type Rayon Crepe, that petal-soft fabric that washes like new in LUX and wears so well. Non-slip seams... important because the skirt is a 12-gore flaring out at bottom. Made very young, with yoke and a round lace-trimmed collar and "bib" front! Pert contrasting bows! Self-covered buttons and loops close neck at front. A lot of fashion and value for \$2.98!

JUNIOR SIZES: 11-13-15-17-19.
To Fit Bust: 29-31-33-35-37 in.
MISSSES' SIZES: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.
State bust measure and color.

31 H 6080—Strawberry Rose, Lido Aqua, Powder Blue or Navy. **\$2.98**
Shipping weight, 1 lb. 4 oz.

HOLLYWOOD'S NEWEST

(C) "Corset" Dress! Packed full of Style... in Glorious Colors! Not just ordinary colors... but the new luscious colors that look good enough to eat! A lot of color contrast, too... in the long back Zip, in the pert bows and piping... and in the self covered buttons that round under your bust so flatteringly... and graceful, young flared skirt. Swank Celanese Rayon Pebble Crepe—and a BIG 4-Star Value!

JUNIOR SIZES: 11-13-15-17-19.
To Fit Bust: 29-31-33-35-37 in.
MISSSES' SIZES: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.
State bust measure and color.

31 H 6085—Lido Aqua 901 and Wine, Petal Rose 534 and Brown, Powder Blue 205 and Navy, or Navy and **\$2.98**
White. Shpg. wt., 1 lb. 6 oz.

A NEW SUN-SHAN PRINT

(D) "...Tops" in summer fabrics! If you don't know all about this famous fabric—it's Crown Tested Spun Rayon in a shantung effect that is so important this Spring. Washes perfectly in LUX without losing its sparkling colors! Made in the gay and youthful "Dirndl" type that's on all the fashion pages—EVERYWHERE! Short waisted, high bosom effect, with a high shirred ruffle across front. 10-gore fitted skirt! Deep hem. Contrasting belt and bouquet! All this for \$2.98!

JUNIOR SIZES: 11-13-15-17-19.
To Fit Bust: 29-31-33-35-37 in.
MISSSES' SIZES: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.
State bust measure and color.

31 H 6090—White, Rose or Powder Blue. **\$2.98**
Shipping weight, 1 lb. 6 oz.

I sincerely endorse LUX for laundering all the dresses in this book that are described as washable. LUX is absolutely safe and mild. The glorious colors, the lovely fabrics in your pretty summer dresses will stay clear, crisp and fresh when you use LUX.

ANNE WILLIAMS
Stylist

The dresses on these two pages are sent direct from New York to you... you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first index page.

Sears Offers Everything on
Easy Terms... See Page 1A



For handbag (A)
See page 103



EVERY ONE A

Picture!

**FOUR YOUNG DRESSES
ONE LOW PRICE**

**FOUR STAR
FEATURE**

**298
EACH**

JUNIOR MISS SIZES
11 to 19 and 12 to 20

For Descriptions
See Opposite Page

2 PAGE 33 SEARS

CHOOSE

Celanese Rayon



THE SMARTEST SPRING JACKET DRESSES USE EMBROIDERY IN STRIKING CONTRAST

THE MOST DRAMATIC SUIT DRESS OF THE YEAR! Dramatic in its smart new lines . . . and dramatic in its use of contrasting embroidery! The embroidery is a fine Rayon braid done in exquisite scrolls and leaves in a graceful "swing" design. Dress is smartly styled with high cowl neck and a gem of a skirt . . . absolutely plain in front with pleats at the sides. Gives you a slim line through the waist . . . and an animated hem! The jacket fits snug at the waist . . . with softly emphatic shoulders. Fashioned in rich fine Pebble Crepe of Celanese Rayon preferred by most women to silk, rich and full-bodied . . . with a genius for beautiful tailoring! A dress that at twice Sears price would still be a grand Value! And the smart little hat is sold in the millinery pages.

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure.

5⁹⁸

- 31 H 6105—Navy with Powder Blue Embroidery and Powder Blue Blouse 205.
- 31 H 6106—Black with White Embroidery and White Blouse.
- 31 H 6107—Solid Lido Aqua Blue 901 dress and jacket with Wine Embroidery.

Shipping weight, 1 pound 10 ounces.

A BRIGHT TWO-COLOR CORSELET GIRDLER IN THIS STUNNING BOLERO JACKET DRESS

THE NEWEST COLOR NOTE is sounded, when brilliant colors combine! Here we have them in a stunning jacket dress with a glorious two-color (stitched-in) girdle . . . with sash ends at the side. Chic Bolero jacket . . . dashing flower trim. This grand outfit is made of fine Celanese Rayon Pebble Crepe preferred by most women to silk. Celanese Rayon Whites always stay White.

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure.

4⁹⁸

- 31 H 6110—White with Wine and Blue.
- 31 H 6111—Maize 705 with Brown and Coral Rust.
- 31 H 6112—Powder Blue 205 with Navy and Petal Rose.

Shipping weight, 1 pound 10 ounces.



IN FINER FABRICS OF THE SEASON



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2⁹⁸

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A PETIT POINT EMBROIDERY gives it that million dollar look! Absolutely one of the very new fashion notes used lavishly on this 2-piece dress! The Petit Point . . . in heavenly colors . . . runs all around hem of flared skirt . . . up the front of blouse on each side of colored Zip closing, and around military collar and turn-back cuffs. Very chic! Skirt is made on rayon bodice top. Blouse has puff sleeves and a half-sash that ties in back. Fine quality Celanese Rayon Pebble Crepe. For handbag shown with dress, see handbag section.
 Sizes: 14-16-18-20-22.
 Bust: 32-34-36-38-40 in.
 Lengths: 45-46-46-47-47 in.
 State bust measure.
 31 H 6125—White.
 31 H 6126—Aqua 901.
 31 H 6127—Maize 705.
 31 H 6128—Blue 225.
 Shipping wt., 1 lb. 6 oz.

B THE NEWEST INITIAL DRESS comes to the fore . . . with your own three initials on a wide shaped "corselet" belt that fastens in the back! Initials are all wine colored (to match the long wine Zip); and are shiny and hard like buttons . . . with pins on the back so you can take them on and off easily. The whole dress washes, of course . . . it's Celanese Rayon Pebble Crepe, the fabric that stands countless washings in LUX without losing its lovely texture. One-piece style, with shirred shoulders, "slashed" over upper arm for coolness.
 Sizes: 14-16-18-20-22.
 Bust: 32-34-36-38-40 in.
 Lengths: 45-46-46-47-47 in.
 State bust measure and 3 initials desired.
 31 H 6120—White.
 31 H 6121—Aqua 901.
 31 H 6122—Pink 525.
 Shipping wt., 1 lb. 4 oz.

C SHARKELLA FOR SMARTNESS . . . for that frosty cool look through the hot summer months! Sharkella, you know, is that luscious soft, delicately twilled fabric made of Celanese Rayon yarns! It's at its best in this smartly simple dress made with fine fagotting and tucks at shoulders and sleeves . . . with bright colored apple buttons added for a single dramatic note! Lines of dress are grand, with tucks and gathers above the "girdled" waistline . . . and a sleek-fitting flared skirt below. All-round self material belt with self-covered buckle.
 Sizes: 14-16-18-20-22.
 Bust: 32-34-36-38-40 in.
 Lengths: 45-46-46-47-47 in.
 State bust measure.
 31 H 6115—White.
 31 H 6116—Nile 302.
 31 H 6117—Maize 705.
 31 H 6118—Pink 525.
 Shipping wt., 1 lb. 6 oz.

CELANESE RAYON WHITES ALWAYS STAY WHITE.
 These dresses are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Use LUX to Keep Them Lovely

SEARS 3 PAGE 35

GLORIOUSLY

New

SEARS BRING YOU EVERY
DETAIL THAT IS FASHION
NEWS... AT LOW PRICES

High Necklines — Slim-Fitting
Waistlines—Colorful Accents—
Pleated Skirts—New Prints

For Descriptions
See Opposite Page



**Descriptions of Dresses
on Opposite Page**

(A) LUXURIOUS DYED-TO-MATCH LACE . . . fashion's newest whimsy . . . inserted in short puff sleeves! A stunning frock with the new corselet waistline—slim and sleek fitting . . . studded with big, bright, gold colored novelty ornaments. New draped neckline and gracefully flared skirt. Fashioned in a glorious rich quality fabric, Celanese Rayon Crepe Romaine . . . and in sparkling new colors. It's one of the biggest style hits of the year . . . and a marvelous value when made in such a gorgeous fabric.

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure.
31 H 6130—Petal Rose 534.
31 H 6131—Lido Aqua 901.
31 H 6132—Venetian Violet 905.
31 H 6133—Cliquot Beige 637. **\$5.98**
Shipping weight, 1 pound 8 ounces.

(B) APPLIQUES OF DASHING COLORFUL PRINT . . . on sleeves and sash! A striking frock and a New York fashion favorite. Made of our best quality Celanese Rayon Pebble Crepe, a soft, firm fabric that drapes flatteringly. The smart high neckline with sparkling rhinestone clips . . . dainty bits of shirring about the neck . . . the styling of the full pleated puff sleeves . . . slenderly fitted bodice and full cut sash . . . are destined to give you real chic! At Sears incredibly low price of \$3.98!

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure.
31 H 6135—Royal Blue 218.
31 H 6136—White.
31 H 6137—Cliquot Beige 637.
31 H 6138—Black. **\$3.98**
Shipping weight, 1 pound 6 ounces.

(C) THE NEW CORSELET WAISTLINE . . . that gives a slender, molded-to-the-figure silhouette . . . so flattering and feminine! Look at the colorful embroidery on this lovely dress . . . the "little girl" collar . . . smart puff sleeves and flared skirt . . . it's fresh and young as Spring itself! A cool, luxurious fabric too . . . it's Celanese Rayon Pebble Crepe. Can you imagine such a dress for \$2.98? And like all Sears fashions, it's actually as beautiful as pictured!

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure.
31 H 6140—Venetian Violet 905.
31 H 6141—Adriatic Green 906.
31 H 6142—Powder Blue 205.
31 H 6143—Petal Rose 534. **\$2.98**
Shipping weight, 1 pound 8 ounces.

(D) RHYTHMIC PLEATS . . . the new all-around fan pleats, animate the skirt of this charming frock! And isn't it fresh and youthful . . . with its semi-fitted bodice . . . club collar . . . and gay swanky kerchief floating from one of the simulated pockets! Self covered buttons down the front. Piping and kerchief in bright contrasting color. In Tiara French-type Rayon Crepe in one of the new lovely prints . . . young and colorful! A perfect darling at this amazingly low price!

SIZES: 14-16-18-20.
TO FIT BUST: 32-34-36-38 inches.
LENGTHS: 45-46-46-47 inches.
State bust measure.
31 H 6145—Maize Print.
31 H 6146—Rose Print.
31 H 6147—Powder Blue Print.
31 H 6148—Navy Print. **\$2.98**
Shipping weight, 1 pound 6 ounces.

(E) NEW BIG FLOWER PRINT . . . in the glowing, vibrant colors of the Tropics! A youthful two-piece dress of fine quality Crown Tested, printed Tiara French-type Rayon Crepe . . . that lovely cool fabric that's a joy all summer long! The blouse has an all-around peplum with smart slits . . . sheer white embroidered organdy collar and bow. The cuffs, of the short puff sleeves, are embroidered organdy too! Both the collar and cuffs are fully finished so they may be easily removed for laundering. Graceful flared skirt. Contrasting patent finish belt.

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure.
31 H 6150—Navy Print.
31 H 6151—Black Print.
31 H 6152—Powder Blue Print. **\$3.48**
Shipping weight, 1 pound 4 ounces.

The dresses on these two pages are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.



New York Says: MORNING, NOON AND NIGHT
"Jacket Dresses!"

THIS NEW JACKET DRESS IS A REAL "DOUBLE DATER"! With the jacket it's a trim Costume Suit . . . with stand-up collar . . . and bands of grosgrain ribbon that slim and fit the waist . . . highlighted with bright buckles! Slip off the jacket and you're in a glorious lace-topped dress . . . that goes to dine or to dance! Zip placket. In lovely Celanese Rayon Pebble Crepe.
SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.
State bust measure and color.
31 H 6160—Navy, Casino Wine 904 or Black.
Shipping weight, 1 pound 10 ounces.

A NIPPED-IN-AT-THE-WAIST JACKET DRESS that's *sensationally popular!* The dress with yoke waist and pique collar and bow, is delightfully wearable. The jacket buttons snugly at the waist with tiny buttons . . . and completes a smart outfit. Cuffs and pocket tabs of pique too! In soft, lustrous Tiara French-style Rayon Crepe . . . a fabric that washes beautifully in LUX.
SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.
State bust measure and color.
31 H 6155—Navy or Wine with white dots.
Shipping weight, 1 pound 8 ounces.

FASHION *Spotlights* PRINTS



An Exclusive New
Bow Knot Panel Print
of Exquisite Quality

Crown-Tested Rayon
French Type Crepe
at a Thrilling Price

A THRILLING NEW PRINT in bow knots and bouquets! So lovely, we've made it in two different fabrics: rich superior quality DeLuxe Celanese Rayon Crepe and Rayon Tiara French-type Crepe. A detachable collar of exquisite lace tops this lovely frock . . . zip waistline closing.

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.
State bust measure and color.

Our Best Deluxe Crepe of
Celanese Rayon
31 H 6165—Navy, Wine, Black or White. **5⁹⁸**

Rayon French Type Crepe
31 H 6168—Navy, Wine, Black or White. **3⁹⁸**
Shipping weight, 1 lb. 4 oz.

THE PIN DOT IS QUEEN OF DOTS *this season!* And here you have them in a smart youthful dress . . . so very serviceable and becoming you'll practically live in it all summer! Lavishly shirred sleeves and shoulders . . . and soft shirring at midriff for smart slim waist and full bodice! In Sears lovely CROWN-TESTED Tiara French-type Rayon Crepe . . . high-lighted with chic Ric Rac trim. Washes perfectly in LUX.

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.
State bust measure and color.

31 H 6170—Casino Wine 904 with White, Navy with White, Lido Aqua Blue 901 with Brown. **2⁹⁸**
Shipping weight, 1 lb. 4 oz.



BEAUTIES IN RAYON SHANTUNG

So Easy to Keep Beautiful . . . Wash in Gentle LUX

THREE "ZIPS" . . . and you're into the *Newest Zip Dress* you could find anywhere! A zip tops each shoulder . . . and another zip snugly closes the placket of the new "corsel" waist! Graceful flattering bodice. The soft low V neck is accented with a corsage of daisies . . . inspired by the glorious splashy print! And the big, colorful splashy print's *Top Fashion News* this season! Skirt glims the hips, then flares smartly. Made of Star-Shan, the better quality shantung-type spun rayon . . . so lovely you'll have to *feed* it and *wear* it to really appreciate its beauty! A gem of a dress at this low price for such superior quality.

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.
State bust measure and color.

31 H 6175—Navy with Red, Black with Green, White with Red. . . . **3⁹⁸**
Shipping weight, 1 lb. 6 oz.

STRIKING EMBROIDERY IN INTRICATE DESIGN . . . lavishly trims the skirt and short puff sleeves of this smart frock. A Triumph that's definitely 1938 styling . . . and that you'll see at the Country Clubs and Resorts all summer long! Classic in style with its trim club collar . . . button-down-the-front waist . . . straight panel front skirt . . . and chic patent-finish belt. In exquisite colors with contrasting color trims. Fashioned in cool, lovely Star-Shan a superior quality, fast color shantung-type spun rayon. A dress that looks *twice* its price!

SIZES: 14-16-18-20-22.
TO FIT BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.
State bust measure and color.

31 H 6180—White with Wine, Maize 705 with Brown, Lido Aqua 901 with Wine, Pink 525 with Wine. . . . **3⁹⁸**
Shipping wt., 1 lb. 8 oz.



COOL *Sheer* AND COLORFUL

(A) DELIGHTFULLY Cool and Sheer... with a crispness that's dressy and young! Exquisite Rayon Marquissette with applied novelty dots. Lustrous solid color Rayon Taffeta gives smart Redingote-effect. Rayon Taffeta covered buttons and loops... and well-tailored matching slip. There's a youthful swing to the fresh new collar... pleated organdy edgings... and gay little bouquet under your chin! A dress to make you look your charming best... and at small cost too!

For Sizes, see Scale below.
 31 H 6185—Wine.
 31 H 6186—Black.
 31 H 6187—Navy.
 Shipping wt., \$3.98
 1 lb. 10 oz....

(B) GLORIOUSLY Rich Colors... in a gorgeous print, that's definitely NEW! The frock is young as Spring itself... from its adorable shirred wing sleeves to its fluttering six-teengoreskirt. There's flattery in the dainty soft shirring and bright bouquet! Contrasting rayon velvet sash. In cool all Rayon Bemberg, a rich, lovely fabric... sheer but close woven enough not to require an extra slip. For Sizes, see Scale below.

31 H 6190—White.
 31 H 6191—Powder Blue.
 31 H 6192—Nile Green.
 31 H 6193—Navy.
 Shpg. wt., \$4.98
 1 lb. 8 oz....

(C) DOUBLE DUTY—All Occasion Suit... in the perfect summer sheer... cool, rich-looking printed All Rayon Bemberg. It's the same quality you'll find in much more expensive dresses... closely enough woven not to require an extra slip! The dress has luxurious lace collar and cuffs, shirring at the shoulders and flared skirt. The smart loose jacket with softly emphatic shoulders, has box pleat in back. A jacket dress that frankly looks expensive! For Sizes, see Scale below.

31 H 6195—Wine.
 31 H 6196—Navy.
 Shpg. wt., \$4.98
 1 lb. 10 oz....

SIZES: 14-16-18-20-22.
 TO FIT BUST: 32-34-36-38-40 inches.
 LENGTHS: 45-46-46-47-47 inches.
 State bust measure and color.

These dresses are sent direct from New York to you... pay postage only from our nearest Mail Order House.

SEARS   PAGE 39



TWO-PC. JACKET SUIT **6⁹⁸**

DASHING TOPPER COAT **5⁹⁸**

A Whole Wardrobe!

**3-PIECE ALL WOOL
SHETLAND TWEED SUIT**

IN GLORIOUS NEW COLORS... BUY IT THREE WAYS!

COLOR is the magic keynote of the new Spring fashions... colors as fresh and vibrant with life as a May morning! Here are the brand new ones you've been reading about... fashion-right, dyed to our own order... in a particularly lovely quality of pre-shrunk all-wool Shetland Tweed. Buy the three pieces to match, or contrast your topcoat and jacket suit. The melon rust suit, for instance (it's exactly the color of ripe canteloupe) looks marvelous with a rich black "topper". Note all the important new 1938 style highlights... tricky flap pockets, high wide revers, lavish stitching, silvery metal buttons. The Top-coat is unlined for Spring and Summer wear, with smartly seamed back and big jaunty patch pockets... ideal as a separate topper to wear with dresses. Jacket has smooth molded back; you'll be wearing it all Summer with your "spare" skirts. Matching skirt has front pleat and a good wide hem. Don't be misled by Sears' low prices... we guarantee this great value... most shops would sell this outfit for \$20.00.

Sizes: 14-16-18-20.
Bust: 32-34-36-38 inches. State bust measure and color.
3205—THREE-PIECE SUIT (topcoat, jacket and skirt)
Colors: Bright Navy Blue 221, Adriatic Green 906, CopenBlue 222 or Black. **\$12.75**
Shipping weight, 4 pounds 10 ounces.

3210—TWO-PIECE SUIT (jacket and skirt)
Colors: Natural Honey Tan, CopenBlue 222, Strawberry Rose 533 or Melon **\$6.98**
Shipping weight, 3 pounds 3 ounces.

3250—TOPPER COAT ONLY (length 37 in.)... to wear with all your dresses.
Colors: Natural Honey Tan, CopenBlue 222 or Black. **\$5.98**
Shipping weight, 2 pounds 7 ounces



3-PC. SUIT
TOPCOAT
JACKET
AND SKIRT **12⁷⁵**



Comments on this and opposite page are sent direct from New York to you... but pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

AMERICA'S FAVORITE
RADIO STYLIST

Anne Williams

TWO DRESSES EVERY WOMAN

Designed for Youthful

CORRECTLY PROPORTIONED
FOR ALL HEIGHTS



"The greatest fashion successes in America"—that's what women everywhere say about the Anne Williams' All-Flattering dresses! In response to letters from all over the country, America's most popular Stylist this season has designed two dresses for you—one tailored, one dressy. You'll love and want them both! Tall or short, slender or plump, these dresses will do wonderful things for your figure. They are perfectly proportioned, carefully tailored to fit and flatter every figure type.

Sizes and Lengths of the Anne Williams' Dresses

SIZES:	14-16-18-20-40-42-44.
TO FIT BUST:	32-34-36-38-40-42-44 in.
AVERAGE LENGTH:	46-47-48-48-48-48-48 in.
TALL LENGTH:	48-49-50-50-50-50-50 in.
SHORT LENGTH:	44-45-45-45-45-45-45 in.

State bust measure and color.

HERE'S ANNE WILLIAMS'
LOVELY DRESS HAT



195 A close-fitting style that's easy to wear. Your choice of fine-textured baby Pedaline braid, or luxuriously soft, French body felt.

COLORS: Navy Blue, Powder Blue 205, Venetian Violet 905, Casino Wine 904 or Black. Measure your headsize. State color. Shpg. wt., ea., 1 lb.

Fine Quality French Felt

78 H 6765—Fits 22 to 22 3/4 in.
78 H 6766—Fits 22 3/4 to 23 3/4

Fine Pedaline Braid

78 H 6767—Fits 22 to 22 3/4 in.
78 H 6768—Fits 22 3/4 to 23 3/4



THE ALL-FLATTERING DRESS-UP DRESS
IN CREPE ROMAINE OF CELANESE RAYON

5⁹⁸

(A) The prettiest, loveliest dressy dress of 1938! A real "fashion first" because it is so fashion right in every detail, because its every line is so flatteringly wearable, because it's right for every dress-up occasion. It's the new soft dressmaker type with exquisite cut-out design, beautifully and lavishly accented with self-color embroidery, all over the shoulders, back and front. This cut-out design is repeated in the elbow drape of the graceful bracelet length sleeve. There's a soft bow at the very new, very flattering high-drape neckline, tied through a brilliant ornament. Soft shirring at the shoulders and inverted tucks at the waist give gentle bustline fullness. Self covered buttons and loops at back closing. The smartly gored skirt slims the hips and then flares softly. Zip placket closing. From throat to hem it's a beautiful dress.

Made in Celanese rayon Crepe Romaine, our very finest summer fabric, a real luxury quality, it's cool, rich, soft and full bodied. The colors are grand, too. Especially lovely and new are the Venetian Violet and the Casino Wine shades.

Such a brilliant combination of style, color and fabric fully warrants at least a \$10.95 price and we unhesitatingly guarantee your complete satisfaction.

COLORS: Navy, Powder Blue 205, Venetian Violet 905 or Casino Wine 904. SIZES: 14-16-18-20-40-42-44 only. See Size Scale at left of page. State bust measure and color.

31 H 6230—Order this Number if your are Average Height.
31 H 6231—Order this Number if you are Tall.
31 H 6232—Order this Number if you are Short.
Shipping weight, each, 1 pound 4 ounces.



THE ALL-FLATTERING DAYTIME DRESS
WITH GLEAMING JEWEL STUD BUTTONS

3⁴⁸
EACH

(B) The grandest summer shirtwaist dress ever designed! Tailored and trim and oh so flatteringly! Made with loads of tiny tucks and narrow pleats—details found usually in only high priced dresses. Clever Jewel Stud-buttons. Neat zip placket closing in all dresses. Anne Williams says—"It's the ideal dress for morning to night wear and a marvelous value. I know many women will choose this in each of the three beautiful fabrics." For hat see page 91.

Floral Print of Crown Tested Tiara Rayon Crepe

A petal-soft, smooth textured fabric that will not slip at seams. Keep the colors beautiful, the fabric soft . . . use gentle LUX.

COLORS: Powder Blue, Strawberry Rose, White or Navy. See Scale at left. State bust measure and color.

31 H 6200—Order this number if you are Average Height.
31 H 6201—Order this number if you are Tall.
31 H 6202—Order this number if you are Short \$3.48

Polka Dot Crown Tested Tiara Rayon Crepe

Same fine quality as above . . . but in a smart multi-colored novelty dot. COLORS: Gray with Rose, Navy, Aqua or Maize with Multi-color dots. See Scale at left. State bust measure and color.

31 H 6210—Order this number if you are Average Height.
31 H 6211—Order this number if you are Tall.
31 H 6212—Order this number if you are Short \$3.48

Solid Color Crown Tested "Star-Shan" . . . Fashion's Newest!

The "Star" of all the spun rayon Shantung-like textures! In glorious solid colors. Washes easily . . . beautifully in gentle, dependable LUX.

COLORS: Powder Blue 205, White, Coral Rose 534 or Navy. See Scale at left of page. State bust measure and color.

31 H 6220—Order this number if you are Average Height.
31 H 6221—Order this number if you are Tall.
31 H 6222—Order this number if you are Short \$3.48
Shipping weight, each, 1 pound 4 ounces.



CHOOSES FOR HERSELF CAN WEAR

Women of All Types



(B)
**DAYTIME
DRESS**
348



(A)
**DRESS-UP
DRESS**
598

Photos of
ANNE WILLIAMS - NEW YORK, 1938

These all-flattering Dresses in various sizes and wide selection of colors, described on opposite page.

These dresses are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Outfit the Family at Sears on
Easy Payments . . . See Page 1A



Sparkling Cool Cottons in
EVERFAST
 FABRICS

Fast to Sun... Fast to Washing...
 Keep Them Beautiful in Gentle LUX!

A NEW DRESS IF YOURS FADES

(A) Stunning Everfast "Lost Cord" print fabric in expensive dark grounds with woven-in irregular cords! Fashion's newest highlight, the "Cor-set" waistline in brilliant color contrast. Colorful novelty slide closing on waistfront.

See sizes below. State bust measure and color.

31 H 6250—Navy Blue, Copen \$2.98 or Black.....
 Shipping wt., 1 lb.

(C) A stunning summer suit in Everfast printed "Trellis" Lawn. In rich, clear color grounds found only in expensive cottons. Short sleeved dress! White pique trimmed jacket! You can wear this suit anywhere that a silk suit is worn.

See sizes below. State bust measure and color.

31 H 6235—Navy, Copen Blue \$3.98 or Maize.....
 Shipping wt., 1 lb. 2 oz.

(B) Brilliant Dalmation border print dress in an exclusive, high style Everfast cotton fabric, the kind used in much higher priced dresses. Has a linen-like weave. Bright patent finished belt!

See sizes below. State bust measure and color.

31 H 6240—White with Wine, White with Brown or White with Navy..... \$2.98
 Shipping wt., 1 lb.

(D) Dark Ground Prints are the Big Fashion News in Cottons! This one is a darling: a fully Sanforized shrunk Everfast Cotton Pique with jolly bonnets all over it. Gay cord bows! Patent finished belt. \$5.00 value—any day.

See sizes below. State bust measure and color.

31 H 6245—Navy with Red bonnets, Red with Navy, Copen with Wine, or Black with Green. \$2.98
 Shpg. weight, 1 lb.



(A)

2⁹⁸



(B)

2⁹⁸



(C)

3⁹⁸



(D)

2⁹⁸

SIZES: 14-16-18-20-22.
 BUST: 32-34-36-38-40.
 LENGTHS: 45-46-46-47-47.

These dresses sent direct from New York to you... pay postage only from our nearest Mail Order House.

FOUR Summer Outfits IN ONE!



1
PRINT BLOUSE
AND
WHITE SKIRT

2
PRINT DRESS
AND
WHITE TOPPER

3
TWO-PIECE
PRINT DRESS

CELANESE RAYON SHARKSKIN SUIT and 2-PC. PRINT DRESS

4 PIECES
COMPLETE **8⁹⁸**

A WHOLE WARDROBE . . . FOR \$8.98! Four gorgeous pieces—to wear "enssembled" or with other things! Count the four pieces—all of them washable! A Boxy Jacket and Skirt of frosty-white Celanese Rayon Sharkskin that will not turn yellow after washing . . . and a two-piece print dress of Crown Tested Tiara French-type Rayon Crepe. Here are FOUR WAYS to wear them for a grand effect:

- (1) The White Sharkskin skirt with print blouse.
 - (2) The print dress with the Sharkskin coat.
 - (3) The Two-piece print dress by itself.
 - (4) The White Sharkskin suit with print blouse.
- Could anything be smarter—more practical—more economical. Jacket has turn-back revers, four "mock" pockets and smartly squared shoulders. Print blouse has peplum, high round collar and self-covered buttons. Both skirts have kick pleat in front. The best FOUR-WAY outfit you can buy anywhere at this low price!

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.

State bust measure.
31 H 6255—White with Wine print.
31 H 6260—White with Navy Blue print.
Suit and 2-piece dress complete \$8.98
Shipping weight, 2 pounds.

RAYON SATIN IS A FASHION HIGHLIGHT

A "MUST HAVE"! The Classic Shirt-waist dress made a headline fashion by its choice of fabric: a gleaming Polka Dot Rayon Satin—the sleek, cool summery kind that turns you out looking as fresh as the first Spring flower! It washes . . . it wears . . . and costs next-to-nothing at all; about one half less than you'd pay in any big city shop! Contrasting patent finish belt has snap closing and bow trim.

2⁹⁸

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure.
31 H 6255—Pink with Navy Dot.
31 H 6256—Aqua with Brown Dot.
31 H 6257—White with Navy Dot.
31 H 6258—Navy with White Dot.
Shipping weight, 1 pound 4 ounces.

4
WHITE TOPPER
AND SKIRT
WITH
PRINT BLOUSE

DARK WITH LIGHT

is Fashion Right



Fashion's Highest Honors Go to These Adaptations of
THE VIONNET DRAPE

Featuring two of the season's "top" fashions: the lovely Vionnet draped bust line—and glorious two-tone color contrast! Inspired by a famous French designer, especially famous for her deftness in draping materials to the body! In this—the darker color sash flows down from the neck—crosses under bosom to back—and ties at side in a superb cascade of color! Beautiful . . . in keeping with the fine DeLuxe Celanese Rayon Pebble Crepe! Deep-toned double flower! An unusual value at this economy price!

3⁹⁸

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.

State bust measure and color.
31 H 6270—Venetian Violet 905 with Purple, Powder Blue 205 with Navy or Navy with Powder Blue.

Shipping weight, 1 lb. 4 oz.

One of the most important dresses of this season! The Vionnet draped line does simply grand things to your figure; gives you that slim look about the waist and hips, with a delicately up-curving line about the bosom! Notice how the cloth is twisted and draped at the "midriff"—with one enormous glittering scimitar pin for dramatic contrast. All of it—including the half-sash that buckles in the back and self covered buttons—is DeLuxe Celanese Rayon Pebble Crepe. Looks every cent of twice its low price!

4⁹⁸

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.

State bust measure and color.
31 H 6265—Venetian Violet 905, Adriatic Green 906, Chinese Peacock 228 or Cliquot Beige 637.

Shipping weight, 1 lb. 4 oz.

These dresses sent direct from New York . . . you pay postage only from our nearest Mail Order House.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

3⁹⁸

CHIC AND COOL!

Ultra-Smart Embroidered Rayon Marquise . . . in the new dark background that is so popular for summer! Embroidered with white threads for contrast! Made crisp and full, with double organdy collar (white underneath) and puff sleeves trimmed with organdy. Rustling Rayon Taffeta slip included—dark, of course, to match the dress! All this glory for the low price of only \$3.98!

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.

State bust measure and color.
31 H 6275—Wine, Black or Navy.
Shipping weight, 1 lb. 6 oz.

3⁹⁸

RIC RAC TRIM IS NEW!

Look twice at this dress—for it's well on its way to being a big summer success! It features a dark color fabric "striped" with white Ric Rac braids from top to bottom! Very new and very slenderizing! Fabric is the big summer hit, SUN-SHAN . . . the stunning spun rayon in shantung effect that washes so beautifully! Detachable cuffs, collar-and-bib of white Cotton Pique. Real value!

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.

State bust measure and color.
31 H 6280—Black or Navy.
Shipping weight, 1 lb. 4 oz.



STARLIGHT FASHIONS FOR *Glamour* AFTER DARK

DRAMATIC VALUE!

\$2.98 buys it . . . the fetching, fitted-in party dress that is selling like mad all over the country. It's rustling MOIRE RAYON TAFFETA . . . and what is more romantic than the swish of taffeta . . . all gathered up the front and fitted in snug . . . to give you the famous "corseted" silhouette! A long row of self-covered buttons from neck to hip! Sleeves are very puffed, very short; very young! Pointed revers have rows and rows of fine stitching, a rayon velvet bow at throat! Skirt swirls and flares at hem. You can't "touch" it for less than \$5.00 anywhere else.

2⁹⁸

SIZES: 14-16-18-20-22.
 BUST: 32-34-36-38-40 inches.
 LENGTH: About 56 inches.
 State bust measure and color.
 31 H 6292—Lido Aqua 901, Royal Blue 218, White or Coral Rose 534.
 Shipping weight, 1 lb. 4 oz.

BIG SPLASHY PRINTS

are front page news! This one is a striking floral pattern on Tiara French-type Rayon Crepe . . . so beautiful and glamorous in itself that we've kept the dress simple but smart, to show it off! It has a lot of line—the new form-revealing 1938 line that sleeks you down through the waist and hips, and rounds you up through the bosom! Note how the front twists and crosses under bust—goes around to back—and comes to the front again in a flattering tie. Stunning neckline draped into squared effect with clips at sides. (Veil not included.)

3⁹⁸

SIZES: 14-16-18-20-22.
 BUST: 32-34-36-38-40 inches.
 LENGTH: About 59 inches.
 State bust measure and color.
 31 H 6295—White ground print, Aqua ground print or Black ground print.
 Shipping weight, 1 lb. 4 oz.

QUILTED RAYON TAFFETA

Springs into fashion headlines . . . and it's beautiful in this youthful edition of the short evening coat! The exact duplicate of the casual, smart and impeccably correct coat that is the backbone of every college girl's wardrobe! Shoulders are boxed and square, collar is turned down and notched, masculine fashion. Big patch "flap" pockets to hold your lipstick and other gadgets. Sleek Rayon Taffeta lining. Warm enough for cool spring evenings but so soft it won't crush your daintiest frocks. The price tag belies its expensive look, actually it costs a mere \$3.98 at Sears.

3⁹⁸

SIZES: 14-16-18-20-22.
 BUST: 32-34-36-38-40 inches.
 State bust measure and color.
 31 H 6285—White, Minnet Blue 225, Waltz Pink 525.
 Shipping weight, 1 pound.

CHIC AS A PARIS GOWN!

Beautifully young and lovely! . . . using yards and yards of gossamer sheer satin-striped Rayon Marquise in the full gathered skirt and top . . . with a wide V-shaped Rayon Satin "girdle" about your middle! Looks feminine and fragile, but actually is practical for the marquise is a firm quality, and it is made with a long matching color slip of Rayon Taffeta. All-around sash has gay flowers on front . . . ties in back. Soft cowl neck. Lovely for graduation (in white) and "dress-up" affairs . . . it looks very expensive . . . a good \$5.00 more than it costs.

3⁹⁸

SIZES: 14-16-18-20-22.
 BUST: 32-34-36-38-40 inches.
 LENGTH: About 59 inches.
 State bust measure and color.
 31 H 6288—White, Black and Petal Rose 534.
 Shipping weight, 1 lb. 4 oz.

These dresses are sent direct from New York to you . . . but you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR GRAPH facing first pink index page.

Sears Offer Everything on Easy Terms . . . See Page 1A

SEARS  PAGE 45



OUR BEST Imported Linens

Use LUX to Keep Them Fresh and Beautiful

A Striking color "Bow-Knot" embroidery . . . on imported Irish Linen . . . a combination that looks as smart as it sounds! Washes! Has patent finish belt! A low price for this fine quality!

Sizes: 14-16-18-20-22.
Bust: 32-34-36-38-40 in.
L'GTHS: 45-46-46-47-47 in.
State bust measure; color.
COLORS: White with Black, Capri Blue 903 with Navy, Black with White, Linen Pink 525 with Brown. \$2.98
31 H 6300—
Shipping wt., 1 lb. 4 oz.

B A dressy, tailored 2-piece suit with action back jacket and kick pleated skirt! The softly pleated sleeve tops are a new dressmaker touch. So smart we have made it in two of our finest fabrics! Both wash in LUX splendidly. WHITE ONLY . . . wear it with light or dark accessories!

Sizes: 14-16-18-20-22.
Bust: 32-34-36-38-40 in.
State bust measure.
Pre-Shrunk Irish Linen
31 H 6305— \$2.98
White
In Fine, closely Woven
Celanese Rayon Sharkskin
31 H 6308—White. \$3.98
Shpg. wt., ea., 2 lbs.

C A big, bold, gloriously colorful print in imported Irish Linen, our best quality. Colored Zip closing from neck to waist; matching color piping accents the smart slim lines of the dress.

Sizes: 14-16-18-20-22.
Bust: 32-34-36-38-40 in.
L'GTHS: 45-46-46-47-47 in.
State bust measure; color.
COLORS: White ground with Navy and Wine print or White ground with Brown and Orange print. \$3.98
31 H 6310—
Shipping wt., 1 lb. 6 oz.

D STRAIGHT FROM IRELAND comes this fine imported Linen! Sanforized-shrunk and vat-dyed, so this jaunty two-piece dress will hold its smart lines and colors! The two-tone stripes in smart blouse are joined with fagotting. "Slit" sleeves. Grand bargain for this quality!

Sizes: 14-16-18-20-22.
Bust: 32-34-36-38-40 in.
L'GTHS: 45-46-46-47-47 in.
State bust measure; color.
COLORS: Navy with White stripe, Maize 705 with Brown stripe or Black with White stripe. \$3.98
31 H 6315—
Shipping wt., 1 lb. 6 oz.

A 2⁹⁸
B 3⁹⁸
C 3⁹⁸
D 3⁹⁸

SEARS BUDGET SHOP

FEATURES FINELY TAILORED SUITS
OF IMPORTED LINEN...FOR ONLY

EVERYTHING
ON TERMS
SEE PAGE 1A

1.98
EACH
SUIT



Link-button Single Breasted Suit in High-Grade Imported Belgian Linen... you'd ordinarily pay \$2.98 for a suit with so many quality details! Crisp, firmly woven linen in suiting weight... First quality pearl buttons... Carefully tailored. Mannish jacket has pleated pockets, pleated action-back on yoke with belt. Skirt with kick-pleat is so neatly styled and well-made, you'll wear it "extra" without the jacket.

Sizes: 12 to 20 to fit 30, 32, 34, 36 and 38-inch bust. *State bust measure.* Shipping wt., 1 pound 15 ounces.

27 H 2451 **\$1.98**
Oyster White

Girls' Suit in High-Grade Imported Belgian Linen. Adorable for any school-age girl! Brief little jacket has single breasted high-cut front, crisp lapels, interesting pockets and belted action back on yoke. First quality pearl buttons, of course! Kick-pleat at front of skirt gives fullness. 2-inch hem. A regular \$2.98 value!... the quality of the linen is that good, the tailoring and details so well-done!

Sizes: 10, 12, 14, 16 yrs. *State age-size.* Shipping weight, 1 pound. See "How to Measure" pages in back of book.

27 H 4622 **\$1.98**
Oyster White

Double Breasted Suit in High-Grade Imported Belgian Linen... so far superior to ordinary \$1.98 suits, you'll be thrilled! Mannishly tailored in well-cut full double breasted style... finished with first quality pearl buttons, seldom offered in suits under \$2.98. Jacket has top-stitched edges (another sign of quality); new fitted panel back. Skirt is well-cut and well-made, with kick-pleat at front.

Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. *State bust measure.* Shpg. wt., 1 lb. 15 oz.

27 H 2456 **\$1.98**
Oyster White

Removable Jewel-Stud Blouse in Imported Irish Handkerchief Linen. Smartest of all with linen suit! Tucked front.

Sizes: 32, 34, 36, 38, 40, 42-inch bust. *State bust measure.* Shpg. wt., 7 oz.

27 H 3617—Navy
27 H 3618—Peach
27 H 3619—Aqua Blue
27 H 3620 **\$1.00**
White

Wrap-around Skirt in Belgian Linen... all the rage! Buttons all the way to open flat for easy ironing.

Sizes: 24, 26, 28, 30, 32, 34-inch waist. *State waist measure.* Shpg. wt., 10 oz.

27 H 3171 **\$1.00**
Oyster White

Linen
blouse and
skirt sold
separately

Like Other Fine Washables, These Linens Should Be Washed in LUX Suds!

THE 4 Star Hits of 1938!

IN ALL RAYON FABRICS

Such Styles, Tailoring and Details Usually Cost \$2.98!



\$198
YOUR CHOICE

NUMBERS AFTER COLOR NAMES, REFER TO COLORGRAPH FACING FIRST INDEX PAGE



(A) Smocked All Rayon Matelasse

HOW-TO-ORDER YOUR DRESSES
Measure and be sure of your right size when you order—it's easy if you follow our directions on "How to Measure" Pages in back of book.

Juniors', Misses' and Women's Size Scale
SIZES: 11-12-13-14-15-16-17-18-19-20
BUST: 29-30-31-32-33-34-35-36-37-38-40-42-44
LENGTHS: 45-45-46-46-47-47-47-47-47-48-48-48

(A) RICH, LOVELY HAND-EFFECT SMOCKING

A FASHION THRILL of the year! An expensive-looking all rayon matelasse frock! The rich deep smocking at yoke... the fashionable tie-neckline of self-material... the smart self-covered buttons down the front... beautifully cut puff sleeves, with tucks at the shoulders, and self-cuffs... self material belt with covered buckle... beautifully flared skirt... and there you have all the features of an exclusive model—at Sears phenomenal savings!

REGULAR EVEN SIZES: 34 to 44-in. bust. State bust. See size scale above. Shipping weight, 1 pound 2 ounces.
27 H 6166—Royal Blue 222 27 H 6167—Rust 609
27 H 6168—Black
27 H 6169—Green 329 \$1.98

(B) FLORAL PRINT OR SOLID COLOR RAYON CREPE

Here's a smart all-occasion dress! Becoming to the larger woman as well... with its youthful, slenderizing neckline! Notice the new material too! It's a lovely daintily printed all rayon Pebble crepe... The smart tie neckline is faced with plain color. Vestee in plain color with button trim. Shirred yoke front. Puff sleeves; full gored skirt front. So becoming to all figures we couldn't resist having it made in two lovely fabrics. Shipping weight, 1 pound 1 ounce.

EVEN SIZES: 34 to 44-in. bust. State size. See size scale above.
27 H 6142—Copen Blue Print with Navy
27 H 6143—Maize Print with Brown
27 H 6144—Navy Print with White \$1.98
PLAIN ALL-RAYON FRENCH TYPE CREPE, State size.
27 H 6148—Pastel Pink 401 27 H 6149—Maize 702
27 H 6150—White \$1.98

(C) NEW NECK-LINE! GAY, BRIGHT PLAID TRIM!

Junior Misses will love the new high fashion neckline... combined with a chic buttoned shoulder line! The fabric is the better quality all rayon pebble crepe in plain color... spiced with bright plaid pleated rayon taffeta trim. Smartly cut pointed yoke front.

JUNIOR SIZES: Odd Sizes, 11 to 19; MISSSES' SIZES: Even Sizes, 12 to 20. State size. See size scale above. Shipping weight, 15 oz.
27 H 6152—Royal Blue 222 27 H 6153—Wine 904
27 H 6154—Green 906 \$1.98

(D) NEW! BRIGHT DOTTED RAYON TAFFETA—2-PIECE DRESS

A Popular Favorite in Junior or Miss sizes! Smart... swishy... young! A 2-piece dress in the new dotted rayon taffeta with small colored pattern. The becoming hip-length jacket has a Peter Pan collar edged in fine self-pleating... and colored buttons that really close right down the front! The self-material belt starts at the sides, and can be worn either in front or back!

JUNIOR SIZES: Odd Sizes, 11 to 19; MISSSES' SIZES: Even Sizes, 12 to 20. State size. See size scale above. Shipping wt., 1 lb. 3 oz.
27 H 6157—Navy ground
27 H 6158—Green ground
27 H 6159—Red ground \$1.98
IN PLAIN ALL RAYON TAFFETA, State Size.
27 H 6162—Navy 214 27 H 6163—Med. Green
27 H 6164—Med. Red 511 \$1.98

(B) All Rayon Printed Pebble Crepe or Plain French Type Crepe

(C) Smart Junior Miss in All Rayon Pebble Crepe

(D) Two-Piece Junior in All Rayon Printed or Plain Taffeta



(A)
All Rayon
French
Type
Crepe



(B)
All Rayon
Taffeta
or French
Type Crepe



(C)
All Rayon
French
Type
Crepe



(D)
NEW!
All
Spun
Rayon



(E)
All Rayon
French
Type
Crepe

SEARS PROUDLY PRESENT THE

Prints of the Season

IN ALL RAYON FABRICS

Recognized \$2.98 Values
Appearing Here for
the First Time at
Tremendous Savings

\$1.69
Your
Choice

(A) A Style Hit... for the smart Junior Miss! Made of a lovely, washable all rayon French-type Crepe usually found in much higher priced frocks! Pretty front shirring and "Little Girl" collar express youthful simplicity... the coveted style of every smart miss! Short puff set-in sleeves, smart gored skirt. To top it off, there's a pretty little novelty pin at the neck!
Junior Sizes: 11 to 19.
Misses' Sizes: 12 to 20. *State size.* See size scale on Page 53. Shipping weight, 13 ounces.
27 H 6003—Copen Blue Print
27 H 6005—Rose Pink Print
27 H 6010—Maize Print. \$1.69

(B) A style beloved by Junior Misses! Notice the chic puffed-at-the-shoulder sleeves... the smart detachable Peter Pan collar! Cleverly pleated patch pockets! Ultra smart 10-gore skirt. Fashion's favorite print—polka dot—in good quality all Rayon Taffeta.
Junior Sizes: 11 to 19
Misses' Sizes: 12 to 20
State size. See size scale on Page 53. Shipping weight, 15 ounces.
27 H 6011—Navy, White Dot
27 H 6012—Pink, Navy Dot \$1.69
In All Rayon Washable French Type Crepe—same style and sizes as above.
27 H 6003—Navy, White Dot
27 H 6004—White, Navy Dot \$1.69

(C) A delightful printed practical dress styled right for many occasions... and one you'd expect to pay much more for! In our good quality all Rayon Washable French-type crepe! Soft shirring at shoulders and just above the waistline—so flattering to the figure! The short sleeves are shirred too, with inserts for added fullness. Favorite V neckline with flower cluster. Sash of self material.
State size. Shipping weight, 13 oz.
27 H 6013—White Ground with colorful Print
27 H 6014—Navy Ground with colorful Print. \$1.69

(D) A best seller packed full of style! Shirred front with white piping and a detachable collar both of pique. Look at the puff sleeves... the kick pleats back and front of skirt! The smart imitation patent leather belt! And still better—it's made of ALL SPUN RAYON—a soft, lightweight fabric with the feel of fine challis... has superb service qualities. Shpg. wt., 14 oz.
Junior Sizes: 11 to 19; Misses' Sizes: 12 to 20. *State size.* See size scale on Page 53.
27 H 6006—Navy with White Print
27 H 6007—Wine with White Print. \$1.69

(E) Amazing value! Expensive looking in every detail... from its beautifully shirred front with soft rolled collar... to its well-cut gored skirt! See the flattering drape in the smart short sleeves... the field-flower shoulder bouquet! Fashioned in our lower print all Rayon French-type Crepe—so smooth, cool, tubbatic! Shipping weight, 13 ounces.
Junior Sizes: 11 to 19; Misses' Sizes: 12 to 20. *State size.* See size scale on Page 53.
27 H 6008—Navy Ground with colorful Print
27 H 6002—Copen Ground with colorful Print \$1.69

Refer to Size Scale on Page 53

SEARS ⊕ ⊗ PAGE 249

WHEN YOU *Select* A FINE WOOL SUIT

- You look your best
- You stay in style
- Your money goes far
- You wear the coat with your dresses, too

Outfit the Family at Sears
on Easy Payments
See Page 1A

THREE-PIECE WARDROBE SUIT

14⁹⁸

Man-Tailored Jacket Suit with Matching Topcoat

ⓑ Texturized pre-shrunk Genuine All Wool Men's-Wear Suiting from one of America's famous woolen mills... a quality you see in men's \$30.00 suits! Smooth, crisp finish... keeps its shape, wears marvelously. Double-breasted topcoat is 44-in. long, with handsome squared shoulders and those smart new boxy lines... a perfect separate coat to wear with any type of dress. Both topcoat and jacket are lined with genuine Men's-Wear All Rayon Twill. Two-button jacket is full man-tailored just like the suit on Page 7 at right... those same nine special "man-tailoring" operations give you crisp clean-cut lines and permanent fit. Jacket has smooth, molded back. Side-pleated skirt has zip-closing and wide hem.

Sizes: 14-16-18-20-22.

BUST: 32-34-36-38-40 inches.

State bust measure.

17 H 3220—Navy Blue.

17 H 3221—Banker's Med. Gray.

Shipping weight, \$14.98

6 lbs. 2 oz.....

Two Piece Man-Tailored JACKET SUIT 7⁹⁵

17 H 3225—Navy Blue.

17 H 3226—Banker's Med. Gray.

Same sizes as above.

Shipping weight, 3 lbs. 3 oz.

PRINCESS REEFER SUIT OF LUXURY QUALITY

All Wool Shetland 13⁹⁸

Ⓐ Gives you a full-length Spring coat... the slim young princess reefer that's the last word in style... and a zip-closed skirt to match! Coat is beautifully stitched, with the new higher revers and square, lightly padded shoulders. Gives you a marvelous figure! Lined with genuine Earl-glo (All Rayon) guaranteed for the life of your suit. Skirt has slash pleats at side, wide hem. We invite you to order this suit at our risk; if it isn't the equal of any \$20.00 suit you've seen, we'll gladly refund your money!

SIZES: 12-14-16-18-20-22.

BUST: 30-32-34-36-38-40 in.

COAT L'GTH: 44-45-45-46-46-46 in.

State bust measure.

17 H 3215—Capri Blue 903.

17 H 3216—Navy Blue 221.

17 H 3217—Light Natural Tan.

Shipping weight, 4 lbs. 5 oz.

These suits are sent direct from New York to you... you pay postage only from our nearest Mail Order House.

Numbers after colors refer to COLOR-GRAPH facing first pink index page.



A

B

Numbers After
Color Names
Refer to
COLOR-GRAPH
Facing First Pink
Index Page

*Hats Not
Included
in Our
Price



DOTTED SWISS \$1.98

So much style and quality! Smart 2-piece dress in good grade dotted Swiss, with colorful woven dots. Hip-length jacket blouse has smart, wide, stitched double collar, cuffs of fine lawn. Jaunty little vestee of self-material with bright bouquet! The skirt has stitched down front box pleat.

JUNIOR SIZES: 11 to 19. Misses' Sizes: 12 to 20. State size. See Size Scale on Page 53. Shipping weight, 13 oz.
27 H 6022—Navy 214
27 H 6023—Wine 514
27 H 6024—Black.....\$1.98
Cotton Pique, Colorful Flocked Dots, Pique Trim. Style, sizes as above. State size.
27 H 6027—Maize 702
27 H 6028—White.....\$1.69



JACKET AND BOLERO DRESSES

Two Outfits in One

At Less than the Value of the Dress Alone

\$1.98
EACH COMPLETE
OUTFIT AS
ILLUSTRATED
ABOVE *

Gay Bolero! Stunning outfit that can be worn with or without its bolero jacket on all occasions. The short-sleeve waist of colorful paisley printed all rayon French-style crepe, with smart high draped neckline tops the all Rayon Taffeta skirt. Bolero, to match skirt, has chic pleated shoulders, tuxedo collar. Sash and bolero cuffs of paisley print, too!
JUNIOR SIZES: 11 to 19.
Misses' Sizes: 12 to 20.
State size. See Size Scale, Page 53. Shpg. wt., 1 lb. 1 oz.
27 H 6038—Navy 214
27 H 6039—Light Brown 636
27 H 6040—Medium Green 321.....\$1.98

Sheer as a cobweb—cool as a sea breeze... perfect for warm weather! It's a one-piece dress with separate hip length jacket... a complete summer outfit. Fine quality Lady-Love cotton voile in a colorful print. Tuxedo collar and wrist-length bell sleeve cuffs on jacket, are piped in plain color. Chic short sleeve dress has double collars, well-cut skirt with front and back pleats.
SIZES: 12 to 22. State size. Shpg. wt., 14 oz.
27 H 6019—Navy Ground with floral print
27 H 6020—Wine Ground with floral print.....\$1.98

Attractive cotton cord lace. Smartly tailored, youthful. You'll love the one-piece dress with its club collar, cap sleeves, smart contrasting button front and rayon grosgrain ribbon belt with bow! Rounded peplum-effect separate jacket with short puff sleeves, has a pretty front! Notched collar, rounded revers.
JUNIOR SIZES: 11 to 19.
Misses' Sizes: 12 to 20.
State size. See Size Scale on Page 53. Shipping weight, 1 lb. 1 oz.
27 H 6035—Blue 220
27 H 6036—Pink 525
27 H 6037—Maize 702.....\$1.98

Bright print jacket dress. A highlight in serviceability—style—value. You'll look smart in this becoming one-piece fine quality rayon Pebble crepe dress with its gored skirt, and bright bow under your chin! Print cuffs on the short sleeves, too! The colorful printed separate jacket of all rayon French-type crepe can be worn with other outfits... has short inverted pleat sleeves. Stunning as a complete outfit or individually.
SIZES: 12 to 22. State size. See Size Scale on Page 53. Shipping weight, 1 lb. 3 oz.
27 H 6032—Navy 214
27 H 6033—Medium Wine 514.....\$1.98



Numbers After
Color Names
Refer to
COLOR-GRAPH
Facing First Page
Index Page

Hats Not
Included
in Our
Price



DOTTED SWISS \$1.98

So much style and quality! Smart 2-piece dress in good grade dotted Swiss, with colorful woven dots. Hip-length jacket blouse has smart, wide, stitched double collar, cuffs of fine lawn. Jaunty little vestee of self-material with bright bouquet! The skirt has stitched down front box pleat.

JUNIOR SIZES: 11 to 19. MISSIS' SIZES: 12 to 20. State size. See Size Scale on Page 53. Shipping weight, 13 oz. 27 H 6022—Navy 214 27 H 6023—Wine 514 27 H 6024—

Black.....\$1.98
Cotton Pique, Colorful Ploked Dots, Pique Trim. Style, sizes as above. State size. 27 H 6027—Maize 702 27 H 6028—

White.....\$1.69



JACKET AND BOLERO DRESSES

Two Outfits in One

At Less than the Value of the Dress Alone

\$1.98
EACH COMPLETE OUTFIT AS ILLUSTRATED ABOVE*

Gay Bolero! Stunning outfit that can be worn with or without its bolero jacket on all occasions. The short-sleeve waist of colorful paisley printed all rayon French-style crepe, with smart high draped neckline tops the all Rayon Taffeta skirt. Bolero, to match skirt, has chic pleated shoulders, tuxedo collar. Sash and bolero cuffs of paisley print, too!
JUNIOR SIZES: 11 to 19. MISSIS' SIZES: 12 to 20. State size. See Size Scale, Page 53. Shpg. wt., 1 lb. 1 oz. 27 H 6038—Navy 214 27 H 6039—Light Brown 636 27 H 6040—Medium Green 321.....\$1.98

Sheer as a cobweb—cool as a sea breeze... perfect for warm weather! It's a one-piece dress with separate hip length jacket... a complete summer outfit. Fine quality Lady-Love cotton voile in a colorful print. Tuxedo collar and wrist-length bell sleeve cuffs on jacket, are piped in plain color. Chic short sleeve dress has double collars, well-cut skirt with front and back pleats.
SIZES: 12 to 22. State size. Shpg. wt., 14 oz. 27 H 6019—Navy Ground with floral print 27 H 6020—Wine Ground with Floral print.....\$1.98

Attractive cotton cord lace. Smartly tailored, youthful. You'll love the one-piece dress with its club collar, cap sleeves, smart contrasting button front and rayon grosgrain ribbon belt with bow! Rounded neplum-effect separate jacket with short puff sleeves, has a pretty front! Notched collar, rounded revers.
JUNIOR SIZES: 11 to 19. MISSIS' SIZES: 12 to 20. State size. See Size Scale on Page 53. Shipping weight, 1 lb. 1 oz. 27 H 6035—Blue 220 27 H 6036—Pink 525 27 H 6037—Maize 702.....\$1.98

Bright print jacket dress. A highlight in serviceability—style—value. You'll look smart in this becoming one-piece fine quality rayon Pebble crepe dress with its gored skirt, and bright bow under your chin! Print cuffs on the short sleeves, too! The colorful printed separate jacket of all rayon French-type crepe can be worn with other outfits... has short inverted pleat sleeves. Stunning as a complete outfit or individually.
SIZES: 12 to 22. State size. See Size Scale on Page 53. Shipping weight, 1 lb. 3 oz. 27 H 6032—Navy 214 27 H 6033—Medium Wine 514.....\$1.98

Sears
PAGE 50s



TO WEAR NOW
AND ALL SUMMER

STUNNING DRESS-UP

Sheers

198

YOUR
CHOICE

Printed
All Rayon
Net

For
SLIPS
to suit
these
Dresses
See INDEX
for Page

D
Flocked
Dot
Voile
Tunic
Dress

E
Flocked
All Rayon
Net



AS WORN BY
BEAUTY CONTEST
WINNER TO
HOLLYWOOD
Eileen Dauray

A A summer highlight... in beauty and styling! This lovely frock of All Rayon Net with pretty flocked design is just the one for your dressiest occasions! Flattering too! Do you see the graceful line of the double jabot... the smartly cut collar... both edged with lace? Notice the youthful puff sleeve with inverted pleat... the yoke front with gathered bodice! Gored front skirt. Belt of self material.

Sizes: 34 to 44-inch bust. State size. Shipping weight, 13 ounces.
27 H 6172—Black with White 27 H 6173—Navy with White
27 H 6174—Spring Wine with White..... \$1.98

B Here's a delightfully youthful frock... in one of the prettiest and most serviceable sheers of the day! It's Muslin brilliantly printed. Pre-shrunk and mercerized... a fabric that looks fresher and lovelier after every tubbing! The embroidered effect braid is a beauty feature too, as it trims the reverse collar and extends all the way down the front of the full gored skirt! Daintily shirred below yoke. The Puff sleeves are shirred at shoulder and bottom. Smart flower at the neck. Self material belt with buckle.

Sizes: 12 to 22; to fit 30, 32, 34, 36, 38, 40-in. bust. State size. See size scale on Page 48. Shipping weight, 13 ounces.
27 H 6177—Wine Floral Print 27 H 6178—Med. Blue Print. \$1.98

C There's fashion magic in this new BOW DRESS! It's intriguingly flattering and feminine! Besides—it's so much more expensive looking, no one could ever guess you paid so little! Printed all Rayon Net with 3 double bows of plain color all rayon taffeta at neck, yoke and self-material belt. All rayon taffeta piping on collar, neckline and sleeves. Short sleeve shirred to give puffing effect. Gored skirt.

Sizes: 12 to 22; to fit 30, 32, 34, 36, 38, 40-in. bust. State size. See size scale Page 48. Shipping weight, 14 ounces.
27 H 6181—Black Ground with Floral Print
27 H 6182—Navy Ground with Floral Print..... \$1.98

D A tunic dress that's smartly different! In flocked dot cotton voile with lots of embroidered organdy to trim the becoming V neckline, self-material bow and cuffs of the puff sleeves. Many small covered buttons from neckline down tunic front. Becomingly cut yoke at waist; belt with self covered buckle. Gored skirt. Side placket. Looks like a higher priced dress!

Sizes: 12 to 22; to fit 30, 32, 34, 36, 38, 40-in. bust. State size. See size scale on Page 48. Shipping weight, 14 ounces.
27 H 6187—Navy Blue 27 H 6188—Coral Rose
27 H 6189—Maize..... \$1.98

E Spotlight Classic! A sheer that young America will live in this summer! Its every detail looks the expensive model it's copied from! A 2-piece effect dress in the popular new flocked dot All Rayon Net—so crisp... fresh... cool! White piping trims the smart wide revers, rounded peplum, and cuffs of stylish sleeves. Buttons trim the smart high-necked vestee. Belt of self material. Gored front skirt. Shipping weight, 14 ounces.

JUNIOR SIZES: 11 to 19; MISSES' SIZES 12 to 20. State size.
27 H 6194—Black with White Dots
27 H 6195—Navy with White Dots..... \$1.98

SEE SIZE SCALE
ON PAGE 48



FINE QUALITY
Novelty
COTTON
STREET DRESSES

59
EACH

PLACKETS FOR
PERFECT HIP FIT

FINER PIQUE—ZIP CLOSING

(A) Gay as a gypsy's shawl is this colorful print in finer pique! Flattering bias-cut skirt! Colored slide fastener zips up to a trim sports collar! Novelty pockets; plain color trim. Smart artificial leather belt. An extraordinary value.

Misses' Sizes: 12 to 20. State size. See size scale below. Shipping weight, 1 pound 1 ounce.
27H6082—Red and Blue Print
27H6083—Green and Red Print..... \$1.59

FINE PRE-SHRUNK POPLIN

(B) An exclusive print and style at Sears amazing low price! In mercerized pre-shrunk cotton poplin. Rows and rows of colored stitching trim neck, front, sleeves and pockets. Smart new hook and eye front closing. Rayon gros-grain ribbon belt.

Misses' Sizes: 12 to 20. State size. See size scale below. Shipping weight, 1 pound 1 ounce.
27H6091—Navy Print
27H6092—Wine Print..... \$1.59

CHIC SHIRRED YOKE

(C) What could be more flattering—more feminine—than a shirred yoke topped with a ruffle! Short puff sleeves and full swinging gored skirt! Of better quality mercerized cotton broadcloth, in the most zesty print imaginable!

Junior Sizes: 11 to 19
Misses' Sizes: 12 to 20
State size. See size scale below. Shpg. wt., 1 lb. 1 oz.
27H6066—Colorful Print..... \$1.59

Juniors', Misses' and Women's Size Scale
SIZES: 11-12-13-14-15-16-17-18-19-20-22
BUST: 29-30-31-32-33-34-35-36-37-38-40-42-44-46
LGTHS: 45-45-46-46-47-47-47-47-48-48-48-48



Afternoon Frocks
OF FINER PRE-SHRUNK
COTTONS

MADE TO
SELL FOR
\$2.98

98
EACH

EACH WITH PLACKET
FOR PERFECT FIT

"CAREFREE" COTTON

(D) Jaunty two-tone bows at neck and waist... colored zip neck closing... smart shirred shoulders and a 10-gore skirt, make this dress a style hit! Finest quality pre-shrunk mercerized percale with special finish to give it body.

Junior Sizes: 11 to 19.
Misses' Sizes: 12 to 20.
State size. See size scale above. Shpg. wt., 1 lb. 1 oz.
27H6076—Navy Print
27H6077—Wine Print..... \$1.98

SLUB-YARN BROADCLOTH

(E) New, sparkling jewel removable studs at front and cuffs! Novelty stitching on collar, pockets, cuffs. Finest quality mercerized cotton "Carefree" broadcloth that tubs so beautifully!

Junior Sizes: 11 to 19.
Misses' Sizes: 12 to 20.
State size. See size scale above. Shpg. wt., 1 lb. 2 oz.
27H6072—Mauve-Wine Trim
27H6073—Copen-Navy Trim
27H6074—Wine-Rose Trim..... \$1.98

FINE SLUB YARN BROADCLOTH

(F) Intriguingly unusual... the new floral stripe print! A pattern you'll never find in a dress at this low price! Look at the colorful bordered front achieved by cleverly stitched panels... its youthful tied neckline, and novelty button trim. Made in our finest quality cotton broadcloth. Shipping wt., 1 lb.

Sizes: 34 to 46-in. bust. State bust measure.
27H6088—Med. Blue Print
27H6089—Rust Print..... \$1.98



Sears
AGE
23

Linen Dresses

IMPORTANT BECAUSE THE FABRIC IS IMPORTED!

1 98
EACH

EVERYTHING ON EASY TERMS, SEE PAGE 1A



LINEN DRESSES LIKE THESE WASH BEAUTIFULLY IN GENTLE LUX SUDS

(A) Smart Stud-Effect Front
A novelty shirtwaist dress of an imported Irish linen at this price is something to snap up! And when it has the new jewel stud-effect button front it becomes a "must-have"! You'll love the new round collar too and the smart novelty patch pockets with cunning flaps! The short puff sleeves have inverted pleats; flattering skirt has stitched down box pleat front. Belt with self-covered buckle. Exquisitely tailored throughout!
Juniors' Sizes: 11 to 19.
Misses' Sizes: 12 to 20.
State size. See size scale below.
Shipping weight, 1 lb. 1 oz.
27 H 6102—Copen Blue
27 H 6103—Pink
27 H 6104—White
Each..... \$1.98

(B) Button Front Two-Piece
You'll say this is the smoothest, freshest little 2-piece dress you ever slipped into! And when you can have it in imported Czechoslovakian linen at a big saving you have a Bargain! Notice the expensive-looking contrast stitching on the smart pointed collar and front. . . . on the novelty tab-effect pockets and self-material belt! Pretty novelty buttons on front and novelty buttons on front and sleeves. Short puff sleeves. smart skirt with kick pleat front.
Juniors' Sizes: 11 to 19.
Misses' Sizes: 12 to 20.
State size. See size scale below.
Shipping weight, 1 lb. 2 oz.
27 H 6107—Maize Yellow
27 H 6108—Copen Blue
27 H 6109—Pink
Each..... \$1.98

(C) Smart Zip Front
A 1938 style hit that's flattering and wearable! For the money you'll never find its equal! With all the newest style features . . . the new high-opening . . . the new high-at-the-back V neckline, so very becoming . . . and the smart yoke coming . . . that gives you front waistline fit! Ex-ceptionally well-tailored! Self-material belt and covered buckles. Tabbed, pleated pockets. In fine quality imported Irish linen.
Misses' and Women's Sizes: 32, 34, 36, 38, 40, 42, 44-in. bust.
State size. See size scale below.
Shipping weight, 1 lb. 2 oz.
27 H 6094—Violet
27 H 6095—Green
27 H 6096—Aqua Blue
Each..... \$1.98

(D) New! Umbrella Tucks!
Latest styling . . . finer detailing and workmanship . . . imported Czechoslovakian linen! Look at the new stitched down umbrella tucks—from the smart yoke top front to the bottom of the skirt . . . from waistline to bottom in back. Then note the novelty-cut collar . . . the fresh pocket with its kerchief effect and three colored buttons! Gathered back on yoke. Contrasting color linen belt, with buckle.
Juniors' Sizes: 11 to 19.
Misses' Sizes: 12 to 20.
State size. See size scale below.
Shipping weight, 1 lb. 2 oz.
27 H 6097—Maize yellow
27 H 6098—Pink
27 H 6099—Natural
Each..... \$1.98

	Juniors'	Misses'	and Women's Size Scale																			
SIZES:	11	12	13	14	15	16	17	18	19	20	24	26	28	30	32	34	36	38	40	42	44	
BUST:	29	30	31	32	33	34	35	36	37	38	40	42	44	46	48	50	52	54	56	58	60	62
LENGTHS:	45	45	46	46	47	47	47	47	47	47	48	48	48	48	48	48	48	48	48	48	48	48

This book, "Getting Ready for Motherhood," written by Dr. Herman N. Bundesen, nationally-known health authority, sent without charge with every "Easy-On" Maternity Dress. Mothers-to-be will find it full of a wealth of useful information.



Easy-On

YOUNG AND LOVELY-LOOKING



BRIGHT PRINT ALL SPUN RAYON 2⁹⁸

Bouquets of bright flowers on a soft crown tested Spun Rayon... launders beautifully.

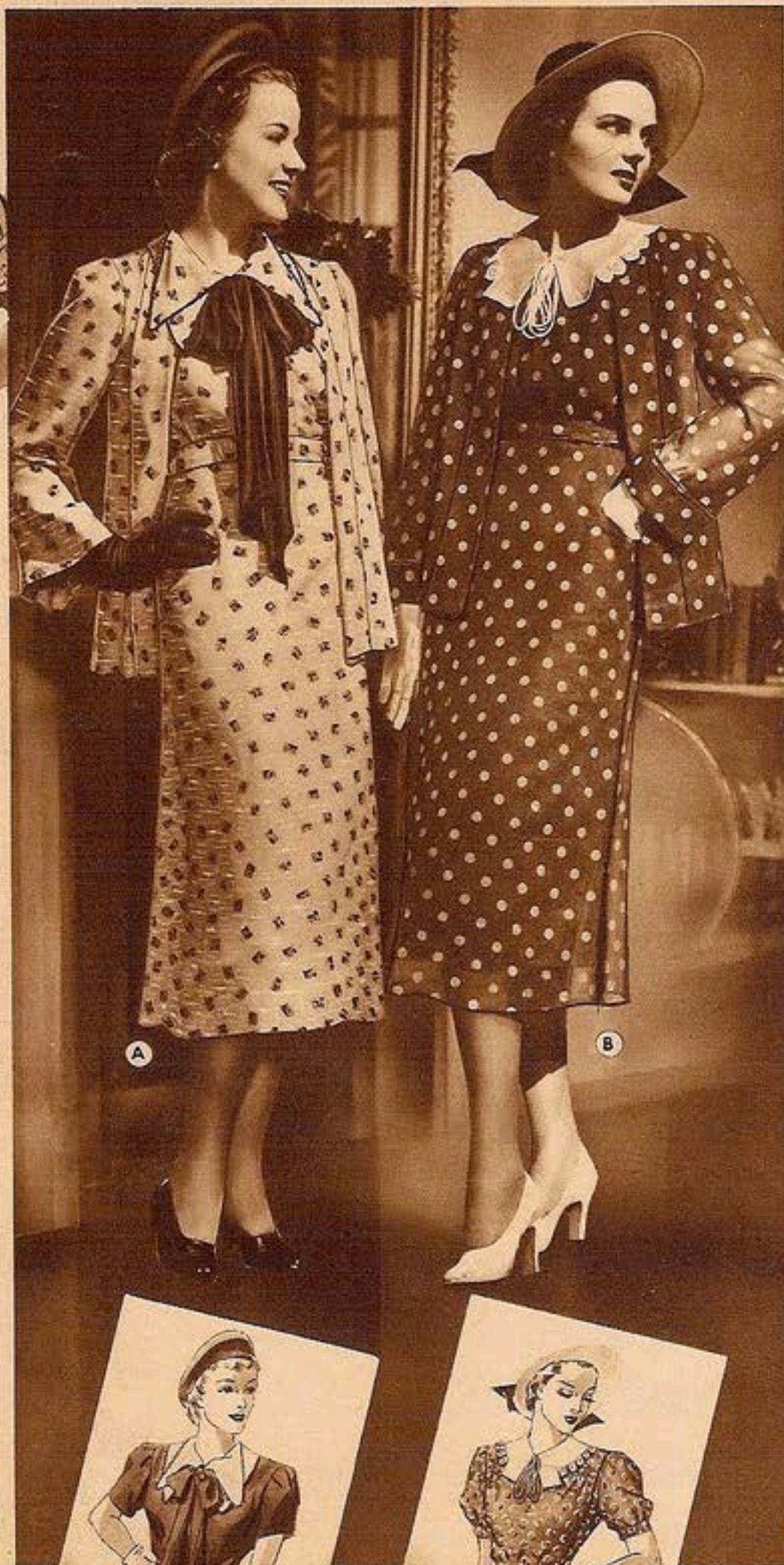
COLORS: Navy Print, Powder Blue Print, White Print.

SIZES: 32, 34, 36, 38, 40 and 42 in. bust. *State bust measure and color.* Order your regular size, make no allowance.

31 H 6500—Dress only... \$2.98

Shipping weight, 1 lb. 4 oz.

31 H 6500X—Dress with Slip, see to right. \$4.69



A

B



A CHOICE TWO FABRICS

Young two-piece Jacket Dress... double pointed collar with dainty novelty edging. Gorgeous Big Bow tie of rayon crepe! Finger tip length jacket has smart Tuxedo front... long full sleeves. SIZES: 32-34-36-38-40-42 in. bust. LGTHS: 46-47-47-47-47-47 inches. *State bust measure and color.* Order your regular size, make allowance.

PRINTED RAYON SUN-SHAN 4⁹⁸

Cool, shantung effect fabric, washes perfectly. Self collar.

COLORS: White with Multi-Colored Print, Royal Blue with Multi-Colored Print.

31 H 6505—Suit only. \$4.98

Shpg. wt., 1 lb. 8 oz.

31 H 6505X—Suit with Slip, see below... \$6.69

IN CELANESE RAYON CREPE ROMAINE 6⁹⁸

A glorious, superior quality fabric in solid colors. White organdy collar.

COLOR: Navy Blue only.

31 H 6510—Suit only. \$6.98

Shpg. wt., 1 lb. 6 oz.

31 H 6510X—Suit with Slip, see below... \$8.69

B CHOICE TWO FABRICS

Cool, young. Jacket dress. The flattering dress is topped with a frosty white organdy collar, and self bow trim. Short sleeves with shoulder fullness. Smart tuxedo-type jacket. An amazing Value. SIZES: 32-34-36-38-40-42 in. bust. LGTHS: 46-47-47-47-47-47 inches. *State bust measure and color.* Order your regular size, make allowance.

FLOCKED DOT COTTON VOILE 2⁹⁸

So lovely and sheer it looks like Chiffon! Launders beautifully.

COLOR: Navy Blue.

31 H 6515—Suit only. \$2.98

Shpg. wt., 1 lb. 6 oz.

31 H 6515X—Suit with Slip, see below... \$4.69

IN PRINTED ALL SPUN RAYON 3⁹⁸

A rich, smooth, washable fabric—perfect for summer.

COLORS: Powder Blue or Navy.

31 H 6520—Suit only. \$3.98

Shpg. wt., 1 lb. 4 oz.

31 H 6520X—Suit with Slip, see below... \$5.69

MATERNITY SLIP

In lovely petal-smooth French Finished Rayon. Exquisitely made throughout. Sold only with maternity dresses at special combination price.

COLORS: Tea-rose, Navy Blue or White. *State color.*

Shpg. wt., add 1 lb. to dress weight. For extra maternity slips see slip pages.

The garments on this and opposite page are sent from New York direct to you... Pay postage only from our nearest Mail Order House.

MATERNITY DRESSES

DESIGNED TO PROMOTE YOUR HEALTH AND COMFORT

**SEARS FAMOUS
"EASY-ON"**
Maternity Dresses

- "Coat Style" with wide under and overlap.
- Adjustable to every figure change. Snaps allow for expansion.
- All sleeves designed for comfort. Adjustable cuffs.
- Small, pretty prints disguise figure fullness.
- Nationally Famous Doctors Recommend "EASY-ONS"



**CRISP SHEER DIMITY
IN A NEW LOVELY PRINT 198**

Pretty... cool! Washable! An easy-to-adjust one-piece topped with dainty white dimity collar and cuffs, edged with novelty pattern lace. Contrasting Rayon Grosgrain bow.
COLORS: Aqua, Rose or Navy Blue.
BUST SIZES: 32-34-36-38-40-42 in.
LENGTHS: 46-47-47-47-47-47 in.
State bust measure and color.
31 H 6525—Dress only. \$1.98
Shipping weight, 1 pound.
31 H 6525X—Dress with Slip \$3.69
—see opposite page.

**PRINTED TIARA
ALL RAYON CREPE 398**

A gay young floral print! Lace trimmed front panel hides the adjustable closing. Lace trimmed Peter Pan collar. Chic puff sleeves. You will wear this dress with great pleasure after the baby comes.
COLORS: Navy, Aqua or Rose.
BUST SIZES: 32-34-36-38-40-42 in.
LENGTHS: 46-47-47-47-47-47 in.
State bust measure and color.
31 H 6530—Dress only. \$3.98
Shipping weight, 1 lb. 4 oz.
31 H 6530X—Dress with Slip—\$5.69
see opposite page.

**PRINTED COTTON
CHIFFON VOILE 298**

Cool all-round scalloped collar "prettied" with fagotting! Lace vestee... soft shirring! Very sweet!
COLORS: Gray with Rosewine print, Aqua with Brown, Rose with Blue or Peach with Brown.
BUST SIZES: 32-34-36-38-40-42 in.
LENGTHS: 46-47-47-47-47-47 in.
State bust measure and color.
31 H 6535—Dress only. \$2.98
Shipping weight, 1 pound.
31 H 6535X—Dress with Slip—\$4.69
see opposite page.

**IN TWO
LOVELY FABRICS 398 each**

Chic Organdy Collar! Smocking! Very smart frock.
BUST SIZES: 32-34-36-38-40-42 in.
LENGTHS: 46-47-47-47-47-47 in.
State bust measure and color.
Shipping weight, each, 1 lb. 4 oz.
POLKA DOT TIARA RAYON CREPE
COLOR: Navy Blue with White.
31 H 6540—Dress only... \$3.98
31 H 6540X—Dress with Slip... \$5.69
CELANESE RAYON PEBBLE CREPE
COLORS: Navy Blue or Powder Blue.
31 H 6545—Dress only... \$3.98
31 H 6545X—Dress with Slip \$5.69
—see opposite page.

MAKE NO ALLOWANCE... ORDER YOUR REGULAR SIZE

FOR THOSE WHO ARE YOUNG

Charmode
dresses

All Charmode Dresses are offered in sizes for women of average height and also in sizes specially proportioned to fit the short woman. Charmodes for short women are made with shorter waistlength, hip-line, sleeves and skirts.

NEW YOUTHFUL
DOUBLE DUTY SUIT **5⁹⁸**

(A) Slender, flattering lines make this Charmode a Style Hit of the Season! See how the smart jacket is fashioned! The new corseletted front, buttons snug at the waist . . . the pert stand-up collar ties at the throat. Remove the jacket and what a gorgeous dress! It's highlighted with lustrous embroidery on net in the draped yoke and youthful sleeves! Two sparkling clips. Skirt slimly fitted through the hips has neat Zip placket closing. The type dress you can wear comfortably *anywhere* with or without the jacket to suit the occasion! In soft Celanese Rayon Pebble Crepe . . . it's an actual \$10.00 value!

Colors: Navy Blue; Casino Wine 904 or Black.

SIZES to Fit Bust: 34, 36, 38, 40, 42 and 44 in. State bust measure and color.

31 H 6600—Average Length—48 inches.

31 H 6602—Short Length—45 inches.

Shipping weight, 1 pound, 8 ounces.

NEW TUNIC
TWO-PIECE DRESS **7⁹⁸**

(B) The new length tunic . . . is Fashion's Youthful Flatterer! A Charmode style in soft rich Celanese Rayon Crepe Romaine . . . a particularly beautiful, long wearing fabric. Designed to make the most of your figure! Notice the *slenderizing finger tip tunic* . . . the inverted V stitched front that slims and sleeks your waist. Zip closed placket. Rich applique on Rayon marquisette glorifies the softly draped front and the tops of the graceful bracelet length sleeves. Skirt is flared. Made in two of our lovely new Mediterranean colors—Venetian Violet and Casino Wine . . . and also *stunning in Navy Blue!*

SIZES to Fit Bust: 34, 36, 38, 40, 42 and 44 in. State bust measure and color.

COLORS: Venetian Violet 905, Navy Blue or Casino Wine 904.

31 H 6605—Average Length—48 inches.

31 H 6607—Short Length—45 inches.

Shipping weight, 1 pound, 6 ounces.

These dresses are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Outfit the Family at Sears on Easy Payments . . . See Page 1A.

OR LIKE THEIR FASHIONS YOUNG



Dresses on this and opposite page in sizes for average height and also in sizes specially proportioned to fit the short woman.

FOUR STAR
FEATURE

COOL Charmodes FOR A GRAND AND GLORIOUS SUMMER

FAN PLEATED SLEEVES
SHEER PRINT FROCK

498

Rippling fan-pleats in a Charmode frock . . . that's a *Triumph in Styling!* This colorful floral print in cool Rayon Bemberg . . . is a stunning background for its slender youthful lines. Softly shirred bodice with self-buttons . . . right up to a smart little tie collar! New unpressed pleats in skirt front. Rich Rayon Grosgrain ribbon sash and tie collar.

Colors: White, Black or Navy Blue.
Sizes to Fit Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*

31 H 6610—Average Length—48 inches.

31 H 6612—Short Length—45 inches.

Shipping weight, 1 pound 4 ounces.

NEW EYELET WORK
TAILORED SHARKELLA DRESS

498

Exquisite tailoring and detail . . . stamps this a *Smart Charmode*. The blouse is tucked and trimmed with the new eyelet embroidery . . . topped with a self-stitched collar. The action back, and pearl buttoned front, give it youthful swank! In fine Celanese Rayon Sharkella, soft, cool, delightful to wear, the perfect summer sports fabric that washes so perfectly in LUX flakes. White Celanese Rayon stays white.

Colors: Lido Aqua 901, White or Maize 705.
Sizes to Fit Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*

31 H 6615—Average Length—48 inches.

31 H 6617—Short Length—45 inches.

Shipping weight, 1 pound 8 ounces.

EMBROIDERED RAYON MARQUISSETTE

A youthful Charmode frock made in cool, sheer all-over embroidered Rayon Marquissette . . . with border-type embroidery highlighting the front, collar and cuffs of the short young sleeves. Rayon Taffeta slip and full sash included—all for \$2.98!

Colors: Black or Navy Blue with White.
Sizes to Fit Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*

31 H 6620—Average length 48 inches.

31 H 6622—Short length 45 inches.

Shipping weight, 1 pound 4 ounces.

298

These dresses are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House.
Numbers after color names refer to COLOR-GRAPH facing first pink index page.



Dresses on this page in
Average and Short
Women's Sizes.

Gorgeous Flowered Prints

NEW YORK'S NEWEST PANEL PRINT IN FINE CELANESE RAYON CREPE

The Panel Print Dress that has burst upon the new season in a blaze of glory! Gorgeous-hued flowers "panel" themselves upon the dress five times: four times on skirt—and once on bodice . . . in front where it flatters you most! Our DeLuxe quality Celanese Rayon Pebble Crepe! Zip placket closing for trim fit.

598

COLORS: Navy, Black or White.
SIZES TO FIT Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*
31 H 6625—Average Length—48 in.
31 H 6627—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.

THE RHYTHMIC SPACED PRINT DARKER GROUNDS...BRIGHT PRINT

Count yourself lucky to get this—for \$2.98! Our best French-type Crepe; a smooth fine-woven Tlara Rayon Crepe spaced all over with brilliant flowers in rhythmic arrangement! (Paris is talking a lot about rhythmic prints!) V-shaped bodice. Self-covered buttons down skirt.

298

COLORS: Copen Blue print, Navy Blue print or Dark Green print.
SIZES TO FIT Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*
31 H 6630—Average Length—48 in.
31 H 6632—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.

Rayon Shantung

NEW . . . FASHION'S MOST POPULAR SUMMER FABRIC Cool, Wrinkle-Resistant and Washable in LUX

"Tucked Skirt" dress . . . **298**
stitched in contrasting color to match the big novelty hooks and eyes at neck and belt closing. Tucks run from waist to hem, back and front! STAR-SHAN—the glorious spun rayon in a shantung effect.

COLORS: White with Royal Blue, Copen Blue with Navy, Natural with Wine or Navy with White.
SIZES TO FIT Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*
31 H 6635—Average Length—48 in.
31 H 6637—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.

A Charmode Summer Tailleur . . . made doubly smart by its fabric of Printed SUN-SHAN, the popular spun rayon with a shantung effect. Cool . . . light . . . easily washed and ironed! Shiny contrasting belt, novelty button and simulated buttonholes. Only \$2.98!

298

COLORS: Aqua Blue print, White print or Maize print.
SIZES TO FIT Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*
31 H 6640—Average Length—48 in.
31 H 6642—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.

Man-Tailored

TO FIT LIKE A MAN'S FINE SUIT

- Choose your own fabric and price, just as you would in an exclusive tailoring shop.
- Three pre-shrunk genuine Men's-Wear fabrics chosen by famous style authorities—right for women!
- We guarantee to fit you perfectly or refund your money.



- ① Collar felled and shrunk to fit perfectly.
- ② Shoulders padded and smooth, like a man's.
- ③ Lapels interlined with genuine men's-wear canvas.
- ④ Jacket fronts interlined with pre-shrunk canvas.
- ⑤ Non-fray button-holes.
- ⑥ Reinforced non-sag pockets.
- ⑦ Armholes specially reinforced by hand.
- ⑧ Special open-vent cuff just like a man's.
- ⑨ Genuine men's-wear lining

SUPREME IN STYLE AND VALUE! Ask any ten smart women you know what type suit they prefer, and nine of them will probably answer "A really good man-tailored suit". For the smart woman knows that the man-tailored suit never goes out of date . . . that its trim youthful lines are most becoming of all to her figure. And she knows that, *dollar for dollar spent*, her one good tailored suit will give her far more wear than several cheaper outfits. By changing her accessories, it always looks new . . . one day it's sporty with a sweater and calot, the next "dressed up" with a frilly blouse and a veiled hat.

This suit is a thoroughbred . . . the finest in America, we believe, at these low prices. The fabrics were chosen from America's outstanding woolen mills . . . rich in texture, soft-draping, with the fine springiness of live wool. They'll keep their press, hold their shape, wear amazingly. And they're tailored with all the care put into a man's finer suit . . . in case you don't know how much hand-work that requires, just check that list of specifications at the right.

Take your choice of the three superb fabrics photographed at the right . . . you take no risk, for we guarantee your complete satisfaction in every way. Jacket has smoothly molded back, padded shoulders, *permanently* crisp lapels . . . and we've lined it with an extra durable quality of Men's-Wear All Rayon Twill. Skirt has trim side pleats, good wide hem, and "zip" closing to give that smooth flat hipline you want.

Sizes: 14-16-18-20-22.
Bust: 32-34-36-38-40 inches.
State bust measure.

Shipping weight, each, 3 pounds 8 ounces.

ALL WOOL MEN'S-WEAR WORSTED TWILL

Genuine Worsted . . . our very finest quality . . . used in suits priced \$25.00 to \$35.00 in big city shops. Fine, close-woven twill weave with a wonderful rich "bloom".

17 H 3240—Navy Blue.
17 H 3241—Banker's (Medium) Gray \$10.
17 H 3242—Dark Oxford Gray. **12.98**

ALL WOOL MEN'S-WEAR SUITING

Superb quality . . . beautifully firm, tailors in wonderfully crisp, clean-cut lines. Without question the finest suit we've ever seen at this low price.

17 H 3235—Navy Blue.
17 H 3236—Light Brown 636.
17 H 3237—Oxford (Dark) Gray.
17 H 3238—Banker's (Medium) Gray \$10. **8.98**

CRISP FINISH MEN'S-WEAR SUITING

60% fine quality, lively wool, balance rayon. Looks better, wears better, keeps its shape better than the cheap "all-wool" we could have given you at this price.

17 H 3230—Banker's (Medium) Gray \$10.
17 H 3231—Navy Blue.
17 H 3232—Light Brown 636. **6.98**

These suits are sent direct from New York to you . . . but you pay postage only from our nearest Mail Order House.



CRISP FINISH SUITING
6.98

ALL WOOL SUITING
8.98

ALL WOOL WORSTED
12.98



Dresses on this page in Average and Short Women's Sizes.

Gorgeous Flowered Prints

NEW YORK'S NEWEST PANEL PRINT IN FINE CELANESE RAYON CREPE

The Panel Print Dress that has burst upon the new season in a blaze of glory! Gorgeous-hued flowers "panel" themselves upon the dress five times: four times on skirt—and once on bodice . . . in front where it flatters you most! Our DeLuxe quality Celanese Rayon Pebble Crepe! Zip placket closing for trim fit.

598

COLORES: Navy, Black or White.
SIZES TO FIT BUST: 34, 36, 38, 40, 42 and 44 in. State bust measure and color.
31 H 6625—Average Length—48 in.
31 H 6627—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.

THE RHYTHMIC SPACED PRINT DARKER GROUNDS...BRIGHT PRINT

Count yourself lucky to get this—for \$2.98! Our best French-type Crepe; a smooth fine-woven Tiara Rayon Crepe spaced all over with brilliant flowers in rhythmic arrangement! (Paris is talking a lot about rhythmic prints!) V-shaped bodice. Self-covered buttons down skirt.

298

COLORES: Copen Blue print, Navy Blue print or Dark Green print.
SIZES TO FIT BUST: 34, 36, 38, 40, 42 and 44 in. State bust measure and color.
31 H 6630—Average Length—48 in.
31 H 6632—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.

Rayon Shantung

NEW . . . FASHION'S MOST POPULAR SUMMER FABRIC Cool, Wrinkle-Resistant and Washable in LUX

"Tucked Skirt" dress . . . stitched in contrasting color to match the big novelty hooks and eyes at neck and belt closing. Tucks run from waist to hem, back and front! STAR-SHAN—the glorious spun rayon in a shantung effect.

298

COLORES: White with Royal Blue, Copen Blue with Navy, Natural with Wine or Navy with White.
SIZES TO FIT BUST: 34, 36, 38, 40, 42 and 44 in. State bust measure and color.
31 H 6635—Average Length—48 in.
31 H 6637—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.

A Charmode Summer Tailleur . . . made doubly smart by its fabric of Printed SUN-SHAN, the popular spun rayon with a shantung effect. Cool . . . light . . . easily washed and ironed! Shiny contrasting belt, novelty button and simulated buttonholes. Only \$2.98!

298

COLORES: Aqua Blue print, White print or Maize print.
SIZES TO FIT BUST: 34, 36, 38, 40, 42 and 44 in. State bust measure and color.
31 H 6640—Average Length—48 in.
31 H 6642—Short Length—45 in.
Shipping weight, 1 lb. 4 oz.



Charmodes

Celanese Rayon Crepe

WITH RICH PEBBLE TEXTURE
Superior Quality, Longer Wear, Beautiful Colors

FLATTERING NECKLINE
EXQUISITE STYLING **398**

Beautifully draped bodice . . . and V-neckline studded with a sparkling clip . . . makes this Charmode *flattering to every figure!* Sash tie belt. In our fine quality Celanese Rayon Pebble Crepe. A grand Value!

COLORS: Powder Blue 205, Venetian Violet 905, Petal Rose 534, Adriatic Green 906.
SIZES to Fit Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*
31 H 6645—Average Length—48 inches.
31 H 6647—Short Length—45 inches.
Shipping weight, 1 lb. 6 oz.

These two garments come in sizes for the average and short woman.

CAPELET SLEEVES
LOVELY LINES **298**

Colorful hand-embroidered flowers enrich this cool Summer dress! Bow and streamers with novelty pendants! A real Charmode . . . youthful and gay! In lovely Celanese Rayon Pebble Crepe.

COLORS: Platinum Gray 811, Powder Blue 205, Venetian Violet 905 or White.
SIZES to Fit Bust: 34, 36, 38, 40, 42 and 44 in. *State bust measure and color.*
31 H 6650—Average Length—48 inches.
31 H 6652—Short Length—45 inches.
Shipping weight, 1 lb. 6 oz.

STYLED FOR A

Gracious Lady

Two Charming New Dresses
with Dainty Fashion Details



DAINTY FLOWER
PRINT COTTON
VOILE **298**

Soft, lovely lines . . . in this charming, fast color Flower Print! The graceful collar and jabot, are edged with white scalloped Cotton Net. Inverted tucks at the shoulders for front fullness. Stitched down front pleats in skirt. Contrasting flower at the neck. A perfect summer dress because it is cool and it will launder beautifully.

See sizes below.
State bust measure.
31 H 6655—Gray with Rose.
31 H 6656—Aqua Blue.
31 H 6657—Navy Blue.
Shipping weight, 1 pound.

DELUXE QUALITY
RAYON PEBBLE
CREPE **498**

Dainty lace collar! Tucks and scallops, with lace vestee effect, trim the front of this gracious dress. Flattering gored skirt front. Long sleeves with snap fastening. Contrasting clip at the neck. In fine DeLuxe Celanese Rayon Pebble Crepe, with a smooth finish and soft dull luster. Nevagape placket closing. A \$6.98 Value! For the lovely hat see millinery pages.

See sizes below. State bust measure.
31 H 6660—Navy Blue.
31 H 6661—Black.
31 H 6662—Platinum Gray 811.
Shipping weight, 1 pound.

These two dresses are especially cut and proportioned to fit the older woman.
SIZES to Fit: 32-34-36-38-40-42-44-46 in. bust.
LENGTHS: 46-47-48-48-48-48-48 inches.

WHEN SUCH EXCITING DRESSES ARE PROPORTIONED FOR YOU

It's Grand to Be Tall!



Also Styled
for Average
Heights



Ⓐ
3⁹⁸



Ⓑ
3⁹⁸



Ⓒ
2⁹⁸



Ⓓ
4⁹⁸

Two-Tone "Girdle"

Ⓐ One of the smartest Fashion notes cabled from Paris this season! All-around "corselet" insert is in two tones . . . in contrast to the color of the dress, a beautiful DeLuxe Celanese Rayon Pebble Crepe. Zip waistline closing. Half-belt ties in back.

COLORS: Powder Blue 205 with Royal and Wine trim, Navy with Powder Blue and Wine or Cliquot Beige 637 with Rust and Black.

SIZES: 14 to 22. See Scale at left. State bust measure and color.

31 H 6320—Tall Model.
31 H 6322—Average Model.
Shipping weight, \$3.98
1 lb. 6 oz.

Fashion's Newest Print

Ⓑ Gay as a lark on the wing . . . in petal-soft Tiara Crepe woven of fine Rayon yarns! It's Crown Tested to guarantee your perfect satisfaction. Gathered-up bodice front dotted with round glass buttons! Peplum is special, a short rippling affair with set-in godets. Striking value . . . for \$3.98!

COLORS: Copen with White, Wine with White or Navy with Green.

SIZES: 14 to 22. See Scale at left. State bust measure and color.

31 H 6325—Tall Model.
31 H 6327—Average Model.
Shipping weight, \$3.98
1 lb. 4 oz.

Swank Saddle Belt

Ⓒ Style plus! Glorious Celanese Rayon Pebble Crepe . . . with a wide "Saddle Belt" to girdle you about the middle! Grand for you who can wear "tall" fashions! Saddle Belt has metal buckles and contrasting Rayon grosgrain ribbon . . . to match trim at neck.

COLORS: Powder Blue 205 with Navy, Petal Rose 534 with Wine, Venetian Violet 905 with Purple, Cliquot Beige 637 with Brown.

SIZES: 14 to 22. See Scale at left. State bust measure and color.

31 H 6330—Tall Model.
31 H 6332—Average Model.
Shipping weight, \$2.98
1 lb. 6 oz.

Gleaming Embroidery

Ⓓ Two-piece Suit Dress . . . glorified with a Box Jacket embroidered all over in contrasting Rayon floss. Young . . . grand for the tall figure! Jacket sleeves gathered at top, padded at shoulders. Dress has club collar and contrasting glass buttons. Fine quality Celanese Rayon Pebble Crepe. \$6.95 Value!

COLORS: Maize 705 with Brown, White with Royal, Minnet Blue 225 with Navy.

SIZES: 14 to 22. See Scale at left. State bust measure and color.

31 H 6335—Tall Model.
31 H 6337—Average Model.
Shipping weight, \$4.98
1 lb. 8 oz.

These Dresses come in
SIZES: 14-16-18-20-22
TO FIT BUST: 32-34-36-38-40 in.
AVERAGE LENGTH: 45-46-46-47-47 in.
TALL LENGTH: 49-50-50-50-50 in.
State bust measure and color.
These dresses are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

TRIMLINES

... Styled to Give Smart Youthful Lines to Stout Sizes 43 to 53 and Regulars 36 to 48 Remember. Larger Sizes Cost No More at Sears



6⁹⁸ **5⁹⁸**

GORGEOUS SLEEVES

A Exquisite hand drawn work . . . expensive and rich-looking . . . glorifies the sleeves of this stunning frock! Note the slenderizing effect of the roll collar that extends to the waist . . . the graceful line of the bodice too . . . tucked-at-the-waist and softly shirred at the shoulders! In a luxurious, soft, smooth Celanese Rayon Crepe Romaine . . . our very finest summer fabric . . . cool, and it's full bodied and drapes beautifully. Dress shields included. *A dress that's every inch a \$16.98 Value!*

REGULAR SIZES: 36 to 48 in. bust.

STOUT SIZES: 43 to 53 in. bust.

See Scale on Page 63. State bust measure.

31 H 6800—Powder Blue 205.

31 H 6801—Venetian Violet 905.

31 H 6802—Platinum Gray 811.

31 H 6803—Navy Blue.

Shipping wt., 1 lb. 8 oz. . . . \$6.98

SMART REDINGOTE SUIT

B Think of it! You get this full length coat and the dress for \$5.98 . . . at least a third less than you could buy it anywhere else! And look at the smart styling! The well-made Celanese Rayon Pebble Crepe coat can be worn open as shown or closed with hook and eye. Wear it with other dresses, too. The dress is made in a gay bright print on dark grounds . . . in fine Tiara French-type Rayon Crepe. Softly shirred shoulders . . . and slim V-stitched waist. Bright novelty pins on front.

REGULAR SIZES: 36 to 48 in. bust.

STOUT SIZES: 43 to 53 in. bust.

See Scale on Page 63. State bust measure.

31 H 6805—Black.

31 H 6806—Navy.

Shipping wt., 1 lb. 10 oz. . . . \$5.98

These dresses are sent direct from New York to you . . . but you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Stout sizes are made with larger hips. Order stout odd sizes if your hips are extra large. Be sure to read Size Scale on Page 63.

All Merchandise Sold on Easy Payments . . . See Page 1A.



TRIMLINES

With Clever Fashion Details

THE GLORY OF CELANESE RAYON CREPE ROMAINE IN A TWO-PIECE COSTUME SUIT OF STUNNING STYLE

The Indispensable Costume Suit . . . enriched by its glorious fabric: Crepe Romaine of Celanese Rayon! A fabric so luxurious it is used in suits far beyond the price of this one. Perfect for summer! It is cool, rich, soft and full bodied! Takes colors beautifully! Drapes and hangs perfectly! Both dress and jacket are styled with the soft dressmaker details that express the elegance of the season. Dress is a slim one-piece with an exquisite bodice front trimmed with tiny scallops of the material. High round neck with self-material cords ending in loop bow. Tiny tucks at back of neck give "ease." Tuxedo-front Jacket has long, full-top sleeves. Kleinerts shields included. Verified \$19.95 Value!

REGULAR SIZES: 36 to 48 in. bust;
STOUT SIZES: 43 to 53 in. bust. See Scale
on opposite page. State bust measure.

31 H 6810—Powder Blue 205.

31 H 6811—Platinum Gray 811.

31 H 6812—Navy Blue.

Shipping weight, 2 pounds.

998



RICH EMBROIDERY...SHEER SLEEVES

A charming new fashion note is the use of multi-color Beauvais-type embroidery all over the Celanese Rayon Pebble Crepe dress . . . and all over the matching color sheer Rayon Chiffon sleeves! Lavishly shirred shoulders and cuffs (Lastex for snug fit)! Flowers included. Gored low flared skirt! Gorgeous . . . for only \$5.98!

REGULAR SIZES: 36 to 48 in. bust;
STOUT SIZES: 43 to 53 in. bust. See Scale on
opposite page. State bust measure and color.
31 H 6820—Casino Wine 904, Black or
Navy Blue.

Shipping weight, 1 lb. 6 oz.

EXQUISITE LACEY DRAWN WORK

One of the new ultra-smart creations in fine quality Celanese Rayon Pebble Crepe . . . chosen because of its rich deep-pebbled surface . . . as the perfect complement to the elaborate drawn work and shirring! Brilliant clips! New rich colors! Graceful, slim-line skirt. A beautiful dress.

REGULAR SIZES: 36 to 48 in. bust;
STOUT SIZES: 43 to 53 in. bust. See Scale on
opposite page. State bust measure and color.
31 H 6815—Powder Blue 205, Venetian
Violet 905, Forest Green 313, Cliquot
Belge 637 or Navy Blue.

Shipping weight, 1 lb. 6 oz.

of Celanese Rayon

**in the New Colors and Weaves
You Will See Worn Everywhere**

**IMPORTANT! READ BEFORE
ORDERING TRIMLINE DRESSES**
Order Regular sizes 36 to 48 if
your hips are average size.
Order Stout sizes 43 to 53 if
your hips are extra large.

Women's Regular Sizes

BUST: 36-38-40-42-44-46-48 in.
HIPS: 40-42-44-46-48-50-52 in.
LENGTHS: 49-49-49-49-49-49 in.

Stout Sizes

BUST: 43-45-47-49-51-53 in.
HIPS: 49-51-53-55-57-59 in.
LENGTHS: 49-49-49-49-49-49 in.

**(A) GORGEOUS APPLIQUED
SLEEVES**

An exquisite pattern applied on
sheer Rayon Chiffon . . . enriches
these graceful sleeves. A dress
flattering in its every line! Notice
how the front fullness gives an
easy-to-wear bust line . . . and
how slimly the skirt fits about the
hips and falls in a graceful flare!
Roll collar with bright clips. Self
covered buttons and buckle.
Lastex shirred cuffs fit snugly.
Made in our finest quality De-
Luxe Celanese Rayon Pebble
Crepe . . . a rich, smooth fabric.

REGULAR SIZES: 36 to 48;
STOUT SIZES: 43 to 53. See Scale
above. State bust measure; color.

31 H 6825—Casino
Wine 904, Powder Blue \$5.98
205 or Navy

Shipping weight, 1 lb. 8 oz.

**(B) AMAZING VALUE!
LOVELY LACE**

A Thrilling Offer! Imagine a
dress like this at \$2.98! If you
could see it you'd rush your order
this very minute! Look at the fine
quality dyed-to-match lace . . .
used lavishly in sleeves and
vestee! Soft shirring at shoulders,
and inverted V slim waistline.
Flattering for the slender, as well
as the not so slender! Bright clips.
Self covered buckle. The material
is our fine quality Celanese Rayon
Pebble Crepe.

REGULAR SIZES: 36 to 48;
STOUT SIZES: 43 to 53. See Scale
above. State bust measure; color.

31 H 6830—Platinum Gray \$11.
Black, Powder Blue 205,
Zinnia Rust 609 or Navy \$2.98
Blue

Shipping weight, 1 lb. 6 oz.

**(C) RICHLY TRIMMED
YOKE AND SLEEVES**

Lavish designing in applique on
Silk Chiffon . . . glorifies the
sleeves and yoke, both front and
back . . . of this stunning dress!
Everything about it is luxurious!
Fashioned in rich Celanese Rayon
Crepe Romaine . . . an expensive-
type, full-bodied, exquisitely tex-
tured fabric. Flattering novelty
neckline, with self bow and spiral
ornament. A pair of Kleinerts
dress shields included. An exact
copy of a \$15.00 model.

REGULAR SIZES: 36 to 48;
STOUT SIZES: 43 to 53. See Scale
above. State bust measure; color.

31 H 6835—Cluquot
Beige 637, Venetian
Violet 905 or Navy.
Shpg. wt., 1 lb. 8 oz.

798

The dresses on these pages are sent
direct from New York to you . . . you
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Numbers after color names refer to
COLOR-GRAPH facing first pink index
page.



of Celanese Rayon

**in the New Colors and Weaves
You Will See Worn Everywhere**

**IMPORTANT! READ BEFORE
ORDERING TRIMLINE DRESSES**
Order Regular sizes 36 to 48 if
your hips are average size.
Order Stout sizes 43 to 53 if
your hips are extra large.

Women's Regular Sizes

BUST: 36-38-40-42-44-46-48 in.
HIPS: 40-42-44-46-48-50-52 in.
LENGTHS: 49-49-49-49-49-49 in.

Stout Sizes

BUST: 43-45-47-49-51-53 in.
HIPS: 49-51-53-55-57-59 in.
LENGTHS: 49-49-49-49-49 in.

**(A) GORGEOUS APPLIED
SLEEVES**

An exquisite pattern applied on
sheer Rayon Clifton . . . enriches
these graceful sleeves. A dress
flattering in its every line! Notice
how the front fullness gives an
easy-to-wear bust line . . . and
how slimly the skirt fits about the
hips and falls in a graceful flare!
Roll collar with bright clips. Self
covered buttons and buckle.
Lastex shirred cuffs fit snugly.
Made in our finest quality De-
Luxe Celanese Rayon Pebble
Crepe . . . a rich, smooth fabric.
REGULAR SIZES: 36 to 48;
STOUT SIZES: 43 to 53. See Scale
above. State bust measure; color.

31 H 6825—Casino
Wine 907, Powder Blue 85.98
205 or Navy

Shipping weight, 1 lb. 8 oz.

**(B) AMAZING VALUE!
LOVELY LACE**

A Thrilling Offer! Imagine a
dress like this at \$2.98! If you
could see it you'd rush your order
this very minute! Look at the fine
quality dyed-to-match lace . . .
used lavishly in sleeves and
vestee! Soft shirring at shoulders,
and inverted V slim waistline.
Flattering for the slender, as well
as the not so slender! Bright clips.
Self covered buckle. The material
is our fine quality Celanese Rayon
Pebble Crepe.

REGULAR SIZES: 36 to 48;
STOUT SIZES: 43 to 53. See Scale
above. State bust measure; color.

31 H 6830—Platinum Gray 811,
Black, Powder Blue 205,
Zinnia Rust 809 or Navy \$2.98
Blue

Shipping weight, 1 lb. 6 oz.

**(C) RICHLY TRIMMED
YOKE AND SLEEVES**

Lavish designing in applique on
Silk Chiffon . . . glorifies the
sleeves and yoke, both front and
back . . . of this stunning dress!
Everything about it is luxurious!
Fashioned in rich Celanese Rayon
Crepe Romaine . . . an expensive-
type, full-bodied, exquisitely tex-
tured fabric. Flattering novelty
neckline, with self bow and spiral
ornament. A pair of Kleinerts
dress shields included. An exact
copy of a \$15.00 model.

REGULAR SIZES: 36 to 48;
STOUT SIZES: 43 to 53. See Scale
above. State bust measure; color.

31 H 6835—Cliquot
Beige 637, Venetian
Violet 905 or Navy. **7.98**
Shpg. wt., 1 lb. 8 oz. →

The dresses on these pages are sent
direct from New York to you . . . you
pay postage only from our nearest
Mail Order House.

Numbers after color names refer to
COLOR-GRAPH facing first pink index
page.



TRIMLINES

FOR STOUTS AND REGULARS



DRESSES OF *Shantung* FABRICS ARE DESTINED TO BE SUMMER HITS

IN TWO GLORIOUS FABRICS

A sparkling note of contrasting color . . . right down the front of your waist! Zip slide closing with pendant, in a smart tailored dress. Box pleats from yoke to waist give easy fit to bustline.

REGULAR SIZES: 36 to 48; **STOUT SIZES:** 43 to 53 in. bust. See Scale on Page 63. State bust measure and color.

COLORS: Lido Aqua 901, White, Lilac 416, Copen Blue 903.

IN STAR-SHAN, our superior quality, washable, shantung effect spun Rayon.

IN CELANESE RAYON SHARKELLA, an exquisite, cool, beautiful quality fabric that washes perfectly in LUX.

31 H 6845—Colors above. Shipping weight, 1 lb. 6 oz., each.

2⁹⁸

3⁹⁸

COLORFUL PRINTED SUN-SHAN

Gorgeous novelty lattice work . . . all around the flattering neckline and wide, flaring sleeves of this pretty frock! You'll love its dressy slender lines! Comfortable too . . . for it's made of Sun-Shan . . . that cool, Shantung effect Spun Rayon in colorful prints that are a joy on the hottest days. Wash in mild LUX flakes to keep it lovely. When smart style and fine quality is priced at \$2.98—it's big value news!

REGULAR SIZES: 36 to 48; **STOUT SIZES:** 43 to 53 in. bust. See Size Scale on Page 63. State bust measure.

31 H 6850—White with Print.
31 H 6851—Powder Blue with Print.
31 H 6852—Maize with Print.

Shipping wt., 1 lb. 6 oz.

2⁹⁸

IN 1938's FAVORITE COLORS

Fine rich lace cape sleeves of beauty . . . adorn this lovely dress! Dyed-to-match lace fashions a luxurious back yoke too! Tucked loose over-b blouse with tie back sash, for trim slender waist. Slim fitting flare skirt. In rich Celanese Rayon Pebble Crepe.

REGULAR SIZES: 36 to 48; **STOUT SIZES:** 43 to 53 in. bust. See Scale on Page 63. State bust measure.

31 H 6855—Venetian Violet 905.
31 H 6856—Platinum Grey 311.

31 H 6857—Powder Blue 205.

31 H 6858—Casino Wine 904.

31 H 6859—Navy Blue.

Shipping weight, 1 lb. 8 oz.

3⁹⁸

SMART TWO-PIECE JACKET DRESS

A dark tone two-piece suit with frosty white accent . . . to keep you looking fresh and smart! Grand for traveling . . . and days in town! Slender fitting dress has short pleated sleeves and organdy collar. In rich, soft draping, close-woven Rayon Sand Sheer Crepe, one of our better quality fabrics. A combination of style and quality that any critic would rate four stars.

REGULAR SIZES: 36 to 48; **STOUT SIZES:** 43 to 53 in. bust. See Scale on Page 63. State bust measure and color.

31 H 6860—Black.

31 H 6861—Navy.

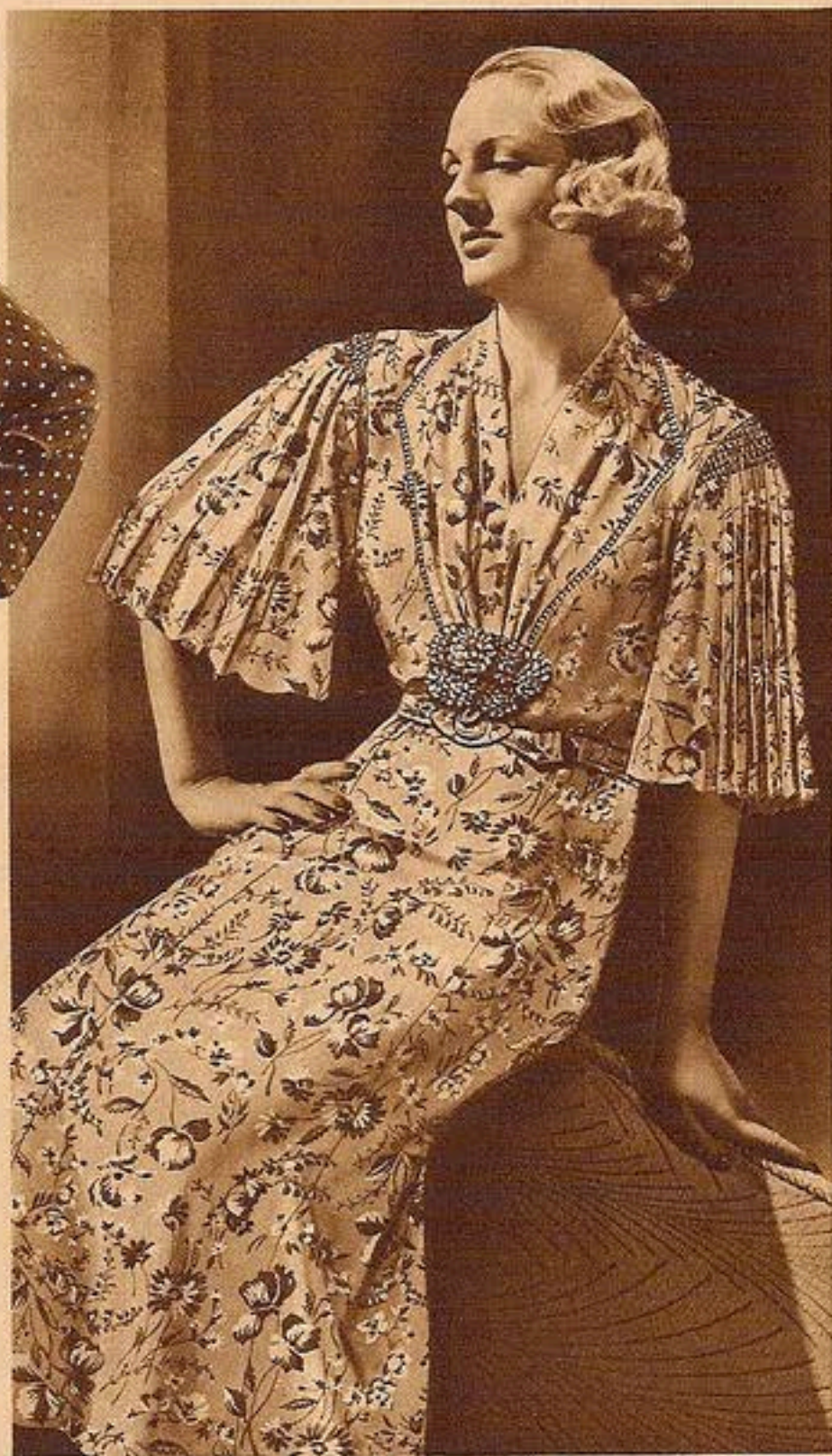
Shipping weight, 1 lb. 8 oz.

4⁹⁸



Youthful Lines..

LARGER SIZES COST NO MORE AT SEARS



COOL SHEER

Bemberg Rayon PRINTS

POLKA-DOT JACKET DRESS

COOL ALL-OCCASION SUIT . . . the indispensable two-piece polka dot that's made fashion history! Here we have it in the newest version . . . fashioned in rich-looking All Rayon Bemberg Print . . . a lustrous sheer, closely woven of this finest of Rayon yarns, with so much body you don't need an extra slip. The lovely frock has new double-tiered collar of fine lace . . . soft draped jabot—so very slimming . . . trimmed with attractive lace ball buttons. Smart Tuxedo-type jacket.
REGULAR SIZES: 36 to 48; STOUT SIZES: 43 to 53 in. bust. See size scale on Page 63. State bust measure.
31 H 6865—Brown with White Dot.
31 H 6866—Navy with White Dot.
Shipping weight, 1 pound 6 ounces.

5⁹⁸

GORGEOUS FAN PLEATED SLEEVES

SHEER FLATTERY . . . in a cool-as-a-sea-breeze print! A stunning frock for your grandest occasions! Look at the styling of the beautifully draped bodice . . . and cool fan-pleated sleeves! Inserts of fagotting follow the smart V-neckline to a multi-colored flower corsage at the waist. Of soft, smooth printed All Rayon Bemberg . . . in the most delightful colorful print imaginable! This lovely frock looks every bit of \$10.00!
REGULAR SIZES: 36 to 48; STOUT SIZES: 43 to 53 in. bust. See size scale on Page 63. State bust measure.
31 H 6870—Grey with Colorful Print.
31 H 6871—Navy with Colorful Print.
31 H 6872—Black with Colorful Print.
Shipping weight, 1 pound 4 ounces.

4⁹⁸

GLASS BUTTONS . . . FAGOTTING

GLORIOUSLY COOL AND WEARABLE . . . a frock that will keep you looking smart in town or country! Made of cool Printed All Rayon Bemberg . . . a rich sheer with plenty of body. Attractive collar trimmed with novelty fagotting . . . and there are big sparkling glass buttons from neckline to waist! Full comfortable sleeves . . . softly shirred at the shoulders. Slenderizing panel skirt, front and back.
REGULAR SIZES: 36 to 48; STOUT SIZES: 43 to 53 in. bust. See size scale on Page 63. State bust measure.
31 H 6875—Casino Wine with White.
31 H 6876—Powder Blue with White.
31 H 6877—Navy with White.
Shipping weight, 1 pound 4 ounces.

4⁹⁸

These dresses are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House.

TRIMLINES

**Three Smart Styles in
Tiara Rayon Crepe...
All Crown-Tested for
Wear and Satisfaction**



3⁹⁸

A FEATURING THE POPULAR TIARA RAYON CREPE... Crown Tested quality... in a glorious new Floral print! Grand and cool for summer because of the petal-soft texture and rich, smooth weave. Washes beautifully in LUX... won't slip at seams! Dress is made with dressmaker details... in rhythm with the new trend towards softness! Note the new, young and flattering shirred bodice, the graceful sleeves, the double petal-collar of embroidered georgette in light contrast. Chic novelty pin at V of neck.

REGULAR SIZES: 36 to 48; STOUT SIZES: 43 to 53. See Size Scale on Page 63. State bust measure and color.
31 H 6880—Venetian Violet, Black or Navy Blue. \$3.98
Shipping weight, 1 lb. 6 oz.

C TWO-PIECE JACKET DRESS glorified by its beautiful fabric: smooth, finely woven Tiara French-type Rayon Crepe in a spaced novelty print! Dress is smart with or without jacket. Has short sleeves, gored slim skirt with pleats back and front; and an important stitched on V-shaped bodice sash which buckles in the back to give you a nipped-in waistline. Crisp white organdy at V-neck... a two-toned flower bouquet! Hip length jacket has long loose sleeves. A lovely outfit for only \$4.98!

REGULAR SIZES: 36 to 48; STOUT SIZES: 43 to 53 in. bust. See Size Scale on Page 63. State bust measure and color.
31 H 6890—Black, Brown or Navy Blue Print. \$4.98
Shipping weight, 1 pound 8 ounces.

B INCREDIBLY LOW PRICED! Newest version of the popular Cape sleeve dress... in a fresh young-looking POLKA DOT Tiara French-type Rayon Crepe. That means it's GOOD, every inch of it! In 1938's favorite dots, Navy on White or White dots on rich dark grounds. Made with flattering shirring above bust and top of sleeves. Smart flat glass buttons down front. Piped collar and grosgrain bow. Slim-hipped skirt, with low flare. All-around belt with covered buckle. A bargain at \$2.98!

REGULAR SIZES: 36 to 48; STOUT SIZES: 43 to 53 in. bust. See Size Scale on Page 63. State bust measure and color.
31 H 6885—White with Navy Dots, Brown with White, Wine with White, Navy with White. \$2.98
Shipping weight, 1 pound 6 ounces.



2⁹⁸

4⁹⁸

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

that Wash Like New

**Summer Cottons So Cool
and Crisp You Will Want
Two or Three...Gentle LUX
Washes Them Beautifully**

**YOUR
CHOICE**

2.98
EACH



A

B



C



D



C COTTON CORD LACE

Our best quality Cool Cotton Cord Lace, in a smart tailored frock that will see you through the summer without a wrinkle! The washable lace is woven in fancy pattern, open but firm! Won't sag! Smart! Note the scalloped sleeves, pockets and collar.

REGULAR SIZES: 36 to 48 in.;
STOUT SIZES: 43 to 53 in. bust. See
Scale on Page 63. State bust
measure and color.

31 H 6910—Aqua Blue, Peach,
Lilac, Natural Beige. **\$2.98**
Shpg. wt., 1 lb. 4 oz.

B TWO-TONE LACE TRIM

A lovely sheer dark-ground print you find only in the better quality cotton voiles! Styled like a \$10.00 dress, with cool flattering cape sleeves and loose front panel that ties at the waist in the back. Smart lace trim combines two of the print colors.

REGULAR SIZES: 36 to 48 in.;
STOUT SIZES: 43 to 53 in. bust.
See Scale on Page 63. State bust
measure and color.

31 H 6895—Gray with Rose,
Aqua Blue or Navy **\$2.98**
Blue.....
Shipping weight, 1 pound.

These dresses are sent direct from New York to you... you pay postage only from our nearest Mail Order House.

D FLOCK DOT VOILE

Lots of Dots—and lots of Dash... in this cool 2-piece cotton Voile suit! It's Vat-dyed and LUXING will protect the colors. Dress has box-pleated skirt; a chic white collar and jabot of crisp organdy and embroidery! Three-quarter length jacket, with long sleeves! A grand bargain!

REGULAR SIZES: 36 to 48 in.;
STOUT SIZES: 43 to 53 in. bust.
See Scale on Page 63. State bust
measure and color.

31 H 6915—Lilac, Wine, Navy
Blue or Black. **\$2.98**
Shpg. wt., 1 lb. 4 oz.

A PRINTED COTTON VOILE

Sheer and cool—and very young! An all-over floral print on fine Chiffon Cotton Voile, with a graceful gored skirt and a soft shirred blouse trimmed with crisp embroidered organdy! Washes perfectly in LUX. Worth a lot more than \$2.98!

REGULAR SIZES: 36 to 48 in.;
STOUT SIZES: 43 to 53 in. bust.
See Scale on Page 63. State bust
measure and color.

31 H 6900—Gray with Rose-
wine print, Peach with Brown
or Aqua with Brown. **\$2.98**
Shpg. wt., 1 lb.....

CAPE SUITS... PLAID SUITS

Much Wanted Fashions - Priced Low



(A) A BARGAIN IN STYLE! Three-piece wardrobe suit... swinging young cape, matching skirt and plaid jacket... for a mere \$8.98! Wear the cape with your dresses, too; the gay jacket with other skirts and the trim skirt with your sweaters and blouses! The fabric is a beautiful quality suiting, of fine half Wool, balance Rayon... and the plaid and plain are woven as "companion" fabrics so they blend perfectly. Cape is about 33 in. long and unlined. Note the new tucked shoulders. Unlined jacket has molded back, half belt. Slim skirt, wide hem.
 Sizes: 12-14-16-18-20-22.
 Bust: 30-32-34-36-38-40 inches. State bust measure.
 17 H 3245—Light Navy 221 with Blue Plaid.
 17 H 3246—Adriatic Green 906 with Green Plaid.
 17 H 3247—Spring Gray 806 with Gray and Rose Plaid.
 Shipping weight, 4 pounds 1 ounce.

8⁹⁸

(B) PLAIDS are going to town this year! This jaunty plaid topper suit comes in gorgeous colors, has the new tuxedo collar and broad shoulders. Unlined topper coat is grand to wear with dresses too. Both coat and harmonizing solid-tone skirt are 60% wool, with rayon added for color and luster. Skirt is smartly gored, with wide hem.
 Sizes: 12-14-16-18-20. State bust measure and color.
 Bust: 30-32-34-36-38 inches.

7⁹⁸

17 H 3250—Brown-and-Gold Plaid with Tan Skirt, Gray-and-Rose Plaid with Gray Skirt or Blue-and-Rose Plaid with Medium Blue Skirt. Shipping wt., 3 lbs. 3 oz.

PLAID TOPPER COAT SOLD SEPARATELY... **\$5.98**
 17 H 3355—Brown-and-Gold, Gray-and-Rose or Blue-and-Rose Plaid. Shipping weight, 2 pounds 3 ounces.



THREE-PIECE CAPE SUIT **(A)**
8⁹⁸

2-PIECE SUIT **(B)** **7⁹⁸** PLAID TOPPER ONLY **5⁹⁸**

EVERYTHING
AT SEARS CAN
BE HAD ON
EASY TERMS.
SEE PAGE 1A



A
Printed
Chiffon
Voile

B
Washfast
Printed
Broadcloth

C
Lovely
Printed
Voile

D
All Rayon
French
Type
Crepe

Proving Again..YOU NEEDN'T BE SLIM

To Look Smart

FINER QUALITY SLENDERIZING
STYLES THAT FLATTER WOMEN
WHO WEAR LARGER SIZES...
They Cost No More At Sears!

\$1.95
EACH

Every Dress on
This Page in
Regular Sizes,
36 to 44 and
Stout Sizes,
45 to 53



E
Washable
Flock-Dot
Voile

A Newest version of the popular "Cape" dress—at a saving! Cool... sleeveless... with a deep graceful all-around Bertha collar and jabot to cover fullness through the arms and bust! Sheer, fine-woven printed Cotton Chiffon Voile, trimmed with neat crochet-like lace and buttons. Slenderizing skirt has box pleated front. **REGULAR SIZES:** 36, 38, 40, 42, 44 in. **STOUT SIZES:** 45, 47, 49, 51, 53 in. *State bust measure. See size scale below. Shipping wt., 12 oz.*
27 H 6126—Navy and White Print
27 H 6127—Spring Wine and White Print
27 H 6128—Violet and White Print
Each..... \$1.95

B Neat... youthful; featuring fine Ragotting—rows and rows on revers and down the bodice to form a vestee! Vestee closes with nearly a dozen Ocean Pearl buttons and loops, an expensive feature. Finer quality Cotton Print Broadcloth... guaranteed washfast. Box-pleat, front of skirt. Two large, tabbed pockets. **REGULAR SIZES:** 36, 38, 40, 42, 44-in. bust. **STOUT SIZES:** 45, 47, 49, 51, 53 in. *State bust measure. See size scale below. Shpg. wt., 1 lb.*
27 H 6137—Navy Print
27 H 6138—Wine Print
27 H 6139—Black Print
Each..... \$1.95

C **STYLE**... at an amazing low price! A stunning sheer Cotton Voile Print with cool cape sleeves and many rows of fine shirring at shoulders... plus a dressy white lace vestee and flower! All-around gored skirt gives slim line. Button trim. Self material belt, covered buckle. **REGULAR SIZES:** 36, 38, 40, 42, 44-in. bust. **STOUT SIZES:** 45, 47, 49, 51, 53-in. bust. *State bust measure. See size scale below. Shipping weight, 1 lb. 1 oz.*
27 H 6132—Navy and White
27 H 6133—Spring Wine and white
27 H 6134—Orchid and white.
Each..... \$1.95

D The classic shirt-waist dress... in a quality you won't find elsewhere under \$2.98! Dress buttons down front with contrasting buttons to match simulated cuff links. Chic Club collar with self-tie. Choice of plain or print fabric... in All Rayon French-type Crepe. Full gathered back on shoulder yoke. **REGULAR SIZES:** 36, 38, 40, 42, 44 in. bust. **STOUT SIZES:** 45, 47, 49, 51, 53 in. *State bust measure. See size scale below. Shipping wt., 15 oz.*
Plain Crepe Style
27 H 6111—Orchid
27 H 6112—Lt. Blue
27 H 6113—White
Print Crepe Style
27 H 6117—Navy Print
27 H 6118—Gray Print
Each..... \$1.95

You'll Adore This Sheer, Cool, Smart 2-Piece Jacket Dress

E Think of it... you get both the jacket and dress for \$1.95! A grand practical style, flattering to the slim as well as the not-so-slim! Everything about it rich and expensive looking! Dress is made with short set in sleeves and a soft draped collar set off with imported Irish type Crochet Lace vestee and bow. Hip length jacket has Tuxedo front and three-quarter sleeves, with white piping as a contrasting note! All in fine quality Flock Dot washable Cotton Voile... a **QUALITY** usually found in much higher priced outfits.

Women's SIZE SCALE	
Bust	36-38-40-42-44-45-47-49-51-53
Lgths	48-48-48-48-48-49-49-49-49-49

REGULAR SIZES: 36, 38, 40, 42, 44-in. bust. **STOUT SIZES:** 45, 47, 49, 51, 53-in. bust. *State bust measure. See size scale below. Shipping weight, 1 lb. 2 oz.*
27 H 6122—Navy with White Dots
27 H 6123—Wine with White Dots
27 H 6124—Black with White Dots... \$1.95

and Amazing Low Prices for Such Dependable Quality

ALL THESE DRESSES IN REGULAR AS WELL AS STOUT SIZES



A Polka Dot Percale with Ric-Rac **98c**

B Cotton Sheer with Hand-Drawn Effect **98c**

C Percale for Gracious Older Women **98c**

D Prettily Striped Colorful Percale **89c**

E Smart Floral Printed Percale **98c**

A **SERVICEABLE POLKA DOTS IN A TRIM, SMART STYLE**
Rarely can a larger woman get so much good style and quality at just 98c! Better quality polka-dot percale with neat ric-rac trim. Shirred at shoulders. Rolled collar, V neck. Inverted pleat at skirt front. Above all, good tailored lines—best for full figures. Shipping weight, 10 ounces.
REGULAR SIZES: 36, 38, 40, 42, 44 in. bust. STOUT SIZES: 45, 47, 49, 51, 53 inch bust. *State bust measure.* See Size Scale on opposite page.
27 H 8100—Navy with White Dot.
27 H 8101—Wine with White Dot.
Each..... **98c**

B **THE COOL DRESS YOU'LL NEED WHEN IT'S HOT**
Better quality cotton sheer in dainty hand-drawn effect—a charming print becoming to larger figures. Slenderizing style—skirt has side pleat and button trim, revers collar is edged with embroidery to match pocket.
REGULAR SIZES: 36, 38, 40, 42, 44 inch bust. STOUT SIZES: 45, 47, 49, 51, 53 inch bust. *State bust measure.* See Size Scale on opposite page. Shipping weight, 8 ounces.
27 H 8105—Copen Floral Print
27 H 8106—Orchid Floral Print
Each..... **98c**

C **LONG SLEEVES—TO PLEASE OUR OLDER FRIENDS**
Dignified styling! Long sleeves, blouse with soft ruffle, neatly bound in white; a full comfortable skirt, pleated at front. Good quality percale printed in small patterns, becoming always to women of the "gracious age."
REGULAR SIZES: 34, 36, 38, 40, 42, 44 in. bust. STOUT SIZES: 45, 47, 49, 51, 53 in. bust. *State bust measure.* See Size Scale on opposite page. Shipping weight, 12 ounces.
27 H 8120—Gray Ground
27 H 8121—Navy Ground.... **98c**

B **NARROW STRIPES ARE ALWAYS SLENDERIZING**
Bargain extraordinary in a dress to make you look trim as a top! Smart multi-color stripe in good-quality percale; popular double breasted effect. Revers collar is lace-trimmed. Sleeves with becoming, comfortable pleats.
REGULAR SIZES: 36, 38, 40, 42, 44-in. bust. STOUT SIZES: 45, 47, 49, 51, 53-in. bust. *State bust measure.* See Size Scale on opposite page. Shpg. wt., 10 oz.
27 H 8110—Multi-color Stripes.
Each..... **89c**

E **WELL DESIGNED IN BETTER QUALITY PERCALE**
Yoked skirt with pleats, blouse with yoke too and soft fullness. Embroidered vestee and jabot; lace trim; novelty pin.
REGULAR SIZES: 36, 38, 40, 42, 44-in. bust. STOUT SIZES: 45, 47, 49, 51, 53-in. bust. *State bust measure.* Shipping weight, 10 ounces.
27 H 8125—Copen Floral
27 H 8126—Maize Floral
27 H 8127—Navy, Multi-color dots
Each..... **98c**

F **COOL, PRETTY SHEER IN EXCELLENT STYLE**
An unusual value! Cotton batiste in a summery floral print—better, tub-fast quality. With lace-trimmed pleated jabot, nicely piped. Pretty boutonniere. Panel skirt has two comfortable pleats. Full sleeve with flared ruffle.
REGULAR SIZES: 36, 38, 40, 42, 44-in. bust. STOUT SIZES: 45, 47, 49, 51, 53-in. bust. *State bust measure.* Size Scale on opposite page. Shpg. wt., 8 oz.
27 H 8115—Navy
27 H 8116—Rose..... **98c**

F Printed Floral Cotton Batiste **98c**

NO LONGER NEED YOU PAY HIGH PRICES FOR SERVICE GARMENTS

Because Sears Introduce These New

PROFESSIONAL UNIFORMS

The All-Purpose Garments That Fit Every Need of Professionals, Waitresses, or Housewives



Sanforized-Shrunk

FOR LASTING GOOD FIT

- Fine Quality Poplin • Tubfast Vat-dyed Colors • Generous 3-inch Hems
- Double Stitched Seams • Careful Tailoring • Removable Pearl Buttons
- Designed Throughout for Long Satisfactory Service

Exceptionally Smart Style **\$2.75**

(A) Entirely PROFESSIONAL. Crisp, tailored, impeccable! Yet with small touches of tasteful distinction. Fine quality Sanforized-Shrunk white cotton poplin with mercerized finish. Blouse has shirtwaist collar, clusters of tucks at either side of front, trim welt pocket at left. Long sleeves; French cuffs, fine pearl button links. Six-gore skirt, detachable belt. Sizes: 32, 34, 36, 38, 40, 42, 44, 46-inch bust. State size. Shipping weight, 1 lb. 4 oz. **27H9600**—Long Sleeves **27H9601**—Short Sleeves.....**\$2.75**

Zip Closing Fitted Style **\$1.85**

(B) An all-purpose garment in better quality Sanforized-Shrunk cotton poplin in vat-dyed, washfast colors. Appropriately becoming to professional women or housewives. Attractive blouse has tucked front, Peter Pan collar, convenient side fastener to waist. Six-gore skirt with two pockets, detachable belt. Sizes: 32, 34, 36, 38, 40, 42, 44-inch bust. State size. Shipping weight, 1 lb. 2 oz. **27H9605**—All White **27H9606**—Blue, White trim **27H9607**—Green, White trim **27H9608**—Rose, white trim.....**\$1.85**

Trim Tucked PROFESSIONAL **\$1.85**

(C) A uniform with a truly PROFESSIONAL look! Of better-quality, Sanforized-Shrunk white cotton poplin with fine finish. Neat tuck trim on front and back of blouse, pocket and French cuffs. Shoulder yoke. Pointed collar. Skirt has side front opening with detachable buttons and set-in belt. Sizes: 32, 34, 36, 38, 40, 42, 44, 46-inch bust. State size measure. Shipping weight, 1 pound 4 ounces. **27H9602**—Long Sleeves **27H9603**—Short Sleeves.....**\$1.85**

Smart Double Breasted Style **88c**

(D) A uniform that's popular because it's a big value! Good quality cotton broadcloth. Pearl buttons. Belt. Opens to waist.

REGULAR SIZES: 34, 36, 38, 40, 42, 44-inch bust. SROUT SIZES: 45, 47, 49, 51, 53-inch bust. State bust measure. Shipping weight, 13 oz. **27H9437**—White **27H9438**—Lavender **27H9439**—Copen.....**88c**

Wor **\$1.39** **\$1.00**

(E) Well tailored nurses' style in good quality crisp white cotton nurses' cloth. Opens down front. 3 pockets, detachable buttons, belt; French cuffs. Long or short sleeves.

Sizes: 32, 34, 36, 38, 40, 42, 44-inch bust. State bust measure. Shipping weight, 1 lb. 1 oz. **27H9545**—Short Sleeves **27H9546**—Long Sleeves.....**\$1.00** **(F)** **27H9538** Nurses' Cap, White. Shpg. wt., 2 oz. Each.....**25c**

All-Purpose Garment **88c**

Useful wherever a neat comfortable working outfit is required! Excellent tailored style in plain white or a neat blue and white pin stripe. Good quality cotton broadcloth. Removable shank buttons. Sears offer this garment as a special value at this low price. Strongly sewed throughout.

Sizes: 32, 34, 36, 38, 40, 42, 44-inch bust. State bust measure. Shipping weight, 11 oz. **(G)** **27H9539**—All White **(H)** **27H9540**—Blue with White Stripe.**88c**



NEW...SENSATIONAL SEARS MAGIRAF

The Perfect Fitting General Utility Uniform

• Reversible Front with Deep Overlap—Can be Worn Either Side Out! **\$1.39**

• Easily Adjusted to YOUR Figure. 2 for \$2.69

• Heavy Enough so it Can Be Worn Without a Slip.

Fits whether you're plumpish or thin... and fits trimly, smartly! Fold the front over, run slash through opening, tie in place—that's all there's to it! For housewives, beauticians, fountain and factory workers, professional office assistants. Expertly tailored of better-quality cotton broadcloth; colors are vat-dyed, tubfast. Full cut; deep hem; two big pockets. GOOD STYLE FOR MATERNITY WEAR TOO.

Sizes: 32, 34, 36, 38, 40, 42, 44, 46-inch bust. State bust measure. Shipping weight, 1 pound. **27H9610**—White **27H9611**—Blue with White Trim. **27H9612**—Rose with White Trim **27H9613**—Green Check with White Trim. Each.....**\$1.39** 2 for.....**2.69**

COMPLETE ADJUSTABLE BUTTON LAPOVER FRONT COLLAR



NOTE THE EXTRA DEEP HEM

WHEN YOU CAN GET A GOOD
COTTON
HOUSE DRESS

44c EACH

3 for \$1.25

That's a Bargain!



A BRIGHT, COOL AND CHARMING FOR SUMMER

A colorful housedress that's a tremendous value! Dainty sheer cotton print in hand-drawn effect with crisp white organdy ruffle at neck, double organdy bands at armholes. Neat binding trim. Shipping weight, 8 ounces.

Sizes: 14 to 20 to fit 32, 34, 36, 38-in. bust. *State bust.*

27 H 8130—Fancy Prints..... 44c; 3 for \$1.25

B WHAT'S SO TRIM, SO PRACTICAL AS POLKA DOTS?

A housedress with a spic-and-span look! Our standard quality polka-dot percale in good washfast quality featuring pretty colorful bindings. Shipping weight, 9 ounces.

Sizes: 32, 34, 36, 38, 40, 42, 44-in. bust. *State bust measure.*

27 H 8135—Navy with White Dots

27 H 8136—Lavender with White Dots

27 H 8137—Red with White Dots

27 H 8138—Green with White Dots.... 44c; 3 for \$1.25

C PRINTS TO MAKE A DULL DAY BRIGHTER

Such bargains may not be seen again! Order now! A neat, pretty housedress in standard quality percale prints which we select carefully (even at 44c) for tasteful patterns and nice washfast colors. New style, too; high neck with contrasting bindings and smart button trim.

Sizes: 32, 34, 36, 38, 40, 42, 44-in. bust. *State bust measure.*

Shipping weight, 10 ounces.

27 H 8140—Assorted Prints..... 44c; 3 for \$1.25

Misses' and Women's Size Scale

SIZES:	12	14	16	18	20	22
BUST:	30	32	34	36	38	40 42 44
LENGTHS:	46	46	47	47	47	48 48 48

Junior Misses' Size Scale

SIZES:	13	15	17	19
BUST:	31	33	35	37
LENGTHS:	45	46	46	47



So Much for So Little!
59c
EACH



REAL STYLE FOR
95c
EACH



POPULAR COLORFUL SMOCKING

A well-made, well styled dress that's a marvel for the money! In good-quality, fast color percale—a pretty print on fresh, summery colors. Neat white cotton pique collar, colorful smocking at shoulders, handy patch pocket. Nice for any season of the year. Shpg. wt., 10 oz.

Sizes: 34, 36, 38, 40, 42, 44-in. bust. *State bust measure.* See size scale above.

27 H 8145—Copen blue; wine trim. 59c

27 H 8146—Maize..... 59c

PRETTY POSY PRINT FOR GOOD CHEER

Look at the style you get! A frock with that crisp spic-and-span look, like the smartest, newest cotton fashions. Colorful floral print on good-quality percale. Contrasting color pipings on collar; a pretty daisy to finish the neck smartly; pretty puff sleeves.

Sizes: 34, 36, 38, 40, 42, 44-in. bust. *State bust measure.* See size scale above. Shpg. wt., 10 oz.

27 H 8150—Navy

27 H 8151—Green..... 59c

HANDSOME PRINT WITH RICH BORDER

A genuine "find" for just 95c! Unusually striking print with distinctive border, used to trim peplum and bottom of skirt. Bindings, buttons and natty ascot tie in matching color. Skirt with kick pleat.

Sizes: 14 to 20 to fit 32, 34, 36, 38-in. bust. *State bust measure.* See size scale above. Shpg. wt., 11 oz.

27 H 8155—Copen blue; wine trim. 95c

27 H 8156—Green; Brown trim..... 95c

NOVELTY RIC-RAC PRINT

Actually looks like four rows of crisp white ric-rac! Makes a very smart trim on this modish frock of better-quality polka dot percale! Puff sleeves, pointed collar, flared gored skirt and two pockets!

Sizes: 14 to 42 to fit 32, 34, 36, 38, 40, 42-in. bust. *State bust measure.* See size scale above. Shpg. wt., 9 oz.

27 H 8160—Wine

27 H 8161—Navy..... 95c

Cool!

THAT'S WHAT'S GRAND
ABOUT THESE SMART

Sheer Cottons

\$1.00
EACH

For Easier
Accurate
**HOW-TO-
MEASURE**
Instructions
See Page in
Back of
Catalog



THIS 2-PC. DRESS GOES TO TOWN IN STYLE

(A) A wonderful outfit for just \$1! Good-quality cotton voile with snowy white flock dots. Well-cut jacket slips over a pretty dress with puffed sleeves, cool organdy collar and cuffs. Sizes: 14 to 20 to fit 32, 34, 36, 38-inch bust. State size. Shipping weight, 9 ounces.

27H8165—Navy 214
27H8166—Rose Pink 523.....\$1.00

A PERT, COOL, DRESSY FROCK

(B) Slim, charming shirtwaist dress... well-designed style. Two pockets. Sheer flock-dot cotton voile, unusual trim of Venise-type lace. Sizes: 34, 36, 38, 40, 42, 44-in. bust. State size. Shipping weight, 9 oz.

27H8170—Copen 205
27H8171—Rose 523
27H8172—Navy 214.....\$1.00

PAGE 72 SEARS



(C)
DOTTED
SWISS
Plain or
Printed

(D) OUR
FAMOUS
Ripplesheer

Pretty
SHEER DRESSES
COST SO LITTLE
AT SEARS

ZIP CLOSING—
DOTTED SWISS

(C) Smart you'll be this summer in cool, crisp tubable cottons like this! Dotted Swiss in a flowery print, or soft, cool plain colors. Little-girl collar, stylish zip closing, soft shirring at yoke front. And cute puff sleeves for that important wide-shouldered look.

Sizes: 14 to 20 to fit 32, 34, 36, 38-inch bust. State bust measure. Shipping weight, 8 ounces.
27H8175—Colorful Floral Prints
27H8176—Solid Maize 702
27H8177—Solid Pink 501
27H8178—Solid Orchid 402. \$1.00

RIPPLESHEER NEEDS
NO IRONING!

(D) Busy women—you who find little time for ironing... here's the handiest dress ever! Washes in a jiffy, saves your precious time. Launderers without a stroke of the iron! Cool cotton crinkle cloth in pretty plain colors, good quality. Smart double-breasted effect with youthful broad reverse collar. Stitching in cheerful colors. Two handy pockets.

Sizes: 34, 36, 38, 40, 42, 44-in. bust. State bust measure. Shipping weight, 10 ounces.
27H8180—Copen 205
27H8181—Maize 702
27H8182—White
27H8183—Navy 214.....\$1.00

Stunning Styles

THAT MAKE YOU
FEEL AS COOL
AS YOU LOOK!



(E)
EYELET
BATISTE

(F)
FLOCKED
VOILE

EYELET BATISTE

(E) Dressy and dainty... there's nothing like an eyelet batiste for a dozen summer occasions! And here's a style that's flattering to any type, any age! Waist has attractive collar and vestee effect edged with lace. Buttons, buckle and bow in contrasting color. Becoming puff sleeves.

Sizes: 34, 36, 38, 40, 42 and 44-inch bust. State bust. Shpg. wt., 10 oz.
27H8185—Copen 205
27H8186—Pink 505
27H8187—Navy 214.....\$1.00

FLOCK-DOT VOILE
FOR JUNIORS!

(F) New Military collar... new swing skirt... new lace applique trim... a new lacy design... this flock-dot voile frock is a fashion bargain! Wear it to dance the Sazy Q... look romantic in rose color, look smart and sophisticated in navy blue. The style's right for anyone who can wear junior sizes, regardless of age!

Sizes: 13, 15, 17, 19 years. State age-size. Shipping weight, 9 oz.
27H8190—Navy 214
27H8191—Rose Pink 523.....\$1.00

Juniors' Size Scale
SIZES: 13, 15, 17, 19.
BUST: 31, 33, 35, 37.
LENGTHS: 45, 46, 46, 47.
Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Phillis FROCKS

SEARS OWN BRAND

Finest Quality Percalé
SANFORIZED-SHRUNK

95c *Any 2*
EACH *for*
\$1.79



Misses' and Women's Size Scale

11	13	14	15	16	17	18	19	20	years			
29	31	32	33	34	35	36	37	38	40	42	44	in.
45	45	46	46	46	46	47	47	48	48	48	48	in.

GUARANTEED TO KEEP THEIR BEAUTY
Gay Sparkling Prints That Are as New
and Refreshing as a Flower Garden
Washfast • Sunfast • Pre-shrunk

POLKA DOTS—WITH GODETS IN TWIN PRINTS
A clever contrast—gives the skirt a graceful flare! Crisp white piping trim, cord tie... a stunning style! Finest quality percalle, Sanforized-Shrunk, makes it a tremendous value—even at Sears! Sizes: 14, 16, 18, 20 years. *State age-size.* Shipping weight, 13 ounces.
H 8215—Green Ground 27 H 8216—Red Ground
H 8217—Navy Ground..... Each 95c 2 for \$1.79

STYLE LEADER—SOFTLY SHIRRED AT FRONT
The frock all America loves! So trim, so smart! Stunning floral print in finest-quality percalle, Sanforized-Shrunk. Trimmed with buttons, rows of shirring. Gored skirt. Shipping weight, 12 ounces. Sizes: 34, 36, 38, 40, 42, 44-inch bust. *State bust measure.*
H 8200—Wine Ground
H 8201—Copen Ground..... Each 95c 2 for \$1.79

ENTER THE NEW SHIRRED FRONT
Adapted from a silk-frock success! Looks dressy and charming—the print is a handsome floral in our finest quality percalle, Sanforized-Shrunk. Smart trim. Smart pipings in contrasting color. Gored skirt. Shipping weight, 11 ounces. *State bust measure.*
H 8210—Navy Print
H 8211—Green Print. Each 95c; 2 for \$1.79

SWING'S THE THING FOR JUNIORS
A dashing style that's right for anyone who can wear junior sizes! Finest quality Sanforized-Shrunk percalle in a lovely flower-striped print with distinctive piping at edge of smart full flared skirt. Snowy cotton collar and sleeve trim. Shipping weight, 12 oz. Sizes: 11, 13, 15, 17, 19 years. *State age-size.*
H 8220—Navy Ground
H 8221—Rose Ground. Each 95c; 2 for \$1.79

STUNNING PLAID—WITH ZIP CLOSING
"Zips" are smart—so are plaids! The combination means style and value! Trim, tucked blouse has zip attractive puff sleeves, snowy cotton pique collar and cuffs. New shaped waistline at front. Finest quality Sanforized-Shrunk percalle. Shipping weight, 12 oz. Sizes: 14, 16, 18, 20 years. *State size.*
H 8205—Red with Navy Blue
H 8206—Green with Brown. Ea. 95c; 2 for \$1.79



Goes on with a Zip!

OUR NEWEST KITCHEN COAT \$1.00

A very low price for such smart new style, outstanding good quality! It's a lovely percale print in the popular "Bow-Knot" pattern... made with a Zip closing at the front, so it's easy to slip on and off. Keeps you neat and trim-looking through the busiest morning! Clever new Lastex back adjusts the fit neatly to your individual figure, "gives" as you work. Shawl collar, princess front.
 Sizes: 32, 34, 36, 38, 40-in. bust. *State bust measure.* Shipping weight, 11 oz.
27 H 9140
 Floral Print. \$1.00

LASTEX BACK!



The Newest SMART SMOCKS

Reversible Hooverettes 2 For 75c

Look at this low price... Sears lead in Hooverette VALUES! Gay bright prints in good quality percale... pretty organdy ruffle trims! Easy to look spick-and-span. Fronts are made conveniently reversible. Ties at back.
 Sizes: Small (32-34); Med. (36-38-inch bust). *State size.* Shipping weight, for 2, 15 ounces.
27 H 9441—Assorted Prints and Fabrics. 2 for .75c

Searspride Hooverettes 79c

Remarkable value in this popular style. Sears finest-quality percale too! Reversible front held with two pearl buttons so it won't gap open.
 Sizes: Small (32, 34, 36); Medium (38, 40); Large (42, 44) *State size.* Shpg. wt., 12 oz.
27 H 9515—Medium Rose
27 H 9516—Medium Green
27 H 9517—Medium Blue
27 H 9518—All White
27 H 9519—Tan with Green .79c

Border Print 89c

A smock that's really new! Semi-princess style in a smart cotton line border print. Mandarin collar. Closes with new "snapper" fasteners.
 Sizes: Small (32, 34); Medium (36, 38); Large (40, 42, 44). *State size.* Shpg. wt., 11 oz.
27 H 9185—Floral Prints.....89c

Broadcloth Smock 59c

Full cut, well-made smock in good-quality cotton broadcloth. Pocket and Peter Pan collar with smart colorful stitching.
 Sizes: Small (32, 34); Medium (36, 38); Large (40, 42, 44). *State size.* Shpg. wt., 9 oz.
27 H 9180—Green
27 H 9181—Rose
27 H 9182—Copen 59c



Pinafore **APRONS**

Anchor-Back Style 2 For 45c

(A) Low-priced aprons in dependable quality—that's what you all want! Here they are... exceptionally good values because we use durable, standard quality, tubfast percale prints. Bright gay border patterns... anchor-back style that fits trimly, doesn't slip down over shoulders.
 One Size: To fit 32, 34, 36, 38-inch bust. Shpg. wt., of 2, 7 oz.
27 H 9000—Assorted Prints. 2 for45c

Coverall Style 2 For 69c

(B) See how they extend well to the back—to protect your skirt! Tubfast, standard quality percale... assorted prints in pretty new border patterns. Our price, is so low for such durable, dependable quality, it doesn't pay to bother to sew aprons yourself.
27 H 9001—One Size: To fit 32, 34, 36, 38-inch bust. 2 for .69c
27 H 9002—One Size: To fit 40, 42, 44, 46, 48, 50-inch bust. Shpg. wt., for 2, 12 oz. 2 for 69c

Thrift Shop **APRON BARGAIN**

3 For 49c

- Assorted Polka Dot and Floral Prints... Neat, Pretty Patterns
- Durable Standard-Quality Percale Tested Washfast
- Three Different Styles—for Pleasant Variety

Get out pen, ink and paper! Tell the postman to wait! This is one of the biggest apron bargains ever offered in a Sears catalog! The percale is a durable standard-grade... each apron is well-made, right up to Sears quality standards. Bright pretty prints... polka dots, neat florals... and pretty styles as you can see (with even a ruffy one for "company!")
 ONE SIZE: To fit 32, 34, 36, 38-inch bust. Shipping wt., 8 oz.
27 H 9003—Assorted Prints. 3 for49c



93c



Sanborized Shrank!

Our Famous SEARS-TEX WORK DRESSES

- Well Reinforced at Every Point of Strain.
- Full Cut for Comfort and Action.
- Long-Wearing. Woven Pattern. Sanborized-Shrunk Cotton Madras.
- 2-inch Hems.

Save on your better clothes—wear these serviceable, specially designed work dresses. Endorsed by thousands of our customers as being the sturdiest, longest-wearing, most comfortable outfits available.

REGULAR SIZES 34, 36, 38, 40, 42, 44-in. bust. Length, about 48 in. **STOUT SIZES:** 45, 47, 49, 51, 53-in. bust. *State bust.* Shpg. wt., 1 lb. 4 oz.

\$1.09

(C) Button Style Convertible Collar
 Rubber buttons for safe laundering.
27 H 9585—Blue
27 H 9586—Gray
27 H 9587—Green.....93c

(D) Zip Closing Action Back
 Rubber buttons on belt and cuffs.
27 H 9595—Blue
27 H 9596—Gray
27 H 9597—Green.....\$1.09

Enjoy

THE COMFORTS AND ECONOMY OF HOUSE COATS



Form-fitting Elastic Back 98c

This house coat will change all your ideas of VALUE! You'll hardly believe such a beauty could be so low-priced! Gorgeous colorful print on better quality percale... fits divinely slim and trim because of two clever elastics at waist which adjust to your individual figure. Contrasting bow-tie sash. Inside ties. Full ankle length, about 56 inches.

Sizes: 32, 34, 36, 38, 40-inch bust. *State bust measure.* Shpg. wt., 14 oz.
27 H 9325—Floral Print... 98c

Zip Front Princess \$1.95

The style everybody's wild about... and look at Sears amazingly low price! Zips from neck to knee in newest fashion... made on slenderizing young princess lines with comfy practical kick-pleat. You'll love the good-quality cotton poplin print—it's very new, "different," distinctive. Shirred sleeves. Full ankle length, about 56 inches.

Sizes: 32, 34, 36, 38, 40-inch bust. *State bust measure.* Shpg. wt., 1 lb. 4 oz.
27 H 9320—Navy
27 H 9321—Wine
..... \$1.95

Reversible Front—Elastic at Back

Front can be reversed—look spic-and-span always! A new idea in a coat-dress that's becoming to both smaller and larger women. Better quality checked percale in cool, smart pattern. Elastic at back adjusts waistline-fit neatly. Shipping weight, 12 ounces.

REGULAR SIZES: 32, 34, 36, 38, 40, 42, 44-in. bust.
STOUT SIZES: 45, 47, 49, 51, 53-in. bust. *State size.*
27 H 9301—Wine with White Check
27 H 9302—Navy with White Check... 98c

Organdy Trimmed, Embroidered Wrap-Around

Crisply dainty and colorful for spring and summer... a beautiful floral print in better quality percale. Snowy permanent-finish organdy ruffles, hand embroidered. Price is extremely low for delightful style and good quality.

Sizes: Small (32, 34); Medium (36-38); Large (40, 42, 44) inch bust. *State bust measure.* Shipping weight, 12 ounces.
27 H 9112—Fancy Floral Print... 89c

Paisley Print With Smart Ric-Rac Trim

A "Kitchen Coat"... so trim and charming, that you'll find many uses for it. Our most stunning Paisley print in better-quality percale... with ric-rac trim in bright contrasting color. Bottoms all the way down the front so it's easy to iron.

Sizes: 32, 34, 36, 38, 40-inch bust. *State bust measure.* Shipping weight, 10 ounces.
27 H 9305—Red Paisley Print
27 H 9306—Navy Paisley Print... 89c

SNAPPER AND ZIP DRESSES

They go on in a jiffy—Always look spic and span—Iron in a minute!

Snapper Dress With Form-Fit Back 98c

A gay, gorgeous print in good quality percale... the open-front style that's so easy to iron and is so very smart, too. Fastens with "gripper" snap-fasteners that won't rust, won't flatten, will stay snapped. Lastex at back adjusts fit to your figure, "gives" as you work. A grand bargain—price is low for good quality, up-to-the-minute style.

REGULAR SIZES: 34, 36, 38, 40, 42, 44-inch bust. STOUT SIZES: 45, 47, 49, 51, 53-inch bust. *State bust measure.* Shipping weight, 13 ounces.
27 H 9330—Floral Print... 98c

Many Purpose Zip Dress \$1.39

Housewives, nurses, beauticians, maids... the perfect dress to work in... neat, comfortable, smart! Zip closing from neck to knee. Skirt flares gracefully from slim waist. In good-quality stub-yarn cotton broadcloth with white cotton pique trim. Kick-pleat at front. Tie-back belt. A quality garment, on which you'll save at Sears!

Sizes: 32, 34, 36, 38, 40, 42, 44-in. bust. *State bust.* Shipping weight, 13 ounces.
27 H 9316—Med. Rose
27 H 9317—Med. Blue
27 H 9318—Med. Green... \$1.39

Similar style in better-quality percale print. Butterfly sleeves. Permanent-finish organdy trim. Sizes AS ABOVE. *State size.* Shipping weight, 13 ounces.
27 H 9315—Floral Print... \$1.39



Everything on EASY TERMS See Page 1A

Everything
on Easy Terms,
See Page 1A

SEARS



ALSO
Twill
CULOTTE
SOLD
SEPARATELY



WORN BY
BEAUTY
CONTEST
WINNER

Eileen Drury

2-Piece Culotte Set \$100
It's a real style hit! Good quality cotton broadcloth culotte and blouse. Neat sport collar with zip front closing. Short pleated sleeves, action back. **EVEN SIZES: 12 to 20. State size. Shpg. wt., 12 oz.**
27H2182—Navy-White
27H2183—Green-White.....\$1.00
Culotte only in Cotton Twill Gabardine. **SOLID COLORS: Navy, Brown, White. EVEN SIZES: 26 to 34-in. waist. State size and color. Shpg. wt., 14 oz.**
27 H 2202.....79c

Built-Up Denim Slack 89c
Smart built-up overall slack! Dart-fitted front; braided trim; 4-button back. **EVEN SIZES: 12 to 20. State size. Shipping weight, 15 ounces.**
27H2291—Rust
27H2292—Lt. Blue
27H2293—Brown...89c
Cotton Gabardine Twill Built-Up Slack
27H2289—Navy
27H2290—Brown...89c
Woven Gingham Shirt. Assorted color plaids. **EVEN SIZES: 30 to 40-in. bust. State size. Shipping weight, 6 ounces.**
27 H 3567.....45c

Smart New Slacks 95c **Cotton Mesh Polo Shirt 59c**
Sailor-front slacks—your choice of three fabrics. Trimly tailored. Button closing. **EVEN SIZES: 26 to 34-in. waist. Shipping weight, 15 ounces.**
Sanforized-Shrunk Cotton Gabardine Twill. COLORS: Navy, Brown or White.
27 H 2073—State size and color.....95c
Cotton Twill—(not pre-shrunk). Colors above.
27 H 2147—State size and color.....59c
Hollywood Denim. COLORS: Lt. Blue, Rust.
27 H 2142—State size and color.....89c
Zip Neck Polo Shirts
EVEN SIZES: 32 to 40-in. bust. State bust measure. Shipping weight, each, 8 ounces.
Lustrous Celanese Rayon. COLORS: Navy, Wine, Lt. Blue, White, Maize.
27 H 3562—State size and color.....79c
Cotton Mesh Polo Shirt. COLORS: White, Maize, Lt. Blue. State size and color.
27 H 4150.....59c

Colorful Denim 3-Piece Outfit \$198
New! Snappy! Cute! And well-tailored! Just the thing for beach, lounging or active sports. The snappy short sleeve bolero jacket has embroidered applique anchors. Dart fitted blouse. You'll love the high waistline slacks with their colorful braided trim. **EVEN SIZES: 12 to 20. State size. Shipping weight, 1 lb. 12 oz.**
27 H 2187—Lt. Blue Denim
27H2188—Rust Denim
27H2189—Navy Twill.....\$1.98



THE Outdoor Girl 4-PIECE SPORT SUIT

\$198

Includes Swagger Coat, Fitted Halter, "Zip" Shorts and Bandana Kerchief

A value supreme! It's a grand copy of an expensive model! Beautifully tailored throughout in smart cotton tropic cloth. The short-sleeved beach coat has Tuxedo revers, cuffs and pocket trimmed in polka dot print. It can be worn with other costumes, too! Front-pleated shorts, with self belt and smart zip side-closing. Polka dot halter ties at neck. The triangular kerchief 'round your head tops a smart ensemble.

EVEN SIZES: 12 to 20. State size. Shipping weight, 1 pound 13 ounces.
27 H 2121—Maize
27 H 2122—Rust...\$1.98



Smart Jackets for Spring 95c

Here's your chance to complete your sports toget! Top them off with a jacket! Smart and well-tailored enough to go with your slacks—or your skirts. Good-looking double breasted jackets in grand quality cotton suiting... in a sporty plaid check or plain color cotton gabardine twill. Patch pockets. Plain back with belt.
SIZES: 32, 34, 36, 38, 40-in. bust. State bust measure. Shipping weight, 12 ounces.
27 H 2197—Brown Plaid Check.....95c
Cotton Gabardine Twill Jacket in Plain Colors. In the same style and sizes as above... at the same price. **State size and color. Shipping weight, 1 pound 1 ounce.**
27H2106—Navy
27H2109—Brown
27H2110—White 95c

2-PIECE "BIKE" OR TENNIS SUIT \$100

If you ride or play... or if you just want to keep cool and look smart... you won't pass up this gorgeous print play suit! So trimly, smartly tailored in good quality percale, it looks twice Sears price! Serviceable, too—it will stand lots of tubbings. One-piece play suit has sporty short sleeve top, with two-button front closing; patch pocket... and shorts well tailored with two front pleats for freedom of action. Belt of same material with buckle. You can bask in the sun to your heart's content in this smart suit! When you want to take on a bit more femininity, slip on the separate skirt! It's beautifully made in the wrap-around style, and buttons all the way down the front. A smart outfit and a splendid value!

EVEN SIZES: 12 to 20. State size. Shpg. wt., 12 oz.
27 H 2137—Wine Ground
27 H 2138—Navy Ground.....\$1.00

SPORTS SHOP

Come on in —

if you want the brightest
cleverest sportswear fashions
you ever set eyes on!



A
A SMART
ALL WOOL TOPPER
In Bright Smart Colors

298



B
THE NEW BOLERO
SUNBACK DRESS
for Town or Sports

269

Garments A and B sent from New York. Numbers after color names refer to COLORGRAPH facing first pink index page.

B EXACT COPY of a famous Paris success! One minute you're in a swanky tailored bolero frock, all dressed up for the races or the country club. Then whisk off the separate bolero jacket and presto! You're in a stunning bareback dress ready for the sun on tennis court or beach. Of ultra-smart Waffle-Weave Cotton Pique, with bright contrast buttons as fat and round as cherries. Comes in glorious pure white (with red buttons) or beautiful summery pastels, *vat-dyed* so they're fast color. Be first to wear it!

SIZES: 12-14-16-18-20.
BUST: 30-32-34-36-38 in.
LENGTHS: 44-45-46-46-47 in.
State bust measure and color.
31 H 6350—Powder Blue 205,
White, Petal Rose 534 \$2.69
or Maize 702
Shipping weight 2 lbs.

SNAP UP THIS SENSATIONAL VALUE!

A We know it sounds unbelievable—an all wool sport coat for \$2.98! But it's true, and you can order it at our risk. It's tops in style, with those smart revers and jaunty broad shoulders! Grand with every outfit you own, from sports clothes to your dressy afternoon frocks. Flattering to all figures. In soft, fine fleecy All Wool . . . just the right weight for Spring. Unlined, with neat seams. Shipping weight, 2 lbs. 5 oz.
SIZES: 14 to 22 to Fit Bust: 32 to 40 inches. \$2.98
LENGTHS: about 30 inches. State bust measure; color.
17 H 3545—Bright Navy Blue 214, Natural Honey Tan, Bright Spring Green 301, Coral Rose 534 or Pearl Gray 806.

18 H 5697—DARK SUN GLASSES White Frames, with case. Full curved, 1 3/4 in. lens. Shipping weight, 4 oz. 39¢



C
DRESSMAKER
SWIM SUIT
and Beach Coat

BOTH FOR **495**
SUIT ONLY **294** BEACH HAT **198**

C Perfect 1938 model of real high grade. Made of fast-colored, pre-shrunk cotton twill in gloriously bright, Tropical print. Smart promenade coat flares gracefully from fitted waist. Swim suit has wool jersey lining in matching color.

WOMEN'S EVEN SIZES: 32 to 42 in. bust. PREDOMINATING COLORS: Yellow or Blue on White Ground.

State size and color.
18 H 5668—Coat and Swim Suit.
Shipping weight, 1 lb. 14 oz. \$4.95

18 H 5667—The Lined \$2.94
Swim Suit Alone.
Shipping weight, 1 lb. 2 oz.

D BEACH HAT. Shady "Coolie" hat of natural color imported Italian Rough straw with gay ribbon flower applique. Ribbon chin strap.
78 H 7170—Fits all head- \$1.98
sizes. Shpg. wt., 1 lb.

D BEACH BAG. Sturdy Rubberized cotton. Separate Zip closed "dry" pocket. Color: Blue with white trim only. Regular \$1.00 Value.
18 H 5693—Shipping weight, 1 pound. 79¢



SUITS WITH COLOR CONTRAST

Strike a *New* Theme for Spring

(A) ALL WOOL SHETLAND TWEED ... and you know how smart Shetlands are this year! The style is a honey ... adapted from a famous Schiaparelli success. Note the clever tuxedo seaming, the slide fastener that zips right up to your chin. And such colors ... clear and vibrant, yet soft enough to be very, very flattering. Light bright jacket, darker tone skirt is the rule. Jacket has slim molded back and smart patent-finished belt. Six-gore skirt has wide hem.

Sizes: 12-14-16-18-20.
Bust: 30-32-34-36-38 in.
State bust measure and color.
COLORS: Natural Beige with Black skirt, Dusty Rose 524 with Navy 213 Skirt, or Melon Rust 616 with Brown 614 skirt.
17 H 3255— \$6.98
Shpg. wt., 2 lbs., 3 oz.

(B) It's the new COMPOSE SUIT you read about! Bright checked jacket with dark skirt to match the darkest tone of the check ... a whale of a lot of swank for such a tiny price! The two-button jacket is unlined for spring wear, of a fine quality tweed that's 100% All Wool. Shoulders are padded to give that dashing square line. Slim molded back. All-Wool Flannel skirt has grand new zipper closing, and a sunburst of smart umbrella tucks front and back.

Sizes: 12-14-16-18-20-22.
Bust: 30-32-34-36-38-40 in.
State bust measure and color.
COLORS: Red-and-Black Check with Black Skirt, Brown-and-Green with Brown Skirt or Blue-and-Tan with Navy Blue Skirt.
17 H 3260— \$4.98
Shipping wt., 2 lbs., 5 oz.

(C) "CLIPPER" ... the new All Wool Shetland suit with bright-colored clips instead of buttons! (The idea was Schiaparelli's.) ... Note the high young pointed collar too, and those rows and rows of trim tailored stitching. The back is tucked to hug your waistline, the smart narrow belt is patent-finished. Two high-placed pockets. Unlined for Spring comfort, with bright two-tone scarf of rayon crepe. Skirt has the new six-gore flare, with nice wide hem.

Sizes: 12-14-16-18-20.
Bust: 30-32-34-36-38 in.
State bust measure and color.
COLORS: Sunny Gold 720 with Rust-brown 617 Skirt, Powder Blue 226 with Navy 213 Skirt or Strawberry Rose 533 with Navy 213 Skirt.
17 H 3265— \$6.98
Shpg. wt., 2 lbs. 6 oz.



(A) 6⁹⁸

(B) 4⁹⁸

(C) 6⁹⁸

SAVE! SMARTER SWIM STYLES FOR LESS!



198 Swim Suit Success of 1938

A Dressmaker style, flattering to all figures. Quick-fastening, rustless Talon-Zip in front. Famous Fruit-of-the-Loom cotton in gorgeous, colorfast batik print. Skillfully made over a skin-snug, pantie lining of wool Jersey in protective matching dark color. Graceful pleated skirt. Sash ties. Same quality usually sells for \$3.00 in exclusive shops. Women's Even Sizes: 32 to 42 in. bust.

PREDOMINATING COLORS: Wine or Dark Blue. *State size and color.*
18 H 5670 — Shpg. \$1.98 wt., 1 lb. 3 oz.

298 Women's Rayon Satin Lastex

B A gorgeous suit! Usually priced at \$5.00 in smart shops! Shimmering Satin Lastex stretches crosswise for figure control. Woven of rayon, lastex and cotton. Skirtless style, with cotton lined front, deep sun back.

COLORS White ground with Royal Blue, Red or Black print. **WOMEN'S EVEN SIZES:** 32 to 40 in. bust. *State size and color.*
18 H 5641 — Shipping weight, 1 lb. 1 oz. \$2.98

198 Women's Pure Wool 2-Piece Effect

C Expensive-looking fancy stitch. Cotton lined from waist down. 18 H 1603 — Women's Even Sizes: 32 to 40 in. bust. **COLORS:** Jockey Red and White, Ocean Green and White, Navy Blue and White or Pink with Brown stripes. *State size and color.*
Shipping wt., 12 oz. \$1.98

18 H 1703 — Girls' Even Age-Sizes: 8 to 16 years (26 to 34 in. bust). **COLORS:** Brown and Orange, Maroon and Gray or Royal Blue and White. *State size, color.*
Shipping wt., 12 oz. \$1.74

69c

E Warm. All Wool trunks permit healthful sunbath. Colorful felt applique. **AGG-SIZES:** 2, 4, 6 or 8 yrs. **COLORS:** Navy Blue, Orange or dark Green. *State age-size and color.*
18 H 1575 — Shipping wt., 4 oz. **54c**

23 Girls' **49** Women's

D ALL Wool. Our famous classic "skirted" suit! Knit of all wool worsted. Shaped, lined bust. Moderate sun back.

State size, color.
18 H 1643 — Women's Even Sizes: 34 to 42 in. bust. **COLORS:** Royal Blue, Jockey Red, Ocean Green or Black. Shpg. wt. \$1.49 12 oz.

18 H 1713 — Girls' Skirtless Suit. **SIZES:** 8 to 16 yrs. **COLORS:** French Blue, Jockey Red or Dark Green. Shpg. wt. \$1.23 8 oz.

Worth \$5.00



G Zip-fastened detachable shirt of Zephyr wool. Heavy 2-ply wool worsted trunks. Buttoned pocket. Extra-brace elastic supporter. Lastex belt. **289**
MEN'S EVEN SIZES: 34 to 44 in. chest. **COLORS:** Navy Blue trunks with White top or Navy with Med. Blue. *State size, color.*
18 H 1811 — Shipping \$2.89 wt., 1 lb. 4 oz.

H Famous CATALINA quality! Stretchable lastex makes them fit better, look better. Light weight, satin finish rayon, woven with lastex and cotton. Fine wool supporter. Belt. **295**
MEN'S EVEN SIZES: 28 to 38 in. waist. **COLORS:** Royal Blue, Maroon or Black. *State size and color.*
18 H 5806 — Shpg. wt., 1 lb. 2 oz.

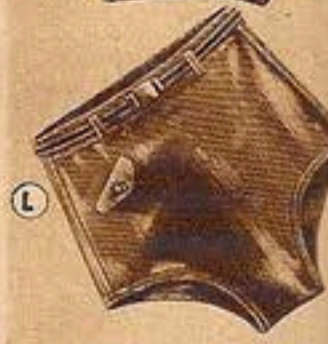
J Athletic cut White Zephyr wool shirt. zip fastened to trunk. All wool worsted Navy Blue trunks with elastic supporter. Belt. **198**
18 H 1310 — Men's Even Sizes: 34 to 44 in. chest. *State size.* Shipping weight 11 oz. \$1.98
18 H 1405 — Boys' Sizes: 28 to 34 in. chest. No supporter. *State size.* Shipping wt., 8 oz. **Boys' \$1.78**

K Worth much more! Good all wool worsted; bar welt stitch! Simulated fly-front. Fine belt. **100**
MEN'S EVEN SIZES: 28 to 40 in. waist. Has supporter. Shipping weight, 8 oz.
18 H 1901 — Boys' Sizes: 22 to 30 in. waist. Shipping wt., 7 oz. **Boys' 94c**

L Stretchable Lastex! Woven with quick drying rayon and cotton — most perfect fitting fabric we've seen! In corded rib of enduring elasticity. Simulated fly front. Built-in supporter. **198**
MEN'S EVEN SIZES: 28 to 40 in. waist. **COLORS:** Royal Blue, Black or Gray. *State size, color.*
18 H 5804 — Shipping wt., 1 lb. 1 oz.

STURDY 2-PLY WOOL MEN'S AND BOYS' SIZES

\$2.49 value! Worst wool. Pocket. Elastic supporter. **169**
MEN'S EVEN SIZES: 28 to 40 in. waist. Shpg. wt., 11 oz.
18 H 1801 — Men's Even Sizes: 28 to 40 in. waist. Shpg. wt., 11 oz.
18 H 1903 — Boys' Sizes: 24 to 30 in. waist. Shipping wt., 11 oz. **\$1.49**



BEACH NECESSITIES

18 H 1679 — Gay cotton mesh sandals with rubber soles and heels. **COLORS:** Multi-color or White. **SIZES:** 4 to 8; no half sizes. Shpg. wt. **49c** 17 oz. a pair

18 H 5681 — All rubber with crepe effect rubber soles. **COLORS:** White, Red or Blue with multi-color toe trim. **SIZES:** 4 to 8; no half sizes. Shipping **25c** wt., 1 lb. a pair

18 H 1648 — Patented Howland rubber cap. Keeps hair dry. **COLORS:** White or Turquoise Blue. **SIZES:** Small, Medium or Large. Shipping **49c** wt., 5 oz.

For Sun Glasses
See Page 77
"Marcel" **25c** rubber each caps. *State color.*
18 H 1646 — Women's size. **COLORS:** White, Black or Blonde. 18 H 1579 Child's size. White only. Shpg. wt., 4 oz.

At Last! STRAPLESS SWIM FOUNDATION Easily Attached to Suit

Wear a sheer suit with ease and confidence! Both in flesh color rubber. **SIZES:** Petite (26-28); SMALL (29-31); Medium (32-34); Regular (35-36 in. waist). 18 H 5654 — Foundation. Shpg. wt., **89c** 10 oz.
18 H 1653 — Pantie Girdle. Shpg. wt., **47c** 7 oz.

GIRDLE 47c



Beach or Boudoir

SEARS HAVE THE CLOTHES YOU NEED

You Can Buy on Easy Terms if You Wish .. See Page 1A

Numbers After Color Names Refer To COLOR-GRAPH Facing First Pink Index Page



A Reversible Beach Coat \$1.98

Just imagine two beach coats in one... at the amazing price of \$1.98! One side is soft, fluffy cotton terry cloth... slip it on with the reverse side out and you have a gay, bright printed cotton pique coat! Tuxedo collar; patch pockets; contrasting reversible trim. Shpg. wt., 1 lb. 15 oz. Sizes: 12 to 20 to fit 30, 32, 34, 36 and 38-inch bust. State bust measure. Length, about 36 in. 27 H 6397—Navy and White..... \$1.98

B Shirts N' Shorts—Amazing Low Prices

Sears help you save on your fun outfits! And look at the smart, correct styles we've chosen!
Cotton Mesh Knit Polo Shirt with Sport Collar Raglan sleeves, button closing. Shipping wt., 6 oz. Sizes: 32, 34, 36, 38-in. bust. State bust. 27 H 4155—White..... 39c
Cotton Gabardine Twill Sailor Front Shirts Stitched-down front pleats. Shipping weight, 8 oz. Sizes: 24, 26, 28, 30, 32-in. waist. State waist. 27 H 2042—Navy 27 H 2043—Brown
27 H 2044—White
27 H 2049—Rust Denim..... 48c

C "The Stroller" Is Ultra-Smart 89c

High style for strolling... grand for biking, hiking, almost any form of sport! The culotte, when open, gives you the freedom of trousers; when buttoned it looks just like a skirt! One-piece style in good-quality percale, smart polka-dot print. Sizes: 32, 34, 36, 38, 40 and 42-inch bust. State bust measure. Shipping weight, 12 ounces. 27 H 2212—Navy, White dot..... 89c
27 H 2213—Wine, White dot..... 89c

D Stunning Border Print Dirndl Robe \$1.95

A flattering peasant style! Slender fitted bodice, with 8-button double breasted effect front... and extra full all-around gathered skirt! Gathered 3/4 sleeves. The attractive border of this better quality cotton floral print is cleverly used as trim. Ankle length. Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. State bust measure. Lengths, about 56 in. Shipping weight, 1 pound 10 ounces. 27 H 6387—Colorful Floral Print..... \$1.95

E A Robe That Needs No Ironing \$1.95

Ankle-length Cotton Krinkle Crepe robe... so practical, so serviceable... and costs so little at Sears! In a clean-patterned, dashing print, to lounge in... to wear at the beach... to live in. Smartly flared skirt... notched convertible collar, to wear high or low. Comes out of the tub like new! Pocket. Shipping weight, 1 pound 5 ounces. Sizes: 32, 34, 36, 38, 40, 42, 44-inch bust. State bust measure. Lengths, about 56 in. 27 H 6387—Navy Print..... \$1.95
27 H 6388—Wine Print..... \$1.95

F Smart 3-Piece Lounging Ensemble \$1.95

Two-piece beach pajama and robe... a 3-piece ensemble so reasonably priced! In our finest quality print percale... that bewunders like new! Blouse has sports collar, short sleeves, pearl button trim. Well-tailored trousers with wide, roomy legs. Smartly styled robe has notch collar, long sleeves, 2 cuff effect patch pockets and tie belt. Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. State bust measure. Robe length, about 50 in. Shipping weight, 1 pound 10 ounces. 27 H 6361—Navy with Red, White Print
27 H 6362—Red, with Navy and White..... \$1.95

G Luxurious All Rayon Hostess \$1.95

An Outstanding Value! Gorgeous styling and fabric. Rich shimmering all rayon moire ankle-length robe, with graceful flaring swing skirt. Short puff sleeves. Convertible collar... wear it high for that tailored look... wear it low for your dressier moments! Lengths, about 56 inches. Sizes: 14 to 22 to fit 32, 34, 36, 38, 40-inch bust. State bust measure. Shipping weight, 1 lb. 2 oz. 27 H 6377—Rose 523
27 H 6378—Royal Blue 221
27 H 6379—Wine 514..... \$1.95

With Long Sleeves—Same style and sizes as above.

27 H 6382—Rose 523
27 H 6383—Royal Blue 221
27 H 6384—Wine 514..... \$1.95





Knits ARE NEWS

In Summer Weights and Bright New Colors

A TWO-PIECE ZIP OUTFIT... 348

featuring the new 1938 two tone jacket in glorious colors! Suede-finished Rayon Knit jacket front... All Wool Worsted back and skirt. Shpg. wt., 2 lbs.

BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.

State bust measure and color.
31 H 6355—Brown with Maize, Bright Navy with Powder Blue, Strawberry Rose with Gray or Med. Green with Chamois Yellow.

C LACYSMARTNESS IN STRING KNIT 298

One of those cool, washable, expensive-looking Cotton String Knits—a beauty, with lacy yoke and hem. Non-sag, doesn't muss. Colors good enough to eat!

BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.

State bust measure and color.
31 H 6365—Natural String, Petal Pink or Powder Blue 205. Shipping weight, 1 lb. 12 oz.

B NEW TRI-COLOR INSET GIRDLE 298

Swanky two-piece Sports frock of rich All-Wool Worsted. Snug-fitting corselet waistline in gorgeous colors. Looks like \$5.00 at least! Save at Sears.

BUST: 32-34-36-38-40 in.
LENGTHS: 45-46-46-47-47 in.

State bust measure and color.
31 H 6360—Natural Tan 604, Venetian Violet 905 or Powder Blue 205. Shpg. wt., 1 lb. 12 oz.

D SOFT ALL WOOL WORSTED... 298

in the CLASSIC Two-piece Style that is right anywhere! Flattering to every figure! A light Spring weight that looks like an expensive hand-knit. Glorious colors.

MISSIE'S SIZES: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
JUNIOR SIZES: 13-15-17-19.
To Fit Bust: 31-33-35-37 in.

LENGTHS: 44-45-46-46-47 in.
State bust measure and color.
31 H 6370—Lido Aqua Blue 901, Venetian Violet 905, Petal Rose 534. Shpg. wt., 1 lb. 12 oz.

All Wool FLANNEL JACKETS

ALL WOOL FLANNEL JACKETS—TWO SPORTY STYLES

SWANK! The classic All Wool Flannel Jacket—tailored to perfection! Action back! Collar, lapels and front all interlined with canvas! All seams bound! Will not sag or get out of shape.

MISSIE'S SIZES: 14-16-18-20.
WOMEN'S SIZES: 32-34-36-38-40-42-44 inches bust.
State bust measure and color. Shipping weight, each, 1 pound 8 ounces.

298 Each

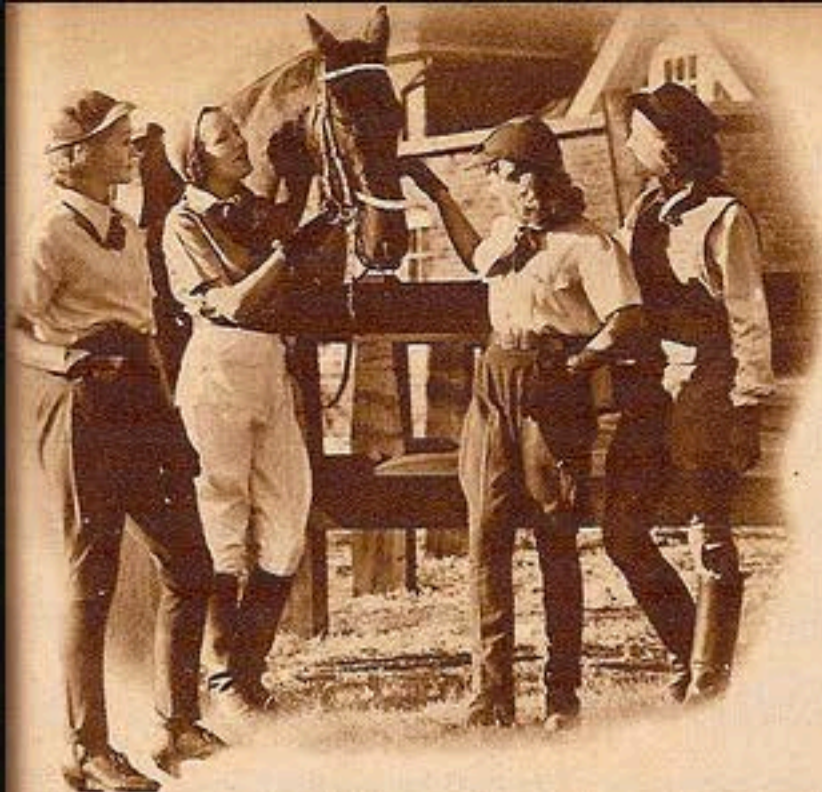
SINGLE BREASTED JACKET
17 H 3000—Brown 614 or Navy Blue.

DOUBLE BREASTED JACKET
17 H 3005—Brown 614, Navy Blue or Red 511.

Garments on this page are sent direct from New York to you... you pay postage only from our nearest Mail Order House.

Kerrybrooke RIDING TOGS

In Your Choice of Fabric, Style, Color and Price
All With Chamois-Lined Crotch



Thousands of Women Prefer the New SNUG-FITTING HIGH WAISTLINE



BECAUSE
They Support
the Diaphragm

BECAUSE
They Support
the Back

SANFORIZED SHRUNK COTTON GABARDINE TWILL

with self material knee guards.
Colors: White, Tan, Navy or
Dark Brown. See sizes above. State
size and color. Shipping wt., 2 lbs.

- Ⓐ BREECHES
31 H 8127 2.15
- Ⓑ JODHPURS
31 H 8138 2.29

STURDY COTTON WHIPCORD

with leather knee guards.
Colors: Navy Blue, Med. Brown
or Dark Green. See sizes above.
State size and color. Shpg. wt., 2 lbs.

- Ⓐ BREECHES
31 H 8129 2.48
- Ⓑ JODHPURS
31 H 8139 2.79

OUR BEST QUALITY COTTON CAVALRY TWILL with leather

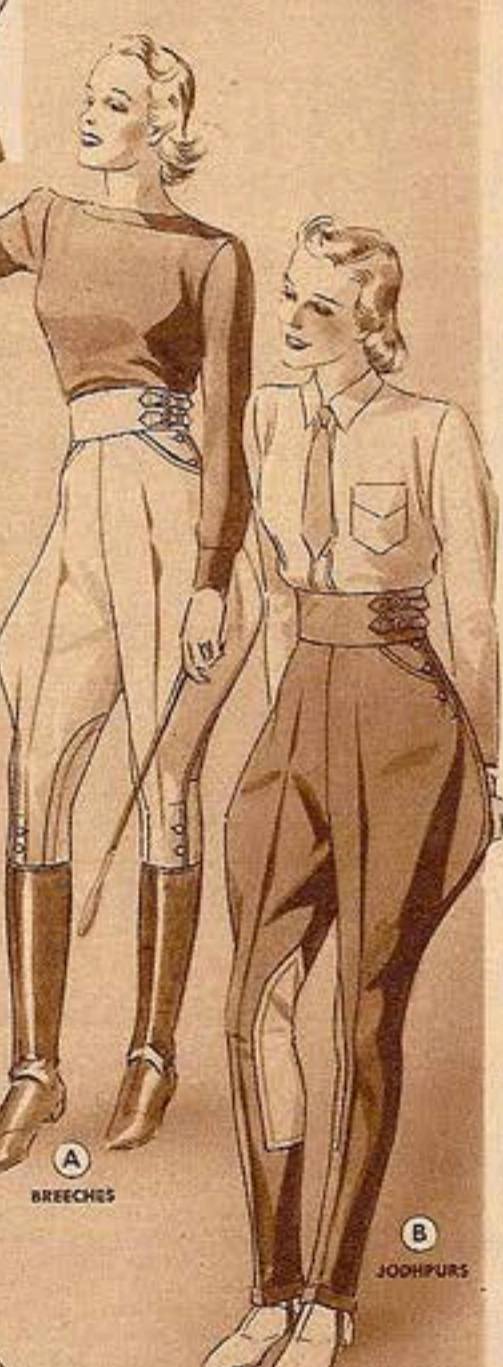
knee guards. Shipping wt., 2 lbs.
Colors: Tan, Med. Brown,
Dark Green or Black. See sizes
above. State size and color.

- Ⓐ BREECHES
31 H 8126 2.75
- Ⓑ JODHPURS
31 H 8133 2.95

SUPERIOR QUALITY HALF WOOL CAVALRY TWILL with

leather knee guards.
Colors: Tan, Med. Brown or
Dark Green. See sizes above. State
size and color. Shipping wt., 2 lbs.

- Ⓐ BREECHES
31 H 8123 4.79
- Ⓑ JODHPURS
31 H 8136 4.98



298 GENUINE SUEDE LEATHER JERKIN

New! Smart! Grand for riding . . . hiking . . .
golfing . . . all occasions! Soft as a fine suede glove,
in glorious rich colors.
SIZES TO FIT: Small (30 to 32 in. bust); Medium
(34 to 36 in. bust); Large (38 to 40 in. bust).
State bust measure and color.
31 H 8144—Nat. Chamois, Sports Med. Brown,
or Sports Med. Green.
Shipping weight, 1 pound.

FIT PERFECTLY LIKE REAL "CUSTOM-MADES"

SIZES OF WOMEN'S BREECHES AND JODHPURS

IMPORTANT! All Women's Jodhpurs and Breeches come in WAIST SIZES,
24, 26, 28, 30, 32 and 34 inches . . . and in lengths to fit your figure.
Measure waist and see sketch for measuring inseam. State color, waist and
inseam. To measure inseam—measure from crotch to heel inside the leg.

REGULATION WAISTLINE BREECHES AND JODHPURS FOR MISSES AND WOMEN

Breeches and Jodhpurs in Waist Sizes: 24, 26,
28, 30, 32 and 34 in. Be sure to state Waist
Inseam and color.

**SANFORIZED SHRUNK COTTON
GABARDINE TWILL.** Vat-dyed . . .
built to stand good long wear. Fit like a
Cavalry officer's . . . sleek and trim through
knee and leg . . . full-cut through hips! Has
soft chamois lined crotch, and serviceable
self-material knee guards.

Shipping weight, each, 2 pounds.
Colors: White, Tan, Dark Brown or
Navy Blue. See sizes above. State size and
color.

- Ⓒ BREECHES
31 H 8130 1.85
- Ⓓ JODHPURS
31 H 8135 1.98

STURDY COTTON WHIPCORD. Flaw-
lessly tailored with leather knee guards
and chamois lined crotch. Hard to wear
out quality.

Shipping weight, each, 2 pounds.
Colors: Med. Brown or Dark Green.
See sizes above. State size and color.

- Ⓒ BREECHES
31 H 8128 1.98
- Ⓓ JODHPURS
31 H 8131 2.29

All garments on this page are sent direct
from New York to you . . . Pay postage only
from our nearest Mail Order House.



CHILDREN'S BREECHES AND JODHPURS (Will not fit adults.)

SIZE SCALE FOR BREECHES
AGES: 8-10-12-14 years.
WAIST: 23-24-25-26 inches.

SIZE SCALE FOR JODHPURS
WAIST: 23-24-25-26-26 in.
INSEAM: 21-23-24-26-25-27 in.
State age-size, waist, inseam and color.

STURDY COTTON WHIPCORD with
leather knee guards. Shpg. wt., 1 lb. 10 oz.
Colors: Tan, Med. Brown, or Dark
Green. See scale above.

- Ⓔ BREECHES
31 H 5117 1.89
- Ⓕ JODHPURS
31 H 5111 1.98

**SANFORIZED SHRUNK COTTON
GABARDINE TWILL** with self material
knee guards. Shpg. wt., 1 lb. 10 oz.
Colors: Tan, Dark Brown or Navy.

- Ⓔ BREECHES
31 H 5118 1.75
- Ⓕ JODHPURS
31 H 5112 1.88



There's Everything New About These COATS AND SUITS

AND LOOK AT SEARS BUDGET SHOP PRICES!

... EVERYTHING SOLD ON TERMS ... SEE PAGE 1A



Numbers
After Color
Names Refer
to COLOR-GRAPH
Facing First
Pink Index Page

COTTON SUITS

THAT ARE ECONOMICAL AND SMART

Our Wonder 2-Piece Suit Value **89c** 3-Piece Cotton Sharkskin Effect Suit **\$1.98**

Styled exactly like a much higher-priced summer suit! In good-quality natural-color cotton suiting with a woven, multi-color fleck. You'll love the dashing little jacket—its deep lapels, swagger patch pockets and cool, short sleeves (a chic surprise!). Skirt has stitched-down box pleat at front giving comfortable fullness, and a crisp, tailored look. Don't you think 89c is an unheard-of low price for a fashion number like this? Don't let it fool you—it's plain proof that Sears is the place to get good fashions at thrifty prices.

New summer version of the swagger suit, beloved for its youthful look, its cool comfort! A dramatic style in cotton suiting with dressy blouse of all rayon faille taffeta. Coat has stunning wide cavalier collar, big patch pockets and rows of buttons accenting each side of front. Skirt is a plain 2-piece style with slit at side, a popular new fashion. Of course, you'll wear the blouse separately, too... it's sleeveless, with cord tie and finished with a darling collar. Our price of \$1.98 for all three pieces is downright sensational!

Sizes: 32, 34, 36, 38, 40, 42, 44, 46 and 48-inch bust. State bust measure. Shipping weight, 14 ounces.
27 H 2422—White Suit, Black Blouse
27 H 2423—Navy Suit, White Blouse... \$1.98

FINE QUALITY RAYON-AND-COTTON FLEECE

IN THE MOST FLATTERING COLORS OF THE SEASON

You'll Want This New Cape... and The Neat Two-Piece Suit, Too **\$1.98** Each

Your choice of a stunning cape or a two-piece up-to-the-minute suit in soft, better quality rayon fleece, cotton backed. Outstanding style successes... amazing values! Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-in. bust. State size.
The Cape—Full cut. Shpg. wt., 1 lb. 4 oz.
27 H 2417—Coral 512
27 H 2418—Royal 218
27 H 2419—Green 317 \$1.98
The Collarless Suit. Shpg. wt., 1 lb. 12 oz.
27 H 2412—Coral 512
27 H 2413—Royal 218
27 H 2414—Green 317 \$1.98

If you want a matched ensemble of cape and suit, order by combination number below. State bust. Shpg. wt., 2 lbs. 6 oz. **SUIT ONLY CAPE ONLY**
27 H 2228—Coral 512... \$1.98 \$1.98
27 H 2229—Royal 218... 1.98 1.98
27 H 2230—Green 317... 1.98 1.98

Smart Chevron Effect Jigger Coat **\$1.98**

The gay, casual little coat that's highest style. In rich, better quality rayon fleece in "Chevron" pattern with cotton back. Summery style with pointed collar, link button closing, big patch pockets. Stitched inverted pleat at back. Ordinarily, this handsome fabric comes only in much higher-priced coats. Length, about 34 inches.

Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. State bust measure. Shipping weight, 1 lb. 7 oz.
27 H 2407—Tan Beige 624
27 H 2408—White
27 H 2409—Strawberry
618... \$1.98

Popular Box Style Dress Coat **\$1.98**

Everyone is going in for these coats—they're so practical, comfortable! Amazingly low-priced, easy to afford! In downy, better-quality soft rayon fleece, cotton-backed, and in rich colors that make handsome costume accents. Pointed collar, novel patch pockets, stitching trim at edge of sleeves. The perfect top coat.

Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. State bust measure. Shipping weight, 1 lb. 7 oz.
27 H 2402—White
27 H 2403—Royal Blue 218
27 H 2404—Coral 512... \$1.98



WEAR
Checked Jacket
Dark Topper
and Skirt



WEAR
Topper Coat
With All of
Your Dresses



WEAR
A Jacket
and Skirt
that Match



WEAR
Dark Jacket
with a
Light Skirt

Mix 'Em or Match 'Em!

**Select Your Own Outfit
In Glorious New Colors**

**SHETLAND TWEED
JACKETS, TOPCOATS
AND SKIRTS**

**CHECKED OR
PLAIN JACKET**
2⁹⁸
each

**TOPPER
COAT**
3⁹⁸

**6-GORE
SKIRT**
1⁹⁸

COLOR CONTRAST is the theme-song of all Spring fashions! Here are the most beautiful colors on the Spring palette . . . in jackets, skirts and topper coats . . . all ready for you to match them or contrast them to your heart's content. Rich Blues and glowing Greens . . . dashing checks . . . Strawberry Rose and that glorious new light Melon Rust! Let your imagination run riot . . . combine your colors any way you like. Listed below are some especially smart combinations recommended by Anne Williams:

1. Navy topper and skirt, Strawberry Rose jacket.
 2. Blue Checked jacket, Navy topper and skirt.
 3. Brown Checked jacket, Brown skirt, Natural Tan topper.
 4. Capri Blue jacket and skirt, Navy topper.
 5. Strawberry Rose jacket and skirt, Navy topper.
 6. Green Checked jacket, Green skirt.
 7. Green Checked jacket, Brown skirt, Natural Tan topper.
 8. Melon Rust jacket, Navy or Brown skirt.
 9. Matching 3-pc. suit in Strawberry Rose, Navy or Capri Blue
- Topper coats, solid color jackets and skirts are of soft, rich-looking Shetland Tweed that's 60% fine wool . . . looks and tailors like all wool. Topper coat is 32 inches long, unlined, with smart pleated shoulders. Jackets have smooth molded back and canvas-lined collars, revers and facings so they'll keep their crisply tailored lines. Six-gore skirts have side Zip closing, wide hem. Checked jackets are of 60% wool flannel, close-woven and firm. Action-pleated back.

Solid Color Shetland Jacket
17 H 3015—Strawberry Rose 533.
17 H 3016—Navy Blue.
17 H 3017—Capri Blue 903.
17 H 3018—Melon Rust 616. **\$2.98**
Shipping wt., 1 lb. 9 oz. each.

Checked Flannel Jacket
17 H 3010—Med. Brown with Orange Check.
17 H 3011—Two-tone Blue Checks.
17 H 3012—Two-tone Green Checks. **\$2.98**
Shipping wt., 1 lb. 9 oz. each.

Shetland "Topper" Coat
17 H 3020—Strawberry Rose 533.
17 H 3021—Navy Blue.
17 H 3022—Capri Blue 903.
17 H 3023—Natural Tan 604. **\$3.98**
Shipping wt., 1 lb. 12 oz.

6-Gore Shetland Skirt
17 H 3025—Strawberry Rose 533.
17 H 3026—Navy Blue.
17 H 3027—Capri Blue 903.
17 H 3028—Adriatic Green 906.
17 H 3029—Medium Brown 614. **\$1.98**
Shipping weight, 14 ounces.



All garments on this page come in these sizes:
SIZES: 12-14-16-18-20-22.
BUST: 30-32-34-36-38-40 inches.
SKIRT WAIST: 24-26-28-30-32-34 inches.
State bust measure when ordering topcoat or jacket.
State waist measure when ordering skirt.

These garments are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House.
Numbers after color names refer to COLOR-GRAPH facing first pink index page.

NEW SKIRTS

WITH ALL THE CLEVER NEW DETAILS YOU WOULD EXPECT TO FIND AT HIGHER PRICES



Waist	Hips	Legh.
26	37	30
28	39	31
30	41	31
32	43	31
34	45	31
36	47	32
38	49	32
40	51	32

STOUT SIZES ALSO

ALL WOOL SKIRT WITH ZIP \$1.98

Umbrella tucks all around! Sizes: 26, 28, 30, 32, 34-in. waist. Colors: Green, 313, Brown 613, Navy 213. State color, waist size. Shpg. wt., 14 oz. 27 H 3126—All Wool Flannel 27 H 3131—All Wool Crepe..... \$1.98

Embroidered Blouse
All rayon flat crepe. Embroidered back and front. Sizes: 32, 34, 36, 38-in. bust. State bust. Shpg. wt., 8 oz. 27 H 3598—White with Colorful Embroidery..... \$1.00

TWO FINE Rayon Fabrics \$1.98

Cluster pleats at front, kick-pleat at back... all stitched down to fit smoothly over hips. Sizes: 26, 28, 30, 32, 34-in. waist. Colors: Black, White, or Navy 213. State color and waist measure. Shipping weight, 13 oz. 27 H 3107—Celanese Rayon Pebble Crepe..... \$1.98
Same Style in Rayon Crepe, Alpaca texture. Colors: Black, Green 317, Royal 218..... \$2.59
27 H 3112..... \$1.98

RAYON SHARKSKIN \$1.98

Richest of summer skirt fabrics! In a practical washable quality! Made with two double kick-pleats at front, single pleat at back. Good fashion-value at Sears very low price. Sizes: 26, 28, 30, 32 and 34-inch waist. State waist measure. Shipping weight, 15 ounces. 27 H 3116—White 27 H 3117—Cappi Blue 903 27 H 3118..... \$1.98
Maize 702..... \$1.98

COTTON TWILL 89c

Long Zip fasteners like this usually come only in higher-priced skirts! It's newest of the new... in good-quality cotton gabardine twill. Tubs perfectly, wears "forever." Made with kick-pleat at front. Sizes: 26, 28, 30, 32 and 34-inch waist. State waist measure. Shpg. wt., 13 oz. 27H3102—Navy 213 27H3103—Brown 613 27H3104—White..... 89c

PLAIDS OR PLAIN COLORS \$1.00

Smart fashion at a low price! Rich stunning plaids are "all the go"... they look so well with blouses, sweaters, jackets. New style with skirt slit at sides, button trim. Sizes: 26, 28, 30, 32, 34-in. waist. State waist measure, color. Shpg. wt., 15 oz. 27 H 3162—Woven Cotton in Blue or Brown Plaid..... \$1.00
27 H 3202—Half Wool (half cotton) Flannel in plain Navy 213, Brown 613 or Wine 514..... \$1.00

TWO FINE FLANNELS \$1.29

Well-tailored flannel skirt. A grand style for small or large women. Smooth Zip closing. Three pleats at front panel back. REGULAR SIZES: 26, 28, 30, 32, 34-in. waist. STOUT SIZES: 36, 38, 40-in. waist. Colors: Navy 213, Brown 613, Black. State color, waist measure. Shpg. wt., 15 oz. 27 H 3142—All Wool Flannel..... \$2.39
27 H 3158—About half Wool (half cotton) Flannel..... \$1.29

Numbers After Color Names Refer to COLOR-GRAPH Facing First Pink Index Page

A 4-STAR STYLE SENSATION!

4-Piece "Mixer"

The Suit You Can Wear Many Ways
1.98
FOUR GARMENTS
JACKET, VESTEE AND TWO SKIRTS



Talk about value! Here's an outfit that's a wonder for the money! So extraordinary, we've given it the Sears Four-Star Feature rating which means it's a bargain of bargains!

- In all, you get four separate garments:
 - A clever link-button sports jacket
 - A separate skirt in snowy white
 - A separate skirt in smart navy blue
 - A contrasting-color vestee

Mix 'em or match 'em—according to your mood or occasion. It's stylish and it's fashionable! One day wear a smart two-piece suit all in one color. (see small sketches). Next day, cut a different figure in a dark-and-light suit—jacket and skirt contrasting dramatically (see large sketches). Each piece is in fine quality cotton-suiting. Attractive collarless jacket has broad revers, puff sleeves, pleated pockets, belted back. Skirts are identical—well-cut tailored models with stitched-down kick-pleat at front. Outfit is completed with 7-button vestee in contrasting color.

Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-in. bust. State bust measure. Shipping weight, 1 pound 14 oz.
27 H 2387—Outfit 1—White Jacket, White Skirt, Navy 213 Skirt..... \$1.98
Navy 213 Vestee..... \$1.98
27 H 2388—Outfit 2—Navy 213 Jacket, Navy 213 Skirt, White Skirt, White Vestee..... \$1.98



\$1.00
Gabardine Twill Jacket

HANDY ZIP JACKET CHOICE OF 2 FABRICS

Your favorite Cossack-style with a handy full-length, separable closing! In sturdy good-quality cotton gabardine twill or cotton suede cloth... made with rag sleeves, adjustable side tabs, waistline for snug fit. Goes on in jiffy, looks smart, gives ample protection and warmth. Sizes: 32, 34, 36, 38, 40-in. bust. State bust measure. Shpg. wt., 1 lb. 1 oz. 27 H 2295—Navy Twill 213 \$1.00
27 H 2296—Brown Twill 623 \$1.00
Same Style in Cotton Suede Cloth 27 H 2046—Blue 212 \$1.00
27 H 2041—Brown 614..... \$1.00



NEW BLOUSES

SMART STYLES AND FABRICS
THAT WILL GO WITH YOUR
SPRING SUIT AND SKIRTS

Numbers After Color
Names Refer to
COLOR-GRAPH
Facing First Index
Page.

Luxurious Silks
UNBELIEVABLY
LOW PRICED



You Really Should Have Several
BLOUSES FOR ALL OCCASIONS

\$1.00
EACH

SWANK SPORTS STYLE

Looks smart in either silk or cotton! You'll love the clever style details—pearl button link closing at neck; yoke at front and back; inverted pleat-back. Pleated pocket too.

Sizes: 32, 34, 36, 38, 40-inch bust. State bust measure and color. Shipping weights, 8 ounces.

27H3575—All Silk Flat Crepe (Weighted). Colors: Navy 213, White, Maize 702. . . . \$1.00

27H3580—Slub-yarn Cotton Broadcloth. Colors: White, Navy 213. . . . 59c

PRETTY SHIRTING

Rows and rows of colorful shirring in a clever all-around yoke effect! Makes a dressy blouse for separate skirts or suits! Weighted silk flat crepe in dainty colors or white. Raglan shoulders; Peter Pan collar; all-around bow-tie belt.

Sizes: 32, 34, 36, 38-in. bust. State bust measure. Shipping weight, 8 ounces.

27H3570—Lt. Blue 225
27H3571—Pink 501
27H3572—White
27H3573—Maize 702. \$1.00

TRIM TUCKED FRONT

Smartest for tailored suits for sports outfits! Round collar; pocket-effect tabs, pearl buttons. Nicely tailored throughout. Your choice of two qualities.

Sizes: 32, 34, 36, 38, 40-in. bust. State bust measure and color. Shipping weight, 8 oz.
27H3585—All Silk Flat Crepe (Weighted). Colors: Pink 501, White, Lt. Blue 225. . . \$1.00
27H3590—Fine, Heavier Quality Silk Flat Crepe (Weighted). Colors: Navy 213, White, Aqua Blue 203. State color. . . . \$1.59

A LAWN or ORGANDY 55c

Everybody loves its young look! Crisply tucked front, Peter Pan collar, puff sleeves and shining crystal-effect buttons. Wear in or out; with tie belt.

Sizes: 32, 34, 36, 38, 40, 42-inch bust. Colors: Maize 702, Lt. Blue 225, White. State bust measure and color. Shipping weight, 5 oz.
27H3602—Organdy 55c
27H3595—Fine Cotton Lawn. . . . 75c

B ZIP FRONT 95c

Fresh-as-a-daisy! Cotton lawn, featuring a smart Zip closing and becoming pointed collar, trimmed with drawwork and pretty colored embroidery. Tie belt.

Sizes: 32, 34, 36, 38, 40, 42-inch bust. State bust measure. Shipping weight, 5 ounces.
27H3607—Aqua Blue 203
27H3608—Pink 501
27H3609—White
27H3610—Bittersweet 317. . . . 95c

C JABOT STYLE 65c

An organdy blouse that's a real "find" at our low price! Full, fluffy double jabot has crisply frilled edge trimmed in smart contrasting color. Looks grand with suits; "dresses up" a skirt! . . . makes you look lovelier than ever. Wide tucks at front.

Sizes: 32, 34, 36, 38-in. bust. State bust measure. Shipping weight, 5 oz.
27H3612—Peach 503
27H3613—Lt. Blue 225
27H3614—White. . . . 65c



USE LUX FOR WASHING—IT PROTECTS DELICATE FABRICS AND COLORS

DRESS-UP BLOUSE \$1.29

For important afternoons, formal evenings! In fine quality rayon flat crepe, beautifully styled, beautifully made. Colorful smocking at shoulders and high, pointed bodice. Soft roll collar with touch of color in a *boutonniere*. Pleated puff sleeves. A beauty in a money-saving price!

Sizes: 32, 34, 36, 38-in. bust. State bust measure. Shipping weight, 10 ounces.
27H3675—Copen 203
27H3676—Eggshe'll
27H3677—Rose 510. . . \$1.29

REGULAR OR STOUT SIZES \$1.00

Closely pleated ruffle front, pointed collar, crystal-type buttons—flattering, slenderizing style.

REGULAR SIZES: 32, 34, 36, 38, 40-inch bust. STOUT SIZES: 42, 44, 46, 48-in. bust. State bust measure and color. Shipping weight, 8 ounces.
27H3632—Fine Quality Rayon Crepe. Colors: Pink 505, Lt. Blue 225, Eggshell. . . . \$1.00
27H3637—Fine, Heavier Quality Silk Flat Crepe (Weighted). Colors: Pink 505, White, Eggshell. . . \$1.79

FLORAL PRINT \$1.00

A lucky bargain in a summery dress-up blouse! It's French-type rayon crepe in a smart, feminine print, handsomely styled with rows and rows of all-around shirring to give the new, smart higher neckline. Raglan Sleeves.

Sizes: 32, 34, 36, 38, 40-in. bust. State bust measure. Shpg. wt., 8 oz.
27H3627—Lt. Blue with Floral Print
27H3628—Pink with Floral Print
27H3629—White with Floral Print. . . \$1.00

STUNNING FABRICS \$1.00

Your glamour blouse in rich rayon bengaline, a smart corded weave—also in Angelskin rayon crepe, smart diagonal weave. Two better medium weight fabrics. Pointed collar with tie, loop-and-button front closing tie belt at back.

Sizes: 32, 34, 36, 38, 40-inch bust. State bust measure and color. Shpg. wt., 9 oz.
27H3647—Bengaline. Colors: White, Navy 213. State color. \$1.00
27H3652—Angelskin Rayon. Colors: Pink 501, White. . . . \$1.00

SHIRRED ZIP FRONT 79c

Newest fashion for spring! Softly fitted and shirred at front with popular Zip closing. Becoming pointed collar, tie belt. In glossy, dressy rayon faille taffeta . . . looks snappy with suits, smart with separate skirts.

Sizes: 32, 34, 36, 38-in. bust. State bust measure. Shipping weight, 8 oz.
27H3642—Red 508
27H3643—Royal 218
27H3644—Eggshe'll 79c

MANNISH SHIRT STYLE BLOUSE \$1.00

The shirt blouse you can't be without! Handsomely tailored. Pearl buttons. In two fabrics. Sizes: 32, 34, 36, 38, 40-inch bust. State bust measure and color. Shipping weight, 8 oz.

All Rayon French-Type Crepe. Colors: White, Maize 702, Lt. Blue 225.
27H3661—Short Sleeves. \$1.00
27H3657—Long Sleeves. 1.00
Washable All Silk Satin. Colors: White, Lt. Blue 225.
27H3668—Short Sleeves. \$1.29

CLEVER COLLAR CHANGES MAKE



"MANY-WAY"
Dresses of 1938

The Perfect Basis for Many Smart Outfits

398 Gorgeous, soft-draping Crepe Romaine, woven of Celanese rayon yarns. Skillfully cut and beautifully made to give your figure lovely lines! Notice the shoulder-shirtings, waist-slimming tucks! Skirt gracefully gored, both front and back. Smooth, non-gape, zip placket at side opening. Cleverly puffed sleeves! Neck can be closed in a high line.

269 A smart, practical basic dress that's fashion right for any occasion, according to the accessories you choose. Made of a fine quality Acetate rayon pebble crepe selected for rich appearance, firm-bodied texture and excellent wear. Has that grand convertible high-low neckline, the smart yoked waist, the full graceful skirt.

Colors: Black or Navy Blue. *State size and color.*
Misses' and women's sizes 12 to 44. *See size Scale below.*
18 H 4407—Shipping weight, 1 lb. 6 ounces.

SIZE SCALE FOR BASIC DRESSES
SIZE: 12-14-16-18-20-40-42-44.
BUST: 30-32-34-36-38-40-42-44 inches.
LENGTH: 44-45-46-46-47-47-48-48 inches.

THE GRACIOUS LADY CHOOSES LACE

49c Her collar is Venise type lace, an especially beautiful pattern with finely worked detail. Has lovely embroidered net inserts at the shoulders! Made in adjustable V-neck style. Wears and washes excellently. Colors: White or Ecru. *State color.*
18 H 4420—Shipping wt., 7 ounces.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

PAGE 86 SEARS



FINE ACETATE RAYON CREPE

Gay-hued embroidery brightens this snowy white collar. Fast colored, washable. Edged with fine Venise type lace.
18 H 4408—Shipping wt., 6 ounces **59c**

DAINTY STRING LACE

Crisp, airy lace in cool V-neck style. Ruffled jabot. Washable. State choice of: White, Pink 501 or Ecru.
18 H 4409—Shipping wt., 7 ounces **37c**

COLLAR and CUFFS

Refresh your dress with spic-and-span collar and cuffs of washable pique! Shiny patent bow, glass button. *White only.*
18 H 4172—Shipping wt., 6 ounces **49c**

CROSS BAR ORGANDY

An airy fluff of Sheer, dainty ruffles in washable permanent finish organdy. Colors: White or Pink 501. *State color.*
18 H 4411—Shipping wt., 9 ounces **39c**



PIQUE AND IRISH LACE

Gives a tasteful, expensive air to your whole dress. Fagotted pique edged with real hand crocheted lace in Irish pattern. *White.*
18 H 4412—Shipping wt., 7 ounces **77c**

COLORFUL EMBROIDERY

A touch of many-colored embroidery! On delicately knife-pleated Organdy of permanently crisp finish! Washable. *White only.*
18 H 4413—Shipping wt., 7 ounces **39c**

COLLAR and CUFFS

The sweet, delicate charm of lace in lovely Venise pattern! Cuffs to match. Dresses up any frock! Colors: White or Ecru. *State color.*
18 H 4418—Shipping wt., 6 ounces **39c**

EMBROIDERED ORGANDY

Perky, crisp ruffles of sheer permanent finish organdy, laden with daisy embroidery! Colors: White, Pink 501 or Blue 225. *State color.*
18 H 4415—Shipping wt., 6 ounces **35c**



SILK WEIGHTED GEORGETTE

Frothy double ruffles are edged with beautiful Val lace. Softly shirred V-neckline. Colors: White or Ecru. *State color.*
18 H 4416—Shipping wt., 8 ounces **89c**

FLUFFY ORGANDY

Wear it under your jacket or over your dress! Lace-edged, permanent finish organdy. Colors: White or Lilac 408. *State color.*
18 H 4417—Shipping wt., 8 ounces **49c**

EMBROIDERED SHEER NET

Looks like exquisite lace! Embroidered in intricate open pattern. Edged with Venise type lace. Washable. State choice of White or Ecru.
18 H 4414—Shipping wt., 7 ounces **45c**

ACETATE RAYON CREPE

A neat, nicely tailored collar of extra fine quality Acetate rayon crepe. Flattering, V-neck. Soft jabot. Washable. *White.*
18 H 4419—Shipping wt., 7 ounces **47c**

FOUR BEAUTIES — ALL BARGAINS!



29c (A) 18 H 4421—Lacy embroidered net! Gay ruffled edge. Colors: White or Ecru. *State color.*

25c (B) 18 H 4422—Permanent finish Organdy. With dainty embroidered daisies! Washable. Colors: White or Pink 501. *State color.*

23c (C) 18 H 4424—Fagotted Organdy; Irish effect lace. Resembles costly styles. *White only.*

25c (D) 18 H 4423—Crinkly white rayon Boucle, hand crocheted! Washes beautifully.

Shipping weight, each 6 ounces

SEARS BASIC DRESS A WARDROBE

TOPPERS CHANGE THE FRONT OF YOUR FROCK

(A) Gives any frock the slim, yoked "Corselet" waistline! Adds fresh, glowing color to your dresses. Acetate Rayon Crepe Topper slips over head, ties in a bow at side or back. Softly draped V-neck and shirred front.

Colors: White, Royal Blue 212, Kelly Green 321 or Pink 525. State color.

18 H 4425—Shpg. wt., 10 oz. 49¢

THE ORIGINAL TOPPETTE

(B) (C) Beautifully made with all the lovely gathered fullness that makes it a success! With your own initial pin in glittering rhinestones. All initials except Q, X, Y or Z. Made of fine textured Acetate Rayon Crepe of superior quality. Your choice of solid color or print. State color and initial. Shipping weight, each, 10 oz.

(B) FLORAL TOPPETTE. PREDOMINATING COLORS: Wine or Royal Blue. 18 H 4426..... 88¢

(C) SOLID COLORED TOPPETTE. COLORS: Pink 505, White, Capri Blue 903 or Beige 635. 18 H 4427..... 88¢

BRIGHT COLORED SETS TRANSFORM THE DRESS

(D) COLLAR AND SASH SET. Soft, fine spun rayon! In a stunning collar and sash set brilliantly striped in almost every color of the rainbow! Rayon lined collar. Sash to match, 7 x 57 in. Multi color stripes only. 18 H 4428—Shpg. wt., 8 oz. 77¢

(E) SASH AND FLOWER SET. Of rich Acetate rayon crepe in matching colors! Graceful sash measures 57x8½ in. Violet shaped flowers. Colors: Dramatic Blue 218, Flame Red 511, Sparkling Emerald 311 or Natural Violet 414. State color. 18 H 4429—Shpg. wt., 8 oz. 79¢

(F) COLLAR AND BELT SET. Brilliant peasant embroidery on fine White Acetate rayon crepe makes the gayest, most colorful collar and belt set imaginable! Jabot collar with bow at front. Rayon lined. 2-in. belt to match in even waist sizes: 26 to 38 in. State size. 18 H 4430—Shpg. wt., 11 oz. 79¢

GAY SCARFS SERVE MANY PURPOSES

(G) BRIGHT COTTON SQUARE. Knot it about your throat... tie it round your curls, peasant fashion... use it as a vestee. Multi-color floral print. Size: 19x19 in. PREDOMINATING COLORS: Navy Blue, Red or Brown. State color. 18 H 4360—Shpg. wt., 7 oz. 21¢

(H) SILK CHIFFON SQUARE. This soft airy chiffon square serves as scarf or evening hankie. Shell tucked edges. Size: 19 x 19 in. Colors: Red 511, White, Royal Blue 212, or Green 321. State color. 18 H 4361—Shpg. wt., 5 oz. 23¢



(A) SHIRRED FRONT STYLE 49c

(B) PRINT OR PLAIN WITH INITIALED RHINESTONE PIN 88c EACH



(D) COLLAR AND SASH 77c

(E) FLOWER AND SASH 79c

(F) COLLAR AND BELT 79c



(G) FLORAL SQUARE 21c

(H) CHIFFON SQUARE 23c

Numbers following colors refer to COLOR-GRAPH facing first pink index page.

FLOWERS BRING SPRING TO YOUR OUTFIT!

- | | | | | | | |
|--|--|--|--|---|--|--|
| Shining "pat-ent" in Red with Blue. Smart for suit or dress. 18 H 4362—Shipping wt., 6 oz. 23¢ | 2 smart carnations with green leaves. Red or White. State color. 18 H 4363—Shipping wt., 6 oz. 23¢ | Large lovely cluster of yellow-centered white daisies. 18 H 4364—Shipping wt., 6 oz. 23¢ | Field flowers in bright colors. 18 H 4365—Shpg. wt., 7 oz. 25¢ | Violets. Shpg. wt., 7 oz. 18 H 4367—Large Size. Purple. 37¢ 18 H 4366—Medium Size. White or Purple. 23¢ | 2 lovely Gardenias. White or Pink. State color. 18 H 4368—Shpg. wt., 5 oz. 19¢ | 3 Gardenias, 1 bud with fern and leaves. White only. 18 H 4369—Shipping wt., 6 oz. 29¢ |
|--|--|--|--|---|--|--|

Blousettes FOR YOUR SUIT



Brightly Embroidered
(J) Gay band of multi-colored embroidery on a blousette of fine, permanent finish Organdy! Elastic at waist. Washes beautifully! White only. Sizes: Medium (32-34-36) or Large (38-40) in. bust. State size. 18 H 4431—Shipping wt., 9 oz. 89¢

Dressy and Lace-Like
(K) A cool, exquisitely sheer cotton net. 2 foamy ruffles edged with Val lace form a soft jabot. Lace edged shoulders. Elastic at waist. Sizes: Medium (32-34-36) or Large (38-40 in. bust). Colors: White, Pink 525 or Ecu. State size and color. 18 H 4432—Shipping wt., 8 oz. 77¢

Pique or Crepe
(L) Snowy cotton pique or fine acetate rayon crepe. Tucked front. Pearl buttons. Elastic at waist. Sizes: Medium (32-34-36); or Large (38-40 in. bust). 18 H 4433—White Pique. 18 H 4434—Acetate crepe. Colors: White, Hydrangea 229 or Pink 505. State size and color. Shipping wt., 11 oz. 98¢

Thrill Special!
(M) Sheer, permanent finish Organdy. Frothy ruffles edged with Val lace. Softly rolled collar. Elastic at waist. Sizes: Medium (32-34-36); Large (38-40 in. bust). Colors: White, Pink 525, or Navy Blue. State size and color. 18 H 4435—Shipping wt., 9 oz. 59¢



White

IS STUNNING . . .
COLOR'S BECOMING



SHARKSKIN



EXTRA FINE
COTTON GABARDINE

2⁹⁸

PRE-SHRUNK
LINEN

YOUR CHOICE OF FOUR LUXURY FABRICS IN WHITE OR COLORS

No longer will hot weather leave you dragged and limp . . . the revers and front facings of these beautiful suits are lined with light-weight canvas so they'll keep their fresh crispness *permanently!* The style is "aces high" in fashion . . . double link-button closing, with smooth perfect shoulders and slimly molded back. Kick-pleated skirt with wide hem. You'll find these same suits in smart shops . . . marked dollars higher!

Sizes: 12-14-16-18-20-22.

Bust: 30-32-34-36-38-40 inches. *State bust measure.* Shipping wt., each, 2 lbs. 12 oz.

OUR BEST SHARKSKIN 4.95

America's most popular summer suiting . . . of rich Celanese Rayon yarns, smooth-finished, actually *cool to touch.*

17 H 3270—White.

MENS-WEAR TROPICAL HONG KONG SUITING 5.98

11% Wool, 89% Spun Rayon. Fine-twist yarns in close-woven twill weave. Cool and wrinkle-resistant!

17 H 3285—Beige (Tan), Navy Blue or Light Gray 804. *State color.*

FAMOUS "KAFFA-KOOL" SUITING 4.95

Finer quality 78% rayon, balance cotton. Fine, close twill weave, plenty of "body." Tailors superbly. *State color.*

17 H 3275—White or Navy Blue.

SPECIAL "COOL-RAE" SUITING 3.95

Half lustrous spun rayon, half fine cotton . . . has rich soft "bloom." Washable, pre-shrunk so it always fits.

17 H 3280—White, Powder Blue 226 or New Dusty Pink 525. *State color.*

GABARDINE OR IMPORTED LINEN PRE-SHRUNK FOR PERMANENT FIT!

BARGAIN SPECIAL! Don't be misled by the low price . . . the quality of fabric and tailoring is high, only the *price* is low! The gabardine is our very finest quality, close-woven of sturdy cotton, Sanforized-shrunk . . . washes perfectly in LUX. You can choose it in sparkling white or, even smarter, the new dark colors. The linen is a handsome suiting weight, imported from Ireland . . . thoroughly pre-shrunk also. You'll like the jaunty yung style, too . . . the two-button closing is very new and the action-pleated back gives you the easy fit you need on warm sticky days. Pleated pockets for extra swank. Kick-pleated skirt has good wide hem.

Sizes: 12-14-16-18-20.

Bust: 30-32-34-36-38 inches. *State bust measure.*

Shipping weight, each, 2 lbs. 6 oz.

OUR BEST GABARDINE 2.98

17 H 3290—Cream White, Navy Blue or Dark Brown 636. *State color.*

OUR BEST IMPORTED LINEN 2.98

17 H 3295—Sparkling White only.

These suits are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.



**THE HAT OF THE YEAR
WEARS A DRAMATIC VEIL**

198 —and is so versatile! Wear it bonnet-fashion, or dipped in front, like the small sketch, or turn the brim back dashingly and let the graceful veil float out behind you. Grosgrain trimming. It's grand new style at very low cost!

Colors: Navy Blue, Black, White, Casino Wine 904 or Pink 525. Measure and state color.

In Fine Quality Spring FELT

78 H 6600—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.

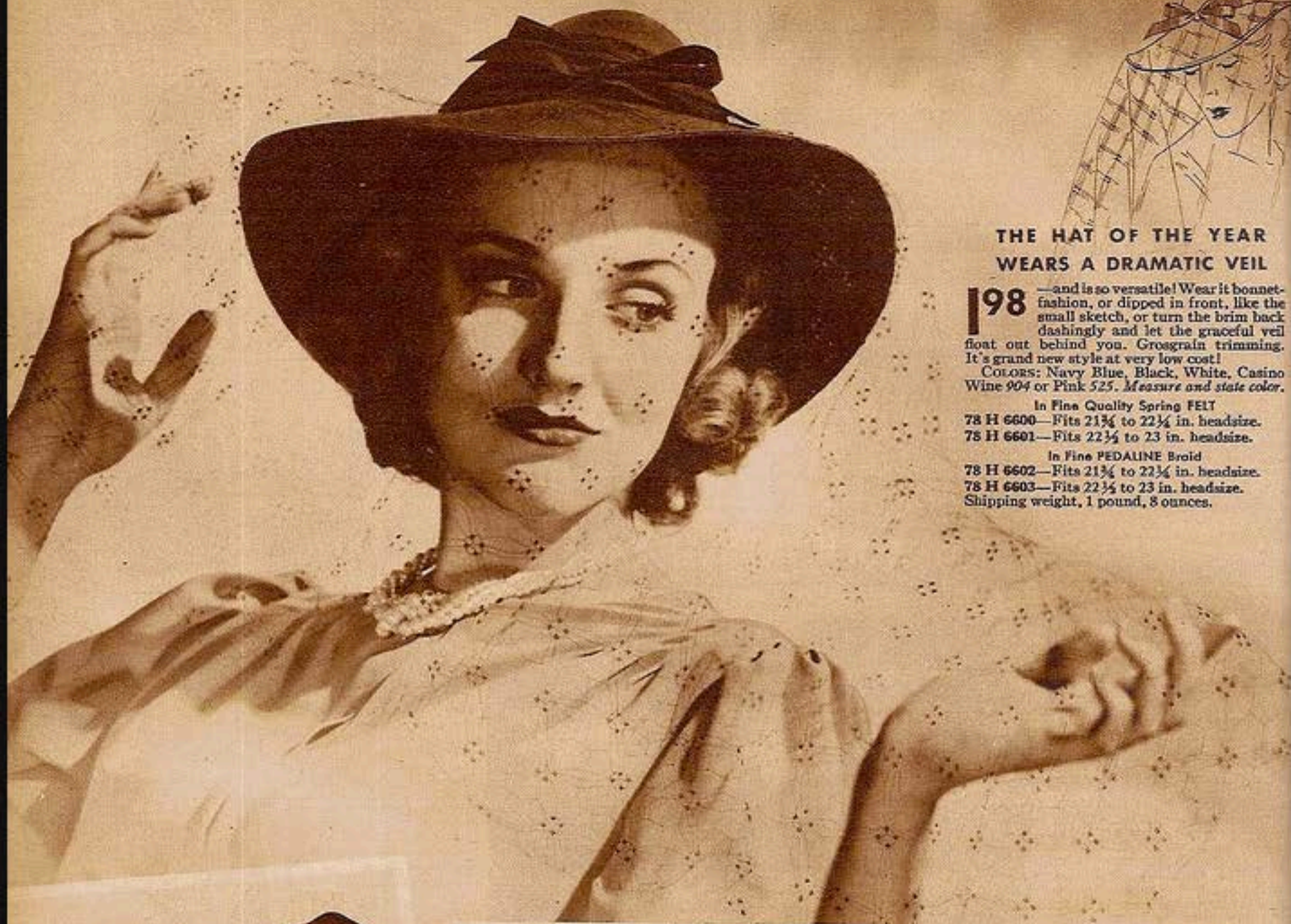
78 H 6601—Fits 22 $\frac{3}{4}$ to 23 in. headsize.

In Fine PEDALINE Braid

78 H 6602—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.

78 H 6603—Fits 22 $\frac{3}{4}$ to 23 in. headsize.

Shipping weight, 1 pound, 8 ounces.



**Hand Woven of
Fine Sisol Straw**

A lovely, linen-like straw, fine in texture, light in weight and high in fashion importance. Woven by hand in China. A sweeping brim lifts knowingly at the side to show your profile. Wide, crushed rayon taffeta ribbon.

Colors: Natural Beige 601 with Brown ribbon, Navy with Copen Blue, Black with Royal Blue, Solid White or Venetian Violet 905. Measure and state color.

78 H 6605—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.
78 H 6606—Fits 22 $\frac{3}{4}$ to 23 in. headsize.
Shipping weight, 1 pound, 6 ounces.



**The Hat on the Cover
is Genuine Leghorn**

Genuine Leghorn straw, always considered the height of luxury. Now priced within easy reach at Sears. Trimmed in the Parisian manner with a single pond lily and a sweep of rich dark velvet ribbon. Smart shallow crown with well-fitted bandeau beneath the brim.

Colors: Natural Leghorn with choice of Black or Brown Velvet ribbon band. Measure and state color.

78 H 6685—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.
78 H 6686—Fits 22 $\frac{3}{4}$ to 23 in. headsize.
Shipping weight, 1 pound, 8 ounces.



**A Stunning Bonnet
of Pedaline Straw**

In black and dark blue it's the smartest hat of all with printed frocks. In light colors it's a bright beauty! Big-brimmed bonnet of a fine synthetic straw Pedaline. Ribbon band and fluffy organdy flower.

Colors: Navy Blue, Black, White, Pink 525 or Venetian Violet 905. Measure and state color.
78 H 6680—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.
78 H 6681—Fits 22 $\frac{3}{4}$ to 23 in. headsize.
Shipping weight, 1 pound, 6 ounces.



Numbers after color names refer to COLOR-GRAPH facing first pink index page.



Tea-Time or Anytime *Veiled* HATS ARE "IN"

HERE ARE THREE NEW VERSIONS **1.79**
SPECIALLY PRICED AT EACH



A Our finest Homburg. Made of our softest, best wool body Felt with a handsome, ribbon-bound edge and clever ribbon trimming. Grand wide veil can be worn or removed.
Colors: Beige 601, Navy Blue, Gray 806 or Black. Measure and state color. . . . \$1.79
78 H 6610—Fits 21¾ to 22¾ in. headsize.
78 H 6611—Fits 22¾ to 23 in. headsize.
78 H 6612—Fits 23¼ to 23¾ in. headsize.
Shipping wt., 1 lb.

B Everything about it says "Spring"! Soft-hued flat flowers. Sparkling straw cloth! Airy veil! Wear it early, to tone up dark costumes. Later, with Spring clothes. Crown is gathered into a gay little "ear" of the fabric under a flower top-knot. Hand made.
Colors: Beige 601, Navy Blue, Venetian Violet 905 or White. Measure and state color. . . . \$1.79
78 H 6770—Fits 21¾ to 22¾ in. headsize.
78 H 6771—Fits 22¾ to 23 in. headsize.
Shipping wt., 12 oz.

C Has more style than a dozen ordinary hats! A knowing little pill-box of fine Pedaline braid that tilts over your curls, ties under your chin and dares to wear a tiny vegetable cluster as a colorful top knot. Gay airy veil!
Colors: Black, Navy Blue, Crushed Strawberry 533 or Beige 601. Measure and state color. . . \$1.79
78 H 6800—Fits 21½ to 22 in. headsize.
78 H 6801—Fits 22¼ to 22¾ in. headsize.
Shipping wt., 12 oz.



LUXURIOUS *Balibuntal* STRAWS
Sold in Smart Shops Everywhere at \$5.00



D Casual style that is smart—and good for almost any costume. Stylish crown, ever so cleverly creased, that is becoming to any face! Fine soft spring weight body Felt, with up-in-back brim, ribbon band and carefree feathers.
Colors: Navy Blue, Gray 806, White or Venetian Violet 905. Measure headsize and state color.
78 H 6690—Fits 21¾ to 22 in.
78 H 6691—Fits 22¾ to 23¼ in.
Shipping weight, 14 ounces.

E An adorable bonnet shape! A soft glamorous veil! Bright novelty-braid flowers! But it's really the beautiful, lustrous straw that makes this hat so important! Made of soft, synthetic Neora braid, superb quality usually found in hats at \$3.50 and more. You always save at Sears.
Colors: Navy Blue, Black or Gray 806. Measure headsize and state color.
78 H 6695—Fits 21¾ to 22¾ in.
78 H 6696—Fits 22¾ to 23 in.
Shipping weight, 14 ounces.

←2.49 EACH **THEY'RE THE GENUINE HAND-WOVEN BALIBUNTAL!**

Unmistakably fine quality! You know it at a glance! By their soft sheen, their beautifully fine weave, their pliable texture! Woven by hand in the Philippines, carefully polished during the process. Hand blocked on the smartest New York lines and finished with handsome ribbons in tasteful color harmonies. This is the first time we've ever been able to offer hats of Balibuntal straw body at such a low price.

F The stunning roller! Smart for all types. A 1938 favorite.
Colors: White, Navy Blue, Black or Casino Wine 904. Measure and state color.
78 H 6700—Fits 21¾ to 22 in.
78 H 6701—Fits 22¾ to 23¼ in. \$2.49
Shipping weight, 1 pound.

G Lifted, profile brim-line! New crown! Dressy and becoming.
Colors: Natural Tan, Navy Blue, Black or Pink 525. Measure and state color.
78 H 6705—Fits 21¾ to 22¾ in.
78 H 6706—Fits 22¾ to 23 in. \$2.49
Shipping weight, 1 pound.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

DRESSY LITTLE *Turbans* ARE BIG NEWS



A Shown at left, above. In baby Pedaline—the finer synthetic straw braid. Velvet and Grosgrain ribbon; polka dot veil. **49**
 COLORS: Navy Hat with Copen ribbon, Black with Royal Blue, Spice Brown 614 with Beige, Gray 806 with Navy or Solid White. Measure and state color.
 78 H 6615—Fits 21½ to 22½ in.
 78 H 6616—Fits 22½ to 23 in.
 Shipping weight, 1 pound.

B The Oriental turban! Hand made with straw-like cloth crown and twisted band of tucked rayon crepe. Soft veil shows the new embroidery. **98**
 COLORS: Black with Royal Blue, Brown 608 with Beige, Navy with White or Solid White. Measure and state color.
 78 H 6775—Fits 21½ to 22½ in.
 78 H 6776—Fits 22½ to 23 in.
 Shipping weight, 12 ounces.

C Bagheera—wears and feels like straw! Tucked rayon crepe and bright flowers for color contrast—embroidered veil. **98**
 COLORS: Beige 601 with Brown, Lilac 409 with Purple, Black with Royal Blue, Navy with Copen or Solid White. Measure and state color.
 78 H 6780—Fits 21½ to 22 in.
 78 H 6781—Fits 22½ to 23½ in.
 Shipping weight, 12 ounces.

IT'S EASY TO MEASURE FOR SEARS MILLINERY
 Draw tape measure straight around head. The number of inches around your head is your headsize. Be sure you select a hat listed in your headsize. Tape line sent free on request.

IN FELT

IN PEDALINE



D Our finest turban—equal to those in smart City shops at \$5.00! Only soft, supple straw could be draped in these high, stunning folds—so we've used Neora synthetic straw braid, pliable and lustrous. Trimmed with shaded flowers in rich colors and dramatized with new figured veil. **249**
 COLORS: Black, Navy Blue, Purple 414 or White. Measure and state color.
 78 H 6785—Fits 21½ to 22½ in. headsize.
 78 H 6786—Fits 22½ to 23 in. headsize.
 Shipping weight, 1 pound.

E This jaunty little hat is a grand choice! Made of fine, closely sewn Pedaline synthetic straw braid that keeps its luster and good looks all season! Topped with a taffeta bow that's edged with the straw to keep its perky lines. Set off with a gay 1938 veil. **149**
 COLORS: White, Red 511, Navy Blue, Gray 806 or Black. Measure and state color.
 78 H 6710—Fits 21½ to 22½ in. headsize.
 78 H 6711—Fits 22½ to 23 in. headsize.
 Shipping weight, 12 ounces.

F A perky little bonnet turban in the lustrous, synthetic straw body that's sometimes called onion-skin. Banded with wide satiny ribbon that forms a gay bow in back. Brightened with cherries and finished off with a cellophane-edged 1938 veil. This fresh sparkling turban will keep its gloss and good looks through season-long wear! **100**
 COLORS: Gray 806 with Royal Blue; also Solid Colors: Black, Navy Blue or White. Measure and state color.
 78 H 6830—Fits 21½ to 22½ in. head.
 Shipping weight, 10 ounces.

G Sears present the ideal turban for larger headsizes. Flower cluster in varied shades and a twist of ribbon to give height. With a soft veil for 1938 fashion. **169 each**
 COLORS: Navy Blue, Black, Spice Brown 614 or Purple 414. Measure and state color.
 IN FINE SOFT BODY FELT
 78 H 6865—Fits 22½ to 23 in. headsize.
 78 H 6866—Fits 23½ to 23¾ in. headsize.
 IN FINE PEDALINE BRAID
 78 H 6867—Fits 22½ to 23 in. headsize.
 78 H 6868—Fits 23½ to 23¾ in. headsize.
 Shipping weight, each, 12 ounces.

FACE SPRING IN A *Kerrybrooke*

THE NAME THAT IDENTIFIES
OUR FINEST FELTS



Pliable Brim and Crown You can Fix to Suit YOU

159 Anne Williams wears this hat! (See Page 41.) Prefers it because she can change the crown as she chooses! With a center fold one day, a side crease the next! She can roll the brim up in back, up on the side, or wear it down all around. Our famous quality fine wool felt. Trimmed with fine ribbon and a small bright feather. A grand and satisfying style!
Colors: Beige 601, Navy Blue, Black, Gray 806, White or Lilac 409. *Measure and state color.*
78 H 6620—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.
78 H 6621—Fits 22 $\frac{3}{4}$ to 23 in. headsize.
78 H 6622—Fits 23 $\frac{3}{4}$ to 23 $\frac{3}{4}$ in. headsize.
Shipping weight, 1 pound.

FUR FELT—FOR YOU WHO WANT THE BEST!

279 Stunning! From the debonair tilt of the brim to the head-flattering height of the finely tucked crown and the rich colors of the wide 3-toned ribbon. Fine quality fur felt.
Colors: Pink 525, Navy Blue, Gold 713 or White. *Measure and state color.*
78 H 6885—Fits 21 $\frac{3}{4}$ to 22 in. headsize.
78 H 6886—Fits 22 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.
Shipping weight, 1 pound.

279 Superbly soft, supple fur felt! Has the dash and charm of new, 1938 lines! Wide ribbon brightly stitched in multi-colors! Flattering stitched brim.
Colors: Navy Blue, Casino Wine 904, Gray 806 or White. *Measure and state color.*
78 H 6890—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.
78 H 6891—Fits 22 $\frac{3}{4}$ to 23 in. headsize.
Shipping weight, 1 pound.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Swing HIGH SWING LOW

Wear it as a tall turban or a shallow pill-box! With or without the sparkling pin and veil. Easy to drape in different styles because it's soft, pliable Fur Felt.



159 The bonnet hat in felt with a wide deep veil! It's a success from coast to coast! Worn as smartly by Mrs. 30-Years as by Miss 18! Film stars, society leaders, up-to-date women everywhere are wearing it! Sears bring you yours in smart summer felt body with a bright pin and a new embroidered veil! A lovely and feminine fashion.
Colors: Black, Navy Blue, Beige 601 or White. *Measure and state color.*
78 H 6715—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in.
78 H 6716—Fits 22 $\frac{3}{4}$ to 23 in.
Shipping weight, 1 pound.

139 Wear this Homburg and see what a trim looking head you have! What an air of alert vivacity! There's something so boyishly jaunty about that peaked crown and dipped rolling brim! Something so teasingly feminine about that airy whiff of a veil! Made of good quality wool body felt. Also shown on page 1.
Colors: Gray 806, Navy Blue, Casino Wine 904 or White. *Measure; state color.*
78 H 6835—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in.
78 H 6836—Fits 22 $\frac{3}{4}$ to 23 in.
Shipping weight, 14 ounces.



279 Made of gorgeously soft, supple Fur Felt, the quality used in hats priced at \$5.00 or more elsewhere.
Colors: Navy Blue, Gray 806, Beige 601, White, Black or Crushed Strawberry 533. *Measure and state color.*
78 H 6625—Fits 21 $\frac{3}{4}$ to 22 $\frac{3}{4}$ in. headsize.
78 H 6626—Fits 22 $\frac{3}{4}$ to 23 in. headsize.
Shipping weight, 12 oz.

CLEVER

Calots

ARE YOUNG
IDEAS FOR
SPRING



Lovely
For Easter—
The All-Flower
Turban

A Blossom out in this dressiest of Spring fashions! The soft velvety flowers hug your head as smoothly as a skull cap! The gay peaked top is smart and new. Hat entirely hand made and glorified with a glamorous figured veil.
Colors: White, Royal Blue 218, Beige 601 or Purple 414. Measure and state color.
78 H 6790—Fits 21 3/4 to 22 1/2 in. headsize.
78 H 6791—Fits 22 1/2 to 23 in. headsize.
Shipping wt., 12 oz.

B Made of felt—and not felt cloth but the good body felt that brushes up smartly and wears so well! Topped with a fluffy ribbon flower to give new shapely lines to your head! Dressed up with a flaring briefer veil.
Colors: Navy Blue, Black, Gray 806 or White. Measure and state color.
78 H 6720—Fits 21 1/2 to 22 in. headsize.
78 H 6721—Fits 22 1/4 to 22 3/4 in. headsize.
Shipping wt., 12 oz.

C The peaked calot is very new! And Sears have it in rich Peter-sham (rayon and cotton) ribbon. A bright glossy patent flower (weather resisting) perches right over your forehead and, a soft filmy veil gives that eye allure. Nicely made and well lined. Grand all-season style!
Colors: Black, Navy Blue, Beige 601 or White. Measure and state color.
78 H 6900—Fits up to 22 1/2 in. headsize.
Shipping wt., 11 oz.

D Of fine quality Pedaline braid that keeps its shape, its gloss, its smartness through long wear! With three perky ribbon bows marching down the back! Wear it with the veil thrown back in the new manner, or forward, over the face. Smart clip. Shpg. wt., 12 oz.
Colors: Navy Blue, Kelly Green 317, Bright Red 511 or White. Measure and state color.
78 H 6725—Fits 21 1/2 to 22 in. headsize.
78 H 6726—Fits 22 1/4 to 22 3/4 in. headsize.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.



249 Glossy, pliable Shark-skin (synthetic) straw. Soft-toned flowers. Velvet ribbon. Deep crown. \$5.00 value in most stores!
Colors: Black, Navy Blue, Gray 806 or Purple 414. Measure; state color. Shpg. wt., 1 lb.
78 H 6895—Fits 22 1/4 to 22 3/4 in. headsize.
78 H 6896—Fits 23 to 23 1/2 in. headsize.
78 H 6897—Fits 23 1/4 to 24 1/4 in. headsize.



198 By all means, wear a flattering wide-brimmed model like this! It has life and newness. Brim sweeps up in the back, over a ribbon trimmed bandeau! Gives a stunning appearance from the side. Made of our best exclusive baby Pedaline synthetic straw braid, finer textured and pliable. Soft flowers. Elastic slips under your hair.
Colors: Navy Blue, Black, Beige 601, Gray 806 or White. Measure and state color.
78 H 6655—Fits 22 to 22 1/2 in. headsize.
78 H 6656—Fits 22 1/4 to 23 1/4 in. headsize.
Shipping wt., 1 lb.



179 An exact copy of a \$5.00 model from an exclusive Fifth Avenue shop! And it's becoming to every type of face! The ribbon band forms a tiny peak unnoticeably straight in front but highly flattering to your profile. Deep fitted back. Fine soft body felt of superior quality.
Colors: Navy Blue, White, Gray 806, Casino Wine 904. Measure and state color.
78 H 6630—Fits 22 1/4 to 22 3/4 inches.
78 H 6631—Fits 23 to 23 1/2 in. headsize.
78 H 6632—Fits 23 1/4 to 24 1/2 in. headsize.
Shipping wt., 1 lb.



100 A grand bargain in the style you'll see on young girls all over America. A "wide-awake" brim! A shapely crown! Gay ribbon band and streamers. And it's glossy, dependable Pedaline synthetic straw braid.
Colors: Navy with White, Gray 806 with Wine, Beige 601 with Brown, Black with White or Solid White. Measure and state color.
78 H 6925—Fits 21 1/4 to 22 1/4 in. headsize.
78 H 6926—Fits 22 1/4 to 23 in. headsize.
Shpg. wt., 1 lb.



Outfit the Family
at Sears
on Easy Payments
See Page 1A

**A Beauty Queen Wore
This Hat to Hollywood**

READ ABOUT EILEEN DRURY,
PAGES 30 AND 31

175

What hat shall Eileen wear to Hollywood? Why the youngest, the smartest, the most stunning hat she can find in all New York! And here it is! A big beautiful brim that turns back dramatically to frame her lovely face! A ribbon bandeau with three toned inserts that end in tiny buckles at the side. A charming bonnet crown! Developed in fine soft felt of superior quality.

COLORS: Aqua Blue 901, Navy Blue, Beige 601 or White. Measure and state color.

78 H 6935—Fits 21 3/4 to 22 3/4 in. headsize.

78 H 6936—Fits 22 1/2 to 23 in. headsize.

Shipping weight, 1 pound.



Bretons ARE SO ATTRACTIVE

149

There's a sparkle to the lustrous Pedaline braid! A bright gleam to the cherry cluster! A smart flash of color in the 2-tone ribbons. A gay swing and sweep to the tilt of the hat! It's a perfect choice for dresses, suits, coats!

COLORS: Navy Blue, White, Spice Brown 614, Venetian Violet 905 or Black. Measure; state color.

78 H 6805—Fits 21 1/4 to 22 in. headsize.

78 H 6806—Fits 22 1/4 to 22 3/4 in. headsize.

Shipping weight, 1 pound.

129

Play the gay caballero in this dashing felt breton with the punch-hole edge and the adjustable chin strap! The rolled brim sweeps high on one side, swings low on the other to reveal the 2-tone ribbon quill. Fine quality body felt.

COLORS: Maize 705, Gray 806, Pink 525, Royal Blue 218 or White. Measure and state color.

78 H 6980—Fits 21 3/4 to 22 3/4 in. headsize.

78 H 6981—Fits 22 1/4 to 23 in. headsize.

Shipping weight, 1 pound.



AT LEAST ONE OF YOUR HATS SHOULD BE STRAW

188

A A smartly rough straw! A dramatically dipped brim! A stunning higher crown that swings into a jaunty fold speared by a quill and ribbons. Snug back with ribbon banding. The synthetic straw body has a rich sparkling gloss that keeps that fresh-from-the-band-box look.

COLORS: White, Navy Blue or Black. Measure; state color.

78 H 6970—Fits 21 3/4 to 22 3/4 in. headsize.

78 H 6971—Fits 22 1/4 to 23 in. headsize.

Shipping weight, 14 ounces.

198

B This adorable baby bonnet gives your head the prettiest lines imaginable! Flatters your face with lovely, soft flowers! Glorifies you with a glamorous veil. The finer, Baby Pedaline synthetic straw braid.

COLORS: Copen Blue 220, Venetian Violet 905, White; also Navy with White flowers, Black with White. Measure and state color.

78 H 6660—Fits 21 3/4 to 22 3/4 in. headsize.

78 H 6661—Fits 22 1/4 to 23 in. headsize.

Shipping weight, 12 ounces.

139

C "Sweet and Lovely!" That's you in this charming bonnet of sparkling sharkskin (synthetic) straw. All types, all ages are wearing the bonnet hat because everyone wants to look young and pretty this year. Sears sharkskin version has the smart deep crown, wide satin ribbon band and tiny colorful flowers. \$3.00 value elsewhere!

COLORS: Black, Navy Blue, Spice Brown 614, Pink 525, Lilac 409 or White. Measure and state color.

78 H 6940—Fits 21 1/4 to 22 1/4 in.

Shipping wt., 14 oz.

159

D Wide brims are famous for flattery—and the wide bonnet brim is most becoming of all! Made of sisol, fine, light linen-like straw, that's woven by hand. With a tiny wreath of apple blossoms nestling under the brim to make a charming frame for your face. Ribbons tie under your chin, under your curls or come off altogether.

COLORS: White, Black, Copen Blue 220, Pink 525, Natural Tan. Measure and state color.

78 H 6730—Fits 21 1/4 to 22 in. headsize.

78 H 6731—Fits 22 1/4 to 22 3/4 in. headsize.

Shpg. wt., 1 lb. 4 oz.

198

E Smart flowered turban made especially for larger headsizes. Draped by hand in sparkling straw-like cloth. Styled with a high front, becoming dipped eye-line and soft charming veil. Large velvety-surfaced flowers.

COLORS: Black with White flowers, Purple 414 with Lilac, Navy with White or Gray 806 with Copen Blue. Measure and state color.

78 H 6795—Fits 22 1/4 to 22 3/4 in. headsize.

78 H 6796—Fits 23 to 23 1/4 in. headsize.

78 H 6797—Fits 23 1/4 to 24 1/4 in. headsize.

Shipping weight, 12 ounces.

Numbers after color names refer to COLOR - GRAPH facing first pink index page.



49 A graceful brim, widened in front to droop charmingly over the eyes! Narrowed toward the deep, well-fitted back. Tucked rayon georgette band falls in soft streamers. All wool body felt.

Colors: Gold 713 with Navy band, Navy with Copen Blue, Black with White or Solid White. Measure and state color.

78 H 6735—Fits 21 3/4 to 22 1/2 in.
78 H 6736—Fits 22 1/2 to 23 in.
Shipping weight, 1 pound.

29 A high turban that's easy to wear! Dressy sparkling straw cloth. Rich-toned, lovely velvet ribbon and harmonizing flowers. So smart, it gives distinction to your whole costume!

Colors: Black with Royal Blue, Navy with Fuchsia, Gray 806 with Navy or Solid White. Measure and state color.

78 H 6945—Fits 21 3/4 to 22 1/2 in. headsize.
Shipping weight, 10 ounces.

Deanna Durbin

WEARS AND ENDORSES THIS FELT HAT

Wear it bonnet fashion, with the brim turned down. Or wear it with the brim turned dashing off the face! It's perfect either way. Made of a beautiful body felt. Trimmed with definitely fine ribbon in three harmonizing tones.

Colors: Navy Blue, Bright Red 511, Beige 601, Copen Blue 220, Kelly Green 317 or White. Measure and state color.

78 H 7000—Fits 21 3/4 to 22 in. headsize.
Shipping wt., 1 lb.



AMERICA'S MOST POPULAR FELT

THE "Many Ways" FOR 1938

100 Roll the brim! Snap it down in front! Wear it up on one side! Try it forward over the eyes or back off the forehead. You'll find any number of ways to wear this smart felt hat. It's smart fashion, developed in good pliable body felt, with a tucked crown, a tucked ribbon band and attractive felt thong lacing at the sides. So versatile you never tire of it! A favorite with all ages—in all seasons of the year! One of our greatest values.

Colors: Navy Blue, Spice Brown 614, Bright Red 511, Gray 806, White, Black or Pink 525. Measure and state color.

78 H 6635—Fits 21 1/2 to 22 in. headsize.
78 H 6636—Fits 22 1/4 to 22 3/4 in. headsize.
78 H 6637—Fits 23 to 23 1/2 in. headsize.
Shipping weight, 1 lb.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.



100 Turned up brims are "tops" for 1938 and here's the newest one of all! A chic little mandarin style in fine body felt. Ribbon trimmed.

Colors: Navy Blue, Gray 806, Bright Red 511, White or Venetian Violet 905. Measure and state color.

78 H 6985—Fits 21 1/4 to 22 in. heads.
78 H 6986—Fits 22 1/4 to 22 3/4 in.
Shipping weight, 14 ounces.

139 Novel Pedaline braid, with shining circ ribbons, harmonizing flowers and the all-important 1938 veil. Measure; state color.

Colors: Beige 601, Navy Blue, Black, White or Gray 806.

78 H 6950—Fits 22 1/4 to 22 3/4 in. heads.
78 H 6951—Fits 23 to 23 1/2 in.
78 H 6952—Fits 23 1/4 to 24 1/4 in.
Shipping weight, 1 lb. 2 oz.



FOR GRACIOUS LADIES, EVERYWHERE!

198 Made of supple, synthetic straw that has a rich luster. Styled with the narrow ribbon you like, with a height-giving fold across the top, with soft rayon taffeta petals in front caught under a wisp of veiling.

Colors: Black, Navy Blue, Gray 806 or Purple 414. Measure; state color.

78 H 6740—Fits 22 to 22 1/2 in. headsize.
78 H 6741—Fits 22 1/4 to 23 1/4 in.
Shipping weight, 14 ounces.

169 Fine Pedaline braid, circled with a cuff-like band of the braid that gives flattering width at the sides and mounts high on the crown in back in a height-giving bow. Soft velvety flowers under the veil.

Colors: Black, Navy Blue, Gray 806, Lavender 417. Measure; state color.

78 H 6870—Fits 22 to 22 1/2 in.
78 H 6871—Fits 22 1/4 to 23 1/4 in.
Shipping weight, 12 ounces.

White

COLORS TOO—IN ALL THE NEW SHADES. YOU CAN GET YOURSELF THE HATS YOU NEED FOR EVERY OCCASION—THANKS TO SEARS LOW PRICES!



198 This gay, roguish little hat looks "right" with everything. Of light weight Sisal straw—with smart linen-like finish. A beautiful quality woven by hand. Bow trimmed brim gives that young, wide-awake look!
COLORS: White, Navy Blue, Black or Pink 525. *Measure and state color.*
78 H 6975—Fits 21 1/2 to 22 in. headsize.
78 H 6976—Fits 22 1/4 to 22 3/4 in. headsize.
 Shipping weight, 1 lb.



A
119

A Wear it with everything! Summertime's favorite—open back turban. Cool, tucked Rayon Crepe.
COLORS: Black and White, Beige 601 and Brown, Navy Blue and Copen or Solid White. *Measure; state color.*
78 H 6910—Fits 21 1/4 to 22 1/4 in. headsize.
78 H 6911—Fits 22 1/4 to 23 in.
 Shipping wt., 10 oz.



B
100

B A perfect sports hat! With wide ribbon and height-giving crown! Cool, finely stitched Rayon Crepe. Lined.
COLORS: White with Black band, Copen Blue 220 with Navy; also Solid White or Pink 525. *Measure; state color.*
78 H 6905—Fits 21 1/4 to 22 in.
78 H 6906—Fits 22 1/4 to 22 3/4 in.
 Shipping wt., 1 lb.



C
89c

C Adorable off-the-face bonnet of stitched Rayon Crepe. Stiffened brim with ribbon band and bow.
COLORS: White with Navy Blue ribbons; also Solid Navy Blue, Gray 806, Crushed Strawberry 533 or Venetian Violet 905. *Measure; state color.*
78 H 7020—Fits 21 1/4 to 22 in. headsize.
78 H 7021—Fits 22 1/4 to 22 3/4 in.
 Shipping wt., 12 oz.



D
 Easy to drape in any shape!

D The soft suede leather hat that becomes tall or shallow—as you drape it. \$3.00 in city stores.
COLORS: White, Beige 601, Navy Blue, Royal Blue 218, Kelly Green 317 or Gray 806. *Measure; state color.*
78 H 7010—Fits 21 1/4 to 22 1/4 in.
78 H 7011—Fits 22 1/4 to 23 in.
 Shipping wt., 8 oz.

149



E

E Rich, leghorn-like Tuscan braid with new creased crown, gay polka dot ribbon and two bright feathers. Becoming, dipping brim flatters all faces! A great favorite!
COLORS: White, Pink 525, Natural Tuscan Yellow or Copen Blue 220. *Measure and state color.*
78 H 6840—Fits 21 1/4 to 22 in.
78 H 6841—Fits 22 1/4 to 22 3/4 in. headsize.
 Shipping weight, 1 pound.



F

F A new roller brim! A cool open back! It's made of light weight summer felt! With two gay streamers down the back! Ribbon binding around brim and crown-opening—a mark of more expensive hats.
COLORS: White, Navy Blue, Maize 705, Kelly Green 317 or Copen Blue 220. *Measure and state color.*
78 H 6810—Fits 21 1/4 to 22 in.
78 H 6811—Fits 22 1/4 to 22 3/4 in.
 Shipping weight, 1 pound.



G

G Fine body felt stitched in all the bright "Fiesta" colors of Summer 1938! With brisk "forward" crown and ribbon bound brim! A gay feather tucks jauntily into the ribbon band. "Tops off" any costume with all-important color!
COLORS: White, Navy Blue, Pink 525 or Gray 806. *Measure and state color.*
78 H 7030—Fits 21 1/4 to 22 1/4 in.
78 H 7031—Fits 22 1/4 to 23 in.
 Shipping weight, 1 pound.

Wide sunshine brim of fine Pedaline braid is equally smart when worn bonnet fashion, or turned back off-the-face! Open-back crown of grosgrain ribbon.
COLORS: White brim with Navy crown, Maize 705 with Brown, Aqua Blue 901 brim with Brown, White with Black or Solid White. *Measure; state color.*
78 H 6640—Fits 21 1/4 to 22 in. headsize.
78 H 6641—Fits 22 1/4 to 22 3/4 in. headsize.
 Shipping wt., 1 lb.

100



So Young **THEY KEEP**
LARGER HEADSIZES A SECRET



129 **A** Trim and youthful! Good-looking body felt with smart feather looped over matching ribbons.
COLORS: Gray 806, White, Navy Blue or Kelly Green 317. Measure and state color.
78 H 6745—Fits 22 to 22½ in. headsize.
78 H 6746—Fits 22½ to 23½ in. headsize.
78 H 6747—Fits 23½ to 24. Shipping weight, 1 lb.

100 **B** Sparkling straw cloth, draped by hand to give just a bit of width at the sides, finished off with height-giving folds and tiny gardenias. Flattering veil.
COLORS: Black, Navy Blue, Gray 806 or White. Measure and state color.
78 H 7040—Fits 22 to 22½ in. headsize.
78 H 7041—Fits 22½ to 23½ in. headsize.
78 H 7042—Fits 23½ to 24. Shipping weight, 12 oz.

169 **C** Lovely, wide-brimmed Pedaline synthetic straw braid of fine grade with a crown that looks smartly shallow, but fits down well below the brim in back.
COLORS: Black, Navy Blue, Purple 414 or White. Measure and state color.
78 H 6875—Fits 22½ to 22¾ in. headsize.
78 H 6876—Fits 23 to 23½ in. headsize.
78 H 6877—Fits 23½ to 24½ in. headsize. Shipping weight, 1 lb. 2 oz.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.



As perky as the first Spring Robin..

Scotties IN FELT OR STRAW



SMART TWEED FELT

149 In soft mixture colorings. Quill and piping of artificial leather.
COLORS: Gray 806, Navy Blue or Green 318. Measure; state color.
78 H 6750—Fits 21½ to 22 in. heads.
78 H 6751—Fits 22½ to 22¾ in. Shipping weight, 14 ounces.

100 Grand sports felt with stitched fold and eyeleted ribbon caught with felt thongs.
COLORS: Copen Blue 220, Navy Blue, White, Gray 806 or Brown 608. Measure; state color.
78 H 6990—Fits 21½ to 22½ in.
78 H 6991—Fits 22½ to 23 in. Shipping weight, 14 ounces.

100 Look young and gay in this felt style with slashed, laced back, ribbon bow and bonny upturned brim. COLORS: Navy Blue, White, Maize 705, Pink 525 or Bright Red 511. Measure; state color.
78 H 7050—Fits 21½ to 22½ in. Shipping weight, 14 ounces.



119 Most popular felt turban! Ribbon trim; dainty veil!
COLORS: Gray 806, Royal Blue 218, Green 317, Venetian Violet 905 or White. Measure; state color.
78 H 7055—Fits 21½ to 22 in.
78 H 7056—Fits 22½ to 22¾ in. Shipping weight, 10 ounces.

100 Fine Pedaline synthetic straw braid in the most becoming style of the year! Smart wide ribbon and a crown that does nice things for your profile.
COLORS: Beige with Brown, Black with Royal Blue; also Solid White or Solid Navy Blue. Measure; state color.
78 H 6930—Fits 21½ to 22½ in.
78 H 6931—Fits 22½ to 23 in. Shipping weight, 14 ounces.

139 Fine, hand woven, linen-like straw with a new 1938 dash to the taller crown and dipped brim-line! A soft 1938 charm in the 2-tone ribbons and pique flowers.
COLORS: Beige 601, White, Navy Blue or Casino Wine 904. Measure and state color.
78 H 7060—Fits 21½ to 22½ in.
78 H 7061—Fits 22½ to 23 in. Shipping weight, 13 ounces.

139 What shall you wear when you want your head to look small, trim and smart? When you want your hat to give spice and dash to your whole outfit? Smart girls all over America know the answer—it's the Scottie cap! We've made this 1938 version in 2 materials—soft body Felt and fine Pedaline synthetic straw. Dressed them both with satiny ribbons, gay Spring flowers and a whiff of veiling. So clever and attractive, either style will win admiration for you!
COLORS: Venetian Violet 905, White, Royal Blue 218 or Gray 806. State color.
Fits 21½ to 22½ in. headsize. Measure.
78 H 6955—FELT.
78 H 6960—PEDALINE BRAID.
Shipping weight, each 12 ounces.



Homburgs ARE PERFECT WITH SUITS

Smart mannish hom-
burg of Pedaline braid
with frivolous feminine
accents in the gay flowers and
dainty veiling. **100**
COLORS: Beige 601, Copen
Blue 220, White, Gray 806 or
Black. Measure and state color.
78 H 7065—Fits 21 1/4 to 22 1/4 in.
78 H 7066—Fits 22 1/4 to 23 in.
Shipping weight, 1 pound.

Fine soft felt with a
happy-go-lucky rolling
brim and smartly
buckled ribbon band. **100**
COLORS: Toast Brown 608,
Navy Blue, White or Gray 806.
Measure and state color.
78 H 6995—Fits 21 1/4 to 22 1/4 in.
78 H 6996—Fits 22 1/4 to 23 in.
Shipping weight, 1 pound.

"Charmode"
**SPRING CHARM THAT
FLATTERS ALL TYPES**

A fine lacy Pedaline straw
(synthetic) in scallop
pattern, interwoven with
strands of sparkling cello-
phane. Tiny colorful flowers
and ribbons in harmonizing
tones.
COLORS: Purple 414,
Black, Navy Blue, White
or Beige 601. Measure and
state color.
78 H 6755—Fits 22 1/4 to
22 3/4 in. headsize.
78 H 6756—Fits 23 to 23 1/2
in. headsize.
78 H 6757—Fits 23 1/4 to
24 1/4 in. headsize.
Shipping weight, 1 lb.



Supple, glistening Toyo cloth,
bound, banded and trimmed
with grosgrain. Thoroughly smart! **100**
COLORS: Navy Blue, Black, White or
Toast Brown 608. Measure; state color.
78 H 7070—Fits 21 1/2 to 22 in. headsize.
78 H 7071—Fits 22 1/4 to 22 3/4 in. head.
Shipping weight, 14 ounces.



The pill-box—for true Parisian
chic! Pedaline synthetic straw
braid, with soft-tinted flowers,
cire ribbon and flaring veil! **119**
COLORS: Navy Blue, Copen Blue 220,
Black, White or Beige 601. State color.
78 H 6965—Fits 21 1/4 to 22 in.
78 H 6966—Fits 22 1/4 to 22 3/4 in.
Shipping weight, 10 ounces.



Clean, clever lines and tailored
trimming make this felt Scotty
cap look smart in any company! **100**
Contrasting ribbon knots over bright
tiny feathers! Folds flat for packing.
COLORS: Navy Blue, Spice Brown 614,
Kelly Green 317, Gray 806 or White.
Measure and state color.
78 H 6760—Fits 21 1/4 to 22 1/2 in. heads.
Shipping weight, 10 ounces.



Glossy, Pedaline synthetic
straw braid, skillfully draped
in a small hat that flatters full
faces. Shipping weight, 12 ounces. **100**
COLORS: Black, Navy Blue, Gray 806
or White. Measure and state color.
78 H 7075—Fits 21 1/4 to 22 1/4 in. heads.
78 H 7076—Fits 22 1/2 to 23 in. heads.
78 H 7077—Fits 23 1/4 to 23 3/4 in. heads.



Sized and designed for larger
heads. Fine body felt with a
leathered ribbon band, snug neat
back and graceful bow to give height and
width at the sides. Sparkling pin.
COLORS: Black, Navy Blue or Gray 806.
Measure and state color.
78 H 6880—Fits 22 1/4 to 22 3/4 in. heads.
in. 1 6881—Fits 23 to 23 1/2 in. heads.
Shipping weight, 14 ounces. **159**



Glossy rough synthetic straw
that's sometimes called onion-
skin. Flexible, and light weight. **100**
Smart casual style with wide rayon
taffeta ribbon and sparkling pin.
COLORS: Black, Navy Blue, White or
Gray 806. Measure; state color.
78 H 6645—Fits 22 to 22 1/2 in. heads.
78 H 6646—Fits 22 1/4 to 23 1/4 in. heads.
Shipping weight, 1 pound.



Lacy Pedaline synthetic straw
braid with lustrous patent
flowers and a fluff of veiling. **89c**
Thrill special!
COLORS: Black, Navy Blue, White or
Gray 806. Measure; state color.
78 H 6845—Fits 22 1/4 to 22 3/4 in. heads.
78 H 6846—Fits 23 to 23 1/2 in. heads.
78 H 6847—Fits 23 1/4 to 24 1/4 in. heads.
Shipping weight, 1 pound.



Fine quality Pedaline braid
with deep fitted back and
smart lacquered leather. **100**
COLORS: Black, Navy Blue, White
or Gray 806. Measure; state color.
78 H 6650—Fits 22 1/4 to 23 in. heads.
78 H 6651—Fits 23 1/4 to 23 3/4 in. heads.
Shipping weight, 1 pound.

SMART SPRING FASHIONS IN LARGER HEADSIZES

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

FOR HAPPY HOURS

Under the Sun!



This season, sports costumes are more important than ever . . . more colorful . . . more suitable to active play . . . more stylish and smart. And here are six "All-American" candidates for Fun in the Sun, selected by style authorities! Offered here far below usual retail prices to introduce these tremendous values . . .



SPORTS
BLOUSE
\$1.49



SAILING
SLACKS
\$1.95



BEACH
OUTFIT
\$1.95

BEACH OUTFIT—Gorgeous printed cotton block pique in tropical, bright colors . . . The play suit has zip slide closing and button trim; the flared skirt-length coat has 7 gores! Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. *State bust measure.* Shpg. wt., 1 lb. 10 oz. 27 H 6367—Green Print 27 H 6368—Medium Blue Print \$1.95

CYCLING OUTFIT—Pleated skirt with separable full length zip front. Cool, carefree play suit that also zips up the front, has pleated shorts. Finest quality cotton Batik print. Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. *State bust measure.* Shipping wt., 1 lb. 5 oz. 27 H 2232—Colorful Prints . . . \$1.95

SAILING—Man-fashioned . . . comfortable . . . durable . . . attractive. *Soft All Wool Flannel "Zip" Closing Slacks.* Sizes: 24 to 34-inch waist. Colors: Navy 213, Brown 623. *State waist measure and color.* Shipping weight, 1 pound 9 ounces. 27 H 2207 \$1.95
Finest Quality Sanforized-Shrunk Cotton Gabardine "Zip" Closing Slacks. Colors: White, Brown 613. Sizes as above. *State size and color.* Shipping weight, 1 pound 9 ounces. 27 H 2216 \$1.95
Tailored Sports Blouse in fine quality all rayon sharkskin. Ocean pearl buttons. Pleated back. Colors: White, Navy 213, Wine 514. Sizes: 32 to 40-in. bust. *State bust measure and color.* Shpg. wt., 10 oz. 27 H 2222 \$1.49

BATHING SUIT—Of stunning cross-stretch satin lastex that hugs the figure! Shiny design on rich dull rayon satin surface. Cotton and Lastex beneath. Lastex straps. Cotton jersey lined front. Sizes: 32 to 40-in. bust. Colors: Aqua Blue 216, Royal Blue 212, or Maize 704. *State bust measure; color.* 18 H 5648—Shpg. wt., 1 lb. 1 oz. \$1.98

TENNIS DRESS—Skirt is box-pleated at front and back for free stride; blouse has a neat, zip closing, pleated sleeves and action back for easy swing. Fine quality clean white, narrow wale cotton pique. Sizes: 12 to 20 to fit 30, 32, 34, 36, 38-inch bust. *State bust measure.* Shipping weight, 1 pound 1 ounce. 27 H 2237—Dress Only \$1.49

SPECTATOR SPORTS DRESS—Shantung-like spun rayon, in sunning prints. A lightweight fabric that tailors beautifully. Separate bolero jacket. Underneath is a cool one-piece frock with suspender sun-back, collar, zip closing and high waisted yoke fitted front. Sizes: 12 to 22 to fit 30, 32, 34, 36, 38, 40-in. bust. *State bust measure.* Shpg. wt., 1 lb. 6 oz. 27 H 6197—Maize, Black Print. 27 H 6198—White, Navy Print \$1.95

Numbers After
Color Names
Refer to
COLOR-GRAPH
Facing First Pink
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BATHING
SUIT
\$1.98

CYCLING
OUTFIT
\$1.95



PLEATED
TENNIS
DRESS
\$1.49



SPECTATOR
SPORTS
DRESS
\$1.95

EXQUISITE Philippines

- ALL HANDMADE
- HAND EMBROIDERED
- ASSORTED DESIGNS



CHRISTENING SET
Dress **49c**
Slip **39c**



Dress 98c
Slip 69c



Dress 79c
Slip 49c

Long Dress and Slip
A Christening Set—or a lovely gift! Good quality sheer white cotton batiste. Embroidered dress has tucked yoke. Slip is daintily embroidered. Length, about 21 inches. Infants' size. Shpg. wt., 3 oz.
38H5205—Long Dress... 49c
38H5206—Long Slip... 39c

Sears Finest Quality
The same exquisite handwork, the same sheer, fine, white cotton batiste for which many ask much more! It's our loveliest Philippine set—with lavish panel embroidery on both dress and slip, and dainty scalloping. Amazing value at our low price! Shipping weight, 3 ounces.
SIZES: 6 mo., 1 yr. State age-size.
38 H 5268—Dress... 98c
38 H 5267—Slip... 69c

Lovely Embroidery
Fine quality at a medium cost! A Philippine set that offers much more hand embroidery than is usual at the price! Snowy white cotton batiste with dainty, graceful assorted designs of embroidery. Durable and tuckable. Shipping wt., 3 oz.
SIZES: 6 mos., 1 yr. State age-size.
38 H 5246—Dress... 79c
38 H 5269—Slip... 49c

Amazing Values
Low Prices... **3 Dresses for \$1.00**

The daintiest of handwork! Lovely embroideries... dainty scallops... fine pin tucks... all sewed by hand. Good quality sheer, snowy white batiste! A remarkable saving! Order with or without collar. Don't miss the special slip value that goes nicely with these dresses.
SIZES: 6 months and 1 year. State age-size. Shipping weight, each, 3 ounces; three, 8 ounces.

Slip	Dress	Dress
Daintily hand scalloped.	Attractive hand scalloped neck.	With dainty little collar.
38 H 5212 27c Each 3 for 79c	38 H 5200	38 H 5201
	Any Three Dresses for \$1.00	



Suspender Sun Suit

Fine quality cotton broadcloth. Handmade... hand embroidered and assorted applique trims. Buttons at sides. Shpg. wt., ea., 3 oz.
SIZES: 1, 2, 3 yrs. State age-size.
38H6032—Blue
38H6031—Pink
38H6033—Yellow **49c Ea. 2 for 95c**



Dresses 59c Ea.
Slip 39c

Scalloped Neck or With Collar

Lots and lots of hand embroidery in pretty designs on these fine dresses... and at such a moderate price! The slip is daintily embroidered too, to go with either dress. Sears good quality white cotton batiste... sheer, but durable. Washes beautifully.
SIZES: 6 mos. and 1 yr. State age-size. Shipping weight, each, 3 ounces.
38 H 5202—Dress With Scalloped Neck **59c Ea. 2 for \$1.15**
38 H 5247—Slip Hand scalloped **39c Ea. 2 for 75c**
38 H 5203—Dress With Collar **59c Ea. 2 for \$1.15**



Cozies FOR SMALL BABIES

Hand Crochet 3-Pc. Set

A value we're proud of! Such soft, light warm all wool! Pretty hand embroidery trim! A lovely gift. Shipping wt., 9 oz.
One size, to 6 months.
38H7969—Blue Trim
38H7970—Pink Trim... **98c**

All Wool Sacque
Formerly 57c in our Fall catalog! Hand crocheted in a firm close stitch. Soft, fluffy all wool. Made in Japan. One size, fits up to 4 months. Shpg. wt., 3 oz.
38H8634—Blue Trim
38H8635—Pink Trim... **49c**

Shoulderette
Protects Baby against drafts, chills! Lighter, softer zephyr wool; links-knit so it looks hand-done. Shpg. wt., 3 oz.
One size, to 4 months.
38 H 7902—Blue
38 H 7903—Pink
38 H 7904—White. **33c**



HANDMADE HAND EMBROIDERED CREEPERS

Sears Best Quality

Beautiful cotton broadcloth creepers. Elaborate Philippine assorted hand embroideries. Buttons across bottom.
SIZES: 6 mos., 1, 2 yrs. State age-size. Shipping wt., 4 oz.
38H6081—White
38H6082—Blush
38H6083—Blue. **\$1.00**

A Big Value

Creepers of Sears fine quality cotton broadcloth. Assorted hand embroidered designs. Dainty little collar. Buttons across bottom.
SIZES: 6 mos., 1, 2 yrs. State age-size. Shpg. wt., each, 4 oz.
38H6040—White **59c**
38H6041—Blush
38H6042—Blue Ea.
2 for \$1.15



AMAZING VALUE HANDMADE Toddler's Dress

REDUCED TO 55c Ea. 2 for \$1.00

In fine cotton batiste... soft and beautifully sheer... these little toddler dresses are beautiful! Daintily embroidered in assorted designs. Pretty embroidered collar, too! Generous hem. Made in the loveliest pastel shades to please every little girl!

A grand value at this low price!
SIZES: 1, 2, 3 years. State age-size. Shipping wt., each, 3 oz.
38 H 5236—Pink
38 H 5237—Blue
38 H 5238—Yellow



4 Piece Christening Set

A lovely gift! Bonnet, coat, dress and slip of fine quality weighted silk crepe. Coat is beautifully smocked all around and silk lined. Dress is hand smocked, too. Lined bonnet.
Infants' size, about 16 in. long. Shpg. wt., 14 oz.
38H6572—White
38H6573—Pink
38H6574—Blue. **\$2.98**



3 for 69c

Were 3 for 79c!
A special bargain! 3 lovely hand embroidered good quality cotton batiste dresses!
SIZES: 6 mos., 1 yr. State age-size. Shpg. wt. ea., 5 oz.
38 H 5277—White



EXTRA PANTS INCLUDED

AGES 1, 2, 3

3-Pc. Suit **69c**

One-Piece Sleeper

Tell Mommie about this sleeper, Youngsters! It's a BARGAIN at Sears low price! Good-quality cotton crinkle crepe which she won't need to iron... cut full; reinforced back yoke... and strong tearproof plackets for better wear. Style's right for little boys and girls, too. Shpg. wt., each, 5 oz.

Sizes: 1, 2, 3 yrs. State age-size.
 38 H 2447—Flesh **45c** 3 for **\$1.25**
 38 H 2448—Blue

Quick-Change Sleeper

Makes diaper changing easy! No sleeping in wet pants... the extra pair can be washed out, kept dry and fresh always! And pants go on quickly, too, because of the button-on style. In handy cotton crinkle crepe, no ironing needed! Bunny applique. Unbreakable rubber buttons. Correctly sized. Shpg. wt., 7 oz.

Sizes: 1, 2, 3 years. State age-size.
 38 H 2473—Flesh 38 H 2472—Blue

Buy Now
 Pay Monthly
 See Page 1A

SEARS OWN *Class-mate*
 NIGHTWEAR
 For Little Sister
 and Schoolgirls



Gay! STARS and STRIPES! **\$1.00**

Pajamas *adorable!* See how cleverly the stars-and-stripes trim the slip-on overblouse, matching up smartly with striped trousers. Perky tie at front, cute puff sleeves. In cotton crinkle crepe—looks pretty, doesn't need a bit of ironing.
 Sizes: 7-8, 9-10, 11-12, 13-14, 15-16 years. State age-size. Shpg. wt., 9 oz.
 38H2452—Red Print on White
 38H2453—Blue Print on White

Pajamas Just Like Mom's **69c**

Thank goodness, nowadays little girls can look sweet and lovely for bedtime, too! Imagine these pajamas in a cool, soft cotton batiste posy print. Bias Cut overblouse with pretty, fluffy ruffles.
 Sizes: 7-8, 9-10, 11-12, 13-14, 15-16 years. State age-size. Shpg. wt., 6 oz.
Two-Piece Pajamas
 38 H 2464—Floral Print. **69c**
 Gown—Same Style Top
 38 H 2469—Floral Print. **59c**

For Tailored Little Girls **79c**

What good taste... pajamas just like the mannish kind Big Sister likes! In good-quality cotton broadcloth with stylish deep-tone piping. Comfortable short sleeves. Wear and wash grand.
 Sizes: 7-8, 9-10, 11-12, 13-14, 15-16 years. State age-size. Shpg. wt., 10 oz.
 38 H 2462—Tearose
 38 H 2463—Blue



COTTON CREPE SLEEPERS

Permanent Crinkle Needs No Ironing **49c**

A Sears low price—so Mom can save her pennies! Cotton crepe sleeper in good sturdy quality, permanently crinkled—no ironing needed! Full cut, roomy. Deep tearproof plackets. Drop seat. Reinforced back yoke. Shipping weight, 6 ounces.
 Sizes: 2, 4, 6, 8 years. State age-size.
 38 H 2414—Flesh
 38 H 2415—Blue

Jolly Nursery Print That's Fun to Wear **59c**

Bedtime's fun when sleepers are in a Mother Goose print like this! Sears good-quality cotton crepe needs no ironing. Full, roomy cut. Drop seat. Tearproof plackets. Shipping weight, 6 ounces.
 Sizes: 2, 4, 6, 8 years. State age-size.
 38 H 2459—Flesh
 38 H 2460—Blue



ROLLIC BRAND SLEEPER

Made better, stronger! Double-stitched seams; carefully bartacked. Full, shaped, 4-button drop seat. Reinforced neck yoke. Shpg. wt., 7 oz.
 Sizes: 2, 4, 6, 8 yrs. State age-size.
Better-quality cotton print, with taped bone buttons and handy pocket. **Good-quality cotton print, with out taped buttons, no pocket.**
 38H2467—Flesh **59c** 3 for **\$1.69**
 38H2468—Blue
 38H2412—Flesh **39c** 3 for **\$1.12**
 38H2413—Blue

FOUR STAR FEATURE

Economy
SLEEPERS

In Cotton Broadcloth

2 to 6 Years **37c** 3 for **\$1.05**
 8 to 12 Years **47c** 3 for **\$1.35**

Nothing wears longer, washes better than these cotton broadcloth sleepers. And Sears price is extremely low for garments so well-made. Sturdy, good-quality broadcloth... full cut, seams double stitched for strength... deep tearproof plackets. Reinforced back yoke. Shipping weight, each, 6 ounces. State age-size.
 Sizes: 2, 4, 6 years.
 38H2434—Flesh **37c**
 38H2433—Blue
 3 for **\$1.05**
 Sizes: 8, 10, 12 years.
 38H2440—Flesh **47c**
 38H2442—Blue
 3 for **\$1.35**



THE Coed Shop

WHERE JUNIORS AND LITTLE WOMEN FIND SLIPS THAT FIT!



HOW TO MEASURE

Sizes	Bust Measure	Hip Measure	Length of Slip
12½	30 inches	34 inches	40½ in.
14½	32 inches	36 inches	42½ in.
16½	34 inches	38 inches	44½ in.

Deep Lace Bottom

Lovely "dress-up" slip in weighted silk crepe with lots of lace at bottom—so dainty under your sheer! Deep lace yoke, too; lace-edged V top, front and back. Adjustable straps. Comes in practical navy too.
 38 H 8524—Navy...
 38 H 8525—Tearose...
 38 H 8526—White...
\$1.00
 Without Lace Bottom Same style.
 38 H 8589—Tearose...
 38 H 8590—Flesh...
\$1.00

Rayon "Swish" Taffeta

Rustles elegantly... the pet slip of fashion! For coeds or you who can wear co-ed sizes! Bias cut with plain V top, front and back. Adjustable straps. Comes in practical navy too.
 38 H 8524—Navy...
 38 H 8525—Tearose...
 38 H 8526—White...
69c
 Good-quality Rayon Crepe—Same style.
 38 H 8527—Tearose...
69c

Rayon Taffeta

Shimmering and lovely... the slip most popular for juniors or small women. Newer 4-gore cut, shadow panel. V top, front and back, with pretty lace at yoke. Strong rip-proof seams, adjustable straps.
 38 H 4917—Tearose...
 38 H 4918—White...
79c
 Lace-trimmed Bodice Top, Same as above.
 38 H 4919—Tearose...
79c

"Action" Slip

For you who hike, bike, play hard! Stride opening at side front forms shadow panel. In good quality cotton broadcloth. V-top 4-gore style.
 38 H 8522—Tearose...
 38 H 8523—White...
39c
 In good quality nainsook without stride opening shadow panel
 38 H 8588—White...
 3 for...
29c
83c

Brocade Print

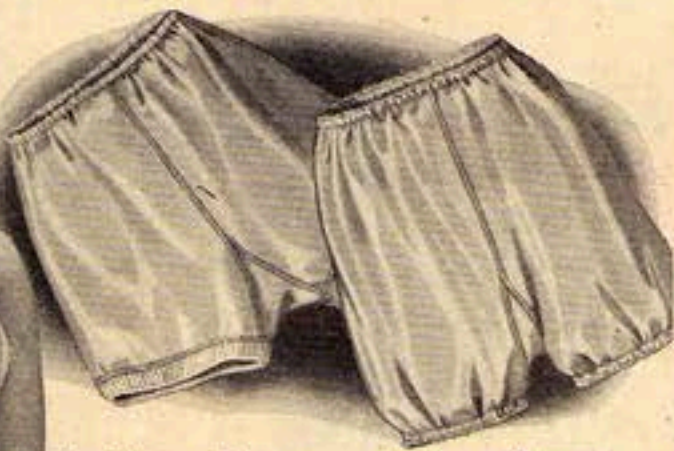
Something very new and lovely! A rayon taffeta slip in a brocade shadow print! Tailored bias style with V top, adjustable straps. Low-priced—a big bargain for women who can wear co-ed sizes.
 38 H 8528—Tearose...
59c
 Plain Rayon Taffeta Same style.
 38 H 8539—Tearose...
 38 H 8538—White...
49c

Soft Nainsook

Here's economy for coeds or junior-size little women! A low-priced good quality nainsook slip that's made daintily... bias cut, V top with lace edge all around and pretty lace trim at front. Wears thriftily; looks pretty, too.
 38 H 8555—White...
39c
 Rayon Taffeta Same style.
 38 H 8567—Tearose...
59c

ALL IN SIZES: 12½, 14½ and 16½. See Size Scale above. State size. Shipping weight, each, 7 ounces

Francine RAYONS IN JUNIOR MISS SIZES



← **Celanese Rayon**
 Firm, run-proof tricot knit with shining satiny stripes! A luxurious, durable panty and brassiere set, priced very low!
Hookless Brassiere
 Elastic cotton knit diaphragm. Length, at bust, 7 in. Even Sizes: 28 to 34-inch bust. State size. Shipping wt., 3 oz.
 38 H 620—Tearose...
19c
Panty Briefs
 With reinforced crotch. Sizes: 12½, 14½, 16½. State size. See size scale above. Shpg. wt., 3 oz.
 38 H 8529—Tearose...
33c

Panties or Bloomers
 For Juniors! Our best Serona plain knit rayons. Reinforced crotch. Elastic waistband.
 Sizes: 12½, 14½, 16½. State size. See size scale above. Shpg. wt., ea., 5 oz.
Panties, Ribbed Cuffs
 38 H 4909
 Tearose...
29c
 Lighter quality Rayon, same style.
 38 H 4913—Tearose...
23c
Shorty Bloomers
 Reinforced crotch.
 38 H 4910—Tearose...
29c
 Lighter quality Rayon, same style.
 38 H 4914—Tearose...
23c

KNIT RAYONS—FOR GIRLS 2 TO 14 YEARS



Top Values in 29c 3 for
Sturdy Knit Rayons Ea. 83c
 Mothers, put your girls... big and little... into Sears Kickaways! Good quality run-resistant Serona knit rayon bloomers and panties, expertly designed to take hardest wear. Specially constructed, reinforced saddle crotch. Full cut. Bartack finish.
 Sizes: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. State age-size. Shpg. wt., ea., 5 oz.
Panties
 Spring needle knit Elastic at waist and knees.
 38 H 2128—Tearose
 38 H 2126—Flesh
Bloomers
 Elastic at waist and knees.
 38 H 2124—Tearose
 38 H 2123—Flesh

Satiny-Striped Celanese Rayon 29c Ea.
 Celanese, you know, is one of America's famous quality rayons. So here's a BARGAIN! Runproof tricot knit with a shining satiny stripe—so very pretty! Comfortable and durable, Celanese rayon wears! Reinforced crotch.
 Sizes: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. State age-size. Shipping weight, each, 4 ounces.
Bloomers
 Elastic at waist and knees.
 38 H 2202—Tearose
Panties
 Spring needle knit cuff.
 38 H 2201—Tearose

Buy Now . . .

Pay Monthly

See Page 1A



Classmate SLIPS

FOR SCHOOLGIRLS
AND LITTLE SISTER

HOW TO ORDER GIRLS' SLIPS

For accurate fit, take bust measure and slip length; order the age-size that corresponds. All sizes full cut.

AGE:	2	3-4	5-6	7-8	9-10	11-12	13-14	15-16 yrs.
BUST:	21	23	25	27	29	31	33	35 inches
LENGTH:	17	18	23	28	31	34	38	40 inches

3 Sturdy Fabrics

SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. *State age-size.* Shipping weight, each, 6 ounces.

- Sanforized-Shrunk Cotton Broadcloth
- 38 H 2012—Tearose . . . **37c**
- 38 H 2013—White . . . **37c**
- Cotton Broadcloth Not Sanforized
- 38 H 2043—Flesh . . . **27c**
- 38 H 2042—White . . . **27c**
- Sturdy Nainsook Not Sanforized
- 38 H 2073—White . . . **21c**
- 38 H 2074—Flesh . . . **21c**

Pepperell Fabrics

Soft better-grade nainsook slip in outstandingly good Pepperell quality. Lace-trimmed, flounce style. Well made.

SIZES: 4, 5-6, 7-8, 9-10, 11-12, 13-14 years. *State age-size.* Shpg. wt., ea., 4 oz.

- Sturdy Nainsook . . . **49c**
- 38 H 2034—White Ea. **2 for 95c**
- "Pepperell" Rayon Taffeta. Same style and sizes
- 38 H 2035—Tearose Ea. **59c**
- 2 for \$1.15**

Serviceable Cottons

A Cotton broadcloth slip in Fruit of the Loom's famous sturdy quality! Favorite round-neck style. Hemstitch trim. Deep hem easy to adjust as girls grow.

SIZES: 4, 5-6, 7-8, 9-10, 11-12, 13-14 years. *State age-size.* Shpg. wt., ea., 4 oz.

- Cotton Broadcloth
- 38 H 2028—Flesh . . . **39c**
- 38 H 2029—White . . . **39c**
- Better Quality Nainsook Same style and sizes.
- 38 H 2030—White Ea. **29c**
- 3 for 83c**

True Bias Cut

A soft and dainty slip . . . of sweet, fine quality nainsook. With dainty trimming of Val lace, and neat stitching. Bias cut, front and back. Laundered beautifully. Also in rayon crepe which is very "dress-up."

SIZES: 4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. *State age-size.* Shpg. wt., each, 5 oz.

- Durable Nainsook . . . **39c**
- 38 H 2011—White . . . **39c**
- Rayon Crepe Same style and sizes.
- 38 H 2027—Tearose . . . **59c**

"Action" Slip

Made with panel, opening at side front—for freedom of movement! Fine for active girls! Sturdy, good-quality Pepperell cotton broadcloth. Round-neck style. Hemstitched.

SIZES: 7-8, 9-10, 11-12, 13-14, 15-16 yrs. *State age-size.* Shpg. wt., each, 6 oz.

- Cotton Broadcloth
- 38 H 2024—White . . . **39c**
- 38 H 2025—Flesh . . . **39c**
- Rayon Taffeta Same style.
- 38 H 2026—Tearose . . . **59c**

Knit Rayon

So comfy, so easy to wash—hang so nicely . . . that's why knit rayon slips are popular! Favorite flounce style with modified round neck, neat finish.

SIZES: 4, 5-6, 7-8, 9-10, 11-12, 13-14 yrs. *State age-size.* Shpg. wt., ea., 5 oz.

- 38 H 2003—Tearose Ea. **37c**
- 3 for \$1.05**
- Rayon Taffeta Same style and sizes.
- 38 H 2047—Flesh . . . **45c**
- 38 H 2048—White Ea. **45c**
- 3 for \$1.29**



Stretch-ery

EXTRA SPRINGY KNIT for Better Wear

In Knit Rayon or Ribbed Knit Cotton **19c EACH**

If you know your rayons, Mom, you'll see right away why these panties are so practical! They fit snug and slim but they "stretch easy" (the reason for their name) because they're made in a very elastic spring-needle knit rayon that "gives" with body action. Of course, they wear splendidly. Strongly made; double crotches. Same style in a soft, lightweight springy-knit ribbed cotton with flat locked seams. Ideal for summer, at an exceptionally low price.

SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. *State age-size.* Shipping weight, each, 5 ounces.

- Knit Rayon
- 38 H 2317—Tearose . . . **19c**
- Ribbed Knit Cotton—Lightweight
- 38 H 2350—Flesh . . . **19c**



Searstrides

Sears Service Bloomers **29c 3 for 83c** Are HARD TO WEAR OUT

Run and tumble, girls, all you want . . . these bloomers can "take it". Look at these special durability features applying to Searstrides only!

- Extra strong fabrics . . . full roomy size.
 - Triple-stitched, bartacked rip-proof seams
 - Special saddle crotch eliminates strain
- They're Sears own brand designed by Sears experts, who think of important things like a little girl's comfort, saving on mother's "mending time" and a quality that will wash and wear.
- SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14, 15-16 years. *State age-size.* Shipping weight, each, 12 oz.

- Better Quality Satteen
- 38 H 2237—Flesh . . . **29c 3 for 83c**
- 38 H 2238—Black . . . **29c 3 for 83c**
- 38 H 2200—White . . . Ea. **29c 3 for 83c**
- Cotton Searslip Cloth
- 38 H 2252—Flesh . . . Ea. **29c 3 for 83c**
- Cotton Broadcloth
- 38 H 2211—Flesh . . . Ea. **19c 3 for 55c**
- 38 H 2212—White . . . Ea. **19c 3 for 55c**



KNIT RAYONS

TWO QUALITIES—TWO PRICES Sizes for Girls 2 to 14

Soft, nice-to-feel knit rayons . . . the "elastic" kind that wear better because they "give." Choice of two qualities.

SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. *State age-size.* Shpg. wt., ea., 5 oz.

- Serona Our Best **23c Ea.** **3 for 67c**
- A finer, heavier quality. Beautifully soft, firm knit in an elastic stitch.
- Vest—Shaped to fit
- 38 H 2307—Flesh
- Panties—Elastic top, knit cuffs.
- 38 H 2308—Flesh
- Shorty Bloomers—Elastic top and knees.
- 38 H 2309—Flesh
- Ruffle Bottom Panties Elastic top
- 38 H 2305—Flesh
- Thrft Quality **14c Ea.** **3 for 40c**
- Serviceable, good quality. Cut on same roomy patterns as our best kind.
- Vest—Well finished
- 38 H 2345—Flesh
- Panties—Elastic top, knit cuffs.
- 38 H 2346—Flesh
- Shorty Bloomers—Elastic top and knees.
- 38 H 2347—Flesh
- Ruffle Bottom Panties Elastic top
- 38 H 2344—Flesh



A Pique Bonnet
Inexpensive saucy poke bonnet in good quality cotton pique. Lace around brim. Ribbon trim and ties.
Sizes: 12, 13, 14, 15 inches. *State size.* Shipping weight, 3 ounces.
38H6790—White
38H6791—Pink
38H6792—Blue..... **29c**

B Shirred Organdy
Sheer—practical Shirred, scalloped turn back shield. Organdy bow trim. Ribbon ties.
Sizes: 12, 13, 14, 15 in. *State size.* Shpg. wt., 3 oz.
38H6784—White
38H6785—Pink
38H6786—Blue..... **25c**

C Soft Rayon Radium
Pretty little bonnet with scalloped turnback shield. Ribbon rosette. Ties. Lined; interlined.
Sizes: 12, 13, 14, 15 in. *State size.* Shipping weight, 3 ounces.
38H6755—White
38H6756—Pink
38H6757—Blue..... **25c**

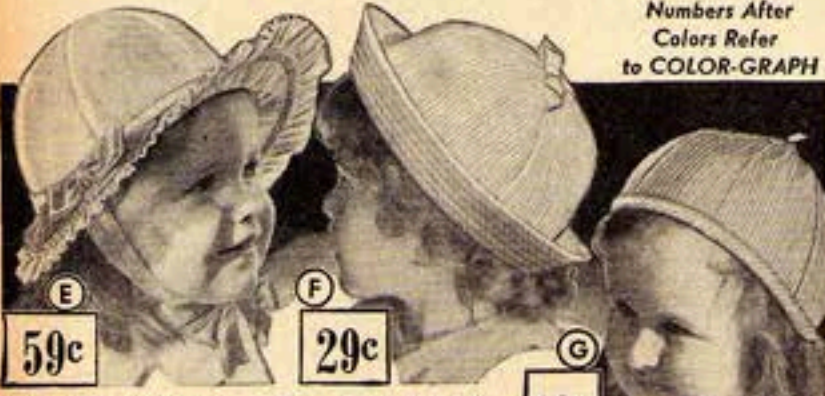
D Silk Crepe
Darling bonnet of weighted silk crepe. Double turnback ruffle. Rosette trim. Jap silk lined, interlined.
Sizes: 12, 13, 14, 15 in. *State size.* Shpg. wt., 3 oz.
38H6787—White
38H6788—Pink
38H6789—Blue..... **49c**



Narrow Wale Pique Coat Set \$198
True princess coat with contrasting trim and two breast pockets. Stitched brim hat with string ties. In good quality cotton pique, both fully lined.
Sizes: 2, 3, 4, 5, 6 years. *State age-size.* Shpg. wt., 1 lb.
38H6401—White, Yellow Trim
38H6402—Light Blue 225, White Trim
38H6403—Navy 214, Red Trim

Popular Summer Set \$100
In smart narrow-wale cotton pique... the coat a full double-breasted style, lined throughout. Sectional beret is also lined; has elastic headband for snug fit.
Sizes: 2, 3, 4, 5, 6 years. *State age-size.* Shpg. wt., 8 oz.
38H6459—White
38H6454—Yellow 702
38H6457—Blue 225
38H6458—Pink 501

Rayon and Cotton Fleece \$159 Set
Smart is the word for this coat set! Good-quality rayon and cotton fleece... unlined coat is tucked at both front and back to simulate princess lines. Lined sectional beret.
Sizes: 2, 3, 4, 5, 6 years. *State age-size.* Shpg. wt., 1 lb.
38H6413—Light Blue 220
38H6414—Rose Pink 510
38H6415—Skipper Blue 222



E Shier Organdy
Lovely good quality imported organdy hat with wide wired brim. Ribbon ties. Ruffled edge. Organdy lined.
Sizes: 19, 20, 21-inch headband. *State measurement.* Shipping weight, 3 ounces.
38 H 6779—White
38 H 6780—Pink
38 H 6781—Blue..... **59c**

F Blocked Hat
Good quality cotton pique. Jaunty turned up brim. Bow top. Lawn lining.
Sizes: 19, 20, 21-inch headband. *State measurement.* Shipping weight, 8 ounces.
38 H 6737—White
38 H 6738—Blue
38 H 6739—Yellow..... **29c**

G Smart and Saucy
Good quality cotton pique hat. Grosgrain tie strings. Blocked flat crown. Cute stitched brim. Lawn lined.
Sizes: 19, 20, 21-inch headband. *State measurement.* Shpg. wt., 7 oz.
38 H 6741—White
38 H 6742—Blue
38 H 6743—Yellow..... **29c**

H Skull Hat
Big style hit! Skull hat in good quality narrow wale pique. Rolled edge. Lawn lining.
Sizes: 19, 20, 21-inch headband. *State measurement.* Shpg. wt., 3 oz.
38 H 6776—White
38 H 6777—Blue
38 H 6778—Yellow..... **19c**
2 for 35c

I Gingham Sunbonnet
Cute, old-fashioned sunbonnet like grandmother wore. Good quality woven gingham... washes easily! Self material bow, elastic back. Reinforced shield.
Sizes: 1 to 6 years. *State age-size.* Shipping weight, 3 ounces.
38 H 6782—Red Check
38 H 6783—Blue Check..... **29c**



J Narrow Wale Cotton Pique 25c Each
Your choice of two sporty styles—Jockey Cap or Middy Hat. In narrow wale cotton pique, both cotton lawn lined. Shipping weight, each, 3 ounces.
K Smart Prince Edward Cap 49c
Swanky Prince Edward peak cap, embroidery trim and self-adjusting headband. Fine quality narrow wale cotton pique. Lawn lining. Shpg. wt., 7 oz.
38 H 6772—White
38 H 6773—Blue

L Nursery Print 39c
Don't miss this value! Good quality cotton crinkle crepe creeper... so easy to wash, and no need to iron! Pretty nursery print with white cotton broadcloth collar, cuffs and belt. Buttons across bottom.
Sizes: 6 mos., 1, 2 years. *State age-size.* Shpg. wt., 4 oz.
38 H 6060—Pink
38 H 6061—Blue



M Hand Smocked 49c
Hand smocked and embroidered. Sears good quality cotton broadcloth creeper. Fancy trim on collar. Full belt. Buttons across bottom.
Sizes: 6 mos., 1, 2 years. *State age-size.* Shpg. wt., 4 oz.
38H6057—Light Blue 205
38H6058—Pink 525
38H6059—White

N Broadcloth 3 for 89c Creepers
Three pretty embroidered good quality cotton broadcloth creepers in assorted styles. A tremendous value... even at Sears. Buy with Confidence. Full size. Button across bottom.
Sizes: 6 mos., 1, 2 years. *State age-size.* Shpg. wt., 8 oz.
38 H 6025—Assorted colors, blue, pink and yellow.



Cool, Dainty \$1.00
Ripplesheer
 A lovely inexpensive "dress-up" frock! In a "crinkly" cotton sheer that tucks easily, requires no ironing! Sweet as can be with crisply ruffled collar and cuffs of permanent-finish organdy. Trim inverted pleat at skirt front. Don't miss those "Scotty-dog" buttons, girls... they're cute! 2-inch hem.
 Sizes: 8, 10, 12 and 14 years. *State age-size.* Shipping weight, 7 ounces.
 27 H 4928—Maize 702
 27 H 4929—Pink 525
 Each.....\$1.00

Stunning Style \$1.89
Luscious Colors
 Add them up, girls... 8 pretty pleats at front of skirt, 18 trim tucks on blouse! A dress-up frock you'll be proud to wear! In better quality all-rayon pebble crepe with bright two-tone pipings, colorful buttons, new mandarin collar. 2-inch hem. Beautifully made and sure to please you.
 Sizes: 8, 10, 12, 14 years. *State age-size.* Shipping weight, 12 ounces.
 27 H 4940—American Beauty 513
 27 H 4941—Copen 208
 27 H 4942—Maize 702
 Each.....\$1.89

WASHABLE \$1.89
Rayon Crepe
 One of the smartest of styles for growing girls! In Crown-tested washable French-type Rayon Crepe of superior quality. Softly pleated at front and back for becoming fullness. Handsome Irish-crochet type lace trim. 2-inch hem. *All white, too, for graduation or confirmation.* A money saving value!
 Sizes: 7, 8, 10, 12 and 14 years. *State age-size.* Shipping weight, 12 ounces.
 27 H 4938—White with Colorful Print.
 27 H 4939—All White
 Each.....\$1.89

In Rustly \$1.00
Rayon Taffeta
 "Oh, what a darling!" you'll say when you see this pretty party frock! Gay 4-gore swing skirt, crisp ruffles at shoulders, perky posy. It's rustly all rayon laille taffeta in Sears good quality—a big VALUE! *All White, too, for graduation or confirmation.*
 Sizes: 7, 8, 10, 12, 14 yrs. *State age-size.* Shipping weight, 12 ounces.
 27 H 4933—Lt. Blue 201
 27 H 4934—Pink 501
 27 H 4935—Maize 705
 27 H 4936—Lt. Green 302
 27 H 4937—All White
 Each.....\$1.00

Am I proud of it!

MY NEWEST SWING DRESS WITH 16 GORES \$1.00

You'll want to dance in that jolly 16-gore swing skirt! Fine-quality cotton poplin. *Sanfast and Washfast!* A grand floral print... snowy white collar with Irish-crochet type lace trim. Girls, it's a beauty! A Four-Star Feature—it must be good.
 Sizes: 8, 10, 12 and 14 years. *State age-size.* Shpg. wt., 10 oz.
 27 H 4926—Colorful Wine Print on White
 27 H 4927—Colorful Blue Print on White
 Each.....\$1.00



FOUR STAR FEATURE



New! BIG APPLE SWING 88c

IT'S A "Searspride"
 Everybody's doing the "Big Apple!" So here's your Big Apple dress with new 16-gore skirt that "swings" gaily. "Big Apple" print too, in finest-quality percale, guaranteed washfast! Bolero-effect, harmonizing trim. *State age-size.* Shipping weight, 8 ounces.
 Sizes: 8, 10, 12, 14 years.
 27 H 4911—Copen Blue Ground
 27 H 4912—Bittersweet Red Ground
 Each.....88c



PRETTY SHEER FABRICS

Smart and Dressy! \$1.00
 A true princess frock in a better-quality flock-dot dimity... cool and crisp as the June daisies! Buttons all the way down front so it's easy to iron. Dainty ruffled collar has tiny contrasting bands to match seam pipings and tabs. 2-inch hem. *Sash. Permanent dots.*
 Sizes: 8, 10, 12, 14 years. *State age-size.* Shpg. wt., 11 oz.
 27 H 4916—Copen Blue 220
 27 H 4917—Bittersweet 517
 27 H 4918—Maize 705. \$1.00



THE BOW DRESS

Colorful Washfast 79c
Batiste Print
 Our pretty "Bow" dress for little belles... a fine bargain at just 79c! The very type of cool, dainty summer frock thousands of girls will want. Bright attractive print on a fresh white ground... in cotton batiste of good, washfast quality. And look... the skirt has 16 gores which adds to the rare value! Bows in plain color to match pipings.
 Sizes: 8, 10, 12, 14 years. *State age-size.* Shipping weight, 7 oz.
 27 H 4914—White Ground with Colorful Print.....79c

They're Honey!

LOVELY PRE-SHRUNK SHANTUNG-EFFECT BROADCLOTHS



Princess Style \$1.00
 Fine lustrous washfast broadcloth, smart shantung-effect weave. Front neatly piped. Permanent-finish organdy collar has sweet, frilly lace edge with novelty stitching. 2-in. hem.
 Sizes: 7, 8, 10, 12 and 14 years. *State age-size.* Shpg. wt., 9 oz.
 27 H 4922—Aqua 216
 27 H 4923—Dubonnet 515
 27 H 4924—Maize 702
 27 H 4925—Navy 214
 Each.....\$1.00

Clean Colorful \$1.00
Prints
 Flared skirt, pointed puff sleeves, sweet Peter Pan collar—isn't it adorable? A big bargain too... the shantung-effect lustrous cotton broadcloth is a charming bright print in really excellent quality—washfast too!
 Sizes: 8, 10, 12, 14 years. *State age-size.* Shipping weight, 9 ounces.
 27 H 4919—Pink 504 Ground
 27 H 4920—Lt. Blue 225, Ground

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

Girls

THEY'RE GORGEOUS
DRESS-UP ORGANDIES
For 8 to 14's
BARGAIN
PRICED **98c**

Dreams of daintiness... and mother, look what big bargains! Skirts have smart new 16-gore SWING flares with wide ruffle bottoms. Collars crisply ruffled too, and finished with saucy flowers. One in all white for confirmation and graduation!

- Sizes: 8, 10, 12, 14 years. State age-size. Shipping weight, each, 10 oz.
- (A) Plain Color Permanent-Finish Organdy.
- 27 H 4946—Rose 535
 - 27 H 4947—Lt. Blue 225
 - 27 H 4948—Maize 702
 - 27 H 4949—Lt. Green 306
 - 27 H 4950—All White... 98c
- (B) Shadow-Effect Printed Organdy
- 27 H 4943—Light Blue ground
 - 27 H 4944—Pink ground
 - 27 H 4945—Maize ground... 98c



Cool Dainty Flock Dot Organdy 98c

Can you think of a sweeter frock for parties or dress-up? Looks like a \$1.98 value! Gay ruffles are plain-color organdy, gathered crisp and full. New smart flared skirt; pointed collar; bow-sash. ALL WHITE, too, for confirmation and graduation. A good quality with permanent dot.

Sizes: 8, 10, 12, 14 years. State age-size. Shpg. wt., 11 oz.

- 27 H 4951—Maize 702
- 27 H 4952—Pink 501
- 27 H 4953—Lt. Blue 225
- 27 H 4954—All White... 98c

A Style-Hit You'll Love 98c

Gay enough for a party... cool and dainty for summer dress-up! A good-quality Flocked organdy... in colors fresh as spring itself. Skirt has new smart 16-gore SWING flare; waist has cute ruffles, front and back, edged in white to match three perky white bows. You'll hardly believe such a lovely dress could sell for only 98c!

Sizes: 8, 10, 12 and 14 years. State age-size. Shpg. wt., 11 oz.

- 27 H 4957—Skipper Blue 212
- 27 H 4958—Pink 503
- 27 H 4959—Lt. Green 302
- 27 H 4960—Maize 702... 98c

Precious
DRESS-UP
FROCKS
For 7 to 10's



- (C) Rayon Faille Taffeta **98c**
Daintily Ruffled
- Isn't this party dress a beauty? It's good quality rayon faille taffeta with lovely self-ruffle at bottom of skirt and all around the cute Peter Pan collar. 6-gore flared skirt. A very special value!
- Sizes: 7, 8, 10 years. State age-size. Shipping weight, 14 ounces.
- 27 H 4719—Maize 705
 - 27 H 4720—Pink 501
 - 27 H 4721—Lt. Blue 201
 - 27 H 4722—All White... 98c
- (D) Organdy Dress **98c**
With Rayon Slip
- Ruffled and adorable! Wide ruffle on pretty 10-gore skirt; double ruffles at neck. It's permanent-finish organdy in good quality with slip of rayon chalk crepe. Looks like a whole lot more than Sears low price! Darling for parties and dress-up.
- Sizes: 7, 8, 10 years. State age-size. Shipping weight, 10 ounces.
- 27 H 4714—Pink 501
 - 27 H 4715—Lt. Blue 225
 - 27 H 4716—Maize 702
 - 27 H 4717—All White... 98c

Little Belle FROCKS
FOR LITTLE LADIES FROM 7 TO 10 YEARS

Everything at Sears on Easy Terms—See Page 1A

SIZE SCALE				
Age-size	7	8	10	12 14
Chest, in.	26	27	29	31 32
Length, in.	26	28	32	36 39



← A BARGAIN
IN PERCALE
39c Two for **75c**
EACH

Tremendous Values
"ZIP" AND
SNAPPER
DRESSES
59c EACH
Any Two \$1.15 for

Numbers after color names refer to COLOR GRAPH, facing first pink index page.

(E) All Girls Love "Grippers"

Mother, a dress to take your eye! Opens down the front so it's easy to iron! Closes with those popular new "gripper" snap fasteners that won't flatten in washing or ironing, won't rust, but will stay tightly snapped. Princess style in good quality polka-dot percale, piped in white. 2-inch hem. Tie-back belt.

Sizes: 7, 8, 10 years. State age-size. Shipping weight, each, 6 ounces.

- 27 H 4707—Red Ground; Colorful dots.
- 27 H 4708—Navy Ground; Colorful dots... Each 59c

Two for \$1.15

(F) Zip Dress in Broadcloth

Where's the girl who doesn't dote on a Zip dress? Here's one that's a huge bargain! Sturdy, good-quality cotton broadcloth. Princess style with pipings at front seams, tie-back belt, cute military collar. AND—a jolly Zip at neck opening—so much easier than buttons for little fingers! 2-inch hem.

Sizes: 7, 8, 10 years. State age-size. Shipping weight, each, 6 ounces.

- 27 H 4704—Green 307
- 27 H 4705—Rose 504
- 27 H 4706—Copen Blue 215... Each 59c

Two for \$1.15

(G) Challenge Value **39c**

Amazing low price for a dandy little dress! Cute style in a pretty, good quality percale print, with nice white cotton pique collar smartly bound in contrasting color. Gay bow tie. A Sears "special" so you know it's unusual!

Sizes: 7, 8, 10. State age-size. Shipping weight, each, 6 ounces.

- 27 H 4701—Copen Blue Ground
- 27 H 4702—Red Ground... Each 39c

Two for 75c

(H) New! Pockets and Bows **98c**

Newest print—cool, sheer cross-bar cotton lawn. Girls will dote on the cute pockets, each with its gay ribbon bow. Embroidered collar. Full-gathered skirt, band trim.

Sizes: 7, 8, 10 years. State age-size. Shipping weight, 7 ounces.

- 27 H 4710—Light Rose Ground
- 27 H 4711—Copen Blue Ground
- 27 H 4712—Maize Ground... 98c

YOU'LL LOVE THESE

Adorable FROCKS

Selected for Future Miss Americas by

Gileen Davry



JUST RIGHT

For School-Age Misses of 10 to 16 Years

A Don't miss the style-points, girls! Shirred front and sleeves, cute high neck with crochet lace and ribbon streamers. A dress-up frock that you can wash—in a lovely printed better quality French-type rayon crepe. Pleated skirt, 2-inch hem. A beauty!
 Sizes: 10, 12, 14, 16. State age-size. Shipping wt., 1 lb.
 27 H 4616—Copen Ground
 27 H 4617—Rose Ground. \$1.98

A All Rayon French Type Crepe
\$1.98

SIZE SCALE	
Age-Size	10-12-14-16
Chest, Inches	29-31-32-34
Length, Inches	33-37-41-44

Measure over dress at fullest part of chest—See "How-to-Measure" pages in back of catalog.



B A lovely dress-up frock in fine quality rayon pebble crepe. Detachable rayon pique collar, novelty edge. Pretty smocking in contrasting color to match piping at front of 4-gore swing skirt. Skirt has kick pleated back... 2-inch hem.
 Sizes: 10, 12, 14 and 16 years. State age-size. Shipping weight, 1 lb.
 27 H 4612—Copen Blue 220
 27 H 4613—American Beauty 513
 27 H 4614—All White. \$1.98

C Sweet and pretty and oh, so cool! It's crispy dotted swiss in a colorful, summery print. Blouse has three tabs on each side of front that look like smart pockets. And the buttons are in the shape of swans... can you think of a trimming more suited to a cool summer dress? Skirt has pleats at front, 2-inch hem. A grand little dress at a very small cost!
 Sizes: 10, 12, 14 and 16 years. State age-size. Shipping weight, 6 ounces.
 27 H 4607—White Ground with Colorful Print..... 98c

D A dress with a 12-gore skirt... the newest and smartest frocks are sporting this jolly style. It's a Searspride too, which guarantees you finest quality percale in washable colors and a smart new print. Piping and buttons in harmonizing color. New mandarin collar—looks adorable with puffed sleeves. Price is very low for so much good quality.
 Sizes: 10, 12, 14 and 16 years. State age-size. Shpg. wt., 12 oz.
 27H4602—Copen Blue Ground.
 27H4603—Red Ground... 79c

Searspride FOR THE YOUNG MISS Quality Always Style

CONTINUING OUR FAMOUS Class-mate DRESSES FOR 7-14 MISSES



E Skirt with 16 Gores **69c**

F Hollywood Sailor Dress **79c**

E The newest SWING dress! Handsome colorful print in finest quality percale. Banding trim yoke piping in harmonizing color. Sizes: 8, 10, 12 and 14 yrs. State age-size. Shpg. wt., 8 oz.
 27 H 4906—White Ground, Colorful Blue Print.
 27 H 4907—White Ground, Bittersweet (red) Print.... 69c

F Sailor collar and vestee with bindings... but here's the big surprise: A SWING skirt! And isn't it smart. Comes in our finest quality percale so it's a regular \$1 value!
 Sizes: 8, 10, 12 and 14 years. State age-size. Shpg. wt., 8 oz.
 27 H 4908—Navy 214 White Trim.
 27 H 4909—White Navy Trim.... 79c

G Pretty Princess Style **69c**

Printed Dotted Swiss

G A dainty, novelty ring pattern—so cool and sweet! Mothers will be pleased at the low price for this good quality. Ruffled organdy collar, cap sleeves, 4-gore skirt and tie belt. 2-in. hem.
 Sizes: 8, 10, 12, 14 years. State age-size. Shipping weight, 5 ounces.
 27 H 4905—White Ground with Colorful Print.... 69c

SIZE SCALE	
Age-size	7- 8-10-12-14
Chest-in.	26-27-29-31-32
Length-in.	26-28-32-36-39

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

A Bargain In Lovely Colorful Stripes **39c**



Order several, Mom, for spring! A grand little every-day dress. Good sturdy percale, a very pretty stripe. Smartly piped; collar in white cotton pique. 2-in. hem.
 Sizes: 7, 8, 10, 12 and 14 years. State age-size. Shpg. wt., 6 oz.
 27H4901—Colorful Stripes... 39c

Girls Love These Practical Plain Colors **49c ea.** 2 for 95c



Another important bargain! See how nice the styling is... button trim, scalloped collar, contrasting pipings, even two pockets! Washfast better quality percale. These plain colors are smart and neat. 2-in. hem.
 Sizes: 8, 10, 12 and 14 years. State age-size. Shpg. wt., ea. 7 oz.
 27 H 4902—Navy 214
 27 H 4903—Aquas Blue 216
 27 H 4904—Maize 705
 49c Each 2 for 95c

Sears Sell Everything on Easy Terms. See Page 1A.

Youth TAKES ITS

and Sears JUNIOR
BUY NOW AND



GABARDINE
OVERALL
OUTFIT
With
BROADCLOTH
BLOUSE

HOLLYWOOD
FAVORITE
PLAY SUIT
and
SHIRT
OUTFIT



Polo
Shirt
45c



Ideal Camp and Play Combination \$1.00

Attractive overalls in better quality cotton gabardine twill and a slip-over sailor blouse of good-quality cotton broadcloth—both for \$1.00! How's that for a bargain, Mom? Wear overalls with the blouse—at camp, on the farm, in town for play. It's an outfit that's cool, comfy, and hard to wear out! Sizes: 7, 8, 10, 12, 14 years. State age-size. Shipping weight, 11 ounces.
27 H 4315—Navy 214
27 H 4316—Brown 614... \$1.00

Girls! You'll Love This Outfit! \$1.00

Hollywood style, sunny California colors! Shorts are of Hollywood cotton crash, made full and pleated, with smart high bib, adjustable suspenders. Full-length sports shirt is good quality cotton broadcloth. Buy two outfits, girls, and have fun mixing color! Sizes: 8, 10, 12, 14, 16 years. State age-size. Shipping weight, 14 ounces.
27 H 4302—Maize Shorts; Navy Blouse
27 H 4303—Rust Shorts; Medium Green Blouse... \$1.00

Big Savings on Sanforized Slacks 79c

A low price for well-cut slacks in Sanforized-Shrunk cotton gabardine twill with cuff bottoms. Sizes: 7, 8, 10, 12 years. State age-size. Shpg. wt., 12 oz.
27 H 150—Navy 214
27 H 151—Brown 614
27 H 152—White... 79c
Good-quality Twill, not Sanforized
27 H 153—Navy 214
27 H 154—Brown 614
27 H 155—White... 55c
Pull-Over Shirt, Combed Knit Cotton
Sizes: 7, 8, 10, 12, 14 years. State age-size. Shpg. wt., 5 oz.
27 H 4338—Colorful Stripes. 45c

One-Piece Play Suit 39c

Another 2 for 75c
Sears tremendous value! A play suit to delight any girl! Rollicking nautical print in good quality percale. Pleated shorts; blouse low-cut in back in sun-tan style. At this sensational economy price, better buy several for all summer. Sizes: 7, 8, 10, 12, 14 yrs. State age-size. Shipping wt., 8 ounces.
27 H 4313—Red Ground
27 H 4314—Navy Grd... 39c
2 for 75c

Halter Top Shorts Outfit 59c

Well-made shorts are Sanforized-Shrunk cotton gabardine twill—can be worn separately. Tie-back halter is a pretty corded cotton print—buttons to shorts. Sizes: 7, 8, 10, 12, 14 years. State age-size. Shpg. wt., 5 oz.
27 H 4317—Navy 214
27 H 4318—Brown 614. 59c



THE
SAILORETTE

HOLLYWOOD
TWILL CULOTTE
AND BLOUSE
With
Talon Fastener

"Zip" HOUSE COAT \$1.00

Never so low a Price!

Don't pay a cent more when you can get a bargain like this at Sears! We've taken the "Zip" closing style that's so popular and put our own thrifty price on it! Gayest, summeriest print in good quality percale. Cute Peter Pan collar, puffy short sleeves, princess back with sash. Kick pleat at front. You'll wear it at home, at camp, at the beach. 2-inch hem. Sizes: 7, 8, 10, 12, 14, 16 years. State age-size. Shipping weight 13 ounces.
27 H 4334—Lovely Colorful Print. \$1.00

You Must Have a CULOTTE This Summer 79c

High style for sports, for "biking" and hiking. Looks like a skirt, gives you the freedom of trousers! You'll want a "zip" shirt like one of these, too, so you can "mix" your color schemes gaily! Sizes: 8, 10, 12, 14, 16 yrs. State age-size.
Side-button Culotte in Cotton Twill
Shipping weight, 10 ounces.
27 H 4322—Faded Blue
27 H 4323—Rust 622... 79c
"Zip"-closing Blouse in Cotton Twill
Shipping weight, 6 ounces.
27 H 4332—Faded Blue
27 H 4333—Rust 622... 79c
"Zip"-closing Blouse in Celanese Rayon
Shipping weight, 5 ounces.
27 H 4377—Copen Blue 220
27 H 4378—Maize 702
27 H 4379—White... 59c

Hat, Slacks and Middy — All for \$1.59

A fun suit if there ever was one! Wear it "as is," all 3 pieces! Or you can wear any one piece to "pep" up other costumes! Good quality Sanforized-Shrunk cotton twill. Nifty nautical trim. Sizes: 8, 10, 12, 14, 16 years. State age-size. Shpg. wt., 1 lb.
27 H 805—Navy 214
27 H 806—White... \$1.59



A

PLACE IN THE SUN!
SHOP Features Playtime Togs
PAY MONTHLY... See Page 1A



ONE PIECE SUIT—
Sanforized Twill 69c

Easy to slip into... one reason why girls like this playsuit! Hard to wear out—that will please Mom! It's cotton gabardine twill in a good sturdy quality. Sanforized—Shrunk so it will fit like new after any amount of washing. Halter neck with full sun-back. Smart contrasting braid trim, nautical emblems. Strongly sewed and well tailored throughout.

Sizes: 7, 8, 10, 12, 14 years. State age-size. Shipping wt., 8 oz.
 27 H 4304—Navy 214
 27 H 4305—Brown 616... 69c



HOLLYWOOD TWILL
Built-Up Back OVERALL SLACK
79c

Smart, New! The back buttoning is a big feature! Well made. May be worn with or without shirt!
 Sizes: 8, 10, 12, 14, 16 yrs. State age-size. Shpg. wt., 14 oz.

Cotton Twill
 27 H 4343 Aqua Blue 202
 27 H 4344 Rust 622... 79c
Cotton Covert
 27 H 4348—Medium Blue 222... 59c

Cotton Mesh Sports-Shirt
 Raglan sleeves, button-front closing. Cool, healthful!
 Sizes: 8, 10, 12, 14 years. State age-size. Shpg. wt., 6 oz.
 27 H 4365 25c
 White...
 Numbers after Colors Refer to Color-graph facing first Pink index page.



Sensational
STYLE HITS
 OF THE
SEASON

HAT INCLUDED WITH THE SUIT



RICH RAYON FLEECE... COTTON BACKED

A better-than-usual quality in luscious, lustrous colors. Sturdy cotton backed for strength. Styles are "tops" . . . the low prices sensational.

(A) FLARE COAT \$1.98 **(B) SNAPPY JIGGER \$1.85** **(C) TWO-PIECE SUIT \$1.98**

Fitted style with pointed collar, fancy sleeves, stylish stitched belt. Skirt is made with gores so it flares smartly. Stitching trim in self color.

Sizes: 8, 10, 12, 14, 16 years. State age-size. Shipping weight, 1 lb. 8 oz.

27 H 4393—Maize 702
 27 H 4394—Coral 524
 27 H 4395—Aqua Blue 202
 27 H 4396 White... \$1.98

A Jigger coat that buttons high, has three pockets, stitching trim, inverted pleated back and novelty hankie effect!

Sizes: 10, 12, 14, 16 years. State age-size. Shpg. wt., 1 lb. 6 oz.
 27 H 4457—Maize 702
 27 H 4458—Coral 524
 27 H 4459—Blue 202
 \$1.85

If you want a matched ensemble of jigger and suit order one of these numbers. Be sure to state size. Shpg. wt., 2 lbs. 3 oz.

27 H 4402—Maize 702—Suit \$1.98 Jigger \$1.85
 27 H 4403—Coral 524—Suit 1.98 Jigger 1.85
 27 H 4404—Blue 202—Suit 1.98 Jigger 1.85

Darling little short jacket with fitted panel back; two patch pockets. Skirt with 3-button side closing. Acute hat included.
 Sizes: 10, 12, 14, 16 yrs. State age-size. Shipping weight, 1 lb. 5 oz.
 27 H 4352—Maize 702
 27 H 4353—Coral 524
 27 H 4354—Aqua Blue 202... \$1.98

Think of it!

COSSACK "ZIP" JACKETS
FOR SO LITTLE MONEY!

IN ALL WOOL AND SUEDE CLOTHS

Sanforized Gabardine Twill \$1.00

SUEDE-TEX \$1.49



(D) Well made, well styled!
 Sizes: 7, 8, 10, 12, 14 years. State age-size.

Warm All Wool. Adjustable side buckles. Shpg. wt., 1 lb. 6 oz.
 27 H 4370—Navy 214
 27 H 4371—Brown 614
 27 H 4372—Wine 518... \$1.98

Suede-Tex, cotton fleece lined cloth. Rainproof, windproof. Shpg. wt., 1 lb. 10 oz.
 27 H 4360—Red 511
 27 H 4361—Blue 215... \$1.39

Good quality cotton suede cloth, unlined. Shpg. wt., 12 oz.
 27 H 4054—Blue 215
 27 H 4056—Red 508... \$1.00

(E) Sanforized Cotton Twill Jacket. Knit cotton wristlets, waistband. "Zip" closing.

Sizes: 8 to 14 yrs. State age-size. Shpg. wt., 10 oz.

27 H 4349—Tan 624
 27 H 4350—Navy 214
 27 H 4351—Brown 614... \$1.00

Same Style in Cotton Suede-Tex with action back. Rainproof, windproof. Shpg. wt., 1 lb. 6 oz.
 27 H 69—Blue 222
 27 H 61—Red 511... \$1.49



A SEARS VALUE SCOOP!

Jolly Jigger Coat

IN ALL WOOL

AGAIN! A History-Making Value \$1.98

Mothers, it's the biggest bargain of the SEASON! Everybody's going to come out in JIGGERS... they're cute, they're fun to wear, they're so easy to slip into when you're dashing off! Attractive style with two big patch pockets, notched collar, stitched edges. (Will not fit adults.) Lightweight firm all-wool cloth, with soft, slightly brushed finish.

Sizes: 10, 12, 14, 16 years. State age-size. Shipping weight, 1 lb. 8 oz.

27 H 4400—Navy
 27 H 4401—Oxford Gray... \$1.98



Youngsters Love This New and Youthful BALLERINA COAT

Ages 6 to 9

Ages 10 to 14

5⁷⁵

6⁷⁵



A real "grown-up" style with the new umbrella-tucked swing back... a big fashion thrill that will be the envy of every girl in the neighborhood! Mothers will appreciate the very fine tailoring and the rare quality at this low price... for its beautiful ALL WOOL Shetland, the kind that wears and wears. Lots of smart stitching, finer quality buttons, and a bright printed hankie to flutter in one of those two adorable high pockets. Rayon Taffeta lining.

AGES: 6, 7, 8, 9 yrs. State age-size.
17 H 3170—Med. Blue.
17 H 3171—Strawberry Rose 533.
17 H 3172—Spring Green 307... \$5.75

AGES: 10, 12 and 14 years. (Will not fit adults.) State age-size.
17 H 3100—Med. Blue.
17 H 3101—Strawberry Rose 533.
17 H 3102—Spring Green 307... \$6.75
Shpg. wt., 2 lbs. 12 oz.

Classmate Coats



Ages 10 to 14
6⁹⁸

B
Ages 8 to 14
2⁹⁸
2-Pc. Suit



SIZE SCALE FOR GIRLS' COATS

Measure chest over dress at fullest part. Do not stretch tape and never make allowances.

SIZES: 6-7-8-9-10-12-14 years.
CHEST: 25-26-27-28-29-31-33 inches.
LENGTHS: 27-28-30-32-34-37-39 inches.



C
Ages 10 to 14
4⁶⁹
2-Pc. Suit

D
Ages 6 to 9
2⁸⁸

Ages 10 to 14
3⁶⁸

A A GRAND COAT... styled just as smartly as older sister's! Just look at those broad pleated shoulders, with "loads" of stitching... and that flaring swing skirt! Expertly tailored of expensive-looking ALL WOOL Shetland-type Coating... soft to touch, yet woven to stand long hard wear. Lined with sturdy Rayon Taffeta. Most shops charge \$10.00!
AGES: 10, 12 and 14 years. (Will not fit adults.) State age-size.
17 H 3105—Copen Blue 222.
17 H 3106—Melon Rust 616.
17 H 3107—Spring Green 307... \$6.98
Shipping weight, 2 lbs. 12 oz.

D BARGAIN EXTRAORDINARY! New reefer coat of firm, sturdy half-wool Novelty Tweed... wears unusually well, comes in lovely colors! Stitched princess back, bright printed hankie. Durable Rayon Taffeta lining. You save \$2.00 at least!
AGES: 6, 7, 8, 9 years. State age-size.
17 H 3180—Med. Tan.
17 H 3181—Med. Green. \$2.88
17 H 3182—Med. Blue... \$2.88

AGES: 10, 12 and 14 years. (Will not fit adults.) State age-size.
17 H 3110—Med. Tan.
17 H 3111—Med. Green. \$3.68
17 H 3112—Med. Blue... \$3.68
Shipping weight, 2 lbs. 5 oz.

B EXTRA! EXTRA! Big Bargain Special! Two-piece swagger suit of All Wool Knitted Suiting... in pretty Spring colors! Swagger topcoat has trimly pleated back and big patch pockets... looks very smart over dresses too. Unlined, with nicely finished seams. Kick-pleated skirt. Can be worn with sweaters and other jackets. A grand school outfit at important savings!
AGES: 8, 10, 12 and 14 years. (Will not fit adults.) State age-size.
17 H 3150—Bright Navy Blue 214.
17 H 3151—Bright Spring 298
Green 307... \$2.98
Shipping weight, 2 lbs., 9 oz.

C TWO-PIECE SUIT just like big sister's! Rich Shetland Tweed, 60% fine wool, but looks and wears like all wool. Jacket has canvas interlined collar, revers and facings so it will keep its trim tailored lines. Skirt has smart new umbrella tucks all 'round.
AGES: 10, 12 and 14 years. (Will not fit adults.) State age-size.
17 H 3155—Strawberry Rose 513 jacket, Navy Blue skirt.
17 H 3156—Melon Rust 616 jacket, Brown 614 skirt.
17 H 3157—Copen Blue 222 jacket and skirt... \$4.69
Shipping weight, 2 lbs. 8 oz.

These coats are sent direct from New York to you... you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.

**STYLED TO PLEASE A MISS AND
PRICED TO PLEASE HER MOTHER**



E
Ages
6 to 9
5.98
Ages
10 to 16
6.98

F
Ages
10 to 14
3.75
2-Pc. Suit

G
Ages
10 to 16
4.98

H
Ages
6 to 10
3.98

J
Ages
6 to 10
4.98

SIZE SCALE FOR GIRLS' COATS
Measure chest over dress at fullest part. Do not stretch tape and never make allowances.
SIZES: 6- 7- 8- 9-10-12-14-16 years.
CHEST: 25-26-27-28-29-31-33-35 inches.
LENGTHS: 27-28-30-32-34-37-39-43 inches.

E Finer quality, expensive-looking ALL WOOL Shetland Tweed . . . popular princess reefer style with new wide revers! Smart stitching, back pleat. Gleaming Rayon Taffeta lining.
AGES: 6, 7, 8, 9 yrs. **\$5.98**
State age-size.
17 H 3185—Med. Blue.
17 H 3186—Sunny Gold.
17 H 3187—Strawberry Rose 533.

AGES: 10, 12, 14, 16 yrs. (Will not fit adults.) **\$6.98**
State age-size.
17 H 3115—Med. Tan.
17 H 3116—Med. Blue.
17 H 3117—Strawberry Rose 533.
Shipping wt., 2 lbs. 14 oz.

H Adorable princess style fit for any little princess you know! Fine-quality half-wool Coating . . . looks like all wool, but wears better than the cheap "all-wools" we could have given you at this price. Self-covered buttons, shining braid trim. Stitched panel back. Durable Rayon Taffeta lined.
AGES: 6, 7, 8, 9, 10 years. State age-size.
17 H 3175—Med. Blue.
17 H 3176—Spring Green 307.
17 H 3177—Straw- **\$3.98**
berry Rose 533.
Shipping wt., 2 lbs. 6 oz.

F She'll be the happiest girl in the world when she sees this darling plaid-and-plain suit! It's superior quality Flannel Suiting, one-half Wool, with rayon added to give those clear gay colors. Unlined jacket has pleated back . . . smart with dresses too. Kick-pleated skirt. This suit is very practical as you can wear the jacket with other skirts and the skirt with sweaters or blouses.
AGES: 10, 12, 14 yrs. (Will not fit adults.) State age-size.
17 H 3160—Riviera Rust 902 jacket, Brown Plaid skirt.
17 H 3161—Navy jacket, Navy-and-Red plaid **\$3.75**
skirt.
Shipping wt., 2 lbs. 6 oz.

AGES: 10, 12, 14 yrs. (Will not fit adults.) State age-size.
17 H 3160—Riviera Rust 902 jacket, Brown Plaid skirt.
17 H 3161—Navy jacket, Navy-and-Red plaid **\$3.75**
skirt.
Shipping wt., 2 lbs. 6 oz.

J ALL WOOL Shetland-type Coating . . . with collar, cuffs and buttons of gay harmonizing Plaid! A rare bargain at this price, and a style that will set any little girl a-jiggling for joy! All-around cape. Princess-fitted back with stitched panel. Smartly and durably lined with Rayon Taffeta.
AGES: 6, 7, 8, 9, 10 years. State age-size.
17 H 3195—Sunny Gold.
17 H 3196—Spring Green 307.
17 H 3197—Med. **\$4.98**
Blue.
Shipping wt., 2 lbs. 12 oz.

G OF COURSE she wants one of the new "topper" coats . . . all the older girls are wearing them! We've made her a perfect little beauty . . . of ALL WOOL Fleece (my, how this quality does wear!) in lovely new Spring colors. Smart stitched panel back, flap pockets, bright flower! Lined with sturdy Rayon Taffeta.
AGES: 10, 12, 14, 16 yrs. (Will not fit adults.) State age-size. Shpg. wt., 2 lbs. 6 oz.
17 H 3120—Skipper Blue 221.
17 H 3121—Polo Tan.
17 H 3122—Melon **\$4.98**
Rose 616.

K OUR FINEST Classmate suit . . . of handsome, long-wearing ALL WOOL Shetland Tweed! Big city shops mark it much higher! Swagger coat has the new tucked trimming, smart broad shoulders, two novelty pockets and pretty stitched back. Gleaming metal chain clasp at neck! Rich two-season Rayon Taffeta lining. Matching skirt has kick pleat, wide hem.
AGES: 10, 12, 14 years. (Will not fit adults.) State age-size. Shpg. wt., 3 lbs.
17 H 3165—Med. Blue.
17 H 3166—Spring Green 307.
17 H 3167—Straw- **\$5.75**
berry Rose 533.

Spring's Smartest 2-Piece SWAGGER SUIT

K
Ages
10 to 14
5.75

SEARS **PAGE 158C**

These coats are sent direct from New York to you . . . you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.



Rugged Tweeds

- Tweeds, over 15% wool, balance cotton and rayon. **\$1.59**
- Wide cuff bottoms.
- Side buckle straps.

Sturdy tweeds like these are the backbone of his wardrobe! For school—for work—for play.

SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. State waist and inseam measures. Shipping weight, 1 lb. 11 oz.

- 40H4404—Gray. **\$1.59**
- 40H4403—Brown. **1.59**

Dressy Model

- Sturdy Brown check cassimere, 28% wool or navy blue cheviot, ½ wool; balance cotton and rayon. **\$1.45**

They'll pair up with his sweaters and blouses to make practical school outfits. Fabrics are firmly woven. Good wearing. Model has 4 pockets and cuffs.

SIZES: 24½ to 29½-in. waist; 24 to 31-in. inseam. State waist and inseam measures. Shpg. wt., 1 lb. 11 oz.

- 40H4448—Brown Check Cassimere..... **\$1.45**
- 40H4449—Navy Blue Cheviot Slacks..... **1.45**

TALK OF THE TOWN

The Smart Self-Belt Model

Reduced to **\$2.39**

Two Initials Included

Smooth finish cassimere suiting 65% wool, balance rayon and cotton. 4 pockets.

New High waistband with self-belt and ring buckles.

Overplaid! High waistband! Self-belt! Pleats! We've chosen the cleverest style ideas of the season for our feature longie model. Not only style-right, but the fabric will wear. Serged seams for strength. Expertly tailored.

SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. State waist and inseam measures. Print two initials wanted. Shpg. wt., 1 lb. 12 oz.

40H4426 Gray With Overplaid..... **\$2.39**

40H4420 Brown With Overplaid..... **\$2.39**

40H4524—Tubfast Blue and White Striped Cotton Jersey Knit Polo Blouse. Gaucho style.

Sizes: 6, 8, 10, 12, 14, 16 yrs. State age-size. Shpg. wt., 8 oz. **59c**

59c
BLOUSE



\$2.88

All Wool Cassimere

- Extension waistband.
- Four pleats.
- Side buckle straps. 5 pockets.
- Two initials included. Serged seams.

A style favorite! Fabric's a smooth finish suiting. Tailoring is a superior quality.

SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. State waist and inseam measures. Print two initials. Shipping weight, 1 lb. 12 oz.

- 40H4450—Brown Check..... **\$2.88**
- 40H4451—Gray Check..... **2.88**
- 40H4427—Navy Blue Herringbone **2.88**

BUY NOW
PAY MONTHLY
See Page 1A

Monogram Slacks

1938'S LATEST IN RICH GLENPLAIDS

Reduced to **\$1.89**

Two Metal Initials Included

- Cassimere suiting. 36% wool, balance cotton and rayon.
- Side buckle straps.

Glenplaids plus the smart high waistband equal a style leader anytime! This model is made with a 3-button extension waistband with 2 rows of buttons. Cuff bottoms. Five strong pockets. Patterns are the newest "Glens" in crisp shades of gray and brown. Feature values in every sense of the word.

SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. State waist and inseam measures. Print two initials wanted. Shipping weight, 1 lb. 12 oz.

- 40H4461—Gray Plaid Cassimere. **\$1.89**
- 40H4464—Brown Plaid Cassimere. **\$1.89**

40H4525—Blue, Maroon and Maize Striped Cotton Jersey Knit Polo Blouse. "Gaucho" style three-button neck. EVEN SIZES: 6 to 16 years. State age-size. Shpg. wt., 8 oz. **59c**

59c
BLOUSE



\$1.98 Best Seller Wool and Silk

- One button waistband.
- Five twill pockets.
- Serged seams.

Fine cassimere suiting, 3/5 wool, balance silk. Smooth finish—long wearing. Tailored like men's fine clothing.

SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. State waist and inseam measures. Shpg. wt., 1 lb. 8 oz.

- 40H4414—Dark Brown Check..... **\$1.98**
- 40H4415—Dark Gray Check..... **1.98**
- 40H4416—Navy Blue Herringbone..... **1.98**

\$1.69 Value Leaders Part Wool

- Cassimere suiting.
- Extension waistband.
- Side buckle straps.

If these were our highest priced slacks, they couldn't have better style! Front pleats. 5 pockets. About ¼ wool, balance cotton and rayon.

SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 8 ounces.

- 40H4452—Med. Gray Check..... **\$1.69**
- 40H4457—Dark Brown Check..... **\$1.69**
- 40H4471—Plain Navy Blue Cheviot..... **\$1.69**

\$2.19 New Higher Waistband

- Navy blue cheviot, 74% wool, balance cotton.
- Two initials included.

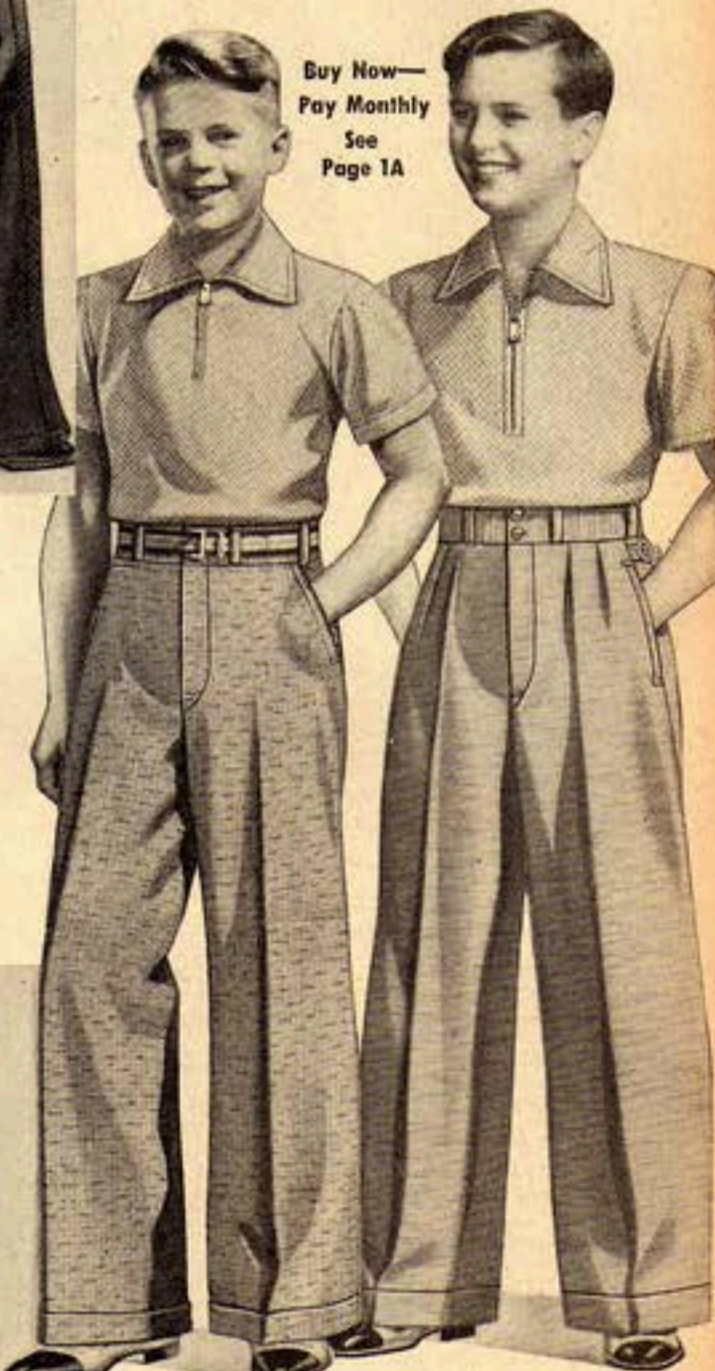
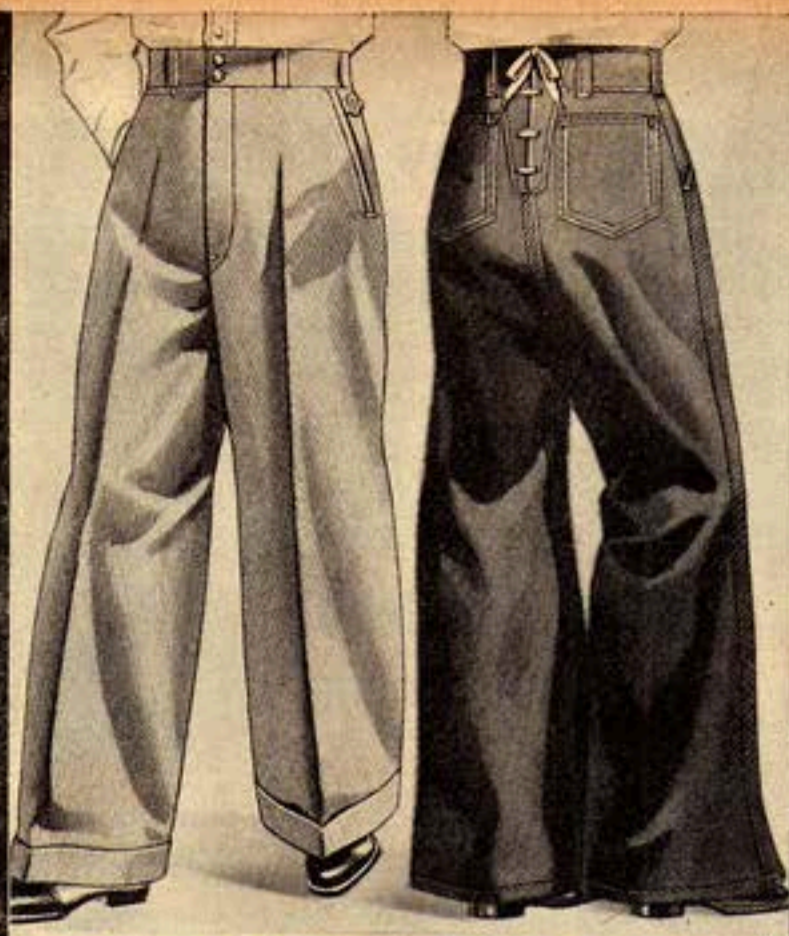
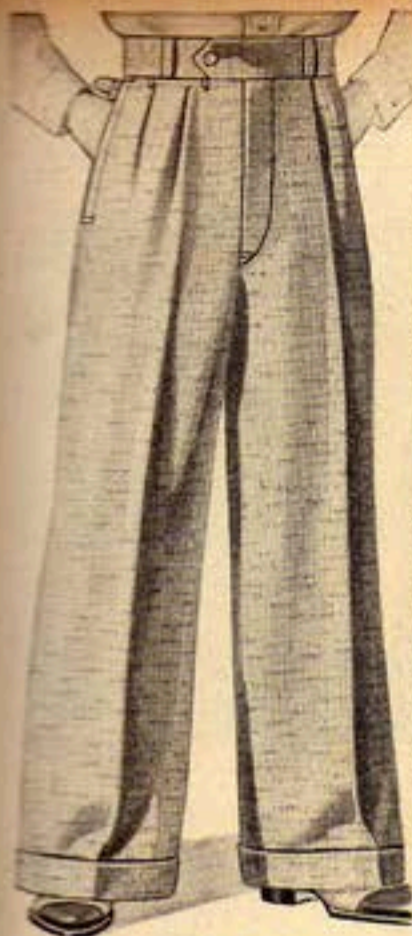
High waistbands are in the style spotlight—the higher, the better! This one is 3¼ inches—trimmed with 6 buttons. It's just as new as can be, and smart enough to please the most fastidious dresser! Smartly tailored front pleats. 5 pockets. Side buckle straps.

SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. State waist and inseam measures. Print two initials wanted. Shipping wt., 1 lb. 10 oz.

- 40H5413—Better quality Navy Blue Cheviot Slacks. . . **\$2.19**

THEY'RE BUILT FOR *All Round Service*

Buy Now—
Pay Monthly
See
Page 1A



Sanforized-Shrunk

- Fast color nub pattern woven cotton suiting.
- Four front pleats. Side buckles.

\$1.00

Crisp wash slacks of ocean-cool suiting. The nub pattern is very smart—this model has very fine tailoring. Styled with extension waistband. Can't shrink out of fit when laundered.

ALL SIZES: 9 to 18 yrs. State age-size. Shipping weight, 14 oz.
40 H 4489—Tan Nub Sanforized-Shrunk Slacks **\$1.00**
40 H 4424—Gray Nub Sanforized-Shrunk Slacks **\$1.00**

Vat-Dyed Drill

- Strongly stitched and bartacked. Side buckle straps.
- Cuff bottoms.
- Five pockets.
- Serged seams.

89c

Popular sun tan shade can't fade from sun or laundering!
ALL SIZES: 9 to 18 yrs. State age-size. Shpg. wt., 1 lb.
40 H 4440—Sun Tan Drill Slacks **89c**
40 H 4490—Sun Tan Sanforized-Shrunk Drill Slacks **\$1.00**

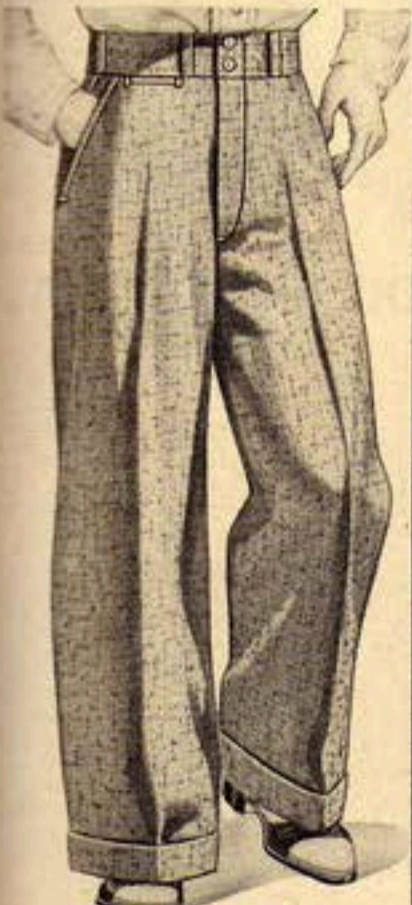
Sanforized-Shrunk

- Heavy 2.20 weight deep tone (dark) blue drill.
- Laced back.

79c

Sailor style pants made with wide flaring legs! They're a very heavy quality drill—and the seams are stitched and restitched to resist wear. Can't shrink out of fit when laundered.

ALL SIZES: 6 to 18 yrs. State age-size. Shipping weight, 1 pound.
40 H 9163—Sanforized-Shrunk Blue Drill Sailor Pants **79c**



Low Priced Slacks

- Good quality cotton nub suiting or 7-oz. white duck.
- Far better than the quality you usually find at this price! Cuff bottoms—serged seams—five pockets. Neatly tailored and pressed.

75c

Nub Suits
ALL SIZES: 8 to 18 yrs. State age-size. Shipping weight, 1 pound.
40 H 4485—Tan Nub **75c**
40 H 4486—Gray Nub **75c**
40 H 4487—White Duck Slacks **85c**

Check Cotton Worsted

- Two-button waistband.
- Cuff bottoms.
- Side buckle straps. 5 pockets.

99c

Popular choice for work and school wear—and we haven't taken any short cuts to bring them to you at this price!
ALL SIZES: 9 to 18 yrs. State age-size. Shipping weight, 1 pound.
40 H 4434—Dark Brown Check Slacks **99c**

Sturdy Cotton Worsted

- Medium weight stripe effect cotton suiting. Side buckle straps.
- Cuff bottoms.

89c

Striped suiting in shades that won't soil easily! Serged out-seam. Creased and pressed like dress pants.
ALL SIZES: 9 to 18 yrs. State age-size. Shipping weight, 14 oz.
40 H 4443—Gray Stripe **89c**
40 H 4447—Brown Stripe **89c**

Blouse and Slacks 2-Piece Outfit

- Cool cotton mesh polo blouse with sport style collar and slide fastener.
- Cuff bottom slacks of cotton nub suiting.

\$1.29

Cool comfort... smart economy! This outfit is tops for warm weather wear. Belt not included.
SIZES: 8, 10, 12, 14, 16 yrs. State age-size. Shpg. wt., 1 lb. 1 oz.
40 H 3032—Maize Blouse; Tan Nub Longies **\$1.29**
40 H 3033—Blue Blouse; Gray Nub Longies **\$1.29**

Sanforized-Shrunk Slub Yarn Slacks

- Strong slub yarn cotton poplin.
- Four front pleats.
- Wide cuff bottoms.

\$1.09

Cool, closely woven fabric. Wears very well. Model made with five strong pockets and side buckle straps.
ALL SIZES: 9 to 18 yrs. State age-size. Shipping weight, 8 ounces.
40 H 5416—Light Tan Slacks **\$1.09**
40 H 3533—Maize Cotton Mesh Polo Blouse. EVEN SIZES: 6 to 16 yrs. Shpg. wt., 6 oz. **59c**

How to Order Boys' Slacks

Measure the boy's waist and leg inseam from crotch to heel. Then refer to chart below and order corresponding age-size.

Age-size	9	10	11	12	13	14	15	16	17	18
Waist, In.	25	25½	26	26½	27	27½	28	28½	29½	30½
Inseam, In.	25	26	27	28	28½	29	29½	30	31	32

See how to order sizes 4 to 8 on Page 163

LINEN SHORTS FOR SUMMER COMFORT



89c
40H3444

Cool Linen Shorts Tan Check or Plain Gray

- Full cut, unlined shorts.
- Strongly stitched and bartacked.
- Self belt with metal buckle.
- Four strong jean pockets.

Dressy linen shorts—smartly cut—handsomely tailored! These are very well made, and the linen is a tough, firmly woven quality. Easily laundered.

Sizes 4 to 10 have inside waistband with buttonholes. Sizes 11 to 16 have a regular waistband.

ALL SIZES: 4 to 16 years. State age-size. Shipping weight, 10 ounces.

40H3444—Tan Check Linen Shorts.....**89c**
40H3463—Plain Gray Linen Shorts.....**79c**

Sport Style Blouse

Fine cotton broadcloth blouse with sport style collar. Adjustable button bottom.

SIZES: 6, 8, 10, 12, 14 years. State age-size. Shipping weight, each, 6 ounces.

40H3540—Plain White Each.....**43c**
40H3541—Medium Blue 2 for.....**79c**



**Extension
Waistband
\$1.49**

- Check cassimere 1/2 wool, or 1/2 wool cheviot, balance cotton and rayon. All wool knit cuffs.
- Full lined

Sizes 6 to 10 have inside waistband with buttonholes.

ALL SIZES: 6 to 17 yrs. State age-size. Shpg. wt., 1lb. 4oz.

40H3462—Brown Check.....**\$1.49**
40H3410—Navy Blue Cheviot...**\$1.49**
40H3457—Blue-Gray Check**\$1.49**



**Low Priced
Knickers
\$1.15**

- Cheviot 1/2 wool or 27% wool cassimere, balance cotton and rayon. 3/5 wool worsted knit cuffs.
- Full lined

Sizes 6 to 10 have inside waistband with buttonholes. 11 to 14, regular waistband.

ALL SIZES: 6 to 14 yrs. State age-size. Shpg. wt., 1lb.

40H3465—Brown Check Cassimere,**\$1.15**
40H3469—Blue Check Cassimere,**\$1.15**
40H3408—Navy Cheviot...**\$1.15**



**Sanforized
Shrunk
85c**

- Cool cotton nub suiting.
- Knit cuffs, 3/5 wool

Sizes 6 to 10 have inside waistband with buttonholes. Unlined.

ALL SIZES: 6 to 17 yrs. State age-size. Shipping weight, 13 ounces.

40H3426—Tan Nub Sanforized-Shrunk Knickers...**85c**
40H3488—Gray Nub Sanforized-Shrunk Knickers...**85c**

HOW TO ORDER KNICKERS AND SHORTS

Measure waist, over trousers with belt removed. Then refer to the chart below and order corresponding age-size.

Age-size to order.....	4	5	6	7	8	9	10
Waist, inches.....	23	23 1/2	24	24 1/2	25	25 1/2	26
Age-size to order.....	11	12	13	14	15	16	17
Waist, inches.....	26 1/2	27	27 1/2	28	28 1/2	29 1/2	30



Sanforized-Shrunk

\$1.00

- Cool woven check cotton suiting—unlined.
- 4 front pleats
- Side buckles
- Worsted cuffs, 3/5 wool

Wash these knickers without fear of shrinkage! Sizes 6 to 10 have inside buttonhole waistband.

ALL SIZES: 6 to 17 yrs. State age-size. Shpg. wt., 14 oz.

40H3451—Med. Gray Check...**\$1.00**
40H3452—Med. Brown Check...**1.00**

Sanforized-Shrunk

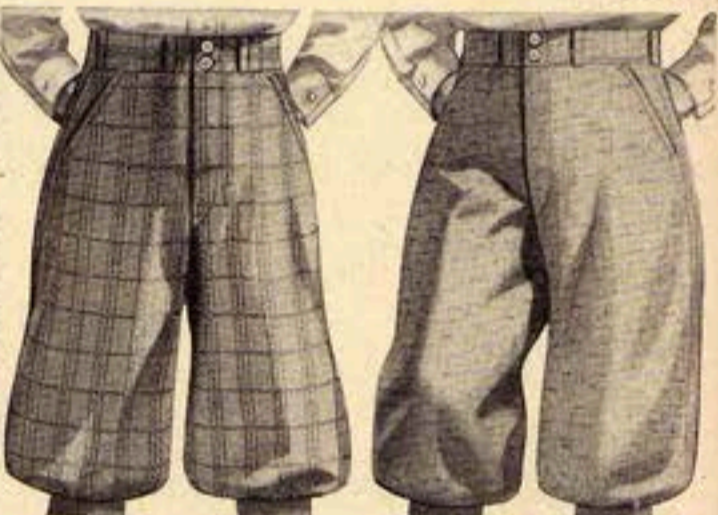
89c

- Woven check cotton suiting
- Unlined
- Two-fifths wool worsted cuffs

Good low priced washable knickers in a summer weight. Sizes 6 to 10 have inside waistband with buttonholes.

ALL SIZES: 6 to 17 yrs. State age-size. Shpg. wt., 13 oz.

40H3443—Gray Check Knickers.....**89c**



Genuine Linen

\$1.00

- 3/5 wool worsted knit cuffs
- Four pockets
- Unlined
- Bartacked

Summer's favorite fabric for cool comfort. Laundered easily. Sizes 6 to 10 have inside waistband with buttonholes. Sizes 11 to 17 have regular waistband.

ALL SIZES: 6 to 17 yrs. State age-size. Shipping weight, 13 oz.

40H3450—Tan Check...**\$1.00**
40H3473—Plain Gray...**95c**

Cool Cotton Suiting

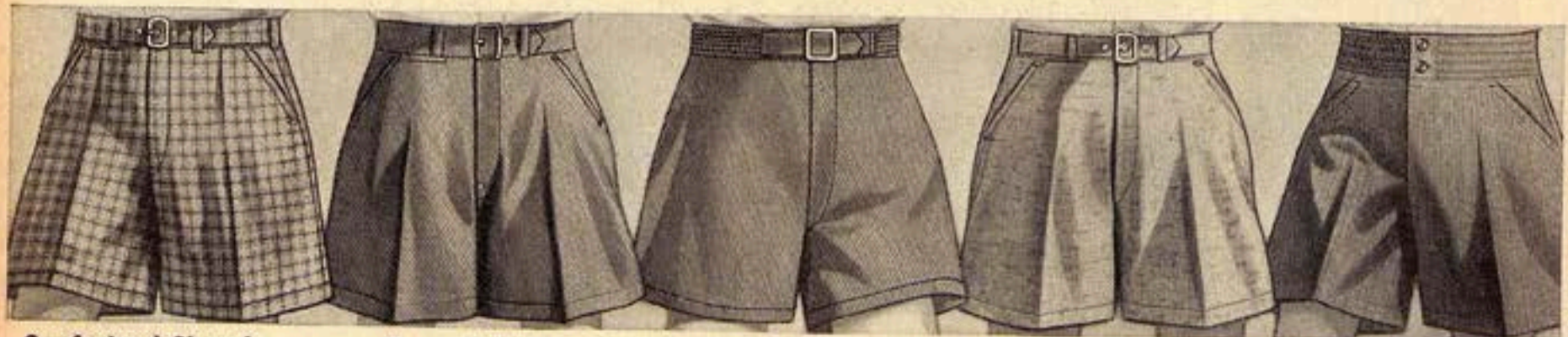
74c

- Knit cuffs, 3/5 wool.
- 4 pockets.
- Unlined.
- Washable.

Sizes 6 to 10 have inside waistband with buttonholes. Sizes 11 to 17 have regular waistband. They're real values!

ALL SIZES: 6 to 17 yrs. State age-size. Shpg. wt., 13 oz.

40H3448—Tan Nub...**74c**
40H3449—Gray Nub...**74c**



Sanforized-Shrunk

69c

- Woven check cotton suiting.
- Front pleats; self belt with eyelets and buckle.

Sizes 4 to 12 have inside waistband with buttonholes. ALL SIZES: 4 to 16 yrs. State age-size. Shipping wt., 10 oz.

40H3478—Tan Check...**69c**
40H3479—Gray Check...**69c**

Camp Style

74c

- Khaki cotton twill or white Sanforized-Shrunk cotton gabardine. Unlined. Self belt.

Sizes 4 to 10 have inside waistband with buttonholes. ALL SIZES: 4 to 16 yrs. State age-size. Shipping weight, 10 oz.

40H3445—Khaki Twill...**74c**
40H3482—White Sanforized-Shrunk Gabardine...**89c**

Sanforized-Shrunk

89c

- Twill weave cotton gabardine. Unlined.
- All-round Laxtex waistband with strap and buckle in front.

Cool shorts in practical dark colors. Won't shrink out of fit when laundered. Three pockets. ALL SIZES: 4 to 18 yrs. State age-size. Shipping weight, 8 oz.

40H3486—Navy Blue...**89c**
40H3487—Dark Brown...**89c**

Inexpensive Shorts

58c

- Woven cotton nub suiting. Unlined.
- Self belt.
- Four pockets.

Low priced, but they're good wearing and full cut. Sizes 4 to 12 have inside waistband with buttonholes.

ALL SIZES: 4 to 16 yrs. State age-size. Shpg. wt., 10 oz.

40H3418—Tan Nub...**58c**
40H3420—Gray Nub...**58c**

Elastic Waistband

47c

- Sturdy cotton covert. Unlined.
- Two pockets.

A real value! Covert is a tough, firmly woven quality known for its wear. The elastic waistband holds them up. No belt needed.

ALL SIZES: 4 to 14 yrs. State age-size. Shipping weight, 10 oz.

40H3413—Blue Covert...**47c**
40H3417—Tan Covert...**47c**



42c
EACH
3 FOR \$1.19



Top Quality Blouses

- Fine quality cotton broadcloth shirtings. Tubfast colors.
- Interlined collar, cuffs and center piece. Button cuffs. Yoke.
- Detail and tailoring put them in a class by themselves. No tie.
- SIZES: 6, 8, 10, 12, 14 yrs. State age-size. Shipping wt., ea., 6 oz.
- 40 H 3528—Deeptone (Dark) Blue
- 40 H 3527—Deeptone (Dark) Brown
- 40 H 3509—Plain White
- 40 H 3511—Blue Novelty Prints
- Each.....57c 3 for.....\$1.59

57c
EACH
3 FOR
\$1.59

Low Price Leaders

- Good quality percale or cotton broadcloth.
- The quality is amazing at the price! Good wearing fabrics, adjustable button bottom, interlined collar, yoke and centerpiece. Button cuffs. Tie not included.
- SIZES: 4, 6, 8, 10, 12 yrs. State age-size. Shpg. wt. ea., 6 oz.
- 40 H 3503—Blue Print
- 40 H 3502—Plain White
- 40 H 3513—Plain Blue
- 40 H 3544—Blue Chambray
- Each.....42c 3 for.....\$1.19

Mesh Polo Blouse

- Serviceable cotton mesh.
- Cool as a lake breeze! Low priced! Sporty style button bottom blouses. Stay tucked in. Easily laundered. Button and loop at neck.
- SIZES: 6, 8, 10, 12, 14, 16 yrs. State age-size. Shpg. wt., ea., 6 oz.
- 40 H 3525—White
- 40 H 3526—Medium Blue
- 40 H 3524—Maize
- Each...42c 3 for...\$1.19



59c
EACH
2 FOR
\$1.15



**Gaucha Style Polo Blouses
Bright New Polo Stripes**

- Cotton jersey knit. 3-button gaucha neck.
- Stripes as gay as stick candy! Colors bright as a paint box—and they'll stay that way even after many launderings. Button bottom style stays tucked in. They're the very newest in cool summer sports wear. Buy two—save more.
- EVEN SIZES: 6 to 16 yrs. State age-size. Shipping weight, each, 8 ounces.
- (A) 40 H 4525—Blue, Maroon, Maize Stripe
- (B) 40 H 4524—Navy and White Stripe
- Each.....59c 2 for.....\$1.15

59c
EACH
2 FOR
\$1.15

Junior Gaucha Polo Blouse

- Cotton jersey knit in bright new stripes.
- Button bottom style.
- Bright stripes for juniors, and you'll say they're the smartest sports blouses you have ever seen. Colors are tubfast.
- JUNIOR SIZES: 4, 6, 8 and 10 yrs. State age-size. Shipping wt., ea., 8 oz.
- (A) 40 H 4520—Blue and Maroon Stripe
- (B) 40 H 4521—Navy and White Stripe
- Each.....59c 2 for....\$1.15

Better Quality Button-On Shirts

- Fine cotton broadcloth shirtings.
- Deeptones—candy stripes—and white. They're specially cut with shirt tail bottoms. Well made. Interlined collar, cuffs and centerpiece. Button cuffs. Tubfast colors. Buy three and add to your savings.
- JUNIOR SIZES: 4, 6, 8, 10 yrs. State age-size. Shpg. wt., ea., 6 oz.
- 40 H 3523—Blue Print Button-on Shirt
- 40 H 3545—Plain White Button-on Shirt
- 40 H 3507—Deeptone Blue Button-on Shirt
- Each.....57c 3 for.....\$1.59

57c
EACH
3 FOR
\$1.59

Button-On Shirts

- Fine cotton broadcloth.
- Shirt tail bottom.
- Lined collar and centerpiece.
- Full cut button-on shirts with sports style collar and short sleeves.
- JUNIOR SIZES: 4, 6, 8, 10 yrs. Shpg. wt., 6 oz.
- 40 H 3532—Med. Blue 39c
- 40 H 3529—White 39c

39c
BLUE OR
WHITE

HOW TO ORDER BLOUSES

Measure the boy's neck, and order the corresponding age-size on the chart below. If the measurement is between two neck sizes shown in the table, order next larger size.

Age-size to Order	4	6	8	10	12	14	16
Neck Size, Inches	10 1/2	11	11 1/2	12	12 1/2	13	13 1/2

HOW TO ORDER JACKETS

Measure the boy's chest close up under the arms and over shoulder blades, over blouse or shirt. Then refer to chart and order the corresponding age-size.

Age-size to Order	6	8	10	12	14	16	18
Chest, in.....	24 1/2	26	27 1/2	29	30 1/2	32	34



\$2.19



\$1.69

\$1.79
HALF WOOL
\$2.09
ALL WOOL

Buy Now
—Pay
Monthly
See
Page 1A



49c

Pig-Grain Artificial Leather Junior Jacket

- Sturdy black artificial leather with cotton fleece lining.
- Elastic waistband.
- Serviceable sports jacket—styled for juniors! It's windproof—rainproof. Very inexpensive!
- ALL SIZES: 3 to 8 years. State age-size. Shipping wt., 8 oz.
- 40 H 529—Black Artificial Leather Jacket.....49c

Weatherproof—Rainproof

- 3 ply fabric. Heavyweight cotton suede, rubberized to a warm bright cotton flannel lining.
- A serviceable jacket styled with smart sports back. Slide fastener front and two muff pockets. Just right for early spring wear.
- EVEN SIZES: 6 to 18 yrs. State age-size. Shpg. wt., 1 lb. 12 oz.
- 40 H 3549—Cocoa Brown; Tan Lining.....\$2.19
- 40 H 3547—Navy Blue; Gray Lining.....\$2.19

Low Priced Jackets

- 3 ply fabric cotton suede cloth, rubberized to a warm cotton fleece lining.
- What a bargain this is! Rainproof, washable cossack jacket with slide fastener front—deep muff pockets. Ideal spring jacket to protect him from wind and rain.
- EVEN SIZES: 6 to 18 yrs. State age-size. Shpg. wt., 2 lbs.
- 40 H 3580—Navy Blue Fleece Lined Jacket.....\$1.69
- 40 H 3581—Cocoa Brown Fleece Lined Jacket.....\$1.69

Popular Best Sellers

- Choice of heavyweight (28-oz.) half wool (balance cotton), or all wool melton.
- Serviceable navy blue sports jackets with slide fastener and muff pockets.
- EVEN SIZES: 6 to 16 years. State age-size. Shipping weight, 1 pound 12 ounces.
- 40 H 3584—Heavyweight half Wool Jacket.....\$1.79
- 40 H 3592—All Wool Jacket.....\$2.09
- 40 H 3559—Extra Heavyweight All Wool Jacket. EVEN SIZES: 6 to 18 years.....\$2.49

Cotton Broadcloth Sports Blouses

- Adjustable button bottom style.
- Lined collar and center-piece.
- Inexpensive!
- SIZES: 6, 8, 10, 12, 14 yrs. Shipping weight, 6 ounces.
- 40 H 3540—White
- 40 H 3541—Med. Blue
- Each...43c; 2 For...79c

43c
EACH
2 FOR
79c





Sanforized-Shrunk

"Juniortown"

Reduced to... **65c**

- Strong medium heavyweight Sanforized-Shrunk fabrics.
 - Curtain back drop seat. Triple stitched seams. Bartacked.
 - Composition buttons. Four pockets. Won't shrink out of fit when laundered.
- ALL SIZES: 3 to 8 yrs. State age-size. Shpg. wt., 13 oz.
40 H 5629—Gray Sanforized-Shrunk Covert
40 H 5630—Blue Sanforized-Shrunk Covert
40 H 5631—Tan Sanforized-Shrunk Covert
40 H 5643—Sanforized Shrunken Hickory Stripe..... **65c**



79c EACH

59c EACH



55c EACH
2 for **\$1.05**

SANFORIZED-SHRUNK FABRICS

"Jerry Jr." Zipper Style

- Strong, cotton playsuit fabrics.
- Red enameled slide fastener front.
- Two bellows pleat chest pockets.

Two lower pockets. Curtain back drop seat. Seams triple stitched. In and out of this playsuit in a wink! A bright red slide fastener "zips" it all the way up the front.

ALL SIZES: 3 to 8 yrs. State age-size. Shpg. wt., 13 oz.

- 40 H 5655** — Sanforized-Shrunk Hickory Stripe..... **79c**
- 40 H 5656** — Sanforized-Shrunk Blue Covert..... **79c**

4-Star Feature

- Strong medium weight cotton fabrics.
- Yoke back with inverted center pleat. Drop seat.
- Blue cotton twill trim. Four big pockets.
- Fifteen bartacks.

Smartest suit on the playground! Raglan sleeves for fullness. New sports back gives more freedom.

ALL SIZES: 2 to 8 yrs. State age-size. Shipping weight, 12 ounces.

- 40 H 5608** — Sanforized-Shrunk Blue Covert
- 40 H 5609** — Sanforized-Shrunk Blue and white Hickory Stripe..... **59c**

"Chieftain" Suit

- Sturdy med. wt. cotton fabrics. 13 bartacks.
- 3 strong pockets. Five button drop seat.
- Metal buttons.

Famous Chieftain features make this suit one of our outstanding values! Buttons are sewed securely!

ALL SIZES: 2 to 8 yrs. State age-size. Shipping wt., each, 10 oz.; 2, 1 lb. 2 oz.

- 40 H 5622** — Sanforized-Shrunk Hickory Stripe
- 40 H 5623** — Sanforized-Shrunk Blue Covert. Each **55c**; 2 for **\$1.05**

BUY NOW—PAY MONTHLY. SEE PAGE 1A



39c EACH
3 for **\$1.14**

48c EACH
2 for **93c**

55c EACH
2 for **\$1.05**

Our Value Leader

- Strong medium weight cotton playsuit fabrics.
- Five-button drop seat.
- Triple stitched seams; securely bartacked.
- Three pockets. Metal buttons sewed on securely.

All you'd expect of a sturdy inexpensive suit! Built to stand wear and tear. Full cut.

ALL SIZES: 2 to 8 years. State age-size. Shpg. wt., each, 9 oz.; 3, 1 lb. 7 oz.

- 40 H 5611** — Hickory Stripe
- 40 H 5612** — Blue Covert
- Each... **39c**; 3 for... **\$1.14**

"Chieftain" Quality

- Sturdy medium weight cotton materials. Full cut.
- Raglan sleeves • 13 bartacks
- 3 pockets • Metal buttons sewed securely • Drop seat.

SIZES: 2 to 8 yrs. State age-size. Shpg. wt., ea.; 10 oz. 2, 1 lb. 2 oz.

- 40 H 5632** — Tan Covert
- 40 H 5633** — Hickory Stripe
- 40 H 5635** — Blue Covert
- Each... **48c**; 2 for... **93c**

"Big Pal" Suit

- Heavy weight cotton play suit fabrics. Drop seat.
- Triple stitched seams.
- Unbreakable metal buttons.

ALL SIZES: 3 to 8 yrs. State age-size. Shpg. wt., 12 oz. ea., 2, 1 lb. 6 oz.

- 40H5604** — Pin stripe Navy trim.
- 40H5609** — Blue Denim; no trim.
- 40H5603** — Hickory Stripe; Navy trim.
- Each... **55c**; 2 for... **\$1.05**

HOW TO ORDER PLAYSUITS AND SLIP-ONS

Measure the boy's waist around pants without belt. Then refer to the chart and order corresponding age-size.

AGE-SIZE	2	3	4	5	6	7	8	9	10	11	12
Waist, Inches	21	22	23	23½	24	24½	25	25½	26	26½	27



Double Knees "Double Duty"

Reduced to... **65c** EACH AND UP

- Heavyweight cotton fabrics.
- Four faced pockets.
- Metal buttons sewed on securely.
- Fifteen bartacks.

Our longest wearing play suit! Double knee thickness for long service.

ALL SIZES: 3 to 8 yrs. Drop seat. Shipping weight, 14 ounces. State age-size.

- 40 H 5618** — Blue and White Hickory Stripe..... **65c**
- 40H5619** — Blue Denim **65c**
- ALL SIZES: 9 to 12 yrs. Closed back. Shipping wt., 1 lb. State age-size.
- 40 H 5620** — Blue and White Hickory Stripe..... **75c**
- 40 H 5621** — Blue Denim **75c**



Fast Color Suiting

• Sturdy printed cotton twill. Seams are double stitched. Adjustable suspenders, cuffs. 2 pockets. Sizes: 3 to 10 yrs. State age-size. Shipping weight, each, 9 oz.; 2, 1 lb.
40 H 5665—Dark Brown Check
40 H 5666—Dark Gray Check
 Each.....**48c** 2 for.....**93c**
40 H 3525—White cotton mesh junior polo blouse. SIZES: 4, 6, 8, 10 yrs. Shipping weight, 6 ounces.....**42c**

Sanforized-Shrunk

• Cotton nub suiting. Lined bib has adjustable suspenders. All seams turned and double-stitched. Cuffs. Sizes: 3 to 10 yrs. State age-size. Shpg. wt., ea., 9 oz.; 2, 1 lb.
40 H 5641—Gray Nub
40 H 5642—Tan Nub
 Each.....**55c** 2 for **\$1.05**
40 H 3526—Blue cotton mesh junior blouse. SIZES: 4, 6, 8, 10 yrs. Shpg. wt., 6 oz....**42c**

Suspender Style

• Self-belt. 3 pockets. • Cuff bottoms. Sizes: 4, 6, 8, 10 yrs. State size. Shipping weight, 10 oz.
40 H 5626—Gray Printed Pattern Cotton Twill..... 59c
40 H 5627—Sanforized-Shrunk Tan Nub..... 59c
 Cotton broadcloth blouse. SIZES: 4, 6, 8, 10. Shpg. wt., 6 oz.
40 H 3507—Dark Blue... 57c
40 H 3545—White..... 57c

Sanforized-Shrunk

Buy Now
Pay
Monthly
See
Page 1A



Suspender Style

• Sanforized-Shrunk, deep tone cotton twill. • Adjustable suspenders. Practical dark garments made with self belt; cuffs, and two pockets. Fly front. Sizes: 4, 6, 8, 10, 12 years. State age-size. Shipping weight, 10 ounces.
40H5710—Deep Blue... 69c
40H5711—Deep Brown. 69c

69c

"Juniortown" Model

• Sanforized-Shrunk check cotton suiting. New for spring. "Dress-up" style! Has half belt and adjustable suspenders. Cuff bottoms. Two pockets. Sizes: 4, 6, 8, 10, 12 years. State age-size. Shipping weight, 11 ounces.
40H5667—Gray Check.. 75c
40H5668—Tan Check... 75c

75c

FOR BLOUSES, SEE PAGE 161.

See
"How to
Order
Slip-ons"
on
Page
162



3-Pc. Play Suits

• Sturdy cotton covert. • Pants—belt—shirt. Long Pants. Practical low priced garments! They make perfect play suits because the dark color won't show soil readily. They're easily laundered, too. Shirt has sports style collar and short sleeves. Choice of long or short pants style. Sizes: 3 to 8 yrs. State age-size. Shipping weight, 8 ounces.
40 H 4697—Blue Covert Long Pants Suit..... 67c
40 H 4677—Blue Covert Short Pants Suit.... 57c

67c

Double Knees

• Strong cotton fabrics. Double knees, double wear! Adjustable suspenders; two pockets. Seams triple stitched for strength. Sizes: 2 to 8 yrs. State age-size. Shpg. wt., each, 9 oz.; 3, 1 lb. 7 oz.
50 H 5651—Blue Denim
50 H 5650—Hickory Stripe
 Each...**38c** 3 for **\$1.10**
 Single Knees
 Model as above without reinforced knees. Shpg. wt., each, 8 oz.; 3, 1 lb. 4 oz.
50 H 5647—Blue Denim
50 H 5646—Hickory Stripe
 Each...**33c** 3 for...**95c**

38c

Low Priced

• Serviceable cotton play suit fabrics. Strong little garments with adjustable suspenders. Cuff bottoms. Two pockets. Sizes: 2 to 8 yrs. State age-size. Shpg. wt., ea., 8 oz.; 3, 1 lb. 4 oz.
40 H 5637—Blue and White Pin Stripe
40 H 5636—Blue Covert
40 H 5638—Blue and White Striped Seersucker. Each...**39c** 3 for **\$1.14**
40 H 3525—White cotton mesh blouse. SIZES: 4, 6, 8, 10 yrs. Shpg. wt., 6 oz.**42c**

39c

Fast Color

• Strong cotton suiting. They're cool, they're sturdy! Sewed-on self belt with buckle. Two patch pockets. Inside waistband has buttonholes. Sizes: 4 to 10 yrs. State age-size. Shpg. wt., 11 oz.
40 H 3419—Brown... 64c
40 H 3421—Gray... 64c

64c

Navy Blue Cheviot

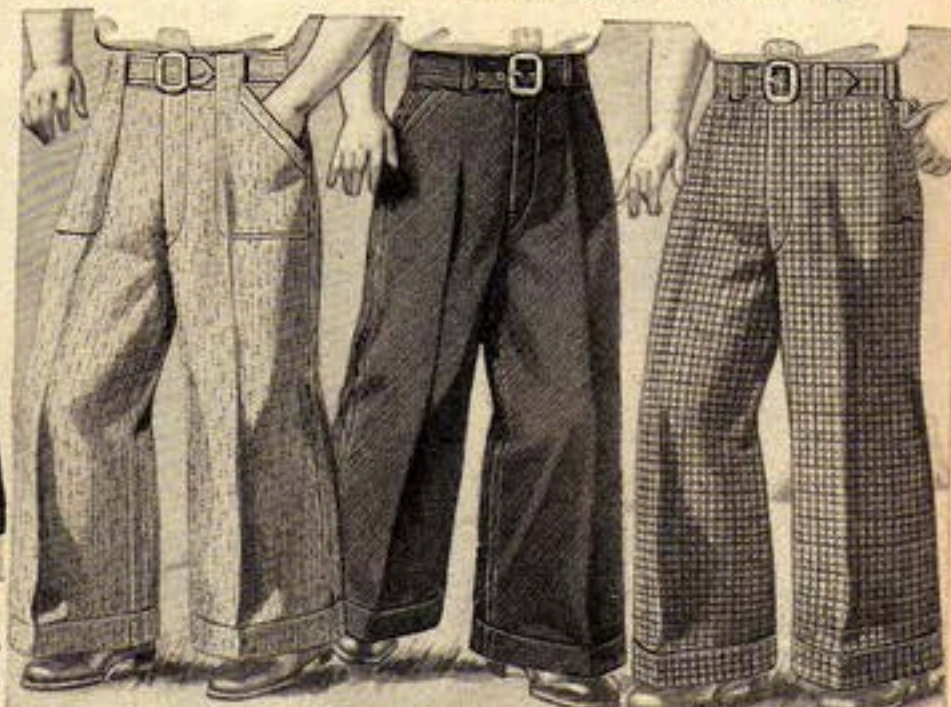
• 40% wool balance cotton. Cuff bottom slacks styled especially for juniors. 3 pockets. Inside waistband has buttonholes. Self belt with buckle. Fly front. Sizes: 4 to 9 yrs. State age-size. Shpg. wt., 14 oz.
40 H 4467—Navy Blue Cheviot Slacks. \$1.35

\$1.35

Sanforized-Shrunk,

• Woven check cotton suiting. They won't shrink out of fit when laundered! Cool and comfortable to wear. Styled with cuff bottoms. 2 side pockets and self-belt with buckle. Side buckle straps. Inside waistband has buttonholes. They're a good "buy"! ALL SIZES: 4 to 10 years. State age-size. Shipping weight, 11 ounces.
40 H 3480—Brown... 95c
40 H 3481—Gray... 95c

95c

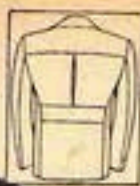


HOW TO ORDER JUNIOR LONGIES
 It's easy to obtain the correct size by mail! Measure the boy's waist over trousers with belt removed. Then refer to the chart and order corresponding age-size.

Age-size.....	4	5	6	7	8	9	10
Waist, Inches	23	23½	24	24½	25	25½	26

Styled for
3 to 10
Year Olds

BUY NOW—
PAY MONTHLY
SEE PAGE 1A



Five-Piece Outfit

- Navy blue cheviot, more than 1/2 wool, balance cotton. **\$2.95**
- Sports back double breasted coat with inverted pleat and half belt.

Fly front longies have cuffs and self belt. White cotton broadcloth button-on blouse with tie.

ALL SIZES: 4 to 9 years. State age-size. Shpg. wt., 2 lbs. 1 oz.

40 H 3200—Navy Blue Cheviot 5-Pc. Suit. **\$2.95**

Nautical Style

- Choice of two sturdy fabrics. **\$1.75**

Styled just like the suits real sailors wear! Blouse is braid trimmed. Slide fastener front and sleeve emblem. Worsted bottom. Pants have broad fall front.

ALL SIZES: 4 to 10 years. State age-size.

40 H 3285—Navy Blue Cotton Twill Suit. Shipping weight, 11 ounces. **\$1.75**

40 H 3207—All Wool Navy Blue Flannel Suit. Shipping weight, 1 lb. 3 oz. **\$2.98**

Sailor Suit

- Strong navy blue cotton twill. **\$1.00**
- Suit includes cord and whistle.

Here's a practical sailor suit with button-on longies and a braid trimmed blouse. Chest pocket. Emblem on sleeve. Sturdy quality twill is famous for wear and he'll like the shiny whistle.

ALL SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 11 oz.

40 H 3228—Navy Blue 3-Pc. Sailor Suit. **\$1.00**

3-Pc. Admiral Suit

- Serviceable Navy blue cotton twill. **\$1.79**
- Includes coat, pants and self-belt.

Smart as an admiral's dress uniform! Double breasted sports back jacket with brass buttons and gold braid.

ALL SIZES: 4 to 10 yrs. State age-size. Shpg. wt., 1 lb. 4 oz.

40 H 3201—3-Pc. Navy Blue Suit. **\$1.79**

40 H 3201H—Admiral Cap to match. SIZES: 6 1/4 to 6 3/4. State size. Shpg. wt., 4 oz. **.39c**

ORDER THE SIZE THAT FITS HIM
The chart on Page 166 tells you how to obtain his correct size.

5-Pc. Rugby Style Outfit

- Rich looking smooth finish cassimere in neat check pattern, 1/2 wool, balance cotton and rayon. **\$3.49**
- Single breasted coat has yoke back with half belt and two inverted pleats.

1938 version of the rugby! One of the smartest styles for little boys. Coat has lined sleeves and piped seams. Three patch pockets. Cuff bottom longies have fly front, self belt and buckle. Don't overlook the smart striped button-on cotton broadcloth blouse and tie.

ALL SIZES: 4 to 10 yrs. State age-size. Shpg. wt., 2 lbs. 1 oz.

40 H 3268—Gray Check 5-Piece Suit. **\$3.49**

40 H 3269—Brown Check 5-Piece Suit. **3.49**

Dressy Longie Suit
5 Pieces Included

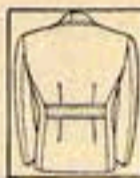
- Heavyweight fast color cotton suiting in new herringbone (printed) pattern. Looks like wool. **\$1.95**
- Pinch back rugby coat—cuff bottom longies—self belt and buckle—blouse—contrasting tie.

We'd call this a bargain! Outfit includes everything he needs to be smartly turned out for a dress occasion. Cotton broadcloth button-on blouse is a classy "deep tone" with "Duke of Kent" collar.

ALL SIZES: 4 to 10 yrs. State age-size. Shpg. wt., 1 lb. 6 oz.

40 H 3298—Medium Blue Suit; Deep Blue Blouse. **\$1.95**

40 H 3299—Medium Brown Suit; Deep Brown Blouse. **\$1.95**



Sanforized-Shrunk

- Longies of oyster white (slub-yarn) cotton suiting with cuffs. Self belt. **\$1.59**
- Double breasted coat is navy blue cotton twill. Three patch pockets.
- White cotton broadcloth button-on blouse. Red tie.

An "older boy" style, cleverly adapted for little fellows!

ALL SIZES: 3 to 9 yrs. State age-size. Shpg. wt., 1 lb. 7 oz.

40 H 3308—Dressy 5-Piece Suit. **\$1.59**

Low Priced Rugby

- Cassimere 1/2 wool, balance cotton and rayon, or cheviot over 1/2 wool, balance cotton. **\$1.95**
- Includes a belted pinch back coat—full lined shorts—cotton broadcloth blouse-tie.

ALL SIZES: 3 to 8 yrs. State age-size. Shpg. wt., 1 lb. 5 oz.

40 H 3218—Dark Blue Check Cassimere. Blue Blouse, 4-Pc. Outfit. **\$1.95**

40 H 3215—Navy Blue Cheviot, White Blouse, 4-Pc. Outfit. **\$1.95**

Jersey Top Style

- Sturdy navy blue cotton twill suspender style shorts. Self belt. **\$1.19**
- Colorful blue, white and red striped cotton knit slip-over blouse.

Slip-over in tri-color stripes tops a pair of suspender style shorts. Model is high-waisted with front pleats, two side pockets, and fly front.

ALL SIZES: 4 to 10 yrs. State age-size. Shipping weight, 14 ounces.

40H3203—3-Pc. Suit. **\$1.19**

TOGS THAT CAN "TAKE IT"



See
"How to
Order"
Page 167



5-PIECE OUTFIT

COAT.. PANTS
SHIRT.. BELT.. TIE

Double Breasted
Rugby Model

\$3⁶⁹

- New blue-gray or brown check cassimere, more than 1/2 wool, balance cotton.
- Sports back, coat with lined sleeves, yoke and facings.
- Cuff bottom longies with fly front, three pockets. Self belt and buckle.
- Neat printed check button-on cotton blouse, with Duke of Kent collar and figured tie.

Big city shops would charge much more for an outfit as fine as this one. Fabric is a beautiful smooth finish cassimere. Coat has yoke back with four knife pleats. A suit and a value we're proud of.

ALL SIZES: 4 to 10 yrs. State age-size. Shpg. wt., 2 lbs. 1 oz.
40 H 3283—Blue Gray Check 5-Piece Suit \$3.69
40 H 3284 Brown Check 5-Pc. Suit \$3.69



Sanforized-Shrunk
Gabardine Suit **\$1.95**

- All white 5-piece suit. All white—for important occasions! Twill weave cotton gabardine double breasted coat—cuff bottom longies with two pockets—Self belt. White cotton broadcloth button-on blouse and white tie.
- ALL SIZES: 3 to 10 yrs. State age-size. Shipping weight, 1 lb. 9 oz.
- 40 H 3307—5-Piece Sanforized-Shrunk All White Suit...\$1.95

Jersey Top
Suspender Longie Suit **\$1.19**

- Fast color blue stripe cotton jersey button-on shirt with gancho neck.
- Fast color navy blue cotton twill suspender style longies. Cuffs and self belt. A "best seller" style because it's so practical! The dressy longies are favorites with little boys.
- ALL SIZES: 3 to 9 yrs. State age-size. Shipping weight, 12 ounces.
- 40 H 3297—3-Piece Outfit.....\$1.19

New Style
Three-piece Suit **\$1.45**

- Navy blue cheviot longies more than 2/5 wool. Self belt.
- Deep tone blue button-on cotton blouse with sports back and pleated chest pockets. The latest in a wash top suit! Longies have cuff bottoms—two pockets.
- ALL SIZES: 3 to 10 yrs. State age-size. Shipping weight, 10 ounces.
- 40 H 3306—Navy Blue 3-Pc. Outfit...\$1.45

Sports Back
Five-piece Suit **\$2.95**

- Navy blue cheviot, more than 1/2 wool, balance cotton.
- Rugby with real class! Single breasted coat has snappy sports back as illustrated. Cuff bottom longies have self belt. White cotton broadcloth blouse and scarf tie.
- ALL SIZES: 4 to 9 yrs. State age-size. Shipping weight, 2 lbs. 1 oz.
- 40 H 3242—5-Piece Navy Blue Suit...\$2.95



\$1.29
4-Pc. Suit
\$1.00
Our Economy Suit

"Big Leaguer"

- Shirt and knickers of gray striped cotton flannel. Baseball monogram.
- Belt and cap included.
- Makes any baseball game more exciting! Cotton flannel washes easily. Bat and ball not included.
- SIZES: 6, 8, 10, 12, 14, 16. State age-size. Shipping weight, 1 pound 5 ounces.
- 40 H 4382—4-Piece Outfit...\$1.29
- Our economy baseball suit. Style similar to above. Not as good quality. Sizes as above. Shipping weight, 1 pound.
- 40 H 4359—4-Piece Outfit...\$1.00



(A) "Rough Rider"
8 Pieces
• Sturdy khaki cotton drill chaps. **\$1.09**
• Plaid cotton flannel shirt.
• Cowboy hat • Bandanna
• Belt • Lasso • Toy pistol and holster.
Everything you need for a back yard "Wild West" show!
SIZES: 4, 6, 8, 10 yrs. State age-size. Shpg. wt., 1 lb. 12 oz.
40 H 4388—8-Pc. Cowboy Outfit.....\$1.09

(B) "Two-Gun Pete"
8 Pieces
• Tough brown imitation leather front chaps with two holsters. **\$2.39**
• Sporty plaid cotton flannel shirt. Bandanna.
• Imitation leather vest.
• Two toy pistols • Lasso.
• Black cotton suede hat.
Chaps and vest look like leather. Our best cowboy suit!
SIZES: 4, 6, 8, 10, 12, 14 yrs. State age-size. Shpg. wt., 3 lbs.
40 H 4375—8-Piece Cowboy Outfit.....\$2.39

(C) "Texas Ranger"
8 Pieces
• Decorated cotton drill chaps. **\$1.69**
• Plaid cotton flannel shirt.
• Bandanna • Belt • Lasso
• Big toy pistol—holster, and big cowboy hat.
SIZES: 4, 6, 8, 10, 12, 14 yrs. State age-size. Shpg. wt., 2 lbs. 12 oz.
40 H 4383—8-Pc. Cowboy Outfit.....\$1.69

EVERYTHING
YOU NEED
ON EASY TERMS
SEE PAGE 1A



- 5-Pc. Linen Suit**
• Genuine linen (oyster) white suit with "deep tone" fast color blue cotton broadcloth shirt.
Sports back coat with shorts to match. Self-belt and tie.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 14 oz.
40 H 4637—Linen 5-Pc. Eton Suit.....\$1.59
- 3-Pc. White Sailor Suit**
• Shorts, belt and button-on shirt
Put him in a sailor suit! This one is white cotton twill that launders well. Fast color navy blue trimming.
SIZES: 3 to 8 yrs. State age-size. Shpg. wt., 10 oz.
40 H 4666—3-Pc. Sailor Wash Suit.....79c
- Tubfast Suit**
• 3 Pieces
Cotton linene shorts button to cotton broadcloth shirt! Tubfast trim.
SIZES: 3 to 9 yrs. State age-size. Shipping weight, 9 ounces.
40 H 4662—Navy and White 3-Pc. Suit.....59c
40 H 4663—Deep Brown and White 3-Pc. Suit.....59c
- Best Seller**
• Fast color cool cotton nub suiting.
Suits that know how to stand wear and laundering. Tubfast piping.
SIZES: 3 to 8 yrs. State age-size. Shpg. wt., 9 oz.
40 H 4667—Blue-Gray Nub 3-Pc. Suit.....48c
40 H 4668—Tan Nub 3-Pc. Suit.....48c
- LOWEST PRICED**
• Tubfast fabrics
Well made little suits! Shorts are cotton nub suiting. Cotton broadcloth shirt.
SIZES: 2 to 7 yrs. State age-size. Shpg. wt., 7 oz.
40 H 4664—Tan and White 2-Pc. Wash Suit 35c
40 H 4665—Gray and Blue 2-Pc. Wash Suit 35c

ILLUSTRATIONS ON FACING PAGE—"HOW TO ORDER" BELOW



- \$1.49**
A 5-Piece Eton
• Tubfast wash fabrics.
• Pinch back coat—shorts and belt of cotton nub suiting. • 4-in-hand tie.
• Deep tone cotton broadcloth button-on shirt.
SIZES: 3 to 9. State age-size. Shipping weight, 12 oz.
40 H 4660—Tan Nub Suit; Brown Nub Suit.....\$1.00
40 H 4661—Blue-Gray Nub Suit; Navy Blue Nub Suit.....\$1.00
- B Smart Rugby Style**
• Navy blue cotton twill rugby style coat with sports back.
• White cotton twill shorts with self-belt.
• White cotton broadcloth button-on style shirt.
• Contrasting tie.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 12 oz.
40 H 4640—5-pc. Rugby Suit.....\$1.19
- C 5-Pc. Longie Model**
• Coat, longies, and belt of oyster white slub yarn cotton linene.
• Single breasted coat with pinch back; patch pockets.
• Cuff bottom longies.
• Tubfast deep tone blue cotton broadcloth button-on shirt. Tie.
SIZES: 3 to 10 years. State age-size. Shpg. wt., 1 lb. 3 oz.
40 H 4646—5-pc. Longie Rugby Suit.....\$1.49
- D Our Finest Wash Suit**
• Exclusive style.
• Sanforized-Shrunk.
• Sports back coat is fast color navy "doeskin" cotton suiting.
• Fast color cotton gabardine longies with pleats, cuffs, self-belt and pockets.
• Deep tone blue cotton broadcloth button-on shirt. Tie.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 1 lb. 11 oz.
40 H 4651—5-Pc. Sports Outfit.....\$2.49
- E 5-Pc. Longie Suit**
• Sanforized-Shrunk.
• Coat and longies of cotton suiting in woven "shepherd" checks.
• Rugby sports back coat.
• Cuff bottom longies with pleats; self-belt.
• Tubfast cotton broadcloth shirt. Red tie.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 1 lb. 11 oz.
40 H 4642—5-Pc. Rugby Suit.....\$2.19
- F Tan or Gray Suit**
• Coat, belt and longies of cotton nub suiting.
• Double breasted coat.
• Cuff bottom longies with self-belt. Tie.
• Deep tone shirt
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 1 lb. 7 oz.
40 H 4696—5-Pc. Tan Nub Rugby Suit.....\$1.79
40 H 4693—5-Pc. Gray Nub Rugby Suit Sanforized-Shrunk.....\$1.89
- G Popular Sailor Style**
• Cotton jean longies with broad fall front.
• Cotton broadcloth shirt.
• Cord and whistle.
SIZES: 3 to 10 yrs. State age-size. Shipping weight, 9 oz.
40 H 4618—Blue and White Sailor Suit.....\$1.09
40 H 4669—All White Sailor Suit.....\$1.09
Gob hat—SIZES: 6 1/4 to 7. State size. Shpg. wt., 4 oz.
40 H 4680—Blue Hat 29c
40 H 4682—White Hat 29c
- H Sanforized-Shrunk**
• Suspender style longies of fast color bright nub cotton suiting with cuff bottoms and side pockets. Self-belt.
• Cool cotton mesh button-on shirt with tubfast candy-stick stripes and a gaucho neck.
• Outfit launders well; colors will not fade.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 13 oz.
40 H 4675—Novelty Style 3-Pc. Suit.....\$1.49
- I The Little Admiral**
• Sanforized-Shrunk cool cotton jean.
• Button-on shirt with navy blue trim.
• Cuff bottom longies.
• Navy blue belt.
• Trimming is fast color.
SIZES: 3 to 10 yrs. State age-size. Shipping wt., 12 oz.
40 H 4638—3-Pc. Admiral Suit.....\$1.29
• Sailor Gob Hats: SIZES: 6 1/4 to 7. State size. Shpg. wt., 4 oz.
40 H 4680—White.....29c
- K Shirt—Belt—Longies**
• Cool fast color cotton nub suiting longies with cuffs and self-belt.
• Popular gaucho style deep tone button-on shirt. Pleated vest pocket. Tubfast. Launders well.
• Popular sporty style.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 13 oz.
40 H 4653—Tan and Brn. Combination.....\$1.19
40 H 4654—Gray and Navy Blue Combination.....\$1.19
- L 5-Pc. Rugby Outfit**
• Fast color cool cotton nub suiting. Tan or gray.
• Rugby style coat with "sunburst" sports back.
• Shorts have self-belt.
• Good quality white cotton broadcloth shirt.
• Four-in-hand tie.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 1 lb. 3 oz.
40 H 4648—Gray.....\$1.69
40 H 4650—Tan Nub 5-Pc. Suit.....\$1.69
- M Fast Color Suiting**
• Sanforized-Shrunk plaid "Brittany flannel" (cotton suiting).
• Double breasted coat with pleated yoke back and patch pockets. Contrasting tie.
• Shorts have self-belt.
• Deep tone maroon cotton broadcloth button-on shirt with Duke of Kent collar.
SIZES: 3 to 10 yrs. State age-size. Shpg. wt., 1 lb. 3 oz.
40 H 4695—5-Pc. Rugby Suit.....\$1.75
- N Low Priced Suit**
• Fast color check cotton suiting longies with cuffs and self belt.
• Cotton broadcloth button-on shirt with fast color piping.
• Cord and whistle.
SIZES: 3 to 9 yrs. State age-size. Shipping weight, 11 oz.
40 H 4658—Blue Check Longies; White Shirt.....98c
40 H 4659—Brown Check Longies; Tan Shirt.....98c
- O Bright New Deep Tones**
• "Easter egg" colors in washfast cotton poplin.
• Blouse embroidered with gay little figures.
• Shorts with self-belt.
• Colors won't fade when laundered.
SIZES: 2 to 7 yrs. State age-size. Shipping weight, 8 oz.
40 H 4655—Brown Shorts; Aquamarine Blouse.....79c
40 H 4656—Navy Blue Shorts; Maize Blouse.....79c
- P Two-Tone Style**
• Fast color cotton fabrics.
• Percal button-on shirt has candy stripe front and deep tone back.
• Cotton broadcloth shorts with self-belt.
• Won't show soil easily.
SIZES: 2 to 7 yrs. State age-size. Shpg. wt., 8 oz.
40 H 4635—Blue and White 3-Pc. Suit.....69c
40 H 4636—Brn. and White 3-Pc. Suit.....69c
- Q Latest Style Hit**
• Sanforized-Shrunk.
• Latest thing in sports wear.
• "Bush" coat of tubfast deep brown cotton ribbed suiting. Self-belt.
• New "sunburst" pleated back.
• Longies of fast color cotton suiting. Front pleats.
• Shirt and tie not included.
SIZES: 3 to 10 years. State age-size. Shipping weight, 1 pound 4 ounces.
40 H 4639—3-Pc. "Bush" Style Outfit.....\$2.39
- \$1.19**
2-Pants Sailor Suit
Shorts and longies included with this sailor suit! Blouse and longies are Sanforized-Shrunk white cotton jean. Shorts are Tubfast blue cotton linene.
SIZES: 3 to 9 yrs. State age-size. Shpg. wt., 12 oz.
40 H 4694—Suit with extra blue shorts.....\$1.19
- EXTRA SHORTS INCLUDED**
- Sanforized Shrunk**
• 3-Pc. Suit
Bib style suspender longies of corded cotton suiting. Cotton broadcloth button-on shirt.
SIZES: 3 to 9 yrs. State age-size. Shipping weight, 11 oz.
40 H 3304
Brown and Tan 3-Pc. Suit.....\$1.49
40 H 3305—Navy and Med. Blue Suit.....\$1.49
- Sanforized-Shrunk Best Seller**
• Single or double breasted 5-piece rugby suit.
• Cool tubfast cotton nub suiting.
• Smart pinch back coat and cuff bottom longies.
• Deep tone blue button-on shirt of cotton broadcloth. Colored tie. Longies have self-belt.
SIZES: 3 to 10 years. State age-size. Shpg. wt., 1 lb. 11 oz.
40 H 4692—Single Breasted Gray Nub 5-Piece Suit.....\$1.89
40 H 4693—Double Breasted Gray Nub 5-Pc. Suit.....\$1.89

HOW TO ORDER JUVENILE CLOTHING

It's easy to obtain the correct size by mail! Measure the boy's chest close up under arms, over shirt or blouse. Then refer to the chart and order corresponding age-size.

Age-size.....	2	3	4	5	6	7	8	9	10
Chest, Inches.....	21	22	23	24	24 1/2	25 1/2	26	27	27 1/2



A
5-Pc. Eton Suit
Tan or Gray \$1.00
Each



B
5-Pc. Suit
Rugby Style \$1.19



C
5-Pc. Suit
Slub Suiting \$1.49



D
Sanforized
Shrunk \$2.49
5 Pcs.



E
Sanforized
Shrunk \$2.19
5 Pcs.



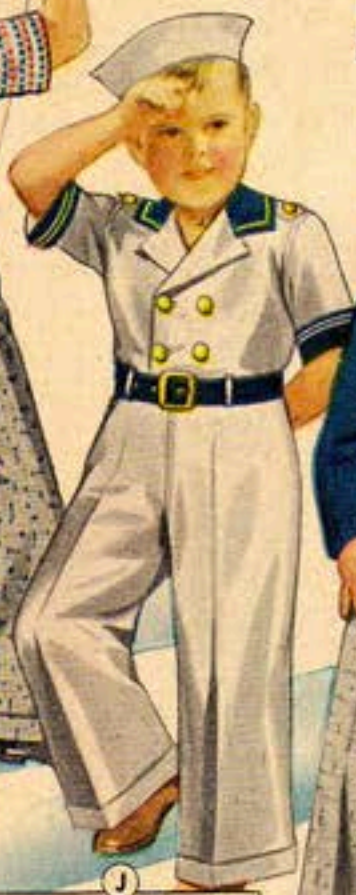
F
5-Pc. Suit
Nub Suiting \$1.79



G
Sailor Style
Two Colors \$1.09
Each



H
Sanforized
Shrunk \$1.49
3 Pcs.



J
Sanforized
Shrunk \$1.29
3 Pcs.



K
3-Piece Suit
Gaucho Waist \$1.19
Each



L
5-Piece Suit
Tan or Gray \$1.69
Each



M
Sanforized
Shrunk \$1.75
5 Pcs.



N
3 Pieces
and Whistle 98c
Each



P
Tubfast
3-Pc. Suit 79c
Each



R
3-Pc. Suit
Tubfast 69c
Each



S
Sanforized
Shrunk \$2.39



T
Sanforized
Shrunk \$1.89
5 Pcs.

See Descriptions
On Facing Page

Sanforized-Shrunk

WASH SLACKS
FOR SPORTS . . . FOR DRESS



Tropical Suiting

• Cool Sanforized-Shrunk cotton tropical suiting. **\$1.49**
• Cuff bottoms.
Styled with just the right amount of "snap." High extension waistband has 6 buttons. Five strong pockets.
SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. *State waist and inseam measures.* Shipping weight, 1 pound 6 ounces.
40 H 5407—Medium Gray Check Slacks.....**\$1.49**

Part Wool Tropical

• Sanforized-Shrunk tropical suiting, 14% wool, balance cotton and rayon. **\$1.79**
• Narrow belt loops and self belt with rings. 4 pleats.
SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. *State waist and inseam measures.* Shipping weight, 9 ounces.
40 H 5405—Fast Color Dark Blue Plaid.....**\$1.79**
40 H 5406—Fast Color Oxford Gray Plaid.....**\$1.79**

Nassau Tropical

• Sanforized-Shrunk gray plaid cotton tropical suiting. **\$1.00**
• Front pleats.
Tropical suiting has ranked high in popularity for summer wear because it is cool, practical, long-wearing.
SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. *State waist and inseam measures.* Shipping weight, 14 ounces.
40 H 4423—Gray Plaid Slacks.....**\$1.00**



Dressy Model

• Sanforized-Shrunk corded cotton suiting. **\$1.19**
Black and white stripes in fine corded suiting! Looks like flannel. Launders well. Tailored and pressed like fine dress clothing. Model has four pleats and extension waistband. Side buckles.
SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. *State waist and inseam measures.* Shipping weight, 1 pound.
40 H 5410—Black and White Stripe Slacks.....**\$1.19**
40 H 3524—Cool maize cotton mesh polo blouse. Even Sizes: 6 to 16 years. Shipping weight, 6 ounces.....**.42c**

High-Style Pastels

• Cool Sanforized-Shrunk woven check corded cotton suiting. **\$1.35**
The height of good taste for summer dress and sports wear! Beautiful pastel shades in check patterns—tailored like the finest men's clothing—styled with extension waistband and 4 front pleats. Side buckle straps.
SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. *State waist and inseam measures.* Shipping weight, 1 pound.
40 H 4488—Tan.....**\$1.35**
40 H 5411—Gray.....**1.35**
40 H 3528—Tubfast deep tone Blue Blouse. Cotton broadcloth. Tie not included. Even Sizes: 6 to 14 years. Shipping weight, 6 oz. **.57c**

Neat Summer Patterns

• Sanforized-Shrunk cotton suiting. **98c**
• Front pleats.
Wash slacks—for sizzling summer days. They'll keep him cool—and they launder easily.
SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. *State waist and inseam measures.* Shipping weight, 14 ounces.
40 H 5417—Gray Plaid Slacks.....**98c**
40 H 4441—Gray Shadow Stripe Slacks.....**98c**

Sanforized-Shrunk

• Choice of three cool sturdy cotton fabrics. **\$1.09**
It's smart to keep cool in crisp wash slacks; these are dressy models with front pleats, extension waistband and side buckle straps.
SIZES: 25 to 30½-in. waist; 25 to 32-in. inseam. *State waist and inseam measures.* Shpg. wt., 1 lb.
40 H 4495—White Twill **\$1.09**
40 H 4493—White Duck **1.09**
40 H 4436—Corded Suiting **1.19**

Inexpensive Model

• Sanforized-Shrunk woven check cool, washable cotton suiting. **85c**
• Serged seams.
Our lowest price for cool Sanforized-Shrunk wash slacks. Always a summer favorite, the cool gray check fabric will not readily show soil. Made with five pockets. A great value!
SIZES: 9 to 18 years. *State age-size.* Shipping weight, 1 lb.
40 H 5409—Gray Woven Check Suiting.....**.85c**

KEEP HIM COOL AND COMFORTABLE IN A

Sanforized-Shrunk WASH SUIT



Sanforized-Shrunk Cotton Nub Suiting

• **Single breasted pinch-back coat.** Unlined—finished with piped seams and wide French facings. Rayon like lining.
 • **Wide cuff bottom longies.** A very low priced wash suit that will keep you looking crisp and fresh—and feeling COOL! Coat has belted back and sporty patch pockets. **Fast Color.** Easily laundered at home.
 SIZES: 26 to 34-inch chest. *State chest, waist and inseam measurements.* Shipping weight, 1 pound 10 ounces.
40 H 2985—Tan Nub 2-Piece Suit.....\$2.69
40 H 3023—Gray Nub 2-Piece Suit.....\$2.69

Sanforized-Shrunk White Gabardine

• **Fine quality mercerized white cotton gabardine;** single or double breasted.
 • **Coat has sporty blouse back and patch pockets.**
 • **Cuff bottom longies with pleats.** Side buckle straps.
 There's nothing to surpass the smart comfort of crisp gabardine! Spotlessly white... wonderfully cool, it's a fabric favorite for summer wear. Easily laundered.
 SIZES: 26 to 34-inch chest. *State chest, waist and inseam measurements.* Shpg. wt., 2 lbs. 4 oz.
40 H 2976—White Double Breasted 2-Pc. Suit...\$3.79
40 H 2986—White Single Breasted 2-Pc. Suit...\$3.79

Sports Back Model Gray Plaid Suiting

• **Sanforized-Shrunk gray plaid or tan check cotton suiting.**
 • **Single breasted pinch-back coat;** half belt; patch pockets.
 • **Cuff bottom longies.**
 He'll like it for sports or dress wear! A very cool, serviceable fabric, won't show soil easily. Priced for budget shoppers.
 SIZES: 26 to 34-inch chest. *State chest, waist and inseam measurements.* Shipping weight, 1 pound 14 ounces.
40 H 2988—Medium Gray Plaid 2-Pc. Suit...\$2.98
40 H 2989—Tan Check 2-Pc. Suit.....\$2.98

Cool, Dressy Tropical Suiting FOUR-STAR FEATURE VALUE

\$3.69

- **Sanforized-Shrunk.**
- **Choice of gray or tan overplaid pattern cotton tropical suiting.**
- **Double breasted unlined sports back coat;** finished with piped seams and wide French facings.
- **Rayon yoke lining.**
- **Cuff bottom longies.** Five Pockets. Side buckle Straps.

Tropical cotton suiting rates high for warm weather wear! It's cool—dressy looking. Keeps you looking crisp and fresh whatever the weather!

This fabric is a clear, medium shade of gray or tan with a smart overplaid. Won't soil easily. Fast color. Laundered easily at home. Any way you look at it, a practical investment in summer comfort.

SIZES: 26 to 34-inch chest. *State chest, waist and inseam measurements.* Shipping weight, 1 pound 12 ounces.

40 H 2940—Medium Gray Tropical Suiting. 2-Pc. Suit.....\$3.69
40 H 2955—Tan Tropical Suiting. 2-Pc. Suit.....\$3.69



↑ Our Finest Part Wool Tropical

- **Sanforized-Shrunk dark blue overplaid tropical suiting.** 14% wool, balance cotton.
- **Double breasted unlined sports back coat.** Seams piped. French facings. Rayon yoke lining.
- **Cuff bottom longies.**

The heat of the tropics inspired this cool, lightweight suiting! Refreshing as a julep, it's little short of a fad with young moderns everywhere. It looks like expensive tropical worsted suiting, yet it has just enough wool to give it body. Laundered without shrinking out of fit or fading. Tops for summer wear!

SIZES: 26 to 34-inch chest. *State chest, waist and inseam measurements.* Shpg. wt., 1 lb. 12 oz.

40 H 2941—Dark Blue Overplaid Tropical Suiting 2-Piece Suit.....\$3.98

Woven Suiting → Blouse Back Model

- **Sanforized-Shrunk corded fast color cotton suiting.**
- **Double breasted coat** has blouse back. Rayon yoke lining. Wide French facings.
- **Pleated longies.** 5 pockets.

Corded suitings win applause from New York stylists... and this is one of the smartest! The check is woven into the fabric. Cleverly styled. Easily laundered. Sanforized-Shrunk insures permanent fit.

SIZES: 26 to 34-inch chest. *State chest, waist and inseam measurements.* Shpg. wt., 2 lbs. 4 oz.

40 H 2987—Light Gray Check Sanforized-Shrunk 2-Pc. Suit.....\$3.49



COMPLETE SELECTION OF

New 1938 Models

FOR BOYS
9 TO 18 YRS.

\$6⁷⁵
2-Pc. Suit
\$7⁷⁵
3-Pc. Suit

\$4⁷⁹
2-Pc. Suit
\$5⁷⁹
3-Pc. Suit

\$4⁹⁵
2-Pc. Suit
\$5⁹⁵
3-Pc. Suit

\$6⁹⁸
3-Pc. Suit

Descriptions on Facing Page

© All Wool
\$9⁹⁵
3-Pc.

\$12⁹⁵
With
Extra
Trousers

Ⓜ
\$7⁹⁵
3-Pc.

\$9⁹⁵
With
Extra
Trousers

\$8⁴⁵
Wool
and Silk

\$8⁷⁵
3-Pc. Suit

\$8.45
3-Pc. Suit

\$8.95
3-Pc. Suit
\$10.95
With Extra Trousers

\$8.95
3-Pc. Suit
\$9.95
All Wool



See
"How to Measure"
on Page 889

Up-to-the-Minute Style Hit

- Med. gray mixture with overplaid, 3/5 wool suiting, balance cotton and rayon.
- Cutaway coat with polo pockets. Double cuffs. Pinch back. Lined with lustrous rayon.
- Swagger pleated longies. Cuff bottoms.
- Dapper 3-button double breasted vest.

Distinction plus! From the sleek lines of the cutaway coat to the polo style flap pockets, it's 1938 sports style at its best!

SIZES: 27 to 34-in. chest. State chest, waist, and inseam measures. Shpg. wt., 3 lbs. 3 oz.

40 H 2932—Medium Gray Overplaid 3-Piece Suit.....\$8.45

New Herringbone Weave Suiting

- Med. gray smooth finish suiting in the new herringbone weave. 80% wool, balance rayon.
- Single breasted coat with double pointed yoke back. Pleats. Half lined with rayon.
- Extension waistband slacks. Regular vest.

Style that makes you look like an athlete and feel like a "big shot"! Fabric has the casual smartness of fine English woolsens.

SIZES: 27 to 34-in. chest. State chest, waist, and inseam measurements. Shpg. wt., 4 lbs.; with extra pants, 4 lbs. 3 oz.

40 H 3051—Med. Gray 3-Piece Suit.....\$ 8.95
40 H 3052—Suit with Extra Trousers.... 10.95

Double Breasted All or Part Wool

- Smooth finish wool suiting in rich medium blue with subdued overplaid pattern.
- Double breasted sports back coat; lined with lustrous rayon. Regular vest.
- Cuff bottom longies with pleats.

A richer shade of blue—more flattering than ever! Accented by subdued decorations.

SIZES: 27 to 34-in. chest. State chest, waist, inseam measures. Shipping weight, 4 pounds.

40 H 2914—Med. Blue 3-Piece Suit 70% Wool, balance rayon and cotton.....\$8.95
40 H 2959—Med. Blue All Wool 3-Pc. Suit, Half Lined Coat..... 9.95

SEE ILLUSTRATIONS ON FACING PAGE

(A) Lowest Priced Double Breasted Model

- Smooth, serviceable suiting, 1/4 wool, balance cotton and rayon.
- Sports back coat with inverted center pleat and half belt. Full lined with good wearing lustrous rayon. Three patch pockets.
- Wide cuff bottom longies. Five-button vest with four pockets.

The smart overplaid suiting definitely stamps this suit 1938! And the shades are brand new, too! The model is a suave double breasted. The low price tells you it couldn't be anything but a tremendous value.

SIZES: 27 to 33-inch chest. State chest, waist, and inseam measures. See "How to Measure" on Page 889. Shipping weight, 3 pounds 12 ounces.

40 H 2926—Medium Brown 3-Piece Suit.....\$6.98
40 H 2927—Bluish Gray 3-Piece Suit..... 6.98

(B) Our Best Navy Blue Cheviot Suit

- Navy blue twill weave cheviot, over 1/2 wool, balance rayon and cotton.
- Sports back with half belt and inverted center pleat. Lined with lustrous rayon. Model with or without regular style vest.
- Wide cuff bottom longies. Five pockets.

Season after season, navy blue suits go right on being "best sellers"! This one is a dressy double breasted model. Just the suit for Commencement—Confirmation—and other important occasions.

SIZES: 27 to 33-inch chest. State chest, waist, and inseam measures.

40 H 2962—Navy Blue Coat and Longies. Shpg. wt., 3 lbs. 12 oz....\$6.75
40 H 2963—Navy Blue Cheviot Coat, Vest, and Longies. Shipping weight, 4 pounds 10 ounces.....\$7.75

(C) Lowest Priced Two and Three-Piece Suits

- Good wearing medium brown or gray herringbone weave cassimere with overplaid pattern. 1/2 wool, balance cotton and rayon.
- Sporty pinch back coat full lined with rayon. Three patch pockets.
- Five-button vest with four pockets. Wide cuff bottom longies.

SIZES: 26 to 32-inch chest. State chest, waist, and inseam measures. See "How to Measure" on Page 889. Shipping weight, 2-piece suit, 3 pounds 6 ounces; 3-piece suit, 4 pounds.

40 H 3066—2-Pcs. Brown Coat and Longies.....\$4.79
40 H 3067—3-Pcs. Brown Coat, Vest, and Longies..... 5.79
40 H 3068—2-Pcs. Gray Coat and Longies..... 4.79
40 H 3069—3-Pcs. Gray Coat, Vest, and Longies..... 5.79

(D) Lowest Priced Navy Blue Suit

- Serviceable navy blue twill weave cheviot, 1/2 wool, balance cotton.
- Pinch back coat with half belt; rayon lined.
- Five-button vest with four pockets. • Wide cuff bottom longies.

This suit—and this price prove that you don't need to be "in the money" to dress smartly! Navy blue is always style right—and the conservative single breasted model is worn by "best dressed" men everywhere!

SIZES: 27 to 33-inch chest. State chest, waist, and inseam measures.

40 H 3070—Navy Blue Coat and Longies. Shpg. wt., 3 lbs. 3 oz....\$4.95
40 H 3071—Navy Blue Coat, Vest, Longies. Shpg. wt., 3 lbs. 12 oz. 5.95
40 H 3072—Coat, Vest, and Two Pair Longies. Shipping weight, 4 pounds 12 ounces..... 7.95

(E) Sports Back . . . All Wool and Silk Suiting

- Fine dark blue smooth finish firmly woven suiting with a subdued overplaid pattern. 70% wool, balance silk. New "lighter than navy" shade.
- Sports back coat with double pointed yoke, half belt, and inverted pleats. Half lined with lustrous rayon, a feature of expensive clothing.
- Regular vest. Cuff bottom longies with pleats. Five pockets.

We don't need to point out that the double pointed yoke doubles the smartness of this suit! That—and the new "high" shade of blue assures its popularity with young men who take their style seriously.

SIZES: 27 to 34-inch chest. State chest, waist, and inseam measures. See "How to Measure" on Page 889. Shipping weight, 3 pounds 10 ounces.

40 H 3048—All Wool and Silk Blue 3-Piece Suit.....\$8.45

(F) Panel Back Model in New Spring Shades

- Smooth finish herringbone weave plaid pattern suiting, 65% wool, balance rayon. Our "Fellowship" quality.
- Double breasted coat with panel back—pointed yoke, and half belt. Lined with lustrous lining. Regular vest. Cuff bottom longies.

Popular priced suit with plenty of style! Don't take our word for it! Ask any smart dresser. He'll O.K. this panel back model! The clever detail broadens your shoulders—and gives you that coveted "athletic" appearance.

SIZES: 27 to 34-inch chest. State chest, waist, and inseam measures. Shipping weight, 4 pounds. See "How to Measure" on Page 889.

40 H 3049—Medium Brown 3-Piece Suit.....\$8.75
40 H 3077—Medium Gray 3-Piece Suit..... 8.75

(G) Fellowship Quality . . . 4-Star Feature

- Fine all wool suiting in the newest herringbone weave with subdued overplaid.
- Double breasted coat with sports back. Full lined with good wearing lustrous rayon.
- 5-button, 4-pocket vest. Longies with pleats.

"Fellowship" means better style—fine woolsens—superior tailoring! Four-Star feature tells you it's an extraordinary value—and a value we're proud of. All wool fabric will give greater wear. The season's newest pattern! Shown in very expensive woolsens.

SIZES: 27 to 34-in. chest. State chest, waist, and inseam measures. Shpg. wt., 4 lbs.; suit with extra trousers, 5 lbs.

40 H 2920—Medium Brown 3-Pc. Suit.....\$ 9.95
40 H 2931—Medium Brown Suit; Extra Trousers. 12.95
40 H 2932—Medium Gray 3-Pc. Suit..... 9.95
40 H 2923—Medium Gray Suit with Extra Trousers..... 12.95

Range of Waist and Inseam Measures Which Can Be Furnished With Each Chest Measure See "How to Measure" Page 889.

CHEST	WAIST	INSEAM
26	24 to 25 1/2	22 to 24
27	24 to 26	22 to 25
27 1/2	24 1/2 to 26 1/2	22 1/2 to 25 1/2
28 1/2	25 to 27	23 to 26 1/2
29	25 1/2 to 27 1/2	23 1/2 to 27 1/2
30	26 to 28	24 to 28 1/2
30 1/2	26 1/2 to 28 1/2	25 to 29 1/2
31 1/2	27 to 29	26 to 30 1/2
32	27 1/2 to 29 1/2	27 to 31
33	28 1/2 to 30 1/2	28 to 32
34	29 1/2 to 31 1/2	29 to 33

(H) Worsted Suiting . . . Double Breasted

- Hard-faced worsted suiting, in smart new overplaid pattern. 18% wool, balance cotton.
- Double breasted model with yoke back—half belt and inverted pleat. Lined with high luster rayon. Five-button vest. • Pleated cuff bottom longies.

You know as well as we do that worsted suitings are usually more expensive! It's the kind of fabric Dad gets in his suits. Tailors and wears better. Here we've reproduced a high priced pattern in a spring shade of gray, and priced it well within your reach!

SIZES: 27 to 34-inch chest. State chest, waist, and inseam measures. Shipping weight, 3 pounds 10 ounces; with extra trousers, 4 pounds 10 ounces.

40 H 2930—Gray Plaid Worsted 3-Pc. Suit, \$7.95
40 H 2931—Gray Suit with Extra Trousers.....\$9.95

Any Order of
\$10.00 or More
on Easy Payments.
See Page 1A



"BLUE FLASH"
EXTRA HEAVY 8-OZ.
Sanforized-Shrunk

59^c
AND UP



"BLUE-JACK"
Sanforized-Shrunk

REDUCED
TO
54^c
Each Garment
AND UP



WAS **54^c**
NOW **46^c** And Up
Each Garment

**New Streamline Pockets
Shaped to Fit the Bib**

- Extra heavy 8-oz. "Deeptone" dark blue denim.
- Sanforized-Shrunk for permanent fit.
- New streamline design combination pencil, watch, and utility bib pockets.
- Patented snap fastener on pocket.
- Full cut; roomy for growing boys.
- Wear-resistant deep front swing drill pockets; two large back pockets.
- All pocket facings turned; no raw edges.
- Comfortable one-piece high back style.
- Double (lined) no-curl suspenders.
- Patented rustproof metal buckles. Easily adjusted.
- Two buttons at side openings.
- Rustproof buttons. Riveted on to stay.
- Triple stitched rip-proof seams.
- Sixteen bartacks on each garment.
- Rip-proof cord buttonholes.

"Blue Flash!" Latest addition to our All-American line-up of overalls! Patterned after overalls that generally sell for a dollar or more. Designed with new streamline pockets shaped to fit the bib. Sanforized-Shrunk, too, and that means they will always stay just as roomy and comfortable as the first time he wears them. It's extra-heavy 8-ounce denim—stronger, tougher, more durable.

And remember, there's no need to make size allowance when overalls are Sanforized-Shrunk. This process eliminates excessive shrinkage—and insures correct fit that lasts as long as the garment. Blue Flash overalls are sold only at Sears!

State age-size. Shipping weight, 1 lb. 5 oz.

50 H 9128—New Blue Flash Overall.
SIZES: 4, 6, 8 yrs. **59^c**
SIZES: 10, 12, 14, 16, 18 yrs. **69^c**

**Heavy 2.20 Weight Denim
Can't Shrink Out of Fit**

- New "deep tone" (dark) blue denim.
- Sanforized-Shrunk for permanent fit.
- Heavy 2.20 weight denim that is stronger than U.S. Gov't. specifications.
- Cut full and roomy for growing boys.
- Wide no-curl suspenders.
- Continuous one-piece high back.
- Twelve bartacks. Reinforced at strain points.
- Rustproof buttons riveted on.
- High, wide bib; combination pocket, watch and pencil pocket. Turned facings.
- Wide, two-seam legs.
- Triple stitched rip-proof seams.
- Patented buckles. Easily adjusted.
- Strong drill pocketing.
- Two buttons at side openings.
- Front swing pockets; large back pockets.

Blue Jack is the leading Sanforized-Shrunk overall at this price! Heavy weight to insure long wear. Sanforized-Shrunk for permanent fit. Sizes cut extra full and roomy to insure greater wearing comfort. They look better, too. The new deep tone denim is a deeper, richer blue—looks dressier.

We're proud of Blue Jack features. Read them carefully and compare with any other overall at this price. Each feature tells you how and why these are better overalls. Why they look better, why they fit better, why they wear better. This is our lowest price for top quality Sanforized-Shrunk overalls. Blue Jack is sold only at Sears.

State age-size. Shipping weight, each garment, 1 pound 2 ounces.

50 H 9157—Sanforized-Shrunk Overalls.
SIZES: 4, 6, 8 yrs. **54^c**
SIZES: 10, 12, 14, 16 yrs. **59^c**
50 H 9156—Coat to Match.
SIZES: 4, 6, 8 yrs. **54^c**
SIZES: 10, 12, 14, 16 yrs. **59^c**

**Heavy 2.20 Weight Denim
or Express Stripe**

- 2.20 weight blue denim, or express stripe.
- Cut full and roomy.
- Bartacked, and reinforced at strain points.
- Buttons are riveted on.
- High, wide bib. Watch pocket, pencil pocket.
- Triple stitched seams.
- Comfortable one-piece high back.
- Wide suspenders.
- Patented buckles.
- Turned pockets.

Chieftain stands alone—a great overall value! The heavy denim used in these overalls means they'll wear longer, the features tell you the story of their superior fit and comfort. If you want to compare prices, compare values first. You'll see how superior Chieftain overalls really are. Sold only at Sears.

State age-size. Shipping weight, each garment, 1 pound 2 ounces.

50 H 9150—Blue Denim Overalls.
SIZES: 4, 6, 8 yrs. **46^c**
SIZES: 10, 12, 14, 16 yrs. **53^c**
50 H 9134—Blue Denim Coat.
SIZES: 4, 6, 8 yrs. **46^c**
SIZES: 10, 12, 14, 16 yrs. **53^c**
50 H 9114—Express Stripe Overalls.
SIZES: 4, 6, 8 yrs. **46^c**
SIZES: 10, 12, 14, 16 yrs. **53^c**

HOW TO ORDER BOYS' OVERALLS

Measure your boy at the waist and inseam over his trousers. Then refer to the chart and order corresponding age-size.

Age-size to order . . .	4	6	8	10	12	14	16	18
Waist, inches	23	24	25	26	27	28	29	30½
Inseam, inches	16	18	21	23	25	27	29	31

For coats, measure the boy's chest close up under the arms and over shoulder blades, over blouse or shirt. Then order age-size corresponding to this measure.

Age-size to order . . .	4	6	8	10	12	14	16	18
Chest, inches	23	24½	26	27½	29	30½	32	34

BUY NOW
PAY MONTHLY

See Page 1A

REDUCED TO
37c
EACH
GARMENT

COPPER RIVETED

EXTRA HEAVY 8-OZ.
BLUE DENIM

← Genuine "Circle S Ranch"

REDUCED TO
65c

- Sanforized-Shrunk. 8-oz. blue denim.
- Eighteen copper rivets and bartacks at strain points.

- Front swing pockets of boatsail drill.
- Adjustable back strap and buckle.
- Yoke back for better fit; wide two-seam, triple-stitched legs.
- Extra secret utility pocket.
- Two-button covered fly front. Snap fastener at waist.

Can't shrink out of fit when laundered. Sold only at Sears.

SIZES: 6, 8, 10, 12, 14, 16, 18 yrs. State age-size. Shpg. wt., 1 lb. 3 oz.

50 H 9116—Sanforized-Shrunk Cowboy Pants..... 65c

"RODEO" Cowboy Style →

- Yoke back.
- Adjustable back strap and buckle.
- Front swing pockets. Wide legs.
- Rip-proof seams.
- Sixteen copper rivets and bartacks.

59c

WAS ~~65c~~

This denim is the heaviest quality used in boys' overalls!

SIZES: 4, 6, 8, 10, 12, 14, 16, 18 yrs. State age-size. "How to Order Overalls" on Page 172. Shpg. wt., 1 lb. 3 oz.

50 H 9118—Extra Heavy 8-oz. Denim Cowboy Pants..... 59c

Sanforized Shrunk



America's Outstanding Overall Bargain

- Medium weight plain white back blue denim or striped blue denim.
- Comfortable one-piece high back.
- Triple stitched seams; bartacked.
- Full cut roomy sizes. More bartacks.
- Two front swing pockets. Back pocket.

Other overalls may be priced this low but you'll have a hard time finding one at the price that will give the same service!

SIZES: 4, 6, 8, 10, 12 yrs. State age-size. Read "How to Order Overalls" on Page 172. Shipping weight, each garment, 14 ounces.

50 H 9113—Blue Denim Overall..... 37c
50 H 9182—Blue Denim Coat..... 37c
50 H 9108—Striped Denim Overall..... 37c

THE IMPROVED Double Duty With Wear-Resistant Boatsail Drill Pockets

- Heavyweight Express Stripe or 2.20 weight blue denim. Full cut sizes.
- Super hi-back.
- Rip-proof bartacks at strain points.
- Two buttons at side openings.
- Patented buckles. Easily adjusted.
- Wide roomy legs, seat and crotch.
- Triple stitched two-seam legs.
- Pocket facings and edges turned.
- Rip-proof cord buttonholes, 6 pockets.
- Rust-proof riveted-on metal buttons.
- High wide bib. Wide long suspenders.

54c

AND UP

WAS

59c

AND UP

Double Duty overalls have more than their share of strength and stamina—plus the extra high back. This practical feature gives greater wearing comfort and helps protect his other clothes.

State age-size. Read "How to Order Overalls" on page 172. Shipping weight, 1 pound 4 ounces.

50 H 9100—Express Stripe Overalls
50 H 9102—Blue Denim Overalls.

SIZES: 4, 6, 8 years..... 54c
SIZES: 10, 12, 14, 16, 18 years..... 59c



Pacemaker Jr. OUR FAMOUS KNEE-TEXED OVERALLS TRIPLE WEAR AT THE KNEES

- EXTRA HEAVY 8-OZ. DENIM
- SANFORIZED-SHRUNK
- BOTH KNEES TREATED TO "KNEE-TEXED" A Process Developed by Sears to Make the Knee Sections Highly Resistant to Moisture . . and Give Them 3 Times More Wear

WAS ~~75c~~
69c

AND UP

- Boatsail drill pocketing.
- 16 bartacks.
- Seams triple stitched.
- Two big combination bib pockets; also deep front swing and two large back pockets.

"Knee-Texted" means that the front of each leg above and below the knee is treated by an exclusive Sears process which makes the cloth 3 times tougher and highly resistant to moisture. Just as flexible and washable as overalls with ordinary knees.

State age-size. Shipping weight, 1 lb. 5 oz.

50 H 9131

"Knee-Texted" Overalls.
SIZES: 6, 8 years... 69c
SIZES: 10, 12, 14, 16, 18 years..... 79c



Sanforized Shrunken

SLACKS
DEEP TONE BLUE
COTTON TWILL

98c
SLACKS

- Extension Waistband
- Four Pleats
- Swing Pockets



Sanforized-Shrunk

- Popular dark shades in "lucky stripe" cotton suiting.
- One-button extension waistband. Cuff bottoms.

69c

Cool, lightweight slacks with plenty of stamina and sturdy wearing qualities! They're dark—won't show soil easily. Sanforized-Shrunk so they'll launder without excessive shrinkage. Model is made with three pockets.

ALL SIZES: 6 to 16 years. State age-size. Shpg. wt., 9 oz.

- 40H5414—Medium Brown Striped Slacks.....69c
- 40H5415—Medium Gray Striped Slacks.....69c

Polo Pocket Style

- Heavyweight deep-tone blue cotton twill or gray covert.
- Extension waistband. Wide cuff bottoms. Polo pockets.

75c

Dark colors won't soil readily. Washable.

SIZES: 6, 8, 10, 12, 14, 16 yrs. State age-size. Shipping weight, 1 pound.

- 40H9117—Deeptone (Dark) Blue Twill Slacks.....75c
- 40H9115—Dark Gray Covert Slacks.....75c

Sanforized-Shrunk

- Sturdy gray cotton covert.
- Side buckle straps.
- Front pleats. Serged outlet.
- Cuff bottoms. Strongly stitched and bartacked.

87c

If they're covert, they'll wear! Practical dark fabric won't show soil easily. Will not shrink out of fit.

ALL SIZES: 9 to 18 yrs. State age-size. Shpg. wt., 1 lb.

- 40H4458—Dark Gray Sanforized-Shrunk Slacks....87c

How To Order Boys' Slacks and Breeches

For slacks, measure the boy's waist and leg inseam from crotch to heel. Then refer to chart below and order corresponding age-size. For breeches take waist measure only.

Age-Size	9	10	11	12	13	14	15	16	17	18
Waist, in.	25	25½	26	26½	27	27½	28	28½	29½	30½
Inseam in.	25	26	27	28	28½	29	29½	30	31	32

For sizes 4 to 8 see Page 163.

- Heavyweight deep blue cotton twill.
- Strongly stitched and bartacked.
- Strong belt loops.
- Side straps.
- Extra wide cuff bottoms.

Built for service, but styled like dress pants! These sturdy slacks are Sanforized-Shrunk for lasting fit.

Fine for school and all 'round wear.

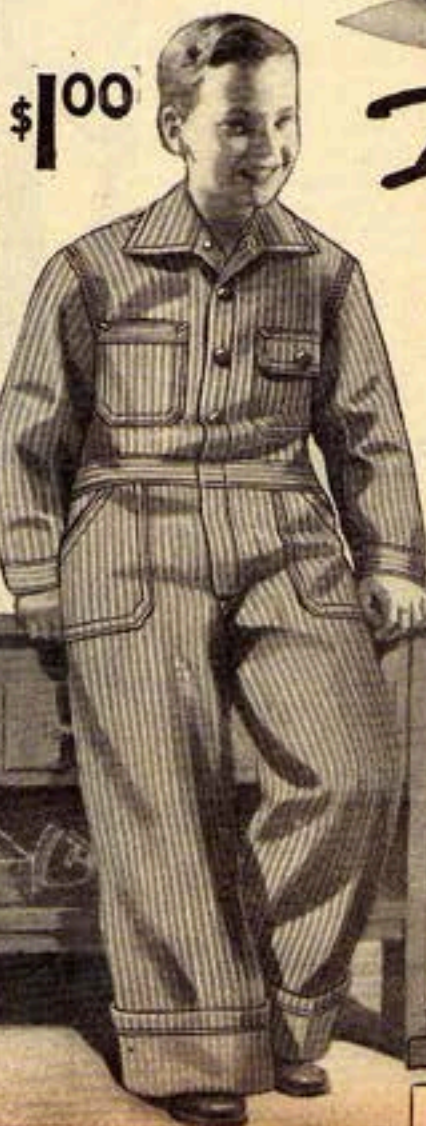
ALL SIZES: 8 to 18 yrs. State age-size. Shipping weight, 1 lb.

- 40H9170—Dark Blue Twill Sanforized Shrunk Slacks.....98c

POLO BLOUSES

Cotton knit jersey in bright new stripes. Three-button "gaucho" neck. Colors are tubfast. EVEN SIZES: 6 to 16 yrs. State age-size. Shipping weight, 8 ounces.

- 40H4524—Blue Striped Polo Blouse.....59c



\$1.00

Double Duty

SANFORIZED-SHRUNK I-PIECE SUIT

- Heavyweight fabrics.
- One-piece closed back.
- Triple stitched seams.
- Rustproof buttons riveted on. Wide two seam legs.
- Four big pockets.

Roomy enough to be worn over other clothes.

EVEN SIZES: 8 to 18 yrs. State age-size. "How to Order" on Page 176. Shpg. wt., 1 lb. 3 oz.

- 40H5648—Sanforized-Shrunk Hickory Stripe...\$1.00
- 40H5649—Sanforized-Shrunk Blue Denim.....\$1.00

Model as above but not Sanforized-Shrunk. Extra heavy weight fabrics.

- 40H5644—Hickory Stripe.
- 40H5645—White Back Blue Denim.....87c

Lowest Priced

- Good quality medium weight cotton fabrics.
- Triple stitched seams.

39c

All strain points bartacked. EVEN SIZES: 4 to 14 years. State age-size. Shipping weight, 12 ounces.

- 50H9107—Striped Blue Drill Play Pants.....39c
- 50H9119—Plain Blue Denim Play Pants.....39c

Sailor Style

- Extra heavy 2.20 weight white back blue denim.
- Wide flared bottoms. High waistband.

57c

Denim knows how to take a beating! On the playground or on the job it holds its own against wear! Extra high waistband. Three pockets.

EVEN SIZES: 6 to 16 yrs. State age-size. Shipping weight, 1 pound 2 ounces.

- 50H9106—Heavy 2.20 wt. Blue Denim Play Pants.57c

Copper Riveted

- Medium heavyweight white back blue denim.
- Adjustable back strap.
- Double waistband.

49c

Copper rivets anchor the points of greatest strain—seams, pocket corners. Yoke back. Triple stitched rip-proof seams. Four pockets. Two button fly front.

EVEN SIZES: 4 to 16 yrs. State age-size. Shpg. wt., 15 oz.

- 50H9177—Copper Riveted Denim Cowboy Pants...49c

BOY!
THIS HAT
C'N TAKE
IT!



Was 69c
59c

The Alpine Knockabout

—Crease and front pinch permanently blocked in. It's smart, it's dresy. Entire brim and crown made with rows of stitching about 1/8-inch apart. Gives extra body. Adds smartness! Fancy ribbon band. Rayon lining and sweatband. Durable cloths of about 3/8 to 5/8 wool (balance cotton) in assorted shades and patterns.

- Sizes: 6 1/2 to 7 1/2. State size. Shpg. wt., 1 lb. 5 oz.
 93 H 6056—Gray Mixture
 93 H 6057—Brown Mixture
 93 H 6058—Blue Mixture



SLOPING CROWN
LOW IN BACK
SMART... SMOOTH
VALUE LEADER
OF THE SEASON



SNAPPY SWEEP
TO THE BRIM

Cut to
95c

—Sloping 5 1/2-inch crown. Plain edge 1 3/4-inch snap brim
 —Good quality wool felt. Permanent "blocked-in" creases
 —Narrow ribbon band crossed on one side with a smart bow
 It HAS TO BE good to be a value leader at Sears. **SMARTLY STYLED**—stream-lined, up-to-the-minute—with plenty of zip in crown and brim. **WELL MADE**—good quality wool felt—with on side blocked into the felt—genuine leather sweatband. **EXPERTLY BLOCKED** and finished by skilled workers. Compare, you'll see why we call it the value leader of the season. Shipping weight, 1 pound 3 ounces.

- Sizes: 6 1/2 to 7 1/2. State size.
 93 H 6045—Medium Gray
 93 H 6047—Medium Brown
 93 H 6048—Medium Blue
 93 H 6049—Navy Blue



THE TIME
AND PLACE TO SAVE
• SEARS SHOP FOR BOYS
6 TO 15 YEARS

LOOK, FELLOWS! EVERY ONE OF THESE HATS
IS A GROWN-UP STYLE!

(A) WELT EDGE
\$1.29
—Long-wearing wool felt—1 3/4-inch welt edge brim with a 4-inch crown.
—Snap brim with a rakish flare. Will be a big favorite. Fancy band. Leather sweatband.
—Sizes: 6 1/2 to 7 1/2. State size. Shipping weight, 1 pound 8 ounces.
93 H 6011—Medium Gray
93 H 6012—Medium Blue
93 H 6012—Medium Brown

(B) REAL FUR FELT
\$1.69
—Plain edge 1 3/4-inch snap brim
—Fur felt is used only in better hats. It's flexible—Wear it any style. 5 1/4-in. crown.
—Rayon lining. Sturdy leather sweatband.
—Sizes: 6 1/2 to 7 1/2. State size. Shipping weight, 1 pound 5 ounces.
93 H 6080—Medium Gray
93 H 6081—Medium Brown
93 H 6082—Medium Blue

(C) SMART MIXTURES
Cut to \$1.29
—Rich-looking wool felt
—Plain edge brim, 1 3/4 inches wide.
—Permanent crease and front pinch. 4-inch crown
—Ribbon band. Genuine leather sweatband.
—Sizes: 6 1/2 to 7 1/2. State size. Shpg. wt., 1 lb. 5 oz.
93 H 6075—Gray Mixture
93 H 6076—Blue Mixture
93 H 6077—Brown Mixture
93 H 6078—Green Mixture



HOW TO ORDER BOYS' HATS and CAPS
Place a tape measure around head as illustrated. The size chart at right will show size corresponding to your measurements and is the size you should order.

If Head Measures In.	Order Size	If Head Measures In.	Order Size
19 to 19 1/4	6 1/2	20 1/2 to 21 1/4	6 3/4
19 1/4 to 19 3/4	6 3/4	21 1/4 to 21 3/4	7
19 3/4 to 20	6 3/4	21 3/4 to 22	7 1/2
20 to 20 1/4	6 3/4	22 to 22 1/4	7 1/2
20 1/4 to 20 1/2	6 3/4		

Style Hits for Young Gentlemen 4 to 8 Years

—Grown-up and manly—when the brim is turned down
 —Very young and cute—when the brim is turned up

He'll love it! Delightedly he'll shout: "It's just like Dad's!" And it is—down to the little leather on the narrow ribbon band. Wool felt. Genuine leather sweatband. Unlined for summer comfort, but will made throughout. Easy to keep neat, holds its shape a long time. One of our most popular numbers. Shipping weight, 13 ounces.

- Sizes: 6 1/2 to 6 3/4. State size.
 93 H 6060—Gray
 93 H 6061—Tan
 93 H 6062—Brown
 93 H 6063—Navy Blue



Style Plus Economy

—Adjustable to either one size smaller or larger
 —Patterned 3/4 to 1/2 wool, balance cotton, fabrics in assorted shades and patterns.
 —Eight-quarter top
 Caps so jaunty—patterns so smart—are rare, indeed, at this low price. Genuine leather sweatband. Rayon lining. Strong canvas visor.

- Sizes: 6 1/2 to 7 1/2. State size. Shipping weight, 9 ounces.
 93 H 4760—Gray Mixture
 93 H 4762—Brown Mixture
 93 H 4763—Blue Mixture



Smart for Junior
—1/4 to 1/2 wool, balance cotton, assorted shades and patterns.
—Adjustable to one size smaller or larger.
For everyday—for school—for play—designed especially to fit a young lad's face. 8-piece top. Rayon lining. Leather front piece.
—Sizes: 6 1/2 to 6 3/4. State size. Shpg. wt., 9 oz.
93 H 4705—Gray Mixture
93 H 4706—Tan Mixture
93 H 4707—Blue Cheviot

"Prince of Wales"
—1/4 to 1/2 wool Tweed or Cheviot, balance is cotton
—Comfo-fit adjustable elastic in back
A two-in-one cap for the younger set. Visor turned IN; it's like a French beret. Rayon lining. Removable metal ornament.
—Sizes: 6 1/2 to 6 3/4. State size. Shpg. wt., 7 oz.
93 H 4724—Blue Cheviot
93 H 4725—Gray Tweed
93 H 4726—Brown Tweed

Stitched Hat
—Crown and brim fully stitched
—Sturdy cotton fabric with permanent crease and front pinch
Bright young faces always look best under this "Tyrolean," telescope shape. Fancy band. Rayon lining and sweatband. Styled for young chaps of 4 to 9.
—Sizes: 6 1/2 to 7. State size. Shipping weight, 1 lb. 7 oz.
93 H 6015—Gray
93 H 6016—Brown
93 H 6017—Navy Blue

COOL, Smart
—Sanforized—Shrink, can't shrink out of fit
—Adjustable to one size smaller or larger. Rayon lining.
Allight-weight cotton cap. April showers and August sweat can't harm it. Neat pattern, for early spring wear, too. Unbreakable. Canvas visor.
—Sizes: 6 1/2 to 7 1/2. State size. Shpg. wt., 9 oz.
93 H 4765—Gray Mixture
93 H 4766—Tan Mixture

Cool, Economical
—Nubbed, cotton fabrics—right in step with Fashion
—Cotton taped seams
For economical "Cool headedness" top off his every-day summer outfit with this cotton summer cap. 8-piece construction. Sturdy canvas visor. One of the season's big value leaders.
—Sizes: 6 1/2 to 7 1/2. State size. Shpg. wt., 10 oz.
93 H 4735—Gray Mixture
93 H 4736—Tan Mixture

New STREAMLINER
—MODERN—in swing with Today!
—1/2 to 3/4 wool, balance cotton, in assorted shades and patterns.
Three raised welts across the one-piece top. Rayon lining. Leather front piece.
—Sizes: 6 1/2 to 7 1/2. State size. Shipping weight, 9 ounces.
93 H 4770—Gray Mixture
93 H 4771—Blue Mixture
93 H 4772—Brown Mixture



Tough WORK SHIRTS



Any Order of \$10 or More on Easy Terms See Page 1A

STURDY OAK Jr. In CHAMBRAY

REAL BARGAINS IN QUALITY—made with triple stitched rip-proof seams, interlined collars, non-rip sleeve facings and all standard features.

MEDIUM HEAVY WEIGHT
39¢ EA. 3 for \$1.12

Much longer wearing than the medium weight shirt below. A good strong chambray, full of body and strength. Tailored very well.
33 H 1010—Blue Chambray

MEDIUM WEIGHT
33¢ EA. 3 for 95¢

A lot of wear for very little money. Save more, buy three!

33 H 1020—Blue Chambray

BOTH IN FOLLOWING SIZES:

JUVENILE SIZES: 6, 8, 10, 12 years. State age-size. Shpg. wt., ea., 7 oz.; of 3, 1 lb. 3 oz.

Boys' SIZES: 12½, 13, 13½, 14, 14½-inch neck. State size. Shpg. wt., ea., 10 oz.; three 1 lb. 10 oz.

Sanforized-Shrunk Covert or Chambray

Were 57¢
49¢ EA.
3 for \$1.42

—WASHING can't make them bind or shrink out of fit
—CHOICE of medium-heavy cotton covert cloth or chambray
—BIG generous dimensions
—TRIPLE stitched rip-proof seams. Neat interlined collar. Better fabrics, better tailoring. Better bakelite buttons—all combine to make the best value of the season.

JUVENILE SIZES: 6, 8, 10, 12 years. State age-size. Shipping weight, each, 8 oz.; 3, 1 lb. 4 oz.

Boys' SIZES: 12½, 13, 13½, 14 and 14½-inch neck. State size. Shpg. wt., ea., 10 oz.; 3, 1 lb. 10 oz.

33 H 1026 Blue Covert 33 H 1027 Gray Covert 33 H 1025 Blue Chambray

STURDY OAK Jr. In Tightly Woven Covert

Were 44¢
39¢ EA.
3 for \$1.12

—FULL cut dimensions allow for comfortable fit after washing
—MEDIUM heavyweight covert cloth won't show dirt readily. Who could need the traditional roomy Sturdy Oak dimensions more than your growing boy! Tailored here in a cotton covert that is famous for wear. Triple stitched main seams. Continuous non-rip sleeve facings. Interlined collar. Firmly sewed unbreakable buttons.

JUVENILE SIZES: 6, 8, 10 and 12 years. State age-size. Shipping wt., ea., 8 oz.; 3, 1 lb. 10 oz.

Boys' SIZES: 12½, 13, 13½, 14, 14½-inch neck. State size. Shpg. wt., ea., 10 oz.; 3, 1 lb. 10 oz.

33 H 1019—Gray 33 H 1021—Blue



HOW TO ORDER BOYS' SHIRTS

Measure boy's neck, order corresponding size as shown below. If measurement is between two neck sizes order next larger size. Make no allowance for shrinkage.

JUVENILE SIZES	If Neck Measures Inches	11 11½	12	12½		
	Order age-size	6	8	10 12		
BOYS' SIZES	If Neck Measures Inches	12½	13	13½	14	14½
	Order size	12½	13	13½	14	14½

YIPPEE! REAL WESTERNERS!



'Rodeo Chief' 79¢
Heavily studded with colorful jewel stones and gleaming metal studs. Full grain cowhide bridle leather embossed in hand tooled effect. BIG—1¼ inches wide. Indian design nickel plated tongue buckle with two jewel stones.
EVEN SIZES: 24 to 30-inch waist. State size. Shipping weight, 6 ounces.
33 H 8930—Black
33 H 8931—Tan

'Rough Rider' 33¢
It's tough as a buck-in' bronk! Wild West scenes embossed on the 1-inch full grain cowhide bridle leather. Bright color or jewel stone insert on loop. Strong nickel plated tongue buckle. Packed in a neat gift box.
EVEN SIZES: 24 to 30-inch waist. State size. Shipping weight, 4 ounces.
33 H 8887—Tan
33 H 8888—Black

Buffalo Bill 49¢
Full grain cowhide leather. Decorated with brightly colored jewel stones and metal studs. Big 1¼-inch width, embossed with fancy design like expensive belts. Engraved style nickel plated steel tongue buckle with metal loop to match. It'll wear and wear.
EVEN SIZES: 24 to 30-inch waist. State size. Shpg. wt., 4 oz.
33 H 8925—Black
33 H 8926—Tan



BOYS! Save on Pajamas

DURABILITY AND PLENTY OF IT IN SEARS SHOP FOR BOYS 4 TO 18 YEARS

Fruit-of-the-Loom

98¢
A Suit
3 for \$2.89

—NATIONALLY famous fabric of smooth firm cotton yarns
—PRE-SHRUNK—keeps its fit
—ALL vat-dye colors. Finest tailoring. Strongly sewed seams. Elastic inserts in trouser waists for comfortable sleeping. True, the price is a little higher than on others but there's so much extra quality, so much extra wear for those few pennies! The BEST is most economical in the long run. An assortment of the very smartest patterns.

Sizes: 8, 10, 12, 14, 16 and 18 years. State age-size. Shipping wt., ea., 12 oz.; of 3, 2 lbs.
33 H 1096—Coat Style
33 H 1097—Middy Style

Plain or Patterns

Were 79¢
69¢
A Suit
3 for \$2.00

—CHOICE of coat or mid-dy styles
—ELASTIC insert in trouser waist
—ROOMY sizes. Seams that hold their own against the roughest sleeper. Fabrics that wear like the \$1 kind. All vat-dye colors.

Sizes: 6, 8, 10, 12, 14, 16 and 18 years. State age-size. Shpg. wt., a suit, 6 oz.; 3, 14 oz.
Strong Cotton Shirtings in Assorted Patterns. Neatly Piped
33 H 1090—Coat Model
33 H 1091—Middy Style
Cotton Broadcloth, in Assorted Plain Colors with Contrasting Trim
33 H 1086—Coat Model
33 H 1087—Middy Style

Famous "Stretch Bak"

Were 69¢
59¢
A Suit
3 for \$1.69

—DROP seat
—buttons sewed to LasteX band
—won't rip off.
—GOOD cotton Pajama. Sears low priced sleeper for the younger boy. When he stretches and twists, the LasteX band GIVES, so buttons can't come off. Greater sleeping comfort for him—less "button-sewing" for his mother! Vat-dye colors. Neat contrasting piping. Sears dimensions allow for roomy fit after washing—give better comfort.

Sizes: 4, 6, 8, 10 and 12 years. State age-size. Shipping weight, each, 8 ounces; of 3, 1 pound 4 ounces.
33 H 1074—Asst'd Patterns

Grain Leather

Embossed design genuine grain cowhide, 1¼ in. wide. Shiny nickel plated tongue buckle. Nothing more economical for everyday wear.
EVEN SIZES: 24 to 30-inch waist. State size. Shpg. wt., 4 oz.
33 H 8881 Black 33 H 8882 Brown 33 H 8884 Gray

19¢

For Summer Clothes

Smart sport belt. Tough washable composition—looks like leather, wears almost as well. Cord trimmed edges. Nickel plated tongue buckle and matching loop.
EVEN SIZES: 24 to 30-inch waist. State size. Shpg. wt., 4 oz.
33 H 8934—White and Black
33 H 8935—White and Brown

23¢

Dressy Grain Cowhide

A better belt for dress-up occasions. Has fancy silver-colored, lever-type buckle. Bridle cowhide leather is deeply embossed. Width, about 1½ inches.
EVEN SIZES: 24 to 30-inch waist. State size. Shpg. wt., 4 oz.
33 H 8890 Black 33 H 8891 Gray 33 H 8892 Brown

44¢

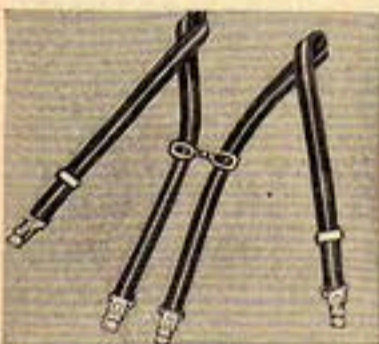




Leather Ends

— $\frac{3}{4}$ -inch rayon elastic with plenty of lasting snap and spring.
—Popular English back Heavy thread stitching won't rip. Metal parts have a glistening gilt finish. Each have a gleaming gilt finish. Tan cow-hide ends. Colors to please every boy. Good elastic, rugged leather, gleaming metal—and they look just like Dad's! That's why he'll feel so proud and grown-up when he wears them.
—Lengths: 26 or 32-inch. State length. Shipping weight, 3 ounces.
33 H 8768—Assorted

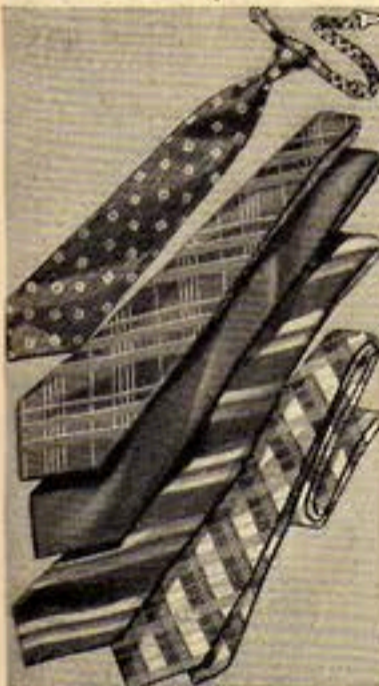
Cut to **21c** Each



The New Clip Ends

—Adjustable metal chain back for "Shoulder Freedom."
— $\frac{3}{4}$ -inch rayon elastic webbing. Gilt finish steel metal parts.
No more torn off buttons—clip ends snap right into his trousers. New assorted colors. Great for the boy who loves novelties—and what boy doesn't? A real mother's helper, eliminates button sewing. Shpg. wt., 3 oz.
—Lengths: 26 or 32-inch. State length.
33 H 8769—Assorted

Cut to **21c** Each



Fine New Rayons

—Lustrous fabrics—tie well, gleam like real silk.
—Rich colors—For Youths and Juniors—Fully lined.
Yes, and they compare favorably with many 29c ties—your boy needs a lot of them to add variety and color to his wardrobe. Smart designs—figures, stripes, checks, solid tones. Colors: Blue, Red, Brown, Green; also Plain White. State color. Shpg. wt., ea., 3 oz.; of 3, 7 oz.

Cut to **17c** Ea. **3 for 49c**

FOUR-IN-HANDS FOR BOYS 10 TO 16 YEARS
33H8560—Plain Colors
33H8561—Figures and checks.
33H8562—Stripes
FOR JUNIORS UP TO 10 YEARS
33H8574—Ready-Tied Four-in-Hand Style
33H8576—Narrow Four-in-Hand (Not Tied)

Attractive DRESS SHIRTS

SMOOTH TIGHT FABRICS
A WIDE RANGE OF SIZES
AND COLORS



All Pre-Shrunk

—Whites are smooth super cotton broadcloths.
—Patterns are fine woven-through cotton shirtings. Lustrous fabrics made of full combed cotton yarns and seldom used in shirts selling for less than \$1.00. Regular soft collars and pleated sleeves. Cellophane wrapped. Tie not included.
JUVENILE SIZES: 8, 10, 12 years. State age-size and color. Shipping weight, ea., 7 oz.; 3, 1 lb. 1 oz.
BOYS' SIZES: 12 $\frac{1}{2}$, 13, 13 $\frac{1}{2}$, 14, 14 $\frac{1}{2}$ -in. neck. State size and color. Shpg. wt., ea., 9 oz.; 3, 1 lb. 7 oz.
33 H 1445—Plain White
33 H 1446—Assorted Patterns in Blue, Tan or Green

Were 89c **77c** Ea. **3 for \$2.25**

QUALITY at a Price

—All vat-dye colors. Skillfully tailored. Dress shirts for boys 6 to 18 years. Plain colors are cotton broadcloth; patterns are good cotton shirtings. Interlined collar, cuffs. Cellophane wrapped to reach you clean. Tie not included.
JUVENILE SIZES: 6, 8, 10, 12 yrs. State age-size and color. Shipping weight, ea., 7 oz.; of three, 1 lb. 1 oz.
BOYS' SIZES: 12 $\frac{1}{2}$, 13, 13 $\frac{1}{2}$, 14 and 14 $\frac{1}{2}$ -inch neck. State size and color. Shipping weight, each, 9 ounces; of three, 1 pound 7 ounces.
33 H 1410—Plain White
33 H 1412—Plain Blue
33 H 1414—Assorted Patterns in Blue, Tan or Green

Were 65c **57c** Ea. **3 for \$1.65**

Button-Downs

—Plain colors are cotton broadcloth.
—Patterns are cotton shirtings. Interlined collar and cuffs. Double yoke. Vat-dye. Tie not included.
33 H 1400—Plain White
33 H 1401—Dark Blue
33 H 1402—Assd. Patterns in Blue, Tan or Green
33 H 1403—Mocha Tan
33 H 1404—Burgundy

Reduced to **57c** Ea. **3 for \$1.65**

Economy SPECIAL

—All Vat-dye colors
—Plain colors are cotton broadcloth
—Patterns are cotton shirtings. Double yoke, interlined collar, cuffs. Faced sleeves. Tie not included.
33 H 1434—Plain Tan
33 H 1436—Plain White
33 H 1437—Plain Blue
33 H 1438—Assd. Patterns in Blue, Tan or Green

Reduced to **44c** Ea. **3 for \$1.29**

JUVENILE SIZES: 6, 8, 10, 12 yrs. State age-size and color. Shpg. wt., ea., 7 oz.; 3, 1 lb. 1 oz.; BOYS' SIZES: 12 $\frac{1}{2}$, 13, 13 $\frac{1}{2}$, 14, 14 $\frac{1}{2}$ -in. neck. State size and color. Shpg. wt., ea., 9 oz.; of three, 1 lb. 7 oz.

STYLE..

AND PLENTY OF IT IN SEARS SHOP FOR BOYS 6 TO 18 YEARS

New SPORT SHIRTS

PRE-SHRUNK AND MADE OF FINE WOVEN SHIRT FABRICS



New "Nub" Weave

—Pre-shrunk for lasting fit.
—Vat-dye colors.
—Rough looking weave—all the rage in grown-up fashions.
It's woven, not knit—combines the smartness of a dress shirt with the ease and comfort of a polo shirt. New rough weave is very rich. Sport collar; 3-Button front. Short sleeves. Chest pocket.
EVEN SIZES: 8 to 18 years. State age-size. Shipping weight, ea., 6 ounces; 3, 14 ounces.
33 H 1460—Blue
33 H 1461—Tan

57c Ea. **3 for \$1.65**

Cool Porous Weave

—New, wide meshed cotton dress shirt material.
—Pre-shrunk to eliminate "Shrinkage loss," to guarantee lasting fit. A boon to active youngsters and their busy mothers—cooler, easier to wash. Styled correctly with 3-button front, sport collar. WOVEN shirtings can't sag, or pull—hold their shape like a fine dress shirt.
EVEN SIZES: 8 to 18 years. State age-size. Shipping weight, ea., 6 oz.; of three, 14 oz.
33 H 1462—White
33 H 1463—Blue
33 H 1464—Corn Color

57c Ea. **3 for \$1.65**

New Sport Shirt

—Pre-shrunk for lasting comfort.
—Rough looking nub weave, very popular.

77c Ea. **3 for \$2.25**

California inspired sport style. Made just like the grown-up model—coat front—to be worn inside or outside of trousers. A real knock-out for "looks." Ample flap pockets with contrasting buttons. Vat-dye colors. A "manly" shirt he'll be proud to wear.
SIZES: Small (8 to 10 years), Medium (12 to 14 years), Large (16 to 18 years). State age-size. Shipping weight, each, 10 ounces; of three, 1 pound 10 ounces.
33 H 1468—Nub Crash (Tweed Effect.)

Shantung Effect

—Fine combed cotton yarn broadcloth.
—Pre-shrunk to fit all ways.

77c Ea. **3 for \$2.25**

Smart style in every line. Every important detail—popular 3-button sports neck, interlined collar with long points, and short sleeves. Vat-dye colors. Cool! Smart! Beautiful fabrics that wash and wear like fine dress shirts. Ideal for summer dress or play.
EVEN SIZES: 8 to 18 yrs. State age-size. Shipping wt., ea., 6 oz.; of 3, 14 oz.
33 H 1465—White
33 H 1466—Lyric Blue
33 H 1467—Corn Color



LACED NECK



1-BUTTON NECK



4-BUTTON NECK



ZIP NECK

**Insist on
"NECKLINE NEATNESS"
IN THIS YEAR'S POLO SHIRTS**

—Double fabric facings at neck openings, permanent "Neckline Neatness"—no "seamy side" when collar is open
—Ribby mesh weave—stretchy, easy to wash
Medium weight combed cotton yarns, knit to take plenty of abuse. Reinforced shoulder seams add strength. Regular shirt collar and one pocket. Colors: Blue, White or Maize. *State size and color.*

EVEN SIZES: 28 to 36-in. chest. Shipping weight, each, 7 ounces; of three, 1 lb. 1 oz.

Cut to 45c EACH
| 3 for \$1.29

65c Ea. 3 for \$1.89

83 H 2224 One-Button Neck
83 H 2227 Laced Neck
83 H 2230 Four-button Neck
83 H 2260 Zip Neck



3-BUTTON



1-BUTTON NECK



LACED NECK

ALL COMBED COTTON

Cut to **35c EACH**
3 for \$1.00

—Three neck styles—choose your favorite
—Popular, stretchy Tuck stitch
Ideal for active young fellows! Mothers like them, too, because they're easy to wash and no ironing is needed. Reinforced shoulder seams—plenty of strength at this wear spot. Colors: White, Maize or Blue.

EVEN SIZES: 28 to 36-inch chest. *State size and color.* Shipping wt., each, 7 oz.; 3, 1 lb. 1 oz.

83 H 2215—One-Button Neck
83 H 2218—3-Button Neck
83 H 2221—Laced Neck



BARGAIN HITS ONLY
in Sears Shop for Boys
SIZES: 28 to 36

**"TWINS" IN WOOL
ZIP FRONT . . . FANCY BACK**

\$2.79 A SET

—Zip front coat. Shirred back, two slash pockets. Adjustable tabs at waist
—Pullover is sleeveless and made with U-V neck
—Both of beautifully napped medium weight wool
Select wool yarns, firmly knit for wear—with all the warmth and softness that only wool can give. Luxury in every feature—latest style coat—snug elastic knit cuffs . . . zip fastener guaranteed rustless—low yoke for greater shoulder ease. Good looking, correct for all kinds of wear. He can wear the coat alone, the slipover alone or both together—that's why they'll practically double his wardrobe! AND look at the price—at Sears you get both sweaters for the usual price of one. That's value!

EVEN SIZES: 28 to 36-inch chest. *State size.* Shipping weight, 1 pound 7 ounces.

83 H 1796—Royal Blue
83 H 1797—Maroon

59c Ea. 3 for \$1.69
Extra Strong
—HEAVIER cotton yarns, sturdy, longer wearing
—Faced neck opening
for "Neckline Neatness"
More body, more strength—for extra active youngsters. Reinforced shoulder seams. Laced neck.
EVEN SIZES: 28 to 36-in. chest. *State size and color.* Shpg. wt., each, 6 oz.; of three, 14 oz.
83 H 2261—Multi-color stripes with Blue or Red Predominating.

69c Ea. 3 for \$2.00
Rich Looking!
—Knit from SPUN RAYON and cotton
—Long sweater sleeves. One chest pocket
A polo shirt—styled like a sweater. Contrasting stripes. High neck.
EVEN SIZES: 28 to 36-in. chest. *State size, color.* Shpg. wt., each, 6 oz.; of 3, 14 oz.
83 H 2264—Predominating colors of Blue, Maroon or Brown.



NEW!
**Polo Sweater
It's a Polo Shirt
and a Sweater
at the Same Time**

59c EACH 3 For \$1.69

—Polo type collar, neck and body give polo style and ease
—PLUS long sweater sleeves with snug cuffs
—Body stripes in contrasting colors
A bright newcomer—nothing better for in-between wear on those cool spring and summer days. Sturdy cotton—easy to wash, long wearing. Well made. Three-button neck, dress shirt collar. A style hit.
EVEN SIZES: 28 to 36-in. chest. *State size and color.* Shpg. wt., 6 oz. each; 3, 14 oz.
83 H 2263—Predominating shades of Maroon, Blue or Brown.



All Wool, Zip Neck
\$1.89 EACH
—100% wool WORSTED
—Rugged link and link stitch.
Boys go for the snappy zip neck—mothers appreciate the rugged weave. Contrasting color cuffs, bottom and collar. Attractive knit-in design in front and back makes it look more costly. Compares with \$2.50 Sellers!
EVEN SIZES: 28 to 36-inch chest. *State size.* Shipping weight, 11 ounces.
83 H 1812—Navy, Royal Blue
83 H 1813—Maroon and Navy

All Wool, Sleeveless
Cut to 94c EACH
—All WORSTED yarns for wear
—Comfortable medium weight for warm weather
Free Ease—every young fellow wants it for spring and summer. Open, airy stitch—woven-in checker board design. "Worsted" wool means only the longest, strongest wool yarns are used. Bound armholes. U-V neck.
EVEN SIZES: 28 to 36-inch chest. *State size.* Shipping weight, 6 ounces.
83 H 1717—Plain White
83 H 1718—Royal Blue

Bargain Twin Set
\$1.95 A SET
—Fancy front zip coat with shirred back
Richly napped. Low priced, but with every high priced style feature. Adjusting tabs and rings at coat waist. Sleeveless U-V neck pullover. 10% wool backed with rayon and sturdy cotton. Shpg. wt., 1 lb. 4 oz.
EVEN SIZES: 28 to 36-inch chest. *State size.*
83 H 1814—Royal Blue
83 H 1815—Brown

Sears "EXACT DUPLICATES"

SAVE YOU 20% ON

Westerners

\$4.95
EACH



"ARMINTAL"

Good Looks Plus Fine Workmanship \$4.95

- Extra fine fur felt, perfectly blocked
 - Sweeping 4-inch brim trimmed with neat binding on underbrim
 - High 6 1/4-inch crown—takes any shape
- BIG, generous—the kind that's popular in the West. Real style in every line—real quality in every feature. Rich silk faced lining. Extra fine quality leather sweatband. Narrow ribbon band. "EXACT DUPLICATE" of a regular \$6.45 seller—a real chance to save!

Sizes: 6 3/4 to 7 3/4. State size. Shipping weight, 2 pounds 9 ounces.

- 93 H 6270—Nutria Tan
- 93 H 6271—Black
- 93 H 6272—Buckskin (Cream White)



"BIG BUCK"

Built True To Western Tradition \$4.95

- Extra fine fur felt, blocked by skilled master craftsmen
 - Extra high, tapering 7 1/2-inch crown
 - Extra big 5-inch brim. Bound edge.
- Holds its shape, keeps its sweeping lines because the fur felt's extra fine—much better than the price indicates. It's an "Exact Duplicate" of a \$6.45 hat—that's why thousands of men now order the "Big Buck." Pleated celanese lining. Extra fine leather sweatband.

Sizes: 6 3/4 to 7 3/4. State size. Shipping weight, 2 pounds 8 ounces.

- 93 H 6295—Beaver Tan
- 93 H 6296—Dark Brown
- 93 H 6297—Black

HERE ARE THE ORIGINAL \$6.45 SELLERS... COMPARE THEM



These two hats were purchased for \$6.45—Compare—You'll see that Sears "Exact Duplicates" meet the same specifications.

	The Expensive Original	Sears "Exact Duplicate"
Crown	6 1/4 inches	6 1/4 inches
Brim	4 inches	4 inches
Lining	Silk Faced	Silk Faced
Fur Felt	Extra Fine	Extra Fine

	The Expensive Original	Sears "Exact Duplicate"
Crown	7 1/2 inches	7 1/2-in. tapering
Brim	5 inches	5 inches
Lining	Celanese	Celanese
Fur Felt	Extra Fine	Extra Fine

FAMOUS SHAPES... UNDERPRICED



"RODEO"

\$4.95



"ARMINTO"

Authentic Brim
 -Select quality fur felt, expertly and smoothly finished
 -3 1/2-inch curling brim, crown about 6 inches high
 Authentic "Arminto" styling with contrasting colored binding on underbrim. Popular color combinations. Lustrous rayon lining. Genuine leather sweatband. Narrow corded effect band.
 Sizes: 6 3/4 to 7 3/4. State size. Shipping weight, 2 pounds 9 oz.
 93 H 6298—Nutria Tan with Brown binding on Underbrim
 93 H 6299—Black with cream white binding on Underbrim..... **\$3.45**

Extra Fine Rodeo
 -Sears extra fine fur felt.
 -Full tapering 7-inch crown
 -Wide 4 1/4-inch bound brim
 -Superbly finished and blocked
 Look at the chart above—this Rodeo is a "Duplicate" of a regular \$6.45 seller—that's a real Sears saving! Lustrous rayon lining. Leather sweatband. Material, workmanship, style—all are excellent on this Westerner. That's why thousands are SOLD on it!
 Sizes: 6 3/4 to 7 3/4. State size. Shipping weight, 2 lbs. 7 oz.
 93 H 6293—Nutria Tan **\$4.95**
 93 H 6294—Black



Leather Hat Band
 Wear it around the regular ribbon band. Width, 1/4 inch. Colors: White or black. State color.
12c
 93 H 6280
 Shipping wt., 1 oz.



"ROPSTER"

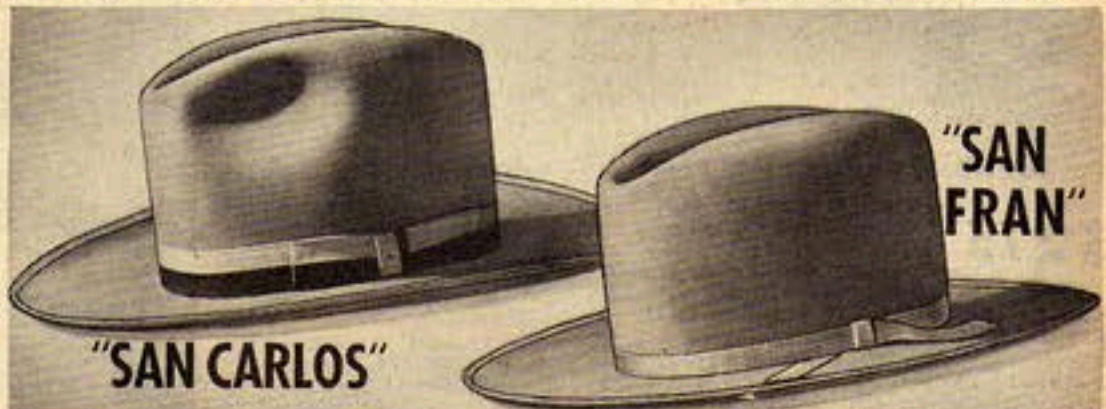
"SAN FRAN"

Triple Cord Band Adds Novel Touch \$3.85

-Big 6 1/4-inch crown, with 3 1/4-inch bound edge brim
 -Quality fur felt smoothly finished
 Three rows of glistening rayon cord add a lot of dash and style to this Westerner. Well made throughout to Sears exacting specifications. Glistening rayon lining makes it as rich looking inside as out. Genuine leather sweatband. IT'S UNDERPRICED!
 Sizes: 6 3/4 to 7 3/4. State size. Shipping weight, 2 pounds 9 ounces.
 93 H 6274—Nutria Tan 93 H 6275—Black

Flat Brim Can't Catch the Wind \$2.98

-Quality fur felt, expertly blocked
 -Roomy crown about 6 1/2 inches high
 -A practical all-around hat that stays on in the wind. Bound edge brim, full 3 1/2 inches wide. Narrow ribbon band. Leather sweatband. Everything you expect in your "San Fran", but at Sears lower price. Shipping weight, 2 pounds 8 ounces.
 Sizes: 6 3/4 to 7 3/4. State size.
 93 H 6285—Black 93 H 6286—Nutria Tan
SAN FRAN, JR.
 Same as above but made with a 3-inch brim.
 93 H 6283—Black 93 H 6284—Nutria Tan



"SAN CARLOS"

"SAN FRAN"

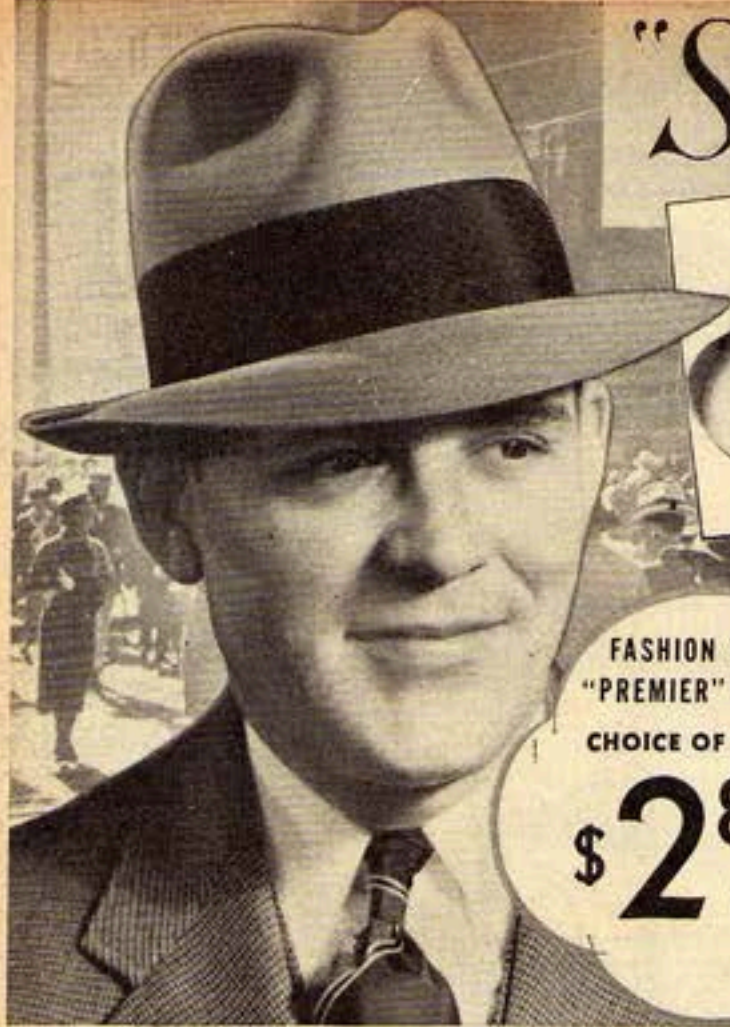
Westerner With Two-Tone Band \$3.45

-Good quality fur felt.
 -3 1/2-inch bound edge brim, 6 1/4-inch crown
 Honest workmanship in blocking and finishing—honest quality in the felt. Tan hat has brown and tan ribbon band—Black hat has black and white band. Lined with sparkling rayon. Genuine leather sweatband.
 Sizes: 6 3/4 to 7 3/4. State size. Shipping weight, 2 pounds 9 ounces.
 93 H 6278—Nutria Tan
 93 H 6279—Black

A Real Favorite Economy Priced \$1.49

-Standard quality wool felt
 -6 1/4-inch crown, 3 1/2-inch bound edge brim
 An authentic "San Fran" in size and workmanship. Full measure for your money... that's why it's always a favorite. Flat brim can't catch the wind—protects eyes from sun and rain. Leather sweatband. Shipping weight, 2 pounds 12 ounces.
 93 H 6287—Black 93 H 6288—Nutria Tan
 Sizes: 6 3/4 to 7 3/4. State size.

"STYLE TWINS" EACH LOOKS A HIGHER

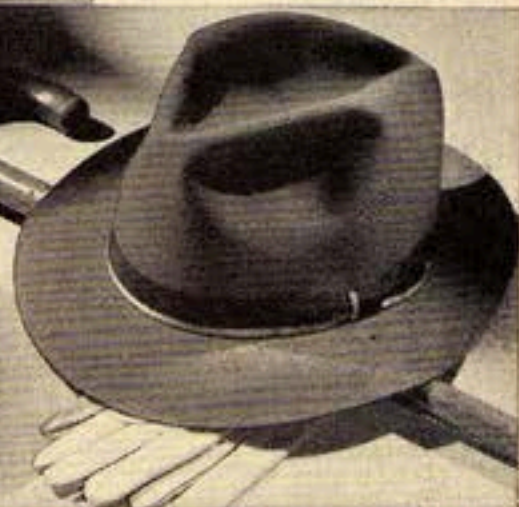


This \$3.50 hat was purchased in a smart Chicago shop. Check the chart below and see how it compares with Sears "Style Twins."

	Smart Shop Style Leader	Sears Exact Style Twin
FELT	Extra Fine Fur	Extra Fine Fur
LINING	Lustrous Rayon	Lustrous Rayon
SWEATBAND	Top Grain Leather	Top Grain Leather
CROWN	5/8 inches high	5/8 or 5/4 in. high
PRICE	3.50	2.85

We shopped 8 stores to get the value facts behind these hats. We compared quality of felt, lining, workmanship and style. We found the equal of these "Style Twins" were priced around \$3.50! Several were \$3.95!

FASHION TOWER
"PREMIER" QUALITY
CHOICE OF 3 STYLES
\$2.85
EACH



Plain Edge Snap Brim "Style Twins"

—Famous Fashion Tailored "Premier" quality fur felt, smooth and rich.
—A quality look, a quality feel. Nationally known best sellers
—Flexible . . . takes any kind of side pinches, takes any shape . . . and holds it
—Beautifully lined with lustrous rayon. Crown, about 5 3/4 inches high

"Style Twins"—feature for feature they match the \$3.50 hats of the smart men's shops. Check the comparison chart—there's fine \$3.50 workmanship in every last detail. Identical in everything except price. Carefully, expertly blocked. Real leather sweatband. Wear it any style you like best.

2 1/2-INCH BRIM \$2.85
Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 lb. 12 oz.
93 H 6150—Med. Gray, Black Band
93 H 6151—Dark Gray, Black Band
93 H 6153—Med. Brown, Brown Band
93 H 6154—Black, Black Band

2 1/4-INCH BRIM \$2.85
Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 lb. 10 oz.
93 H 6155—Med. Gray, Black Band
93 H 6158—Dk. Brown, Brown Band
93 H 6160—Navy Blue, Blue Band

Bound Edge "Style Twin"

—Smooth Premier quality fur felt, takes any shape and holds it
—Narrow 2 1/4-inch brim with narrow binding. Luxurious rayon lining
—Expertly blocked and finished

A Varsity fashion that clicked with "campus-conscious" young men. Every feature of a \$3.50 hat. Narrow snappy brim. 5 3/8-inch crown. Leather sweatband.

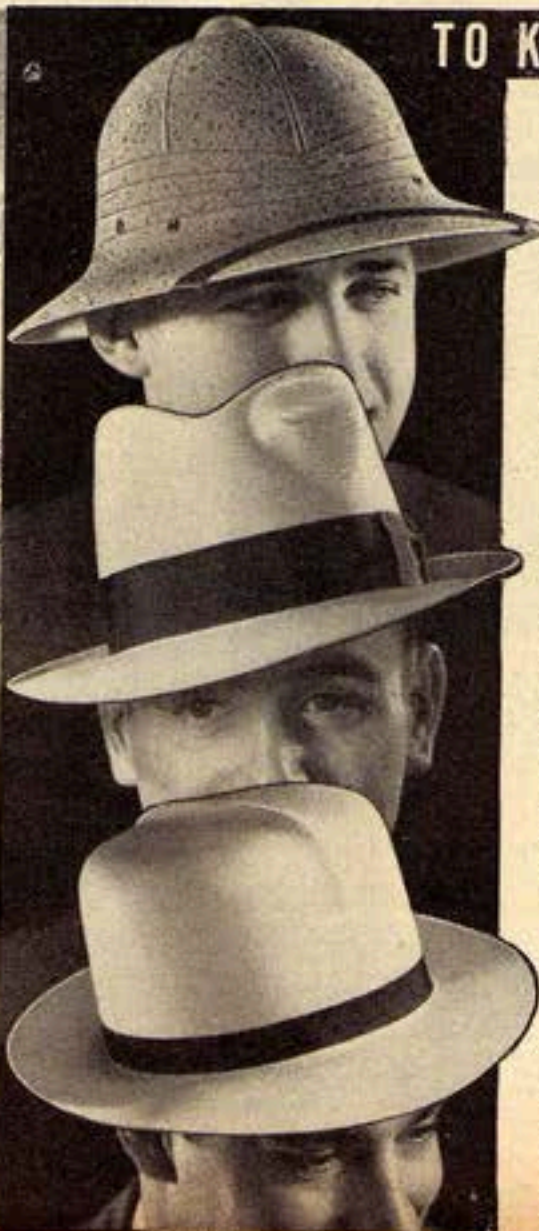
Sizes: 6 3/4 to 7 1/2. State size. Shipping wt., 1 pound 11 ounces.
93 H 6131—Med. Gray, Black Band
93 H 6132—Dark Gray, Black Band
93 H 6133—Dk. Brown, Brown Band
93 H 6136—Green, Green Band **\$2.85**

Lightweight "Style Twin"

—About 2 1/4-ounce featherweight
—Genuine Premier quality fur-felt
—Narrow snap brim, about 2 1/2 inches wide, plain edge. Low 5 1/2-inch crown

Light as a breeze and just as cool. Set off by a dash of color in its neat fancy striped band. Perforated crown for plenty of air-cooled head comfort. Unlined. Genuine leather sweatband.

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 8 ounces.
93 H 6220—Med. Gray, Black Band
93 H 6221—Dark Tan, Brown Band
93 H 6222—Med. Blue, Blue Band **\$2.85**
93 H 6223—Lt. Green, Green Band



TO KEEP YOU COOL

Hawley Tropper

45c —Patented fibre—treated to repel sun's heat
—Stippled finish

Laboratory tests prove there's nothing cooler than this tropical helmet. Protects you from sun without warmth or weight. Chin strap. Artificial leather sweatband. One size only. Adjustable to fit head sizes 6 3/4 to 7 1/2.

Shipping weight, 1 pound.
93 H 4880—Oyster
93 H 4881—Tan

"Easy-Clean" Toyo

95c —Smooth enamel finish felt hat colors
—Felt hat shape
—4-inch crown, about 2 1/2-inch brim

When it's soiled, take a moist cloth—wipe it clean. Sprayed-on finish won't be harmed. Fine quality Toyo braid (resembles Panama). Made just like your felt hat—creased crown, St. Moritz pinch front, wide ribbon band. Leather sweatband. Perforated for coolness—airholes in sweatband under ribbon band.
Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 8 ounces.
93 H 4872—Lt. Gray, Black Band
93 H 4873—Lt. Tan, Brown Band

Low Priced Toyo

79c —Optimo shape. Crown 4 inches high. Brim, about 2 1/4 inches wide
—Lightweight braid resembles genuine Panama

Our lowest priced summer hat—cool, good looking, durable. Natural color—looks like a genuine Panama. Narrow black ribbon band. Genuine leather sweatband.
Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 9 ounces.
93 H 4862—Natural color

SUPREME—Finer Fur Felt

\$3.75 —Expertly finished with the "velvety" feel typical only of high quality hats
—Smart plain edge snap brim in two popular widths

—Skillfully hand blocked 5 3/4-inch crown
Subtle swank—handsome lines—wear it any shape—brim snapped down or up, crown pinched or plain—the fine fur felt will hold the style you like best. Beautifully finished inside—lustrous Celanese rayon lining. Reeded leather sweatband.

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, each, 1 pound 11 ounces.

2 3/4-INCH BRIM
93 H 6340—Med. Gray, Black Band
93 H 6341—Medium Brown, Brown Band
93 H 6345—Dark Gray, Black Band
93 H 6346—Black, Black Band

2 1/2-INCH BRIM
93 H 6347—Medium Gray, Black Band
93 H 6348—Dark Brown, Brown Band
93 H 6349—Medium Blue, Blue Band

Genuine Fur Felt

\$1.69 —Select quality fur felt. Lowest price
—Plain edge snap brim, 2 3/4 in. wide.
—5 3/8-inch crown

Smooth! Durable! It's fur felt—not wool! That's why it's so versatile. Conservatively designed for men of all ages—at all seasons. True, it's not as distinguished as our higher priced hats, but close examination will show you there's plenty of quality, style and wear built right in—lots more than you'd expect.

Sizes: 6 3/4 to 7 1/2. State size. Shpg. wt., 1 lb. 11 oz.

93 H 6110—Medium Gray, Black Band
93 H 6112—Dark Brown, Brown Band
93 H 6113—Navy Blue, Navy Band

AND WEARS LIKE PRICED HAT !!

Fashion Tailored Select Quality **\$1.95 EACH**

GENUINE FUR FELT Rich in texture, lustrous in finish. Takes any shape you prefer. Wear it "any style."

EXPERTLY BLOCKED by skilled artisans. Smooth lines, latest styles, usually found only in \$2.50 hats.

FIFTH AVENUE CROWN about 5 1/2 inches high. Lustrous rayon linings, leather sweatbands, well finished.

(A) Medium 2 1/4-Inch Snap Brim, Plain Colors

Quiet, good colors that can be worn the whole year. The comparison chart tells the value story—it's identical in style and quality to regular \$2.50 hats. It's flexible, too—wear it any style.

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 10 ounces.
93H6105—Medium Gray with Black Band
93H6106—Dark Gray with Black Band
93H6107—Medium Brown with Brown Band
93H6108—Medium Blue with Blue Band **\$1.95**

(B) Bound Edge — Medium 2 1/4-Inch Snap Brim

A brightly correct young man's fashion, preferred by many men who want to get away from the plain edge. It's a "Style Twin", \$2.50 workmanship, \$2.50 materials, \$2.50 style.

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 8 ounces.
93H6195—Medium Gray with Black Band
93H6196—Dark Gray with Black Band
93H6197—Dark Brown with Brown Band
93H6198—Navy Blue with Navy Band **\$1.95**

(C) Wide 2 1/2-Inch Brim — Plain Edge

A hat designed expressly for men with full faces. Lots of dash and sweep, but correct in every detail. Priced correctly, too,—About 20% below the market—it's a "Style Twin." A hat of many shapes—a Sears fur felt you can wear any style!

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 10 ounces.
93H6100—Medium Gray with Black Band
93H6101—Dark Gray with Black Band
93H6102—Medium Brown with Brown Band
93H6103—Black with Black Band **\$1.95**

HOW TO ORDER

State your correct hat-size if you know it. If not place a tape-measure or strip of paper (which can be measured afterward) around head as illustrated. The size chart at right shows head size which corresponds with your measurement, and is the size you should order.

If Head Measures, In.	Order Size
21 1/8 to 21 3/8	6 3/4
21 3/8 to 21 7/8	6 7/8
21 7/8 to 22 1/8	7
22 1/8 to 22 5/8	7 1/8
22 5/8 to 22 9/8	7 1/4
22 9/8 to 23 1/8	7 1/2
23 1/8 to 23 5/8	7 3/8
23 5/8 to 23 9/8	7 3/4
23 9/8 to 24 1/8	7 7/8
24 1/8 to 24 5/8	8

Men's Hat and Cap Sizes 6 3/4 to 7 3/4



The hat shown below is typical of those we saw at \$2.50 in Chicago shops. Sears "Style Twins" are identical to it in every detail of quality, dimensions and workmanship.

~~\$2.50~~



MAKE YOUR OWN COMPARISON

	Popular Economy Hat	Sears Exact Style Twin
FELT	Standard Fur	Standard Fur
LINING	Rayon	Rayon
SWEATBAND	Genuine Leather	Genuine Leather
CROWN	5 1/2-inch	5 1/2-inch
PRICE	2.50	1.95



LIGHTWEIGHTS

NEW SUMMER COMFORT IN FELTS



Low Priced Lightweight

Select quality fur felt—Plain edge snap brim, about 2 1/4 inches wide **\$1.95**
 Low cost head comfort for every man. And a shape for every man, too. Fashion Tailored fur felt—mold it any way you please—it's very versatile. Unlined. 5 1/2-inch crown is perforated at top for air conditioning. Narrow ribbon band.
 Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 9 ounces.

93 H 6172—Medium Gray, Black Band
93 H 6173—Dark Gray, Black Band
93 H 6174—Medium Tan, Brown Band
93 H 6179—Medium Blue, Blue Band

"SUPREME" Lightweight

—Weighs about 2 3/4 oz., about two thirds of regular hat weight **\$3.45**
 —Extra fine fur felt
 —Plain 2 1/4-inch snap brim
 Lighter than a straw—yet styled as only the finest fur felts can be. "Air-cooled" perforations in top of crown. You can wear it any style. Roll it, crush it—always "comes back" in shape. Leather sweatband.
 Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 4 ounces.

93 H 6330—Med. Gray, Black Band
93 H 6331—Light Tan, Brown Band
93 H 6332—Gray Mixture, Black Band
93 H 6333—Blue Mix, Matched Band



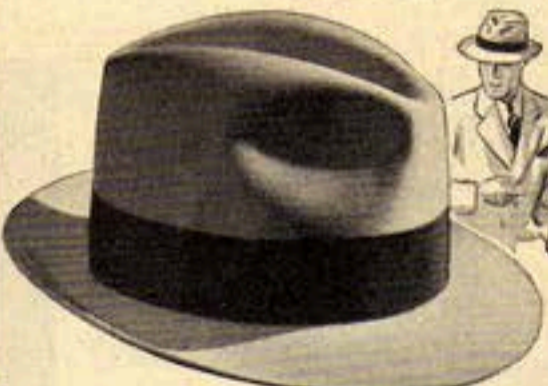
Extra Fine Wool Felt

\$1.49 —Plain edge snap brim, about 2 1/4 inches wide
 Was \$1.59
 —Crown, about 5 1/2 in.
 —Lustrous rayon lining
 —Leather sweatband

If you want a wool felt—and a great many men do—here's the best you can buy for this money. Tailored like higher priced hats.

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 lb. 9 oz.

93 H 6140—Light Gray, Black Band
93 H 6141—Dark Gray, Black Band
93 H 6143—Black, Black Band
93 H 6144—Med. Brn., Brown Band



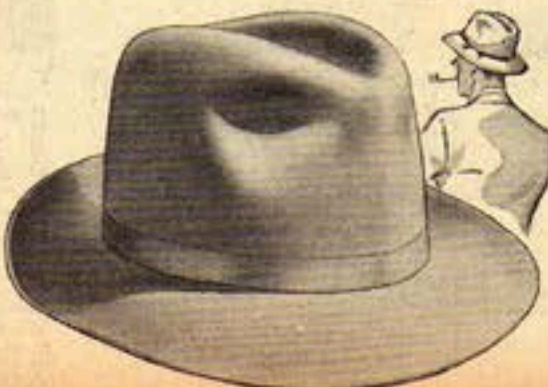
Medium Width Brim

95c —Sturdy standard quality wool felt
 —Center crease and front pinches permanently blocked in

A snappy young man's hat that's low priced but not at all cheap looking. Correctly styled with 2 1/4-inch medium width snap brim, about 5 1/2-inch crown.

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 1 pound 9 ounces.

93H6114—Med. Gray, Black Band
93H6116—Dark Gray, Black Band
93H6118—Black, Black Band
93H6119—Med. Brn., Brown Band



Lightweight Crusher

95c —Standard wool felt
 —Regular plain edge 2 1/4-inch brim
 —Crown, about 5 1/2 in.

A lightweight felt hat for less than \$1—that's a real value. Unlined. Roll it up, crush it, nothing hurts it. Narrow ribbon band.

Sizes: 6 3/4 to 7 1/2. State size. Shipping weight, 6 ounces.

93 H 6185—Medium Gray
93 H 6186—Medium Tan
93 H 6187—Black



Cut to **95c** EACH All Wool

THE CAP WITH THE LASTEX BAND INSIDE

—It **G-I-V-E-S**—can't bind. Comfortable on every head shape—always snug, always easy fitting. Popular eight-quarter top style
—Choose from two fabrics... All Wool or 1/2 to 3/4 wool fabrics in smart assorted shades and patterns. New masculine mixtures—soft toned
Kind to your head—this Feather-Touch lastex. Never too loose, never too tight, always PERFECT. Indestructible visor.
SIZES: 6 3/4 to 7 3/4. State size. Shipping weight, each, 11 ounces.

- | | |
|---|---|
| LUXURIOUS ALL WOOL Cut to 95c | STURDY 1/2 TO 3/4 WOOL Cut to 69c |
| <i>Panne (Satin-Like Finish) Lining</i> | <i>Lustrous Rayon Lining</i> |
| 93H4834—Blue Mixture | 93H4830—Gray Mixture |
| 93H4835—Gray Mixture | 93H4831—Brown Mixture |
| 93H4837—Brown Mixture | 93H4833—Blue Mixture |

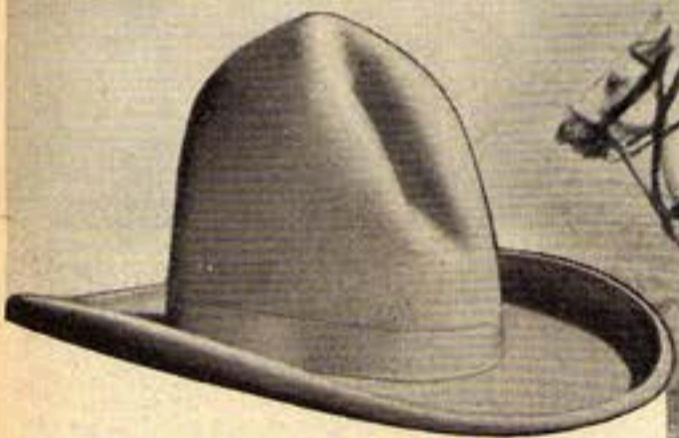
TOP NOTCH VALUES

SUNDAY LOOKS
WORKDAY WEAR



- | | | | |
|--|---|---------------------------------------|--|
| Bargain-Day Price
49c | —Good 1/2 to 1/2 wool fabrics in assorted new shades and patterns
—Adjustable to one size smaller or larger
Looks like a good 65c cap! Carefully cut—expertly blocked 8/4 top model. Rayon lining. Leather front piece. Indestructible visor. Shpg. wt., 12 oz. SIZES: 6 3/4 to 7 3/4. State size.
93H4855—Gray Mixture
93H4856—Blue Mixture
93H4857—Brown Mixture | Handsome Fabrics
69c | —Better 1/2 to 3/4 wool fabrics. Assorted shades and patterns. Indestructible visor
—Latest styling in every line, every detail
Extra quality, extra wear. You can see it's a "better" cap. Genuine all-around leather sweatband. Lustrous rayon lining. Shipping weight, 11 ounces. SIZES: 6 3/4 to 7 3/4. State size.
93H4846—Blue Mixture
93H4847—Gray Mixture
93H4848—Tan Mixture |
|--|---|---------------------------------------|--|

RANCH HATS... HIGH CROWNS AND WIDE BRIMS PROTECT YOU FROM THE SUN



CARLSBAD—Full 7-Inch Crown
\$1.49—Big plain edge curled 4-inch brim. Neat ribbon band. Leather sweatband
—Rugged standard grade wool felt
Check specifications of crown and brim, you'll see it's a genuine Carlsbad in every inch of its sweeping lines—Gives plenty of sun, rain and sleet protection. And it's a real buy, at this price.
SIZES: 6 3/4 to 7 3/4. State size. Shpg. wt., 2 lbs. 5 oz.
93H6289—Light Sand 93H6291—Nutria Tan
93H6292—Black

How to Order. State your correct hat-size if you know it. If not place a tape-measure or strip of paper (which can be measured afterward) around head as illustrated. The accompanying size chart shows head size you should order.

If Head Measures, In.	Order Size
21 1/2 to 21 3/4	6 3/4
21 3/4 to 21 7/8	6 7/8
21 7/8 to 22 1/8	7
22 1/8 to 22 1/4	7 1/4
22 1/4 to 22 3/8	7 3/8
22 3/8 to 22 7/8	7 7/8
22 7/8 to 23 1/4	8 1/4
23 1/4 to 23 3/4	8 3/4
23 3/4 to 24	9
24 to 24 1/4	9 1/4



- | | | | |
|--|--|---|---|
| Twin of a \$1.50 Cap
Cut to 95c | —Panne (satin finish) rayon lining
—Smartly patterned 3/4 to all wool fabrics in assorted shades and patterns
QUALITY in every detail—excellent workmanship. Genuine leather sweatband with elastic insert in back for Comfort. Indestructible visor. SIZES: 6 3/4 to 7 3/4. State size. Shipping weight, 12 ounces.
93H4817—Gray Mixture
93H4818—Tan Mixture
93H4819—Brown Mixture | Alpine Knock-About
69c | —Crown and brim fully stitched. Sturdy 1/2 wool 1/2 cotton fabric
—New soft shades, best for this type of hat
British royalty, they say, started this Alpine rage. It's smartly casual, styled with carelessness. A hat that needs no pampering. Cotton lining. Artificial leather sweatband.
SIZES: 6 3/4 to 7 3/4. State size. Shipping weight, 1 pound 8 ounces.
93H4843—Gray Mixture
93H4844—Brown Mixture |
|--|--|---|---|

"OLD FRIENDS" OF MEN IN THE FIELD



- | | | | |
|--|--|--|--|
| Fur Felt "Columbia"
Cut to \$2.85 | —Crown, about 5 1/2 inches high
—3-inch curled edge brim that can't look floppy.
—Narrow ribbon band
Thousands of stockmen, planters and ranchers, year after year, buy this sturdy hat. Fine quality fur felt expertly blocked. Genuine leather sweatband.
SIZES: 6 3/4 to 7 3/4. State size. Shipping weight, 1 pound 12 ounces.
93H6145—Black 93H6146—Nutria Tan | Trim Military Style
Cut to \$1.39 | —Regulation 5 3/4-inch crown; about 2 3/4-in. plain edge brim
—Standard quality strong wool felt
Built much along the lines of the Army's famous "Campaign" hat. It's neat, sturdy, very practical. Not too heavy. Popular with outdoor men because it's easy to keep on the head—plain flat brim can't catch the wind. Colors keep their neat appearance. Narrow ribbon band. Durable sweatband.
SIZES: 6 3/4 to 7 3/4. State size. Shipping weight, 1 pound 12 ounces.
93H6170—Black
93H6171—Olive Drab |
|--|--|--|--|

SAVE HERE!



- | | | | | | |
|-----------------------------------|--|----------------------------------|---|----------------------------------|--|
| Work Special
17c | —Liberty stripe or gray covert cotton fabrics
—High crown gives air circulation
Men! Take a tip from the railroad engineer... he can't afford to be blinded by sun and light glare... he wears "eye-ease" caps with visors. Great for summer wear. Washable.
SIZES: 6 3/4 to 7 3/4. State size. Shipping weight, 5 oz.
93H4805—Liberty Stripe
93H4806—Gray Covert | Lightweight
21c | —Nub-like cotton fabrics
—Taped seams
—Canvas visor
—Cool, it's unlined
"Nub" effects are smart this year. Light and summery. Made by the same manufacturer as our BEST caps. 8-piece construction. Unlined. Artificial leather sweatband.
SIZES: 6 3/4 to 7 3/4. State size. Shipping weight, 11 oz.
93H4802—Gray Mixture
93H4803—Tan Mixture | Uniform Cap
79c | —Rugged cotton whipcord
—Strong frame and crown support keep up its neat appearance
Smart as the latest cars—for garage and service station men, chauffeurs. Glossy visor resembles patent leather (and artificial leather strap). Artificial leather sweatband. Usually sells for \$1.00.
SIZES: 6 3/4 to 7 3/4. State size. Shpg. wt., 1 lb.
93H4845—Gray whipcord |
|-----------------------------------|--|----------------------------------|---|----------------------------------|--|

Were 74c

67c Each
3 for \$1.95



Medium Heavyweight Chambray

CAST IRON is America's most completely reinforced work shirt—developed over a period of years through the experience of Sears customers. Notice the small illustrations shown at right, you'll see there isn't a single wear-spot left unguarded. Double fabric at shoulders so that sweat and washing won't cause sleeve tops to rot and split. Full double front to guard against wear of overall and suspender buckles. Double back yoke, double elbows. Triple stitched seams guaranteed rip-proof. Interlined collar, non-rip sleeve facings, smooth unbreakable buttons.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 13 ounces; of three, 2 pounds 3 ounces.

33 H 588—Blue Chambray
33 H 589—Gray Chambray Each 67c 3 for \$1.95

CAST IRON

A WORK SHIRT AS TOUGH AS ITS NAME IMPLIES
NOW IN COVERT CLOTH
AND CHAMBRAY!

67c Each
3 for \$1.95



REINFORCED AT EVERY ONE OF THE FOUR HARDEST WEAR SPOTS



1 • Double Yoke Extra deep. Extends down under arms.
2 • Double Elbows Extra fabric on underarms adds wear.



3 • Double Shoulders Prevent splitting of sleeve tops.
4 • Double Front Falls wear of suspender buckles.

Medium Heavyweight Covert

Here's the new addition to our "Cast Iron" line of work shirts. Made of cotton covert cloth to the same specifications as the famous chambray model that made Cast Iron's reputation. Front is double thick all the way down to the third button. Back has low double yoke that extends down under arms and reinforces the armpits. Elbows are double thick. Shoulders have patch reinforcements at sleeve tops to lessen danger of split shoulders. Seams are triple stitched, collars interlined, buttons unbreakable.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 13 ounces; of three, 2 pounds 3 ounces.

33 H 586—Blue Covert
33 H 587—Gray Covert Each 67c 3 for \$1.95



Soft Covert Medium Heavy

Were 59c
49c Ea.
3 for \$1.42

A shirt that's finer, more comfortable than heavier work shirts, but plenty long wearing. Won't show dirt or grease readily. Made to Sturdy Oak's larger specifications for comfort. Triple stitched rip-proof main seams, interlined dress-type collar, non-rip sleeve facings, unbreakable buttons.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 12 oz.; of three, 2 lbs.

33 H 612—Blue
33 H 613—Gray
33 H 614—Tan

SEARS ECONOMY COVERT A HUSKY "MEDIUM WEIGHT"

This is Sears lowest priced cotton covert work shirt—but it's definitely a quality product. Not a lightweight—but a mediumweight—several points heavier than the usual 50c covert—that's why it wears longer, holds its shape better—that's why men "come back" and buy it season after season. Made with triple stitched rip-proof seams, roomy armholes, wide shoulders, continuous non-rip sleeve facings, interlined collars, unbreakable buttons. Proportioned to fit after washing.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 12 ounces; of three, 1 pound 14 ounces.

33 H 560—Blue Covert
33 H 561—Gray Covert

Cut to
44c Each
3 for \$1.29



PATTERNED TUPELO MADRAS STURDY OAK QUALITY

65c Ea.
3 for \$1.89

Men who like color in their work shirts choose this patterned Madras. Woven-through patterns with the yarns dyed BEFORE the fabric is woven—that's why they hold their color longer! Medium heavyweight. Triple stitched main seams, non-rip sleeve facings, interlined collar, unbreakable buttons. Two roomy button-through pockets.

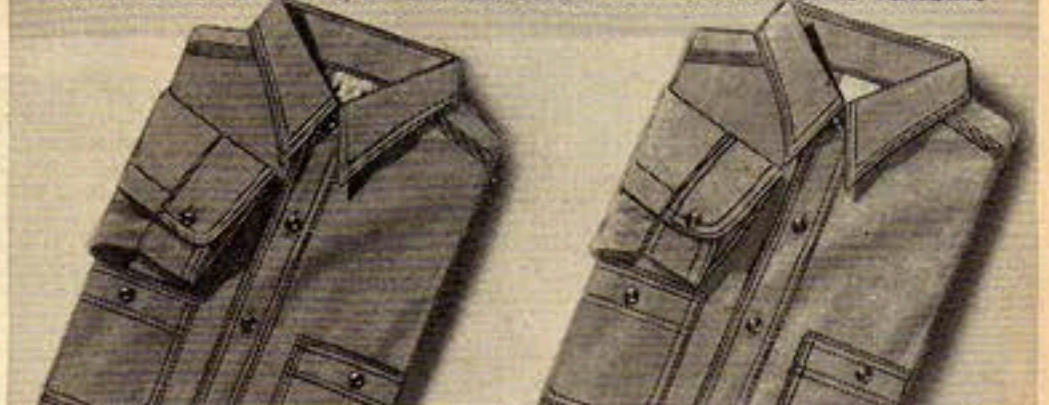
HALF SIZES: 14½ to 17. State size. Shipping weight, each, 12 ounces; of three, 2 pounds.

33 H 683—Gray
33 H 684—Blue



SEARS ECONOMY CHAMBRAYS

• REAL MONEY-SAVERS... NOTHING SKIMPED BUT THE PRICES... TAILORED WITH TRIPLE STITCHED SEAMS, INTERLINED COLLAR AND ALL STANDARD FEATURES



Medium Heavyweight

Considerably heavier than our medium weight chambray—and much longer wearing. Full large sizes for plenty of working comfort. A real Sears Value Leader.

HALF SIZES: 14½ to 17. State size. Shpg. wt., ea., 12 oz.; of 3, 2 lbs.
33 H 647—Blue Chambray

Cut to
44c Ea.
3 for \$1.29

Medium Weight

Sears lowest priced work shirt... plenty of wear for average working needs. Full cut, roomy even at this price. Sturdy standard grade chambray. A real bargain! HALF SIZES: 14½ to 17. State size. Shpg. wt., ea., 9 oz.; of 3, 1 lb. 8 oz.

33 H 550 Blue Chambray

Cut to
35c Ea.
3 for \$1.00

TWO FULL PAGES OF



EXTRA LONG AND
EXTRA LARGE SIZES, TOO



57c
EACH

3 for \$1.65

Regular Sizes
Were **65c**

Sanforized-Shrunk MEDIUM HEAVY WEIGHT CHAMBRAY

Tough, long wearing chambray, Sanforized-Shrunk to tighten the weave, to remove risk of excess shrinkage in washing. No more tightness around shoulders and neck. Famous roomy Sturdy Oak dimensions, too. Longer tails, more room in chest and armpits. Strong triple stitched main seams, interlined dress type collar, continuous non-rip sleeve facings and unbreakable buttons. Two large pockets. Today's outstanding Work Shirt bargain!

REGULAR SIZES
57c 3 For
Ea. **\$1.65**

EXTRA LARGE
63c 3 For
Ea. **\$1.83**

EXTRA LONG
63c 3 For
Ea. **\$1.83**

HALF SIZES: 14½ to 17.
State size. Shpg. wt.,
each, 12 oz.; of 3, 2 lbs.
33 H 645—Blue
33 H 646—Gray

SIZES: 17½, 18, 18½,
19, 20. State size. Shpg. wt.,
ea., 13 oz.; of 3, 2 lbs. 3 oz.
Extra large body, neck.
33 H 666—Blue

HALF SIZES: 14½ to 17.
State size. Shpg. wt., ea.,
13 oz.; of 3, 2 lbs. 3 oz.
Extra long body, sleeves.
33 H 665—Blue



Sanforized-Shrunk

Medium Heavyweight
Covert Cloth With a
Rustless Zip Front

84c 3 For
EACH **\$2.45**

Was **97c**

1—2—3—and you're ready to go! Just pull it over your head and "zip" it up! Tightly woven cotton covert cloth, Sanforized-Shrunk, no excess shrinkage. Sturdy Oak sizes. Triple stitched rip-proof seams, non-rip sleeve facings, unbreakable buttons, interlined collar.

HALF SIZES: 14½ to 17. State size. Shpg. wt., each, 13 ounces; of three, 2 pounds, 3 ounces.

33H570—Blue 33H572—Tan
33H571—Gray 33H573—Forest Green



Sanforized-Shrunk

Medium Heavyweight
Chambray With a
Rustless Zip Front

84c 3 For
EACH **\$2.45**

Was **97c**

Rugged chambray in a service weight, Sanforized-Shrunk for lasting shoulder ease, permanent perfect fit. Laundry-proof slide fastener—zip!—and you're ready to go—why bother with buttons. Famous Sturdy Oak dimensions. Two roomy flap pockets, pencil slit in left one. A Sears combination of unusual features... A real Sears buy.

HALF SIZES: 14½ to 17. State size. Shpg. wt., ea., 12 oz.; of 3, 2 lbs. 3 oz.
33 H 574—Blue Chambray

FOUR STAR FEATURE SEARS HEAVIEST COVERT WORK SHIRT *Sanforized-Shrunk*

Any
Order of
\$10 or More
on Easy
Payments
See Page 1A



Cut To **77c** 3 For
EA. **\$2.25**

SOFTER..THICKER..STRONGER

See for yourself how much stronger these Sturdy Oak cotton coverts are. Each yarn is as thick as a regular 2-ply thread and just as tough! Notice also how closely these yarns are woven.

69-POUND STRENGTH

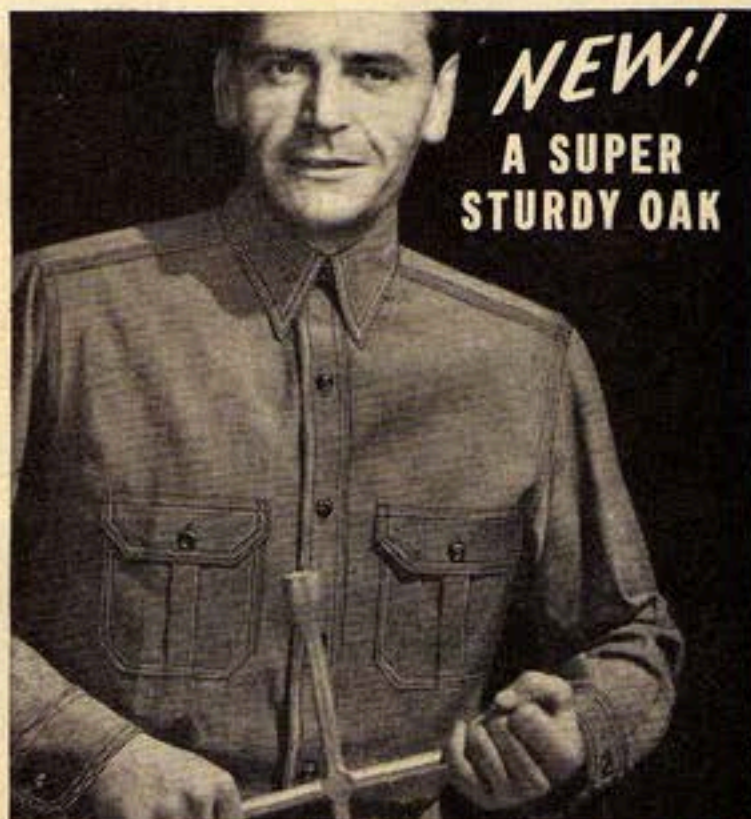


Tensile strength machine proved an Average Breaking strength of 69 lbs. per inch in each direction. Standard for quality fabrics is 40 pounds.

A 4-Star Feature—that tells the value story. Two large flap pockets. Roomy Sturdy Oak dimensions. Smooth bakelite buttons, no paint to come off. Interlined collar, triple stitched rip-proof seams, non-rip sleeve facings. Sanforized-Shrunk to eliminate excess shrinkage.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 15 oz.; of three, 2 pounds, 9 ounces.

33 H 555—Blue 33 H 556—Gray
33 H 557—Tan



NEW!
A SUPER
STURDY OAK

Extra Heavy Chambray

Toughest member of the rugged Sturdy Oak clan. Extra heavy, extra strong chambray—the longest wearing chambray ever used in a Sturdy Oak Shirt and it's Sanforized-Shrunk for permanent perfect fit. Two roomy bellows flap pockets. Fine Sturdy Oak construction details—full cut; unbreakable buttons, interlined collars, non-rip sleeve facings. Priced low—a buy you won't want to miss.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 15 ounces; of three, 2 pounds, 9 ounces!
33 H 515—Blue Chambray 33 H 516—Gray Chambray

67c EA.

3 For
\$1.95

STURDY OAK WORK SHIRTS

ALL TAILORED TO THE BIG ROOMY DIMENSIONS THAT MADE STURDY OAK FAMOUS!



ORDINARY DIMENSIONS STURDY OAK DIMENSIONS

It takes more material to make shirts the Sturdy Oak way... This extra material means extra comfort

- 1 • Long tails for you men who like your shirts tucked in well
- 2 • More room in chest
- 3 • More room in armpits
- 4 • Cuffs wide enough to slip hands through without unbuttoning...



EXTRA LARGE AND EXTRA LONG SIZES, TOO



Were **65c** Ea. Reg. Sizes

Famous Standard "STURDY OAK"

Thousands of men buy it year after year without ever reading the description. And there's a reason for that—Standard Sturdy Oak is one low priced work shirt that allows plenty of "tail" to tuck in your trousers. The chambray's always tough. The dimensions are always roomy—it's the most you can get for your money!

REGULAR SIZES

Were **57c** **3 For \$1.42**
49c EACH

HALF SIZES: 14½ to 17. State size. Shpg. wt., each, 11 oz.; of 3, 1 lb. 13 oz.
33H678—Blue **33H679—Gray**

EXTRA LARGE EXTRA LONG

55c EACH **55c** EACH
3 for \$1.69 **3 for \$1.69**

SIZES: 17½, 18, 18½, 19, 20. State size. Shipping weight, each, 12 oz.; of three, 2 lbs.
33 H 674 HALF SIZES: 14½ to 17. State size. Shipping weight, each, 12 oz.; of three, 2 lbs.
33 H 676



EXTRA LARGE AND EXTRA LONG SIZES TOO



Sanforized-Shrunk MEDIUM HEAVY WEIGHT COVERT

Not a medium weight... a medium HEAVY weight. That means a lot in terms of wear. Not ordinary fabrics, but SANFORIZED-SHRUNK fabrics... that means a lot in terms of comfort. No matter how many times you wash it, you'll find no disappointments or poor fit because of shrinkage. Made of tough textured cotton covert that won't show dirt or grease readily, and tailored with all Sturdy Oak features. Longer tails, more room in chest and armpits, interlined collars, triple stitched non-rip sleeve facings, unbreakable buttons and two large buttoned pockets.

REGULAR SIZES

57c **3 For \$1.65**
Ea.

HALF SIZES: 14½ to 17. State size. Shpg. wt., each, 12 oz.; of 3, 2 lbs.
33 H 608—Blue
33 H 609—Gray
33 H 619—Tan

EXTRA LARGE

63c **3 For \$1.83**
Ea.

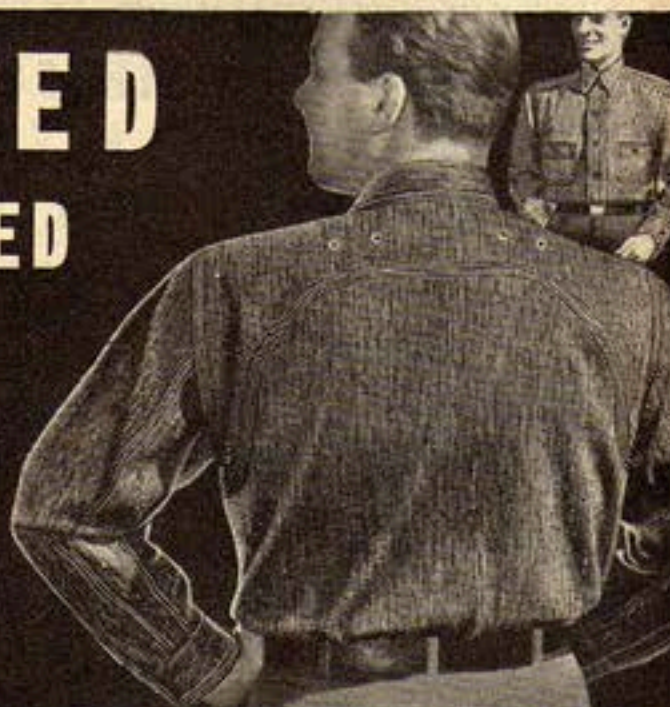
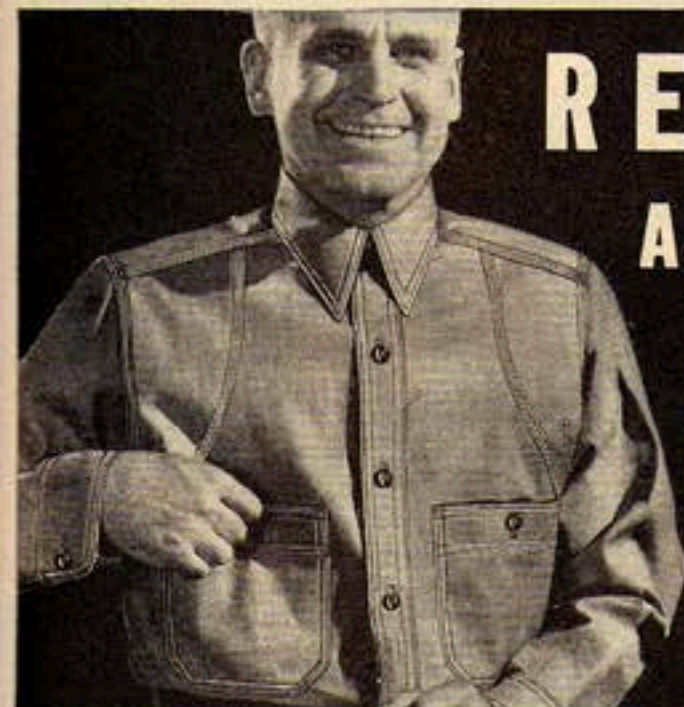
SIZES: 17½, 18, 18½, 19, 20. State size. Shpg. wt., ea., 12 oz.; 3, 2 lbs.
33 H 510—Blue
33 H 511—Gray

EXTRA LONG

63c **3 For \$1.83**
Ea.

HALF SIZES: 14½ to 17. State size. Shpg. wt., ea., 12 oz.; of 3, 2 lbs.
33 H 512—Blue
33 H 513—Gray

REINFORCED AND VENTILATED



Long Wearing Medium Heavy Chambray

If you perspire a lot you have a two-fold reason for choosing a shirt that is both reinforced and ventilated. Sixteen eyelets allow fresh air to get inside, next to your skin, reduce perspiration. Three reinforcements—in front, across back, and under arms double the wear at points where sweat would ordinarily rot the fabric in a hurry. Made with all the extra comfort features you always get in Sturdy Oak including longer tails, triple stitched rip-proof seams, continuous non-rip sleeve facings and interlined collar.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 12 ounces; of three, 2 pounds.
33 H 520—Blue Chambray **33 H 521—Gray Chambray**

Medium Heavy Weight Covert Cloth

No wonder it's longer wearing! Look at the reinforcements. Double fabric in front, across back and under arms gives you twice the resistance to wear. Sixteen eyelets across the back, and under arms give your body a chance to breathe. Fabric is a tight textured cotton covert that won't show soil readily. All Sturdy Oak specifications including longer tails, so you can tuck the shirt well down in your trousers. Roomy chest, interlined collar, triple stitched rip-proof seams and continuous non-rip sleeve facings.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 12 oz.; of three, 2 pounds.
33 H 522—Blue **33 H 523—Gray**

57c EA.
3 For \$1.65



EXTRA LARGE AND
EXTRA LONG SIZES, TOO

SWITCH TO HERCULES

And Save 25c Out of
Every Work Shirt Dollar

Were ~~88c~~ **77c** Ea. **3 For \$2.25**
Reg. Sizes

The biggest difference between Hercules and ordinary work shirts is in the fabric itself! It's a SPECIALLY WOVEN chambray—less subject to the wear of destructive sweat, less apt to "catch" or tear because the yarns are longer fibered and make a tighter, smoother, tougher texture! Besides, Hercules is tailored in a flannel shirt factory—to the same specifications that go into high priced flannel shirts! In addition to the features listed at center of page—Every Hercules is SANFORIZED-SHRUNK, made with rip-proof triple stitched seams and non-rip sleeve facings. Pencil compartment in left pocket.



HERCULES in Chambray WITH BIG FLAP POCKETS

It's been proved time and time again Hercules "always costs less in the long run!" This husky model with its flap pockets to protect your tobacco and cigarettes is no exception. SANFORIZED-SHRUNK to guarantee lasting fit, and made to all Hercules specifications shown below.
HALF SIZES: 14½ to 17. State size. Shipping weight, each, 1 lb.; of three, 2 lbs. 12 oz.
33 H 578—Blue 33 H 579—Gray

77c Ea.
3 for \$2.25
Were ~~98c~~



77c Ea. **3 for \$2.25**
Regular Sizes
33 H 631—Blue
33 H 632—Gray
HALF SIZES: 14½ to 17. State size. Shpg. wt., ea., 14 oz.; of three, 2 lbs. 6 oz.

83c Ea. **3 for \$2.45**
Extra Large Sizes
33 H 692—Blue
33 H 693—Gray
HALF SIZES: 17½ to 20. State size. Shpg. wt., ea., 1 lb. 1 oz.; of 3, 2 lbs. 15 oz.

83c Ea. **3 for \$2.45**
Extra Long Sizes
33 H 690—Blue
33 H 691—Gray
HALF SIZES: 14½ to 17. State size. Shpg. wt., ea., 1 lb. 1 oz.; of 3, 2 lbs. 15 oz.

Sanforized-Shrunk HERCULES

"COSTS LESS IN THE LONG RUN" ... BECAUSE

- 1 • Fabrics are Woven Extra Tight—they'll stand more wearings, more washings, more ironings.
- 2 • Collars and cuffs last longer—built up of three layers of chambray, not just interlined.
- 3 • Comfo-curve armholes and longer tails for comfort. Smooth unbreakable buttons.
- 4 • Bar-tacked pockets—reinforced to prevent ripping.
- 5 • Double fabric under entire forearm for longer wear.

HERCULES FABRIC

Make This "Light" Test
Put any chambray up to the light—then put Hercules beside it. You'll see, as shown in these magnified illustrations, that Hercules is a tighter, closer-woven fabric—BOUND to wear longer.

ORDINARY FABRIC

Any Orders of \$10 or More on Easy Terms See Page 1A

HERCULES IN AN EXTRA HEAVY TWILLED COVERT

• ONE OF THE TOUGHEST COVERTS EVER MADE

Were ~~98c~~ **87c** Ea. **3 for \$2.55**

The toughest, strongest cotton covert ever built into a shirt. Most handsome, too—it's made with a pronounced twill weave. Two large flap pockets with pencil opening in flap of left pocket. All regular Hercules features, including Sanforized-Shrunk fabrics, 3-layer collar and cuffs, double elbows, heavy duty unbreakable buttons, longer side seams, comfo-curve armholes.

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 1 pound; of 3, 2 pounds 10 ounces.
33 H 594—Blue
33 H 595—Gray
33 H 596—Tan



HERCULES IN AN EXTRA HEAVY CHAMBRAY

• ONE OF THE TOUGHEST CHAMBRAYS EVER MADE

Were ~~98c~~ **87c** Ea. **3 for \$2.55**

If you want the HEAVIEST shirt you can find—try this. Leather-tough chambray, Sanforized-Shrunk PLUS every Hercules feature shown above. Double elbows, 3-layer cuffs and collars, triple main seams, rip-proof sleeve facings, unbreakable Bakelite buttons. A real roughneck, built for the heaviest, meanest wear.

HALF SIZES: 14½ to 17. State size. Shpg. wt., each, 1 lb. 1 oz.; of 3, 2 lbs. 15 oz.
33 H 640—Blue
33 H 641—Gray



New!
GENUINE WINDSOR
"WASH 'N READY"
COTTON CRINKLE CREPE
Wear Them Without Ironing

—Soft, cool—ideal for summer, comfortable any time of year
 —Cut big with extra full seat
 Genuine Windsor "Wash and Ready" cotton crepe. Handsome pajamas that need no ironing. Elastic inserts in trousers.
 Colors: Blue or White.
 Sizes: A to E. Order by size letter as shown below and state color. Shpg. wt., a suit, 14 oz.; of two, 1 lb. 10 oz.
33 H 912—Notched Collar Coat
33 H 913—Collarless Middy Style.

HOW TO ORDER

Shirt Size is	If You Weigh	If Chest Measure is	Order
13 1/2-14	115-125	34-38	A
14 1/2-15	125-150	38-40	B
15 1/2-16	150-175	42-44	C
16 1/2-17	175-200	46-48	D
17 1/2-18	200-225	50-52	E



ORDERS OF \$10
 OR MORE ON
 EASY TERMS.
 SEE PAGE 1A

FUL-BAK
SHOULDERS
NEVER BIND

OUR FAMOUS "SLUMBER KINGS"
PLUS THIS "FUL-BAK" FEATURE

The most comfortable pajamas you've ever worn! "Ful-Bak" is exclusive with Sears—a feature that brings a new kind of ease and relaxation to your sleep. No binding in the shoulders when you move, no tightness in the armpits when you stretch! Ful-Bak is longer wearing, too—because it lessens the strain on the fabric. Plain colors and novelty patterns are offered below in your choice of three styles.

\$139
 A SUIT
2 FOR \$269

PLAIN COLORS...VERY RICH



\$139
 A SUIT
2 For \$269
 Ful-bak model. Wide, roomy seat, elastic inserts in trousers for greater comfort. High quality cotton broadcloth. Vat dye colors. Choice of 3 colors and 3 styles. Smart contrasting trim.
 Colors: Blue, Tan or White. Sizes: A to E. Order by size letter as shown at upper left and state size. Shpg. wt., suit, 12 oz.; 2, 1 lb. 6 oz.
33 H 995—Collarless Coat
33 H 996—Collarless Middy
33 H 997—Notched Coat

LATEST NOVELTY PATTERNS



\$139
 A SUIT
2 For \$269
 Ful-bak model. Fine cotton fabric has a special lustrous finish. Neatly piped in contrasting colors. Extra full seat. Elastic insert in waist band. Choice of 3 styles in Blue, Tan or Maroon Patterns.
 Sizes: A to E. Order by size letter as shown at upper left and state color. Shpg. wt., a suit, 12 oz.; two, 1 lb. 6 oz.
33 H 992—Collarless Coat
33 H 993—Collarless Middy
33 H 994—Notched Coat

NOW! A PAJAMA THAT CAN'T SHRINK OUT OF FIT!

Smart Blazer Stripes, Too!

—High quality cotton broadcloth—smooth, lustrous, long wearing.
 —Vat-dye colors.
 —Finest tailoring.
 —Full cut for lasting comfort

These smart Blazer stripe patterns were selected by our style committee as the best looking of the entire new 1938 line.

Colors: Blue, Tan or Maroon.
 Sizes: A to E. Order by size letter as indicated at left and state color. Shipping weight, each suit, 14 oz.; of two, 1 pound 10 ounces.
33 H 985—Notched Collar Coat
33 H 986—Collarless Middy
33 H 987—Collarless Coat



Sanforized Shrunk

POPULAR LIGHT GROUND PATTERNS

—Cotton Broadcloth Were \$1.39
 —Big dimensions
 Elastic insert in trousers. Vat dye colors. New light patterns—you'll see them wherever style counts.
 Colors: Blue, Tan or Green. State color wanted.

REGULAR SIZES: A to E. Order by letter as indicated at left. Shpg. wt., each, 14 oz.; of 2, 1 lb. 10 oz.
33 H 936—Collarless Coat
33 H 937—Collarless Middy
33 H 934—Notched Collar Coat

EXTRA LONG SIZES
 As above for men over 6 feet tall. Sizes: A to E. Order by size letter. Shipping wt., a suit, 1 lb. 2 oz.; 2, 2 lbs. 2 oz.
33 H 938—Collarless Coat Style
33 H 939—Collarless Middy Style

PLAIN COLORS OR PATTERNS IN THREE STYLES

—Elastic at waist "gives"; adds comfort!
 —Generously cut and well tailored.
 Sizes: A to E. Order by size letter as shown at upper left. Shipping weight, suit, 15 oz.; of two, 1 lb. 10 oz.

PLAIN COLORS in Blue, Tan or Green. Contrasting trim. State color. Cotton Broadcloth.
33 H 920—Collarless Coat
33 H 921—Collarless Middy
33 H 923—Notch Collar Coat
 NOVELTY PATTERNS, Blue, Tan, Maroon. Neatly piped. State color. Cotton Pajama Cloth.
33 H 927—Notch Collar Coat
33 H 928—Collarless Coat
33 H 929—Collarless Middy



Nightshirts

IN THREE QUALITIES

Sizes: 15, 16, 17, 18, 19 and 20-inch neck. State size. Shipping weight, each, 12 ounces; of three, 2 pounds.

SEARS "DE LUXE"
\$129
 EACH **3 FOR \$379**

—SANFORIZED-SHRUNK
 —Extra fine quality cotton broadcloth, 54 inches long.
33 H 911—White

SEARS "SUPREME"
 Was **79c** EA. **3 FOR \$229**

—Good cotton broadcloth, blue piping. Roomy 54 inches long.
33 H 910—White

SEARS "ECONOMY"
 Was **59c** EA. **3 FOR \$169**

—Good muslin 50 in. long
33 H 905—White





TWIN
SWEATERS
\$2.89
A Set



100% Wool Worsted
Smart—Knit with sturdy pineapple stitch.
Practical—summer weight, sleeveless.
Strong—worsted wool—longer, tougher yarns; reinforced at arm-holes and seams.
Shipping weight, 9 ounces.
EVEN SIZES: 34 to 46. *State size.*
Order 2 inches larger than actual chest measure.
83 H 1540—White
83 H 1541—Black
83 H 1542—Blue

Cut to
94c
Each

The "Highlander"
New Hollywood ideal Sweater comfort plus plaid corduroy smartness. Durable, too—that corduroy is plenty tough! Full zipper front is guaranteed rustless. V-neck. Knit sleeves, bottom and side inserts are 48% wool, balance cotton.
EVEN SIZES: 36 to 44. *State size.*
Order 2 inches larger than actual chest measure. Shpg. wt., 1 lb. 8 oz.
83 H 2072—Royal Blue with Gray
83 H 2073—Brown with Tan

\$2.89
Each

Rich Mohair Face
Mohair means tougher, longer wool fibers. That's why this sweater, made of 50% mohair wool, plus cotton is tougher, longer wearing, too. Zip front. Shirred back, adjustable tabs at waist, two slash pockets, V-neck. Sturdy stitch. Medium weight.
EVEN SIZES: 34 to 44. *State size.*
Order 2 inches larger than actual chest measure. Shpg. wt., 1 lb. 8 oz.
83 H 2074—Royal Blue
83 H 2075—Gray

\$2.89
Each

NEW STANDARD OF VALUE IN "TWINs"

Two sweaters for the usual price of one—a sleeveless pullover—a jacket style coat. Made to good \$4 quality specifications.

SOFT WOOL—RICH NAPPED SURFACE

Only wool can give such a smooth close nap—You'll enjoy its "luxury feel." Comfortable medium weight, practical for all-around wear.

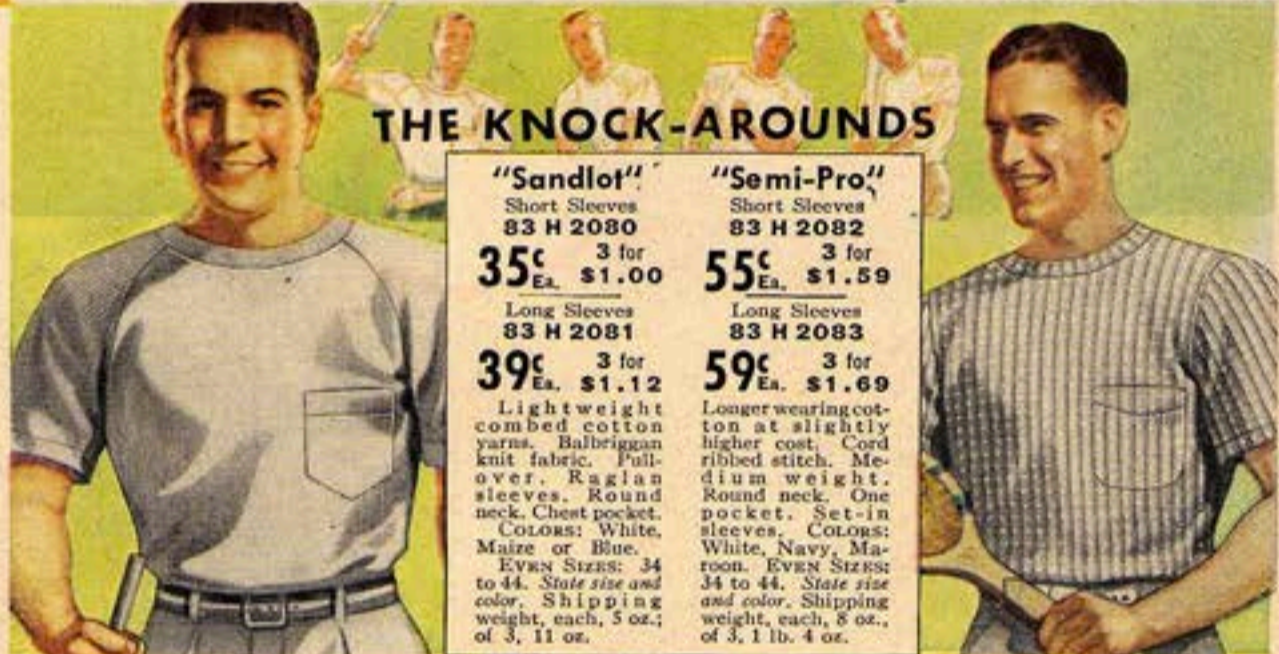
COAT HAS PLEATED FANCY BACK

Rear view above shows attractive back on coat. Inverted center pleat gives free-swing action. Attractive welts, sewed-on half belt.

It's very new and really very handsome. It has that soft woolly feel—nice to look at—nicer to wear! Coat has a rustless zip front, two pockets and is made in V-neck style. Sleeveless model is U-neck style in same fabric as coat. Wear the coat alone, the pullover alone, or both together.

EVEN SIZES: 34 to 44-inch chest. Order 2 inches larger than actual chest measure. *State size.* Shipping weight, 1 pound 9 ounces.

83 H 2070—Royal Blue
83 H 2071—Gray. A Set **\$2.89**



THE KNOCK-AROUNDS

"Sandlot"
Short Sleeves
83 H 2080
35c 3 for
Ea. \$1.00

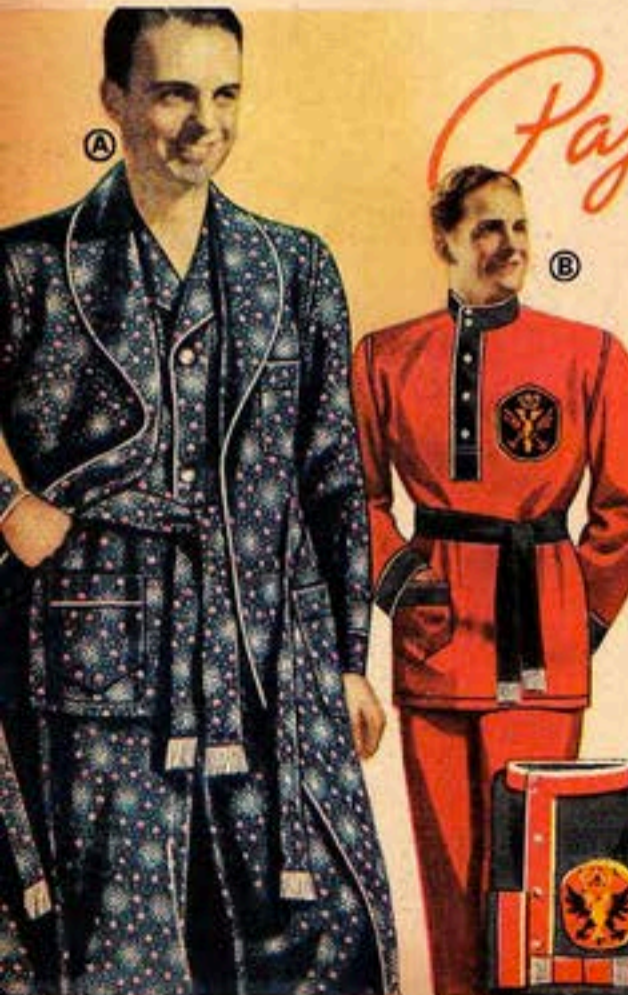
Long Sleeves
83 H 2081
39c 3 for
Ea. \$1.12

Light weight combed cotton yarns. Balbriggan knit fabric. Pull-over. Raglan sleeves. Round neck. Chest pocket.
COLORS: White, Maize or Blue.
EVEN SIZES: 34 to 44. *State size and color.* Shipping weight, each, 5 oz.; of 3, 11 oz.

"Semi-Pro"
Short Sleeves
83 H 2082
55c 3 for
Ea. \$1.59

Long Sleeves
83 H 2083
59c 3 for
Ea. \$1.69

Longer wearing cotton at slightly higher cost. Cord ribbed stitch. Medium weight. Round neck. One pocket. Set-in sleeves. COLORS: White, Navy, Maroon. EVEN SIZES: 34 to 44. *State size and color.* Shipping weight, each, 8 oz.; of 3, 1 lb. 4 oz.



Pajamas
EXTRAORDINARY

(A) Robe-Pajama Set
\$1.79 **\$3.49**
Each Robe
Garment and Pajamas

Smart new matched sets. Beautiful garments, buy either separately if you prefer. Rich cotton broadcloth. Blue patterns. Shpg. wt., set, 2 lbs. 10 oz.
PAJAMAS—SIZES: A, B, C, D. Order by size letter as shown on Page 187. Shpg. wt., 1 lb. 1 oz.
83 H 972—Pajamas

ROBE—SIZES: Small (36 to 38-in. chest); Medium (40 to 42); Large (44 to 46). *State size.* Shipping weight, 1 lb. 8 oz.
83 H 973—Robe to Match

(B) Russian Style
Were \$1.89 **2 for**
\$1.69 **\$3.29**
Each

Vat-dye cotton broadcloth. Belted Cossack coat with embroidered gold color emblem. Elastic trouser inserts.
SIZES: A, B, C, D. Order by size letter as shown on Page 187. Shpg. wt., ea., 1 lb.; two, 1 lb. 14 oz.
83 H 955—Black, Red Trim
83 H 956—Red, Black Trim



Robes
THAT AVOID THE COMMONPLACE

Genuine Seersucker
\$1.95
Each

Winter wool robes won't do when the thermometer starts climbing. That's when you'll need cotton seersucker—because it's cool. Shawl collar, 3 pockets. WASHABLE—ideal for the beach, too.
EVEN SIZES: 34 to 48-inch chest. *State size.* Shipping weight, 1 lb. 6 oz.
83 H 1985—Blue Stripe on White
83 H 1986—Tan Stripe on White

Rough Terry Cloth
\$2.89
Each

A fine beach and summer lounging robe that "takes to water"—it's absorbent cotton, and made to be washed. Double shawl collar. Roomy pockets. White ground with contrasting pattern.
EVEN SIZES: 34 to 48-inch chest. *State size.* Shipping wt., 1 lb. 12 oz.
83 H 1987—Blue Pattern
83 H 1988—Red Pattern



Everything on Easy Terms on Orders of \$10 or More. See Page 1A.

Celanese Rayon—Looks Like Silk

69c EA. If we could just put it in your hands right now—you'd never be satisfied with anything else. Gives you all the coolness, luxury and sparkling richness of silk! Celanese rayon is noted for wear, too! Offered in three beautiful new colors, all with contrasting stripes. Regular shirt collar. Colors: Blue, Tan or Gray. State size and color wanted.

3 FOR \$2.00
EVEN SIZES: 34 to 44 in. Shipping weight, each, 5 oz.; of three, 11 oz.
83 H 2086—4-Button Neck

Mesh Weave Celanese Rayon

69c EA. Coolest fabric and the coolest weave combined in a real swanky polo shirt. Beautiful silk-like texture. Faced neck opening gives "neckline neatness"! Lightweight, but durable, too—the fabric's sturdy, seams are reinforced. One chest pocket. Regular shirt collar. Colors: Blue, White, Beige. State size and color. Shipping weight, each, 5 ounces; of three, 11 ounces.

3 FOR \$2.00
EVEN SIZES: 34 to 44-in. chest.
83 H 2084—One-Button Neck
83 H 2085—Four-Button Neck

ONLY BETTER POLO SHIRTS HAVE "Neckline Neatness"

AN EXTRA SEARS FEATURE THAT MEANS NECK OPENING IS FACED INSIDE RICHER LOOKING NEATER



Zip Style Neck Four-Button Neck One-Button Neck

Now Reduced to

47c Each
3 FOR \$1.35

STRETCHY KNIT FOR OUTDOOR ACTION

- "RIBBY" TEXTURE
- ALL COMBED YARNS FOR ADDED SOFTNESS
- REINFORCED SHOULDER SEAMS FOR ADDED WEAR

So cool and comfortable—they just make you feel like getting out and going places. Cotton knit in that airy grenadine stitch that combines a smart ribby texture with good long wear. You'll like Sears "Neckline Neatness," too. There's no "seamy side" when collar is open. Comfortable medium weight. One chest pocket. Regular shirt collar. Buy several in various colors! Shpg. wt., regular sizes, each, 9 oz.; of three, 1 lb. 7 oz. Extra sizes, each, 10 oz.; of 3, 1 lb. 10 oz. Colors: White, Maize, Blue. REGULAR EVEN SIZES: 34 to 44. EXTRA SIZES: 46 to 48. State size and color.
83 H 2018—4-Button Neck **47c 3 for \$1.35**
83 H 2015—1-Button Neck **83 H 2021—Lace Neck** **47c 3 for \$1.35**
83 H 2033—Zip Neck—Same sizes, colors and description as above but with Zip Neck. **65c 3 for \$1.89**



Laced Neck



SUMMER EASE AND INFORMALITY IN STEP WITH

Good Dressing

NEW WOVEN SHIRTINGS

- WON'T FADE
- CAN'T SHRINK OUT OF FIT
- TAILORED LIKE A FINE DRESS SHIRT

Soft Finish Twill or New Nubbed Crash

Look cool—be young and sporty—but dress smartly at the same time. Comfortable polo shirts of masculine sports fabrics. Perfectly tailored by a famous dress shirt manufacturer. Pre-shrunk, with plain front closed with invisible button. Short sleeves. A large collar and one pocket. Extraordinary fabrics, authentic styling.

Sizes: Small (14 to 14½), Medium (15 to 15½), Large (16 to 16½). State size. Shpg. wt., each, 8 oz.; of three, 1 lb. 4 oz.
33 H 130—Ivory Shade Cotton Twill
33 H 131—Blue Nubbed Cotton Crash
79c EA.
3 for \$2.29

Woven Front, Knit Back Long or Short Sleeves

The smartest shirt of the year—Fancy weave pre-shrunk cotton front with every important style detail including knitted "Gob" chest covering with crew neck. Back knit of mercerized combed cotton.
Sizes: Small (14 to 14½), Medium (15 to 15½), Large (16 to 16½). State size. Shpg. wt., ea., 12 oz.; of two, 1 lb. 6 oz.
Short Sleeves
33 H 132—Ivory with Brown Knit Back **\$1.49 EACH**
33 H 133—Ivory with Dark Blue Knit Back **2 for \$2.89**
Long Sleeves
33 H 134—Gray Plaid with Gray Knit Back **\$1.69 EACH**
33 H 135—Tan Plaid with Brown Knit Back **2 for \$3.29**

Tropical Oxford Cloth or Fancy Weave Shirt

IVORY COLOR SPORTS SHIRT—Nothing more masculine for summer wear than this California inspired sports style. Wear it inside or outside your trousers. Pre-shrunk cotton. Fancy weave. Coat front, contrasting colored buttons. Shpg. wt., ea., 10 oz.; of three, 1 lb. 10 oz.
33 H 137—Ivory Color Shirt
TROPICAL OXFORD POLO—distinctive strong summer favorite. Perfectly tailored. Pre-shrunk cotton. Two-button front.
33 H 136—White Oxford Polo Shirt
Shipping weight, each, 8 oz.; three, 1 pound 4 ounces.
Sizes: Small (14 to 14½), Medium (15 to 15½), Large (16 to 16½). State size.
94c EA.
3 for \$2.79

Spun Rayon Shantung Soft as Fine Silk

Yes, spun rayon—and WOVEN! Quality stands out in every inch of its handsome fabric. Silk-like in texture and luster! Even raised threads to give a real shantung effect. Pre-shrunk. Vat-dye colors. Two-button front. Short sports sleeves. One pocket.
Sizes: Small (14 to 14½), Medium (15 to 15½), Large (16 to 16½). State size. Shipping weight, each, 8 ounces; of two, 1 pound 4 ounces.
33 H 146—White **\$1.39 EACH**
33 H 147—Blue **2 for \$2.69**
33 H 148—Bamboo Shade

TRUPOINT

A DRESS SHIRT DISTINGUISHED BY THE SMOOTHNESS OF ITS COLLAR..

\$1.29 **2** FOR EACH **\$2.50**



1. Reinforcing Patent Stay Prevents Curling
2. Fused Collar Stays Morning-Fresh All Day
3. Easy to Iron No Starch Needed



Orders of \$10 or more on Easy Payments See Page 1A

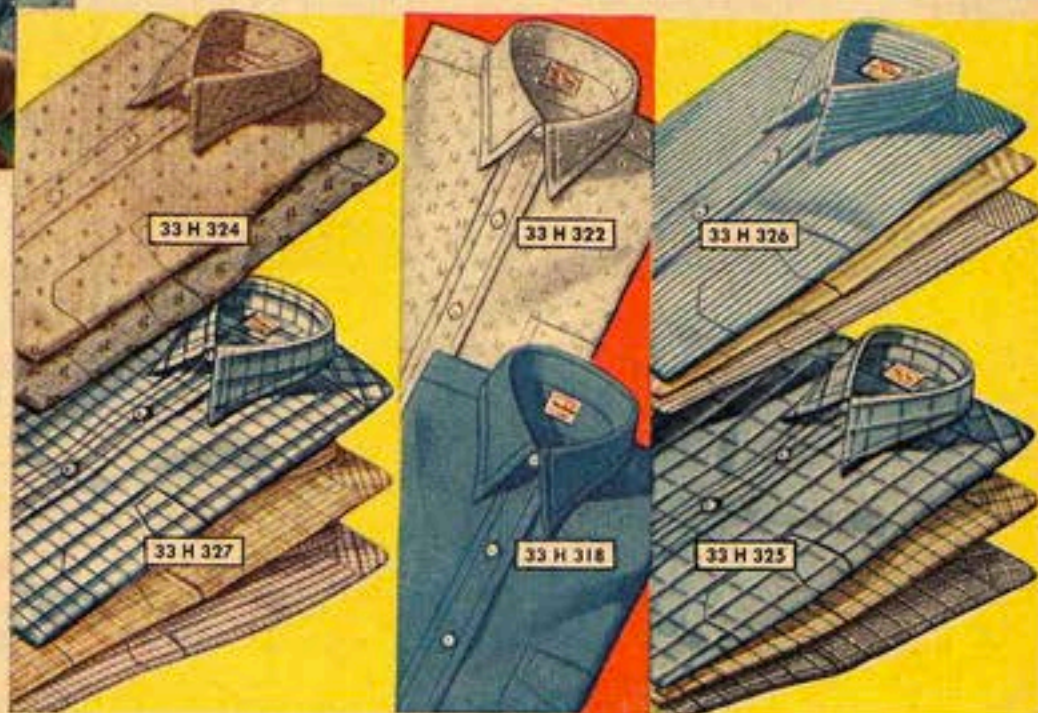
33 H 324

Choose from 15 Patterns and Colors — ALL PRE-SHRUNK AND VAT-DYED

Once you've tried TruPoint, you'll agree it has the best looking collar ever tailored on a dress shirt at anywhere near this price. It's a collar with points that will never curl or turn up—points that lie flat when you put the shirt on—points that STAY flat till you take the shirt off. No secret to the way it's done, either. There's a patent stay—a flexible reinforcement—built into the points of every TruPoint collar! You can't see it but its extra neatness is readily apparent. Collar is fused, too—can't wilt or wrinkle. Good substantial fabrics. Plain colors are cotton broadcloth, patterns are cotton shirtings. Excellent tailoring, pleated sleeves, ocean pearl buttons. Transparent wrapper. Ties not included. (See 63 Smart, New Ties on Page 204.) Checks, figures and stripes in COLORS: Blue, Tan or Gray.

HALF SIZES: 14 to 17. State size, sleeve length and color. See "How to Measure" at right. Shipping weight, each, 11 oz.; of two, 1 lb. 4 oz.

- 33 H 317—Plain White
 - 33 H 318—Plain Blue
 - 33 H 322—White Figures
 - 33 H 327—White with colored check patterns
 - 33 H 324—Figured Patterns
 - 33 H 325—Check Patterns
 - 33 H 326—Striped Patterns
- \$1.29** Each **2 for \$2.50**



Look LIKE \$1⁰⁰ SHIRTS.. Wear LIKE \$1⁰⁰ SHIRTS

BECAUSE They're All Pre-Shrunk, Guaranteed to Stay in Fit.. They Have Fused Collars That Won't Wilt or Wrinkle.. They're Made of All Mercerized Yarns to Give That Quality Luster

77¢ **3** FOR EACH **\$2.25**

HOW TO ORDER MEN'S SHIRTS



Measure neck at collar band, the same way as shown at left. The number of inches is your correct size.

To determine sleeve length, bend arm and measure from middle of back of neck to length wanted, as shown at left.

Neck-Size Inches	Available in These Sleeve Lengths, Inches			
14	32	33	34	35
14½	32	33	34	35
15	32	33	34	35
15½	32	33	34	35
16	32	33	34	35
16½	..	33	34	35
17 to 20	..	33	34	35

Slim Sizes in 36 or 37-inch lengths only.



One of the Finest Shirts We've Ever Sold at This Price

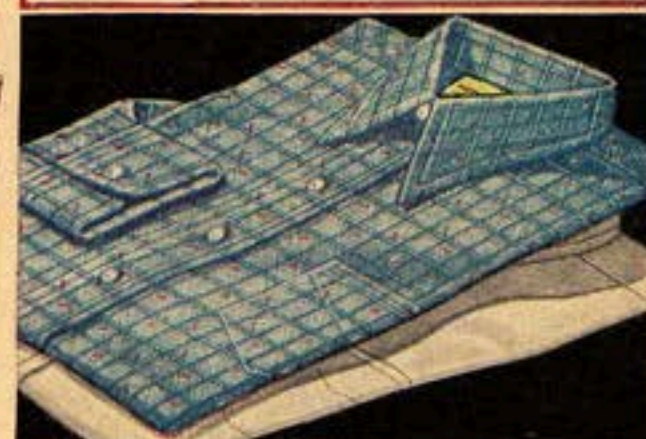
Yes, they look like \$1 shirts and Wear like \$1 shirts—and we believe that's a conservative claim. Notice the smartness of the patterns—all fresh new fabrics, purchased from a mill that over-estimated its needs. Notice, at this price, that you get pre-shrunk fit, vat-dye colors, non-wilt fused collars, 4-hole pearl buttons—even pleated sleeves. Plain colors are cotton broadcloth, patterns are cotton shirtings. Tie not included. Stripes and figures in COLORS: Blue, Tan or Gray.

HALF SIZES: 14 to 17. State size, color and sleeve length. See "HOW TO MEASURE" at center right. Shipping weight, each, 11 oz.; of three, 1 lb. 13 oz.

- 33 H 110—Plain White
- 33 H 112—Plain Blue
- 33 H 113—Stripes
- 33 H 114—Figures

PAGE 190 SEARS

77c **3** FOR EACH **\$2.25**



Wide Choice of Colors and Patterns

57c EACH

Not the best shirt in the world—but there's one thing you can be sure of—Sears never skimp on sizes! Even at this price, you'll find dimensions full and roomy. All vat-dye colors. Regular soft collars. Interlined collars and cuffs. Good quality buttons. Smoothly sewed seams. Plain colors are cotton broadcloth. Patterns are cotton shirtings in COLORS of Blue, Tan or Gray.

HALF SIZES: 14 to 17. State size, color and sleeve length. See "HOW TO MEASURE" directly above. Shipping weight, each, 10 oz.; of three, 1 lb. 10 oz.

- 33 H 190—Plain White
- 33 H 192—Plain Tan
- 33 H 193—Plain Blue
- 33 H 294—Patterns

3 For **\$1.69**

STRIPES ON WHITE GROUNDS



There's an unusual distinction to these white shirts with colored stripes. Sanforized-Shrunk cotton shirtings that keep their fit. Non-wilt fused collar. Pearl buttons and pleated sleeves.
Colors: Blue, Tan or Gray Stripes.
Half Sizes: 14 to 17. *State size, sleeve length and color.*
 Shpg. wt., each, 11 oz.; of three, 1 lb. 13 oz.
33 H 348—Stripes
94c Ea. 3 for \$2.79

ALLOVER COLORED PATTERNS



All-over patterns are always in style and subdued colors always attractive. One of the big hits of the season. Sanforized-Shrunk cotton shirtings. Vat-dye. Non-wilt fused collars.
Colors: Blue, Tan or Gray.
Half Sizes: 14 to 17. *State size, color and sleeve length.*
 Shpg. wt., ea., 11 oz.; three, 1 lb. 13 oz.
33 H 344
94c Ea. 3 for \$2.79

STRIPES ON COLORED GROUNDS



Colored cotton shirtings set off with neat striped patterns. Include at least one in your wardrobe. Fused collar, won't wilt or wrinkle. Sanforized-Shrunk for a lasting fit. Vat-dye colors. 4-hole buttons, pleated sleeves.
Colors: Blue, Tan or Gray.
Half Sizes: 14 to 17. *State size, color, and sleeve length.*
 Shpg. wt., ea., 11 oz.; three, 1 lb. 13 oz.
33 H 346
94c Ea. 3 for \$2.79

A Brilliant Display of New Spring and Summer Patterns
FASHION TOWER

SANFORIZED-SHRUNK
 CAN'T SHRINK OUT OF FIT
ALL VAT-DYE COLORS
 FULL MERCERIZED FABRICS

94¢ **3** FOR **\$2.79**
 EACH

THIS GROUP HAS NON-WILT FUSED COLLARS



FIGURES ON COLORED GROUNDS

Neat figures always make a snappy style picture! These are real knock-outs! Vat-dye Sanforized-Shrunk cotton shirtings. Pleated sleeves. Interlined collar and cuffs. Cellophane wrapped.
Colors: Blue, Tan or Gray.
Half Sizes: 14 to 17. *State size, color and sleeve length.*
 Shpg. wt., ea., 11 oz.; of three, 1 lb. 13 oz.
33 H 345
94c Ea. 3 for \$2.79



CHECKS ON WHITE GROUNDS

White shirts in attractive colored check patterns. Non-wilt fused collar. Sanforized-Shrunk cotton shirtings. Vat-dye. 4-hole pearl buttons, pleated sleeves. Check patterns in **Colors:** Blue, Tan or Gray.
Half Sizes: 14 to 17. *State size, color and sleeve length.*
 Shpg. wt., ea., 11 oz.; of three, 1 lb. 13 oz.
33 H 349
94c Ea. 3 for \$2.79

PLAIN WHITE, BLUE OR CHECKS

A fused collar that won't wilt, wrinkle or curl. Sanforized-Shrunk cotton shirtings. 4-hole pearl buttons, pleated sleeves. Tie not included. Shpg. wt., each, 11 oz.; three, 1 lb. 13 oz.
Half Sizes: 14 to 17. *State size and sleeve length.*
33 H 347—Your choice of Blue, Tan or Gray shirtings in neat check patterns. State color.
33 H 340—Plain White
33 H 342—Plain Blue
 Combed yarn mercerized cotton broadcloth.
94c Each 3 For \$2.79

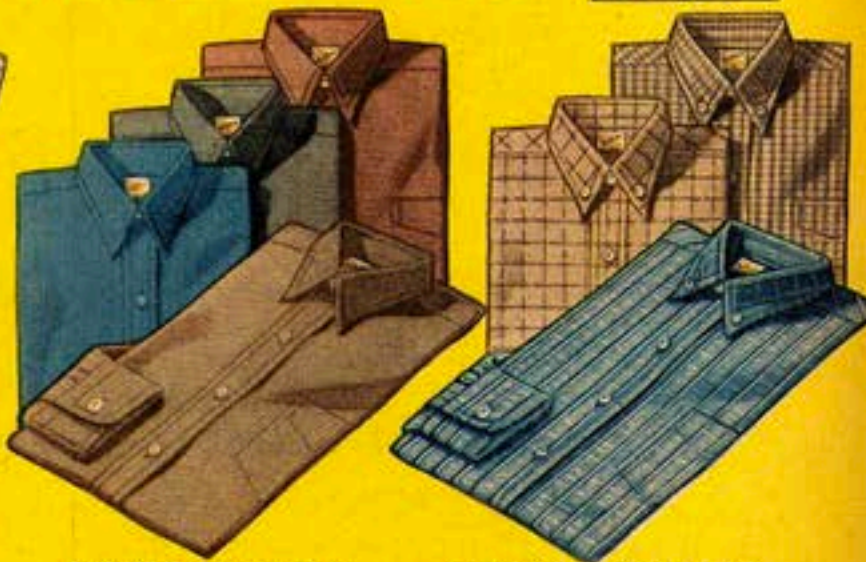
THIS GROUP HAS REGULAR SOFT COLLARS (NOT FUSED)



REGULARS, EXTRA LARGE OR EXTRA LONG SIZES

More than just good looks behind Sears Fashion Tower label. You get fabrics that are smoother because they're woven closer and all mercerized. Fabrics that CAN'T shrink out of fit, they're SANFORIZED-SHRUNK. All Vat-dye colors. Pearl buttons. Regular soft collar, not fused. Plain colors are combed cotton broadcloth, patterns are durable cotton shirtings. Transparent wrapper. Tie not included. Patterns in **Colors:** Blue, tan or gray. *State size, color, sleeve length.* Shpg. wt., each, 11 oz.; of three, 1 lb. 13 oz.

REGULARS	STOUTS	EXTRA LONG
94c EA. 3 for \$2.79	98c EA. 3 for \$2.99	98c EA. 3 for \$2.99
Half Sizes: 14 to 17. 33H360—White 33H381—Blue 33H382—Stripes	Sizes: 17½, 18, 18½, 19 and 20. 33H280—White 33H281—Blue 33H282—Stripes	Half Sizes: 14 to 17. SLEEVE LENGTHS: 36 and 37-in. 33H249—White



FOREST TONE COLORS

Catchy "in-between" shades that are going over so big. Sanforized-Shrunk cotton broadcloth. Vat-dye. Regular soft collar (not fused), pleated sleeves. Shipping weight, each, 11 oz.; three, 1 lb. 13 oz.
Half Sizes: 14 to 17. *State size, sleeve length.*
33 H 445—Lyric Blue
33 H 446—Mocha Tan
33 H 447—Metal Gray
33 H 448—Burgundy
94c EA.
3 for \$2.79

BUTTON-DOWN COLLARS

All SANFORIZED-SHRUNK cotton shirtings. Soft collar (not fused), pleated sleeves. **Colors:** Blue, Tan or Green. **Half Sizes:** 14 to 17. *State size, color and sleeve length.* Shpg. wt., ea. 11 oz.; of three, 1 lb. 13 oz.
33 H 403—Check Patterns. . . .
94c EA.
3 for \$2.79

How to Measure
 See Page 190

Royal Ascot

A PILGRIM PRODUCT

Beautiful **WOVEN-THROUGH PATTERN**

Patterns Are NOT PRINTED ON
... But Woven Right Into
the Fabric ... Fine Combed
Yarns Give Added Luster

Durable 2x1 WEAVES

Plain Colors Are Super
Broadcloths, Woven With
Double Threads One
Way to Give More Wear

Now Reduced to

\$1.47 **2**
EACH FOR **\$2.89**



33 H 480

ROYAL ASCOT for 1938 Sails Ahead With All These Features

- Guaranteed pre-shrunk fabrics—won't shrink out of fit no matter how many times you wash them
 - Vat-dye colors, hold their beautiful luster
 - Choice of regular soft collars or genuine Trubenized collars that never wilt or wrinkle
 - All combed mercerized cotton yarns hold dyes better, give extra sheen, more wear. Fine ocean pearl buttons
 - Pleated sleeves, gathered backs, beautifully tailored
- A traditionally fine shirt that built its reputation on the superiority of its fabrics! Where, but in Royal Ascot's plain colors can you find 2x1 weaves at this price? Where, but in Royal Ascot can you find such distinguished patterns, such luster, such body? WEIGH the facts. COMPARE the features! WEAR the shirts! You'll know WHY Royal Ascot is one of America's most popular dress shirts for men. Ties not included.

- Plain White**
33 H 450—Trubenized Collar—Won't wilt or wrinkle
33 H 150—Regular Soft Collar (Not Trubenized).
- Small Figures**
Neat colored patterns on a plain white ground.
33 H 460—Non-wilt Trubenized Collar.

SIZES FOR ALL ROYAL ASCOT SHIRTS

HALF SIZES: 14 to 17. State size, sleeve length and color. See "How to Measure" on Page 190. Shipping weight, each, 11 ounces; of two, 1 pound 4 ounces.

\$1.47 Each **2 For \$2.89**



Big Favorites This Year
All Royal Ascot features. Trubenized non-wilt collars. See sizes at left.
33 H 452—Plain Blue
33 H 454—White on White
\$1.47 each 2 for \$2.89



Figured Patterns
Royal Ascot with wrinkle-proof Trubenized collar. Figured patterns on colored grounds. Colors: Blue, Tan or Gray. See sizes at left.
33 H 457—See sizes at left.
\$1.47 each 2 for \$2.89



Stripes on White
Royal Ascot with colored stripes on white grounds. Trubenized collar won't wilt or wrinkle. Colors: Blue, Tan or Gray stripes. See sizes at left.
33 H 459—See sizes at left.
\$1.47 each 2 for \$2.89



Smart Forest Tones
Soft collar, not fused. Shantung effect. Sizes at left. See sizes at left.
33 H 465—Lyric Blue
33 H 467—Metal Gray
33 H 468—Burgundy
33 H 469—Bamboo Shade
\$1.47 each 2 for \$2.89



Stripes on Colors
Solid colors broken by woven-through stripes. Royal Ascot quality. Non-wilt Trubenized collar. Colors: Blue, Tan or Gray. See sizes at left.
33 H 458—See sizes at left.
\$1.47 each 2 for \$2.89



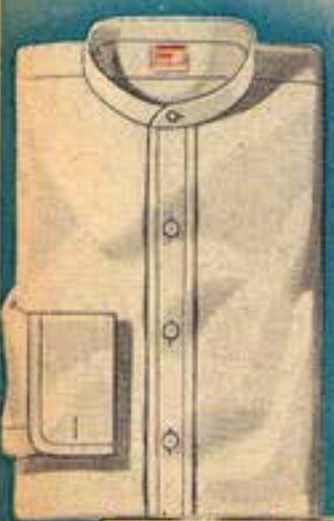
Newest in Checks
Attractive colors in checked patterns. Lasting Royal Ascot beauty. Non-wilt Trubenized collar. Colors: Blue, Tan or Gray. See sizes at left.
33 H 461—See sizes at left.
\$1.47 each 2 for \$2.89

EHR

EMBROIDERED MONOGRAM ON ANY SHIRT ONLY

Each initial 3/8-inch high, embroidered on left sleeve. Colors: Navy, Green, Brown, Maroon, Yellow or White. Print initials. State color. Add to your remittance the charge for monogramming. 12c for each shirt.

12c EXTRA



Pre-Shrunk Neckband Model In Three Qualities

Each a fine value—select the quality you need. All with double French cuffs, no collar, no pocket.

HALF SIZES: 14 to 17. State size and sleeve length. Shpg. wt., 1 lb. 1 oz. See "How to Measure" on Page 190.

"NOBILITY"

High count Pima cotton broadcloth. Looks like silk—wears longer.
33 H 215—Plain White. **\$1.89**

"ROYAL ASCOT"

2x1 weave cotton broadcloth. Stronger, longer wearing because double thread warp adds extra life.
33 H 155—Plain White. **\$1.47**

"FASHION TOWER"

Mercerized, combed cotton broadcloth. Long wearing.
33 H 377 Plain White. **94c**



UNIFORM SHIRTS THAT "DRESS YOU UP!"

\$1.29 Each
2 For \$2.50

Pre-Shrunk Broadcloth
Vat-dye colors, too. Real all-purpose cotton shirts—for uniform use, home wear, hiking, camping, fishing. Two flap pockets. Colored buttons to match. HALF SIZES: 14 to 17. State size and sleeve length. See "How to Measure" on Page 190. Shipping weight, each, 12 oz.; two, 1 lb. 6 oz.
33 H 118—Sun Tan (CCC Shade)
33 H 119—Steel Gray
33 H 120—Forest Green

\$1.69 Each
2 For \$3.29

New! Pre-Shrunk Poplin
Most popular cotton uniform fabric now at Sears low prices! Stronger, longer wearing, better looking! Vat-dye colors. Two large flap pockets. HALF SIZES: 14 to 17. State size and sleeve length. Shipping weight, each, 8 ounces of two, 14 ounces.
33 H 122—Sun Tan (CCC Shade)
33 H 123—Steel Gray
33 H 124—Forest Green

THE *White* SHIRTS ARE A NEW FINER
PIMA BROADCLOTH

New Higher Thread Count... Silk-Like Luxury
Patterns Are Woven Through Shirtings
Extra Fine Count Makes Them Unusually Lustrous

Nobility

A PILGRIM PRODUCT

Many years ago—a little boat worked its way across a storm-tossed Atlantic and presented to this country a new fabric—BROADCLOTH—a fabric woven of unusually fine, long staple cotton yarns, so smooth and so lustrous that the Americans actually thought the fabric was silk. Since that time this beautiful fabric has grown to tremendous popularity; but, of late, the word "broadcloth" has been used too, too broadly. Here, in Nobility, for the first time in many years, Sears present shirts that measure up in every way to those original—gorgeous—imported fabrics. A small American mill makes them—a mill that specializes in quality not quantity.

The patterns (all illustrated below) are more than just woven-through—they have the smart "dobby" figure in the weave, a feature usually found only in imported fabrics. All cotton yarns, combed and mercerized. Guaranteed PRE-SHRUNK and VAT-DYED. Genuine TRUBENIZED collars that won't wilt or wrinkle. Smooth Australian pearl buttons. Every shirt individually boxed. Tie not included.

SIZES FOR ALL NOBILITY SHIRTS

HALF SIZES: 14 to 17. State size and sleeve length. See "How to Measure" on Page 190. Shpg. wt., each, 1 lb. 2 oz.; of two, 2 lbs. 4 oz.

Now Cut to
\$1.89 EACH
2 FOR \$3.69



Plain White Broadcloth

As illustrated. Genuine Trubenized collar that won't wilt or wrinkle.
33 H 216—See sizes at left.
\$1.89 Ea. 2 for \$3.69

NOBILITY SHIRTS ARE CUSTOM TAILORED IN YOUR CHOICE OF PATTERNS AND COLORS AS SHOWN BELOW



Soft Collar

Plain white Pima cotton broadcloth with regular soft collar (not fused).
33 H 218—See sizes above.
\$1.89 Ea. 2 for \$3.69



British Stripes

Woven doobby figure in background. Non-wilt Trubenized collar.
See sizes above.
33 H 270—Blue
33 H 271—Gray
\$1.89 Ea. 2 for \$3.69



New Checks

White cotton broadcloth; white check; blue doobby figure. Non-wilt Trubenized collar.
33 H 276—See sizes above.
\$1.89 Ea. 2 for \$3.69



Pastel Grounds

Woven doobby figures. Trubenized collar that won't wilt or wrinkle.
See sizes above at left.
33 H 273—Blue
33 H 274—Tan
\$1.89 Ea. 2 for \$3.69



White Figure

Small figures in white—woven on a fine white ground. Trubenized collar.
33 H 218—See sizes above at left.
\$1.89 Ea. 2 for \$3.69



\$1.29 EACH
2 for \$2.50

Now—Attached Collar AND Double Cuffs

A "Newcomer" on Fashion Avenue... The swank, the richness of newly popular French (double) cuffs PLUS the comfort of an attached collar... and a non-wilt FUSED collar, at that. White mercerized cotton broadcloths and fine striped cotton shirtings. All pre-shrunk. And don't worry about cuff links... a set comes with each shirt.

HALF SIZES: 14 to 17. State size and sleeve length. See "How to Measure" on Page 190. Shipping weight, each, 13 oz.; of two, 1 lb. 8 oz.
33 H 175—Plain White
33 H 176—Blue Stripes

The Cool Threesome

HALF SIZES: 14 to 17. State size and sleeve length. Shipping weight, each, 10 oz.; of two, 1 lb. 2 oz.
\$1.29 EACH
2 for \$2.50

(A) **Cotton Crinkle Crepe**—No more ironing. Just wash, dry and they're ready for wear. Pre-shrunk. Very practical. Regular attached soft collar. Ocean pearl buttons. Tie not included.

33 H 166—Plain White
33 H 167—Blue Stripes on White

(B) **Mesh Weave**—Cool. Easily washed. Comfortable summer weave, yet remarkably strong. Lustrous mercerized combed cotton, pre-shrunk. Regular attached soft collar. Ocean pearl buttons. One pocket. Tie not included.

33 H 165—White

(C) **Tropical Oxford Cloth**—Always smart. Distinctive and a favorite with the younger men. Pre-shrunk. Regular attached soft collar. Ocean pearl buttons. Tie not included.

33 H 160—White



Any Order of \$10.00 or more on Easy Terms. See Page 1A.

ACTUAL SIZE OF WEAVE

ACTUAL SIZE OF WEAVE



SPOT
RESISTANT
69c
EA.
3 FOR \$2⁰⁰

COMPARE WITH
65c TIES
44c
EA.
3 FOR \$1²⁵

Washable Hand Tailored
Oceanaire
47c
EA.
NEW FOR
1938
3 For \$1.35

COMPLETE DESCRIPTIONS ON OPPOSITE PAGE



NEW
"DON-GRAY"
BRACES
75c
A PAIR



COLOR STYLE
COMFORT
IN FIVE NEW MODELS
YOUR CHOICE
45c
A PAIR



PARIS
"FREE-SWING"
SUSPENDERS
95c
A PAIR

Any
Order
of \$10 or
More on
Easy
Payments
See Page 1A

HERE ARE COMPLETE DESCRIPTIONS OF TIES SHOWN ON OPPOSITE PAGE

SPOT RESISTANT... WATER REPELLENT

Patterns ① to ⑲
69c
 EACH
3 FOR \$2.00

They're Aqua-Sec treated—water rolls right off, can't stain or soil. That's why they're best for hot weather wear. They tie beautifully, too, because they're bias cut, all wool lined and made in the patented resilient construction. If you're accustomed to paying \$1 for your ties, you'll find these have everything you have been used to getting. A vast array of beautiful designs—in truly beautiful fabrics! Real pure dye silk dobby crepe—fine silk warp fabrics—even silk heathers—each in a wide selection of colors. You save most when you order three.

PLAIN COLORS made of pure dye silk dobby crepe. Silk lined ends:—(1) Blue, (2) Brown, (3) Maize, (4) Green, (5) White, (6) Black, (7) Maroon.
NEAT FIGURES printed on pure dye silk dobby crepe. Silk lined ends:—(8) Blue, (9) White with Blue figures, (10) White with Black and Red Figures, (11) White with Brown and Maize Figures.
NOVELTY CHAMPAIGN DESIGN on pure dye silk dobby crepe. Silk lined ends. (12) Brown, (13) Green, (14) Maroon, (15) Blue.
KILTIE PATTERNS on fine silk warp, rayon filled fabric. (16) Brown, (17) Gray, (18) Maroon, (19) Blue.
BANKERS' STRIPES. Heather fabric, fine silk warp, rayon filled. (20) Brown, (21) Gray, (22) Maroon, (23) Blue.
FIGURE PATTERNS: Heather fabric, fine silk warp, rayon filled (24) Brown, (25) Gray, (26) Maroon, (27) Blue.
33 H 8351—State catalog number, pattern and color number of tie you want. Shipping weight, each, 3 ounces; of three, 7 ounces.

COMPARE THESE WITH 65c TIES

Patterns ⑳ to ⑵②
44c
 EACH
3 FOR \$1.25

Patented resilient construction. Wrinkle resistant—made with bias cut wool lining. Rich looking fabrics, bright new summer colors, smart new designs. Priced right—about 30% below their actual value. Don't fail to take advantage of this opportunity—you need so many of these better ties for everyday use.

CREW STRIPES of richly colored rayon and acetate rayon: (28) Navy Blue, (29) Royal Blue, (30) White, (31) Gray, (32) Maroon, (33) Brown.
HIGHLAND PLAIDS on rayon:—(34) Maroon, (35) Navy Blue, (36) Royal Blue, (37) White, (38) Maize, (39) Brown.
HOLLYWOOD DESIGNS printed on "Susanna" rayon dobby crepe: (40) Blue, (41) Brown, (42) Maroon and Gray, (43) Blue and White Dots, (44) White with Blue Figures, (45) Blue with Contrasting colored figures.
RICH PLAIN COLORS of good weighted silk crepe:—(46) Blue, (47) Maize, (48) Brown, (49) White, (50) Maroon, (51) Gray, (52) Black.
33 H 8337—State catalog number, pattern and color number of tie you want. Shipping weight, each, 3 ounces; of three, 7 ounces.

"OCEANAIRE," WASHABLE, HAND-TAILORED

Patterns ⑶③ to ⑶⑤
47c
 EACH
3 FOR \$1.35

What's the biggest news in neckwear for 1938? Thousands of style conscious men will tell you—it's Oceanaire—a new fabric that combines the wrinkle-proof qualities of mohair wool with the washability of cotton. Soft of texture—but full of body! Ties that really match the character of your summer outfits. A WASHABLE fabric woven especially for Sears—Perfectly HAND TAILORED into a FOLDED tie that doesn't need a lining. Compares favorably with \$1 sellers.

KING'S GUARD STRIPES:—(53) Blue, (54) Maroon, (55) Brown.
POPULAR 3-COLOR VARSITY STRIPES:—(56) Blue, (57) Green, (58) Brown, (59) Maroon, (60) Blue and Maroon.
BEACH PLAIDS:—(61) Brown, (62) Maroon, (63) Blue.
33 H 8359—State catalog number, pattern and color number of the tie you want. Shipping weight, each, 2 ounces; of three, 7 ounces.

HERE ARE DESCRIPTIONS OF SUSPENDERS SHOWN ON OPPOSITE PAGE

Patterns A and B
75c
 A PAIR

SEARS OWN "DON GRAY" BRACES

Extra fine rayon elastic webbing ¾ inches wide, 40 inches long. Compare favorably with regular \$1 suspenders. Fancy patterns. Colors: Blue, Maroon, Brown, Black, White; also plain white. State color. Shipping weight, a pair, 4 ounces.

(A) 33 H 8647—Ring Back, Pigskin leather ends and trim
 (B) 33 H 8648—New Flexible Leather back, Clip ends

Patterns C to G
45c
 A PAIR

Sears "Economy" Suspenders in Five Styles

Good rayon elastic webbing, "Aurio" plated metal parts. 40-inch length. Several styles to choose from in widths that range from ¾-inch size to the standard 1 ¼-inch size. Colors: Blue, Brown, White, Maroon, Black; also plain White. State color. Shipping weight, a pair, 4 ounces.

(C) 33 H 8619—Adjustable Swivel Back, leather ends, ¾ in. wide.
 (D) 33 H 8639—English Back, Rayon braid, 1 ¼ inches wide.
 (E) 33 H 8642—English Back, rayon braid, 1 ¼ inches wide.
 (F) 33 H 8635—English Back, Leather ends, ¾ inch wide.
 (G) 33 H 8638—English Back, leather ends, 1 ¼ inches wide.
 (H) 33 H 8631—Adjustable "H" Back, clip ends, ¾ inch wide.
 (I) 33 H 8633—Cord Action Back, cord ends, ¾ inch wide.

Patterns H and J
95c
 A PAIR

Famous Paris "Free Swing" Suspenders

Can't slip, can't bind. ¾-inch rayon elastic. Brass metal parts. Colors: Blue, Maroon, Brown, Black, White; also Plain white. 38 or 42 inches long. State color and length. Shipping weight, a pair, 4 ounces.

(H) 33 H 8612—Leather Ends (J) 33 H 8613—Clip Ends

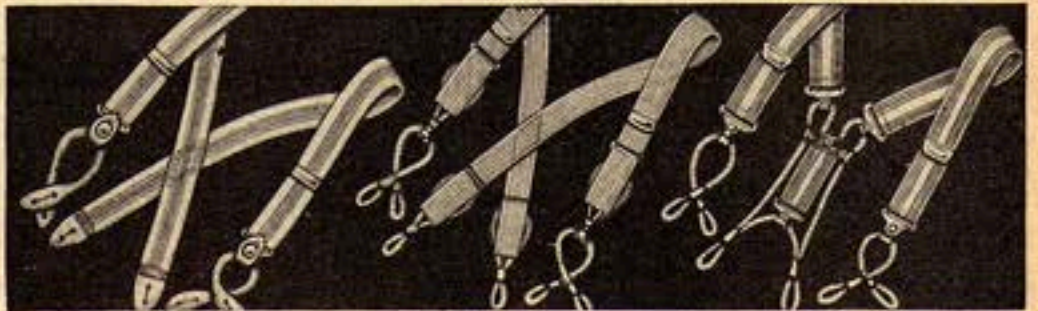


HERCULES—the Best!

Heavy Duty, Extra wide 1 ¾-inch truss webbing especially constructed for longer wear. Double elastic at back to reinforce strain spots. Rugged cowhide leather ends. Brass metal parts. Long wearing.
 LENGTH: 40 inches. Shpg. wt., 6 oz.
33 H 8620—Gray

STURDY OAK in Two Popular Styles

Twenty-four full, heavy strands of live new rubber tightly woven into the 1 ½-inch police webbing. Double elastic back. That's why these work suspenders are peppier, springier, longer wearing. That's why they bear the famous "Sturdy Oak" label, too. Oak tanned cowhide ends. Rustproof brass metal parts. Metal hook in castoff.
 LENGTHS: 40 or 44-inches. State length. Shpg. wt., 6 oz.
33 H 8650—Police back **33 H 8651**—Cross Back



Crossback Dress Type

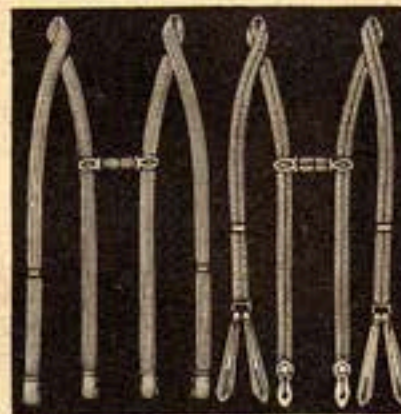
Rayon elastic suspenders in two widths. Matched leather ends, brass metal parts.
 LENGTHS: 40, 42, 44 in. State length. Shpg. wt., ea., 4 oz.
33 H 8700—Width, 1 ½-inch
33 H 8701—Width, 1 ¼-inch

Coil Spring-in Ends

Stretchy bronze spring suspension for your trousers. Two ball bearings on each front end reduces strain. Fine non-elastic webbing.
 LENGTH: 40 in. Shpg. wt., 4 oz.
33 H 8673—Assorted Patterns

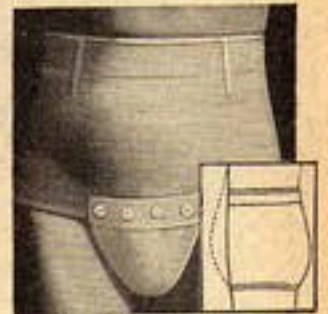
Sliding Cord Back

Adjusts itself to every movement. Fine 1 ½-inch rayon elastic webbing. Linen cord trim. Non-rusting brass metal parts. Shpg. wt., 4 oz.
 LENGTH: 40 inches.
33 H 8653—Assorted Colors



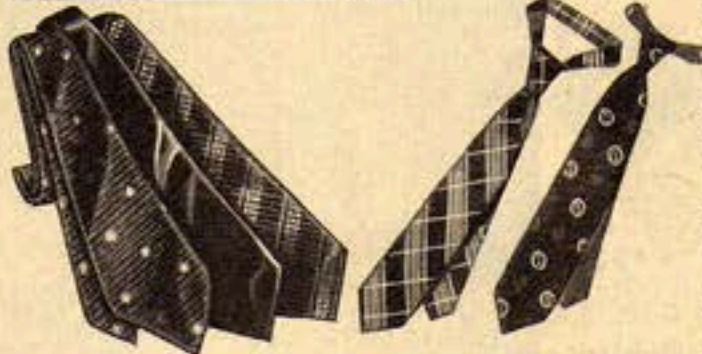
Zephyr Braces

Made with adjustable "H" back. Clip ends that require no buttons. A PAIR of sturdy leather ends. New smart ½-inch width. Fine quality rayon mixed elastic webbing. Sturdy stitching at strain points. Metal parts gold colored. "Aurio" plated steel. Here's style, comfort, low price. Shpg. wt., 5 oz.
 COLORS: Blue, Maroon, Brown, White. State color.
33 H 8610—Leather ends
33 H 8611—Clip ends



Now Abdo Brace

Famous "Boston" brand. First time at this low price. Supports stomach muscles, trims your figure to athletic proportions. Two button-on detachable pouches. Stretchy! Comfortable! 9 ½ inches wide. Rayon, cotton and latex belt with flexible stays.
 Sizes: Small (30 to 32), Medium (34 to 36), Medium Large (38 to 40) Large, (40 to 42). State size.
33 H 8710
 Shipping weight, 3 ounces.

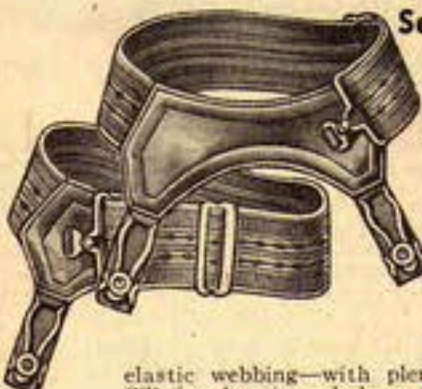


Rayon Specials

Excellent values in four-in-hand ties. Colors: Blue, Maroon, Gray, Brown, Green or Black. State color. Shpg. wt., ea., 2 oz.; three, 5 oz.
33 H 8323—Plain
33 H 8324—Figures
33 H 8325—Stripes

Ready Tied's

Dressy rayon and silk mixtures. Fancy patterns. Colors: Blue, Red, Gray, Brown, Green; Fancy Black, Plain Black or Plain White. State color. Shpg. wt., 2 oz.
33 H 8306—Band Teck
33 H 8308—Shield Teck



Sears "Economy"

A REAL BUY
18c A PAIR

Don't let the price tag deceive you—these Economy garters are far better than the low figure indicates. They're good looking, well made of good 1 ½-inch rayon elastic webbing—with plenty of snap built in. Silk faced satin pads keep the nickel plated metal parts away from your skin. Choice of single grip or extra safe double grip style. Real comfort, real service—low priced only because they're sold through Sears. Assorted colors and patterns. Shpg. wt., a pr., 3 oz.

33 H 9100
 Double Grip

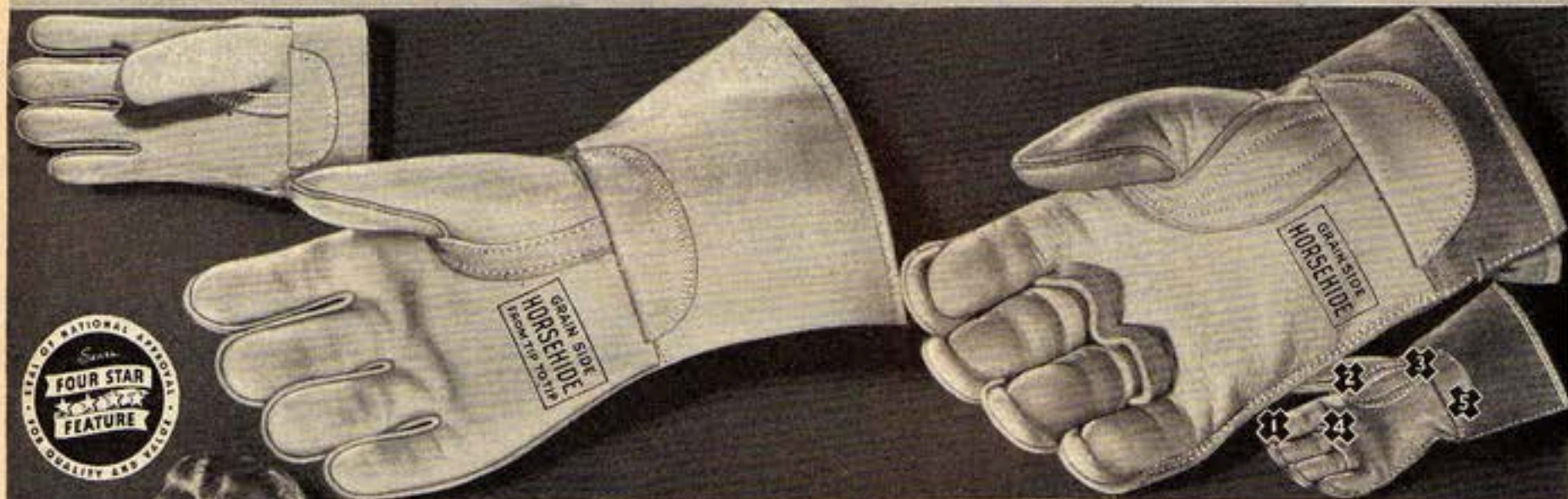
33 H 9110
 Single Grip



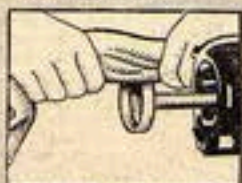
Ban tam Weight

They're light and comfortable—easy on the calf of your leg. The new narrow ½-inch width in gay plaid patterns—right in style. Plenty of life in the sturdy rayon elastic webbing. Look at the fastener and buckle, too... they're made of strong composition that can't rust or break. Looks, wears like a 50c garter—At our price it's the greatest value we've seen in a long while—a real Sears item! Shipping weight, 4 ounces.
33 H 9115
 Assorted Colors.

EXTRA LONG WEAR IN EVERY PAIR!



Actual tests prove tensile strength of seams over 100 lbs. More than you'll ever need.



It took over 700 revolutions of an emery wheel to penetrate this tough horsehide.

Side Grain Horsehide GUARANTEED SCUFF-PROOF

Cut to **77c**
A PAIR

Heavy top grain side horsehide that proved its mettle against the emery wheel... Leather welted seams that just wouldn't give when put to the "Ripper" test. (See illustrations of Sears Laboratory tests.) Heavily reinforced around thumb and at every wear point. Chrome tanned to stay soft after drenchings and guaranteed not to peel or scuff. Interlined cuffs of grain side horsehide strengthened with tough grain leather pulls. In gauntlet and band top (string fastener) style. Notice it's a 4-Star Feature.

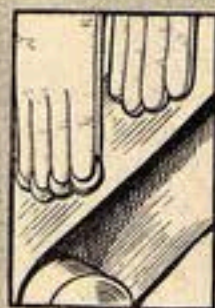
Sizes: 8½, 9½, 10½, 11½. State size.
33 H 4087—Band Top Style. Shipping weight, 9 ounces.
33 H 4176—Gauntlet Style. Shipping weight, 11 ounces.

Reinforced at 5 Points of Wear

98c
A PAIR

An "Indestructo" product. Top Grain Side Horsehide, guaranteed scuff-proof... X's mark these reinforcements: (1) Extra wide overlapping "Davey" finger strips for five times longer wear where ordinary gloves wear out first. (2) Leather welted thumb with (3) wide multiple stitched strap. (4) Gunn cut and wide leather welt for extra protection at base of two middle fingers. (5) Split cowhide cuffs are interlined and reinforced with grain leather pulls. Sewed like a moccasin with seams off wear spots.

Sizes: 8½, 9½, 10½, 11½. State size.
33 H 4092—Band Top, drawing string fastener. Shpg. wt., 11 oz.
33 H 4192—Gauntlet. Shipping weight, 13 ounces.



"Davey" finger strips were found 5 times longer wearing when tested beside a glove with ordinary finger construction. Both gloves were weighted with sand and held evenly against an emery belt.



1 PR. **29c**
3 Prs. 85c

Split Leather Faced Canvas

Split cowhide protects palm, fingers, finger tips, thumb. Gunn cut and welt at base of 2 middle fingers. Heavy striped cotton Canton Flannel used for entire glove. One large size only. Shpg. wt. a pr., 6 oz.; 3 prs., 1 lb.
93 H 3833—Double knit wrist style.
93 H 3843—Double canvas gauntlet cuff with leather pull and elastic on back.



Split Cowhide at Low Price

Chrome tanned to stay soft. Well constructed throughout, with strong seams. Artificial leather cuffs. Rugged double stitched pulls. Sizes: 8½, 9½, 10½ and 11½. State size.
33 H 4080—Band Top. Shpg. wt., 7 oz.
33 H 4180—Gauntlets. Shpg. wt., 8 oz.

Grain Cowhide Plus Heavy Canvas . . . Prices Cut!

Tough Top Grain cowhide where it's needed—at palms, entire thumb, fingers and finger tips. Heavyweight cotton canton flannel used for entire glove. Gunn cut with wide leather welt at base of two middle fingers. Heavily napped inside. One large size only.

Knit Wrist 93 H 3836 Double thick knit wrists. Shpg. wt., 1 pr., 7 oz.; 3 prs., 1 lb. 1 oz.	Per Pair	3 Pairs
	37c	\$1.09
Double Cuffs Leather pull, elastic on back. Shpg. wt., 1 pr., 7 oz.; 3 prs., 1 lb. 1 oz.	Per Pair	3 Pairs
	42c	\$1.23
93 H 3846 Broad gauntlet cuff.		
93 H 3866 Narrow gauntlet cuff		

Reduced! Split Cowhide on Palms, Tips

Strong split cowhide on palm, thumb, fingers, and back of finger tips. Heavy-weight striped cotton Canton flannel used for entire glove. Heavily napped inside. Double seams reinforce thumb for extra wear. A sturdy glove, priced 'way below the real value. One large size only.

Knit Wrist 93 H 3831 Snug fitting double thick knit wrist. Shipping weight, 1 pair, 6 oz.; 3 pairs, 1 lb.	Per Pair	3 Pairs
	19c	55c
Gauntlet Cuffs 93 H 3841 Broad Cuff.	Per Pair	3 Pairs
	23c	65c
93 H 3851 Narrow (Safety) Cuff. Shipping weight, 1 pair, 7 oz.; 3 prs., 1 lb. 1 oz.		

Grain Cowhide Drivers With Sturdy Cotton Backs

Palm, entire thumb and finger tips of good quality grain cowhide leather. Back of heavy-weight cotton Canton flannel, fleeced inside for greater softness. Gunn cut with wide leather welt at base of 2 middle fingers. Seamless constructed thumb for longer wear. Bound edges. Elastic inserts in back for perfect fit. Strong, practical combination drivers most comfortable, yet remarkably serviceable. And a real buy, too, at this price.

45c
A PAIR
2 For 85c

Sizes: Small, medium and large. State size.
Shpg. wt., a pr., 6 oz.; 2 prs., 10 oz.
33 H 4064—Buck Tan.

LABORATORY TESTS PROVE THE QUALITY

ORDERS OF \$10 OR MORE ON EASY TERMS SEE PAGE 1A



Strongest Cotton Canton Flannel SAVE! EVERY PRICE REDUCED!

Double lockstitched seams for strength. Heavily napped inside. Double thick knit wrists. Sizes for the Entire Family.

MEN'S SIZES In Choice of 4 Weights	Per Pr.	6 Prs.	12 Prs.
6-OUNCE —Medium Wt. 93H3811—Shpg. wt. 1 pr., 3 oz.; 6 prs., 12 oz.; 12 prs., 1 lb. 8 oz.	7c	39c	76c
8-OUNCE —Heavy Weight 93H3819—Shpg. wt. 1 pr., 3 oz.; 6 prs., 15 oz.; 12 prs., 1 lb. 13 oz.	8c	47c	92c
12-OUNCE —Extra Heavy Wt. 93H3827—Shpg. wt. 1 pr., 4 oz.; 6 prs., 1 lb. 3 oz.; 12 prs., 2 lbs. 5 oz.	11c	63c	\$1 ²⁵
14-OUNCE —Our Heaviest Wt. 93H3823—Shpg. wt. 1 pr., 4 oz.; 6 prs., 1 lb. 4 oz.; 12 prs., 2 lbs. 9 oz.	13c	73c	\$1 ⁴⁴
MEN'S JUMBO SIZE			
12 OUNCE —Extra Heavy Wt. 93H3828—Shpg. wt. 1 pr., 4 oz.; 6 prs., 1 lb. 6 oz.; 12 prs., 2 lbs. 11 oz.	13c	73c	\$1 ⁴⁴
WOMEN'S or BOYS' SIZE			
6-OUNCE —Medium Wt. 93H3838—Shpg. wt. 1 pr., 3 oz.; 6 prs., 10 oz.; 12 prs., 1 lb. 4 oz.	7c	39c	76c

Genuine Buckskin TOUGH, BUT FLEXIBLE

So tough, they foiled the vicious Barrel Roll but they're soft and pliable, too, as only genuine "Indestructo" buckskin can be. Stronger and longer wearing because of these extra features: (1) Strongly reinforced with wide thumb welt and (2) broad leather welt at base of two middle fingers. (3) Sewed like a moccasin to keep seams away from wear spots. (4) Lined split leather cuffs reinforced by wide double stitched grain leather pulls. A real bear for wear.

Reduced to **\$1²⁹** A PAIR

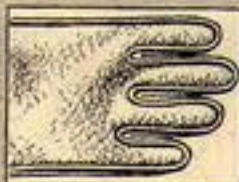
SIZES: 8½, 9½, 10½ and 11½. State size.

33 H 4075—Band Top Style with drawstring fastener. Shipping weight, 10 ounces.

33 H 4175—Gauntlet Style. Shipping weight, 12 ounces.



Beaten 35 hours in rotating barrel charged with gravel. Leather and seams came out perfect.



Here's WHY seams held in test shown above. They're sewed off the wearing surface, like a moccasin.



Grain Cowhide Drivers With Seamless Palms

Tough, pliable grain cowhide. Seamless one-piece palms and backs for driving comfort. Chrome tanned to stay soft through rainy days. Guss cut—with protecting double seams at base of two middle fingers. Not ordinary split leather—but good long wearing GRAIN leather, sturdily sewed and cut to avoid unnecessary bulk. Available in both Slip-On style with drawstring fastener in back and Button Top model with one snap fastener. They wear very well. Typical Sears glove VALUES that you won't want to miss.

HALF SIZES: 8 to 10½. State size. Shipping weight, a pair, 5 ounces.
33 H 4050—Button Top Style
33 H 4051—Slip-On Style

Reduced to **57c** A PAIR

Grain Cowhide Face, Split Leather Back

Rugged grain cowhide at palms, thumb and entire index finger—at all the wear spots—combined with a soft split cowhide back. All chrome tanned for pleasing flexibility. Strong seams that won't "give." Artificial leather cuffs have bound edges and are reinforced with double stitched grain leather pulls to make them stronger. Sensibly constructed to give you durability where you want it and soft leather comfort besides. An outstanding value.

SIZES: 8½, 9½, 10½, 11½. State size.
33 H 4085—Band Top Style. Shipping weight, a pair, 7 ounces.
33 H 4185—Gauntlet Style. Shipping weight, a pair, 9 ounces.

Reduced to **39c** A PAIR

Rugged Grain Cowhide With Reinforced Thumb

Tough top grain cowhide heavily reinforced where ordinary gloves fail first. Strong extra select leathers, chrome tanned for lasting softness and flexibility. Extra heavy seams that won't rip. Embossed grain leather cuffs reinforced with double stitched leather pulls. Long wearing leathers, reinforcements where they're needed and tight, heavy seams... all combine to make a real "tough number" ready for plenty of abuse on any kind of job.

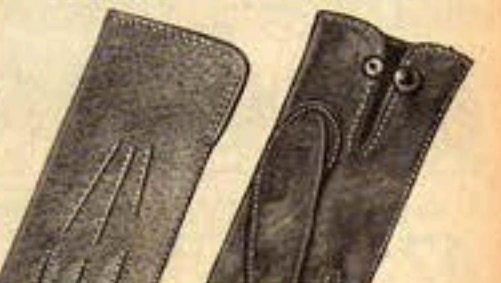
SIZES: 8½, 9½, 10½, 11½. State size.
33 H 4074—Band Top Style. Shipping weight, 7 ounces.
33 H 4174—Gauntlet Style. Shipping weight, 8 ounces.

57c A PAIR



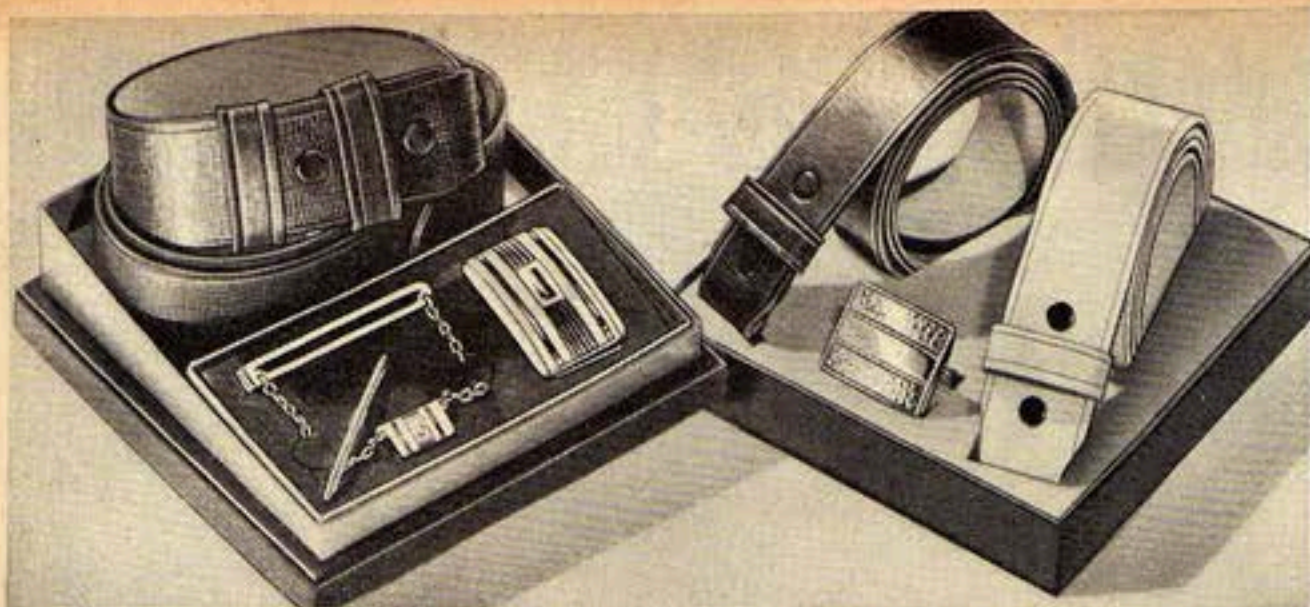
Double Thickness

Sizes for the Whole Family
PR. 14c | 3 PRS. 40c | 6 PRS. 79c
Double thick 7-ounce golden brown cotton Canton flannel. Lined and securely quilted together with 8-oz. cotton husking flannel lining. They're napped inside and out. Shpg. wt. 1 pair, 3 oz.; 3 prs., 14 oz.; 6 prs., 1 lb. 10 oz.
93 H 3817—For Men.
93 H 3877—For Women and Boys.



After Work... Dress Up 98c A PAIR

Good capeskin leather in dark smooth finish or natural pig grain. Skillfully tailored with stitched backs. Full outseam sewn. Washable and always soft because they're chrome tanned. An excellent street or driving glove.
Smooth Grain—Button Top Style
33 H 4002—Brown **33 H 4003**—Black
Pig Grain—Natural Color
33 H 4004—Button Top **33 H 4005**—Slip-On
HALF SIZES: 7 to 10½. State size.
Shipping weight, a pair, 3 oz.



Cut to 4-Piece Initialed Belt Set

95¢ —Top Grain Cowhide belt, 1 3/4 inches wide. Embossed in box calf grain
 —Silver Plated Buckle, collar clasp, and tie chain in new two-tone design
 A Set **Your Initial** on both buckle and tie chain. Matched accessories with that "personal" touch... mark of the well dressed man. More softness in the leather... more style in the accessories... than you usually find in \$2 outfits. All initials except I, O, Q, U, V, X, Y, Z. *Print initial wanted.* Packed in gift box. Shipping weight, a set, 10 ounces.

EVEN SIZES: 30 to 44-inch waist. *State size.*
33 H 8853—Black **33 H 8854**—Brown **33 H 8855**—Gray

Cut to 3-Piece Twin Belt Set

95¢ —White Belt—for summer and sports wear—for light clothes
 —Black Belt—for dark clothes
 Silver plated hammered design buckle
 A Set Change the buckle from the black belt to the white belt and back again in a jiffy. Both are full grain cowhide bridle leather 1 3/4 inches wide. Neatly boxed. As practical as a two-pants suit. Solves your belt problem once and for all. You'll be ready for every occasion—and you'll save!

EVEN SIZES: 30 to 42-inch waist. *State size.* Shipping weight, a set, 10 ounces.
33 H 8859—Complete 3-Piece Set

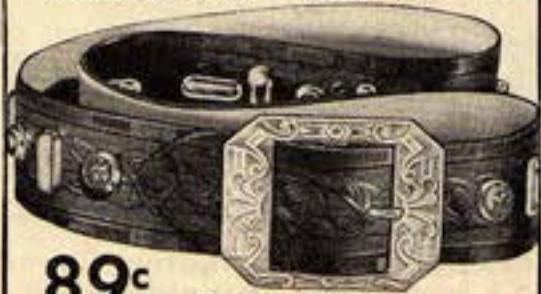


Cut to
\$129

"THE BRONK-BUSTER"

Full grain cowhide bridle leather Garrison belt, 1 3/4 inches wide. Richly embossed. Covered with glowing colored jewel stones and shiny metal studs. Engraved style jeweled double prong buckle. The best in Sears Western belt round-up... colorful as a Rocky Mountain sunset, tough as a wild steer. Shipping weight, 10 ounces.

EVEN SIZES: 30 to 42. *State size.*
33 H 8864—Black **33 H 8865**—Tan



89¢

"COWHAND SPECIAL"

Just as husky and long lasting as it looks. Full grain cowhide bridle leather in the regular full 1 3/4-inch width. Studded with brightly colored jewel stones and gleaming metal studs. Embossed in fancy design. A real "Westerner" from the Indian design in its buckle right down to its jeweled tip.

EVEN SIZES: 30 to 42. *State size.* Shpg. wt., 9 oz.
33 H 8825—Black **33 H 8826**—Tan

THEY'VE GOT WHAT IT TAKES TO MAKE A SPORT BELT SPORTY



Worth Twice Our Price

89¢ Fine soft white calfskin 1 1/4 in. wide. White boarded cowhide lining. Contrasting rayon cord trim. Bright chromium plated steel tongue buckle. EVEN SIZES: 30 to 42. *State size.* Shipping weight, 4 oz.
33 H 8805—White, Black Trim
33 H 8806—White, Brown Trim

Plain White Belts

69¢ Either perforated or plain with rayon braided edges. Both made of soft boarded white Elk (chrome tanned cowhide) 1 1/4 inches wide. Pearline finish steel buckle. EVEN SIZES: 30 to 42. *State size.* Shipping weight, 4 ounces.
33 H 8836—Plain Belt
33 H 8839—Perforated Belt

Sports Belts

69¢ Soft white cowhide, 1 1/4 in. wide. Center stripe of gray and black or tan and brown. Cord trimmed. Pearline finished steel tongue buckle. EVEN SIZES: 30 to 42. *State size.* Shipping weight, 4 ounces.
33 H 8820—White, Black Trim
33 H 8821—White, Brn. Trim



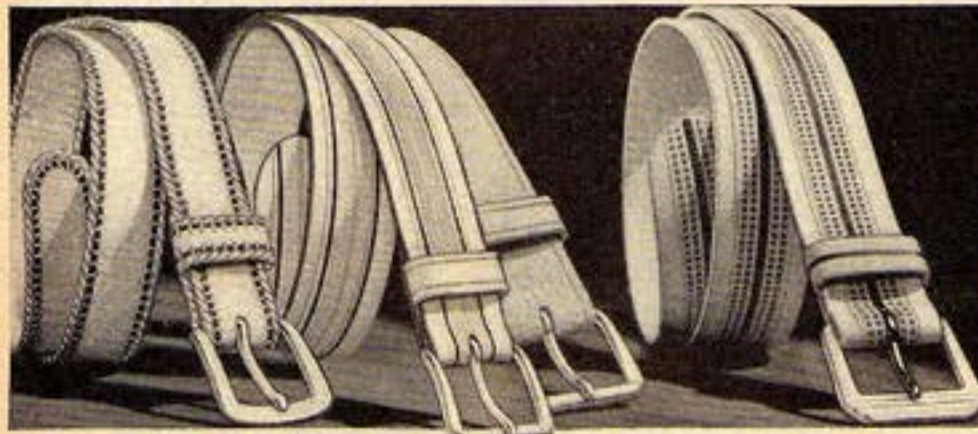
Easy Payments on All Orders of \$10 or More See Page 1A.

Tough Grain Cowhide Garrison for Outdoors

77¢ Heavy full grain bridle leather from perfectly tanned, select hides. Full 2-inch width. Heavy nickel plated steel buckle. EVEN SIZES: 30 to 42-inch waist. *State size.* Shipping weight, 9 ounces.
33 H 8828—Black Cowhide
33 H 8829—Brown Cowhide

Same as above except slightly lighter weight leather and buckle. Shpg. wt., 8 oz.

57¢ **33 H 8809**—Black
33 H 8810—Brown



New Narrow Belts

47¢ They're smarter, dressier, younger. At Sears they're 50% more economical, too. Soft white Elk (chrome tanned cowhide) 3/4 inches wide, lined with white cowhide. Black or brown rayon cord trim and white rayon braid edges. EVEN SIZES: 30 to 42. *State size.* Shipping weight, 4 oz.
33 H 8866—White with Black
33 H 8867—White with Brown

New Summer Styles

47¢ All full grain leathers either plain white or white with contrasting design. Pearline finish steel buckle, found only on higher priced belts. Width, 1 1/4 in. Shpg. wt., 5 oz. EVEN SIZES: 30 to 42. *State size.*
33 H 8872—White Horsehide
33 H 8873—White Cowhide, Black Trim
33 H 8874—White Cowhide, Brown Trim

Super Value Scoop

39¢ Genuine top grain cowhide at a price you'd expect to pay for split leather. 1 1/4 inches wide. White composition buckle adds to its good looks, won't chip or peel. EVEN SIZES: 30 to 42. *State size.* Shpg. wt., 4 oz.
33 H 8877—White with Black and Gray Trim
33 H 8878—White with Brown and Tan Trim



Full Grain Cowhide

44¢ Good rugged full grain cowhide leather at this low price, 1 3/4 inches wide. Natural edge. Gleaming hand polished nickel plated tongue buckle. EVEN SIZES: 30 to 44. *State size.* Shpg. wt., 5 oz.
33 H 8875—Black
33 H 8876—Brown

Was 79¢ Fine Calf

69¢ Sears best tongue buckle belt. Fine levant grain calf-skin lined with soft suede cowhide. 1 1/4 inches wide. Smart hand polished nickel plated tongue buckle. EVEN SIZES: 30 to 42. *State size.* Shpg. wt., 4 oz.
33 H 8862—Black
33 H 8863—Brown

Embossed Garrison

44¢ And it's full grain cowhide at this "Split Leather Price." 1 3/4 in. wide. Double prong tongue buckle. A belt that's built for long service. A typical Sears value. EVEN SIZES: 30 to 42. *State size.* Shpg. wt., 6 oz.
33 H 8869—Black
33 H 8870—Brown



Bargain! Initialed

44¢ New round design buckle with your own initial in center. 1 3/4-inch cowhide bridle leather belt. All initials except I, O, Q, U, V, X, Y, Z. Shipping weight, 5 oz. EVEN SIZES: 30 to 42. *State size and print initial wanted.*
33 H 8848—Black
33 H 8849—Brown

Smart! Initialed!

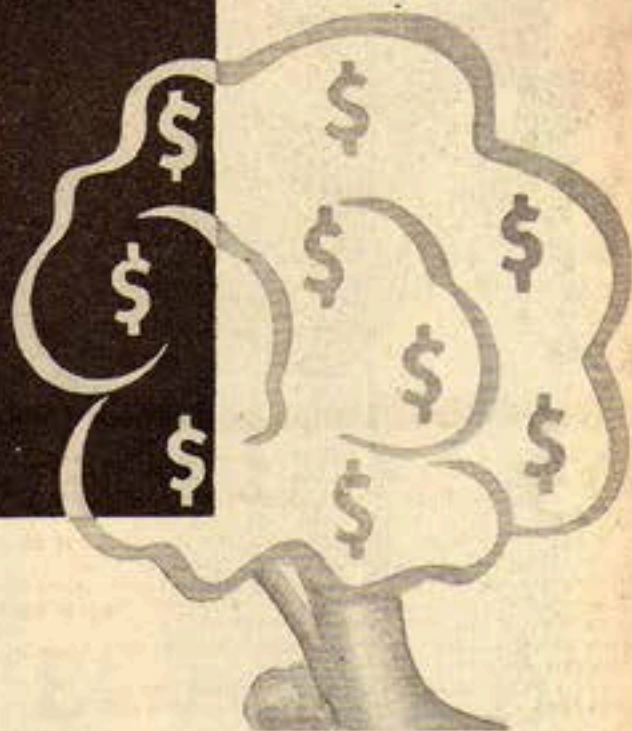
69¢ Rich silver plated buckle, initialed. Belt is box calf grain cowhide bridle leather. 1 3/4 in. wide. All initials except I, O, Q, U, V, X, Y, Z. EVEN SIZES: 30 to 42. *State size and print initial.* Shpg. wt., 5 oz.
33 H 8844—Black
33 H 8846—Brown

3-Piece Set

77¢ Initialed silver plated buckle and tie chain. Full grain cowhide leather belt in fancy grain, 1 3/4 inches wide. All initials except I, O, Q, U, V, X, Y, Z. EVEN SIZES: 30 to 42. *State size and print initial wanted.*
33 H 8813—Black
33 H 8814—Brown

HOW TO MEASURE BELTS—Take a tape measure and measure around waist over trousers, with tape as tight as you wear your belt. The number of inches is your belt size; for instance if your waist measures 34 inches, order a size 34.

DOLLARS DON'T GROW ON TREES



A Message of Importance to Men Who Buy Clothes

We're old fashioned enough to believe that the policy upon which this company was founded—the greatest possible dollar's worth for your money—is as good a policy today as it was in 1886.

Nowhere in this great Catalog is there a better example of that policy than in our Men's Clothing Department. Here, you can count your savings in dollars—big, valuable dollars that you've worked hard to get.

In every style, in every fabric, there is a definite, traceable, actual saving offered you. That we know! And, for that reason, we invite value comparisons with any competition, retail or mail order.

You have our guarantee of complete and perfect satisfaction. You have our guarantee of a perfect fit—a guarantee that we've lived up to for fifty-two years, in over ten million trials. Because dollars still don't grow on trees, we think you'll want to make the savings that Sears, Roebuck and Co. still guarantee.

Give us the opportunity of proving every statement we have made, won't you?

COMPARE

THIS EASIER... SIMPLER WAY TO A PERFECT FIT

Sears pioneered this easiest of all ways to buy clothes. In our more than half a century of experience in furnishing clothes to millions of men, we have developed a system of sizing that enables us to fit you perfectly. Whether you're short, tall, medium, broad, slim, stout—whether you're young, middle-aged, old, or a college man—we're positive that we can fit you the way you want to be fitted.

Your suit, in your size, is in our stock. No waiting, no delay—we will ship it immediately, in 24 hours or less. We have more sizes and proportions than any other store in the world, we have skilled fitters and tailors—we can do a better job than anyone else and we do.

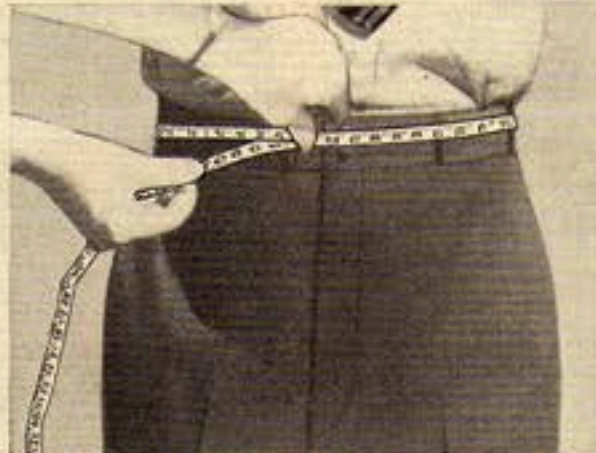
So simple is the Sears method of fitting that we ask you only for three easy-to-take measurements shown below. Write these on the order blank included in the back of this Catalog, together with your age, height and weight. That's all!

We think you will agree this simple, quick, economical way is the best way to buy clothes.



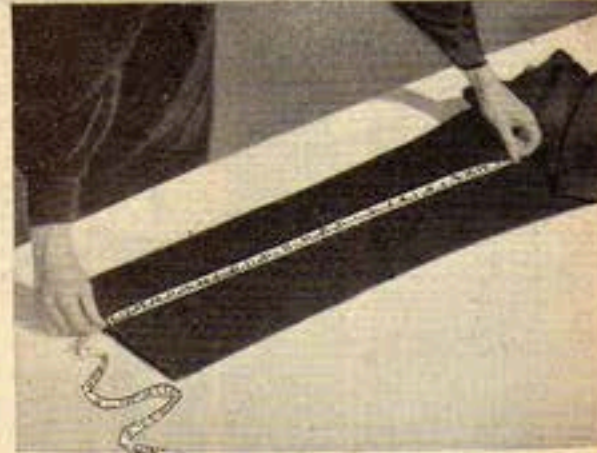
**What Is Your
Chest
Measurement?**

Stand naturally with coat off. Measure around chest over vest, being sure tape is well up under arms and over shoulder blades. Hold tape snug but not tight. Breathe in regular way.



What Is Your Waist Measurement?

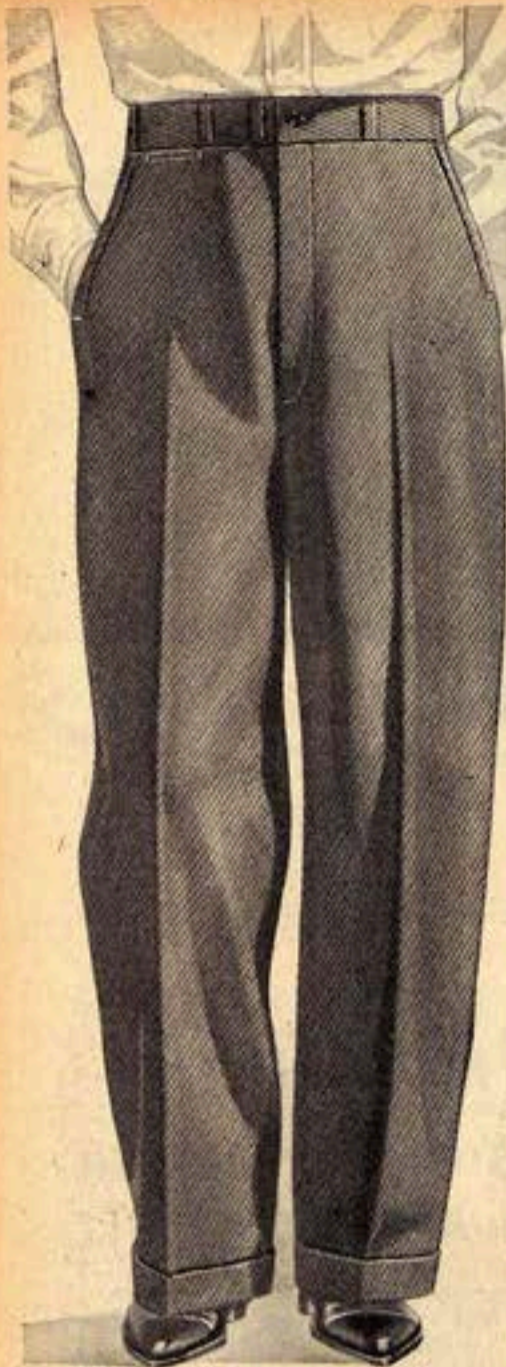
With vest off and belt removed from trousers, stand naturally. Measure around body at waistline, which is just above the hip bones. Hold tape measure snugly, but not tightly.



What Is Your Inseam Measurement?

Place your trousers that fit you well on table, as illustrated above, then measure from close up in crotch along inside seam to bottom of cuff for length of inseam desired.

Age? Height? Weight? Be sure to give age, height and weight, as this will help us to fit and please you still better. Please be sure all measurements on your order are clear and accurate!



Serges

AT SEARS SAVINGS!

\$4.50 **FOUR STAR FEATURE** Our Finest Blue Serge "Fashion Tailored"

- All Virgin Wool, very fine quality, full 16 ounces to the yard.
- Rich, luxurious fabric is close-woven, firm-textured, extra sturdy and colorfast.
- Fashion Tailored workmanship, masterfully done, brilliant styling and perfect fit. Truly America's No. 1 Serge trousers.
- 5 mercerized cotton twill pockets, turned and double stitched. Strong, unbreakable suspender and fly buttons—sewed on to stay!
- Regular 20-inch cuff bottoms.

The very best Serge trousers we've ever handled. A magnificent Serge fabric—deep, rich blue, never fading, and fashioned by superb craftsmanship into the most popular trousers in our big selection. They're styled to let you and the world know you're well dressed! Fashion Tailored to keep that smart styling in the trousers, to give them extra strength at vital points. There's such a wealth of lasting satisfaction in these trousers that thousands of men will wear no other. A worth while saving of more than \$1.00.

SIZES: 30 to 42-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 15 ounces.
45 H 5550—All Wool 16-Oz. Blue Serge.....\$4.50
14-OZ. ALL VIRGIN WOOL GRAY SERGE
 Same style and sizes as above. Shipping weight, 1 pound 13 ounces.
45 H 5551—All Wool 14-Oz. Gray Serge.....\$4.45

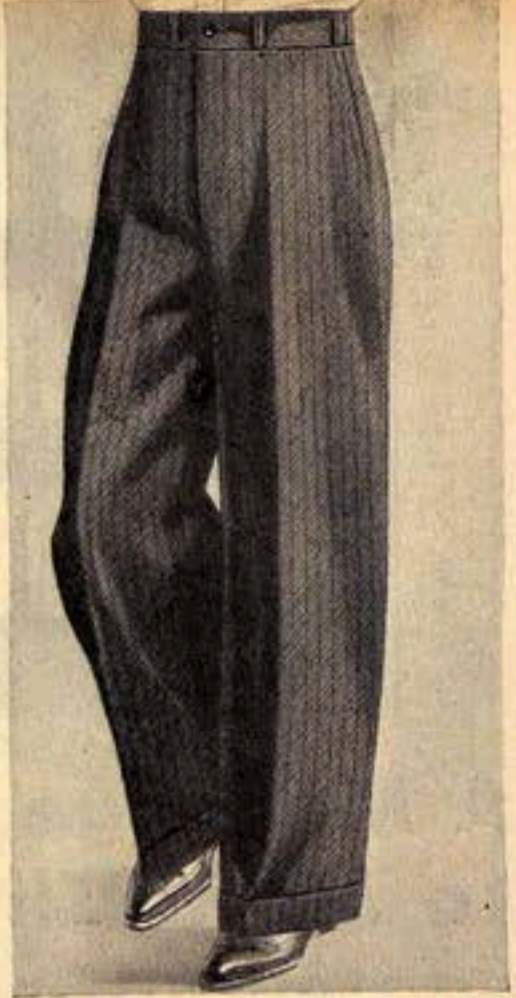
\$3.35 All Wool "Famo Serge"
 • Handsome, durable Blue Serge. 12 1/4-oz. weight.
 • Sears standard dress trouser tailoring.

- Twill pockets turned and double stitched.
 - Unbreakable fly and suspender buttons.
 - 20-inch cuff bottoms.
- A famous pair of dress trousers! Famous for dressy appearance, fine tailoring and wear. Known by men everywhere as outstanding values! Thanks to the high quality fabric, they give service that makes them as satisfying to wear as they are easy to buy. Worth at least \$3.98.

SIZES: 30 to 42-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 12 ounces.
45 H 5532—All Wool Blue "Famo Serge".....\$3.35

\$2.49 Low Price Serge Special
 • 1/5 Wool Blue Serge (balance cotton).
 • Sears standard dress trouser tailoring. Turned and double stitched twill pockets.

Not our best, but at the low price, one of the best buys you can make. Long wearing fabric is well-tailored to look stylish at all times. You're sure of dependable service and satisfaction! Usual \$2.98 quality.
 SIZES: 30 to 42-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 13 ounces.
45 H 5533—1/5 Wool Blue Serge.....\$2.49



100% Pure Wool Worsted

- Attractively striped, closely woven, Pure Virgin Wool Worsted.
- Sears standard reliable tailoring.
- Unbreakable buttons, fine quality trimmings.
- Sturdy pockets, turned and double stitched.
- Regular 20-inch trouser cuffs.

Tailoring that gives a perfect finish to the last detail. Appearance that you usually find in only the most expensive trousers. Will retain their shape.
 SIZES: 30 to 42-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 13 ounces.
45 H 5542—Dark Blue Stripe.....\$3.75
45 H 5543—Dark Brown Stripe..... 3.75



For LONGER Wear!

They Can Take It!
 Extra Sturdy

\$2.79 • Strong, 1/4 Wool Worsted (balance cotton) with a smooth, hard finish.

- Striped pattern—good looking and conservative.
- Pockets turned and double stitched. Reinforced throughout.
- Regular 20-inch cuffs.

Built to take punishment—but they've got style, too. The striped pattern is one of the best and the shades are exactly what you'll want this season. Durable, with the strength that makes for long and dependable service. At the price you're sure to get your money's worth—and then some!

SIZES: 30 to 42-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shipping weight, 2 pounds.
45 H 5523—Blue.....\$2.79
45 H 5524—Brown..... 2.79
45 H 5525—Very Dark Gray..... 2.79



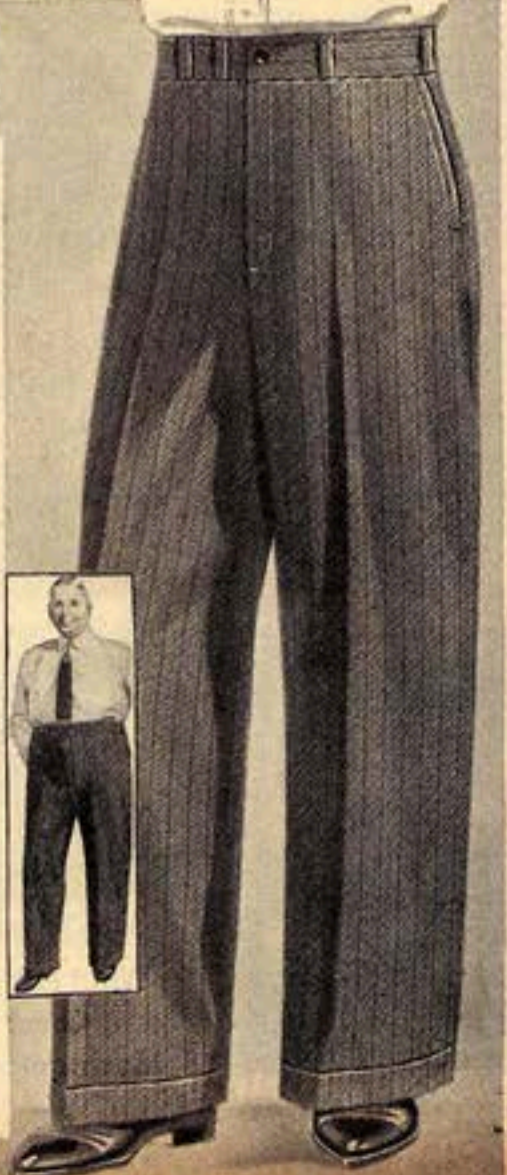
Pure Virgin Wool Worsted
 Fashion Tailored

• Super fine quality. Hand-some silk striped pattern. **\$4.75**

- Comfortable, medium weight, close-woven and clear finished.
- Smartly conservative styling.
- Our finest Fashion Tailored.
- Seams reinforced with extra strength.
- Buttons sewed on to stay.
- Fine cotton twill pockets turned and double stitched.
- Regular 20-inch cuffs.

One of the finest fabrics in our great Men's Store—tailored to give you utmost satisfaction in long, comfortable wear for business or dress. "Sears Best."

SIZES: 30 to 42-in. waist; 29 to 34-in. inseam measures. State waist and inseam measures. Shipping weight, 1 pound 14 ounces.
45 H 5530—Gray.....\$4.75
45 H 5531—Blue..... 4.75



TO FIT BIG MEN

Fabric and style as above, sized and tailored for the fit and service needs of big men.

SIZES: 44 to 50-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shipping weight, 2 pounds 2 ounces.
45 H 5600—1/4 Wool Blue Striped Worsted.....\$2.98
45 H 5601—1/4 Wool Brown Striped Worsted.....\$2.98
45 H 5602—1/4 Wool Gray Striped Worsted.....\$2.98

Same exceptionally fine fabric, style and tailoring as above—but with larger proportions and comfortable fit that big men demand. Built to give even more service.

SIZES: 44 to 50-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shipping weight, 2 pounds 1 ounce.
45 H 5604—All Wool Blue Silk Striped Worsted. \$5.25
45 H 5606—All Wool Gray Silk Striped Worsted. \$5.25

Value Headliners FOR SPRING... 1938



A Headline Value! Fancy Cotton Worsted

- Snappy, wide, 2-button waistband.
- Adjustable side buckle straps.
- Sears standard tailoring. 21-in. cuff bottoms.

• Snap, durability, good tailoring, at a very low cost! The smart non-chalance as well as the fine, good looks of the pattern, will appeal to any alert young man.

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 lb. 13 oz.

45 H 5574—Dark Blue... \$1.89
45 H 5576—Dark Brown... 1.89

Swing Style Hit! Smartly Checked

- Sturdy, firm woven fabric $\frac{1}{2}$ wool, balance cotton.
- Fashionable high waistband with 3 buttons.
- Good tailoring. • 21-in. cuffs.

Young fellows everywhere like the style, the serviceable fabric, the fine, reliable tailoring job. Most of all they like the low price!

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 lb. 14 oz.

45H5512—Gray Check Cassimere \$2.50
45H5514—Brown Check Cassimere 2.50

All Wool Cassimere Latest Check Pattern

- Stylish, semi-conservative model. Quality trimmings.
- Neat 1-button waistband and adjustable side straps.
- Fine dress trouser tailoring to Sears exacting standard specifications.
- Regular 20-inch cuff bottoms.
- A \$3.98 Value.

Not often does such value come your way! Think what it means to get an All Wool fabric, a popular new pattern, a smart style that's mighty becoming to all men and young men, together with better tailoring—for a price that we believe is a record breaker! Our shoppers say you'll have to pay as much for a Part Wool pair of trousers elsewhere. You'll know what a great buy you've made the minute you examine them, compare them, and see how perfectly adapted they are to business wear or dress. We set such rigid requirements for the tailoring of these trousers that we know you'll be pleased—and get a grand lot of wearing pleasure from them for a long time to come!

SIZES: 28 to 42-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 15 ounces.

45 H 5556—Medium Dark Gray Neat Check Cassimere... \$3.19
45 H 5557—Medium Dark Brown Neat Check Cassimere... \$3.19

WEAR YOUR INITIALS

It's smart to wear your initials—on your trousers or other garments in your wardrobe. If initials are not regularly included with trousers you order and you want them, we will supply them at cost. Rustproof, nickel plated, easily attached, or removed. About $\frac{1}{2}$ inch high. Print plainly initials wanted. Shpg. wt. 2 oz.

45H9900—Each... 4c



New! Exclusive! Low Priced!

- Long wearing Worsted. $\frac{3}{8}$ Wool, balance strong cotton.
- Distinctive new Glen Plaid pattern.
- Tailored to Sears reliable standards.
- Double pleated front. Extension waistband. Adjustable side straps.
- Regular 20-inch cuff bottoms.

You know the tremendous popularity of Glen Plaid! Now you can have it in a really distinctive pair of dress trousers. The hard finished fabric holds a press and looks good all the time.

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 lb. 15 oz.

45H5578—Gray Glen Plaid. \$2.85
45H5579—Blue Glen Plaid. 2.85

As New as Spring! "Fashion Tailored"

- Rich, smooth, durable, plain pattern Cassimere, $\frac{3}{8}$ Wool, balance cotton.
- Smart Novelty pleated front.
- Latest style wide waistband has two adjustable straps with rings that button down. 21-inch cuffs.

Adjust the ring buckles to your exact size; after that use the buttons. Two smart rustproof initials included. Print initials wanted.

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 2 pounds.

45 H 5536—Medium Gray... \$3.65
45 H 5537—Medium Blue... 3.65
45 H 5538—Medium Brown... 3.65



COLLEGE SHOP LEADER

They've Got Everything!

- Good quality Cassimere, 2/3 wool, balance rayon and cotton.
- Smart Glen Plaid pattern.
- Neat self belt with rust-proof ring buckle—slips through tunnel belt loops.
- Double pleated front. Adjustable side straps for trim fit.
- "Everstay" permanent crease cuts pressing bills.
- Regular 20-inch cuffs.

The fabric is a beauty and it wears and wears, while the pattern is an outstanding favorite and the tailoring is perfect. The "Everstay" permanent crease is built right into the trousers—to slash pressing bills. New low price.

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shpg. wt., 1 lb. 15 oz.

45 H 5516—Gray \$3.19
45 H 5518—Brown 3.19

SEE OPPOSITE PAGE FOR ILLUSTRATIONS

Ⓐ No "High-Hat" Price

- Extra serviceable Worsted about 1/2 Wool, balance cotton. Modern plaid pattern.
- Style-right pleats; sporty wide waistband.
- Adjustable side straps with ring buckles.
- Two rust-proof initials included at no extra charge.
- Swagger 22-inch cuffs.

Flash! Men everywhere are demanding lower priced, bigger value clothes—and that's where Sears step into the picture. Here's a spirited, zippy model with exclusive refinements of design, tailored to our usual high standards of a fabric worthy of your trust in pattern quality and durability. For all around month in, month out service you can't buy more satisfaction at the price.

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures; print two initials wanted. Shipping weight, 1 pound 15 ounces.

45 H 5570—Medium Gray Plaid \$2.95
45 H 5571—Medium Brown Plaid 2.95

Ⓑ Fashion Tailored

- Smart Herringbone weave in a substantial Cheviot, 3/4 Wool, balance cotton.
- Sears famous Fashion Tailored workmanship throughout.
- Swanky slack model with extension waistband, adjustable side straps Wide, 22-inch cuffs.

No wonder these trousers are among our best sellers. Think of paying so little for a good-looking, durable fabric, skillfully Fashion Tailored and cut to a style that men and young men everywhere rave about! Master designers and master tailors have done a beautiful job with the fabric. And it's a hard job you'll have to wear it out, or dim the lustrous good looks that you'll find in every square inch. Offered to you at a conspicuous saving!

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 15 ounces.

45 H 5528—Dark Blue Herringbone Cheviot \$2.85
45 H 5529—Very Dark Oxford Gray Herringbone Cheviot 2.85

Ⓒ Initialed Slacks

- Attractive, smooth-textured Cassimere; 1/2 Wool, balance rayon and cotton.
- Smart check pattern with overplaid.
- Beautifully tailored; pleated front and wide, 6-button waistband.
- Two nickel plated, rustproof initials included. Stylish 22-in. cuffs.

Good news for the young man who wants to add a pair of fine dress trousers to his Spring wardrobe! There's such long life in the fabric, pep in the styling and fine workmanship in the Sears standard tailoring you'll marvel how we can offer so much for so little. It's because we're headquarters for dress trousers, America's Greatest Men's Store.

SIZES: 28 to 36-in. waist; 29 to 35-in. inseam. State waist and inseam measures; also print two initials wanted. Shipping weight, 2 pounds.

45 H 5581—Medium Gray Check Overplaid \$2.98
45 H 5582—Medium Blue Check Overplaid 2.98
45 H 5583—Medium Brown Check Overplaid 2.98

Ⓓ Fashion Tailored

- All Virgin Wool Worsted.
- Unusually smart new fancy weave.
- Two-button waistband.
- Adjustable side straps.
- Wide, 22-inch cuffs.

Fashion Tailored means the finest of craftsmanship for these dapper dress trousers. The fabric is richer, longer wearing, too, with a pattern that will win your enthusiastic approval. Pure wool worsted holds a press better, and outwears any other kind of fabric. As smartly styled as they are comfortable in fit—and that's saying plenty! All in all, these are superb trousers—inside and out, from waist to cuffs—the kind it is a real pleasure to recommend and guarantee. The low price proves how much more your clothing dollars buy at Sears.

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 13 ounces.

45 H 5564—Navy Blue Fancy Weave Worsted \$4.45
45 H 5565—Dark Brown Fancy Weave Worsted 4.45

Ⓔ All Wool Bargains

- Smartly draping, strongly woven, All Wool Cassimere.
- Beautiful overplaid patterns.
- Widely acclaimed slack model.
- Neat, 1-button extension waistband, a young men's favorite.
- Double pleats; adjustable side straps with ring buckle.
- Regular 20-inch cuffs.

A great value, carefully planned to make it outstanding from every viewpoint. Fine all wool cassimeres of this kind sell everywhere else at \$3.90 to \$4.98. It is one of the smoothest, smartly patterned All Wool Cassimeres we could find—and tailored in our reliable standard workmanship. Offered at this price, the result becomes a record accomplishment.

SIZES: 28 to 36-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shipping weight, 2 pounds 4 ounces.

45 H 5554—Medium Light Gray Plaid \$3.29
45 H 5555—Medium Light Brown Plaid 3.29

Ⓕ With Monogram Chain

- Smooth Cassimere, 2/3 Wool, balance rayon
- Latest pattern—herringbone weave with overplaid.
- Stylish 1-button waistband.
- Easy-to-adjust side straps with rustproof ring buckles.
- Stylish double pleated front.
- Good-looking rust-proof key chain (\$1 value) with 2 or 3 initials of your selection included. 20-inch cuffs.

The herringbone with overplaid pattern is one of the smartest this season. And the pre-tested, wear resistant fabric is tailored to our standard specifications into as dressy a pair of trousers as you'll see anywhere. Be the first to wear the swanky, new monogram key chain. A Sears style scoop.

SIZES: 28 to 36-in. waist; 29 to 35-in. inseam. State waist and inseam measures; print 2 or 3 initials wanted for key chain. Shipping weight, 2 pounds 1 ounce.

45 H 5526—Medium Brown \$3.45
45 H 5527—Medium Gray 3.45

Ⓖ Finest Fashion Tailored

- A magnificent fabric for Spring—All Wool Pure Worsted, beautifully woven texture, with a smooth, firm, luxurious finish.
- Ultra smart plaid pattern.
- Up-to-date double pleats, adjustable side straps, 1-button waistband.
- Regular 20-inch cuffs.

DeLuxe quality! Our finest—and that's saying a great deal. Perfection tailoring of the Fashion Tailored kind that assures you of the very highest type of workmanship—the longest service—the most finished appearance—the most satisfaction. The skill of top ranking designers—the fine needlework of master tailors—and the long experience of ablest weavers—all combine to give you these luxurious trousers. Best of all, they're priced to make them easy to buy!

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 13 ounces.

45 H 5558—Gray All Wool Plaid \$5.45
45 H 5559—Blue All Wool Plaid 5.45

Ⓖ Reversible Belt Included

- Fine, All Wool Cassimere—smooth textured, wear-resisting fabric.
- Popular herringbone weave with overplaid. A \$5.00 Value.
- Sears standard tailoring.
- Stylish 1 button waistband with set down belt loops. Belt and initialed buckle included.
- Smart double pleated model.
- Regular 20-inch cuffs.

Something brand new! A two-in-one belt. One side gives you a beautiful cloth belt to match trousers. Reverse, and there's a swanky genuine leather belt. The fabric is unusually serviceable, well-woven and good-looking. The pattern and styling are new as they come. And tailoring to our strict standard specifications gives you a pair of trousers hard to match—particularly at the price, which includes the belt!

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. State initial wanted. Shpg. wt., 2 lbs. 7 oz.

45 H 5540—Medium Gray \$3.98
45 H 5541—Medium Brown 3.98



Lots of Individuality

- \$2.75
- Hardy, rich-looking Herringbone weave Cheviot; 3/5 Wool, balance cotton.
 - Smart pleated front model.
 - Side straps. 22-inch cuffs.
 - "Everstay" permanent crease.
 - Two initials included.

Ultra-modern styling, attractive herringbone weave, top-notch tailoring. The "Everstay" crease keeps the trousers always in shape and well-pressed!

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures; also 2 initials wanted. Shpg. wt., 1 lb. 15 oz.

45 H 5500—Dark Blue \$2.75
45 H 5502—Very Dark Oxford Gray 2.75

"College Shop" Winner

- \$2.95
- Hard wearing, shape-retaining Worsted, about 1/2 Wool, balance Cotton.
 - Popular striped pattern.
 - Side straps with rings.
 - Dressy double-pleated front.
 - Regular 20-inch cuffs.

Campus leaders today are demanding stripes and more of 'em! The up-to-date styling you like best is here, too—and tailoring to make the trousers fit right, look right, and keep their natty lines.

SIZES: 28 to 36-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 15 ounces.

45 H 5544—Medium Brown \$2.95
45 H 5545—Medium Blue 2.95
45 H 5546—Medium Gray 2.95

AMERICA'S
Finest
 .. LOWER PRICED
 BETTER STYLED
 DRESS TROUSERS



(A) \$2.95

(B) \$2.85

(C) \$2.98

SEE OPPOSITE PAGE FOR DESCRIPTIONS



(D) \$4.45

(E) \$3.29

(F) \$3.45



(G) Our Finest DeLuxe
 "Fashion Tailored"
 \$5.45

(H) Cloth and Leather
 Reversible Belt
 \$3.98

Any Order of \$10.00 or More
 on Easy Terms—See Page 1A

A PERFECT PICTURE OF Summer Comfort

Sanforized-Shrunk Dress Trousers Stay in Perfect Fit. Make no allowances—order your exact size.

FOUR STAR
FEATURE



Fashion Tailored Part Wool Worsted

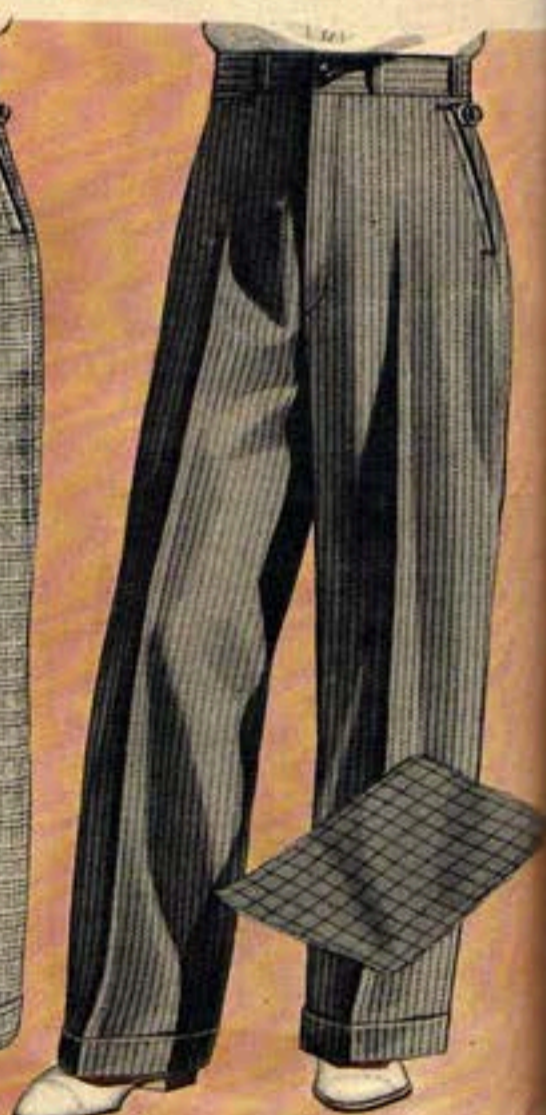
\$3.98 • Luxurious white
Worsted, ¼ wool,
balance cotton,
with latest stripe
pattern. Long
wearing. Color fast.

- Fashion Tailored to assure highest degree of finished craftsmanship. A \$4.98 value.
- Brilliantly styled in new "Hollywood" model.
- Swagger, double-pleated front, one-button waistband.
- Stylish 20-inch cuffs.

Stripes are again of major importance in the 1938 Fashion Picture! Here is a beautiful white wool and cotton Worsted—selected for its good looks, its cool comfort, its exceptional, dressy stamina. And our finest tailors and designers successfully fashioned the rich fabric into trousers that meet your highest standards . . . handsome, long-wearing, well draped, shape retaining. NOT SANFORIZED-SHRUNK.

SIZES: 28 to 36-in. waist; 29 to 34-in. inseam. State waist and inseam measures. See Page 199 for "How to Measure." Shipping weight, 1 lb. 13 oz.

45 H 5586—White with Black Stripe \$3.98
45 H 5588—White with Brown Stripe \$3.98



Gabardine, The Season's Style Hit!

\$2.25

- Cool, comfortable, finely woven cotton Gabardine—famous for long wear. A \$2.98 value.
- Mercerized to keep the lustrous finish always.
- Vat-dye colors, guaranteed not to fade.
- Sanforized-Shrunk, including trimmings.
- Dress trouser tailoring. Fine trimmings.
- Serged seams, turned and double stitched pockets. Self belt. Side straps. 20-in. cuffs.

Ideal for summer wear, whether you're asking for service, comfort or outstanding good looks. SIZES: 28 to 36-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shipping weight, 1 pound 12 ounces.

45 H 5590—Tan \$2.25
45 H 5591—Light Gray 2.25

Smart Stripes Woven "Thru and Thru"

\$1.49

- High grade, color fast cotton suiting. Cool, comfortable.
- Sanforized-Shrunk, including trimmings, for lasting fit.
- Dress Trousers tailoring. Fine trimmings.
- All seams serged. Pockets turned and double stitched.
- 20-inch cuff bottoms.

Cool, breezy comfort . . . good looks . . . washability . . . fine workmanship . . . excellent wearing quality . . . and best of all, a very low price!

SIZES: 28 to 44-in. waist; 29 to 36-in. inseam. State waist and inseam measures. Shpg. wt., 1 lb. 11 oz.
45 H 5584—White with Black Stripe \$1.49
45 H 5585—White with Brown Stripe 1.49

Snappy Slacks in Smart Glen Plaid

\$1.75

- Popular slack model in smooth Glen Plaid cotton suiting.
- Sanforized-Shrunk, including trimmings.
- Sears standard Dress Tailoring. Fine quality trimmings.
- Turned and double stitched pockets. Serged seams, no raw edges. 20-inch cuffs.

Cool, serviceable trousers—handsomely styled, with all the features that smart, colorful, summer dress trousers should have.

SIZES: 28 to 38-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shpg. wt., 1 lb. 11 oz.
45 H 5560—Gray Glen Plaid \$1.75
45 H 5561—Brown Glen Plaid 1.75

Cool and Dressy Cotton Tropical

\$1.69

- Serviceable shade. Smart conservative style.
- Sanforized-Shrunk, trimmings too, for lasting fit. Easy to launder.
- Dress trouser tailoring. Fine quality trimmings.
- Serged seams. Double stitched pockets. No raw edges to ravel. 20-inch cuffs.

Cool, light weight, comfortably fitting and trimly smart in every dressy detail! And they'll stay at their best all season through.

SIZES: 30 to 42-in. waist; 29 to 35-in. inseam. State waist and inseam measures. Shpg. wt., 1 lb. 11 oz.
45 H 5562—Gray Stripes Tropical \$1.69
45 H 5563—Gray Check Tropical 1.69

Exclusive Values!

SUMMER DRESS TROUSERS



Hollywood Slacks Checked Doeskin

\$1.88 • Popular cotton Doeskin suiting. Fast colors.

- Sanforized-Shrunk for lasting fit.
- Snappy slack model—self belt and adjustable side straps both with rings.
- Dress trouser tailoring. Fine trimmings. Pockets turned and double stitched. All seams serged.
- 20-inch cuffs.

The fabric's a great favorite—so rich and luxurious and wearable with smart, handsome check pattern and attractive shades of tan and gray. Tailoring and styling are truly superior—assuring you of quality way beyond what you would expect at this price.

SIZES: 28 to 36-inch waist; 29 to 34-inch inseam. *State waist and inseam measures.* Shipping weight, 1 pound 11 ounces.

45 H 5572—Tan Check. \$1.88
45 H 5573—Gray Check. 1.88

SEE EASY MEASURING INSTRUCTIONS ON PAGE 199



Nothing Smarter!

ALL WOOL
FLANNEL

ALL WOOL
TROPICAL WORSTED

Sears Top Quality All Wool Flannels

• Fashion Tailored summer weight flannels. Unmatched for style and comfort!
• Smooth draping fit sets them apart as superior trousers.

\$4.98

- Fine trimmings. Principal seams sewed with silk.
- Popular, 20-inch cuff bottoms.

Flannels are always "in"! And Sears enable you to buy the best at a price almost unheard of for such quality! Wear them alone or with a dark coat and you're perfectly "summer formal" dressed for a warm day or evening.

SIZES: 28 to 42-in. waist; 29 to 34-in. inseam. *State waist and inseam measures.* Shipping weight, 2 lbs.

45 H 5594—White All Wool Flannel..... \$4.98
45 H 5595—Gray All Wool Flannel..... 3.85

Our Finest All Wool Tropical Worsted

• Air-cooled Tropical Worsted—Pure Virgin Wool, long-wearing, with an attractive new striped pattern.

\$3.85

- Workmanship meets Sears strictest requirements for standard dress trouser tailoring.
- Fine quality trimmings, 20-inch cuff bottoms.

Tropical Worsted at its best—in high quality and low, money-saving price! The fabric amazes everyone who wears it—with its delightful coolness and the way it holds its drapery fit.

SIZES: 30 to 42-in. waist; 29 to 34-in. inseam. *State waist and inseam measures.* Shipping weight, 1 lb. 11 oz.

45 H 5548—Medium Gray Striped..... \$3.85
45 H 5549—Medium Brown Striped..... 3.85



Any Order of \$10.00 or More on Easy Payments—See Page 1A

Breezy Slacks With Woven Checks

- Color fast fine quality cotton suiting.
 - Dress trouser tailoring, with fine stitching, turned and double stitched pockets. No raw edges.
 - Medium, 21-inch cuff bottoms.
- \$1.59**

These slacks will be seen in the smartest places on the hottest days, all Summer long. For they're among the best-looking slacks you can buy. And our low price brings them within easy reach! An outstanding bargain.

SIZES: 28 to 38-in. waist; 29 to 36-in. inseam. *State waist and inseam measures.* Shipping weight, 1 pound 11 ounces.

45 H 5596—White with Black Woven Corded Check..... \$1.59
45 H 5597—White with Brown Woven Corded Check..... \$1.59

Popular Doeskin in Smart Stripes

- Lustrous, new cotton "Doeskin" suiting—the popular summer fabric. Fresh and cool.
 - Sanforized-Shrunk for permanent fit. Easy to launder.
 - Beautiful dress trouser tailoring. Serged seams and double stitched pockets. 20-inch cuffs.
- \$1.75**

Popular because they look expensive, feel expensive, and fit and wear like expensive dress trousers—but don't cost anywhere near their worth! You'll be right in style wherever you go—comfortably cool, too, during business, dress or sport hours.

SIZES: 30 to 44-in. waist; 29 to 35-in. inseam. *State waist and inseam measures.* Shipping weight, 1 lb. 11 oz.
45 H 5568—Gray with Black Stripe..... \$1.75
45 H 5569—White with Gray Stripe..... \$1.75

Save on These Two Summer Specials

- Choice of double ply 8-oz. white duck or crisp 8-oz. white cotton twill.
 - Sanforized-Shrunk. Easily laundered.
- \$1.19**

• Standard tailoring. 20-inch cuffs. Wear 'em for sports . . . wear 'em for business . . . you couldn't find a pair of trousers better suited to general summer purposes.

SIZES: 28 to 44-in. waist; 28 to 36-in. inseam. *State waist and inseam measures.* Shipping weight, 1 lb. 11 oz.

45 H 5575—8-oz. Double-Filled White Duck..... \$1.19
45 H 5577—8-oz. White Cotton Twill..... 1.19

New STANTON Clothes

- All Virgin Wool Worsted—Superb quality—year 'round weight—with beautiful silk decorations.
- Wide choice—Smartest single or double breasted models—Sports or plain backs—One or two trousers—Latest patterns and shades.
- Luxurious, guaranteed, perspiration-resisting Earl-Glo rayon half lines coat, fully lined sleeves. Guaranteed for the life of the garment.
- Fine inner construction of all linen canvas front, with Hymo lapel interlining. Insures lasting shape retention.
- Skilled hand work wherever needed.
- Lasting style, finer appearance and long service built into every suit by experienced master tailors.
- Canvas and tape pre-shrunk to prevent any puckering at the edges. Shoulder pads to keep their shape. Pockets are extra strong.
- Hand felted sleeve lining and coat collar for smooth drape. Buckle straps on vest. 6-button vest.
- Spring 1938 models in new, square shoulder effect to give more chest room and smart drape lines.
- Regular, 20-inch cuff bottom trousers, cut for perfect fit.
- In two-trouser suits, one pair of trousers is pleated.



Arletocrat of Linings
Guaranteed for
Life of Garment



\$17.95

Single Breasted 3-Piece Suit



Today's Smartest Sports Model Suits! Latest Overplaid Pattern

All the outstanding features above—plus the tremendously popular Overplaid pattern and a triumph in sports model design! That's what we're offering you at a price sensational in its power to buy fine quality, perfect fit, long wear and up-to-the-minute styling! Among the greatest values we've ever had the genuine pleasure to show in our catalog. You could pay \$5 to \$8 more and still be getting a real bargain.

SIZES: 34 to 42-in. chest; 28 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See Page 199. Shpg. wt., 7 lbs.; with extra trousers, 9 lbs.

Single Breasted Sports Model	
45 H 5110—Medium Gray, 1 Pair Trousers.....	\$17.95
45 H 5111—Medium Gray, 2 Pair Trousers.....	\$22.45
45 H 5114—Medium Blue, 1 Pair Trousers.....	\$17.95
45 H 5115—Medium Blue, 2 Pair Trousers.....	\$22.45
45 H 5102—Medium Brown, 1 Pair Trousers.....	\$17.95
45 H 5104—Medium Brown, 2 Pair Trousers.....	\$22.45

Double Breasted Sports Model	
45 H 5112—Medium Gray, 1 Pair Trousers.....	\$18.45
45 H 5113—Medium Gray, 2 Pair Trousers.....	\$22.95
45 H 5117—Medium Blue, 1 Pair Trousers.....	\$18.45
45 H 5119—Medium Blue, 2 Pair Trousers.....	\$22.95
45 H 5106—Medium Brown, 1 Pair Trousers.....	\$18.45
45 H 5108—Medium Brown, 2 Pair Trousers.....	\$22.95

Brilliantly Styled Plain Back Suits! In Fashion's Favorite Stripes

Everyone who has seen these smart, beautifully styled and patterned suits is enthusiastic in his praise! Look at that fine Virgin Wool Worsted—lustrous, rich, durable—cut to the latest lines of modern fashion by master craftsmen of the tailors' bench. Popular shades, in the newest and latest stripe pattern, and all the magnificent features listed above. Neat 2-button, notch lapel, single breasted or smoothly draping 3-button (2-to-button) double breasted. Packed with style, service and lasting satisfaction for the wide-awake man who knows an eventful buy when he sees it! Like quality generally sells at \$5 to \$8 more, elsewhere.

SIZES: 34 to 44-in. chest; 28 to 42-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See Page 199. Shpg. wt., 7 lbs.; with extra trousers, 9 lbs.

Single Breasted Plain Back	
45 H 5162—Med. Dark Blue, 1 Pair Trousers.....	\$17.95
45 H 5163—Med. Dark Blue, 2 Pair Trousers.....	\$22.45
45 H 5166—Med. Light Gray, 1 Pair Trousers.....	\$17.95
45 H 5167—Med. Light Gray, 2 Pair Trousers.....	\$22.45
45 H 5170—Med. Brown, 1 Pair Trousers.....	\$17.95
45 H 5171—Med. Brown, 2 Pair Trousers.....	\$22.45

Double Breasted Plain Back	
45 H 5164—Med. Dark Blue, 1 Pair Trousers.....	\$18.45
45 H 5165—Med. Dark Blue, 2 Pair Trousers.....	\$22.95
45 H 5168—Med. Light Gray, 1 Pair Trousers.....	\$18.45
45 H 5169—Med. Light Gray, 2 Pair Trousers.....	\$22.95
45 H 5172—Med. Brown, 1 Pair Trousers.....	\$18.45
45 H 5173—Med. Brown, 2 Pair Trousers.....	\$22.95

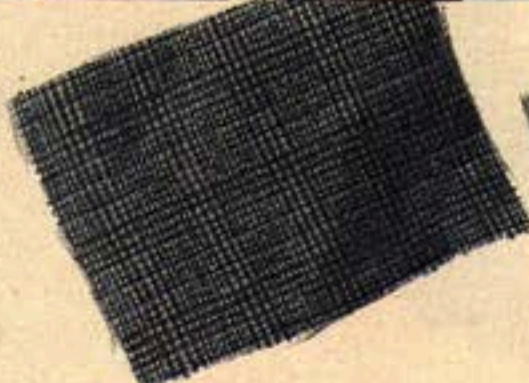
Fashion Tailored Clothes

REG. U. S. PAT. OFF.

Buy Now—Pay Monthly!

See Page 1A

Fashion Tailored
Clothes



EXTRA FINE 64's QUALITY GABARDINES

FASHION'S FAVORITES FOR SPRING. USUAL \$25 VALUES

Latest Spring Shades
in Checked Gabardine

• Fine Twilled, All Wool Worsted Gabardine.
• New Sunburst sports back.
• Pre-shrunk linen canvas front and Hymo interlining for shape retention.
• Coat half lined, sleeves fully lined with guaranteed Earl-Glo rayon.
• Pleated Trousers have 20-inch cuffs.

\$18.50

One of those all-purpose, always dressy, always comfortable materials that you can wear anywhere, anytime. For the hardest kind of wear, this magnificent Gabardine will serve you cheerfully and smartly. Tailored with our nationally famous Fashion Tailored workmanship.

- SIZES: 34 to 42-in. chest; 28 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 3 ounces.
- 45 H 5128—Medium Tan . . . \$18.50
 - 45 H 5129—Light Gray . . . 18.50
 - 45 H 5130—Medium Brown 18.50

Beautifully Tailored
Smart Overplaid

• All Wool Worsted Gabardine Overplaid with new herringbone effect.
• Double breasted style. Smart, attractive sports back.
• Pre-shrunk linen canvas front and Hymo interlining for shape retention.
• Coat half lined, sleeves fully lined with Earl-Glo rayon.
• Pleated trousers; 21-inch cuffs.

\$19.50

Gabardine—a favorite fabric, livelier than ever in striking overplaid and herringbone. You'll like the luxurious feeling of the smooth, easy drape. The fabric looks soft and lustrous, and is cleverly tailored to hold its shape indefinitely—and wear!

- SIZES: 34 to 42-in. chest; 28 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 6 ounces.
- 45 H 5134—Powder Blue . . \$19.50
 - 45 H 5132—Med. Light Gray 19.50

A Style Leader
in Glen Plaids

• Smooth, firm, 2-ply heavy-weight
• All Virgin Wool Worsted.
• Lustrous Earl-Glo guaranteed rayon half lines coat, fully lined sleeves.
• Handmade buttonholes in coat.
• Pre-shrunk linen and hymo interlining. • 20-inch trouser cuffs.

\$19.95

One of the very best fabrics and a style leader if there ever was one! You know the snap of Glen Plaid; that's made it a pattern favorite everywhere. As well tailored and long wearing as it is good-looking. The Fashion Tailored workmanship has no peer in its price class—as thousands of satisfied customers know.

- SIZES: 34 to 44-in. chest; 28 to 42-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 14 ounces; with extra trousers, 7 pounds 12 ounces.
- 45 H 5107—Dark Gray . . . \$19.95
 - 45 H 5109—Dark Gray with Extra Trousers . . . 24.95
 - 45 H 5116—Dark Brown . . . 19.95
 - 45 H 5118—Dark Brown with Extra Trousers . . . 24.95

Our Best Saves
You the Most

• Superb heavy-weight 100% Pure Virgin Wool Worsted; fancy overplaid.
• Smart semi-drape, double breasted peak lapel model. Plain back.
• Handmade buttonholes in coat.
• Coat half lined, sleeves fully lined with Earl-Glo rayon. Linen and hymo interlining in coat for shape retention.
• Pleated trousers; 20-inch cuffs.

\$23.50

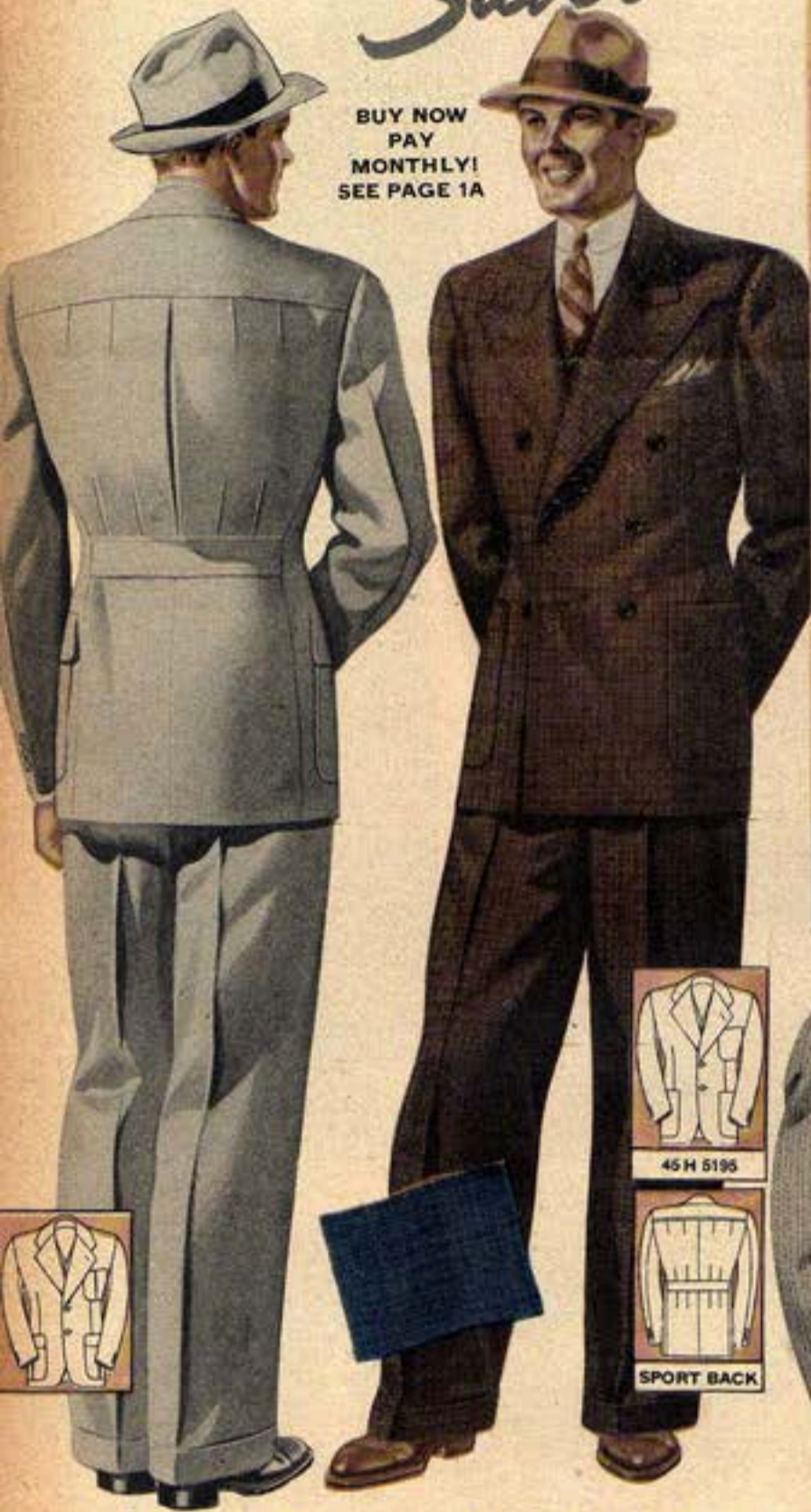
The Fashion Tailored label is your assurance of our very best workmanship, thoroughly reliable tailoring in all those details that are important to the fit, drape and lasting satisfaction. \$30 value!

SIZES: 34 to 44-in. chest; 28 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 14 ounces, with extra trousers, 7 pounds 12 ounces.

- 45 H 5140—Medium Blue . . \$23.50
- 45 H 5187—Medium Blue with Extra Trousers . . . 28.75
- 45 H 5139—Medium Gray . . 23.50
- 45 H 5188—Medium Gray with Extra Trousers . . . 28.75

Priced to Save!

BUY NOW
PAY
MONTHLY!
SEE PAGE 1A



\$17⁹⁵

A ~~\$25.00~~ Value
100% Virgin
Wool Worsted

... Latest
Overplaid
Pattern



↑ New Double Breasted With "Free Swing" Back

- Medium heavyweight Virgin Wool Worsted.
- Many hand tailored features. Pre-shrunk linen canvas front for coat to keep its shape.
- New, 3-button (2-to-button) double breasted model. 6-button vest.
- Free-swing "Action" back; half belt, with tucks above belt.
- Welt breast pocket; plain patch lower pockets with flaps.
- Coat half lined, sleeves fully lined with lustrous Earl-Glo rayon.
- Pleated trousers; 21-inch cuffs.

The perfect suit for men who want to combine the dressiness of the double breasted style with the modern zest of a sports back. The style is a favorite with active, well-dressed men. The good-looking overplaid fabric is especially noted for the way it holds its shape and keeps a crease. And hand tailoring where most needed lifts the suit decidedly out of the ordinary—makes it one of our outstanding values!

SIZES: 34 to 42-in. chest; 28 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 lbs. 5 oz.

45 H 5147—Medium Dark Blue... \$17.95
45 H 5148—Medium Light Gray... 17.95

← Fashion Tailored Rich... Stylish... Dignified

\$17⁵⁰ Superior All Virgin Wool Worsted, patterned with a smart silk stripe.
• Three-button notch lapel model. Plain back coat. 6-button vest.

- Pre-shrunk linen canvas and genuine Hymo interlining for shape retention.
- Satiny Earl-Glo rayon half lines coat and fully lined sleeves.
- 19-inch trouser cuffs.

An impressive suit for the mature man who wears dignified clothes but won't sacrifice a bit of style! Even after many months of continuous wear, this Virgin Wool Worsted still keeps its luxurious good looks, holds a press, stays in shape. Credit goes to fabric and tailors alike—masters of the needle who "go the limit" with their skill in meeting Sears nationally known Fashion Tailored specifications. A big saving, too!

SIZES: 35 to 44-in. chest; 30 to 42-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 7 ounces.
45 H 5013—Medium Gray... \$17.50
45 H 5015—Dark Blue... 17.50

Popular Gray
All Wool Worsted
\$16⁹⁵

- Latest 2-button single-breasted sports model.
- "Action" back; with yoke, inverted pleat and half belt.
- Earl-Glo rayon half lines coat, fully lined sleeves.
- Pleated trousers; 21-inch cuffs.

The fabric is a long-wearing, shape-retaining, crease-holding Worsted—All Virgin Wool. The light gray is one of the most becoming shades you'll see this season. And the fine tailoring gives you a suit up-to-the-minute in every stylish line! Save at least \$5.00!

SIZES: 34 to 42-in. chest; 28 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 5 ounces.

45 H 5103—Light Gray... \$16.95

Virgin Wool Worsted
Neat Check Pattern
\$15⁹⁵

- Choice of stylish single or double breasted models.
- Popular sports back.
- Guaranteed Earl-Glo rayon half lines coat, fully lined sleeves.
- 21-inch trouser cuffs.

The trim good looks of the smart pattern, the snap of the sports back, the long-wearing service of the All Virgin Wool Worsted—beautifully tailored and offered you at an amazingly low price, all combine to emphasize this value leader.

SIZES: 34 to 42-in. chest; 28 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, Single Breasted Suit, 5 lbs. 5 oz.; Double Breasted Suit, 5 lbs. 7 oz.

DOUBLE BREASTED MODEL
45 H 5191—Dark Blue... \$15.95
45 H 5196—Dark Brown... 15.95
SINGLE BREASTED MODEL
45 H 5195—Dark Blue... \$15.45
45 H 5197—Dark Brown... 15.45

Step Lively

IN A NEW SWING STYLE!

Any Order of \$10.00 or More on Easy Terms! See Page 1A



See "How to Measure" on Page 199



Sports Back Hit!
Overplaid Pattern

\$14.50

- All Wool Cassimere.
- Smoothly draped, beautifully styled, double breasted model.
- Favorite sports back with center inverted pleat and tucks at yoke and half belt.
- Earl-Glo rayon half lines coat, fully lined sleeves.
- Pleated trousers; 21-inch cuffs.

One of our most popular sports back suits—and certainly one of our biggest values! Fashioned into trimly styled lines by tailors of perfected skill. Fine quality and long wear in every sturdy thread to successfully meet any service challenge.

SIZES: 34 to 42-in. chest; 28 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shpg. wt., 5 lbs. 7 oz.

45 H 5184—Medium Blue.....\$14.50
45 H 5105—Med. Light Gray.....\$14.50

America's Newest!
Style Sensation!

\$16.95

- All Virgin Wool Worsted in latest check pattern.
- New inverted center pleat back with dip yoke; half belt.
- Smartest double breasted, 5-button vest with collar.
- Coat half lined, sleeves fully lined with Earl-Glo rayon.
- Snappy pleated trousers; 22-inch cuffs.
- Key ring and chain with initials included with each suit.

The latest swing style sensation. Fabric and tailoring assure lots of satisfaction and long service. For long wear and holding a press, there's nothing like all wool worsted.

SIZES: 33 to 40-in. chest; 27 to 37-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. Print initials for monogram chain. See "How to Measure" on Page 199. Shipping weight, 5 pounds 7 ounces.

45 H 5123—Medium Brown Worsted.....\$16.95
45 H 5125—Medium Blue Worsted.....\$16.95

Trim and Snappy
Bargain Priced

\$12.50

- Blue Chevrot, $\frac{3}{4}$ wool, balance cotton, herringbone weave.
 - Reversible, double breasted vest; plaid flannel one side, suit fabric on other; Nickel plated initials.
 - Earl-Glo rayon coat and sleeve lining.
 - Wide, 22-inch cuffs.
- A style with pep and ginger for young men on the move.
- SIZES: 33 to 40-in. chest; 27 to 37-in. waist; 28 to 35-in. inseam. State measurements, age, height and weight, and print initials. Shpg. wt., 5 lbs. 7 oz.
- 45 H 5158—Dark Blue Chevrot.....\$12.50

Swagger and Zip!
2-Tone Vest

\$13.95

- All Wool Cassimere.
 - Reversible vest, contrasting flannel on one side, suit fabric on other.
 - Two nickel plated, rust-proof initials included.
 - Earl-Glo rayon half lines coat, fully lined sleeves.
 - Wide 22-inch cuffs.
- Here's a suit as full of life as a swing band. Big value!
- SIZES: 33 to 40-in. chest; 27 to 37-in. waist; 28 to 35-in. inseam. State measurements, also age, height and weight, and print initials. Shipping weight, 5 lbs. 7 oz.
- 45 H 5157—Very Dark Oxford Gray...\$13.95

\$14.95

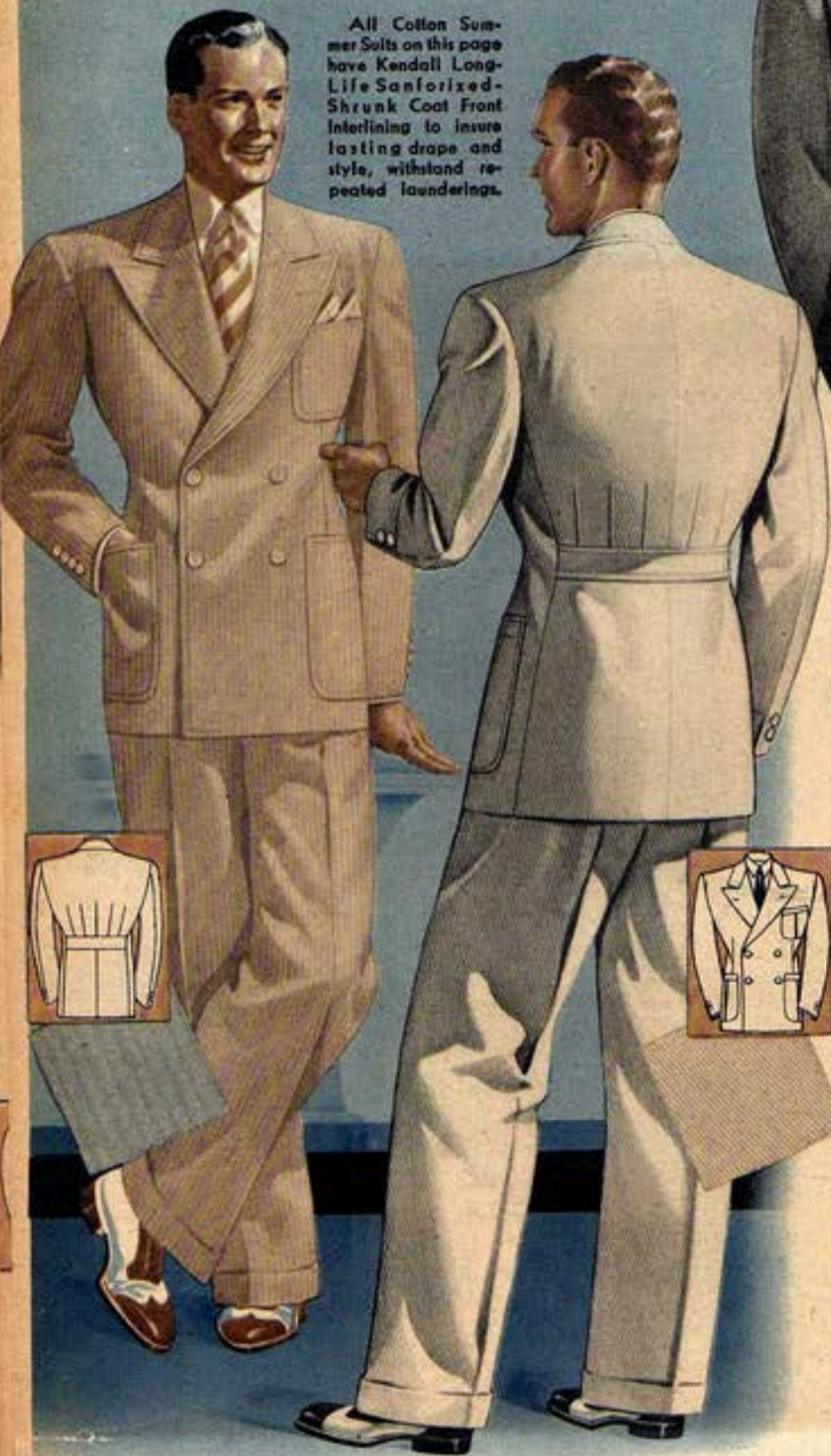
A Style Sensation
for Keen Young Men

- All Wool Cassimere in that popular subdued overplaid design with herringbone effect.
 - Snappy one-button model. Wide rolling lapels; patch pockets.
 - Free swing action back, with pleats and half belt.
 - Double Breasted "Streamline" vest with collar.
 - Earl-Glo rayon half lines coat, fully lined sleeves.
 - Swanky pleated trousers with wide 22-inch cuffs.
- This suit is exactly what you're after to make you one of the classiest dresser in town. Plenty of wear, expert tailoring. Low priced for big savings!
- SIZES: 33 to 40-in. chest; 27 to 37-in. waist; 28 to 35-in. inseam. State measurements, age, height and weight. Shipping weight, 5 pounds.
- 45 H 5126—Medium Gray.....\$14.95
45 H 5127—Medium Blue.....14.95

Economical

Any Order of
\$10 or More on
Easy Terms.
See Page 1A.

All Cotton Summer Suits on this page have Kendall Long-Life Sanforized-Shrunk Coat Front Interlining to insure lasting drape and style, withstand repeated launderings.



Tropical Worsted

- Renowned All Virgin Wool Tropical Worsted—open, porous and light weight, yet with all the durability and shape retention of any Worsted. Unlined.
- Not washable. Cleans like wool.
- Regular 20-inch trouser cuffs.

\$11.95
Reg. Sizes

Abundant service and the tailoring's one of the finest jobs you'll see. 2-Piece Suit.

SIZES: 35 to 44-in. chest; 29 to 41-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. Shipping weight, 3 pounds 8 ounces.

45 H 5350—Med. Plain Gray.. \$11.95
45 H 5352—Plain Dark Blue.. 11.95

Stout Sizes: Same style as above—39 to 48 in. chest; 39 to 48 in. waist; 28 to 35 in. inseam. State measurements; also age, height and weight. Shpg. wt., 4 lbs. 2 oz.
45 H 5354—Med. Plain Gray.. \$12.45

Dressy Plaid

- Light, breezy cotton suiting with popular plaid pattern.
- Sanforized-Shrunk to always keep its fine fit.
- Two-button, single breasted model with up-to-date sports back. Unlined.
- All seams neatly taped—no raw edges.
- Medium 21-inch trouser cuffs.

\$3.49

A great chance to pay little and get a lot—comfort, style, good tailoring, service.

SIZES: 34 to 42-in. chest; 29 to 39-in. waist; 28 to 35-in. inseam. State measures; also age, height and weight. Shpg. wt., 3 lbs. 14 oz.

45 H 5328—2-Piece Medium Light Gray Plaid Suit.....\$3.49

GABARDINES for Summer Comfort

- Highly favored cotton Gabardine, herringbone weave. **\$6.95**
- Sanforized-Shrunk to stay in fit.
- "Sunburst" back. Unlined coat.
- Taped seams—no raw edges.
- 20-inch trouser cuffs.

Here's Gabardine more comfortable than ever—smarter, more attractive and colorful, and a greater value in every way!

SIZES: 34 to 42-in. chest; 29 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 3 lbs. 14 oz.

45 H 5320—Tan Herringbone Gabardine.....\$6.95
45 H 5322—Medium Light Gray Herringbone Gabardine.....\$6.95

- Cool, cotton Gabardine.
- Beautifully tailored. **\$4.98**
- Sanforized-Shrunk for permanent fit. Easily washed at home.
- Seams are taped—no raw edges.
- Regular 20-in. trouser cuffs.

A luxurious, costly-looking summer suit at a reduced low price. Formerly sold at \$6.95. Brilliant shades—trim, up-to-the-minute styling—fine tailoring—and a fabric that's won its great popularity because it holds its good looks.

SIZES: 34 to 42-in. chest; 29 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. Shipping weight, 3 pounds 14 ounces.

45 H 5308—White 2-Pc. Suit.....\$4.98

45 H 5396—Cream 2-Pc. Suit.....4.98

Snappy Window Pane Check

\$3.79

- Choice, cotton suiting in bright window pane check pattern.
- Sanforized-Shrunk for lasting fit. Unlined.
- Swanky sports back.
- All seams carefully taped. No raw edges. 20-inch cuffs.

Expert tailoring has given the suit snap and dressiness that last. Reduced from \$4.45. 2-piece suit.

SIZES: 34 to 42-in. chest; 29 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shpg. wt., 3 lbs. 14 oz.

45 H 5380
Black and White
check.....\$3.79
45 H 5384
Tan and White
check.....\$3.79



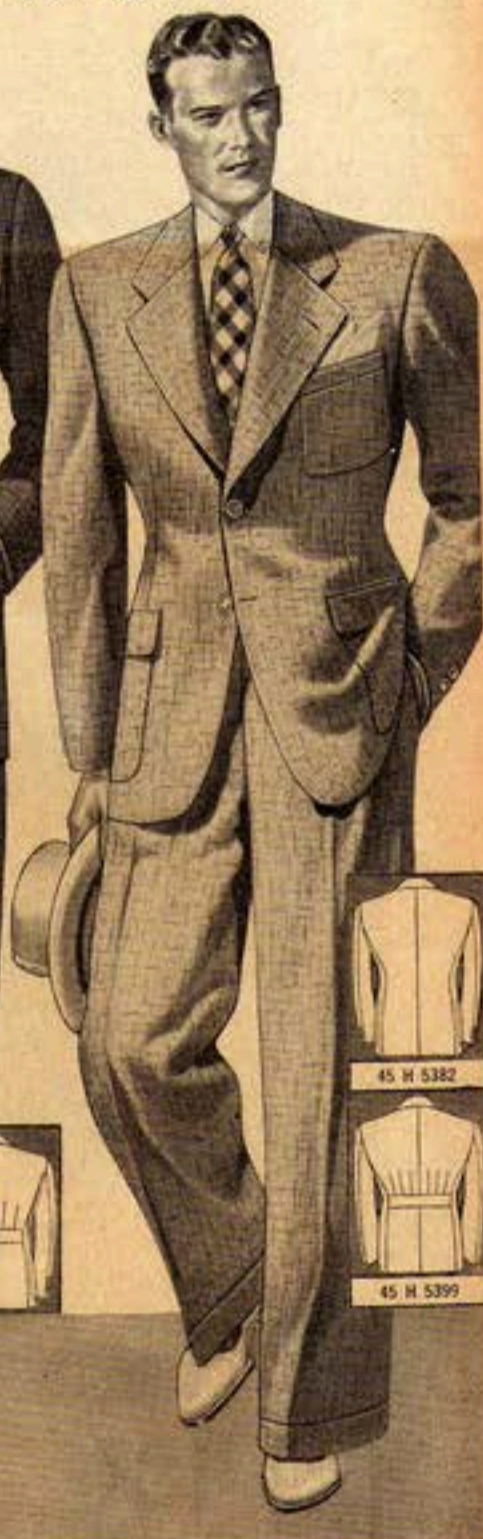
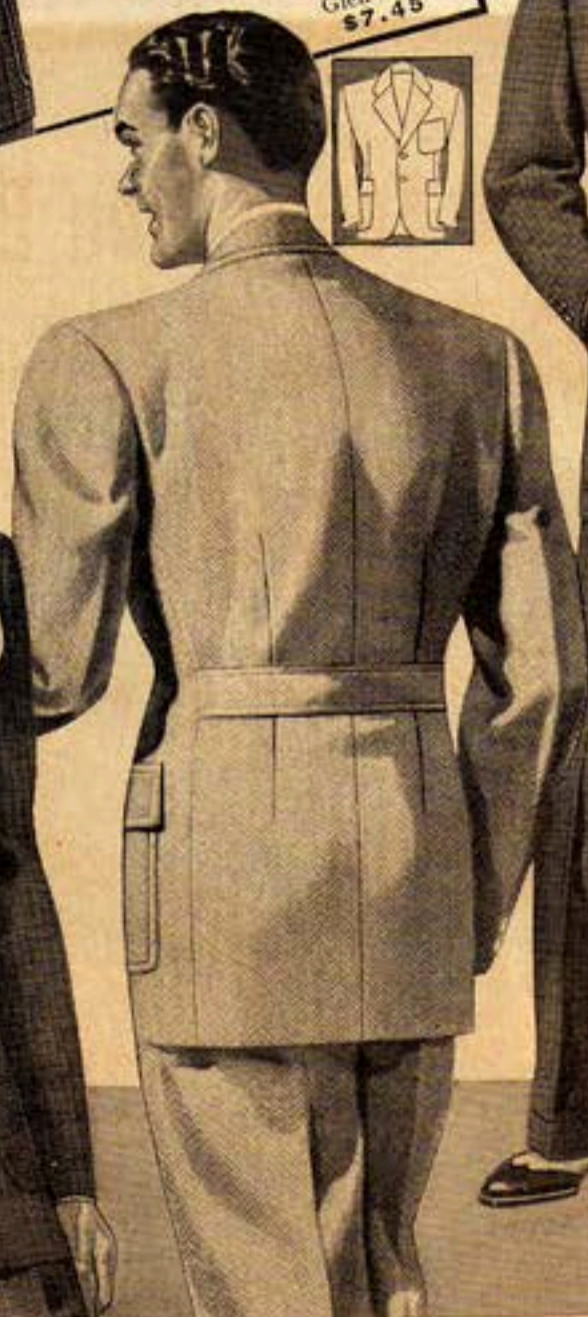
Cool, Smart.

Any Order of \$10 or More on Easy Terms— See Page 1A.

Glen Plaid Sports Coat . . . All Wool \$7.45

- High quality All Wool Cassimere in beautiful Glen Plaid.
 - Smartly styled, 2-button jacket—notch lapels, patch pockets, sports back.
 - Half lined, sleeves fully lined with fancy rayon.
- All that casual style and easy comfort you like for summer wear is right here in this snappy looking sports coat. Wear it with sports trousers to give you an ensemble outfit. See Pages 204, 205.

SIZES: 34 to 44 in. chest. State chest measure. See "How to Measure" on Page 199. Shipping weight, 2 lbs. 45 H 5319—Medium Tan Glen Plaid . . . \$7.45
45 H 5318 Gray Glen Plaid \$7.45



Breezily Cool— Neat Check Pattern

• Cotton Tropical suiting.
• Sanforized-Shrunk for lasting fit.
• Kendall Long-Life Interlining in coat front for lasting drape and style retention. Withstands repeated launderings.
• Stylish 2-button notch lapel, sports back model—with inverted pleat, tucks and half belt. Unlined for maximum summer comfort.
• Taped seams—no raw edges.
• Regular 20-inch trouser cuffs.
It's not only refreshing to wear but exceptionally attractive and stays that way—from first to last. The medium gray shade is very practical—doesn't show soil readily. Withstands repeated launderings. Low priced as only Sears can price a suit like this.

SIZES: 34 to 42-in. chest; 29 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 3 pounds 14 ounces.

45 H 5364—Medium Light Gray 2 Piece Suit . . . \$4.69

\$4.69

Famous Mohair and Cotton Summer Suit

• Famous "Beach Cloth" in season's smartest herringbone weave.
• Handsomely styled. Two-button single-breasted sports model.
• Beautifully Tailored. Unlined Coat.
• 20-inch cuff bottom trousers.

In our opinion this is the greatest value ever offered in a summer suit. Stylish rough, porous weave of cotton for coolness and 40% mohair wool for shape-retention and tailoring qualities.

Dry cleans perfectly—or washable if washed as wool. Made by a Nationally Famous maker—these suits sell everywhere for more than \$15—you save over half at Sears.

SIZES: 34 to 42-in. chest; 29 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 3 pounds 14 ounces.

45 H 5370—Oyster (very light) Tan 2-Piece Suit . . . \$6.95
45 H 5372—White 2-Pc. Suit. 6.95

\$6.95

New Style in Cool, Colorful Tropical

• Porous Tropical cloth—about 20% wool for shape retention, balance cotton and rayon for coolness.
• Latest 3-button double breasted model with free-swing sports back.
• Kendall Long Life Sanforized-Shrunk interlining to keep coat draping right. 20-inch cuffs.

You'll take the hottest weather right in your stride with this smartly styled, light weight suit in your summer wardrobe. As good looking as most any suit you'll see this season—but about half as expensive. You'll want to wear it often and you can because the fabric's tough and tailored to stay smart for a long, long time.

SIZES: 34 to 42-in. chest; 29 to 39-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 3 pounds.

45 H 5340—Medium Light Blue Tropical 2-Pc. Suit . . . \$8.95
45 H 5342—Medium Light Gray Tropical 2-Pc. Suit . . . \$8.95

\$8.95

Black and White Cotton Suiting

• Sanforized-Shrunk for lasting fit.
• Fashionable 2-button notch lapel model.
• Choice of plain or sports back.
• All seams taped. Unlined.
• 21-inch trouser cuffs.

Many a best-dressed man has made this his No. 1 favorite for the season—particularly the man who recognizes value, comfort and summer-long service. At our exceptionally low price you wouldn't expect such fine workmanship, such trim, smart lines. Kendall Long Life Shrunk interlining for perfect washability.

SIZES: 34 to 44-in. chest; 29 to 41-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 4 pounds 2 ounces.

45 H 5382—Black and White Nub with Plain Back. 2-Pc. Suit . . . \$2.85
45 H 5399—Black and White Nub with Sports Back. 2-Pc. Suit . . . \$3.29

\$2.85 Plain Back

MOST MEN LOOK
THEIR BEST IN..

BLUE

Any Order of \$10.00
or More on Easy
Terms—See Page 1A



Lined With
Skinner's Lining
WEAR GUARANTEED
Wilson, Junner & Son

Ram's Head Fabric
GUARANTEED FULL WOOL
Fast Dyed and
High Quality
American Woolen Company

DeLuxe
Fashion Tailored
Clothes

DELUXE
"FASHION TAILORED"
Our Very Best Serge Suit
Reduced to

\$18⁷⁵ **\$23⁷⁵**
1 Pr. Trousers 2 Pr. Trousers

- "Rams Head" All Virgin Wool 16-oz. heavyweight Blue Serge. A magnificent, long wearing fast color fabric.
- Coat half lined with heavyweight "Skinner's Satin Rayon." Sleeves fully lined with lustrous Earl-Glo rayon.
- Pre-shrunk linen canvas and Hymo interlining in coat front for long shape retention.
- Our very best "Fashion Tailored" workmanship throughout. Handmade buttonholes in coat for finer appearance. Hand felled collar and sleeve lining. • 19-inch trouser cuffs.

Our finest! A true aristocrat among high quality serges — the equal of suits costing \$5 to \$10 more. Season after season this famous suit comes back for an encore. Magnificently designed and tailored in a 3-button, plain back model. Hand-crafted where it counts! A luxurious, strongly woven fabric from one of America's best mills, with a fine close twill and a firm weave—one of the richest Blues we've ever seen, and in our opinion, one of the most superb Serges ever loomed. Built by master tailors into a suit enthusiastically approved by thousands of smartly conservative men—men who have room in their wardrobe for nothing but the best but want to save money, too!

SIZES: 34 to 44 in. chest; 28 to 42 in. waist; 29 to 35 in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 lbs. 12 oz.; with extra trousers, 7 lbs. 4 oz.

45 H 5030—With 1 Pair Trousers.....\$18.75

45 H 5031—With 2 Pair Trousers.....\$23.75

Two Star Values!
Two Choice Woolens!

\$16⁹⁵ **\$16⁴⁵**
Double Single
Breasted Breasted

- Superb 100% Virgin Wool, fast color, medium heavyweight Blue Serge—or very Dark Oxford Gray (almost black) All Wool Worsted.
- Attractive single breasted or double breasted, plain back models.
- Pre-shrunk linen canvas and Hymo interlining. Hand tailoring where important!
- Coat half lined, sleeves fully lined with fast color Earl-Glo rayon.
- 20-in. cuff bottoms.

Unusually well tailored to give you the perfect satisfaction you are always sure of getting at Sears!

SIZES: 34 to 44 in. chest; 28 to 42 in. waist; 28 to 35 in. inseam. State measurements; also age, height and weight. Shpg. wt., 5 lbs. 10 oz.

Double Breasted
45 H 5120
Navy Blue Serge...\$16.95
45 H 5121—Very Dark Oxford Gray Worsted.\$16.95

Single Breasted
45 H 5151
Navy Blue Serge...\$16.45
45 H 5131—Very Dark Oxford Gray Worsted.\$16.45

Fancy Weave
Worsted

All Virgin Wool **\$15⁹⁵**

- A magnificent, hard finished fabric.
- Beautifully tailored 2-button peak lapel model. Easy fitting plain back.
- Pre-shrunk linen interlining for shape retention.
- Coat half lined, sleeves fully lined with guaranteed Earl-Glo rayon.
- 21-inch trouser cuffs.

Skilled tailoring has fashioned the fine fabric into an outstanding suit for any kind of wear—and for lots of wear. No wonder it's so popular! A value triumph.

SIZES: 34 to 42 in. chest; 28 to 40 in. waist; 28 to 35 in. inseam. State measurements; also age, height and weight. Shipping wt., 5 lbs. 2 oz.; with extra trousers, 6 lbs. 14 oz.

45 H 5136
Dark Navy Blue . \$15.95
45 H 5152—Dark Navy Blue with Extra Trousers. \$19.95
45 H 5137—Very Dark Oxford Gray...\$15.95
45 H 5154—Very Dark Oxford Gray with Extra Trousers. \$19.95

Top Value in Serge!
Pure Virgin Wool **\$13⁷⁵**

- 100% Virgin Wool, medium-weight Blue Serge.
- Fast color.
- Trim 2-button notch lapel model. Plain back.
- Coat half lined, sleeves fully lined with lustrous Earl-Glo rayon.
- 20-inch trouser cuffs.

The Serge Scoop of the season! Featuring the biggest value we know for the money. For general all around service, all wool Blue Serge is the best low priced suit you can buy.

SIZES: 34 to 44 inches chest; 28 to 42 inches waist; 28 to 35 inches inseam. State measurements; also age, height and weight. Shipping weight, 5 lbs.

45 H 5138—All Wool Blue Serge Suit...\$13.75

45 H 5146—Same model and sizes as above, but fabric is a Herringbone weave good quality Cheviot, 75% Wool. Dark Blue. Shipping weight, 5 pounds 5 ounces...\$10.95

CLOTHING DOLLARS

Go Farther
AT SEARS!

More for Your Money!
Pure Virgin Wool Worsted

- Popular self stripe pattern.
- Stylish 2-button notch lapel model. Plain back.
- Guaranteed quality Earl-Glo rayon half lines coat, fully lines sleeves.
- 20-inch trouser cuffs.

\$14⁷⁵

You'd expect to pay at least \$5 to \$7.50 more for such a fine suit—but not at Sears! We're out to show our customers, in a big way, that their clothing dollars buy the most value at this great Men's Store and here is a striking demonstration of that fact.

SIZES: 34 to 44 in. chest; 28 to 42 in. waist; 28 to 35 in. inseam. *State measurements; also age, height and weight.* Shipping weight, 5 lbs. 5 oz.; with extra trousers, 6 lbs. 14 oz.

- 45 H 5122—Medium Dark Brown.....\$14.75
- 45 H 5183—Medium Dark Brown with Extra Trousers.....\$18.75
- 45 H 5124—Dark Blue..... 14.75
- 45 H 5153—Dark Blue with Extra Trousers.....\$18.75



Any Order
of \$10 or More
on Easy Terms.
See Page 1A



Built for Big Men
All Wool Super Value

- Hard finish, All Wool Silk Stripe Worsted.
- Conservative, 3-button, notch lapel model. Plain back.
- Pure linen canvas and Hymo lapel interlining assure coat holding its shape for long months of wear.
- Coat half lined, sleeves fully lined with perspiration-proof Earl-Glo rayon.
- Regular 19-inch trouser cuffs.

\$17⁹⁵

Another example of Sears money-saving values! The fabric and the model are selected specially for the "big man" who is hard to fit and hard on his clothes.

SIZES: 40 to 50 in. chest; 40 to 50 in. waist; 29 to 35 in. inseam. *State measurements; also age, height and weight.* See "How to Measure" on Page 199. Shipping weight, 5 lbs. 12 oz.

- 45 H 5040—Med. Gray Worsted \$17.95
- 45 H 5042—Dark Blue Worsted 17.95
- 45 H 5044—Med. Heavy weight All Wool Blue Serge.....\$19.50
- 45 H 5046—Finer Quality Medium Gray Worsted.....\$19.50

Designed for "Portly" Men
Pure Virgin Wool Worsted

- Firmly woven medium weight All Virgin Wool Worsted. Attractive new overplaid.
- Waist measure 2 in. smaller than chest for the man who does not need a full stout.
- Linen and Hymo interlining for long shape retention.
- Perspiration-proof Earl-Glo rayon half lines coat, fully lines sleeves.
- Regular 20-inch trouser cuffs.

\$18⁹⁵

Specially designed for the heavy-set man whose waist is larger than "regular" but smaller than "stout." Plenty of comfort and an easy fit, that are there to stay because of our reliable thorough tailoring. Big value!

SIZES: 38 to 46 in. chest; 36 to 44 in. waist; 28 to 35 in. inseam. *State measurements; also age, height and weight.* Shipping weight, 5 pounds 12 ounces.

- 45 H 5155—Medium Gray.....\$18.95
- 45 H 5181—Medium Dark Blue 18.95

Exclusive Savings!
All Wool Worsted

- Superior All Wool Worsted with smart silk stripe.
- Conservative, 3-button style.
- Earl-Glo rayon half lines coat, fully lines sleeves.
- 19-inch trouser cuffs.

\$15⁷⁵

Further proof that Sears make your clothing dollars count more! In offering this favorite conventional style to men who want an every day business suit, we again show you how to save a large part of your clothing budget. A wear resistant All Wool Worsted that asks no favors, tailoring that adheres in every detail to our rigid requirements.

SIZES: 36 to 44 in. chest; 31 to 42 in. waist; 29 to 35 in. inseam. *State measurements; also age, height and weight.* See "How to Measure" on Page 199. Shpg. wt., 5 lbs. 8 oz.

- 45 H 5022—Medium Dark Gray.....\$15.75
- 45 H 5023—Dark Blue 15.75

New "Wonder" Cloth.
Extra Strong Weave

- Unusually sturdy, 60% Wool Worsted (balance durable rayon), in attractive overplaid pattern.
- Earl-Glo rayon half lines coat, fully lines sleeves.
- 20-inch trouser cuffs.

\$14⁵⁰

A fabric that looks so much like a fine All Wool Worsted only an expert can tell the difference. Beautiful texture, rich appearance, amazing strength, excellent tailoring qualities. The model is the kind that's favored by smart young men, the tailoring done in our usual, careful manner.

SIZES: 34 to 44 in. chest; 28 to 42 in. waist; 28 to 35 in. inseam. *State measurements; also age, height and weight.* Shipping weight, 5 lbs. 6 oz.

- 45 H 5133—Medium Gray \$14.50
- 45 H 5135—Med. Dark Blue 14.50

College Shop

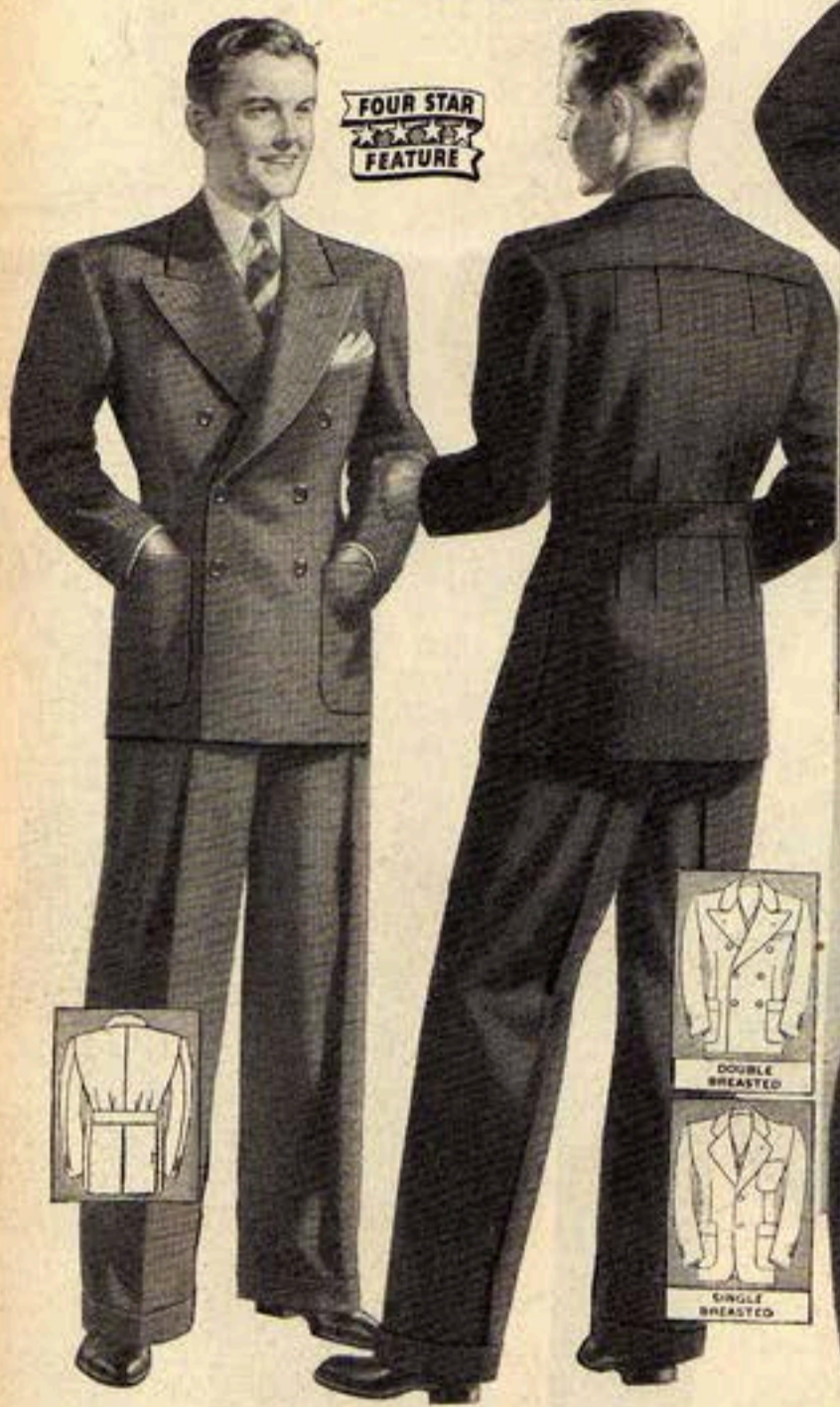
STYLES IN SIZES

31 TO 38 INCHES CHEST

26 TO 34 INCHES WAIST

26 TO 34 INCHES INSEAM

Any order of \$10 or More on Easy Terms. See Page 1A



A First With Collegians! Style and Economy

- Durable $\frac{3}{4}$ Wool Cassimere, balance cotton. **\$11.95**
 - Lively new overplaid pattern.
 - Latest "Sunburst" effect sports back with half belt.
 - Earl-Glo rayon lines coat and sleeves.
 - Pleated trousers; 21-inch cuffs.
- All the features found only in higher priced suits—plus a fabric that takes a back seat for none, for dependable service. Low Priced to Save!
- SIZES as shown above at left. State measurements; also age, height and weight. Shipping weight 5 pounds 11 ounces.
- 45 H 5279—Dark Blue... **\$11.95**
 45 H 5278—Medium Gray... **11.95**
 45 H 5277—Medium Brown... **11.95**

B Newest Sports Model! All Wool Cassimere

- Rich, All Wool Cassimere in overplaid with herringbone weave. **\$14.95**
 - 2-button model. Peak lapels. Inverted pleat patch lower pockets.
 - Free-Swing "Action" back; $\frac{3}{4}$ belt.
 - Zipper fly, swagger trousers have 4 pleats, extension waistband and 21-inch cuffs. Everstay crease in trousers to hold their knife-like edge. More zip than you'll see in many a day and it's finely tailored to give you plenty of service.
- SIZES as shown above at left. State measurements; also age, height and weight. Shipping weight, 5 pounds 12 ounces.
- 45 H 5204—Medium Brown... **\$14.95**
 45 H 5206—Light Gray... **14.95**

C Smart Glen Plaid All Wool Cassimere

- Sports back with inverted center pleat. **\$13.95**
 - Coat half lined, sleeves fully lined with Earl-Glo rayon.
 - Pleated trousers; 21-inch cuffs.
- We're proud also to offer it to our many college friends, who look to Sears for better clothes at less money. We promise you real satisfaction.
- SIZES as shown above at left. State measurements; also age, height and weight. Shipping weight, 5 pounds 11 ounces.
- 45 H 5269—Med. Light Gray... **\$13.95**
 45 H 5268—Medium Brown... **13.95**
 45 H 5270—Medium Blue... **13.95**

The College Shop's Finest—Virgin Wool Worsted

- \$16.95**
- Choice medium weight All Virgin Wool Worsted in popular, new overplaid with contrasting decorations.
 - "Sunburst" effect sports back. Tucks above half belt.
 - Smart, 3-button (2-to-button) double-breasted style.
 - Plain lower patch pockets. Welt chest pocket. 6-button vest.
 - Rich Earl-Glo rayon half lines coat, fully lined sleeves.
 - 21-inch trouser cuffs.

There's a brisk, style-right air about it that easily identifies this suit as a college leader—whether in the classroom or in town for a lively week-end. You'll see nothing smarter anywhere. A truly fine 100% Virgin Wool Worsted, beautifully tailored in the reliable Sears manner to give long satisfaction. Priced to save you at least \$5.

SIZES as shown above. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 4 ounces.

45 H 5251—Med. Light Gray... **\$16.95**
 45 H 5253—Medium Blue **16.95**

All Virgin Wool Worsted for Longest Service!

- \$15.45**
- Smart medium size check weave pattern.
 - Faultlessly styled in dressy double breasted or single breasted models.
 - Snappy sports back with yoke, pleats and half belt.
 - Durable Earl-Glo rayon half lines coat, fully lined sleeves.
 - 21-inch trouser cuffs.

Our most popular seller and a fashion headliner anywhere—but particularly popular with the style-wise college man. The fabric is a hard finish, long wearing Worsted that keeps its shape, and holds to a crease like the Yale Bulldog! Expertly tailored to the last detail by master craftsmen who know the rigid requirements of Sears College Shop! Priced to save.

SIZES as shown above. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shpg. wt., Single Breasted suit, 5 lbs.; Double Breasted suit, 5 lbs. 4 oz.

Double Breasted Style
 45 H 5296—Dk. Brown... **\$15.45**
 45 H 5298—Dk. Blue... **15.45**

Single Breasted Style
 45 H 5273—Dark Blue... **\$14.95**
 45 H 5272—Dk. Brown... **14.95**

See "How to Measure" on Page 199



Any Order of
\$10.00 or more on
Easy Payments—
See Page 1A



\$10⁹⁵ COLLEGE SHOP SPECIAL

Smartly Styled Navy Blue Cheviot Leader in Economy

- Handsome, 75% Wool Cheviot, balance cotton, in fashionable Herringbone weave effect.
- Distinctive sports back model with yoke, pleats at shoulders and at half belt.
- Lustrous Earl-Glo rayon lining in coat and sleeves.
- Medium wide 21-inch trouser cuffs.

A truly outstanding offer! Here's a suit to add distinction to any college man's wardrobe—and give his purse a treat. The up-to-date lines of this suit, its neat fit, timely pattern and dressy sports back set it up as a style headliner. The amazingly low price coupled with such a wear-resisting, shape-holding fabric makes it an economy triumph. You'll get so much satisfaction out of this suit—we heartily recommend that you order your blue cheviot today—and be prepared for lots of compliments every time you wear it!

SIZES: 31 to 38-in. chest; 26 to 35-in. waist; 26 to 34-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shpg. wt., 5 lbs. 12 oz. 45 H 5294—Dark Blue Herringbone Weave Cheviot. . . . \$10.95



3 Leaders IN SIZES 34 TO 42-IN. CHEST MEASURE



Wear It Anywhere! All Wool Blue Serge

\$13⁴⁵

- All Virgin Wool, Blue Serge.
- Trim-fitting single breasted model.

- Coat half lined, sleeves fully lined with Earl-Glo rayon.
- 21-inch cuffs on trousers.

You young chaps who know good clothes but use plenty of common sense about spending money—here's your suit! When you can't afford many clothes, this stylish blue serge is your best bet. It's always correct—fits in anywhere—and you can wear it often without getting tired of it. The fabric has a deep, luxurious, rich tone with a closely woven twill; wears unusually well and keeps its shape. Smartly tailored to make you look your best, always! Bargain priced, of course.

SIZES: 31 to 38-in. chest; 26 to 35-in. waist; 26 to 34-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds.

45 H 5282—All Wool Dark Blue Serge. . . . \$13.45



Two Choice Values!

- Sturdy Cassimere in smart check pattern, ¾ wool, balance rayon or Herringbone weave Cheviot, ¾ wool, balance cotton.
- Youthful pleated sports back.
- Earl-Glo rayon lining.
- 21-inch trouser cuffs.

\$11⁷⁵

Designed to meet your critical standards of service and style. Looks and wears like a much more expensive suit, and its low price is sure to make it a bargain leader! Tailored to meet Sears own rigid specifications—that's why we can promise complete satisfaction!

SIZES: 34 to 42-in. chest; 29 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 12 ounces.

45 H 5101—Med. Gray Check \$11.75
45 H 5149—Dark Blue Herringbone weave cheviot 11.75

Stylish Blue Cheviot

- Herringbone Weave Cheviot, 75% wool, balance cotton.
- Trim 3-button (2-to-button) Double Breasted model.
- Smart sports back with pleats at yoke.
- Earl-Glo rayon lining.
- Medium, 21-inch trouser cuffs.

\$11⁹⁵

A Blue Cheviot Double Breasted suit has an important place in a young man's spring wardrobe. And this suit will fill that place for you at significant savings! Dependably tailored and styled to give you a suit worth a lot more than our spectacular low price.

SIZES: 34 to 42-in. chest; 29 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 12 ounces.

45 H 5180—Blue Herringbone Weave Cheviot. . . . \$11.95

All Wool Cassimere

- Firmly finished All Wool Cassimere with popular overcheck.
- 2-button notch lapel model. Plain back.
- 21-inch trouser cuffs.

\$12⁹⁵

Unusual, indeed, to find an All Wool suit at this price. Particularly when there's so much style and wear and good tailoring in it. Consider our strict tailoring requirements and you'll realize what an outstanding value this is!

SIZES: 34 to 42-in. chest; 29 to 40-in. waist; 28 to 35-in. inseam. State measurements; also age, height, and weight. See "How to Measure" on Page 199. Shipping weight, 5 pounds 9 ounces.

45 H 5145—Medium Brown Overcheck. . . . \$12.95
45 H 5150—Medium Light Gray Overcheck. . . . 12.95

We Guarantee to Fit You Perfectly! . . . We Guarantee to Save You More Money! . . . We Ship Your Suit Promptly . . . in 24 Hours or Less! . . . See Page 199.

Sears Set the Pace in Smart Utility Garments

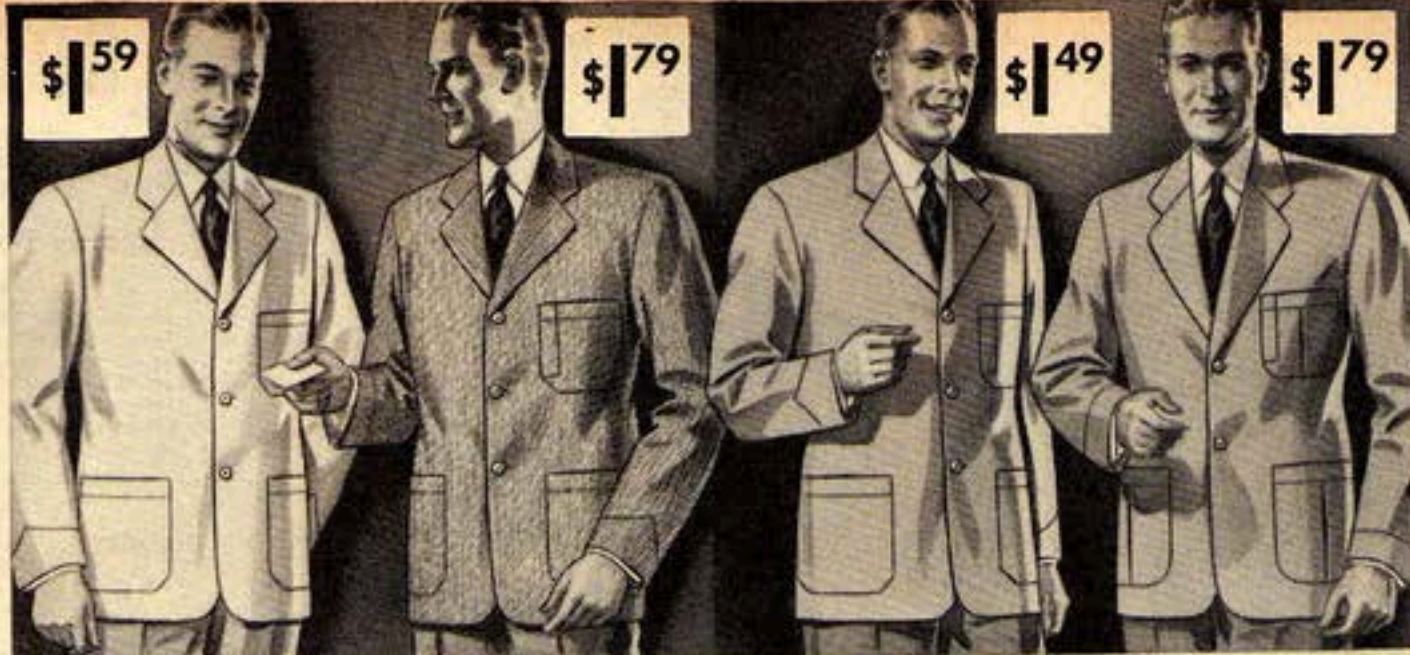
Join the thousands who are learning what a big part simple neatness and trim appearance play in adding to business volume and customer satisfaction.

Fill your needs from this great selection—a brand new array of durable, high-quality values in Sears big catalog—tested by strict laboratory methods for durability, color fastness, strength of fabrics and tailoring. For duck trousers, see Page 205.

Measuring Instructions

It's easy to get a good fit at Sears! For coats, smocks and vests, place tape measure comfortably (not tightly) around chest well up under the armpits and over shoulder blades at back. The garments that are not Sanforized-Shrunk are extra full cut to allow for shrinkage. They'll fit perfectly after the first washing. The Sanforized-Shrunk garments are cut exactly to size because they won't shrink out of size in washing. Order your exact size for all garments shown on this page. For cap, order your regular hat size.

Buy Now! Pay Monthly! See Page 1A.



\$1.59

\$1.79

\$1.49

\$1.79

STRONG DUCK

Heavy 9-oz. weight, double filled duck coat, double stitched throughout. Pointed trim cuffs. 3 pockets, and removable pearl buttons. Plain white. Average length, 31 inches.

SIZES: 34 to 48-in. chest. State chest measurement. Shipping weight, 1 lb. 6 oz.
41 H 1503—Coat... \$1.59

SANFORIZED-SHRUNK

Strong "Hercules Weave" cotton fabrics in a salt and pepper pattern. Pointed trim cuffs, plain back. 3 buttons attached. Double stitched. Average length, 29 inches.

SIZES: 34 to 48-in. chest. State chest measurement. Shipping weight, 1 lb. 7 oz.
41 H 1502—Coat... \$1.79

PLAIN MODEL

Sturdy fast color tan "Indian Head" cotton cloth. Three pockets—top pocket with pencil division. Buttons attached. For semi-professional use. Average length, 31 inches.

SIZES: 34 to 48 in. chest. State chest measurement. Shipping weight, 1 lb.
41 H 1501—Coat... \$1.49

SMART—USEFUL

Guaranteed fast color tan "Indian Head" cotton cloth. Stitched cuffs on sleeves. Belted sport back. 3 pockets. Top pocket with pencil division. Buttons attached. Ave. lgth., 31 in.

SIZES: 34 to 48-in. chest. State chest measurement. Shipping weight, 1 lb.
41 H 1500—Coat... \$1.79

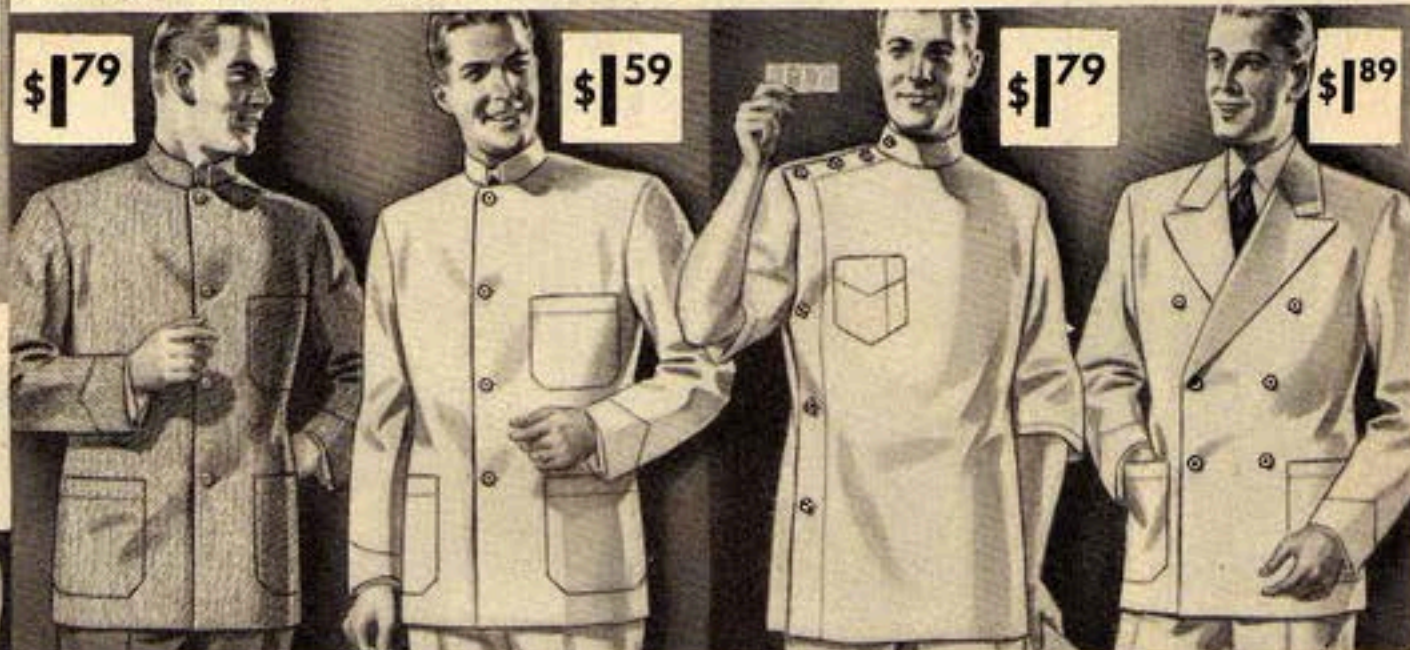


29c

"TRENCH" CAP

Spruce up the appearance of your restaurant or lunch counter. Plain white duck in a neat appearing, long-wearing "trench" cap—a universal favorite for counter and curb service. Order all uniform and apron needs from Sears.

SIZES: 6 3/4 to 7 3/4. State regular hat measurement. Shipping weight, 6 oz.
41 H 1513—Cap... 29c



\$1.79

\$1.59

\$1.79

\$1.89

SANFORIZED-SHRUNK

Salt and pepper "Hercules Weave" cotton fabric that won't shrink out of fit. Double stitching, 4 buttons attached. Pointed trim cuffs. 3 pockets. Plain back. Average length, 29 in.

SIZES: 34 to 48-in. chest. State chest measurement. Shipping weight, 1 lb. 4 oz.
41 H 1507—Coat... \$1.79

KITCHEN COAT

White 9-oz. weight double filled duck coat. Plain model with pointed trim cuffs, 3 pockets and 4 removable pearl buttons. Double stitched. Average length, 31 inches.

SIZES: 34 to 48-in. chest. State chest measurement. Shipping weight, 1 lb. 6 oz.
41 H 1506—Coat... \$1.59

TRIM SMOCK

Smart looking extra durable white cotton twill. Side opening professional smock. Indestructible knot buttons. Pleated back with sewed-down half belt. Av. lgth., 35 1/2 in.

SIZES: 34 to 48-in. chest. State chest measurement. Shipping weight, 1 lb.
41 H 1505—Smock... \$1.79

DOUBLE BREASTED

Smart, white, 9-oz. weight double filled duck coat. Semi-fitted model with pointed trim cuffs, wide lapel collar, 6 removable pearl buttons. Average length, 31 inches.

SIZES: 34 to 48-in. chest. State chest measurement. Shipping weight, 1 lb. 8 oz.
41 H 1504—Jacket... \$1.89



\$2.39

UTILITY FROCK

Complete protection for your clothes on any kind of a job. Strong white 8-oz. double filled duck coat with convenient convertible collar. Side slit openings to inner pockets. Belted back, 6 knot buttons that won't break or pull off, 3 pockets—top pocket with pencil division. Average length, 45 inches.

SIZES: 34 to 48-in. chest. State chest measurement. Shpg. wt., 1 lb. 14 oz.
41 H 1512—Frock... \$2.39



\$1.89

\$1.45

35c

45c

Serving Vest (above)

Trim, white, 9-oz. weight double filled duck vest. Double stitched. Stitched-in back strap. 5 removable pearl buttons. Average length, 23 in.

SIZES: 32 to 48-in. chest. State chest measurement. Shpg. wt., 1 lb. 4 oz.
41 H 1510—Vest... \$1.45

Utility Apron (above)

Sturdy waist apron of bleached heavy drill, wears longer and keeps its neat appearance—greater protection. 36-inch width, 40 in. long. Tie strings attached. Order all your uniform needs from Sears and Save.

Shipping weight, 12 oz.
41 H 1508—Apron... 35c

Reversible Smock (left)

Extra durable white cotton twill. Reversible fronts. Side openings to inner pockets. Av. lgth., 42 in.

SIZES: Small, 34 and 36-in. chest; medium, 38, 40 and 42-in. chest; large, 44, 46 and 48-in. chest. State chest measure. Shpg. wt., 1 lb. 4 oz.
41 H 1511—Smock... \$1.89

Bib Apron (right)

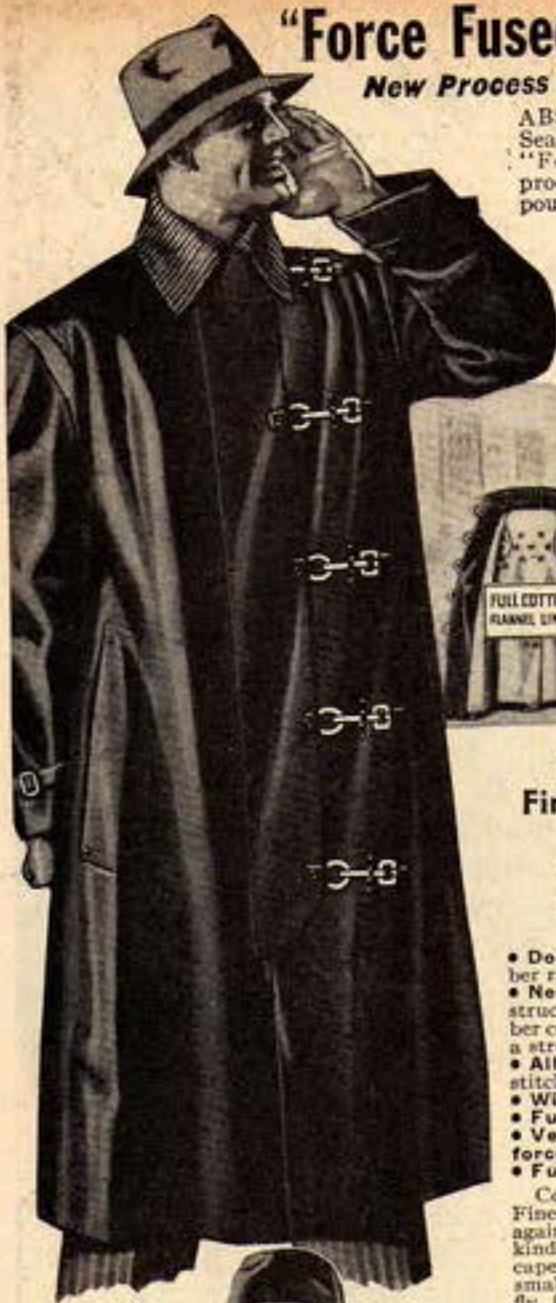
Practical bib apron of long wearing bleached heavy cotton twill. 36 in. wide and 42 in. long with tie strings attached. They're the universal favorites of grocery clerks, butchers, counter men and many others. Shipping weight, 12 oz.

41 H 1509—Bib Apron... 45c

"Force Fused" for 100% Protection

New Process Used For Sears Better Rubber Coats

ABSOLUTELY WATERPROOF!
Sears rubber surface raincoats are "Force Fused"—dynamic new process vulcanizes the rubber compound to strong cotton base and over the lapped, securely cemented seams. Ends blistering, cracking, peeling, seam separations.



HERCULES
Fireman's Coat
\$5.95

- Double coated black rubber raincoat.
- New "Force Fused" construction. Pure gum rubber compound vulcanized to a strong cotton base.
- All seams wide lapped, stitched and cemented.
- Wide, corduroy collar
- Full, roomy sizes
- Ventilated and reinforced arm shields.
- Full 48-inch length.

Completely waterproof! Finest defense there is against hardest wear in all kinds of weather. Back cape with air vents. (See small view.) Storm flap fly front. Rustless snap-fasteners. Adjustable cuffs.

SIZES: Even chest sizes 36 to 48 in. *State chest measurement.* Easy instructions on Page 889.
Shpg. wt., 7 lbs. 1 oz.
41 H 1285—Hercules Black Rubber Coat. **\$5.95**

Get The
HERCULES
Habit!



\$5.98



HERCULES
Police Coat

- Super quality dull black rubber compound, vulcanized by the "Force Fused" process to strong cotton lining.
- Wide lapped seams securely cemented and steam vulcanized.
- Ventilated arm shields.
- Reinforced badge shields.
- Full 52 in. long.

Water can't possibly get through. "Force Fused" construction makes the surface 100% protective and the fused seams make it practically a one-piece garment. Strain points are riveted for added strength. Made with ball and socket fasteners. Adjustable cuffs. You can't do better anywhere.

SIZES: Even chest sizes 36 to 48 in. *State chest measurement.* Easy instructions on Page 889.
41 H 1284—Chicago Regulation Police Coat. Shipping weight, 5 lbs. 11 oz. **\$5.98**
41 H 1277—Metropolitan Police Coat. Shipping weight, 5 pounds 2 ounces. **\$5.98**



\$3.19
41 H 1292

Fresh Live Gum Rubber

- Guaranteed 100% waterproof. New "Force Fused" construction. All seams cemented and securely steam vulcanized. Corduroy tipped collar.
 - Strong cotton lining. Rustproof buckles.
 - All strain points reinforced. Length, 48 in.
- Fresh gum rubber—lighter in wearing weight. SIZES: Even chest sizes 36 to 48 in. *State chest measurement.* Easy instructions on Page 889. Shipping weight, 3 pounds 15 ounces.
41 H 1292—Black Rubber Coat. ... **\$3.19**
41 H 1295—Black Rubber Hat. SIZES: 6 3/4 to 7 3/4. *State size.* Shpg. wt., 8 oz. **49c**
41 H 1299—Dull finished extra heavily coated black rubber; double outside ventilated back and shoulders (see small illustration). Model and sizes same as 41 H 1292 above. *State chest measure.* Shpg. wt., 4 lbs. 3 oz. **\$3.69**

NOTE!
To permit better circulation of air, order all rain wear on this page one size larger than ordinary chest measurement.



\$1.89

\$3.98

Economy Value

- 100% waterproof black rubber raincoat; low priced, but rich in value!
 - Light weight cotton fabric coated with a pure gum rubber compound.
 - All seams securely strapped and cemented.
 - Roomy, full-cut sizes. Length, 48 in.
 - Two side slash pockets • Underarm eyelets — convertible collar.
- Light but strong! Not "Force Fused" like our other rubber coats on this page but an extra big value. SIZES: Even chest sizes 34 to 48 in. *State chest measurement.* Easy instructions on page 889. Shpg. wt., 2 lbs. 9 oz.
41 H 1287 **\$1.89**
Black.

Slide Fastener

- 100% waterproof. Coating of pure gum rubber compound "Force Fused" to strong cotton fabric.
 - Wide lapped seams, securely cemented and steam vulcanized.
 - Concealed slide fastener with buttons at top and bottom.
 - Big, convertible collar fastens snugly.
 - Length, 50 inches
- More protective—twice as convenient slide fastener front "seals" you in... can't slip—operates quickly and smoothly. SIZES: Even chest sizes, 34 to 48 in. *State chest measurement.* Easy instructions on page 889. Shpg. wt., 2 lbs. 13 oz.
41 H 1290 **\$3.98**
Black.



\$4.75
Coat

\$2.69
Each Garment

Slicker Riding Coat

- Triple fly front with rustproof buttons.
 - Extends over entire saddle and may be buttoned around legs if desired.
 - Averages 52 in. in length.
 - Guaranteed waterproof.
- Keep dry on horseback or foot—no matter what the weather. It's an extra-long, two-purpose slicker with long gussets in back and triple fly at front. Combines complete protection and comfort with roomy freedom. SIZES: Even chest sizes 36 to 48 in. *State chest measurement.* Easy instructions on Page 889. Shipping weight, 6 pounds 8 ounces.
41 H 1025—Black Coat **\$4.75**

Rainproof Squam Hat

SIZES: 6 3/4 to 7 3/4. *State size.* Shpg. wt., 7 oz.
41 H 1002—Black Hat **55c**

2-Pc. Slicker Outfit

- Jacket has triple thickness at back and front cape, shoulders and elbows; elastic storm wristlets; overlapping fly front.
 - Apron style pants have triple seat and front; adjustable suspenders; full, roomy sizes.
- Made of heavier, 2-ply slicker cloth. Jacket and pants reinforced. Jacket, 31 1/2 in. long. SIZES: Jacket, even chest sizes 36 to 48 in. Pants, even waist sizes 32 to 44 in. Average inseam, 29-in. *State chest and waist measurements.*
41 H 1030—Black Jacket. Corduroy faced collar. **\$2.69**
Shpg. wt., 4 lbs. 2 oz.
41 H 1031—Black Pants. Shipping weight, 3 lbs. 1 oz. **\$2.69**
- Similar to above except double thickness. Sizes same as above.
41 H 1000—Black Jacket. 30 1/2 inches long. Shpg. wt., 3 lbs. 8 oz. **\$1.69**
41 H 1001—Black Pants. Shipping weight, 2 lbs. 14 oz. **\$1.69**

NATION-ALLS

REG. U.S. PAT. OFF.

PRICE-REDUCED

\$ **49**
Standard Quality



HERRINGBONE TWILL

HICKORY STRIPE

COTTON KHAKI

Full Cut—Roomy Sizes Guaranteed

No wonder thousands of men prefer Nation-Alls—because they are the roomiest and most generously proportioned allover garment on the market. Made of thick, durable fabrics that mean complete protection, plenty of premiums in extra wear. Every size cut over individual pattern for greater comfort and freedom from strains or binding. Full button front with side openings to inside trousers pockets. Strain points strongly reinforced. Rip-proof triple stitched seams. Seven strong pockets. Choose among 4 strong fabrics—8 big values.

SIZES: Even chest sizes 34 to 46 in.; even inseam sizes 30 to 36 in. *State chest and inseam measures.* Easy instructions on Page 227.

Sanforized-Shrunk—Better fabrics that won't shrink out of fit.

- 51 H 695—Heavyweight Cotton Khaki, Olive Drab. Shipping weight, 2 pounds 12 ounces. **\$1.98**
- 51 H 696—Heavyweight Hickory Stripes, Blue and White. Shipping weight, 3 pounds. **\$1.98**
- 51 H 697—Heavy, 8-Oz. Wt. Denim, White Back Indigo Blue. Shipping weight, 3 pounds. **\$1.98**
- 51 H 698—Heavyweight White Herringbone Cotton Twill. Shipping weight, 3 pounds. **\$1.98**

Standard Quality—Same full cut but not Sanforized-Shrunk

- 51 H 692—Medium Heavyweight Cotton Khaki, Olive Drab. Shipping weight, 2 pounds 8 ounces. **\$1.49**
- 51 H 693—Medium Heavyweight Hickory Stripes, Blue and White. Shipping weight, 2 pounds 8 ounces. **\$1.49**
- 51 H 694—Strong 2.20 Wt. Denim, White Back Indigo Blue. Shipping weight, 2 pounds 12 ounces. **\$1.49**
- 51 H 691—Strong 2.20 Wt. White Herringbone Cotton Twill. Shipping weight, 2 pounds 12 ounces. **\$1.49**

Everybody's Wearing



Sanforized-Shrunk
Will Not Shrink
Out of Fit

Order your work outfit on Easy Payment Terms on Orders of \$10 or more. See Page 1A.

For Tie See Opposite Page

PANTS
\$19
—
SHIRT
89c



PANTS
\$129
BREECHES
\$149
SHIRT
97c
CAP
97c



41 H 884

Popular Slub Effect

Makes work during spring and summer months cool and comfortable. Strong but cool weave of durable cotton in an attractive slub pattern that resembles shantung silk—a proven style success. Very practical for day after day service because it's Sanforized-Shrunk—won't shrink out of fit after countless washings. Colorfast.

Regular model pants have one-button waistband, semi-slash side pockets, 20-inch bottoms. 5 strong pockets.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shipping weight, 1 pound 12 ounces.

41 H 907—Light Tan. **\$1.19**

Sturdy Oak work shirt has white buttons throughout, 2 big pockets with button-down flaps, and Sears quality tailoring. Tie not included.

HALF SIZES: 14 to 17. *State size.* Shipping weight, 15 ounces.

33 H 584—Light Tan. **89c**

Our Best Vat Dyed Drills

Our best mediumweight outfit—strong, wear-resisting. It's Sanforized-Shrunk and fast color.

Pants of extra strong cotton drill, boat sail drill pockets, and 20-inch cuff bottoms. Bakelite buttons.

Breeches: Strong cotton drill, double thick at knees, reinforced throughout. Button bottoms.

Shirt of cotton jean cloth has triple stitched seams, interlined collar, two button flap pockets (one with pencil opening).

Uniform cap with removable washable top. Artificial leather sweatband, strong visor.

SIZES: Pants, even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shpg. wt., 1 lb. 14 oz. Breeches, even waist sizes 28 to 42 in.; 25 and 27-inch inseam. *State waist and inseam measurements.* Shpg. wt., 1 lb. 8 oz. Shirt, half sizes, 14 to 17. *State size.* Tie not included. Shpg. wt., 1 lb. Cap, sizes 6 3/4 to 7 3/4. *State size.* Shpg. wt., 1 lb. Extra cap top, same sizes. Shpg. wt., 8 oz.

- | | |
|----------------------------------|--|
| PANTS \$1.29 | BREECHES ... \$1.49 |
| 41 H 850—New Drab | 41 H 885—New Drab |
| 41 H 866—New Cedar Brown | 41 H 884—New Cedar Brown |
| 41 H 851—Powder Blue | |
| CAPS 97c | SHIRTS 97c |
| 93 H 4850—New Drab | 33 H 601—New Drab |
| 93 H 4849—New Cedar Brown | 33 H 604—New Cedar Brown |
| 93 H 4852—Powder Blue | 33 H 602—Powder Blue |
| 93 H 5849—Extra Cap Tops. | <i>State size and color</i> ... 25c |

Outfits from Sears!

Easy Measuring Instructions
For easy measuring instructions for Sears roomy work outfits, see Page 889. Its easy to get a good fit at Sears.

Every Garment
on This Page is
**SANFORIZED-
SHRUNK**
For Permanent
Comfortable Fit



PANTS
\$1.19
SHIRT
97c
TIE
23c



PANTS
98c
SHIRT
77c
CAP
23c



JACKET
\$1.49
PANTS
\$1.39
SHIRT
97c
CAP
97c
BREECHES
\$1.49

Cotton Tropical Suiting

Finely tailored outfit of comfortable medium lightweight cotton tropical suiting in attractive small neat check pattern with light overplaid. You'll wear it in perfect comfort from early Spring through the hot Summer into late Fall. Sanforized-Shrunk to keep its full cut, roomy fit through washing after washing. Strongly made in comfortable sizes. Medium gray—doesn't show soil easily.

Pants are of sturdy cotton tropical suiting. One-button waistband, 5 large pockets and regular 20-inch cuff bottoms.
SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shipping weight, 1 pound 5 ounces.
41 H 8847—Gray Cotton Pants..... \$1.19

Coat Style Shirt of cool cotton tropical suiting cloth has two pockets with button down flaps. Buttons are strongly sewed. Tie is not included—see below for tie to match all outfits.
SIZES: Half sizes 14 to 17. *State size.* Shipping weight, 15 ounces.
33 H 514—Gray Cotton Shirt..... 97c

Bow Tie to Match All Uniforms
Top grain leather with adjustable elastic band. Washable and long-wearing. Shpg. wt., 2 oz.
33 H 8408—Black Uniform Bow Tie.... 23c

Low Price Covert

For the man who doesn't like the strict formality of a full uniform, there's nothing better than the neat good looks and the practical service of this comfortable outfit. It's Sanforized-Shrunk cotton covert—Doesn't show oil, grease or dirt readily—Strong, well-fitting garments built according to Sears own strict tailoring specifications.

Regular Model Pants have one-button waistband, 20-inch bottoms, five strong pockets.
SIZES: 30 to 44 in. waist; 29 to 34 in. inseam. *State waist and inseam measurements.* Shipping weight, 1 pound 4 ounces.
41 H 781—Tan Covert Pants..... 98c
41 H 788—Oxford Gray Covert(Pants) . 98c

Sturdy Oak Work Shirt, coat style, has two buttoned pockets and unbreakable buttons. Tie not included, see below at left.
SIZES: Half sizes 14½ to 17. *State size.* Shipping weight, 13 ounces.
33 H 518—Oxford Gray Covert Shirt.. 77c
33 H 519—Tan Covert Shirt..... 77c

Cool golf cap has cotton taped seams and leatherette sweatband. Unlined. **SIZES:** 6¾ to 7¾. *State size.* Shipping weight, 10 oz.
93 H 4809—Tan Cap..... 23c
93 H 4808—Oxford Gray Cap..... 23c

Top Quality Covert Cloth Outfit

Cossack Style Jacket has slide fastener. Full 25½ inches long. **Regular Model Pants** have strong Boat Sail Drill pockets, full reinforcing. Regular, 20-in. cuff bottoms. **Sturdy Oak Shirt** has bellows pockets with flap, pencil opening. **New Type Uniform Cap** has removable crown—easy to launder. **Button Bottom Breeches** with double knees and guaranteed boat sail drill pockets.

SIZES: *Jacket*, even chest sizes 34 to 48 in. Shpg. wt., 1 lb. 2 oz. *Pants*, even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. Shpg. wt., 1 lb. 6 oz. *Shirt*, half sizes 14½ to 17. Shpg. wt., 1 lb. *Cap*, sizes 6¾ to 7¾. Shpg. wt., 1 lb. *Breeches*, even waist sizes 28 to 42 in.; 25 and 27 in. inseam. Shipping weight, 1 lb. 8 oz. Tie not included. *State all necessary measurements.*

PANTS
41 H 820—Oxford Gray.. \$1.39
41 H 821—Forest Green . 1.39
41 H 824—Powder Blue. . 1.39
41 H 822—Dark Tan.... 1.39

JACKET
41 H 433—Oxford Gray.. \$1.49
41 H 432—Forest Green. . 1.49
41 H 431—Powder Blue. . 1.49
41 H 430—Dark Tan.... 1.49

BREECHES
41 H 888—Oxford Gray. \$1.49
41 H 891—Forest Green. 1.49
Extra Cap Top. Shpg. wt., 4 oz. 25c
93 H 5865—State size and color.
SEARS PAGE 219

WORK PANTS FOR SPRING AND SUMMER

**Strong Fabrics, Good Looking Patterns
Plus Sears EXTRA BIG Savings!**



Price Reduced
95c

Popular Seersucker

- Light in weight, yet full of comfortable, cool, long wear.
- Sanforized-Shrunk. Easy to launder, won't shrink out of fit.
- Neat black and white stripe pattern. Unbreakable buttons.
- Regular 20-inch cuff bottoms.

You'll wear them on the job or for general use—because they combine light comfort with smart neatness. Strongly made. Your savings will double your enjoyment.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* See easy instructions on opposite page. Shipping weight, 1 pound 10 ounces.

41 H 856—Black and White Striped Seersucker..... 95c



\$1.10
Price Reduced

Only
98c

Navy Blue Slacks

- Navy blue 2.20 weight cotton twill denim, strongly reinforced.
- Sanforized-Shrunk for permanent fit. Order your exact size.
- Wide, 2-button waistband.
- Wide 22-inch cuff bottoms.

They're standbys of thousands. Sturdy denim gives extra months of satisfactory service and they're full cut in a roomy swagger model that means more comfort—more style for you. Sanforized-Shrunk guarantees perfect fit through washing after washing. Priced very low.

SIZES: Even waist sizes 28 to 38 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* See instructions on opposite page. Shipping weight, 1 pound 7 ounces.

41 H 787—Navy Blue Denim Pants..... \$1.10

Year 'Round Weight

- High grade tightly woven rugged cotton worsted—extra strong.
- Boat sail drill pockets, guaranteed for the life of the pants.
- Unbreakable buttons throughout.
- Choice of three neatly striped dark patterns. 20-inch cuff bottoms.

Pants to give you 100% service all year 'round. Strong cotton yarns tightly woven into a high quality worsted—one of the strongest fabrics made. Tailored with the superiority of detail you'll find in usual \$3.00 pants.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* See instructions on opposite page. Shipping weight, 2 pounds.

41 H 807—Dark Gray Stripe. \$1.75
41 H 808—Dark Blue Stripe. 1.75
41 H 809—Dark Brown Stripe. 1.75

Husky Nub Suiting

- Long-wearing, cool, cotton nub suiting. Colorfast.
- Sanforized-Shrunk. Won't shrink even after frequent launderings.
- Semi-slash pockets. One-button waistband. Unbreakable buttons.
- Regular 20-inch cuff bottoms.

A record low price for a garment so full of service. They'll keep you comfortable all spring and summer—and they'll stand up well in use, too. Neat nubbed cotton fabric. Choice of two pleasing shades.

SIZES: Even waist sizes 28 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shipping weight, 1 pound 5 ounces.

41 H 942—Light Gray with Black Nubs..... 98c
41 H 943—Light Tan with Dark Tan Nubs..... 98c

Cool Cotton Tropical

- Smart check pattern with slight over-plaid in cool worsted weave.
- Dark shades practical for every day wear, don't easily soil.
- Comfortable weight for summer.
- Sanforized-Shrunk for permanent good fit. Order your exact size.
- Regular 20-inch cuff bottoms.

Yes, new—selected from this year's best-looking patterns because of their smart neatness and cool weave. Made to Sears careful tailoring specifications.

SIZES: Even waist sizes 28 to 44 in.; inseam sizes 29 to 34 in. *State waist and inseam measurements.* Shipping weight, 1 pound 5 ounces.

41 H 8848—Gray Cotton Tropical Worsted..... \$1.10
41 H 8849—Brown Cotton Tropical Worsted..... \$1.10



Price Reduced
95c

Quality Pincheck

- Neat-looking, light in weight, yet thoroughly wear-resistant.
- Famous blue and white pincheck cotton suiting. Doesn't soil easily.
- Sanforized-Shrunk—will not shrink out of fit in repeated washings.
- Regular 20-inch cuff bottoms.
- Reinforced at all strain points.

A famous fabric—that features comfortable wear plus long dependable service. Neat pattern—comfortable full-cut style. Big Savings!

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. *State waist and inseam measurements.* See easy instructions on opposite page. Shipping weight, 1 pound 3 ounces.

41 H 933—Sanforized-Shrunk Blue and White Pincheck..... 95c



\$1.75
Price Reduced



NEW
\$1.10



NEW
FANCY
GLENPLAID
\$1.19

NEW
TWO-TONE
STRIPES
\$1.39

**Easy
Measuring
Instructions**

Order your pants from Sears this easy, simplified way. Take waist measurement over waistband with belt off. Pull tape as close as you like to have pants fit. Take inseam measurement from crotch down to length desired—usually to top of heel of shoe. Measurements may also be taken from an old pair of pants that fit satisfactorily. Follow these Easy Instructions and your pants will fit you perfectly.

Easy Payments on Pants, too, on orders of \$10 or more. See Page 1A.



Fancy Glenplaid Slacks

- Cool cotton twill in latest gray and black Glenplaid pattern. Fast color.
- Order exact size. Sanforized-Shrunk.
- Adjustable side buckle straps.
- Wide 22-in. cuff bottoms.

One of the snappiest of the new Glenplaids made up by Sears into these attractive, full-cut summer wash pants. Sturdy cotton fabric will stand a lot of wear without showing it, and will never shrink out of fit. Priced for practical as well as comfortable summer wear.

SIZES: Even waist sizes 28 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. See easy instructions above. Shipping weight, 1 pound 3 ounces.

41 H 941—Glenplaid Pattern Cotton Twill Washable Slacks.....\$1.19

New Two-Tone Woven Stripes

- Neat cotton twill. Choice of gray with blue and white stripes or tan with brown and white stripes in woven-through patterns. Sanforized-Shrunk. Fast colors!
- Sensational new style success—two sporty pleats on each side in front.
- Medium 21-inch cuff bottoms.

Latest style, fashioned after the season's smartest models in a sturdy fabric—and a woven-through pattern that will not show soil readily. Extra strong waistband curtain. Unbreakable buttons.

SIZES: Even waist sizes 28 to 38 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Shpg. wt., 1 lb. 4 oz.

41 H 8845—Gray Cotton Twill Stripes.....\$1.39
41 H 8846—Tan Cotton Twill Stripes.....\$1.39

Always Fit!

BECAUSE THEY'RE
**Sanforized
Shrunk**
(PRE-SHRUNK)

TO KEEP YOU
COOLLY
COMFORTABLE
ALL SUMMER
LONG!



New Check Pattern

- Choice of 2 woven-through patterns—dark gray double check or brown double check on light ground.
- Adjustable side buckle straps; unbreakable buttons.
- Carefully tailored slack model with smart extension waistband and wide 22-in. cuff bottoms.

\$1.29

Sporty style, cool summer weight, priced for big savings. Easy to wash at home, and they won't shrink out of fit. Latest patterns. Fast colors.

SIZES: Even waist sizes 28 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Shpg. wt., 1 lb. 4 oz.

41 H 8843—Gray Check on White Cotton Twill...\$1.29

41 H 8844—Brown Check on White Cotton Twill...\$1.29



ALL PANTS ON THIS PAGE ARE SANFORIZED-SHRUNK



← **Novelty Style Hit**

\$1.10

- Woven-through striped pattern with thread stripe and light overplaid.

Choice of two serviceable colors. • Sanforized-Shrunk, firm medium weight washable fabric. • Regular 20-inch cuff bottoms, 5 strong pockets.

Smart medium shades—very practical because they do not soil readily. Full cut, sturdy cotton twill. Attractive fast colors.

SIZES: Even waist sizes 28 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. See easy instructions above. Shipping weight, 1 pound 4 ounces.

41 H 8840—Dark Gray and White Check.....\$1.10

41 H 8841—Tan and White Check.....\$1.10

Summer Bargain

- Sanforized-Shrunk white cotton twill.
- Neat broken black stripe on white ground.
- Fast color won't fade.
- Well made and strongly reinforced. Unbreakable buttons. 5 strong pockets.
- Regular 20-inch cuff bottoms.

98c

Made of sturdy cotton twill—strong enough to work in day after day, and in a cool airy weave you'll enjoy wearing this summer. Will stand unlimited laundering without losing size. Fast colors!

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Shipping weight, 1 lb. 3 oz.

41 H 903—Black Striped White Cotton Twill.....98c



**FANCY CHECK
OVERPLAID
PATTERN!**

New Bargain Special **89c**

Very pleasing, black and blue overplaid on white ground. A full cut regular style; strongly made throughout. The sturdy cotton twill fabric is Sanforized-Shrunk for continuous roomy fit. Won't shrink out of size. Light in weight, sturdy in wear. Unbreakable buttons, 5 strong pockets. Fast colors. 20-inch cuff bottoms. Not so good a quality as the other numbers on this page, but a mighty good value at this low price. You'll enjoy wearing them for work or fun.

SIZES: Even waist sizes 28 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. See easy instructions above. Shipping weight, 1 lb. 2 oz.

41 H 8842—Black and Blue Check with Overplaid...89c

MORE HUSKY STRENGTH IN SEARS SUPER QUALITY WHIPCORD •• EXTRA WEAR KHAKI

Only Sears Offer All of These Features

1. Taped and double stitched seat and crotch seams guarantee greater comfort, longer wear.
2. Big, roomy dimensions that will not shrink out of fit though washed repeatedly. Order your exact size.
3. Five large pockets built for wear. Flaps and buttons on hip pockets.
4. All pockets of strong boatsail drill. Guaranteed for life of pants.
5. All points of strain and stress bartacked and strongly reinforced for better service.
6. Hercules high standards of quality workmanship followed throughout—all seams pressed open flat.
7. Suspender and fly buttons are unbreakable—sewed to stay.
8. Trim, comfortable style. Popular 20-inch cuff bottoms.

All these are features of the two pants groups shown below.



Sanforized-Shrunk for Permanent Good Fit!

\$1.79
Price
Reduced
Horsehide
Leather
Reinforced

The super quality 8½-oz. weight cotton whipcord stands out as one of the strongest, most durable you can buy. We put in every extra-wear, super-strength feature including those above, and in addition we added to its already long life by piping and reinforcing the side and hip pockets with genuine horsehide leather. Gives them a neat appearance and prevents signs of wear at the pockets. These extra wear features plus the usual Sears savings make them outstanding 4-Star Leaders!

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Easy instructions on Page 889. Shipping weight, 2 lbs. 2 oz.

- 41 H 779—Oxford Gray Whipcord.....\$1.79
- 41 H 784—Medium Dark Brown (Heather) Mixture Whipcord...\$1.79
- 41 H 791—Forest Green Whipcord..... 1.79

Our Finest
Khaki
Cut To
\$1.69

Made of one of the most wear-resisting, strain-defying, tough fabrics woven. We call them our Hercules because they're the finest of our whole line of khaki pants—one of the strongest recommendations anyone can give. Read again the features above. You'll find every one in these sturdy work champions—all high quality points insuring better fit and service. Then, too, they're Sanforized-Shrunk—the best pre-shrinking process there is—means permanent, comfortable fit—washing won't change it.

Join the thousands who year after year express their approval of these outstanding pants and of Sears outstanding low price by buying Sears Hercules... a lot of extra wear for a very little more.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 inches. State waist and inseam measurements. See easy measuring instructions on Page 889. Shipping weight, 2 pounds.

- 41 H 775—Sanforized-Shrunk Olive Drab Khaki Cotton Twill....\$1.69



Khaki Bargain

- Heavyweight khaki twill. Strong and long-wearing.
- Five strong guaranteed boatsail drill pockets. Regular 20-in. cuff bottoms.
- Strain points reinforced.
- Full cut, roomy sizes.

Economy specials—because you save money without having to sacrifice tailoring quality. Not Sanforized-Shrunk.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Easy measuring instructions on Page 889. Shipping weight, 2 pounds.

- 41 H 833—Heavyweight Olive Drab Khaki Cotton Twill Pants.....\$1.35

Special Value Khaki

Unbeatable for the money. Same range of full cut sizes as No. 41H833 above, but not as heavy in weight. No skimping. State waist and inseam measurements. Shipping wt., 1 lb. 5 oz.

- 41 H 783—Medium weight Olive Drab Cotton Khaki Twill.....98c

Whipcord Value

- Standard 8-oz. whipcord.
- Five strong boatsail drill pockets, guaranteed for life of garment.
- Cut in full roomy sizes.
- Reinforced strain points.
- Regular 20-inch cuff bottoms.

Low in price—but rich in practical value! They're regular 8-oz. cotton whipcords built to Sears standard specifications—strength a-plenty with the kind of wear-resistance that pants must have for hard, every-day use. We doubt that you can duplicate this value anywhere. Not Sanforized-Shrunk.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Easy measuring instructions on Page 889. Shipping weight, 1 pound 15 ounces.

- 41 H 796—Oxford Gray..\$1.25
- 41 H 797—Medium Dark Brown (Heather) Mixture.....\$1.25

Strong 9-Ounce Whipcord

Price
Reduced
To Only
\$1.55

- Sanforized-Shrunk. Will not shrink out of fit after washing. Order exact size.

- Extra heavy 9-oz. weight cotton whipcord work pants, extra strength for extra wear.

- Five boatsail drill pockets, guaranteed for life of garment.

- Strongly reinforced at all strain points. Well made in all respects.

- Regular 20-inch cuff bottoms.

The choice of working men who know their work pants. They know that "9-oz. whipcord" means more tightly-woven strong cotton threads in every inch of this thick fabric. They know the Sanforized-Shrunk process insures continuous wear in sizes that will not shrink out of fit after months of wear and washings. On top of that they know they are protected by Sears strict requirements for high quality tailoring in all our work clothes—our specifications for extra strong construction features. Join the ranks of the men who buy wisely—who save at Sears.

SIZES: Even waist sizes 30 to 44 in. all inseam sizes 29 to 34 in. State waist and inseam measurements. Easy measuring instructions on Page 889. Shipping weight, 2 pounds 1 ounce.

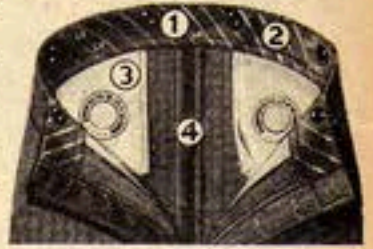
- 41 H 790—Oxford Gray..\$1.55
- 41 H 799—Forest Green.. 1.55



HERCULES MOLESKINS

BEST THAT MONEY CAN BUY

1. Look for the famous Sears trademark in the waistband . . . your guarantee of the highest quality workmanship and materials throughout.
2. Unbreakable suspender buttons sewed through the waistband to make them doubly secure.
3. Sturdy boat sail drill pockets, guaranteed to last the life of the garment.
4. Seat and crotch seams taped and double stitched—mean extra wear and maximum comfort.
5. Finest quality, super wear, extra heavy, 9½-ounce cotton moleskin cloth.
6. All strain points securely reinforced.
7. Big, roomy dimensions—comfortable sizes.



TWO WORK PANTS CHAMPIONS Sold Only by Sears!



\$1.25
Price Reduced

\$1.49
Price Reduced

Moleskin Pattern

- Medium heavyweight 8-oz. cotton twill in neat black and gray moleskin pattern.
 - Genuine boatsail drill pockets, guaranteed to last for the life of the garment. 20-in. cuff bottoms.
 - Full-cut, generous sizes.
 - Strongly reinforced at all points of strain.
 - Seams guaranteed rip-proof.
- Good quality cotton twill in regular moleskin stripe effect. Same roomy sizes as our higher quality work pants. Not the same moleskin fabric as our pants at right, but practically the same in appearance and a mighty fine value for wear.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measures. Easy instructions on Page 221. Shpg. wt., 1 lb. 7 oz.
41 H 795—Black and Gray Striped Moleskin Pattern Twill. . . \$1.25

Economy Value

- Strong heavyweight 8½-oz. genuine moleskin cloth in neat black and gray striped pattern.
- Genuine boatsail drill pockets, guaranteed for life of garment.
- Reinforced throughout at all strain points. Guaranteed rip-proof seams. 20-in. cuff bottoms.
- Large, full-cut sizes.

Our low cost moleskin, but in weight and in wear they're far ahead of ordinary work pants. Strongly tailored in comfortable, roomy sizes. You'll wear them day in and day out for a long, long time. For still better moleskins, see our two Hercules pants at right.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measures. Easy instructions on Page 221. Shpg. wt., 1 lb. 12 oz.
41 H 777—Black and Gray Striped Cotton Moleskin Cloth. . . . \$1.49

Extra Heavyweight

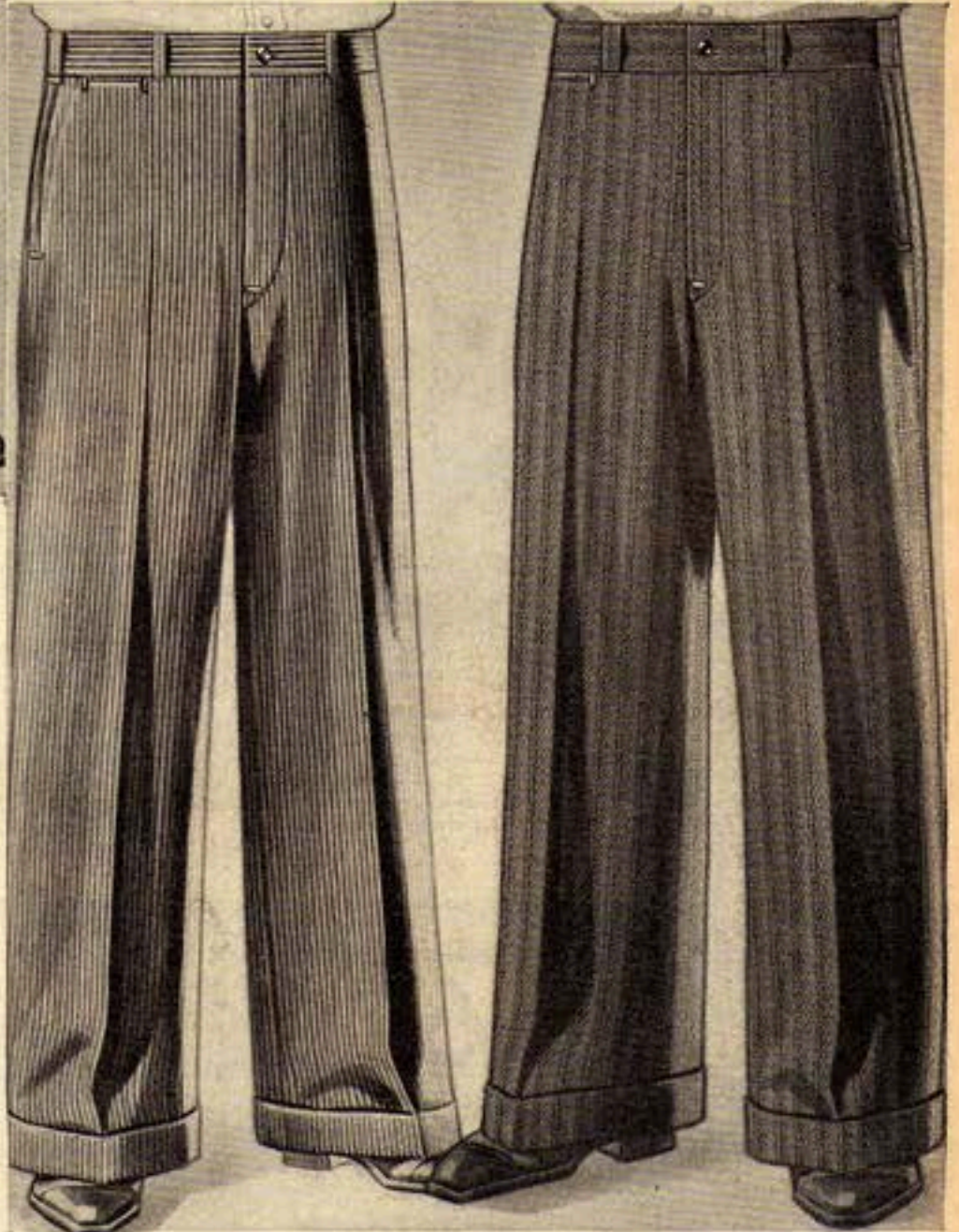
\$1.59 Full 9½-Oz. Weight Moleskins
Price Reduced

- Black and gray striped extra heavyweight 9½-oz. weight cotton moleskin cloth pants.
- Strongly made and reinforced.
- Sturdy boatsail drill pockets throughout, guaranteed to last the life of the pants.
- Unbreakable fly and suspender buttons, strongly sewed on to stay.
- Full-cut, comfortable, roomy sizes.
- 20-inch cuff bottoms.

Do you want to pay just a low price . . . without having to sacrifice the extra-long wear and continuous satisfaction of high quality clothing? If you do, you need look no farther—because that's why these sturdy work pants were designed and made—to pack in as many high quality tailoring features as possible—all at a lower money-saving price. They're made of a sturdy fabric far heavier than ordinary, depended upon by thousands for economical, satisfactory work pants wear. Same size specifications as much more expensive work pants—no skimping, no cutting of corners to make this value-filled low price possible.

SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Easy instructions on Page 221. Shpg. wt., 2 lbs. 4 oz.

41 H 900—Smooth Finish Black and Gray Striped Moleskin. . . \$1.59



Famous Number 792

OUR BIGGEST SELLER!

\$1.98 REG. SIZES

Hundreds of thousands of America's workmen know the extraordinary service sewed up in these dependable 9½-oz. moleskins. Hundreds of thousands know them as America's greatest moleskin value.

Made for Sears alone by the country's foremost pants manufacturer with rugged reinforcements—rip-proof seams sewed with 4-cord thread, then pressed open flat. Comfortable, roomy sizes guaranteed to fit, with button-down flaps on hip pockets, and the seven other features shown at top of page. 20-inch cuff bottoms.

REGULAR SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Easy instructions on Page 221. Shipping weight, 2 pounds 3 ounces.

41 H 792—Black and Gray Striped, Regular Sizes. \$1.98

EXTRA SIZES

Even waist sizes 46 to 50 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Shipping weight, 2 lbs. 8 oz.

41 H 793—Black and Gray Striped, Extra Sizes. \$2.10

Our Very Best!

They're full, 9½-oz. weight extra heavy moleskin, more closely woven for extra wear resistance. Have all the superior extra wear—extra service features of Sears famous No. 792—and in addition they have a neat attractive black and gray herringbone weave pattern that makes them as smart and neat looking as any work or dress pants we have ever seen. It's another Sears exclusive . . . only Sears sell this attractive herringbone pattern. You can't match it anywhere. Sears rigid tailoring standards insure full, comfortable sizes. Regular 20-inch cuff bottoms. Button flaps on both hip pockets.

\$2.25 REG. SIZES

REGULAR SIZES: Even waist sizes 30 to 44 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Easy instructions on Page 221. Shipping weight, 2 pounds 3 ounces.

41 H 836—Regular Sizes. . . . \$2.25

EXTRA SIZES

Even waist sizes 46 to 50 in.; all inseam sizes 29 to 34 in. State waist and inseam measurements. Shpg. wt., 2 lbs. 12 oz.

41 H 838—Extra Sizes. . . . \$2.39

Sale at Sears

SPORTY COSSACK STYLE JACKETS FOR SPRING



**FOUR STAR
FEATURE**

New!
\$3⁹⁸

All Wool Fancy Gaucho Style

- Fancy herringbone weave 18-ounce weight all wool fabric.
- Smartly patterned in the latest Spring colors.
- Three-quarter length slide fastener front with 3 buttons and loops at top. —Length in back, full 25½ inches. Full roomy sizes.
- Two slash pockets. Half belt in back with tucks above and below (pinch back effect).
- Full side gussets with adjustable side buckle straps at waist.

A brand new style success—fine for sports, dress-up occasions or for work the year 'round. A rich, lustrous fabric carefully tailored, roomy and dressy looking. Popular low price to fit your spring budget.

SIZES: Even chest sizes 34 to 48 inches. *State chest measurement.* Easy measuring instructions on Page 889. Shipping weight, 2 lbs. 5 oz.

41 H 214—Gray Herringbone.....\$3.98
41 H 215—Light Brown Herringbone.....3.98



Use
Your Credit
on Orders
of \$10.00 or
more
See Page 1A

Action Sports Back

\$3⁹⁵ Plaid Pattern
\$3³⁹ Navy Blue

- Medium heavyweight, 25-ounce all wool mackinaw cloth jacket. Year 'round wear.
- Maroon, gray and black small overplaid pattern, or solid color navy blue.
- Inverted center pleat; tucks at yoke. Stitched-on half belt in back.
- Full side gussets, adjustable side buckle straps. Adjustable cuffs.
- Slide fastener front with tab and button at collar. Full 25½-inch length.

Keep comfortable in the cool "in-between" days—wear it the year 'round. Strongly made with reinforcements in the fine tailoring.

SIZES: Even chest sizes 34 to 48 in. *State chest measurement.* Easy measuring instructions on Page 889. Shipping weight, 2 lbs. 14 oz.

41 H 220—Fancy Maroon, Gray and Black Small Overplaid.....\$3.95
41 H 240—Solid Color Navy Blue... 3.39

All Wool Value

\$2⁸⁹ 33-Oz. Weight
\$2⁶⁹ 25-Oz. Weight

- Fast color navy blue cossack style jacket of 33-ounce all wool melton cloth, strongly sewed for extra-long wear.
- Double collar with tab and button.
- Separating slide fastener front.
- Side buckle straps. Plain back.
- Full, 25½-inch length. Roomy sizes.

SIZES: Even chest sizes 34 to 48 in. *State chest measurement.* Easy measuring instructions on Page 889. Shpg. wt., 3 lbs.

41 H 241—All Wool 33-ounces Navy Blue Cossack Jacket.....\$2.89

All Wool Economy Value
Strong medium weight (25-ounce) all wool melton fabric. Same style, construction and roomy proportions as 41 H 241 above.
SIZES: Same as above. *State chest measurement.* Shipping weight, 2 lbs. 10 oz.

41 H 221—All Wool 25-oz. Navy Blue. \$2.69



New Style!
\$6⁴⁵

\$5⁹⁵

WITH
SMOOTH
LEATHER
COLLAR

Rich Suede Leather Cossack

- Genuine selected quality suede leather—smooth grain leather collar and pocket edges.
- Full lined with quality sateen. Roomy sizes.
- Curved yoke and stitched-down half belt in back with tucks and adjustable full side gussets.
- Tabs on cuffs. Length, 25½ in.
- Slide fastener front. Two side slash pockets. Cigarette pocket on upper left front.

Really distinctive in appearance—for sports or for dress. Soft, rich-looking suede leather smooth leather trim.

SIZES: Even chest sizes 34 to 48 in. *State chest measurement.* Easy measuring instructions on page 889. Shipping weight, 2 lbs. 10 oz.

41 H 641—Cocoa Brown Suede Leather...\$6.45

Blouse Style Suede Leather

- Top quality cocoa brown suede leather made from skillfully matched choice skins.
- Blouse style. Knit collar, cuffs and waistband of half wool worsted. One-piece front and back. Full 27-inch length—full 2 inches longer than usual suede jacket priced so low.
- Lined throughout with good quality sateen.
- Smooth grain leather lapel facings and pocket piping. Slide fastener front.

Popular style of today—smartly trimmed suede leather. Favorite of all active men. Save at Sears low price.

SIZES: Even chest sizes 34 to 48 inches. *State chest measurement.* Easy measuring instructions on page 889. Shipping weight, 2 pounds 10 ounces.

41 H 637—Cocoa Brown Suede.....\$5.95



\$1⁹⁸

Economy Leader

- Durable cotton suede cloth with medium heavy-weight cotton flannel lining. Length, 25½ in.
- Interlined with several thicknesses of pure gum rubber—water can't get through.
- Adjustable side buckle straps.
- Separating slide fastener front. Slash pockets. Tab and button at collar. Eyelets under arms.

Yours for the outstanding low price—tops for spring and summer. Roomy sizes. Sporty style... a big value. Easily washed with soap in luke-warm water.

SIZES: Even chest sizes 34 to 48 in. *State chest measurement.* Easy instructions on page 889. Shipping weight, 2 pounds 9 ounces.

41 H 170—Navy Blue.....\$1.98
41 H 171—Medium Brown.....1.98

Sears EXTRA STRONG 8-OUNCE DENIM

WITH THESE ADDED FEATURES:

1. Extra-full cut—3 yards more denim to the dozen—for extra comfort through thighs and hips.
2. Closely-woven of tightly twisted yarns.
3. Front Swing pockets of strong 2.85 cotton drill instead of the usual 4-yard sheeting.
4. Double thickness at bottoms of hip pockets.



WERE ~~94c~~
87c

Include band-tops in your Easy Payment Order.
See Page 1A.

Our Supreme Quality

- Eight-ounce white back deep tone indigo blue denim.
- Sanforized-Shrunk for permanent comfortable fit.
- Copper riveted at strain points—adjustable back strap and buckle—hammer loop, rule or pliers pocket.
- Stronger cotton drill in front swinging pockets.
- Double thicknesses at bottoms of hip pockets.

Better—because they have everything any 8-ounce denim bandtop has... AND MORE. "Extra-full cut"—means greater comfort! Triple-stitched seams. Heavy orange colored thread. Bartacks, copper rivets—extra wear.

SIZES: Even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. State waist and inseam measurements. Easy instructions on Page 227. Shipping weight, 1 pound 14 ounces.

51 H 745—Extra Heavy Sanforized-Shrunk 8-Ounce Copper Riveted Bandtops.....**87c**

Sears EXTRA STRONG 8-OZ. WEIGHT DENIM

TOUGH Enough for ANY JOB *Because*

- Fabric is stronger, —more tightly woven—tougher!
- Sanforized-Shrunk for permanent fit. Order exact size. Triple stitched with orange colored thread stitching.
- Comfortable yoke back style in roomy full cut sizes.



WERE ~~84c~~
77c

Western Style Yoke Back

- Extra heavy 8-oz. weight white back indigo blue denim.
 - Sanforized-Shrunk. Won't shrink out of size.
 - Back strap, buckle, and pockets are copper riveted.
 - Handy rule or pliers pocket. Belt loops strongly bartacked.
- No matter what your job is, you can depend on these bandtops! They're stronger everywhere—second only to our number 51H745 at left. Fabric is closely-woven of tightly twisted yarns—extra wear-resistant. Easy to wash—and won't change size. Doubly strong where ordinary bandtops are weakest. Bartacked, triple-stitched, copper riveted... TOUGH!

SIZES: Even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 inches. State waist and inseam measurements. Shipping weight, 1 lb. 10 oz.
51 H 709—Sanforized-Shrunk Copper Riveted 8-Ounce Denim Bandtops.....**77c**

SEARS STRONGLY MADE VALUE LEADER HEAVY 2.20 WT. DENIM

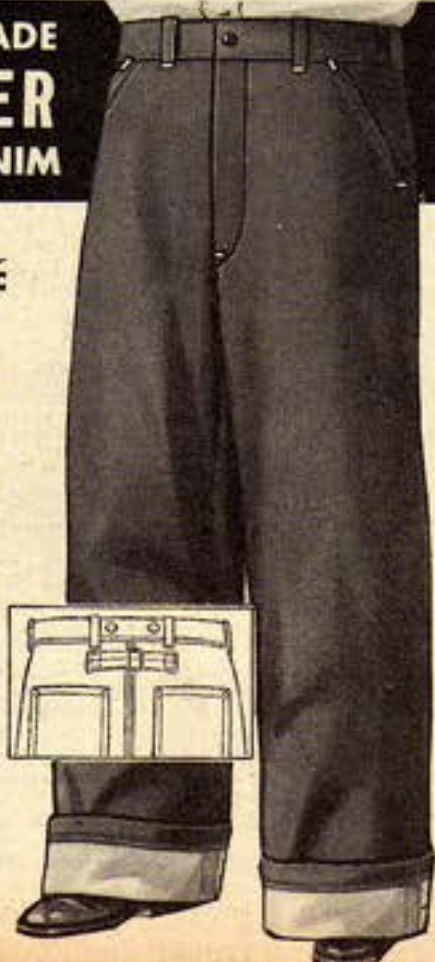
Big Savings

- Government standard white back indigo blue 2.20 weight denim.
 - Adjustable back strap and buckle. Rip-proof, triple stitched seams.
 - Six big roomy pockets, including watch and rule pocket.
- WERE ~~69c~~
63c

Yes, the price is low, but there's nothing lacking to make them the outstanding economy value. Made of strong 2.20 weight white back indigo blue denim—Sears standard fabric, known for wear, that betters all government standards for breaking strength of the fabric. They're strongly built, carefully reinforced, and you'll find when you put them on, there was no skimping or cutting of corners in their careful planning and making. Men and women both like their full, roomy comfort and the savings they give. Order yours today.

SIZES: Even waist sizes 30 to 44 inches; even inseam sizes 30 to 36 inches. State waist and inseam measurements. Easy instructions on Page 227.

Shipping weight, 1 pound 9 ounces.
51 H 734—2.20 Weight Denim Bandtops.....**63c**



New HEAVY 2.20 WT. Sanforized-Shrunk FOR PERMANENT FIT

Yoke Back Style

- Copper riveted Western style yoke back. Favorite of thousands.
 - Sanforized-Shrunk for comfortable, roomy fit. Order your exact size, because washing won't change them.
 - Heavy 2.20 weight deep tone indigo blue white back denim. Sears standard quality that exceeds government tests for breaking strength of threads.
 - Triple stitched rip-proof seams sewed with orange colored thread.
 - Hand rule or pliers pocket. Belt loops bartacked. Copper riveted pocket tops.
- STILL REDUCED!
69c

The ideal bandtops for those men (or women) who want a little lighter weight, at a little lower price, than our standard 8-ounce numbers shown above. Popular Western Style yoke back, sewn with greater care—with more reinforcements than ordinary 2.20 weight denim bandtops. On top of all that, they're thoroughly shrunk—repeated washings can't alter their roomy fit.

SIZES: Even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. State waist and inseam measurements. Shipping weight, 1 lb. 10 oz.

51 H 746—Sanforized-Shrunk 2.20 Weight Denim Bandtops.....**69c**



STURDY OAK

AMERICA'S LOW
PRICE LEADER

Cut From ~~79c~~

69c

EACH
GARMENT



DOUBLE DUTY

Sanforized-Shrunk
EXTRA HEAVY 8-OUNCE
WEIGHT



EXTRA SIZES

Price
Reduced!
84c
EACH GARMENT
REGULAR
SIZES



EASY
MEASURING
INSTRUCTIONS
ON OPPOSITE
PAGE

NOW . . . Buy your overalls on Easy Payment Terms on orders of \$10 or more. For details, See Page 1A.

Eight Big Features

1. **Sturdy, strong, heavy 2.20 weight, government standard white back indigo blue denim.**
2. **Generous, roomy dimensions everywhere.** All strain points reinforced with bartacks.
3. **Guaranteed rip-proof, triple-stitched seams.**
4. **Rustproof buttons, riveted on.**
5. **Combination safety watch and pencil pocket; flap on bib pocket.**
6. **Strong front swing pockets.** Handy rule or pliers pocket. Wide hammer loop.
7. **Non-rustable, unbreakable, one-piece suspender buckles.**
8. **Jacket has band collar and adjustable cuffs.**

Nothing is sacrificed in the making of America's low price leader. It's only because Sears can buy in volume from manufacturers in large quantities that such a low price can be set on such high-quality, durable garments. Sears insist, too, that their manufacturers observe all fair wage and hour specifications for labor as well as strict standards of high quality tailoring for all Sears merchandise.

SIZES: Overalls, even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. Shpg. wt., 1 lb. 15 oz. Jacket, even chest sizes 34 to 46 in. Shpg. wt., 1 lb. 13 oz. *State chest measure for jacket and waist and inseam measure for overalls.*

- 51 H 33—High Back Overalls. 69c
- 51 H 34—Low Back Detachable Suspender (Elastic Inserts) Overalls. 69c
- 51 H 35—Coat Style Jacket. 69c



HIGH BACK



LOW BACK

Best Overalls You Can Buy for The Price

Order Double Duty and if it is not the best overall you ever bought for this low price, send it back at our expense.

- **Extra-heavy, 8-ounce weight white back indigo blue denim, Sanforized-Shrunk** so it will not shrink out of fit. Order exact size.
- **All seams triple-stitched, guaranteed rip-proof.** Sewed with longer-lasting, 3-cord thread. Two-seam legs will not twist—fit better.
- **All seams are turned under—no raw edges to ravel or pull loose.**
- **All points of strain or stress strongly reinforced with bartacks.**
- **All buttons are rustproof.** Patented one-piece suspender buckles.
- **Strong drill front swing pockets.** Hammer loop and pliers pocket. **Two bib pockets** including combination watch and pencil pocket.
- **Jacket has band collar, open cuffs, 4 big pockets—extra strength.**

No! For the price you can't find another overall anywhere that will give the full service and satisfaction of Double Duty. Extra-heavy, 8-ounce weight denim wears much longer than ordinary overall fabrics of this price-class. Sanforized-Shrunk means that these garments have positive lasting fit.

Regular Sizes: Overalls, even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. Jacket, even chest sizes 34 to 46 in. *State chest measurement for jacket and waist and inseam measurements for overalls.*

- 51 H 52—High Back Overalls. Shipping weight, 2 lbs. 4 oz. 84c
- 51 H 53—Low Back Detachable Suspenders (Elastic Inserts) Overalls. Shipping weight, 2 lbs. 4 oz. 84c
- 51 H 54—Coat Style Jacket. Shipping weight, 1 lb. 12 oz. 84c

Extra Sizes: Overalls, even waist sizes 46 to 50 in.; even inseam sizes 30 to 36 in. Jacket, even chest sizes, 48 to 52 in. *State chest measurement for jacket and waist and inseam measurements for overalls.*

- 51 H 49—High Back Overalls. Shipping weight, 2 lbs. 9 oz. 94c
- 51 H 50—Low Back Detachable Suspenders (Elastic Inserts) Overalls. Shipping weight, 2 lbs. 9 oz. 94c
- 51 H 51—Coat Style Jacket. Shipping weight, 2 lbs. 1 oz. 94c



HIGH BACK



LOW BACK

Double Duty Stripes

Choice of two strong, 2.20 weight blue and white striped woven through patterns. Same roomy sizes as our Double Duty above. Sanforized-Shrunk for permanent fit.

SIZES: Regular sizes only, as Double Duty above. *State measurements.* Easy instructions on opposite page.

- (A) 51 H 57—Liberty Stripe High Back Apron Style Overall. Shpg. wt., 2 lbs. 4 oz. 84c
- (A) 51 H 58—Liberty Stripe Coat Style Jacket. Shipping weight, 1 lb. 14 oz. 84c
- (B) 51 H 55—Hickory Stripe High Back Apron Style Overall. Shpg. wt., 2 lbs. 4 oz. 84c
- (B) 51 H 56—Hickory Stripe Coat Style Jacket. Shipping weight, 1 lb. 14 oz. 84c



DRUM MAJOR

REG. U. S. PAT. OFF.

EXTRA HEAVY 8-OZ. DENIM

Sanforized-SHRUNK

FOUR STAR



FEATURE

PRICE REDUCED!

95^c

EACH GARMENT

Cut From \$1.10

Why Drum Major Leads in Value

- **Extra heavy** 8-ounce weight white back deeptone indigo blue denim, husky and long wearing.
- **Sanforized-Shrunk.** Will not shrink out of fit through countless washings. Order your exact size.
- **Cut over extra large individual patterns.**
- **Full dimensions throughout** for extra comfort.
- **Double suspenders** that will not curl or twist.
- **Rustproof,** one-piece unbreakable buckles.
- **Two bib pockets** including safety watch and pencil pocket. Wide faced fly.
- **Triple-stitched seams** are guaranteed rip-proof; we will send you a new pair free if they rip.
- **Strong hammer loop.** Rule pocket and extra pliers pocket. Strong drill front swing pockets.
- **Double thickness at bottom of hip pockets.** Jacket has 4 outside pockets—one inside pocket. Two lower pockets double thick at bottoms. Adjustable button cuffs.
- **Jacket and overalls reinforced throughout** and bartacked at all strain points.

IMPORTANT!

FIGURE IT OUT! How much actual wear you get for each penny of your overall money. And how much of that wear is the roomy, comfortable, satisfying kind of service you expect from the first day you wear them until the last. Next to Sears Hercules you'll find that Sears Drum Major stands out as a leader of overalls in actual wear for the price. Don't be fooled—look again at the features above. Compare them with features of other overalls. Notice how many extra conveniences—how many extra reinforcements you find in Drum Major. On top of that you know this tough, 8-ounce denim as sold by Sears will do all Sears say it will, and more. Sears high quality tailoring requirements insure you of receiving garments much more than just "strong enough." Let your overall money do more for you and see how much you save . . . at Sears.

SIZES: Overalls, even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. Jacket, even chest sizes 34 to 46 inches. *State chest measurement* for jackets; *waist and inseam measurements* for overalls. See easy measuring instructions below. Shipping weights: overalls, 2 pounds 5 ounces; jacket, 1 pound 15 ounces.

51 H 66—High Back Apron Style Overalls 95c
51 H 67—Low Back Detachable Suspenders (Elastic Inserts) Apron Style Overalls 95c
51 H 69—Extra High Back Apron Style Overalls 95c
51 H 68—Coat Style Jacket 95c

Measuring is Easy at Sears

There's nothing complicated about getting your proper fit at Sears. Simply follow these easy instructions and Sears will send you garments that will fit you perfectly everywhere.

For your overall jacket, draw tape around chest with vest on. Be sure tape is over shoulder blades in back. Keep tape close up under arms, snug but not tight.

For overalls and pants style overalls (band-tops) give your exact waist measurement as you would for a pair of pants. To obtain correct inseam size, measure close up in the crotch down to length desired.

Don't guess. Use your tape measure. If you haven't one, write and we will send you one free.

Know Your Denim Weights

Overall weights indicate the wear-resistance and the life of the garment. Sears show these weights to protect you. A yard of Sears 2.20 weight denim weighs 7½ oz. or 2½ yards to the pound. This exceeds government specifications for breaking strength of 150 pounds warpwise, 65 pounds fillingwise. Sears use no lighter weight denim. A yard of Sears 8-ounce denim weighs 8 oz. or more—2 yards to the pound, equaling government specifications for breaking strength, 167 lbs. warpwise, 70 lbs. fillingwise.

These denim weights were checked by Sears laboratory for your buying safety.

BUY WITH CONFIDENCE . . . AT SEARS

SEARS PAGE 227

Drum Major Striped Patterns Are Better

Drum Major striped patterns made a big hit everywhere when we introduced them last Fall. And quite naturally, too, because they combine all the comfort and sturdy wear-resistance of Drum Major with smart blue and white striped woven-through patterns, shown above.

Made just the same as sturdy Drum Major in the same full-cut sizes with the same extra-heavy 8-oz. weight fabrics Sanforized-Shrunk for continuous roomy comfort and with the same high quality tailoring details of Drum Major—the leading favorite.

State all necessary measurements. Range of sizes shown at right. Shpg. wts., overalls, 2 lbs. 5 oz.; jackets, 1 lb. 15 oz.

(A) 51 H 40—Hickory Striped High Back Overalls 95c

(A) 51 H 41—Hickory Striped Coat Style Jacket 95c

(B) 51 H 42—Liberty Striped High Back Overalls 95c

(B) 51 H 43—Liberty Striped Coat Style Jacket 95c



HIGH BACK



LOW BACK



EXTRA HIGH BACK

EASY PAYMENTS ON ORDERS OF \$10.00 OR MORE SEE PAGE 1A

PACEMAKER

REG. U.S. PAT. OFF.

FAMOUS "KNEE-TEXED" OVERALLS

Triple Wear at the Knees!

A Super Feature Sold Only by Sears

It's all in those dark sections across both knees . . . the famous "Knee-Texed" process developed after years of painstaking research and careful study . . . by Sears, for Sears customers. Pacemaker is the only overall in the world with this feature—the favorite with men who need the extra knee protection Pacemaker gives. 18 full inches on the front of each leg processed to repel water and triple the life of these sections. The biggest boon in years to carpenters, plasterers, gardeners—anyone whose job is hard on overalls at the knees.

Plenty of Extra-Wear Features, Too

- Extra heavy, extra strong 8-ounce weight white back denim—long-wearing quality denim.
- Sanforized-Shrunk for permanent comfortable fit. Order your exact size.
- Fresh new deeptone indigo blue shade.
- Strong reinforcements at all strain points.
- Triple-stitched rip-proof seams.
- Two-seam legs—more comfort and proper fit.
- Double suspenders won't twist or curl.
- Denim reinforcement on top of bib.
- Two bib pockets—one with flap and button, and one combination book, pencil and safety watch pocket.
- Unbreakable one-piece buckles.
- Strong, guaranteed boat sail drill front pockets, doubly reinforced at bottom.
- Bottom half of hip pockets double thick.
- Guard rule and pliers pocket. Hammer loop.

Price Reduced!

\$ **1.19**
Each Garment

"SURE GRIP" LATEX GLOVES

(Shown on Hand)

Palm, entire thumb, back of finger tips Latex treated. Heavyweight cotton Canton flannel, napped on inside. Canvas back. Double thick knit wrists. Patent applied for.

- 93 H 3813—8-Ounce Weight
1 Pair. Shipping weight, 4 oz. 15c
3 Pairs. Shipping weight, 11 oz. 42c
- 93 H 3814—12-Ounce Weight
1 Pair. Shipping weight, 5 oz. 18c
3 Pairs. Shipping weight, 14 oz. 52c

TRIPLE WEAR HERE



HIGH BACK



LOW BACK

Invest Wisely—Buy Pacemaker!

Now a bouncing two-year-old! Two years ago Sears first introduced Pacemaker, the overalls that were to rid the nation of soggy, patched knees. Today, more and more workmen are buying Pacemaker, firmly convinced that it's better to pay a little more and buy overalls less often. It's not just "Knee-Texing" that makes Pacemaker such a tremendous value for wear. Extra strong, 8-ounce denim takes months of punishment and the wear features in Pacemaker guarantee it for extra long life. Home laundering is easy and will not change its roomy size. Pacemaker means big dividends in extra service.

The Pacemaker Jacket (small view at top left) is made in the roomy raglan style. Has 4 outside coat pockets with the lower half of the two lower pockets doubly thick for extra wear. Inside pocket and band collar.

SIZES: Even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. Jacket, even chest sizes 34 to 46 in. State waist and inseam measurements for overalls and chest measurement for jacket. See easy measuring page in back of book. Shipping weight, overalls, 2 pounds 6 ounces; jackets, 2 pounds, 1 ounce.

- 51 H 60—High Back Apron Style Overalls \$1.19
51 H 61—Low Back Detachable Suspenders (Elastic Inserts) Apron Style Overalls \$1.19
51 H 62—Raglan Style Jacket only 1.19

Utility Jacket

Now Cut \$ **1.89**
To

- Heavy 8-ounce weight long-wearing denim or cotton covert cloth.
- Sanforized-Shrunk for permanent fit.
- Heavy 16-ounce wt. more than 25% wool blanket lining in body and sleeves.
- Navy blue corduroy collar.
- Slide fastener front. Slash pockets.
- Easy adjustable side buckle straps.

Ideal for men who want leg freedom without the binding bulk of a coat. Snug, comfortable cosack style jacket in a choice of two tough fabrics. All the protection you need on any sort of a job. Average length, 25½ inches.

- SIZES:** Even chest sizes 34 to 48 in. State chest measurement.
Shpg. wt., 2 lbs. 8 oz.
41 H 107—Indigo Blue 8-oz. Denim . . . \$1.89
41 H 125—Oxford Gray Covert Jacket \$1.89

Chore Coat

Now Cut \$ **1.69**
To

- Extra heavy 8-oz. wt. indigo blue denim blanket lined chore coat, Sanforized-Shrunk.
- 16-ounce, more than 25% wool blanket lining.
- Three-seam back.
- Rustproof buttons.
- Adjustable cuffs.
- Navy blue corduroy band collar.
- Strongly reinforced.

Sears Best and America's favorite—all possible extra wear features. Average length, 31 in.
SIZES: Even chest sizes 34 to 48 in. State chest measure. Easy measuring instructions on Page 889. Shpg. wt., 3 lbs. 3 oz.
41 H 110—Indigo Blue Denim Blanket Lined Chore Coat . . . \$1.69
Our Famous No. 101 Similar to above but a 2.20 weight denim. Not Sanforized-Shrunk. Plain denim collar, no flap on right breast pocket. Same sizes as above.
41 H 101—Blanket Lined Chore Coat. Shpg. wt., 2 lbs. 12 oz. . . . \$1.39



HERCULES

FAMOUS

REG. U.S. PAT. OFF.

AMERICA'S NO. 1 OVERALLS

Save You More in the Long Run!

GUARANTEED TO OUTWEAR ALL OTHERS

Sears positively guarantee Hercules overalls to out-wear any others sold regardless of name, make or price. Sears guarantee Hercules overalls to keep their indigo "Blue Blood" color longer than overalls dyed in the ordinary manner. Sears guarantee that Hercules is the best overall value in America. If you are not 100% satisfied with your Hercules overalls, you may return them at our expense. Sears intend this to be the strongest overall guarantee ever written.

Cut From \$1.50

\$1.35

EACH GARMENT
Regular Sizes



Graduated Patterns

In Hercules 48 different size combinations there is a size to fit any figure. Just give your correct waist and inseam measurements—Sears do the rest. Graduated patterns mean your overalls will fit you right . . . everywhere.

(A) **SHORT.** For men up to 5 ft. 7 in. tall. Order 30 or 32-inch inseam.

(B) **MEDIUM.** For men between 5 feet 7 inches, and 5 feet 11 inches. Order 32 or 34-inch inseam.

(C) **TALL.** For men 5 feet 11 inch and over. Order 34 or 36-inch inseam.

Nothing Stronger Than Hercules

Get the Hercules habit! Join the thousands who have found that Hercules saves them more in the long run. They have learned that Hercules graduated patterns are scientifically designed to give the sort of fit that means all day overall comfort under any working conditions. They know the "Blue Blood" process puts color depth and freshness into the denim that resists scuffing, washing and wear better—that Hercules overalls won't get the shabby and seedy appearance that a little wear gives ordinary overalls. They know that Hercules means "more wear for your money"—because those few extra pennies you pay are put into the extra quality workmanship and extra-strong reinforcements that make Hercules the best overall value going.

These Features Make Hercules Stronger

- Extra heavy, extra strong denim, specially woven with over 8 ounces to the yard. Means more durability and service than you'll find in overalls sold elsewhere for much more than this low price.
- Every size cut over an individual graduated pattern.
- Dyed by the patented "Blue Blood" process in which the indigo blue dye penetrates to the cord of every warp yarn. Means Hercules stays richer looking longer, doesn't look washed-out.
- Doubly shrunk—once in water and once in live steam.
- Triple stitched seams, sewed with best quality 3-cord thread, guaranteed not to rip. New pair free if they do. Every point of strain securely reinforced with strong bartacks.
- All pockets are self-faced—no raw edges to curl and ravel.

Look at These Overall Construction Features

- Two large pockets on bib—one combination watch and pencil pocket, and one with button-down flap.
- Heavy 2.50 weight extra strong boatsail drill front swing pockets—guaranteed to last the life of the garment.
- Lower half of hip pockets double thick for longer wear.
- Extra wide double suspenders that won't twist or curl.
- Double drill crotch stay. Double reinforced pantaloons fly.
- Two-seam legs—stops twisting—keeps them comfortable. Extra wide hammer strap. Guard rule pocket. Handy pliers pocket.
- Rustproof metal buttons and rustproof metal buckles.

Coat Style Jacket Has These Features, Too

- 3-seam back for better fit. Two-button adjustable cuffs and band collar. 4 outside patch pockets.
- Bottom half of two lower pockets double thick.
- One combination watch and pencil pocket, and one with button-down flap. One extra-large inside chest pocket.

REGULAR WAIST AND CHEST SIZES. Overalls, even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. *State waist and inseam measurements.* Jackets, even chest sizes 34 to 46 in. *State chest measurement.* Shpg. wts., overalls, 2 lbs. 6 oz.; jacket, 2 lbs. 1 oz.

- 51 H 1—High Back Apron Style Overalls. \$1.35
- 51 H 2—Low Back Detachable Suspender Apron Style Overalls. (Suspenders have elastic inserts.) \$1.35
- 51 H 3—Extra High Back Apron Style Overalls. 1.35
- 51 H 4—Coat Style Jacket Only. 1.35

EXTRA WAIST AND CHEST SIZES. Overalls, even waist sizes 46 to 56 in.; even inseam sizes 30 to 36 in. *State waist and inseam measurements.* Jackets, even chest sizes 48 to 58 in. *State chest measurement.* Shpg. wts., overalls, 2 lbs. 11 oz.; jackets, 2 lbs. 7 oz.

- 51 H 5—High Back Apron Style Overalls. \$1.49
- 51 H 6—Low Back Detachable Suspender Apron Style Overalls (Suspenders have elastic inserts.) \$1.49
- 51 H 7—Coat Style Jacket Only. 1.49



Use Our Easy Payment Plan on Orders of \$10 or More! See Page IA



HERCULES FAMOUS WHITE BACK INDIGO BLUE DENIM—OVER 8 OUNCES TO THE YARD.

DOUBLY SHRUNK—IN WATER AND IN LIVE STEAM. FULL CUT AND REINFORCED AT 28 STRAIN POINTS.

HIP AND FRONT POCKETS DOUBLE THICKNESS AT BOTTOM.

ALL SEAMS TRIPLE-STITCHED.

\$15 Pair

Hercules Bandtops

Hercules bandtops (dungarees)—the best you can buy . . . because they're made of the same denim—with the same superior workmanship as Hercules overalls. Reinforced at 28 strain points. Front swing pockets of strong Boat Sail drill. Hammer loop, pliers and rule pockets. Adjustable back strap and buckle.

SIZES: Even waist sizes 30 to 44 in.; even inseam sizes 30 to 36 in. *State waist and inseam measurements.* Shipping weight, 1 pound 15 ounces. Easy measuring instructions on Page 227.

- 51H8—Hercules Denim Bandtop Overalls. \$1.15

MADE BY UNION WORKMEN



Wardrobes for Storage

ODORA
"Drop Door"
WITH FINGER TIP
CONTROL

\$2⁷⁹
Each

A clever new idea! Press button and door slides down. Fast, easy—saves space; protection for your stored clothes. Wide enough, deep enough—sturdy enough to hold 15 to 20 garments. Wide 16-inch opening for easy removal of garments. Strong because heavy fiberboard reinforced with lacquered wood frames and uprights. Nickel plated handle with push button lock. Wood and metal hanger bar. Nickered metal corners. Full length patented Odora retainer emits pungent odor. Size, abt. 60 in. high, 24 in. wide, 22 in. deep. Not available. Shipped flat. Shpg. wt., 17 lbs.

25 H 5005-Ea. \$2.79



Orders of \$10 or more on Easy Payments. See Page 1-A.



The Nancy Abbott CLOSET ENSEMBLE

Fifth Avenue Fashion—Priced Low!

Fifth Avenue Fashion now within reach of all. The "Nancy Abbott" . . . a most outstanding closet ensemble. Matching pieces of bright, flowered, glazed chintz. How lovely to have your clothes closet as beautiful as the other rooms in your home. Sears low prices now make it possible. The "Nancy Abbott" ensemble is planned with a place for everything and everything in place. "80 square" glazed chintz in multi-color carnation cluster pattern. Chintz piping. BACKGROUND COLORS: Black, Navy, Green or Wine. State color.

- A Draw String Laundry Bag**
Well tailored. Will give long service. Abt. 32x20 in. Shpg. wt., 5 oz.
25 H 5037—State color, Ea. .49c
- B Smart Shoe Bags**
Edges trimmed with attractive chintz binding. Wire frame at top and grommets for fastening. Shpg. wt., 7 oz. State color.
25 H 5035—12-Pocket Size. About 18x32 inches. Each. .59c
25 H 5036—16-Pocket Size. About 18x42 inches. Each. .79c
- C Large Roomy Blanket Boxes**
Strong wood reinforced fiberboard covered with printed paper to match ensemble. Size 14x24x6½ in. and 12x22x6 in. Shpg. wt., of two, 3 lbs. 12 oz. State color.
25 H 5047—Set, 2 Boxes (One of each size) . . . \$1.39
- MOTH BALLS (Not illustrated).** Novelty grape cluster, rayon covered Naphthalene balls to hang in clothes closets. Japanese imported. Assorted colors.
25 H 5023—Shpg. wt., 4 oz. 2 Bunches (12 in a Bunch) . . . 17c
- D Lovely Large Garment Bags**
Hold 8 garments—wire frame with heavy cardboard bottom. Grooved hanger bar. Shpg. wt., 1 lb. 8 oz.
25 H 5033—Snap Fastener Style. 60 inches long. State color. Each. \$1.27
25 H 5034—Zip Fastener Style. 60 in. long. With 36-inch slide fastener. State color. Each. . . . \$1.95
- E Beautiful Shelf Edging**
Carefully tailored and pleated, 2 in. wide. Shpg. wt., 2 oz.
25 H 5039—State color. Yard. 15c
- F Attractive Dress Hangers**
Very attractive. Wood, covered smoothly with chintz. Shpg. wt., 1 lb.
25 H 5038—State color. 6 for .37c
- G Lovely 8½-Inch Hat Stand**
Wood covered with chintz, ribbon bow.
25 H 5046—Shpg. wt., 10oz. Ea. 37c

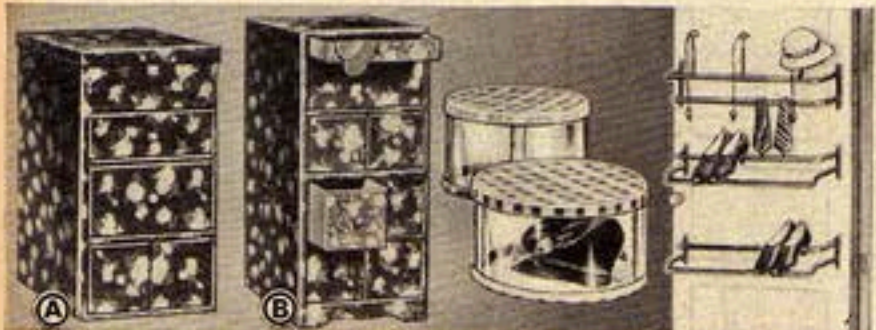


ODORA "Glide"
"ROLL-UP"
DOOR **\$1⁹⁵**
Each

A touch of your hand—and roll-up door glides up and disappears. Saves time, saves space—and clothes inside are completely protected. Holds 10 to 12 garments comfortably. Patented Odora panel gives off pungent odor. Heavy Red Kraft fiberboard. Door is reinforced with lacquered wood strip—all edges strongly taped. Sturdy wood and metal hanger bar. Nickered handle. Size, about 60 inches high, 16½ inches wide, 20 inches deep. Shipped flat, easy to assemble. Shpg. wt., 11 lbs.
25 H 5011—Each. . . . \$1.95

ODORA "Bargain"
DOUBLE
DOOR **95^c**
Each

Low priced! Holds 8 to 10 garments. Double door for tighter closing—taped edge on outer door. Heavy Red Kraft fiberboard—serrated metal hanger rod. Nickel plated metal handle. Odora retainer. Size, abt. 60 in. high, 15 in. wide, 20 in. deep. Shipped flat—easy to assemble. Shpg. wt., 10 lbs.
25 H 5002—Each. . . . 95c
Similar to above. Has single door. 2 leather tabs for tight closure. Size, abt. 60 in. high, 15 in. wide, 20 in. deep. Shipping weight, 10 pounds.
25 H 5003—Each. . . . 95c



- For Shoes, Stockings, Undies**
Covered with washable multi-color carnation print paper to match Nancy Abbott closet ensemble. Heavy fiberboard reinforced with wood. BACKGROUND COLORS: Black, Navy, Green, Wine. State color.
A Cabinet with Built-In Hat Box
Removable lid. Four drawers. Size, abt. 24x12½x11 in. Shpg. wt., 5 lbs. 9 oz.
25 H 5000—Each. . . . \$1.79
B 8-Drawer Cabinet
Size, about 28x12½x11 inches.
25 H 5006—Shpg. wt., 7 lbs. 5 oz. Ea. \$2.29

- Hat Boxes**
Transparent with colored cardboard top and bottom. Non-inflammable—sturdy. Two sizes, abt. 12½ and 13 in. diam., 7½ in. high.
Tops: Brown with White trim or Green plaid. State color. Shpg. wt., 2 lbs. 10 oz.
25 H 5025—Set of 2 Boxes. . . \$1.15
- 3-Pc. Rack**
Holds ties, shoes, hats. Sturdy metal racks, each about 21 inches wide. 3 hat holders, tie bar, 2 shoe racks. Screws included. (Garments not included). Colors: Green or Black enamel finish. State color. Shipping wt., 3 lbs. 9 oz.
25 H 5077—Set 98c



- Hangers For Trousers**
Keep crease in trousers and pleats in skirts by hanging them up. Wood clamp hangers with felt pads. Width, about 8 inches. Shipping weight, 1 lb.
25 H 5087—6 for 25c
- Hanger With Bar**
Smooth polished hardwood hanger for heavy garments, such as overcoats, suits. Cross bar for trousers or skirt. Shpg. wt., 2 lbs. 4 oz.
25 H 5048—6 for 27c
- Dress Hangers**
Of smooth hardwood. No splinters to catch in delicate fabrics. Cut to shape, not bent. Shpg. wt., 1 lb. 10 oz.
25 H 5049
12 Hangers (Set) . . . 25c



- PEDS Stocking Savers 19^c**
A Pair
Now Approved by Good Housekeeping as Advertised Therein. Protect stockings at places they wear most. Light, comfortable mercerized cotton. Ventilated artificial leather heel. Non-binding elastic top. Wear with or without stockings. Colors: Suntan or White. HOSE SIZES: 8, 8½, 9, 9½, 10 or 10½. State size, color.
25 H 5118—Shipping weight, pair, 2 ounces. Pair. . . . 19c

Keep Clothes Neat and Tidy

ODORA-LITE AUTOMATICALLY LIGHTS WHEN OPENED

Holds
8 to 10
Garments **\$2³⁹**

End groping in the dark—Odora-Lite's battery operated light snaps on as soon as door is opened. Automatically shuts off when door is closed. A fine storage closet—holds 8 to 10 garments—and in addition has roomy compartment for hats, blankets, woollens or knitted things. Double doors—one with rod for scarfs or ties. Odora retainer gives off pleasant penetrating fragrance. Very sturdily built of heavy Red Kraft fiberboard reinforced with wood. Door edges taped to withstand wear and tear. Metal hanger bar. Size, about 72 inches high, 15 inches wide, 20 inches deep. Shipped flat—easy to assemble. Shipping weight, 12 pounds.

25 H 5012—Each... \$2.39
For extra batteries we recommend 20 H 1401 and for extra bulbs 20 H 1434, shown on Page 521.



ODORA "Imperial" HOLDS 8 TO 10 GARMENTS **\$1.49**

A roomy closet that's grand for extra closet space—or storing winter clothes. Dustproof double door has easy-grasp metal handles. Two leather tabs for tight closing. Patented Odora retainer emits pungent odor. Heavy Red Kraft fiberboard—reinforced wood frame lacquered to prevent warping. Nickel plated corners resist hard knocks. Metal hanger bar is serrated to keep hangers from slipping. Size, about 60 inches high, 15 inches wide, 20 inches deep. Shipped flat—easy to assemble. Shipping weight, 10 pounds.

25 H 5001—Each... \$1.49

ODORA Storage Chest

Blankets, woollens... heavy knitted things—store safely in this chest. Heavy Red Kraft fiberboard. Strong wood frame. Odora retainer. Metal handles and corners. Size, abt. 30x15x20 in. Shipping weight, 6 pounds 8 ounces.

25H5024—Ea. \$1.42

Odora Jumbo Chest (Not illustrated.) Similar but no wood frame. Abt. 34x20x13 in. Shpg. wt., 3 lbs. 14 oz.

25H5022—Ea. 78c

ODORA Garment Bag

Heavy Red Kraft paper, cedarized white lining. Odora retainer. Holds 4 garments. Dustproof. 4 metal non-tear clips. Size, 60x4x27 in. Shipping wt., each, 1 lb. 3 oz. of two, 2 lbs. 6 oz.

25H5050—Each... 39c
2 for... 75c

Economy Bag, 3-garment, dustproof. Red cedarized paper. Odora retainer. 60x3x27 in. Shipping wt., each, 1 lb. 2 oz.; of three, 3 lbs. 6 oz.

25H5055—Each... 19c
3 for... 55c



Closet Hook

A handy swinging bar with notches for six garment hangers. Cadmium plated steel. Screws included. Abt. 7 1/2 in. long. Hangs horizontally or vertically. Shpg. wt., 11 oz.

25 H 5081—19c
2 for... 19c

Enameled Shoe Rack

Sturdy metal, enameled in Green. Holds 12 pairs of shoes. Adjusts from abt. 19 in. to 35 in. 17 inches high. Shoes not included. Shpg. wt., 3 lbs. 3 oz.

25 H 5075—69c
Each... 69c

Adjustable Shoe Rack

Heavy nickel plated steel holder. Holds 5 pairs of shoes. Adjusts from 15 to 27 inches. Brackets and screws. Shoes not included. Shipping weight, 1 pound 2 ounces.

25 H 5070—27c
Each... 27c

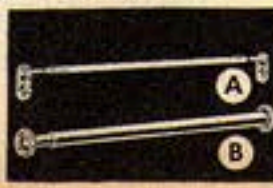
Good, Strong Closet Hanger Bars

(A) Doubles your clothes closet capacity! Nickel plated steel bar complete with screws for fastening to wall. Adjusts from 30 to 54 in. Shpg. wt., 2 lbs. 4 oz.

25 H 5082—Each... 59c

(B) Cadmium Plated Tubular Steel bar. May be used as a drapery pole. Adjusts from 30 to 48 in. Screws included. Shipping weight, 1 pound 4 ounces.

25 H 5083—Each... 25c



ODORA Twin Door

DUSTPROOF—WOOD FRAME
STURDY, OVERSIZE CLOSET

HOLDS 16 TO 20
GARMENTS ~~WAS \$1.98~~ **\$1.89**
EACH

- Extra Heavy 200-Pound Test Fiberboard
- Patented Odora Retainer at Back
- Slide Locking Handles Fasten Securely

See the saving on this strong, substantially built closet. The Red Kraft fiberboard put into it is of extra quality, the kind that has finer corrugated reinforcing and is called "200-pound test." And closet is roomy. Plenty of extra clothes space—plenty of storage space for heavy winter garments. With hanger bar strong enough to hold overcoats or heavy suits.

Wood reinforced front strip and wood strips across top and bottom—all wood parts lacquered to prevent warping—door edges taped to prevent tearing. Patented Odora retainer gives off fragrant, pleasing odor. Dustproof construction—new improved slide locking nickel plated handles close tight—double protection! About 60 inches high, 24 inches wide, 20 inches deep. Shipped flat—easy to assemble.

25 H 5010—Shipping weight, 12 lbs. 8 oz. Each... \$1.89



ODORA "Under-Bed" BLANKET CHEST BALL BEARING CASTERS **95c** EACH

Roll out of sight when not in use—low enough to go under bed or other furniture. Big strong storage chest of Red Kraft fiberboard reinforced with wood. Handy for storing heavy blankets, bedding, winter clothing. Odora patented retainer gives off pleasant pungent odor. 2 clasps and nickel plated catch fasten lid tightly. Four ball-bearing casters.

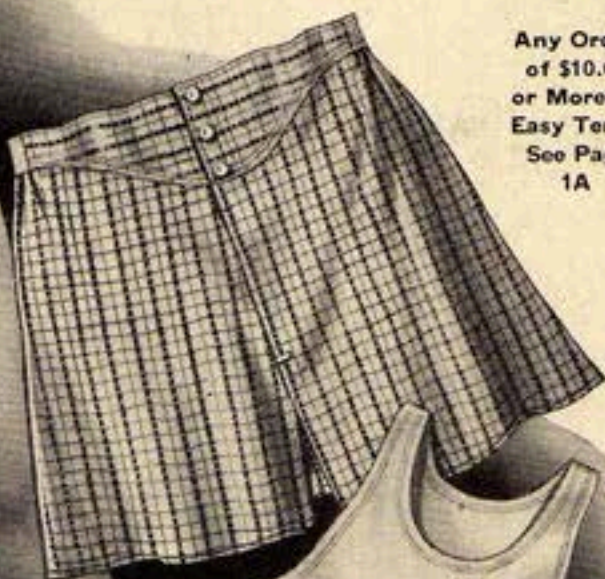
Size, 20x36 in.—height over all, 9 in.

25 H 5016—Each... 95c
Shipping weight, 7 pounds.

GUARANTEED "Positive-Wear" SHORTS



PANEL RIBBED



Any Order
of \$10.00
or More on
Easy Terms
See Page
1A



FLAT KNIT

SWISS RIBBED

GUARANTEED NOT TO RIP
... Seams Are Triple Stitched

GUARANTEED TO STAY IN FIT
... They're Sanforized-Shrunk

GUARANTEED LONGER WEARING
... Bartacked at Strain Points

Were ~~35c~~ **29c** EACH GARMENT

Made for wear and guaranteed to give it! Fine count cotton broadcloth shorts, extra fine, extra strong. Sanforized-Shrunk! Triple stitched! Bar tacked! Is it any wonder we can say, "we replace them if they rip or shrink"? Double "Trooper crotch," shaped panel seat, 3-button yoke front. Lastex at sides.

EVEN SIZES: 30 to 44-inch waist. *State size.* Shipping weight, each, 4 ounces.

16 H 5163—Assorted patterns similar to illustration.

16 H 5167—Plain white. (Not illustrated.) **29c**
Each garment

Shirts of Kilburn Combed Cotton

High quality to match the shorts above. *Kilburn combed cotton*, means softer, finer, stronger. Neatly tailored; deep cut armholes and hemmed bottoms.

COLOR: White. EVEN SIZES: 34 to 46-inch chest. *State size.* Shipping weight, each, 3 ounces.

16 H 5160—Flat knit

16 H 5162—Swiss ribbed with smart new Swiss ribbed tubing around neck, armholes. Rayon trim.

16 H 5166—Panel ribbed; with Swiss ribbed tubing around neck, armholes. Rayon trim. **29c**
Each garment

If You're Particular About Fit
**TRY THESE Adjustable
FRENCH BACK SHORTS**



6-BUTTON STYLE
EASILY ADJUSTED
FOR COMFORT

Extra Fine Count
Cotton Broadcloth

Cut to **33c** EACH

If you want shorts that really fit at the waistline, buy French back shorts. They can be adjusted to waistline size—that means perfect fit and comfort. The wide panel seat is made without a center seam—more comfortable. They're of extra fine count cotton broadcloth, in vat-dye colors. 3-button yoke front.

Patterns similar to illustration. EVEN SIZES: 30 to 44-inch waist. *State size.* Shpg. wt., each, 4 oz., 3 garments, 10 oz.

16 H 5111—Each..... **33c**
3 Garments..... **95c**

Finest Madras
Expertly Tailored

Cut to **42c** EACH

Our finest shorts, not only adjustable at the waistline for perfect fit, but made of better quality extra soft madras, and exceptionally well tailored with a specially designed no-center-seam panel seat! The woven patterns are clearer, brighter, better looking—and they're fast color. Fine, even, single-needle sewn 3-button yoke front, another mark of quality. Finest pearl buttons. A quality garment throughout.

Patterns similar to illustration. EVEN SIZES: 30 to 44-inch waist. *State size.* Shipping weight, each, 4 ounces.

16 H 5127—Each..... **42c**

**Our Finest Gauge
RIBBED LISLE SHIRTS
MERCERIZED SHORTS**



37c EACH GARMENT

Extra fine quality. Pure white. COLOR: White. *State size.* Shipping weight, each garment, 4 ounces.

Swiss Ribbed Lisle Shirts

Stronger as well as finer. Extra fine quality lisle finish, *combed* cotton yarns knit in extra fine gauge. Tubular bound fabric shoulders. EVEN SIZES: 34 to 46-inch chest.

16 H 5106—Each..... **37c**

White Mercerized Shorts

Extra fine count mercerized cotton broadcloth, soft and smooth. Expertly tailored; 3-button yoke front; panel seat; Lastex at sides. EVEN SIZES: 30 to 44-inch waist.

16 H 5144—Each..... **37c**

Bargain! Bargain!

14c EACH GARMENT

The lowest price anywhere for quality that's dependable. Sizes are full, the cotton, a sturdy quality. Shipping weight, each garment, 4 oz., 3 garments, 9 oz.

Swiss Ribbed Shirts

Knit full size of good quality cotton. COLOR: White. EVEN SIZES: 34 to 44-inch chest. *State size.*

16 H 5170—Each..... **14c**
3 Garments..... **40c**

Fine Cotton Broadcloth Shorts

Good looking patterns; fast colors. Panel seat; 3-button yoke front. Elastic side inserts. Assorted patterns similar to illustration.

EVEN SIZES: 30 to 42-inch waist. *State size.* **16 H 5157**—Each..... **14c**
3 Garments..... **40c**



JOIN THE PARADE...THEY'RE

FIRST TIME AT THIS LOW PRICE

Sanforized Shrunken Shorts

18^c EACH GARMENT

When you find other shorts at this price, see if they're this better, longer wearing quality. Fine count cotton broadcloth in fast colors and Sanforized-shrunk so they won't shrink out of fit. Full size panel seat. 3-button yoke front. Lastex at sides. Full standard sizes.

Patterns similar to illustration. EVEN SIZES: 30 to 42-inch waist. *State size.* Shipping weight, each, 4 oz., 4 garments, 13 oz.

16 H 5155—Each..... 18c
4 garments..... 69c

Combed Cotton Shirts

Soft, long wearing. Neatly finished neck and armholes. Hemmed bottoms.

COLOR: White. EVEN SIZES: 34 to 44-inch chest. *State size.* Shpg. wt., each, 4 oz., 4 garments, 9 oz.

16 H 5140—Flat knit
16 H 5142—Panel ribbed
16 H 5146—Swiss ribbed

Each..... 18c 4 garments..... 69c



FLAT KNIT

SWISS RIBBED

PANEL RIBBED



ENJOY THE LUXURY OF

Rayons

WITHOUT PAYING LUXURY PRICES

Tricot Knit Rayons
Finer, Heavier, Richer

47^c EACH GARMENT

These heavier, better quality Tricot knit rayons wear longest, shrink least, give you best value! Finest appearance, too! The last word in style. Ribbed knit! Beautifully tailored in full sizes! Shorts have fabric reinforced crotch; fly front.

COLORS: White, Peach, Blue. *State size and color.* Shipping weight, each garment, 6 ounces.

16 H 5118—Shirts. SIZES: 32 to 44-inch chest.

16 H 5117—Shorts; button yoke front. Lastex at sides. SIZES: 28 to 42-inch waist.

16 H 5119—Shorts; Lastex waistband. SIZES: 28 to 42-inch waist.

Each garment..... 47c

Run-Resistant Rich Rayons

35^c EACH GARMENT

This fine, rich, run-resistant rayon actually saves you money because it wears so long! Rich, silk-like luster. Tailored finish looks better... adds to their wear. Shorts have all-around Lastex waistband, and fly front. Shirts have deep cut armholes. Well made in full sizes.

COLORS: White, Peach, Blue. *State size and color.* Shipping weight, each, 6 ounces; 3 garments, 15 ounces.

16 H 5130—Shirts. SIZES: 32 to 44-inch chest.

16 H 5131—Shorts; regular length. SIZES: 28 to 42-inch waist.

16 H 5133—Brief Shorts. SIZES: 28 to 42-inch waist. COLOR: White only. Each... 35c 3 garments..... \$1.00

LOUNGE IN COMFORT

HERE ARE THE MOST COMFORTABLE SHIRTS AND SHORTS YOU'VE EVER SEEN FOR THIS MONEY

- WON'T BIND
- CAN'T CUT



Cut To
24^c EACH GARMENT

THE SHORTS HAVE . . .

- Sanforized-Shrunk Fabric
- Triple Stitched Seams
- "Trooper Crotch" . . Won't Bind
- Tailored Seat.. No Center Seam

Again they rate "Four Star Feature"—our highest mark of distinction! Superb values! Their high quality broadcloth, fine tailoring, smart looks might be expected in 35c shorts . . . never at this price. Made of fine count cotton broadcloth in smart new patterns and plain white . . . as long wearing as they are good looking. Sanforized-Shrunk—their right fit can't wash out. Triple stitching throughout—double bar tacked fly opening—they're rip-proof! Double cloth "Trooper crotch"—shaped panel seat; no center seam. Lastex inserts at sides. Full sizes.

EVEN SIZES: 30 to 44-inch waist. *State size.* Shpg. wt., ea., 4 oz.; 4 garments, 13 oz.

16 H 5193—Patterns similar to illustration.

16 H 5195—Plain white. Each garment... 24c 4 garments... 92c

THE SHIRTS ARE . . .

- Finely Knit of Kilburn Combed Cotton
- Well Tailored in Full Sizes

If you've worn shirts knit of this Kilburn combed cotton, you know how much softer and finer they are, and how much longer they wear. The same high quality you've been used to—at an even lower price! Fine gauge. Tubular neck and armholes. Rayon trim.

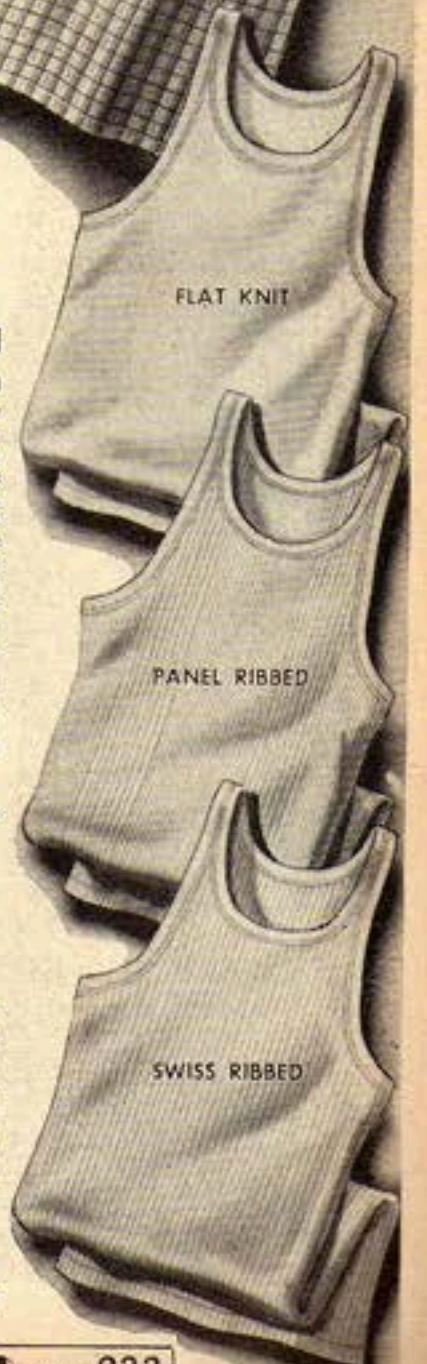
COLOR: White. EVEN SIZES: 34 to 46-inch chest. *State size.* Shipping weight, each, 3 ounces, 4 garments, 9 ounces.

16 H 5190—Swiss ribbed

16 H 5191—Flat knit

16 H 5192—Panel ribbed

Each garment . 24c 4 garments..... 92c



FLAT KNIT

PANEL RIBBED

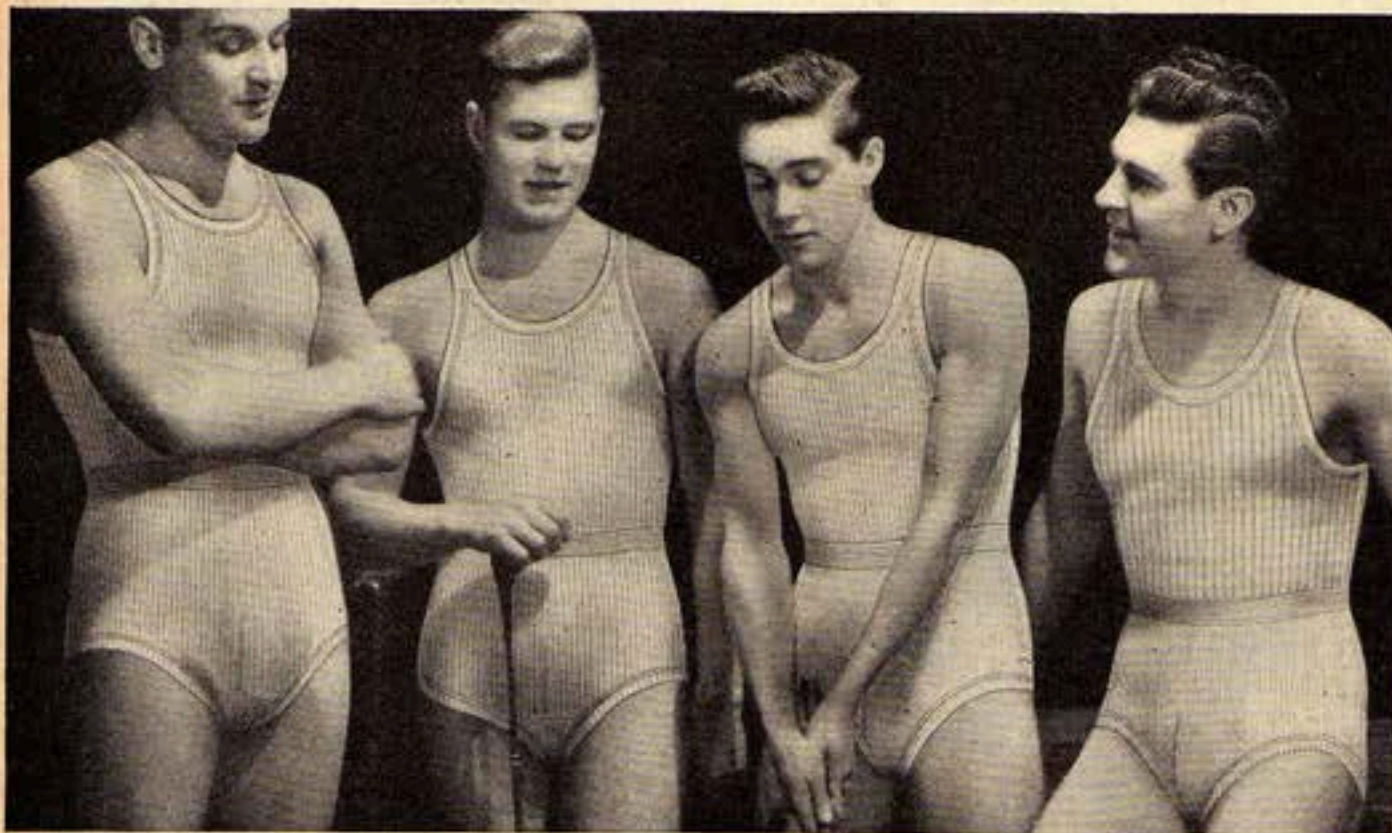
SWISS RIBBED

SWITCHING TO *Pilgrim* BRAND

Vee Line SHIRTS AND SHORTS

GIVE THAT STREAMLINE FIT

• They Hug Your Body Lines . . . S-T-R-E-T-C-H
For Action . . . Snap Back and Stay in Shape



Wide lastex band in Top takes down stomach bulge. Gives you a new feeling of fitness and a real athlete's figure.

"Sta-Trim" SHORTS

47^c
EACH

The famous Swiss ribbed shorts with the deep Lastex top that keeps your waistline trim . . . supports abdominal muscles, makes you look fit and feel fit. Sta-Trims are supremely comfortable, yet give just enough restraint to promote better posture, and improved muscle tone. Fast becoming a favorite for sports and everyday wear. They're combed cotton—that's why they wear so long, feel so soft. Brief leg bottom bound with Lastex. Elastic binding at waist to keep it from curling down, to give extra comfort. Fly front.

COLOR: White. SIZES: Small (30-32); Medium (34-36); Large (38-40); Extra Large (42-44) inch waist. *State size.* Shipping weight, 5 ounces.

16 H 5202—Each 47c

REAL BARGAIN

15^c EACH
GARMENT

Lowest price for Swiss ribbed Vee Lines, the favorite shirts and shorts of men of action! Finely knit of good sturdy cotton yarns. Elastic waistband; ribbed hem on leg openings. Fly front.

16 H 5198—Shirts
16 H 5199—Shorts
Each 15c 4 for 57c

COMBED COTTON

19^c EACH
GARMENT

For just a few pennies more you get combed cotton Vee Lines, which means only long fibered yarns are used. Swiss ribbed. Lastex waistband; ribbed hem on leg openings. Fly front.

16 H 5150—Shirts
16 H 5151—Shorts
Each 19c 4 for 72c

EXTRA FINE

33^c EACH
GARMENT

Soft! Unusually smooth and comfortable against your body because it's extra fine combed cotton. Close rib knit. Finely tailored. Lastex waistband. Fly front. Double crotch.

16 H 5164—Shirts
16 H 5165—Shorts
Each 33c 3 for 95c

FINE LISLE

39^c EACH
GARMENT

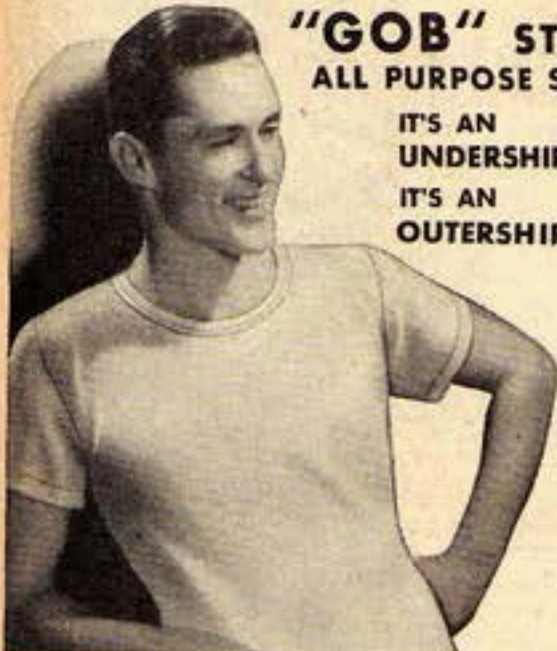
Say "lisle" and you're saying "a wonder for wear." Very finely ribbed knit of extra fine cotton lisle yarns, tailored to perfection. Extra soft, rich, smooth. Lastex waistband. Fly front. Double crotch.

16 H 5174—Shirts
16 H 5175—Shorts
Each garment 39c

All above SHORTS—COLOR: White. SIZES: Small (30-32); Medium (34-36); Large (38-40) inch waist. *State size.*
All the above SHIRTS—COLOR: White. SIZES: Small (34-36); Medium (38-40); Large (42-44) inch chest. *State size.* All have tubular neck and armholes; bottoms shaped to go with brief-leg shorts. Shipping weight, each 3 ounces; 4 garments, 9 ounces.

"GOB" STYLE ALL PURPOSE SHIRT

IT'S AN
UNDERSHIRT
IT'S AN
OUTERSHIRT



FOR CAMPING - SPORTS - WORK

Here's the latest—the Gob-style shirt! It looks like a very smart sports shirt. Wear it as an outer-shirt for sports and for lounging, or as an undershirt—it's practical, correct, either way. Flat knit, so it's cool, doesn't cling. Loose fitting—good summer weight . . . with round neck and short sleeves. Choice of good quality cotton or better looking, long wearing combed cotton. For all around comfort, try Gob-style shirts.

COLOR: White. EVEN SIZES: 34 to 46-inch chest. *State size.* Shipping weight, each, 4 ounces.

Good Qual-ity Cotton **24^c** Each
16 H 5204—Sturdy dependable cotton.

Combed Cotton **33^c** Each
16 H 5206—Softer; longer wearing.



39^c EACH
GARMENT

Dependable quality at a low price! Flat knit fine gauge cotton Balbriggans. *State size.* COLOR: Cream. Shpg. wt., ea., 7 oz.; 3 garments, 18 oz.

Undershirts
EVEN SIZES 34 to 46-inch chest. Collarette neck; short sleeves.
16 H 5044—Short sleeves
16 H 5046—Long sleeves
Each 39c 3 for \$1.15

Drawers
EVEN SIZES: 30 to 44-inch waist.
16 H 5045—Ankle length. Adjustable strap back. Reinforced crotch. Each 39c 3 for \$1.15

BALBRIGGAN SHIRTS AND DRAWERS

Our Finest COMBED COTTON

Now Only **58^c** EACH
GARMENT

Our finest Balbriggans give you biggest value. They wear longer, they're softer, they fit better. Flat knit of fine combed cotton.

COLOR: Cream. Shipping weight, each, 8 ounces.

Undershirts
EVEN SIZES: 36 to 56-inch chest. *State size.*
16 H 5062—Short sleeves
16 H 5032—Long sleeves
Each 58c

Drawers
EVEN SIZES: 32 to 56-inch waist. *State size.*
16 H 5033—Ankle length. Double seat. Reinforced crotch. Sateen waistband. Each 58c



THREE WORDS TELL THE VALUE

SANFORIZED
SHRUNK

Positive Wear
REG. U.S. PAT. OFF.

TOUGHEST OF ALL

We Guarantee to Replace Any Positive Wear
Suit That Shrinks Out of Fit or Rips

Now
Only **68c**
EACH

The soundest, strongest nainsook and madras suits made. The fabrics not only extra fine, firm, long wearing, but *Sanforized-Shrunk*, so they can't shrink out of fit. Seams are triple-stitched and bar-tacked at points of strain, so they can't rip. And we back our statements with a guarantee! We replace any Positive Wear suit that shrinks out of fit, or rips! The cross-strap reinforcements in the back resist strain. The knit waistband with its elastic snubbers allows for comfortable stretch. The double section tailored seat is more comfortable, resists wear and tear. Superior quality all the way through. The nainsook is government standard.

COLORS: White. EVEN SIZES: 34 to 50-inch chest. *State size wanted.* Shipg. wt., each suit, 8 oz.
16 H 5100—Pajama checked nainsook.
16 H 5101—Fancy striped madras.
Each suit..... **68c**
Any order of \$10 or more on Easy Terms—See Page 1A.

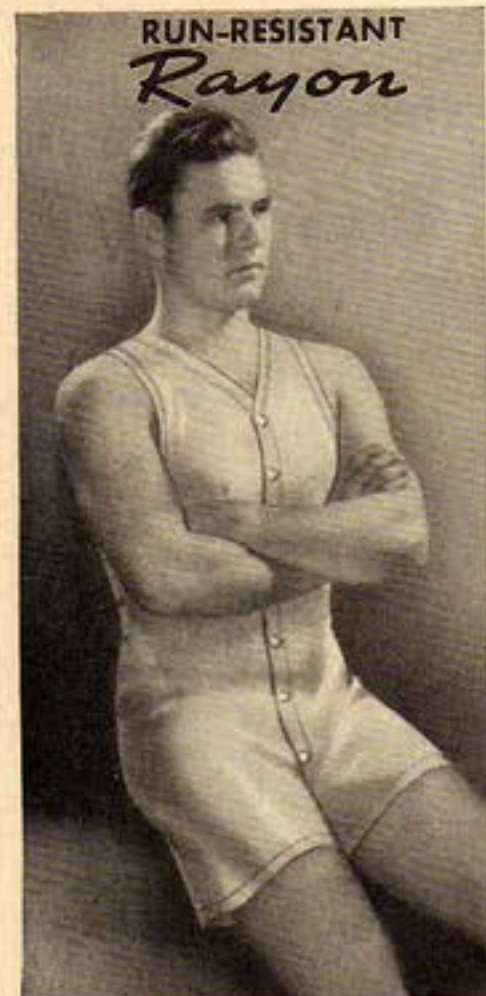
CROSS-STRAP
REINFORCEMENT →

KNIT WAISTBAND
WITH ELASTIC
SNUBBERS →

DOUBLE SECTION
TAILORED SEAT →

TRIPLE STITCHED
SEAMS...GUARANTEED
NOT TO RIP →

STRONG BAR-TACK
REINFORCEMENTS →



Better Finer Quality
75c
EACH

More and more men are buying rayon suits. They've learned how cool, how soft and smooth they feel, how good looking they are! *Practical* men are choosing Sears run-resistant rayons that wear so much longer! They're the better kind, with a silk-like texture; finely tailored. Full sizes. Flatlocked seams. Button front; one-button flap seat.

COLOR: White. EVEN SIZES: 36 to 46-inch chest. *State size.* Shipping weight, 8 ounces.
16 H 5215—Each suit..... **75c**



Full Sizes... Low Price
35c
EACH

A suit that rates "best of bargains"... not by low price alone, but by the sturdy good quality of the nainsook, the dependable making, the full sizes. Knit waistband; elastic snubbers and cross-strap reinforcements in the back. One-button flap seat.

COLOR: White. EVEN SIZES: 36 to 46-inch chest. *State size.* Shipping weight, 6 ounces.
16 H 5290—Each..... **35c**

A SIZE FOR EVERY FIGURE

OUTSTANDING AT THIS PRICE

42c
EACH

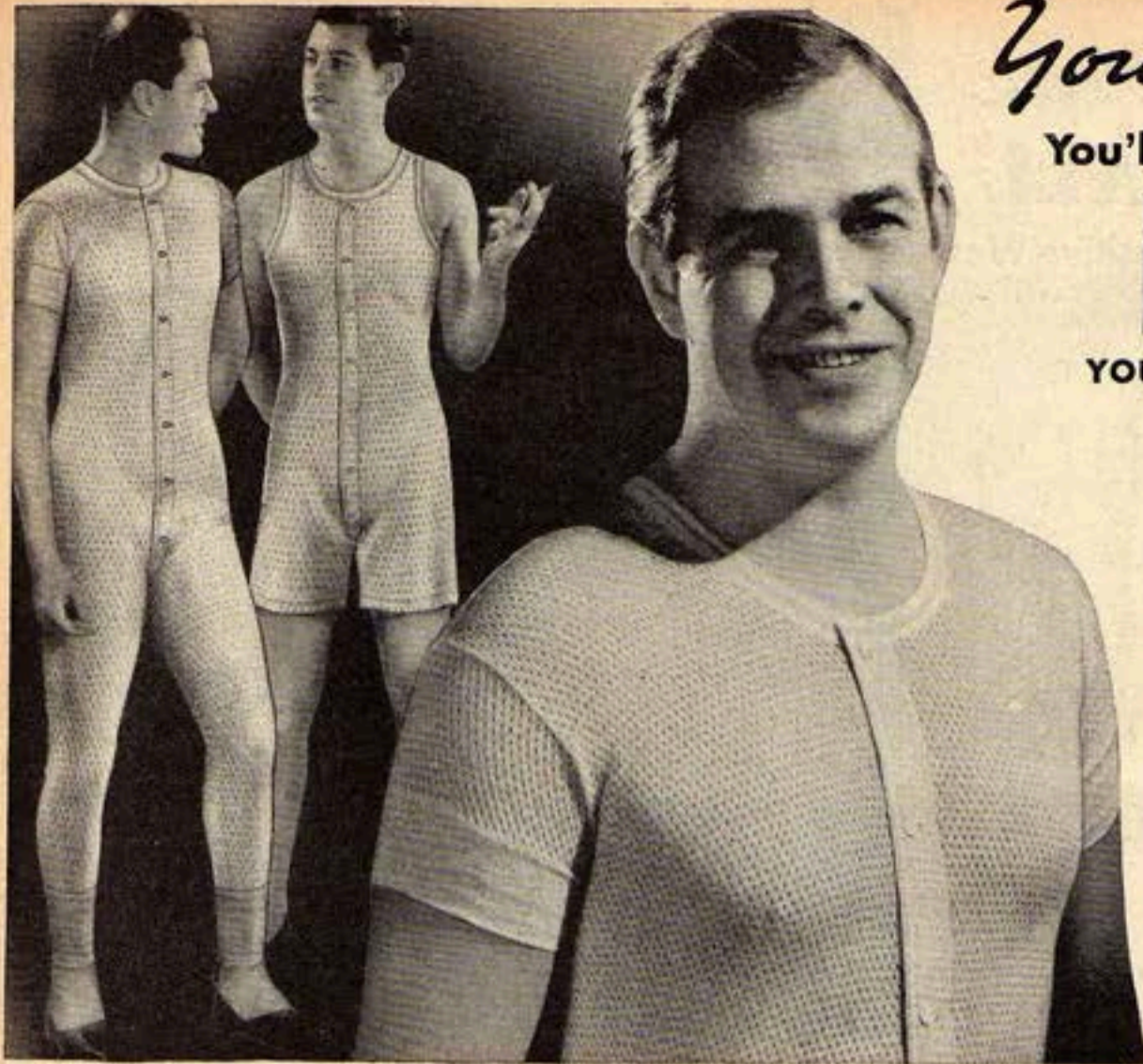
For Average or Tall Slim Men
A great suit for the money! Made of nainsook, a good firm quality. It's sized full, it's proportioned *right*, whether you're tall and slim, short and stout, or average size. Seams soundly sewn and bar tacked; strap reinforcements in the back; and an easy-stretching knit waist-band in the back with elastic snubbers over it. One-button flap seat.
COLOR: White. *State size.* Shipping weight, 7 oz.; 3 suits 1 lb. 3 oz.

For Average Size Men
16 H 5296—EVEN SIZES: 34 to 50-inch chest.
Each... **42c** 3 suits..... **\$1.22**

For Tall Slim Men
16 H 5297—EVEN SIZES: 36 to 46-inch chest. Extra long, shoulder to crotch.
Each... **42c** 3 suits..... **\$1.22**

For Short Stout Men
16 H 5298—EVEN SIZES: 38 to 52-inch chest. Extra full, front and back. Each..... **47c**

STORY..THEY'RE *Pilgrim* PRODUCTS



You'll Be Cooler ..

You'll Feel More Comfortable In

MESH

YOUR BEST BET FOR HOT WEATHER AND NOW LOWER PRICED

48^c Each
ATHLETIC STYLE

53^c Each
ANKLE LENGTH

Yes, they're the same fine cool mesh suits that have been best sellers for years. Only the prices are changed, and they're lower! Still your best bet for the good old summer time! Knit in an open mesh fabric that lets the body breathe . . . you get air circulate next the skin to take away body heat. Not only cooler, but more comfortable in every way. Knit of extra fine cotton yarns, soft and long wearing, they keep close to the figure, "give" with every move. Highly absorbent. The neck, shaped to fit properly, is smoothly finished and trimmed with rayon. Full sizes; one-button flap seat.

COLOR: Cream. EVEN SIZES: 34 to 46-inch chest. State size. Shpg. wt., ea., 9 oz.; 3 suits, 1 lb. 8 oz.
16 H 5234—Short sleeves, ankle length.
Each suit 53c 3 suits \$1.53
16 H 5232—Sleeveless, short leg. Each 48c

SPRING NEEDLE KNIT

In Shape-Retaining Ribbed Stitch of Finer, Stronger Cotton Yarns

57^c Each Suit

One of Our Finest Bargains In Good Lightweight Suits

Spring needle knit means this is a better suit . . . that it will wear longer, feel better! More comfortable on hot days, because the finer select cotton used is softer and more absorbent. Knit on Cooper machines, the finest in the industry; so it's stretchier, better fitting than others; firmer, too, so that it goes back to shape instantly.

One of the best values we know of in good quality, lightweight suits. These suits have been best sellers for years—now improved. Finer, stretchier; they fit better; wear longer! Tubular knit collar shaped to fit. Inset shoulders won't sag or bind. Flatlocked seams; one-button flap seat; ribbed cuffs and anklets.

EVEN SIZES: 36 to 46-inch chest. State size. Shipping weight, each suit, 11 ounces; 3 suits, 1 lb. 10 oz.

16 H 5223—Cream color. Long sleeves, ankle length.

16 H 5224—Cream color. Short sleeves, ankle length.

16 H 5226—COLOR: White. Short sleeves, ankle length.

Each suit 57c 3 suits \$1.65

ANY ORDER OF \$10 OR MORE ON EASY TERMS—SEE PAGE 1A

IMPROVED QUALITY
Easy Fitting
FLAT KNIT UNION SUITS



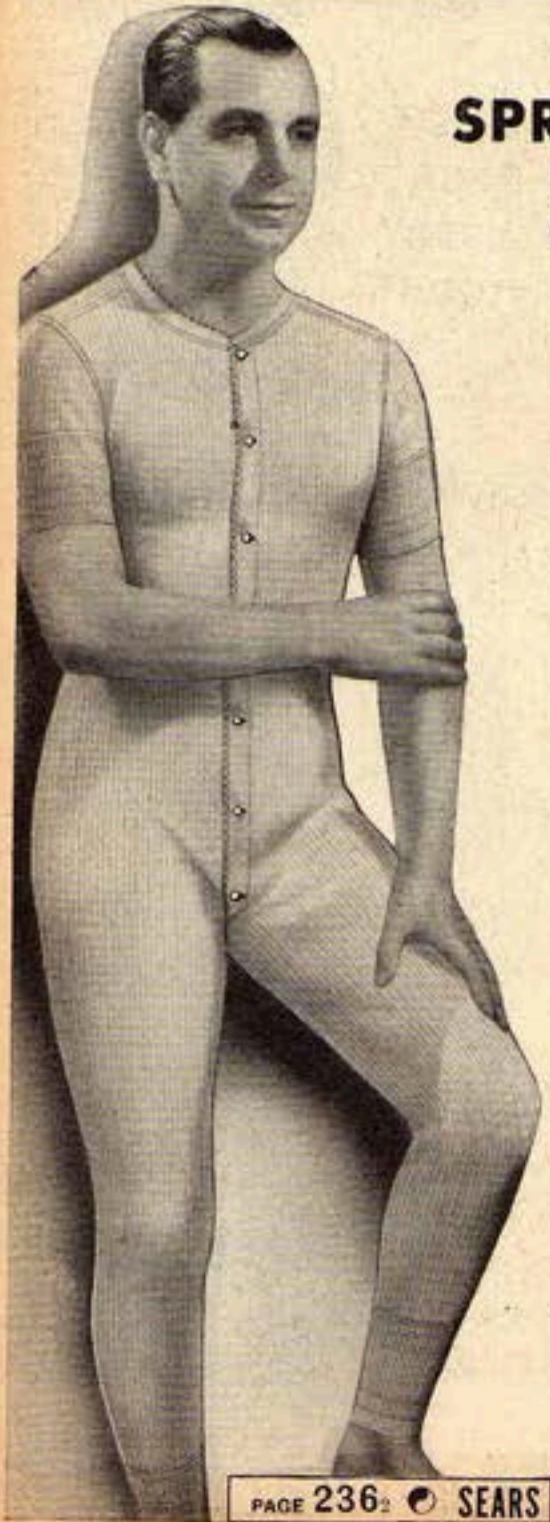
Specially Priced
49^c Ea.

Lightweight Balbriggans

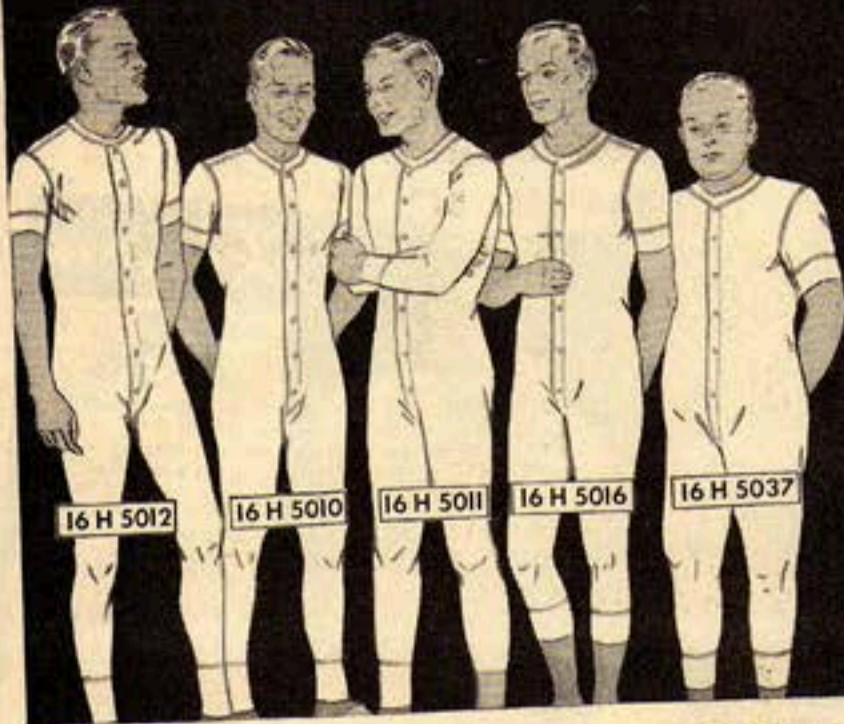
Cool, loose fitting, lightweight Balbriggans—OK'd by thousands and thousands of men! Now improved in quality and finishing. Flat knit of sturdy dependable quality cotton that keeps its softness. Made in full sizes for comfortable fit. Well shaped collarette neck; closed crotch, one-button flap seat and snug-fitting ribbed cuffs on short sleeves, and anklets.

COLOR: Cream. EVEN SIZES: 36 to 46-inch chest. State size. Shipping weight, each, 9 ounces.

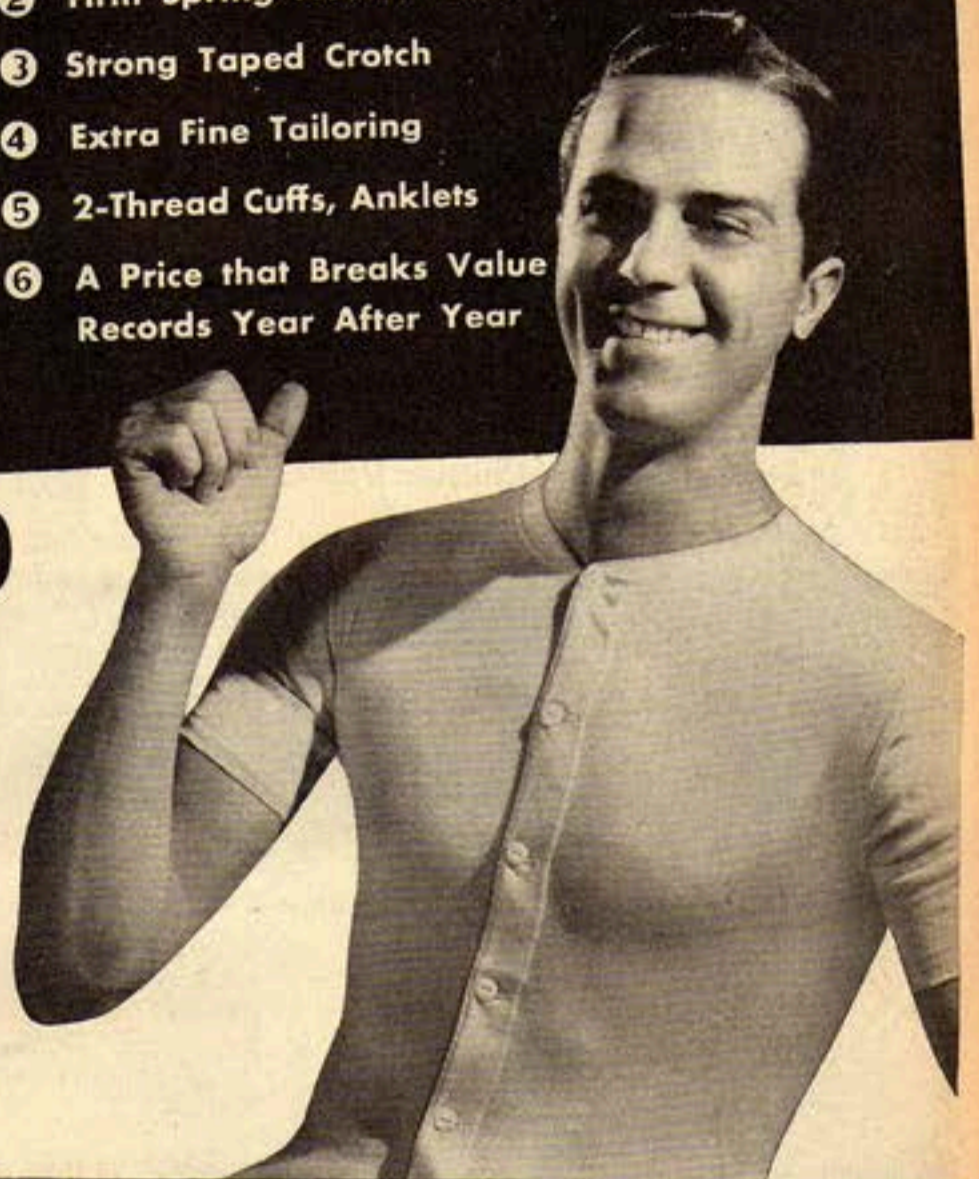
16 H 5235—Each suit 49c



6 FEATURES MADE THIS SUIT FAMOUS HERE THEY ARE—



- ① Kilburn Combed Cotton
Finest You Can Buy
- ② Firm Spring Needle Knit
- ③ Strong Taped Crotch
- ④ Extra Fine Tailoring
- ⑤ 2-Thread Cuffs, Anklets
- ⑥ A Price that Breaks Value
Records Year After Year



Compare THIS SUIT ONLY
WITH THOSE AT \$1.50 AND OVER

\$1.00
Each
Suit

The finest lightweight suits we have ever offered . . . and one of our most popular! Men know that finer yarns, better spring needle knitting, expert tailoring mean longer wear . . . more value per dollar. Spring needle knit of finest *Kilburn combed* cotton yarns. Shaped tubular collarette neck; rayon trimmed. Shoulder gusset. Flatlocked seams. One-button flap seat. Shpg. wt., each, 12 oz.

For Tall Slim Men

COLOR: Cream.
EVEN SIZES: 36 to
46-inch chest. *State*
size. Specially de-
signed with extra
long trunk.

16 H 5012
Short sleeve; ankle
length.
Each Suit, \$1.00

For Average Size Men Four Popular Styles

EVEN SIZES: 34 to 50-inch chest.
16 H 5010—Cream Color. Short
sleeve; ankle length.
16 H 5014—White. Short sleeve;
ankle length.
16 H 5011—Cream Color. Long
sleeve; ankle length.
16 H 5016—Cream Color. Short
sleeve; three-quarter
length leg. *State size*.
Each Suit, \$1.00

For Short Stout Men

COLOR: Cream.
EVEN SIZES: 38 to
56-inch chest. *State*
size. Extra full
trunk for extra
comfort.
16 H 5037
Short sleeve; ankle
length.
Each Suit, \$1.00

Lowest Possible Price For Good Quality RIBBED SUITS

49^c Each

Your very best buy in an inexpensive suit. It's elastic-ribbed knit of good quality cotton, well made in full sizes. Tubular neck; smooth seams. One-button flap seat. Short sleeves, ankle length.

COLOR: White. EVEN SIZES: 36 to 46-inch chest. *State size*. Shipping weight, 9 ounces.

16 H 5220—Each, 49c



Look! Spring Needle Knit and ALL COMBED COTTON

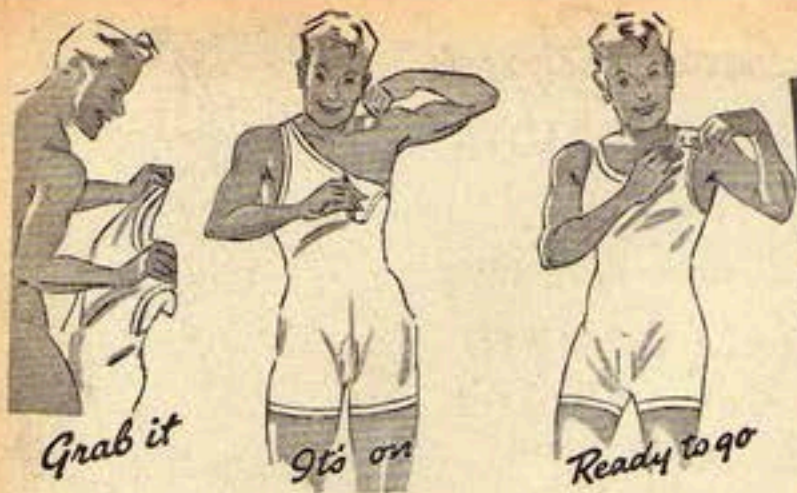
Price
Cut To **69^c** Each

Shop around, compare—you won't find another spring needle knit *combed* cotton suit of this quality for so little money. Their fine ribbed knitting on spring needle machines makes them stretch easily, snap back to shape instantly. Lightweight for spring, for summer, for any season of the year. Military shoulders won't sag or pull. Smooth flatlocked seams. Snug ribbed cuffs and anklets. One-button flap seat. Ankle length.

EVEN SIZES: 36 to 46-inch chest. *State size*. Shipping weight, each, 12 ounces; 3 suits, 2 pounds.

16 H 5244—White. Long sleeves
16 H 5245—White. Short sleeves
16 H 5239—Cream color. Short sleeves. Each Suit 69c; 3 suits \$2.00





BUTTON-SHOULDER UNION SUITS

"ON and OFF in a Jiffy"

- Fewer Buttons to Worry About
- Seven Suits to Choose From
- Lasting Quality—Unusual Values

All Orders of \$10 or More on Easy Terms—See Page 1A



EXTRA FINE FLAT KNIT
COMBED COTTON

68c
EACH

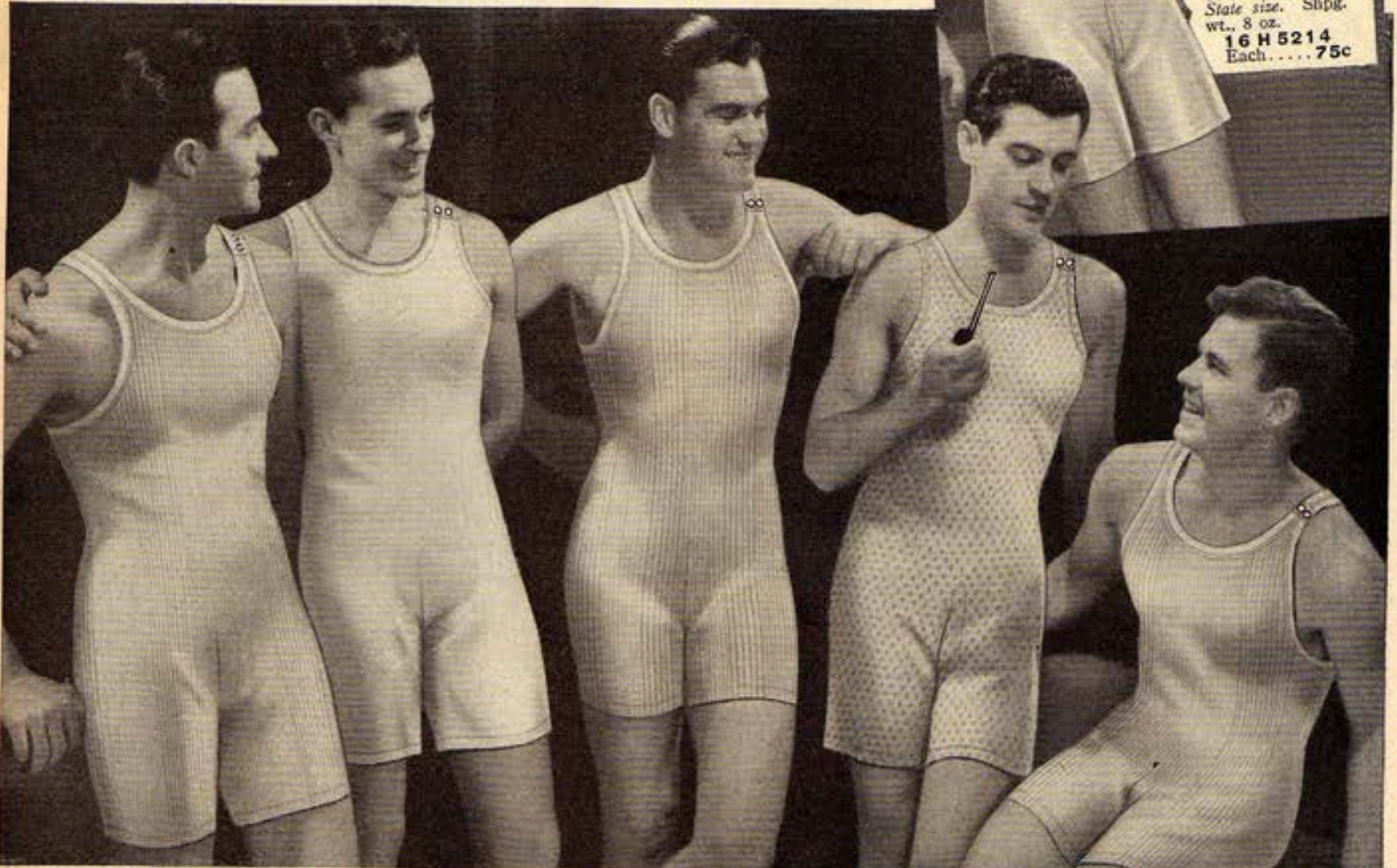
Our best quality flat knit suits at a lower price. Their extra fine combed cotton yarns wear so much longer; and they fit right so there's no strain or pulling. Popular button-on-shoulder style; light-weight, loose-fitting. Short leg; fly front; one-button flap seat.
COLOR: White. EVEN SIZES: 34 to 46-inch chest. State size. Shpg. wt., 6 oz.
16 H 5228—Each..... 68c



Rayon

75c
EACH

Run-resistant Rayon... so cool, so soft, so good looking. Quality that will wear longer—and that means money saved. Button-on-shoulder, short leg style, neatly finished. Flat-locked seams. One-button flap seat; fly front.
COLOR: White. EVEN SIZES: 36 to 46-inch chest. State size. Shpg. wt., 8 oz.
16 H 5214
Each..... 75c



Combed Cotton **35c**
EACH

Look at this low price for a button-on-shoulder suit of combed cotton, knit in easy-stretching panel ribbed stitch—and that's unusual, you'll agree! Lightweight, cool, absorbent, perfect for warm weather. Well made; flatlocked seams. Short leg style; one-button flap seat; fly front.

COLOR: White. EVEN SIZES: 36 to 46-inch chest. State size. Shipping weight, each, 4 ounces; 3 suits, 10 ounces.
16 H 5207—Each... 35c
3 Suits..... \$1.00

Flat Knit **39c**
EACH

Nothing's cooler, nothing's more comfortable than a flat knit cotton suit in this button-on-shoulder style. No buttons down the front, just two on the shoulder. Light-weight, loose-fitting so they don't cling. Deep cut neck and armholes; full sizes; flatlocked seams. One button flap seat; fly front. A "Pilgrim" favorite for years.

COLOR: White. EVEN SIZES: 34 to 46-inch chest. State size. Shpg. wt., ea., 5 oz., 3, 12 oz.
16 H 5219—Each... 39c
3 Suits..... \$1.12

Finer Firmer **45c**
EACH

It will pay you to buy a suit like this one. Extra fine gauge... extra firm knitting... better quality combed cotton means extra long wearing! Better fitting! Easy stretching! More comfortable! Ribbed in panel effect stitch and neatly finished. Flat-locked seams. One button flap seat; fly front. One of our most comfortable suits.

COLOR: White. EVEN SIZES: 36 to 46-inch chest. State size. Shipping weight, 6 ounces.
16 H 5210—Each... 45c

Cool Mesh **38c**
EACH

A best seller for years! Men know how cool it is... what a value it is! Its open mesh fabric brings cool air to the skin, lets the body breathe. Lightweight; absorbent. Two buttons on shoulder—easy in and out. Elastic knit of fine smooth cotton in an elastic stitch, so it stretches easily. Sleeveless; short leg style, one-button flap seat. Fly front.

COLOR: White. EVEN SIZES: 34 to 46-inch chest. State size. Shipping weight, each, 6 oz.
16 H 5233—Each... 38c
3 Suits..... \$1.09

Finest Mercerized **77c**
EACH

It's mercerized combed cotton, and it's panel ribbed knit. That tells you how good looking, how soft, how long wearing this 2-button shoulder suit is.

One of the finest, coolest suits you can wear! And our price is lower. Two-thread yarns—always sturdier. Better made; beautifully tailored. Sleeveless, short leg. Fly front; one-button flap seat.

COLOR: White. EVEN SIZES: 36 to 46-inch chest. State size. Shipping weight, each, 7 ounces.
16 H 5225—Each... 77c

RICH LUSTER OF Rayon Stripes

Cut To **38c** Each

Rich rayon stripes and tailored tops make them smart, daintily fine. These fine lightweight suits are low priced, too, for such good quality. Finely ribbed knit of long wearing cotton, so they "give" easily and always hold to the lines of the figure. Seams are smooth and strong. Famous for years for quality and low price.

COLOR: White. Sizes: 34, 36, 38, 40, 42 and 44-inch bust. *State size.* Shipping weight, 6 ounces, 3 suits, 15 ounces.

16 H 6839—Closed seat; wide knees
16 H 6837—Open seat; wide knees
Each suit... **38c** 3 suits, **\$1.10**



16H 6837

16H 6839

Extra Extra Sizes **47c** Each

Sizes: 46, 48 and 50-inch bust. *State size.* Shpg. wt., ea., 7 oz.; 3 suits, 1 lb. 3 oz.

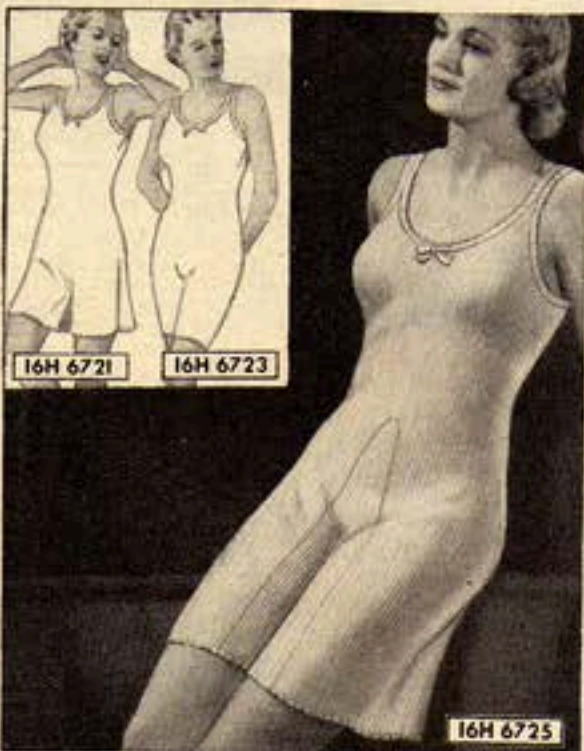
16 H 6838—Open seat; wide knees
16 H 6840—Closed seat; wide knees
Each suit... **47c** 3 suits, **\$1.35**

Even at This Price FULL STANDARD SIZES

Were ~~32c~~ **29c** Each

We believe these suits are as low priced as good quality suits can be. Up to Sears' standards in every way, sure to give you satisfactory comfort and wear. They're ribbed knit of sturdy cotton, and well made with neatly finished tubular neck and armholes.

COLOR: White. Sizes: 34, 36, 38, 40, 42 and 44-inch bust. *State size.* Shpg. wt., 5 oz.; 3 suits, 12 oz.
16 H 6725—Closed seat; wide knees
16 H 6723—Open seat; tight knees
16 H 6721—Open seat; wide knees
Each suit... **29c** 3 suits... **85c**



16H 6721

16H 6723

16H 6725

Extra Extra Sizes **39c** Each

Sizes: 46, 48, 50-inch bust. *State size.* Shipping weight, each, 7 oz.; 3 suits, 1 lb. 2 oz.

16 H 6724—Closed seat; wide knees
16 H 6726—Open seat; tight knees
16 H 6728—Open seat; wide knees
Each suit... **39c** 3 suits, **\$1.12**

"Lady Pilgrim" UNION SUITS

Softer—
Longer Wearing

ALL COMBED Cotton Yarns AND REDUCED IN PRICE



16H 6865

16H 6867

16H 6863

If you want underwear that's supremely comfortable—that fits slim and smooth—you want Lady Pilgrim suits! Knit in that extra fine gauge ribbed stitch that clings closely to the figure. They're combed cotton—extra soft, smooth, fine. Beautifully tailored; tubular bound built up shoulder, rayon trimmed. Smooth flat seams; arm shields. COLOR: White. Shipping weight, each, 6 oz.; 3 suits, 15 oz. Sizes: 34, 36, 38, 40, 42, 44-inch bust. *State size.*

16 H 6863—Closed seat; wide knees
16 H 6865—Open seat; wide knees
16 H 6867—Open seat; tight knees
Each suit... **46c** 3 suits... **\$1.32**

46c Each

Extra Extra Sizes For Larger Women

Sizes: 46, 48, 50-inch bust measure. *State size.*
16 H 6872—Closed seat; wide knees
16 H 6874—Open seat; wide knees
16 H 6876—Open seat; tight knees
Each... **56c** 3 suits... **\$1.62**

56c Each

VESTS...IN YOUR STYLE...AT YOUR PRICE



SHAPED VESTS AND DRAWERS

Cut To **37c** Each Garment

Fine quality lightweight vests and drawers, shaped to fit. Finely ribbed knit of better quality cotton. COLOR: White.

Sizes: 34, 36, 38, 40, 42 and 44-inch bust or hip. *State size.* Shipping weight, 6 ounces.

16 H 6972—Vest—Short sleeves, low neck.
16 H 6983—Drawers—Tight knees; open seat; knee length. Each garment... **37c**

Extra Sizes Each Garment **45c**

EXTRA SIZES: 46, 48 and 50-inch bust or hip. Shpg. wt., 7 oz.
16 H 6973—Vest—Short sleeves, low neck.

16 H 6984—Drawers—Tight knees; open seat; knee length. Each garment... **45c**



OUTSIZES 46, 48, 50 **25c** Each

We've knit more yarn into these outsize vests—which means we've knit true comfort into them for larger women. Soft fine combed cotton—longer wearing, too. Finely ribbed knit so they're easy stretching. Arm shields.

COLOR: White. Sizes: 46, 48 and 50-inch bust. *State size.* Shipping weight, 5 oz.; 3 vests, 10 oz.

16 H 6966—Each, **25c**
3 vests... **73c**

OUR FINEST Rayon Striped COMBED COTTON

25c Each

Finer! Longer wearing! Tubular banding. Arm shields. COLOR: White. Shpg. wt., 4 oz.; 3 vests, 8 oz. Sizes: 34, 36, 38, 40, 42, 44-inch bust. *State size.*

16 H 6930—Each, **25c**
Extra Extra Sizes **29c** Each
SIZES: 46, 48, 50-in. bust.
16 H 6935—Each, **29c**

Rayon Striped FAVORITES **18c** Each

Fine quality cotton ribbed and rayon striped—no wonder they're favorites! COLOR: White. Shpg. wt., ea., 5 oz.; 3 vests, 12 oz. Sizes: 34, 36, 38, 40, 42, 44-inch bust. *State size.*

16 H 6912—Each, **18c**
3 vests... **50c**
Extra Extra Sizes **22c** Each
SIZES: 46, 48, 50-inch bust.
16 H 6914—Each, **22c**
3 vests... **62c**



BARGAIN

3 for 44c

Low priced, but still good quality, comfortable, long wearing... ribbed knit of sturdy cotton yarns; neatly finished. Softer, finer than others at this price. Good length; full sizes.

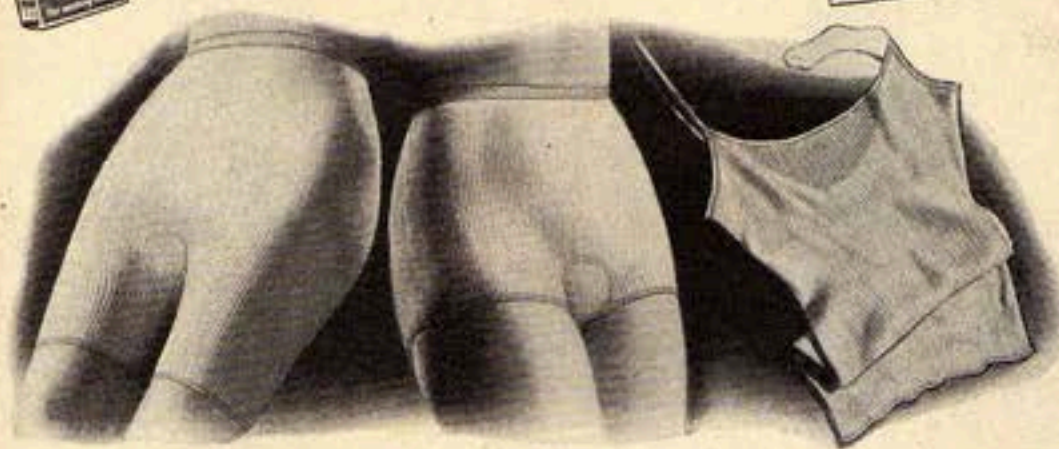
COLOR: White. Sizes: 34, 36, 38, 40, 42, 44-inch bust. *State size.* Shipping weight, 3 vests, 7 oz.

16 H 6915—Built-up shoulders
16 H 6917—Bodice top.
3 Vests... **44c**



COTTON *Sheer Knits* ARE THE MODERN FASHION

- Slim-Fitting, Light, Cool
- No Wrinkles, No Bulk Under Light Dresses
- Easy to Wash... Don't Need Ironing... LUX Keeps Them Soft and Fine



Sheer Knits IN LISLE SPARKLING RAYON STRIPES

24^c EACH GARMENT

Light and airy "tuck-knits," dainty, yet practical as any underwear you ever wore. Fine rayon striped lisle; no bulk, little weight, but snug glove-fit in these. Cool open stitch. And lower priced now!

COLOR: Flesh Pink. SIZES: Small (32-34); Medium (36-38); Large (40-42) inch bust or hip. *State size.* Shipping weight, each, 3 ounces; 3 garments, 7 ounces.

SHORT LEG PANTY

16 H 6951—Elastic waistband. Elastic at leg bottoms. Each... **24c** 3 garments... **69c**

LEGLSS BRIEF PANTY

16 H 6953—Elastic waistband. Elastic at leg openings. Each... **24c** 3 garments... **69c**

SLEEVELESS VEST

16 H 6950—Built-up shoulders. Rayon straps. Each... **24c** 3 garments... **69c**

Sheer Knits

RAYON and LISLE Panty • Brief • Brassiere

Lightest, finest of all our Sheer Knits. Ribbed knit rayon-and-lisle, so fine, so sheer, they fit without bulk, cling without a wrinkle. Yet so practical and sturdy, they launder like any cotton underwear. The panties have an elastic waistband and elastic around leg openings. The brassiere is a slipover style, shaped to fit; has adjustable straps, and elastic binding, top and bottom.

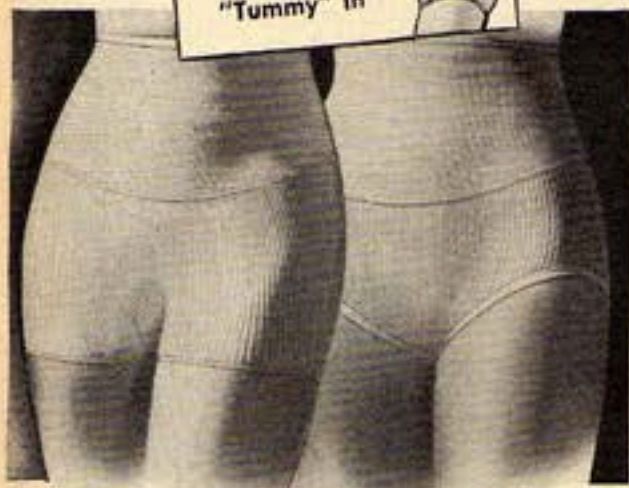
COLOR: Blush. SIZES: Small (30-32); Medium (34-36); Large (38-40) inch hip. *State size.* Shipping weight, panty, 3 oz.; 3 panties, 7 oz.; panty and brassiere set, 5 oz.

Brassiere And Panty **59^c** SET
16 H 6960—Brief Panty and Brassiere
16 H 6962—Short-leg Panty and Brassiere

Panties Only

35^c EACH 3 for **\$1.00**
16 H 6965—Brief Panty
16 H 6963—Short-leg Panty

WIDE
LASTEX BAND
Holds
"Tummy" In



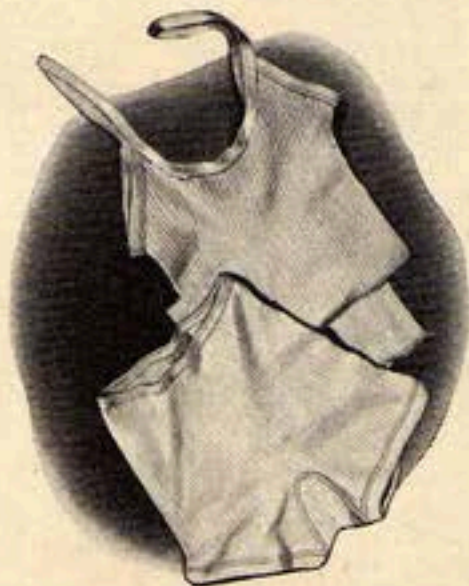
Sheer Knits

UNDI-GIRDS Lastex Girdle Top

44^c EACH

Cool lacy-knit panties... with a Lastex girdle top to give all the restraint the young figure needs! Finest quality combed lisle with a rayon-and-cotton Lastex top. Leg openings bound with elastic. Double crotch. So lightweight, they wash in a jiffy and dry overnight.

COLOR: Tearose. SIZES: Small (32-34); Medium (36-38); Large (40-42) inch hip. *State size.* Shpg. wt., 5 oz.
16 H 6923—Short leg.
16 H 6921—Brief style.
Each garment... **44c**



Sheer Knits

COOL... BRIEF

18^c EACH GARMENT

Featherlight and cool, figure-clinging like all our Sheer-Knits... and so inexpensive! Brief panty and vest of fine combed cotton, novelty ribbed knit so they stretch with a breath. Easily freshened in Lux. Panties have all around elastic waistband; double crotch. Vests have neat shoulder straps.

COLOR: White. SIZES: Small (32-34); Medium (36-38); Large (40-42) inch bust or hip. *State size.* Shipping weight, each, 3 oz.; 3 for 7 ounces.
16 H 6910—Vest
16 H 6911—Brief Panty
Each... **18c** 3 garments... **50c**

Rayon Striped COTTON BLOOMERS



Combed Cotton

35^c EACH

Flat knit. Double crotch. COLOR: Pink. *State size.* Shpg. wt., ea., 8 oz.; 3, 1 lb. 4 oz.
SIZES: Small (34-36); Medium (38-40); Large (42-44) inch hip.

16 H 6601
Each... **35c**
3 garments... **\$1.00**

EXTRA LARGE SIZE **39^c** EA.
Extra Large (46-50) inch hip measure.

16 H 6611
Each... **39c**
3 garments... **\$1.12**

Bargain Priced

22^c EACH

Low priced, but still good quality! Flat knit; cotton, rayon striped. Double crotch. COLOR: Tearose. *State size.* Shpg. wt., ea., 3 oz.; 3 garments, 1 lb. 4 oz.

SIZES: Small (34-36); Medium (38-40); Large (42-44) inch hip.
16 H 6607—Ea. **22c**
3 garments... **59c**

EXTRA LARGE SIZE **28^c** EA.
Extra Large (46-50) inch hip measure.

16 H 6621—Each **28c**
3 garments... **79c**



COMBED COTTON

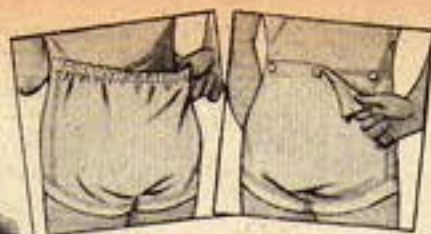
23^c EA.

Cool brief panties, extra fine ribbed and shaped at the sides to figure lines. Flat elastic waistband; elastic at leg bottoms; double crotch.

COLOR: White. SIZES: Small (32-34); Medium (36-38); Large (40-42) inch hip. *State size.* Shipping weight, each, 4 oz.; 3 garments, 10 oz.

16 H 6937—Each... **23c**
3 garments... **65c**

All Orders
of \$10 or
More on
Easy Terms
See Page 1A



All 4 Suits in Either
ELASTIC-TOP SEAT or
BUTTON STYLE SEAT

AGES
2 to 12
YEARS



A VERY YOUNG LADY REMINDS US

"I Want Undies
That don't show"



AGES
2 to 8
YEARS

Practical
PANTIES BUTTON
ON THE VEST...
Can't Slip Down
Easy to Change

Combed Cotton
Were 32c

29c
EACH
SUIT

Combed cotton suits, so well tailored you make a real saving on their longer wear. This one's a favorite with active girls, it's so soft and smooth, so comfortable to bend and stretch in. Finely ribbed knit, and well made in sleeveless, legless style. Lightweight, brief, cool. Closed front. Mothers know it pays to buy these!

COLOR: White. AGE-SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12 years. State age-size. See Size Scale at bottom of page. Shipping weight, each, 4 ounces.

16 H 7070—Elastic top seat.
16 H 7068—Button-top drop seat.
Each suit.....29c

Cool Mesh
Were 29c

24c
EACH
SUIT

Girls love these gloriously cool mesh suits. Brief lightweight cotton, knit for cool comfort, easy to stretch and bend in. No sleeves, no legs. Made with closed front, double crotch and snug ribbed leg openings. Choice of Lastex top seat that slips into place, or button drop seat—both popular.

COLOR: White. AGE-SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12 years. State age-size. Shipping weight, each, 3 ounces; 3 suits, 7 ounces.

16 H 7052—Lastex top seat.
16 H 7055—Button drop seat.
Each suit.....24c
3 suits.....69c

Bargain
Reduced to

22c
EACH
SUIT

Unbelievably low priced for such good suits. Soft sturdy cotton, finely ribbed knit for stretch, and well made in sleeveless, legless closed front style. Brief, so it won't show with short dresses. Here's your choice if you want a real bargain. Nicely finished even though it's inexpensive.

COLOR: White. AGE-SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12 years. State age-size. See Size Scale at bottom of page. Shipping weight, each, 4 ounces; 3 suits, 9 ounces.

16 H 7050—Elastic top seat.
16 H 7061—Button drop seat.
Each suit.....22c
3 suits.....65c

Nainsook
35c Value

24c
EACH
SUIT

Pre-shrunk—these nainsook suits won't wash out of fit—that means comfort for the girls who wear them... and a big money-saving for Mother in their longer wear. Cool, crisp, lightweight. Double stitched seams won't rip; double fabric seat wears longer. Strap reinforcements. Button-down-to-waist style.

COLOR: White. AGE-SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12 years. State age-size. Shipping wt., each, 3 oz.; 3 suits, 7 oz.

16 H 7046—Elastic top seat.
16 H 7047—Button drop seat.
Each suit.....24c
3 suits.....69c

FINE COMBED COTTON
VESTS AND PANTIES **22c**
EACH
GARMENT

A grand modern idea... vests and panties that button together to make a one-piece suit! The panties can't slip down... and have an elastic-top self-manage seat that always slips back into place. Cambric reinforced yoke front; reinforced buttonholes; snug ribbed leg openings and double crotch. Matching sleeveless vest has buttons for attaching panties. Both are finely ribbed knit combed cotton, cool, lightweight, rayon trimmed. This better quality wears longer, saves you most.

COLOR: White. AGE-SIZES: 2, 3-4, 5-6, 7-8 years. State age-size. Shpg. wt., each, 2 oz.; 3 garments, 5 oz.

16 H 7056—Vest
Each, Vest or Panty.....22c
16 H 7057—Panty
Any 3 for.....65c

Finely Ribbed Sturdy
Lightweight Cotton

15c
EACH
GARMENT

Last year's bargain price reduced! Same color, sizes and shipping weight, as above, but not combed cotton.

16 H 7064—Vest
Each, Vest or Panty.....15c
16 H 7065—Panty
Any 3 for.....43c



Sturdy
GARTER
WAISTS

Cut To
16c
EACH

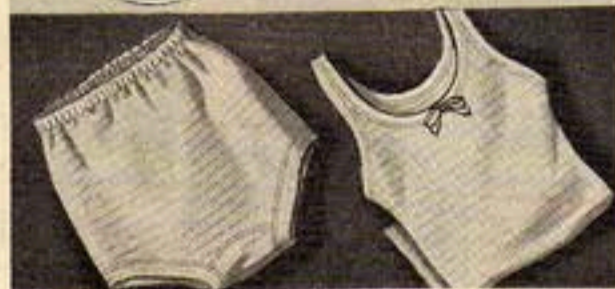
Good Quality Cotton

Firmly knit and strongly reinforced to stand the strain of garter pull. Knit-in buttonholes won't tear out. Garter tabs and buttons.

COLOR: White. AGE-SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12 years. State age-size. Shpg. wt., each, 4 oz.; 3 garments, 9 oz.
16 H 7067—Each 16c 3 for 46c

AGES
4 to 16
YEARS

"I'm 14 Now... and still
like Vests and Panties"



Rayon Striped Cotton
Vests, Panties.. Cut To

13c
EACH
GARMENT

Girls like the dainty rayon stripes, the soft feel of these good quality vests and matching brief panties. Easy stretching, cool and comfortable. Neatly tailored built-up shoulders on the vests. Panties have double crotch and cuff bottom. Full sizes. And so low priced!

COLOR: White. AGE-SIZES: 4 to 16 years. State age-size. Shipping weight, each, 3 oz.; 3 garments, 7 oz.

16 H 7071—Panty
Each, Vest or Panty.....13c
16 H 7079—Vest
Any 3 for.....37c



Fine Combed Cotton
Vests and Panties

22c
EACH
GARMENT

Better quality means softer, more comfortable, longer wearing... a better value! Fine combed cotton underthings, brief, cool, easy stretching, well fitting. Perfect for warm weather. Vests have picot trimmed shoulder straps. Panties have an elastic waistband; elastic at leg openings; double crotch. Shipping weight, each, 3 ounces; 3 garments, 7 ounces.

COLOR: White. AGE-SIZES: 4 to 16 years. State age-size.
16 H 7048—Vest
16 H 7049—Panty
Each.....22c
3 garments.....65c

THE RIGHT SIZE TO ORDER

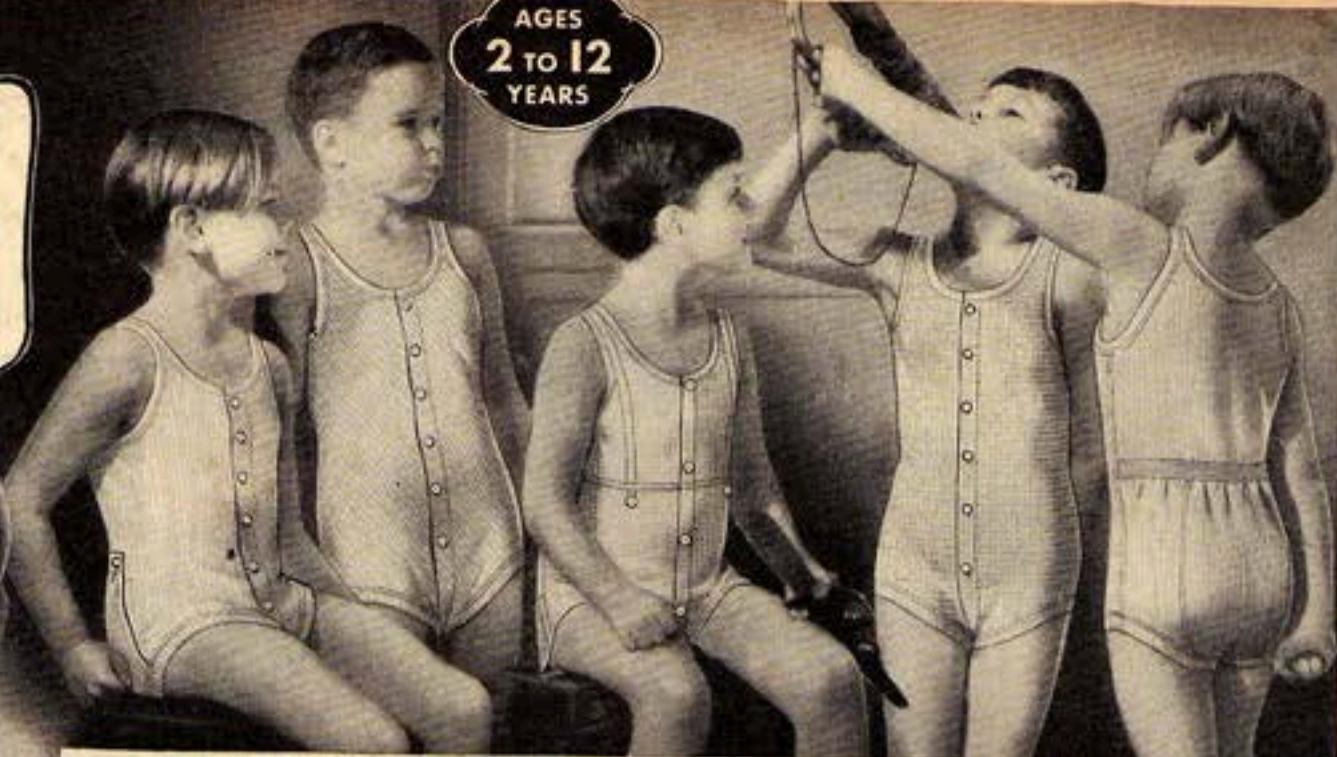
If you are not sure of Age-Size to order, measure with tape measure over shoulder, through crotch and up to starting point—that's the trunk measure.

If Trunk Measures	Order Age-Size	If Trunk Measures	Order Age-Size
38 in.	2 yrs.	50 in.	10 yrs.
41 in.	4 yrs.	53 in.	12 yrs.
44 in.	6 yrs.	56 in.	14 yrs.
47 in.	8 yrs.	59 in.	16 yrs.

AGES
2 to 12
YEARS

I like the Lastex-top seat—it's so easy to manage

Well, I still like the button seat style



Lastex-Top Seat



Button-Top Seat

CHOICE OF BUTTON OR LASTEX TOP SEAT

Bargain!

22^c
Each

Here's a cool, comfortable elastic-ribbed knit suit! The cotton's a good quality; it's well made for good long wear; and well finished. Brief leg style. A very special bargain.

16 H 7600 Lastex top seat.
16 H 7601 Button drop seat.
Ea. 22c; 3 for 64c

Cool Mesh

27^c
Each

Cool, comfortable mesh suits, knit for softness and stretch! Any wonder boys go for them? Good quality cotton; well made, well tailored. He'll be cool in these! Trunk length.

16 H 7602 Lastex top seat.
16 H 7603 Button-drop seat.
Ea. 27c; 3 for 78c

Nainsook

24^c
Each

Pre-shrunk! A nainsook suit that fits as well after washing as before! Double stitched, can't-rip seams. Double fabric seat. Strap reinforcements. Short trunk length.

16 H 7604 Lastex top seat.
16 H 7605 Button drop seat.
Ea. 24c; 3 for 69c

Fine Mesh

35^c
Each

Here's tops in summer comfort—cool because it's mesh... soft because it's combed cotton. Finely tailored. Ribbed cuffs on brief legs. Double crotch. Rayon trim.

16 H 7606 Lastex top seat.
16 H 7607 Button drop seat.
Ea. 35c
3 for \$1.00

Combed Cotton

39^c
Each

Combed cotton always makes a better suit. It's softer, more comfortable, and it wears extra long. Extra fine gauge and finely tailored. Short trunk length; Button-front style.

16 H 7608 Lastex top seat.
16 H 7609 Button drop seat.
Each 39c

All above suits are: COLOR: White. AGE-SIZES: 2, 3-4, 5-6, 7-8, 9-10, 11-12 yrs. State age-size. Shpg. wt., 4 oz., 3 suits, 9 oz.

Size Scale for Boys' Underwear

Measure boy with a tape measure over the shoulder through the crotch and up to the starting point—that's the trunk measure. If trunk measure is... 38 41 44 47 50 53 56 59 in. Order age-size... 2 4 6 8 10 12 14 16 yrs.

A FAST-MOVING YOUNG FELLOW SAYS:

"Button-on Shoulder Suits for me because

1 I Grab It



2 I'm In



3 Ready to Go



Flat Knit

33^c
Each

Loose fitting, light weight cotton... no buttons down the front, just two on the shoulder... what could be cooler! Sleeveless, short leg style. One-button flap seat; fly front.

COLOR: White. AGE-SIZES: 6 to 16 yrs. State age-size. Shpg. wt., 4 oz. 16 H 7528—Ea. 33c

Combed Cotton

37^c
Each

Fine combed cotton panel ribbed knit... that's the same as saying, softer, stretchier, sturdier. Fine gauge, fine quality. Button shoulder style with tubular neck and armholes; rayon trim. One-button flap seat; fly front; short legs. Priced the Sears way.

COLOR: White. AGE-SIZES: 6 to 16 yrs. See Size Scale above. State age-size. Shpg. wt., each, 4 oz. 16 H 7526—Ea. 37c

Pre-shrunk Nainsook

29^c
Each

Your old favorite, nainsook, now in button-on-shoulder style. You're in and out in a flash, and always cool and comfortable. Cross strap reinforcements in the back (they stand a lot of strain) and knit webbing waistband (it lets you bend and stretch). Fly front. One-button flap seat.

COLOR: White. AGE-SIZES: 6 to 16 yrs. State age-size. See Size Scale above. Shipping weight, 5 ounces. 16 H 7519—Each. 29c

Cool Mesh

35^c
Each

Mesh! The active boys' choice for extra comfort on even the hottest days—knit in an open mesh stitch that lets the body breathe. Soft absorbent cotton in cool button-shoulder style, sleeveless, and short legs. One-button flap seat. Fly front.

COLOR: White. AGE-SIZES: 6 to 16 yrs. State age-size. See Size Scale above. Shipping weight, each, 4 ounces, 3 suits, 9 ounces. 16 H 7514—Each. 35c 3 for \$1.00

And not so many buttons for Mom to worry about!

AGES
6 to 16
YEARS



FLAT KNIT SWISS RIBBED

**BARGAIN SPECIALS
BEST AT THIS PRICE**

13^c Each
Garment

Bargains because they're good quality as well as low priced. Best for the money. Full sizes. Shipping weight, each, 4 ounces.

FINE WHITE COTTON SHIRTS

Tubular bound neck and armholes, rayon trimmed. Full size. Lightweight.

COLOR: White. AGE-SIZES: 6 to 16 yrs. State age-size.

16 H 7508—Flat knit

16 H 7512—Swiss ribbed

Each garment.....13c

COTTON BROADCLOTH SHORTS

Smart patterns in fast colors. Panel seat. 3-button yoke front. Elastic at sides.

Patterns similar to illustration. AGE-SIZES: 6 to 16 years. State age-size.

16 H 7515—Each.....13c



AGES
6 to 16
YEARS

**BUTTONLESS SHORTS
COMBED COTTON SHIRTS**

17^c Each
Garment

Quality and comfort priced far less than you can obtain elsewhere.

COMBED COTTON SHIRTS

Softer to the touch; longer wearing. Novelty ribbed stitch. Tubular neck and armholes. Full sizes; rayon trim.

COLOR: White. AGE-SIZES: 6 to 16 yrs. State age-size. Shpg. wt., ea., 3 oz.

16 H 7530—Each.....17c

LASTEX WAISTBAND SHORTS

Lastex waistband—no buttons to bother with in these shorts. Made of fast color cotton broadcloth. Extra wide panel seat. Fly front.

Patterns similar to illustration. AGE-SIZES: 6 to 16 years. State age-size. Shipping weight, each, 3 ounces.

16 H 7531—Each.....17c

**A TWO-FISTED
OUTFIELDER
SAYS...**

*"Hard Play Won't Hurt
these Shirts and Shorts"*



SANFORIZED-SHRUNK

**BROADCLOTH SHORTS
COMBED COTTON SHIRTS** **22^c** Each
Garment

If your boy is extra hard on his clothes... buy him these! Shipping weight, each, 4 ounces; 4 garments, 13 ounces.

FINE COUNT COTTON BROADCLOTH SHORTS

They won't shrink out of fit or rip. They're Sanforized-Shrunk, triple stitched, bar-tacked! "Trooper" crotch reinforcement; shaped panel seat; Lastex sides; 3-button yoke front. AGE-SIZES: 6 to 16 years. State age-size.

16 H 7507—Patterns similar to illustration.

16 H 7509—White. Each.....22c 4 garments..... 84c

KILBURN COMBED COTTON SHIRTS... PANEL RIBBED

Extra long wearing; extra soft. Rayon-trimmed tubular neck.

COLOR: White. AGE-SIZES: 6 to 16 years. State age-size.

16 H 7506—Each.....22c 4 garments..... 84c



COOL NAINSOOK

Athletic Suits

33^c Each

The same cool crisp nainsook athletic suit so many men wear—in sizes for boys! The same strain resisting cross strap reinforcements in the back; the same knit waistband and elastic snubbers to allow for easy bending and stretching. A good sturdy quality that feels soft, doesn't cling. Well made, with deep cut neck and armholes; tailored one-button flap seat. Neatly finished in sleeveless, short leg, button-front style. First choice of thousands of boys.

COLOR: White. AGE-SIZES: 6 to 16 yrs. State age-size. Shipping weight, each, 5 ounces.

16 H 7518—Each.....33c

**"GOB" STYLE
ALL PURPOSE SHIRT**



IT'S AN
UNDERSHIRT

IT'S AN
OUTERSHIRT

For Camping,
Sports, Play

23^c Each

Fellows who keep up with the times are wearing the Gob-style shirt. They wear it as an outer shirt for sports, for camping or just for everyday summer wear. And they wear it as an undershirt, too! Cool, loose-fitting flat-knit cotton in good summer weight. Made with short sleeves and round neck. You're paying less for it at Sears!

COLOR: White. AGE-SIZES: 6 to 16 years. State age-size.

Shipping weight, each, 4 ounces; 3 shirts, 9 oz.

16 H 7510—Each: 23c 3 garments... 65c

"Vee-Line"
**STREAMLINED
for Action**



Special Bargains **13^c** Each
Garment

Boys the country over have taken to Vee-Lines, they're so cool, so comfortable, give such streamlined fit. These are knit of good sturdy cotton and well made in full sizes. Shorts have elastic waistband, fly front.

COLOR: White. AGE-SIZES: Small (6-8); Medium (10-12); Large (14-16) years. State age-size. Shipping weight, each garment, 3 ounces.

16 H 7502—Shirts

16 H 7503—Shorts

Each garment..... 13c

Combed Cotton **18^c** Each
Garment

Finely Swiss ribbed knit of combed cotton. Shorts have Lastex waistband, fly front; double crotch; ribbed hem on leg openings.

COLOR: White. AGE-SIZES: Small (6-8); Medium (10-12); Large (14-16) years. State age-size. Shipping weight, each, 3 ounces; 4 garments, 9 ounces.

16 H 7500—Shirts

16 H 7501—Shorts

Each garment. 18c 4 garments. 69c

FOR PLAY—OR DRESS-UP

Pilgrim STOCKINGS

REG. U.S. PAT. OFF.

- LONGER WEARING
- BETTER LOOKING
- LOWER PRICED

Combed Cotton

14c
Pair

Our best selling children's stockings... again the greatest values to be found in inexpensive stockings! Just check their features... then compare. Combed cotton. Extra fine ribbing. Smooth texture. 2 inches longer than most. Specially reinforced. We know you won't find their equal at their price. Buy half a dozen pairs at a time.

Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½ and 10. *State size.* See Size Scale at lower left. Shipping weight, pair, 3 ounces; 3 pairs, 8 ounces.

- 86 H 2614—Black
 - 86 H 2615—French tan
 - 86 H 2616—White
 - 86 H 2617—Camel tan
 - 86 H 2619—Dark brown
- Pair... 14c 3 Pairs... 40c

23c
Pair **Rayon Plated**

They have a silk-like luster... and have wear hidden inside. Rayon-over-mercerized cotton with 4-ply mercerized cotton heels and toes... they'll stay smooth, fine, good looking. Finely ribbed—and good full length.

COLORS: Champagne, French nude, French tan or White. Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½ and 10. *State size and color.* See Size Scale at lower left. Shipping weight, pair, 4 ounces; 3 pairs, 10 oz. 86 H 2635—Pair... 23c 3 Pairs... 67c

22c
Pair **Mercerized Cotton**

The finest looking, best wearing cottons for children... mercerized! Extra fine-ribbed legs, with 4-ply heels and toes. Good full length for neater fit.

COLORS: French tan, Camel tan, Dark tan or White. Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½ and 10. *State size, color.* See Size Scale at lower left. Shipping weight, pair, 4 ounces; 3 pairs, 10 ounces. 86 H 2655—Pair... 22c 3 Pairs... 65c



KEEP THEM IN STYLE

Five-Eighths

FOR BOYS AND GIRLS



Hey Young Fellows!

JUNIOR KNEE LENGTHS



PLENTY OF WEAR FOR LITTLE MONEY

10c
PAIR

Save Money **10c**
PAIR

They'll be right up to the minute... in 5/8's that are bargain priced! Soft finely ribbed combed cottons with brightly striped Krinkle tops. Elastic throughout the top keeps them up.

COLORS: Navy blue, Brown or French tan with contrasting striped tops. Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½. *State size, color.* See Size Scale below. Shpg. wt., pr., 2 oz.; 3 prs., 5 oz. 86H2850—Pair... 10c 3 Pairs... 29c

See the Smart Cuffs **19c**
PAIR

Just about the best looking 5/8's we've ever seen! Mercerized cotton in clearer colors, finer, more lustrous texture! Four colors in the patterned cuffs. Lastex in the cuffs.

COLORS: Medium blue, Tan, Brown, Navy. Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½. *State size, color.* See Size Scale. Shipping wt., pr., 2 oz., 3 prs., 5 oz.

86H2854—Pair... 19c 3 Pairs... 55c

New Patterns **19c**
PAIR

Now younger boys can have Knee Lengths just like Big Brother's! These have all the zip and dash of regular Knee Lengths and are specially sized for the younger lad. No worry about garters either—knit-in garters in the cuffs keep them up—never get lost. Good quality cotton.

COLORS: Blue, Brown, or Gray. Sizes: 7, 7½, 8, 8½, 9, 9½, 10. *State size and color.* Shpg. wt., pr., 3 oz.; 3 prs., 7 oz.

86 H 2856—Pair... 19c 3 Pairs... 55c

You just can't equal these for the money. Long wearing cottons, sports ribbed to the toe.

COLORS: Beige, French tan, Camel tan. Sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½ and 10. *State size and color.* Shpg. wt., pr., 3oz., 3pr. 7oz.

86 H 4509
Pair... 10c
3 Pairs... 29c

WHAT SIZE STOCKINGS TO GET THEM!

Stockings that are the right size look better, feel more comfortable, wear extra long. It's easy to get exactly the right size stockings for your children... just consult the Size Scale below. Remember, children grow fast. They may need a larger size stocking than you last ordered.

SIZE SCALE FOR SMALL CHILDREN

Size of Shoe...	6-7	7½-9	9½-10	10½-11½	12-13
Size of Hose...	6	6½	7	7½	8

FOR LARGER CHILDREN

Size of Shoe...	1-2½	3-4½	5-6	6½-7
Size of Hose...	8½	9	9½	10

SCALE OF SIZES FOR BABIES' HOSE

Average Age	3-6 Months	1 Yr.	1½ Yrs.	2 Yrs.	2½ Yrs.
Size of Shoe...	0-1	2-3	4-5	5½-6½	7-7½
Size of Hose...	3½-4	4½	5	5½	6

Baby's Stockings and Other Baby Things Will Always Stay Soft and Comfy With LUX Care



SOFT FINE QUALITIES

For Baby

10% Wool 17c
PAIR

Baby'll be warm in these! Part wool with rayon for luster and fine cotton for wear.

COLOR: White. Sizes: 4, 4½, 5, 5½, 6, 6½. *State size.* Shpg. wt., pr., 2 oz.; 3 prs., 5 oz. 86 H 2739—Pair... 17c 3 Pairs... 49c

50% Wool 25c
PAIR

COLORS: White or Buff. *State color.* Sizes, shpg. wts., as above. 86 H 2742—Pair... 25c 3 Pairs... 72c

Rayon Plated 16c
PAIR

Rayon over-fine ribbed cotton. Sizes: 4, 4½, 5, 5½, 6, 6½. *State size.*

Shpg. wt., pr., 2 oz.; 3 prs., 5 oz. 86 H 2701—White 86 H 2702—Pongee Color Pair... 16c 3 Pairs... 46c

Mercerized Lisle 15c
PAIR

Extra fine gauge. Sizes: 3½, 4, 4½, 5, 5½, 6, 6½. *State size.*

86 H 2715—Nude 86 H 2717—White 86 H 2718—Pongee Color Pair... 15c 3 Pairs... 43c

Combed Cotton 8c
PR.

Our best sellers... one of the biggest sellers in all America. Fine ribbed combed cotton. Flat knit seamless feet.

COLORS: Nude, Pongee color, Black, White. Sizes: 4, 4½, 5, 5½, 6, 6½. *State size.* Shpg. wt., pr., 2 oz.; 3 prs., 5 oz. 86H2703—Pr. 8c 3 Prs. 23c

Kerrybrooke

our best sports coats

THE NEW BOXY SWAGGER

In Three Luxurious All Wool Fabrics

NEW YORK and PARIS say: "It's the coat silhouette of the year, no doubt about it!" It's your old favorite the swagger... but new in every line. Gone is the old flared fullness that made you look so bulky... now you have clean-cut straight young lines (much easier to wear!), beautiful broad shoulders and smooth straight sleeves. We've tried it on dozens of different figures... and everyone who tries it wants to buy it! It's a beauty... worthy in every way of Sears' famous Kerrybrooke label. The fabrics are all rich pure Wool, the finest in their class. The tailoring is flawless... every seam, every row of stitching is true and perfect... with deep pleats in back for ease. It's lined with genuine Earl-glo Satin (All Rayon), guaranteed to wear as long as your coat. Your choice of fabrics!

SIZES: 12-14-16-18-20-22.
BUST: 30-32-34-36-38-40 inches.
LENGTHS: 42-43-43-44-44-44 inches.
State bust measure and color.
Shipping weight, each, 3 lbs. 8 oz.

ALL WOOL NUBBY TWEED **11.98**

Looks like costly imported tweed... rich and soft, marvelous to touch. Darker wears nubs. 17 H 3365—Natural Tan or Med. Gray.

ALL WOOL SHETLAND TWEED **9.98**

Tops in fashion... and our best quality! 17 H 3370—Copen Blue 227, Adriatic Green 906 or Melon Rust 616.

ALL WOOL SUEDE FLEECE **12.98**

Soft, smooth as velvet... our finest. 17 H 3375—Nude (Lt. Tan 604), Skipper Blue 221 or Black.

This coat is sent direct from New York to you... you pay postage only from our nearest Mail Order House.

Numbers after color names refer to COLOR-GRAPH facing first pink index page.

9.98

ALL WOOL
SHETLAND

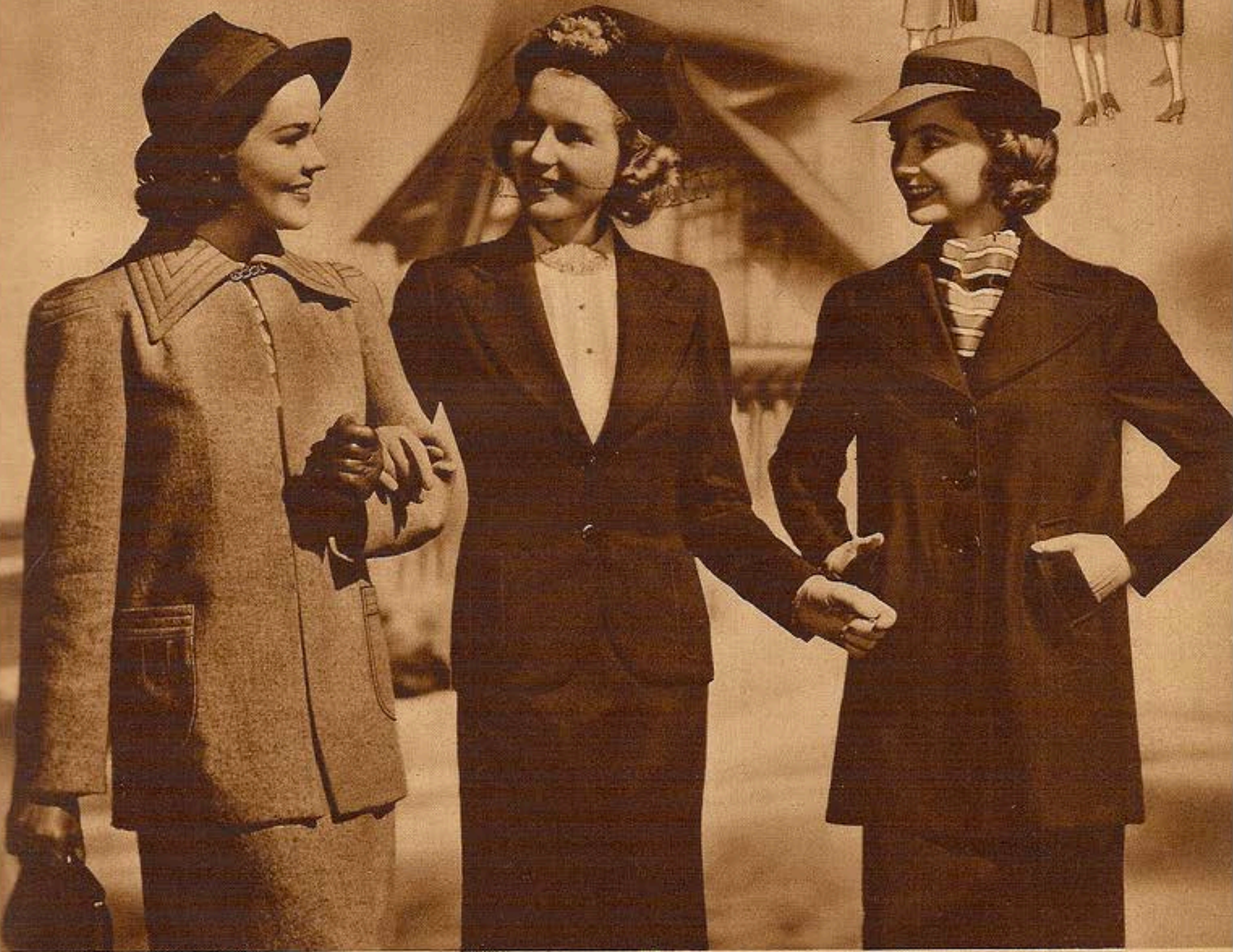
ALL WOOL
FLEECE

12.98

ALL WOOL
TWEED
11.98

OUTSTANDING STYLE... MARVELOUS VALUE

you get them both in these three *Suits*



DRESSY SWAGGER SUIT IN RICH ALL WOOL SUITING

ASTOUNDING VALUE! We bought a famous mill's whole supply of this beautiful All Wool Suiting in order to give you this extraordinary low price! You'll love those stunning broad stitched shoulders and that trim young collar, lavishly stitched and fastened with a gleaming metal chain. Jacket is unlined for Spring comfort... makes a grand "topper" to wear with your print frocks later on. Novelty pockets are trimmed with tucks and stitching. Matching skirt has kick pleat, good wide hem. A lot of dash and good looks!

SIZES: 14-16-18-20-22.
Bust: 32-34-36-38-40 in. *State bust measure.*
17 H 3300—Copen Blue 227.
17 H 3301—Melon Rust 616.
17 H 3302—Light Fog Gray 506.
17 H 3303—Medium Tan.

5⁹⁸

Shipping weight, 3 pounds 8 ounces.

BARGAIN SPECIAL! SUIT OF MEN'S-WEAR TYPE SUITING

Not our *best* tailored suit, of course... that's on Page 7... but it's undoubtedly the best-looking suit you ever saw at this amazing price! The men's-wear type suiting is 40% Wool, balance Cotton, in a good firm quality. It's nicely made in the two-button style that's so popular, with action-pleated back and inset half belt. Jacket is yoke lined with rayon taffeta... will come in handy to wear with extra sports skirts. Smartly kick-pleated skirt. Comes in good true colors you rarely find at \$3.98. Get your order in today and wear it all Spring!

SIZES: 14-16-18-20.
Bust: 32-34-36-38 in. *State bust measure.*
17 H 3305—Navy Blue.
17 H 3306—Medium Gray 810.
17 H 3307—Medium Brown.

3⁹⁸

Shipping weight, 3 pounds 5 ounces.

NEW "TOPPER" SUIT IN GAY COLORS... ALL WOOL!

If you know style... and appreciate a bargain that saves you about \$3.00... you'll snap this suit up in a hurry! It's genuine All Wool Flannel Suiting... a really good quality... and the topper coat is a peach to wear with Spring and Summer frocks. Note the smart wide revers, the pleated shoulders, the novelty tucked and pleated back... all style points of higher priced suits. The coat is unlined, with neatly finished seams... about 31 inches long. Skirt has side pleats and wide hem. Comes in young, lively new colors!

SIZES: 12-14-16-18-20.
Bust: 30-32-34-36-38 in. *State bust measure.*
17 H 3310—Copen Blue 227.
17 H 3311—Strawberry Rose 533.
17 H 3312—Navy Blue.

4⁹⁵

Shipping weight, 3 pounds 1 ounce.

These suits are sent direct from New York to you... you pay postage only from our nearest Mail Order House. Numbers after color names refer to COLOR-GRAPH facing first pink index page.



100 Fine Rayon Crepe. The tucked, softly rolled edge is fastened with a smart pin. Chenille dotted veil.
 Colors: Navy Blue, Beige 601, Black, White, Gray 806 or Venetian Violet 905. Measure and state color.
 78 H 6665—Fits 21 3/4 to 22 1/4 in.
 78 H 6666—Fits 22 1/4 to 23 in.
 Shipping weight, 9 oz.



88c Of stitched Rayon Crepe with a shining band of cre ribbon across front. Has new, height-giving lines.
 Colors: White with Navy ribbon, Pink 525, Copen Blue 220, Gray 806 or Solid Navy Blue. Measure and state color.
 78 H 7025—Fits 21 1/4 to 22 1/4 in.
 Shipping weight, 10 ounces.



88c This cool dressy little open crown hat flaunts a flaring bow right at the top. Fine Petersham (rayon and cotton) ribbon.
 Colors: White, Royal Blue 218, Crushed Strawberry 533, Pink 525 or Kelly Green 317. Measure; state color.
 78 H 6915—Fits 21 1/4 to 22 in. heads.
 78 H 6916—Fits 22 1/4 to 22 3/4 in.
 Shipping weight, 8 ounces.



Beautiful which ever way you turn your head

100 Rich, leghorn-like Tuscan braid! With a dramatic sweeping brim set gracefully on a fitted bandeau. Spring-time flowers. Grosgrain ribbon trim.
 Colors: White, Natural Tuscan Yellow 705, Pink 525 or Copen Blue 220. Measure; state color.
 78 H 6860—Fits 22 to 22 1/4 in.
 78 H 6861—Fits 22 1/4 to 23 1/4 in.
 Shipping weight, 1 lb., 4 oz.



79c It's a gay Scotty in stitched Rayon Crepe with contrasting ribbon edge and gay streamers. Shining pin.
 Colors: White with Black, Navy with White, Beige 601 with Brown, Gray 806 with Navy or Solid Red 511. Measure and state color.
 78 H 6920—Fits 21 1/4 to 22 1/4 in.
 Shipping weight, 12 ounces.



89c You can snap that casual brim down in front or wear it rolled. Soft body felt with ribbon band. Stitched crown.
 Colors: Royal Blue 218, Navy Blue, Venetian Violet 905, White, Beige 601 or Maize 705. Measure and state color.
 78 H 6815—Fits 21 1/4 to 22 1/4 in.
 78 H 6816—Fits 22 1/4 to 23 in.
 Shipping weight, 1 pound.



69c Soft felt cloth with new round crown stitched in contrasting color to match the wide ribbon. Casual "up or down" brim.
 Colors: White, Navy Blue, Royal Blue 218, Pink 525, Kelly Green 317 or Beige 601. Measure and state color.
 78 H 6820—Fits 21 1/4 to 22 1/4 in.
 78 H 6821—Fits 22 1/4 to 23 in.
 Shipping weight, 1 pound.



100 Flowers—whole lovely cluster on the front! That big crowned shape is young and becoming. Just as smart and popular in high-price hats as it is in the clever thrift version. The lovely, lacy ve "dresses you up" for any occasion. On Pedaline synthetic straw braid that keeps its glossy fresh appearance throughout long wear.
 Colors: Black, Navy Blue, Gray 806, Toast Brown 608 or White. Measure and state color.
 78 H 7080—Fits 21 1/4 to 22 1/4 in. headsize.
 Shipping wt., 12 oz.

OUR FAMOUS QUALITY

Continental BERETS

39c each

2 FOR 75c

All wool. Famous Imported quality! Made in Czechoslovakia. Closely knit with thick, furry felted finish. Stretches to fit. Equal quality is much higher priced in city stores.

Colors: White, Red 511, Royal Blue 218, Navy Blue, Copen Blue 220, Orange 509, Light Green 305, Dark Green 317, Brown 614, Sand 601, Wine 904 or Black. Measure and state color.
 78 H 7228—Fits 21 1/4 to 22 1/4 in. headsize.
 78 H 7229—Children's Size: Fits up to 21 1/4 in. headsize.
 Shipping weight, each, 4 oz.; 6 oz. for two.



69c Good, serviceable hemp braid—always looks smart! New ribbon band is stitched in bright multi-colors. Becoming brim.
 Colors: White, Navy Blue, Beige 601 or Gray 806. Measure and state color.
 78 H 6825—Fits 22 to 22 1/4 in.
 78 H 6826—Fits 22 1/4 to 23 1/4 in.
 Shipping weight, 1 pound.



95c Designed to flatter large headsizes. Shiny, handwoven straw body. Brim is faced with light contrasting straw.
 Colors: Black with White, Navy Blue with White or Brown 608 with Sand facing. Measure and state color. Shpg. wt., 1 lb.
 78 H 6850—Fits 22 1/4 to 22 3/4 in.
 78 H 6851—Fits 23 to 23 1/4 in.



95c Soft fine body with a good do crown, gracefully tucked to make the head smarter and smaller. Buckled bon trim. Measure and state color.
 Colors: Navy Blue, Gray, Toast Brown 608, Black or White.
 78 H 6855—Fits 22 1/4 to 22 3/4 in.
 78 H 6856—Fits 23 to 23 1/4 in.
 78 H 6857—Fits 23 1/4 to 23 3/4 in.
 Shipping weight, 1 pound.



Jane Withers Hats

AGES 10 TO 16 YEARS

It's quality that Jane, herself, wears. A lovely little off-the-face bonnet with gay streamers and flowers. Pedaline synthetic straw or felt.

COLORS: White, Navy, Pink 525 or Beige 601. Measure: state color. Shipping weight, 14 oz.
 78 H 7100—Pedaline. Fits 20 3/4 to 21 1/4 in.
 78 H 7101—Pedaline. Fits 21 1/2 to 22 in.
 78 H 7095—Felt. Fits 20 3/4 to 21 1/4 in.
 78 H 7096—Felt. Fits 21 1/4 to 22 in.

119



THESE ARE STYLED for the Junior Set

In Suede or Bouclé:

Fits up to 22 1/4 in.
 78 H 7085—**69c**
 Suede leather.
 COLORS: Gray 806, White, Red 511, Kelly Green 317 or Royal Blue 218. State color.
 78 H 7090—**49c**
 Rayon and Cotton Bouclé. Multi-color only. Shpg. wt., ca., 8 oz.

A dressy Pedaline synthetic straw beret with gaily striped ribbon crown.
 100
 COLORS: Red 511, Royal Blue 218, White or Beige 601. Measure: state color.
 78 H 7045—Fits 21 1/4 to 22 1/4 in. headsize. Shipping wt., 14 oz.

Dashing high crown and care-free roller brim. Fine stitched body felt.
 100
 COLORS: Beige 601, Royal Blue 218, White, Kelly Green 317. Measure: state color.
 78 H 7035—Fits 21 1/4 to 22 in. headsize. Shipping wt., 13 oz.

Genuine Suede leather in new Scotch style.
 119
 COLORS: White, Brown 608, Gray 806, Royal Blue 218, Kelly Green 317. Measure: state color.
 78 H 7015—Fits 21 1/4 to 22 1/4 in. headsize. Shipping wt., 14 oz.

ALL GIRLS LOVE "Classmate" HATS FOR STYLE AND VALUE



Children's heads vary so much that you must measure for size.

Draw tape measure straight around head as illustrated. The number of inches around the head is the headsize. Be sure to select a hat listed in her headsize.



Ages 8 to 15 years. Lustrous Pedaline braid or fine body felt. COLORS: White, Navy Blue, Sand 601 or Red 511. Measure: state color. Shpg. wt., ca., 14 oz.
 78 H 7105—Felt. Fits 20 3/4 to 21 in. **77c**
 78 H 7106—Felt. Fits 21 1/4 to 21 3/4 in. **77c**
 78 H 7110—Pedaline. Fits 20 3/4 to 21 in. **100**
 78 H 7111—Pedaline. Fits 21 1/4 to 21 3/4 in. **100**

Ages 7 to 13 years. Leghorn-like Tuscan braid or fine body felt. COLORS: Maize 705, Copen Blue 220, White or Pink 525. Fits 21 to 21 3/4 in. headsize. Measure: state color.
 Felt Hat **89c**
 Tuscan braid **65c**
 78 H 7120 **89c**
 78 H 7115 **65c**
 Shipping weight, each, 14 ounces.



Shirley Temple Hats

169 Ages 6 to 12 years. Just like Shirley's. The wide brim is so becoming to little girls, turned down all 'round or rolled back to show curls. Ribbon band and streamers. Fine body felt or Pedaline synthetic straw.
 COLORS: Navy Blue, White, Sand 601 or Red 511. State color. Shipping weight, each, 1 lb.
 78 H 7005—Felt. Fits 20 3/4 to 21 in.
 78 H 7006—Felt. Fits 21 1/4 to 21 3/4 in.
 78 H 7007—Pedaline. Fits 20 3/4 to 21 in.
 78 H 7008—Pedaline. Fits 21 1/4 to 21 3/4 in.



Soft cotton suede cloth. **39c**
 COLORS: White, Red 511, Green 317, Navy Blue, Royal 218 or Pink 525. Measure and state color.
 78 H 7160—Fits up to 22 in. Shipping weight, 4 oz.

Ages 9 to 13 yrs. Rich Tuscan braid. COLORS: Natural Tuscan Yellow, Copen Blue 220, White or Pink 525. Measure: state color.
 78 H 7135—Fits 20 3/4 to 21 1/4 in. Shipping wt., 14 oz. **69c**

Ages 8 to 12 yrs. A bright felt Scotch cap. COLORS: Red 511, White, Navy Blue or Sand 601. State color.
 78 H 7125—Fits 21 to 21 3/4 in. Shipping weight, 8 oz. **79c**

Ages 9 to 13 yrs. Lacy Hemp braid. COLORS: White, Sand 601, Copen Blue 220, Pink 525 or Navy Blue. Measure: state color.
 78 H 6670—Fits 21 1/4 to 21 3/4 in. Shipping wt., 14 oz. **69c**



8 to 13 yrs. Fine line braid. **100**
 COLORS: Sand 601, Blue 220, White or Pink 525. Measure: state color.
 78 H 7130—Fits 20 3/4 to 21 in. **100**
 78 H 7131—Fits 21 1/4 to 21 3/4 in. Shipping weight, 14 oz.

Ages 6 to 12 yrs. Fine cotton pique with stiffened brim and ribbon ties. COLORS: White, Copen Blue 220 or Pink 525. Measure: state color.
 78 H 7140—Fits 20 3/4 to 21 in. **49c**
 78 H 7141—Fits 21 to 21 3/4 in. headsize. Shipping wt., 11 oz.

Ages 6 to 10 yrs. Lacy Hemp braid with ribbon trimmed front. Nicely rolled edge. 2 streamers. COLORS: White, Sand 601, Red 511 or Copen Blue 220. State color.
 78 H 6675—Fits 21 to 21 3/4 in. Shipping weight, 12 oz. **79c**

Ages 6 to 12 yrs. Fine cotton pique. **49c**
 COLORS: White, Pink 525 or Copen Blue 220. Measure and state color.
 78 H 7145—Fits 20 3/4 to 21 in. headsize. **49c**
 78 H 7146—Fits 21 to 21 3/4 in. Shipping weight, 11 oz.



Cora Sue Collins Hats

95c Ages 7 to 13 yrs. A dressy Scotty of lustrous Pedaline braid. Cora Sue Collins label inside each hat. COLORS: White, Red 511, Royal Blue 218 or Sand 601. Measure: state color.
 78 H 7155—Fits 21 1/4 to 21 3/4 in. Shipping weight, 13 oz. **95c**
 Ages 7 to 13 years. There's a Cora Sue Collins label inside this lovely little Felt tam. Ribbon edging and colorful leathers. COLORS: White, Royal Blue 218, Red 511 or Sand 601. Measure: state color.
 78 H 7150—Fits 20 3/4 to 21 1/4 in. Shipping weight, 12 oz. **95c**

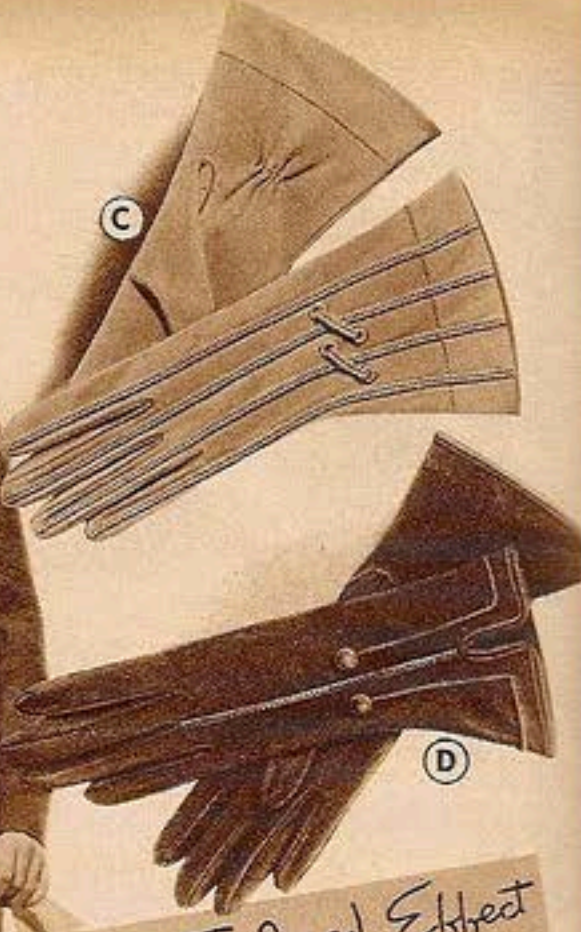
Numbers after color names refer to COLOR-GRAPH facing first pink index page.



The Trend to Shorter Dresses
is Reflected in Shorter Cuffs

79c **A** "Zippy" things are all the rage—even gloves feel the influence. These have an impressive Zip fastener in the "shortie" cuffs. It sleeks the cuff up to your wrists, gives that pencil-slim effect. Elastic at wrist. Tailored of ribby Bemberg rayon Dubar. Washable. Made in U.S.A.
COLORS: White, Navy 214, Silvertone Gray 811 or Black.
HALF SIZES: 6 to 8½. State size and color.
33 H 2623—Shipping weight, 2 oz.

79c **B** Accent on glamour. A stunning "shortie" made more distinctive by hand whipped seams and hand-sewn stitching. Made of extra fine double woven cotton chamoisecede that will thrill you with its softness. Piped tops. Washable, of course. Made in Czechoslovakia.
COLORS: White, Navy Blue 213, Beige 637, or Erin Green 321.
HALF SIZES: 6 to 8½. State size and color.
33 H 2622—Shipping weight, 3 ounces.



That Tailored Effect
for Tailored Suits

98c **C** Slender shafts of exquisite braid extend from tips of fingers to tops of cuffs. A new back treatment definitely on the modern side and very, very "tailored." Made of "suave-tex" a feminine Bemberg rayon with a sueded finish you'll adore. Elastic snug at cuff. Braid and eyelet decoration at back. Washable. Made in U.S.A.
COLORS: White, Navy Blue 213, Silvertone Gray 811.
HALF SIZES: 6 to 8. State size and color.
33 H 2625—Shipping weight, 2 ounces.

59c **D** Tailored character that doesn't lose its feminine touch. Modern back treatment shows the influence of this season's newest tailored suits. Braided center cord runs to base of finger, button motifs are self-covered. You'll like the gorgeous new fabric—it's rayon Gabaret. Has the feel of silk, the texture of fine gabardine. Slip-on model. Washable. Made with all the quality workmanship of regular 31 gloves. Made in U.S.A.
COLORS: White, Navy Blue 214 or Black.
HALF SIZES: 6 to 8½. State size and color.
33 H 2618—Shipping weight, 2 ounces.



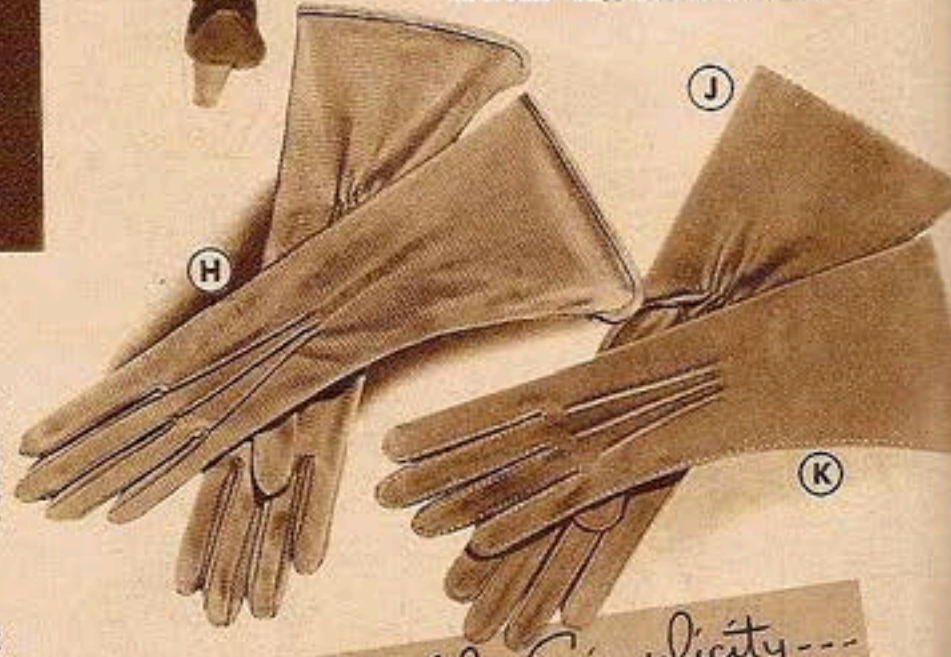
See
"How to
Measure"
on Page
889

Gloved for Any Occasion

79c **E** Styled with quiet chic—light and feminine. Another new Bemberg rayon, Gabaret. Looks like gabardine, but it's finer, smoother, richer. New cuff treatment is an all-around shirred elastic bracelet strap which fastens to pearl-button through elastic loops. Band can be removed. Notice the prominent "Empire State" effect in the corded back, a novel effect. Washable. Made in U.S.A.
COLORS: White, Navy 214, Silvertone Gray 811.
HALF SIZES: 6 to 8½. State size and color.
33 H 2621—Shipping weight, 2 ounces.

49c **F** "Cuff Interest" is provided by the corded bow and a single welt that sweeps gracefully down the back. A smart "meshy" fabric of rayon that promises to be "big" this summer. A style you'll see in all the smarter shops—at a much higher price! Self-corded top. Washable. Made in Czechoslovakia.
COLORS: White, Navy Blue 214, Silvertone Gray 811.
HALF SIZES: 6 to 8½. State size and color.
33 H 2614—Shipping weight, 2 ounces.

27c **G** Better styling than you'd expect at this price. You'll notice it's conservative, moderately flared at cuff, decorated by a half strap with covered button attached "wrist high." Three neat corded rows of stitching on back. Durable rayon with a strong ribby texture. Washable. Made in Japan.
COLORS: White, Navy Blue 214, or Black.
HALF SIZES: 6 to 8½. State size and color.
33 H 2611—Shipping weight, 2 ounces.



Incomparable Simplicity---

44c **H** What is so graceful—so sleek and so flattering as a 4¼-button length slip-on—especially when made of rayon Bengaline! The "ribby" texture hugs the contour of your hand, elastic snug them at your wrist. Stitched backs. Washable. Made in Czechoslovakia.
COLORS: White, Navy Blue 214, Silvertone Gray 811, Black or Brown 613.
HALF SIZES: 6 to 8½. State size and color.
33 H 2615—Shpg. wt., 2 oz.

J OVERSEAM SEWN 59c **K HAND SEWN 69c**
33 H 2604 PAIR 33 H 2605 PAIR
Recommended on Page 1 for tailored suits. A glove distinguished by richness alone. 4-button length slip-on of double woven cotton chamoisecede fabric. You'll like the feel of its fabric, you'll like the simplicity of its design. Overseam glove has elastic at wrist. Pinked tops. Washable of course. Made in Czechoslovakia.
HALF SIZES: 6 to 8½. State size and color.
COLORS: White, Navy Blue 213, Silvertone Gray 804, Green 314, Brown 613, Black.
Shipping weight, a pair, 3 ounces.

Gloves IN MOOD WITH YOUR COSTUME

Numbers after color names refer to COLOR-GRAPH facing first index page.



Petit Point... for Added Charm

79c
PAIR

Its daintiness won it a place with the ideal afternoon ensemble on Page 1—but, really, it's a glove you can wear anytime, anyplace. Of all the new Petit Point creations we looked at, this was the sweetest, the most striking—and by far the best value. A jaunty strap across the back carries the embroidery which is handled in three contrasting colors. Made of Bemberg rayon in gabardine weave. As rich as service silk, but much longer wearing. Bound tops. Washable, of course. Made in U.S.A.
COLORS: White, Navy Blue 214, Silvertone Gray 811, Black.
HALF SIZES: 6 to 8½. State size and color.
33 H 2624—Shipping weight, 2 ounces.

*Soft, Rich Blues... a New Gray
... a Stunning Erin Green*

49c
PAIR

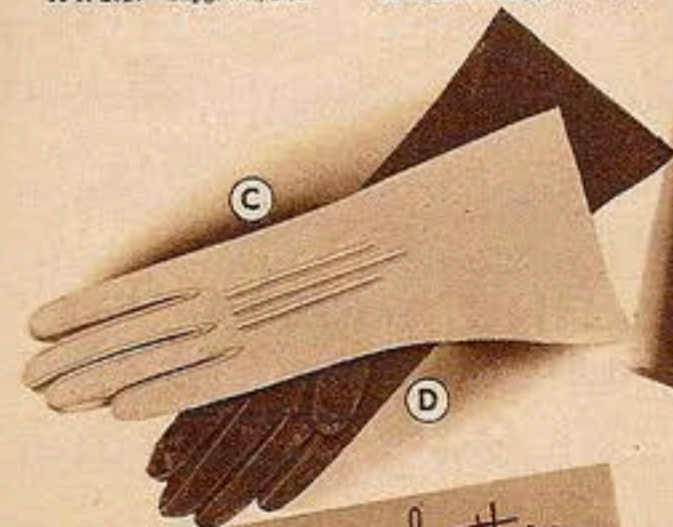
Individuality in your dress requires individuality in your gloves. Half the back is ribbed rayon Bengaline. Palm and other half of back is rayon with a smooth angelskin finish. Top is scalloped and piped. Two covered buttons. Washable. Made in Czechoslovakia.
COLORS: White, Navy 214, Silvertone Gray 811.

HALF SIZES: 6 to 8½. State size and color.
33 H 2616—Shpg. wt., 2 oz.

59c
PAIR

Embroidered effects hit the tempo of "dotted" fashions. A beautifully ribbed rayon Bengaline in the newly popular Erin Green as well as white and blue. Embroidery on green and blue is done in two-tones. Tops are bound and scalloped. Washable. Made in Czechoslovakia.

COLORS: All White, Navy Blue 214, or Erin Green 321.
HALF SIZES: 6 to 8½. State size and color.
33 H 2619—Shpg. wt., 2 oz.



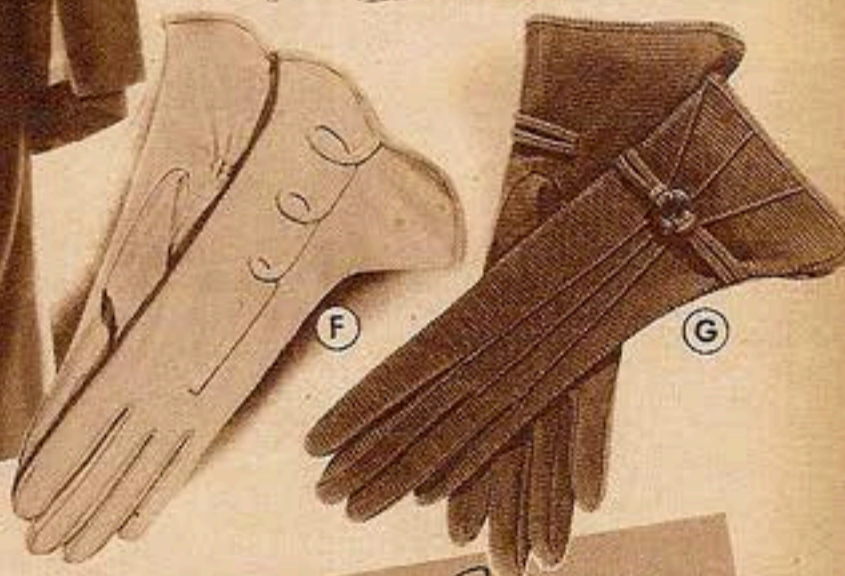
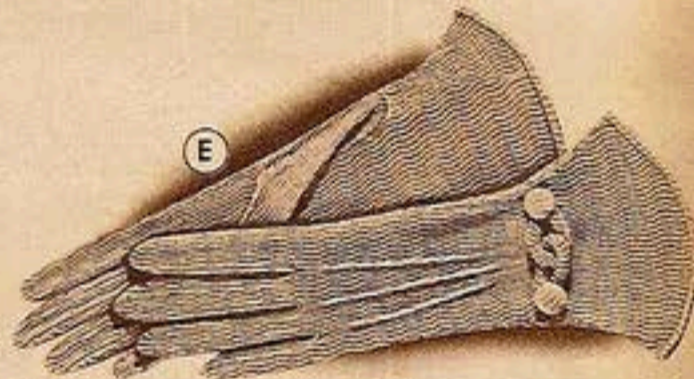
Real Quality Leathers

98c
PAIR

Good quality Doeskin. Soft as velvet. A thrill to hold in your hands. Made in the classic slip-on style with simple flowing lines that never go out of style. Full pattern cut to give better fit. 3½-button length. Half pique sewed. Washable. Made in U.S.A.
COLORS: White or Chamolé.
QUARTER SIZES: 6 to 8. State size and color.
33 H 3069—Shpg. wt., 4 oz.

98c
PAIR

Light weight imported cape-skin leather. Conservative, but one of the most appealing fashions a woman ever drew over her hands. Classic slip-on. Pattern cut. 3½-button length. Half pique seams. Washable. Made in U.S.A.
COLORS: White, Navy Blue 213, Brown 613, Black.
QUARTER SIZES: 6 to 8. State size and color.
33 H 3070—Shpg. wt., 4 oz.



*White again This Season...
but We're Blues, Grays, Beiges, too*

59c
PAIR

Novelty weave rayon, so sheer you can see right through it. Braided strap and covered buttons. Elastic reinforced underneath. Washable. Made in Czechoslovakia.
COLORS: White, Navy 214, Beige 637.
HALF SIZES: 6 to 8½. State size and color.
33 H 2620—Shpg. wt., 2 oz.

37c
PAIR

Rayon charmeuse triple loop decoration on back. Elastic at wrist. Bound tops. Washable. Made in Czechoslovakia.
COLORS: White, Navy 214, Silvertone Gray 811. State color.
HALF SIZES: 6 to 8½. State size and color.
33 H 2612—Shpg. wt., 2 oz.

49c
PAIR

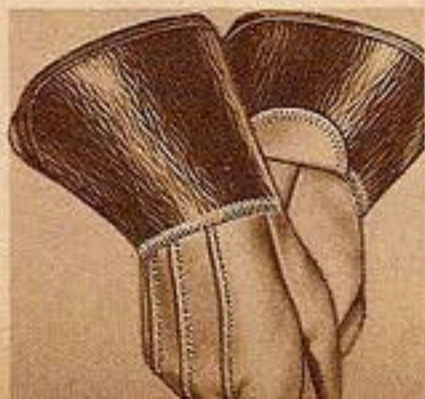
Rayon Bengaline in corded effect. Back has stitching and double half strap. Bound tops. Made in U.S.A.
COLORS: White, Navy 214, Silvertone Gray 811.
HALF SIZES: 6 to 8½. State size and color.
33 H 2617—Shpg. wt., 2 oz.

EVERY WOMAN NEEDS GARDENING GLOVES

Slip them on every time you go out to work in the garden. They'll protect your hands... keep them soft and smooth. Made of good quality split cowhide leather, chrome tanned to keep them soft and pliable. Long protective gauntlet cuffs of artificial leather. Comfortably sized and very long wearing. Cuffs are bound with tape and reinforced by stitched leather pull.

39c
PAIR

Sizes: 7, 8 and 9 only. State size.
33 H 3298—Shipping weight, 7 oz.



THE FINEST WOOD BEADS IN THE WORLD

Used in These Smart Imported Handbags..Priced Lower at Sears

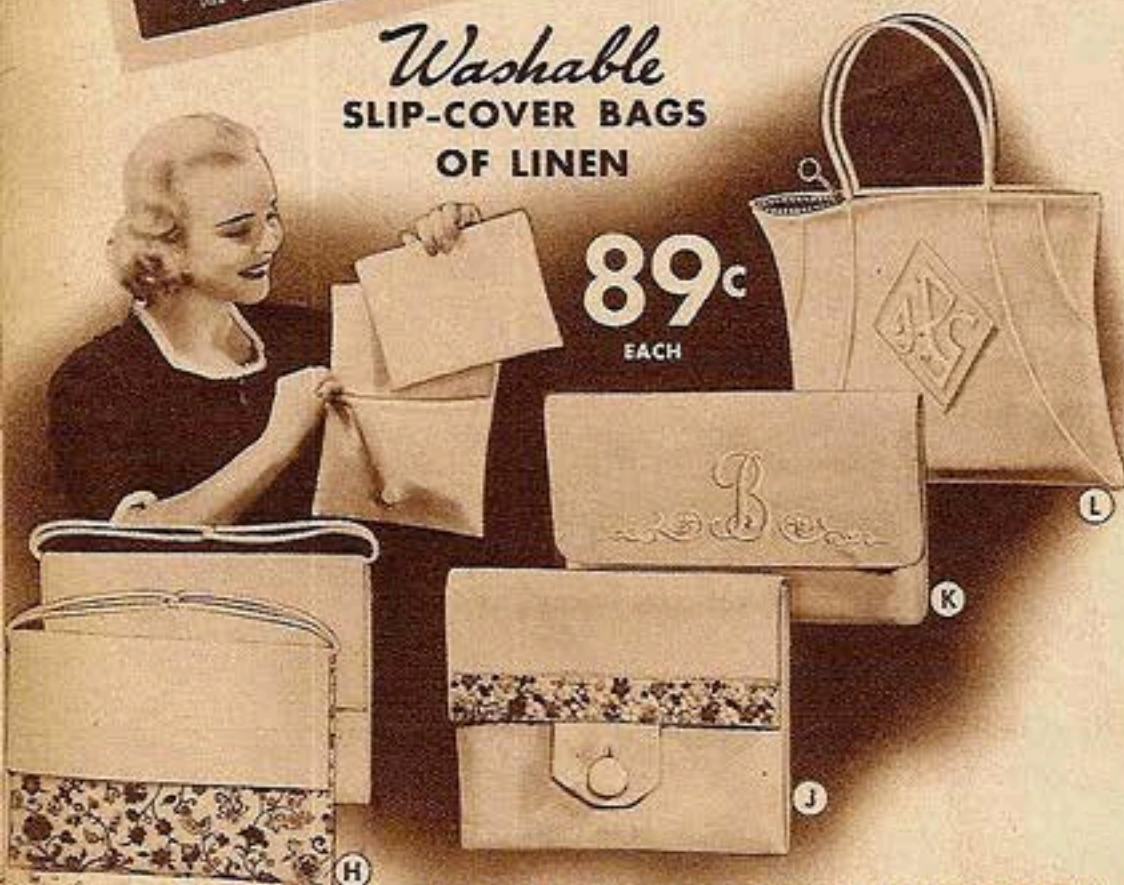
Summer's favorite bags—they go with every costume. They clean so easily—and stay clean as the smooth beads resist soiling. Imported from Czecho-Slovakia. Handmade. All have Zip-fastener tops, rayon linings, mirrors.

- (A)** 18 H 3361—Top Handle style. Size: 6 1/2 x 5 in. COLORS: White or Multi-color. State choice. Shipping wt., 7 oz. **89¢**
- (B)** Good, roomy style! 2 sizes. COLORS: White or Multi-colored. State choice. 18 H 3363—Med. size, 8 1/4 x 6 1/2 in. **\$1.49**
18 H 3362—Large size, 9 1/4 x 8 in. **\$2.39**
Shpg. wt., 13 oz.
- (C)** Double handles! Two sizes. White or Multi-color stripes. State choice. 18 H 3365—Med. size, 9 1/4 x 6 in. **\$1.79**
Shpg. wt., 11 oz.
18 H 3366—Large size, 11 1/2 x 8 in. **\$2.39**
Shpg. wt., 15 oz.
- (D)** 18 H 3364—\$2.50 value! Stunning style! Size: 9 1/2 x 7 in. COLORS: White or Multi-color stripes. State choice. Shipping **\$1.88**
wt., 13 oz.
- (E)** 18 H 3241—Large size. 9 1/2 x 5 in. Closely set beads, full sides. White or Multi-color stripes. State choice. Shipping **\$1.79**
wt., 10 oz.
- (F)** 18 H 3240—Especially closely set beads! Handy size, 7 x 4 in. White or Multi-color stripes. State choice. Shipping **89¢**
wt., 7 oz.
- (G)** 18 H 3360—A triangle pattern of multi-colored flowers against white. Size: 10 x 5 1/2 in. **\$1.79**
Shipping wt., 12 oz.

Numbers other colors refer to COLOR-GRAPH facing first pink index page.

Washable SLIP-COVER BAGS OF LINEN

89¢
EACH



REMOVABLE COVERS... LAUNDRER BEAUTIFULLY

They Wash Use LUX

And Iron

Like New

TWO-IN-ONE
(H) Smart! Practical! Add the gay print Pique jacket and have a multicolored bag. Leave it off and you've a bag of cool white washable linen. Coin purse and mirror. Size: 9 x 7 in. 18 H 3367—Shpg. weight, 13 oz. **89¢**

EMBROIDERED
(J) This envelope of snowy white linen has a band of brilliant color embroidery across the flap! Fast colored! Mirror and coin purse in removable inner bag with zipper top. Size: 9 x 7 in. 18 H 3370—Shpg. weight, 13 oz. **89¢**

INITIALED!
(K) Wears your initial embroidered on the flap! Slip cover of fine white linen. Inner bag has Zip top, change purse and mirror. Size: 9 1/2 x 6 1/2 inches. All initials except I, O, Q, U, V, X, Y, Z. State initial. 18 H 3369—Shpg. wt., 12 oz. **89¢**

TOP-HANDLE
(L) Always looks fresh and new! Embroidered motif, monogram effect. Deep inner bag has a Talon Zip closing! Change purse and mirror. COLORS: White or Purple 414. State color. Size: 7 1/2 x 8 1/4 inches. 18 H 3368—Shpg. wt., 12 oz. **89¢**



"Cleans with a damp cloth."

SPARKLING RODOLAC The Shell-like Surface that Stays White!

94¢ **(M)** Slim, smart vanity! 3 compartments inside, one with "Zip" top! Smartly engraved. Mirror. Size: 6 x 8 in. COLORS: White or Red 511. State color. 18 H 3373—Shipping weight, 1 lb. 1 oz.

94¢ **(N)** Astonishing white Rodolac bag with composition chain handle that resists soiling. Beautifully engraved. Swinging coin purse. Mirror. Size: 9 x 5 in. 18 H 3372—Shipping weight, 15 oz.

94¢ **(P)** Scaloped sides distinguish this rodolac pouch bag. Smartly engraved. Swinging coin purse, mirror. Rayon lining. Size: 9 1/2 x 6 in. White only. 18 H 3371—Shipping weight, 1 lb.

It's New PRINTED OVER-ARM BAG

WITH HALO TO MATCH

Large, soft, Bow-top bag—the last word in fashion! Slips over your arm, holds everything! Duplicates a costly import. With the matching hat it makes any dress a stunning outfit. Multi-colored cotton print goes with all colors!

BAG. 18 H 3374—Coin purse, mirror. Size: 13 x 11 in. Shpg. wt., 13 oz. **98¢**

HAT. 18 H 4359—Open crown halo style. Fits 21 1/2 to 22 1/2 in. heads. Shipping wt., 5 oz. **25¢**

My Favorites for Spring and Summer

Eileen Dwyer
BEAUTY WINNER

REAL LEATHER AND TWO ZIP POCKETS

Stylish, Practical
Long Wearing



Take the 2-Zip style for a really satisfying, efficient handbag. Holds all your belongings and keeps them in order. 4 pockets. Long wearing, scuff-resisting. Cowhide leather. Baby walrus grain. Fine rayon lining; coin purse. Mirror. Size about 9 x 6 in.
Colors: Black, Brown 613, Navy Blue or White. State color.
18 H 3308—
Shipping wt., 1 lb., 3 oz.

(A) FOR SPORTS 249
—Bright multi-colored striped fabric of cotton Bengalette, sponsored by Heim of Paris. Very special Value. Frame of sparkling white composition. Clever coin purse and mirror case match bag.
Size: 10 1/2 x 7 1/2 in.
18 H 3389—Shpg. wt., 1 lb.

(B) FOR PARTIES 98c
—Eileen chose this dainty little pouch bag with scores of tiny pleats and a jewel-like clasp. Lovely Rayon Crepe. Coin purse and mirror.
Size: 7 x 5 in. Colors: White, Navy Blue or Black. State color.
18 H 3390—Shpg. wt., 7 oz.

(C) FOR TOWN 195
—Eileen chooses gleaming touches of patent on Gabardine—the long wearing kind used in expensive shoes and bags. Zip top! Change purse, mirror, comb. Real \$3.00 Value.
Size: 9 1/4 x 8 in. Colors: Black, Brown 623 or Navy Blue. State color.
18 H 3387—
Shpg. wt., 1 lb. 1 oz.

(D) FOR TRAVEL 295
—Eileen prefers smooth, Calf leather bag. Kover Zip top. Comb, mirror, coin purse. 2 gold finish initials regularly 35c each, included.
Size: 8 1/4 x 8 in.
Colors: Black or Navy Blue. State color; initials.
18 H 3388—
Shpg. wt., 1 lb. 1 oz.

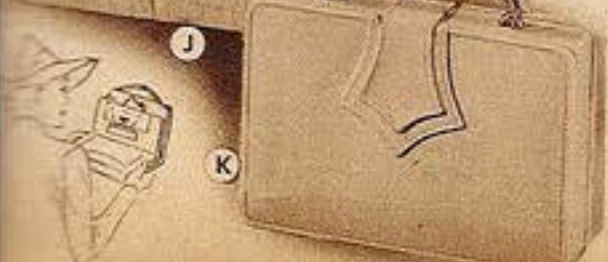
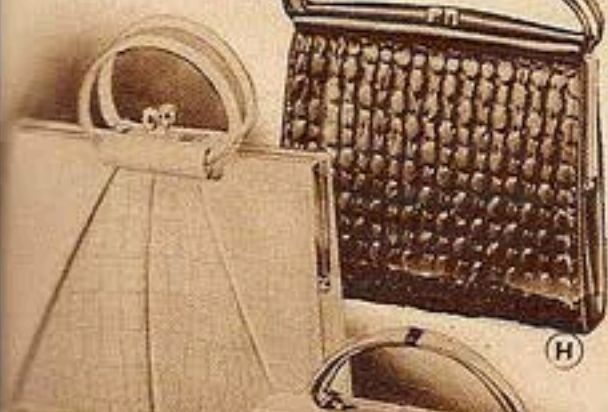
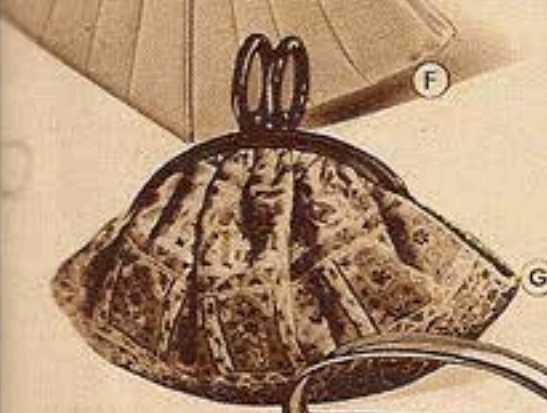
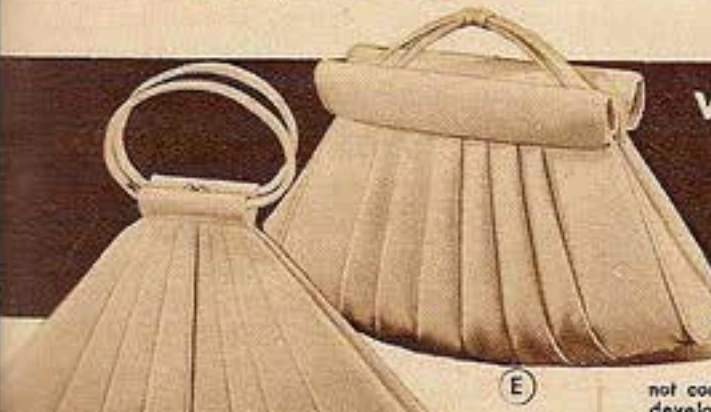


Numbers after color names refer to COLOR-GRAPH facing first pink index page.

VOTED MOST POPULAR AT HIGHER PRICES

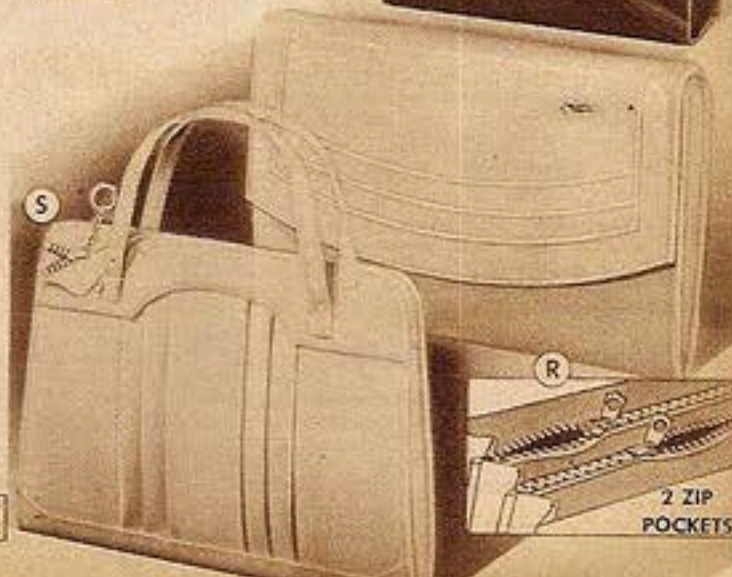
Yours for **89c** At Sears EACH

All nicely made—with mirrors, coin purses, smart linings. Some styles with Zips. Do not confuse with ordinary dollar bags. Vachelle is the new developed handbag material. Gives you long smart service. State color wanted.



- (E) 18 H 3294**—Dressy short top handle. Grained Vachelle. Size: 10 x 6 1/4 inches. Colors: White, Black, Wine 611 or Brown 623. Shpg. wt., 1 lb. 1 oz. . . . 89¢
- (F) 18 H 3376**—Opens wide, contents easily seen. Calf finish Vachelle. Size: 10 x 8 in. Colors: White, Gray 811 or Purple 411. State color. Shpg. wt., 1 lb. . . . 89¢
- (G) 18 H 3379**—Multi-colored India cotton print with composition frame resembling tortoise shell. Size: 10 x 7 inches. Shpg. wt., 13 oz. . . . 89¢
- (H) 18 H 3377**—New! Puff stitched Vachelle. Looks like costly shirred Capeskin! Size: 7 1/2 x 7 inches. Colors: White, Black or Blue 214. State color. Shpg. wt., 1 lb. . . . 89¢
- (J) 18 H 3385**—Crocodile grained Vachelle. "Tops" in fashion! Size: 7 1/4 x 6 1/4 inches. Colors: White, Brown 623 or Red 511. Shpg. wt., 1 lb. 2 oz. . . . 89¢
- (K) 18 H 3375**—Anne Williams Vanity. Two large compartments. Medium grained Vachelle. Size: 7 1/4 x 5 1/4 inches. Colors: White, Black or Navy Blue. Shpg. wt., 1 lb. . . . 89¢

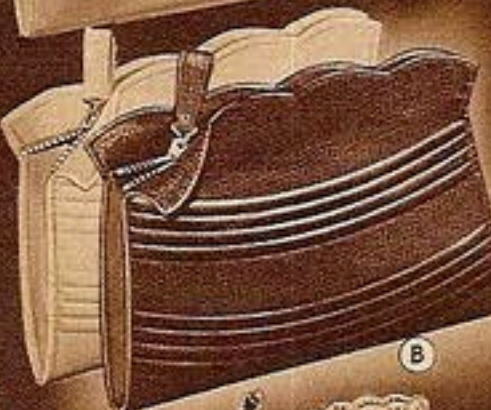
- (L) 18 H 3380**—Insert of expensive Genuine petit-point! Medium grained Vachelle. White only. Size: 9 x 6 1/4 in. Shpg. wt., 15 oz. . . . 89¢
- (M) 18 H 3378**—Stunning "Sea Shell" pleats in calf finish Vachelle. Size: 8 1/2 x 7 1/2 inches. Colors: White, Blue 214 or Green 314. Shpg. wt., 1 lb. . . . 89¢
- (N) 18 H 3381**—Calf Finish. Colors: White, British Tan 617 or Navy. . . . 89¢
- (O) 18 H 3382**—Patent Finish. Colors: Black or Gray 811. . . . 89¢
- (P) 18 H 3386**—Gabardine with sides of shiny patent. Size: 8 1/2 x 6 1/2 inches. Colors: Black, Navy or Brown 623. Shpg. wt., 14 oz. . . . 89¢
- (R) 18 H 3383**—5-pockets—2 with Zip closings! Calf finish Vachelle. Size: 10 x 6 inches. Colors: White, Black or Navy Blue. Shpg. wt., 1 lb. 3 oz. . . . 89¢
- (S) 18 H 3384**—Large size: 9 1/2 x 7 1/4 in. Morocco grained Vachelle. Colors: White, Black, Navy Blue or Gray 811. Shpg. wt., 1 lb. . . . 89¢



49^c EACH ANY 2 FOR 93^c



A



B



D



C

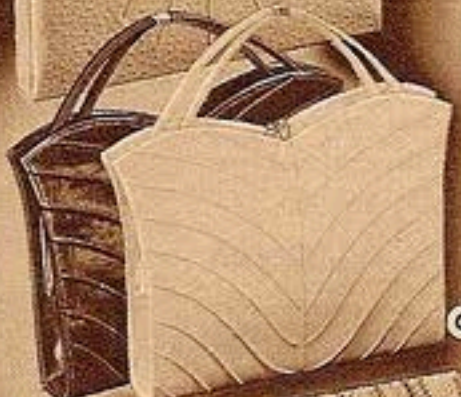


E

59^c EACH ANY 2 FOR \$1.10



F



G



J



H



K

Get a different color for each costume

- A** 18 H 3411—Has Zip pocket inside! Calf finish artificial leather. Mirror. Size: 8 3/4 x 6 3/4 in. Colors: White, Navy Blue or Brown 623. State color. Shipping weight, 11 oz. 49¢
- B** 18 H 3410—Slim, smart Zip top style. Grained artificial leather. Coin purse. Size: 10 x 6 3/4 in. Colors: White, Black or Navy Blue. State color. Shipping weight, 10 oz. 49¢
- C** 18 H 3413—Lustrous rayon boucle hand crocheted in a gay, many colored pattern on a white background. Zip top! Mirror. Size: 8 3/4 x 6 in. Shipping weight, 6 oz. 49¢

- D** Sparkling celluloid composition. Easily cleaned! Coin purse, mirror. Comes with interwoven multi-colored strips or in "solid white." State choice. Size: 8 3/4 x 5 3/4 in. 18 H 3412—Multi-colored. 18 H 3430—Solid White. 49¢ Shipping weight, 10 ounces. Each
- E** 18 H 3414—Handsome and new is this applique effect in a floral design. Soft bouquet colors on white artificial leather. Zip pocket. Mirror. Size: 9 x 6 in. Shpg. wt., 12 oz. 49¢

... a different style for every outfit

- F** 18 H 3417—Zip top! Corded effect front. Medium grained artificial leather. Mirror and coin purse. Size: 8 3/4 x 8 in. Colors: White, Black or Brown 623. State color. Shipping weight, 12 oz. 59¢
- G** 18 H 3415—New corded effect. Coin purse, mirror. Calf finish artificial leather. Size: 7 3/4 x 6 3/4 in. Colors: White, Black or Navy Blue. State color. Shpg. wt., 13 oz. 59¢
- H** 18 H 3418—Hand loomed by Southern mountaineers! Smart cotton "carpet" bag. Bright multi-colors. Wooden button. Size: 9 3/4 x 6 in. Shipping weight, 9 oz. 59¢

- I** A perfect, inexpensive tailored bag! Rich calf or patent finish artificial leather. Zip closing! Smart pleated effect. Coin purse, mirror. Size: 9 x 7 in. Shpg. wt., 10 oz. State color. 18 H 3416—Calf finish. Colors: White, Gray 311 or Navy Blue. 18 H 3420—Patent finish. Colors: Black, Green 314 or Red 511. State color. Each 59¢
- K** 18 H 3419—Many colored India cotton print. Knobs and handle of shell-like composition. Mirror, purse. Size: 9 x 6 3/4 in. Shpg. wt., 9 oz. 59¢

Numbers following colors refer to COLOR-GRAPH facing first pink index page.

YOUNG STYLES FOR THE "Teen-Age"



REAL LEATHER HAND BRAIDED!

These hand braided leather "Softies" keep their shape, wear amazingly! Popular Zip top styles! Rayon lined. 2 grand values!

WOMEN'S SIZE 88^c

18 H 3225—Size: 8 x 5 3/4 in. Has mirror and coin purse. Colors: Black, Brown 613, Navy Blue or White. State color. Shipping weight, 7 oz.

MISSSES' SIZE 49^c

18 H 3226—Handy for women, too. Size: 6 x 4 3/4 in. Colors: Navy Blue, Red 511, or White. State color. Shipping weight, 5 oz.



REGULAR \$1.00 VALUES

Zip top. Finest artificial leather. Size: 7 x 6 in. Colors: White, Brown 623 or Green 314. State color. 18 H 3427—Shipping wt., 13 oz. 79^c

Finest artificial leather. Size: 6 3/4 x 5 3/4 in. Colors: White, Wine 611 or Navy Blue. State color. 18 H 3426—Shipping wt., 11 oz. 79^c

WASHABLE COVER

White linen cover comes off for washing. Embroidered Scotty. Inner bag has Zip top! Mirror. Size: 8 x 5 3/4 in. 18 H 3425—Shipping wt., 7 oz. 65^c



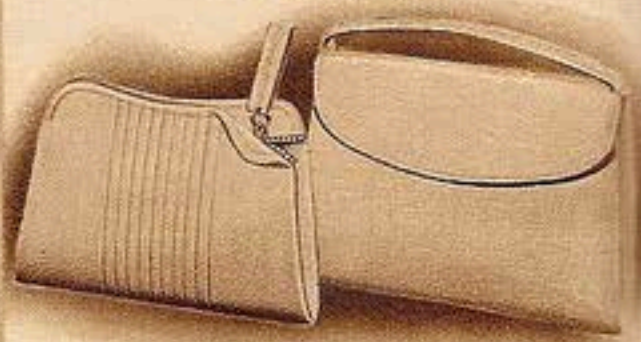
"Little Princess" BAG

49^c Little girls like smart handbags, too. And "Little Princess" is a "grown up" top handle style, dainty as can be, with speedy Zip closing! Fine grained artificial leather. Mirror. Size: 7 x 5 3/4 in. Colors: White, Navy Blue or Red 511. State color. 18 H 3428—Shpg. wt., 7 oz.



HANDY 2 ZIPS—SPECIAL VALUE!

2 Zip closed compartments! 2 other compartments! Artificial leather with tucked effect on flap. Mirror. Size: 8 3/4 x 6 in. Colors: White, Navy Blue or Black. State color. 18 H 3424—Shipping weight, 13 ounces. 65^c



Zip top. Artificial leather. Size: 8 3/4 x 5 3/4 in. Colors: White or Navy Blue. 18 H 3422—Shpg. wt. 7 oz. 25^c

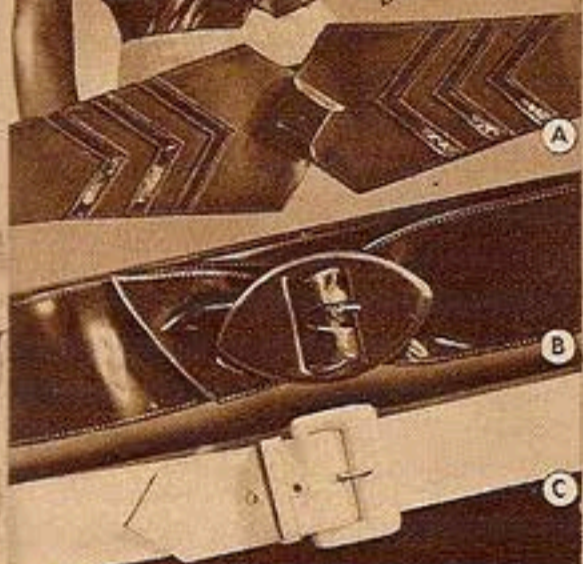
Large size 10 x 6 3/4 in. Good artificial leather. Colors: White or Black. State color. 18 H 3421—Shpg. wt. 10 oz. 25^c



Smart Belts

MAKE THE DRESS THIS SPRING

As worn to Hollywood BY *Eileen Dwyer*



A 18 H 2080—New wide 3 3/4 in. front! Calf finish artificial leather with "patent" stripes. 3-snaps at back. Colors: Black, White, Navy Blue or Red 511. EVEN SIZES: 26 to 40 in. waist. State size and color. Shipping weight, 6 oz. **49c**

B 18 H 2083—Shining artificial patent leather. 3-in. wide. Colors: Red 511, Black or White. EVEN SIZES: 26 to 40 in. waist. State size and color. Shipping weight, 7 oz. **25c**

C Genuine leather: kid finish. Stitched edges. Colors: White, Black, Navy Blue or Brown 623. EVEN SIZES: 26 to 40 in. waist. State size and color. 18 H 2081—2-in. wide. Shipping wt., 4 oz. **47c**
18 H 2082—1 1/2 in. wide. Shipping wt., 3 oz. **39c**



D 18 H 2085—Bright colors band together in this daisy chain effect belt of artificial leather. 3-snap back. 1 1/4 in. wide. EVEN SIZES: 26 to 36 in. waist. State size. Shipping wt., 4 oz. **37c**

E 18 H 2084—Leaf effects in many bright colorings on white artificial leather. Wear buckle back or front. 2-in. wide. EVEN SIZES: 26 to 38 in. waist. State size. Shipping wt., 4 oz. **29c**

F Gay Roman stripes of rayon boucle. Adjustable cord ties. EVEN SIZES: 26 to 36 in. waist. State size. 18 H 2086—2-in. wide. Shipping wt., 4 oz. **39c**
18 H 2087—1 1/2 in. wide. Shipping wt., 3 oz. **25c**



G Patent or Calf finish artificial leather. Composition buckle. EVEN SIZES: 26 to 40 in. waist. State size. Shipping wt., each 4 oz. Calf finish comes in 2 widths. 18 H 2088—Patent finish. 1 3/4 in. wide. Colors: Black, Red 511 or White. State color. **19c**

18 H 2089—Calf finish. 1 1/4 in. wide. Colors: White, Brown 623 or Navy Blue. State color. **19c**
18 H 2090—Calf finish. 1 1/4 in. wide. Colors: White, Brown 623 or Navy Blue. State color. **15c**

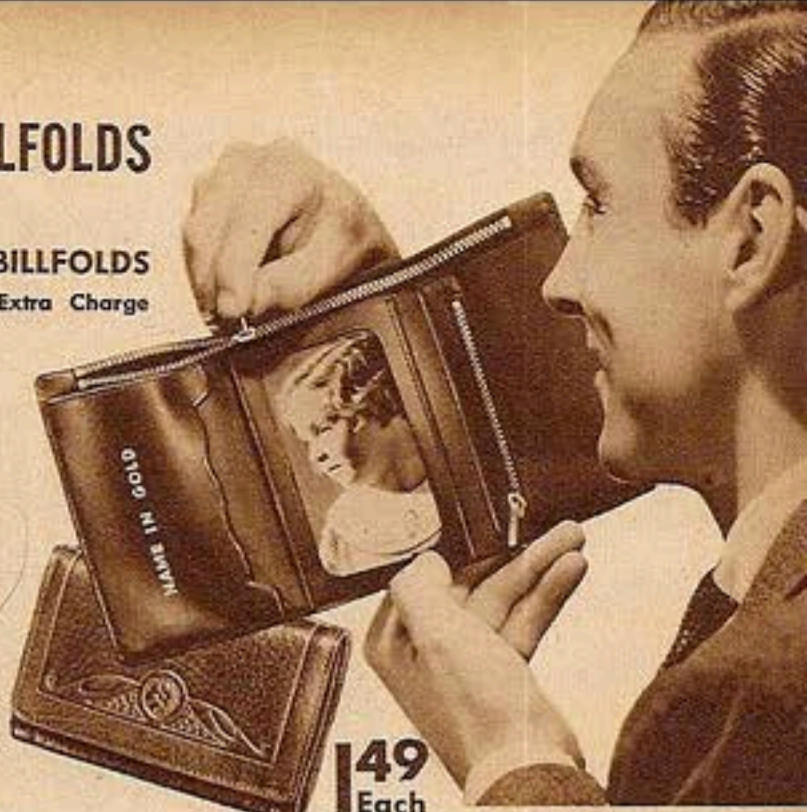
H Artificial patent leather. Narrow 3/4 in. width. EVEN SIZES: 26 to 40 in. waist. Colors: White, Red 511, Green 314 or Black. State size, color. 18 H 2091—Shipping wt., 3 oz. **10c**

FAMOUS DON GRAY BILLFOLDS

AT THE PRICE OF ORDINARY BILLFOLDS
Your Name Stamped in Gold Without Extra Charge



OUR FINEST CALFSKIN TWO PIECE SET
Superb Calfskin... comparable to \$5.00 quality in big city stores. Has that grand, safety Zip pocket for bills. Rich brown shade, hand-colored, with 3-tone embossing. 3-fold wallet. SIZE, closed, 4 1/4 x 3 in. Leather lined, matching 6-hook key case has license pocket; lost and found service tag. *Print plainly name wanted.*
18 H 2227—2-piece Set. Shipping wt., 9 oz. **\$3.95**
18 H 2228—Wallet only. Shipping weight, 6 oz. **\$2.98**



149 Each

TWIN-ZIPS FOLD: CHOICE OF 2 LEATHERS!
One Zip protects your bills! A second Zip guards coins or tickets! We've built this twin Zip security into your favorite 3-fold style of wallet. We've made it up in 2 outstanding embossed leathers known to generations for their endurance. Size, closed, 4 1/4 x 3 in. *Print name wanted.* Shipping wt., each, 5 oz. **\$1.49**
18 H 2210—Cowhide Leather. Black only.
18 H 2252—Steerhide Leather. Brown only. **EACH**



STEREORIDE OR COWHIDE
Choice of two long wearing leathers in this up-to-date 3-fold wallet! Zip bill pocket! Social Security or card pocket! Coin pocket. SIZE, closed, 4 1/4 x 3 in. *Print plainly name wanted.* Shipping wt., ea. 4 oz. 18 H 2272—Brown Steerhide. **98c**
18 H 2273—Black Cowhide. **EACH**



SUPERB CALF LEATHER
Double hand lacing of leather! Beautifully embossed! Popular 3-fold style! Social Security or card pocket. Zip bill pocket! Zip coin pocket! Size, closed, 4 1/4 x 3 in. *Print plainly name wanted.* State color. Shipping wt., 6 oz. **\$2.95**
18 H 2265—Black or Brown



GENUINE STEERHIDE SET!
Super value! 3-fold wallet has Zip bill pocket! Zip coin pocket! Smartly embossed! Size, closed, 4 1/4 x 3 in. Matching suede lined 6-hook key case has Zip closing! \$3.00 value! *Print plainly name wanted.* Shipping wt., 7 oz. **\$1.98**
18 H 2251—Brown only..



REAL LEATHER—BARGAIN!
A genuine leather wallet in three-fold style! Has a quick, Zip bill pocket. A snapped coin pocket! Window pocket! Size, closed, 4 1/4 x 2 3/4 inches. *Print plainly name wanted.* Shpg. wt., 4 oz. **49c**
18 H 2206—Dark leather...



GENUINE LEATHER 2-FOLD
Has Zip bill pocket! Zip coin pocket! Flat two-fold style that many men prefer. Size, closed, 4 1/4 x 3 3/4 in. *Print name wanted.* Shipping wt., ea. 3 oz. 18 H 2230—Colors: Black or Brown. State color. **85c**



CHOICE OF 2- OR 3-FOLD
Both styles in sturdy brown Steerhide or dressy black Cowhide. Size, closed, about 4 1/4 x 3 in. State color. *Print plainly name wanted.* Shipping wt., ea. 4 oz. 18 H 2276—3-fold style. **89c**
18 H 2277—2-fold style. **79c**

COIN AND KEY CASES.. Sturdy and Dependable

18 H 2245—Cowhide purse. Dark color. Riveted frame. Snapped bill pocket. SIZE, closed, 3 1/2 x 3 in. Shpg. wt., 4 oz. **49c**

18 H 2243—Black Morocco leather. All around Zip. Size, closed, 4 x 2 3/4 in. Shipping wt., 3 oz. **98c**

18 H 2244—Steerhide key case. Zip closing. Suede lining. Brown. Size, closed, 4 x 2 1/4 in. Shipping wt., 4 oz. **89c**

18 H 2310—Brown Calf 6-hook key case. Slide the Zip, out come your keys. SIZE, 4 x 2 1/4 in. Shpg. wt., 3 oz. **59c**

18 H 2299—Dark Calf leather coin purse. 2-pockets. SIZE, 4 1/4 x 3 1/2 in. Shipping wt., 3 oz. **25c**



Petal Sheen
NEW LATEX RUBBER RAINWEAR

Loveliest rubber rain-wear we've ever seen! Has the soft feel of flower petals. Falls in light, shimmering folds. Shirred effect collar.

CAPE

(B) Women's 48-in. length. COLORS: Med. Blue, Brown or Green. 18 H 4955—Shpg. wt., 11 oz.... **69c**

(A) Girls' 36-in. length. COLORS ABOVE. 18 H 4956—Shpg. wt., 8 oz.... **59c**

Children's 30-in. length. COLORS: Red, Med. Blue or Green. State color. 18 H 4957—Shpg. wt., 5 oz.... **49c**

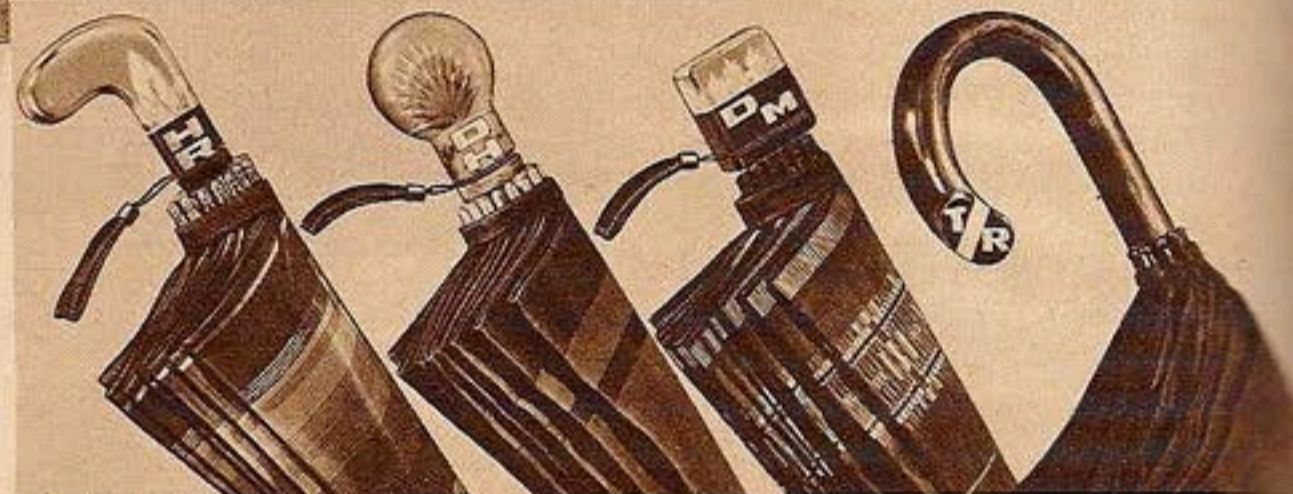
KAPE-KOTES

(C) Wide bell sleeves. 4-snap closing. Women's 48-in. length. COLORS: Med. Blue, Brown or Green. 18 H 4958—Shpg. wt., 15 oz. **\$1.25**

(D) Girls' 40-in. Kapekote-length. COLORS ABOVE. 18 H 4959—Shpg. wt., 11 oz.... **98c**
Children's 33-in. Kapekote. COLORS: Med. Blue, Green or Red. State color. 18 H 4960—Shpg. wt., 8 oz.... **89c**



Initialed Handles Say They're Yours



RAINFOOD CHECKED COTTON JERSEY OR COTTON TWEED

BOTH IN SIZES FOR WOMEN AND CHILDREN

Checked Cotton Jersey

Misses' and Women's **2.49**

Children's Sizes 6 to 14 With Beret **2.19 SET**

Flecked Cotton Tweed

Misses' and Women's **1.98**

Children's Sizes 6 to 14 With Beret **1.98 SET**

Still... the greatest coat value in America at this price! Rain-proof! Wind-proof! Of heavier firm weave Cotton Jersey, in British-type check... rubberized double texture with plaid back. Well-tailored, full cut. Wide 'lap' with storm-tab fastening for maximum dress protection. Raglan sleeves, slash pockets. Beret with children's coat.

Women's and Misses' Sizes to fit: 32, 34, 36, 38, 40, 42 and 44 in. bust. State bust measure. 17 H 3075—Brown Check 17 H 3076—Navy Check 17 H 3077—Black Check Shipping wt., 3 lbs. 10 oz.

Children's Sizes 6, 8, 10, 12, 14, years. Will not fit adults. Beret included. State age-size. 17 H 3085—Brown Check. 17 H 3086—Navy Check. 17 H 3087—Green Check. 17 H 3088—Red Check. Shipping wt., 2 lbs. 9 oz.

An Amazing Value! Durable Flecked Cotton Tweed top coat. Rubberized so it's Rainproof and Windproof. Well made with raglan sleeves, deep pockets, convertible collar that buttons up to your chin! Snug fitting beret with children's coat.

Women's and Misses' Sizes to fit 32, 34, 36, 38, 40, 42 and 44 in. bust. State bust measure. 17 H 3080—Med. Brown. 17 H 3081—Navy Blue. 17 H 3082—Med. Gray. Shipping wt., 3 lbs. 10 oz.

Children's Sizes 6, 8, 10, 12, 14 years. Will not fit adults. Beret included. State age-size. 17 H 3090—Med. Brown. 17 H 3091—Navy Blue. 17 H 3092—Med. Red. Shipping wt., 2 lbs. 6 oz.

The two garments shown above are sent direct from New York to you. Pay postage only from our nearest Mail Order House.

CLOTH GUARANTEED 3 YEARS

Famous Super Hercules Cloth of very finest umbrella rayon. Shaded pattern. Gemstone composition handle. 16-ribs. **2.95**
COLORS: Brown with Gold color frames; Navy Blue or Black-and-White with Silver color. State color, print initials. 18 H 4593—Shipping wt., 1 lb., 10 oz.

SATIN BORDER GLORIA

Fine Gloria (silk and cotton cloth). Satin border! Initialed Gemstone composition handle with flower inside. 16-ribs. **1.89**
COLORS: Black or Navy Blue with Silver color frames or Brown 614 with Gold color frames. State color, print initials. 18 H 4563—Shipping wt., 1 lb., 9 oz.

TRAVELERS' SHORT HANDLE

Allover pattern on silk-and-cotton Gloria cloth. Gemstone composition handle. 16-ribs. **1.89**
COLORS: Black-and-White, Navy Blue or Green 313 with Silver color frames; Brown 614 with Gold color frames. State color, print initials. 18 H 4599—Shipping wt., 1 lb., 9 oz.

MEN'S GLORIA CLOTH

Our finest for men! Handsome Silk-and-cotton Gloria cloth—famous for longer wear. Sturdy 10-rib frame with strong wood rod. Inlaid handle tip shows his initials. Spreads 43 1/2 inches. **1.89**
Color: Black only. Print initials wanted. 18 H 4520—Shipping wt., 2 lbs., 1 oz.

TRANSPARENT Visi-Brella You SEE Where You're Going!



(E) Our Best Visi-brellas, of Rubber Pliofilm. Assorted matching handles. **2.85**
COLORS: Clear with Red, Blue or Green border. Also Solid Green 314, Red 508 or Blue 212. State color. 18 H 4592 Shpg. wt. 1 lb., 9 oz.

(F) Bargain Visi-brella. Pliofilm rubber. COLORS: Blue 212, Red 508, Green 314 or Crystal Clear. State color. Shpg. wt., ea., 1 lb. 3 oz. **1.89** 18 H 4580—16-ribs. **1.59** 18 H 4579—10-ribs.

(G) Men's Visi-brella. Pliofilm rubber. Strong 10-rib frame. Wood rod and handle. Spreads 43 in. Crystal clear only. **2.85** Shp. wt., 2 lbs.



Plio Film TRANSPARENT RUBBER

(A) Silhouette Capes

Women's 50-in. 1¹/₂-th. Smart hooders added protection! Folds in small self cape. State color.

Colors: Crystal Clear, Red 508, Blue 212 or Green 314.
18 H 4912—
Shpg. wt. 7 oz. **94c**

Girls' 40-in. cape.

Colors: Red 508, Blue 212 or Green 314.
18 H 4911—
Shpg. wt., 6 oz. **74c**

Child's 33-in. cape.
Colors: Red 508, Blue 212 or Green 314.
18 H 4919—
Shpg. wt., 6 oz. **74c**

(B) Sheer-O-Sheen Coat

Feather weight! Full length and sweep. Hat to match. Self case.

Colors: Crystal Clear, Red 508, Blue 212 or Green 314.

Sizes: Small (32 to 34); Medium (36 to 38); Large (40 to 42 in. bust). State size and color.

18 H 4918—
Shpg. wt., 7 oz. **1.65**



Rain-Bo Film FEATHER WEIGHT OILED SILK

GIRLS' SET

(C) Oiled silk coat and hat set and matching umbrella come in colors: Red 511 or Medium Blue 212. State color.

Coat and Hat Set
18 H 4921—SIZES: **1.98**
Med. (8-10); or
Large (12-14). State age-size and color. Shpg. wt., 9 oz.

Girls' Umbrella

18 H 4591—8-Rib **95c**
style to match...
Shipping weight, 1 lb.

WOMEN'S SET

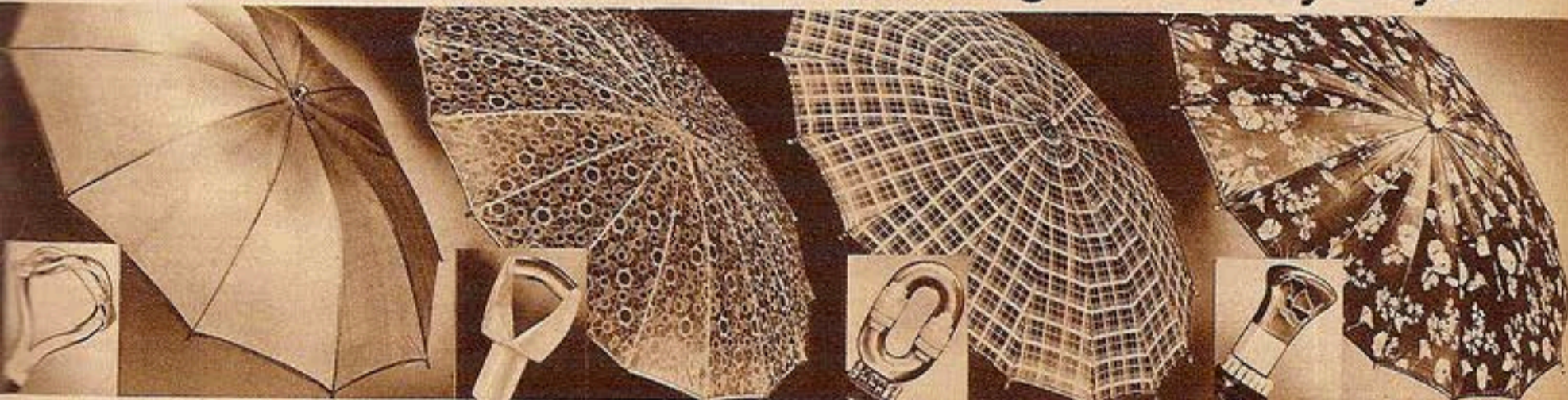
(D) Bright Oiled Silk coat. Folds in small, self case. Raincoat and Umbrella in matching solid colors: Red 511, Green 307, Brown 614 or Medium Blue 212.

Oiled Silk Coat
18 H 4923—SIZES: **1.95**
Medium (32-34-36); or Large (38-40 in. bust). State size and color. Shipping weight, 9 oz.

Women's Umbrella **1.49**
18 H 4576—16-Rib
Style. Catalin handle. State color. Shpg. wt., 1 lb. 5 oz.



Gay Colored Oiled Silk Umbrellas Brighten Rainy Days



OILED SILK THRILLER VALUE

Good news! Sears special low price makes it easy for you to own a bright, sheer, Oiled Silk Umbrella—today's smartest rain fashion! 10-rib frame. Strong wood rod. Composition handle. Tips and stub ends to match. Solid colors only.

Colors: Green 307, Red 511, Blue 212 or Brown 614. State color.
18 H 4594—Shipping weight, 1 lb., 3 oz. **98c**

GAY PRINT OILED SILK

Bargain price in the popular printed oiled silk umbrella. Strong 16-rib lacquered steel frame. Sturdy, wood rod. Good looking, one color printed patterns. Assorted smart composition handles to match.

Colors: White print on Medium Blue, Black, Green or Cream backgrounds. State color.
18 H 4595—Shipping weight, 1 lb., 4 oz. **1.49**

REGULAR 3.00 VALUE

Stunning two colored print in a beautiful plaid design. Made of Rain-Bo-Film, fine quality oiled silk. Strong 16-rib frame. Gemstone composition handle with inside motif. Wood rod.

PLAID COLORS: Blue with Red, Brown with Green or Green with Black. State color.
18 H 4577—Shipping weight, 1 lb., 6 oz. **1.89**

OUR FINEST OILED SILK

Regular \$4.00 quality! A gay lovely Springtime floral print composed of 4 colors. Rain-Bo-Film quality oiled silk. Gorgeously finished with handle in lovely "blown flower" design that matches the flowers in the silk! 16-rib style.

BACKGROUND COLORS: Blue, Creamy White or Red. State color.
18 H 4596—Shipping weight, 1 lb., 7 oz. **2.95**

Numbers after colors refer to COLOR-GRAPH facing first pink index page.



MICKY MOUSE

Children's plaid cotton umbrella. Strong 10-rib frame, not the usual 8-ribs. PLAID COLORS: Red, Blue or Green. State color.
18 H 4523—Shpg. wt., 1 lb. 2 oz. **98c**



PRINTED BORDER

Smart, cheerful prints give an expensive look to this famous cotton cloth. 16-rib steel frame. Wood rod. Colors: Black, Brown 614 or Navy Blue. State color.
18 H 4567—Shpg. wt., 1 lb. 8 oz. **1.25**



GLORIA CLOTH

It's the good quality (silk and cotton) Gloria cloth known for generations for its durability and long wear. With a 16-rib frame, wood rod. Smart assorted patterns and the better grade composition handles. Our low price for quality of such a high standard proves again that Sears lead in umbrella values!

Colors: Black-and-White, Navy Blue, Brown 614, or Green 314. State color.
18 H 4521—
Shipping weight, 1 lb. 6 oz. **1.44**

Best Household UMBRELLAS Ever Sold At

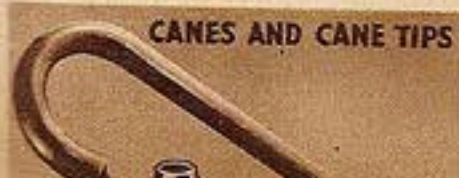
2 FOR 1.80

A woman's umbrella with a 16-rib metal frame—not the 10-rib frame ordinarily used! A man's umbrella with a 10-rib frame instead of the usual 8-ribs. Imported from Japan. Strong cotton cloth is laboratory tested.

Women's Style. Composition handle. State color. Colors: Black, Navy Blue or Brown.
18 H 4544—Shpg. wt., 1 lb. 7 oz.

Men's Style. Wood handles. Black only.
18 H 4545—Shpg. wt., 2 lbs. 1 oz.

95c EACH



CANES AND CANE TIPS

18 H 4597—
Sturdy hard maple cane. Shipping weight, 2 lbs. **1.00**
18 H 4598—
Rubber Tips. Shpg. wt., each **10c**
each 3 oz. 3 for 25c

NEW! GLAMOROUS!

Pre-Vue BRASSIERES

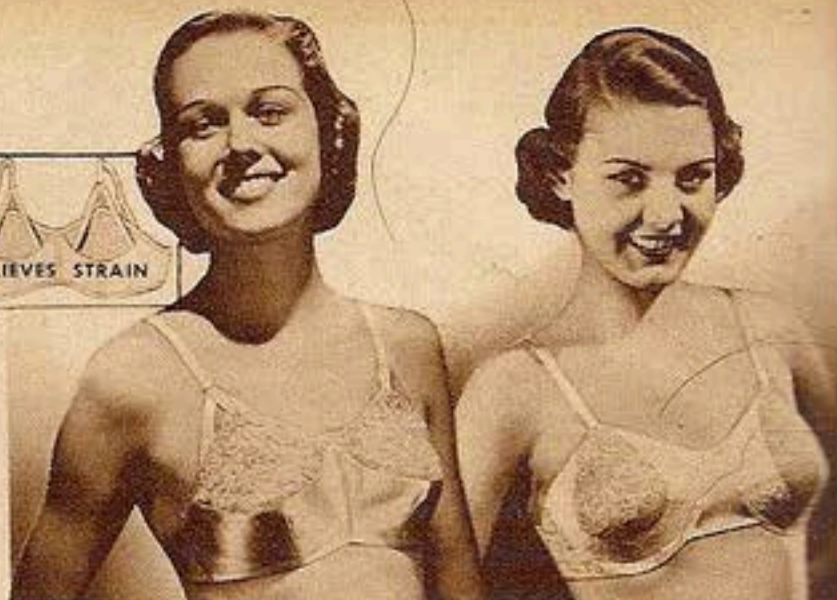
- Styled in Hollywood
- Worn by the "Stars"
- Flattering, Smooth, Young!

97c

The brassiere of glamorously beautiful lines... the high rounded bust line of youth! Intriguingly aided by the newest conceit—a *sliding shoulder strap*, that "gives" with your every move! Fashioned of lace and lustrous silk and Henning rayon satin. Multi-layered under-bust inserts and short elastic band between bust sections, make for snug gentle up-lift. Half net lined. Closes center back with adjustable elastic strap. Length at bust 6 inches.

Even Sizes: 32 to 38-inch bust. State size. Shipping weight, 3 ounces.

38 H 605—Tearose



Smart "Underlift" Healthful Comfort 69c

Relieves strain, supports healthfully. The secret is in the clever uplift bust shaping, together with *three-way* shoulder straps which extend down and reinforce the upper bust sections (see small illustration) helping to support firmly and mold comfortably. Daintily styled in rayon satin with top bust sections in lace. Elastic back closing. Length at bust, about 8 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, 3 ounces.

38 H 611—Tearose

Dainty Lace With Rayon Satin 69c

Was 79c! Dressy! A luxury lace brassiere to wear with your finer frocks! Made with stitched "swirls" of rayon satin, giving lovely high molded lines with firm support. Latex rayon satin insert at front controls gently, "gives" easily. Shoulder straps with elastic at back. Elastic single-hook back closing. Length at bust, about 7 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, 3 ounces.

38 H 640—Tearose



Trim Fit Extra Support 49c

Good quality, soft, cotton faille. Multi-stitched under bust. Net-lined bust sections. Elastic inserts, back and front. Ribbon straps. Length, abt. 8 in.

Even Sizes: 30 to 40-inch bust. State size. Shipping weight, 3 oz.

38 H 660—Tearose

Cotton Faille INNER POCKETS 49c

Styled for full-busted figures! Cupped inner pockets lift sagging busts, mold into youthful lines. Elastic on shoulder straps, at back. Length at bust, about 8 inches.

Even Sizes: 30 to 42-inch bust. State size. Shipping weight, 3 oz.

38 H 661—Tearose

Cotton Broadcloth 49c

For full-busted figures. Molds to youthful line! Inner pockets give comfortable firm support to sagging busts. U-shaped back, two hook elastic closing. Lgth. at bust, abt. 10 in. Shpg. wt., 3 oz.

Even Sizes: 32 to 42-inch bust. State size.

38 H 606—Tearose

Shadow Print Celanese Rayon Satin 49c

A, good style for the average figure. Specially stitched to uplift gently. Half net lined. Elastic back closing. Length at bust about 8 in.

Even Sizes: 32 to 40-inch bust. State size. Shpg. wt., 3 oz.

38 H 613—Tearose



If Your Figure Is Slight to Average 25c Ea. 3 for 73c

Fastens in Front 25c

Dainty, lovely and light! Gives you just the high pointed line you want! Separates—elevates bust! Soft rayon satin with lace upper bust sections, front fastening with invisible hook. Ribbon straps with double elastic. Length at bust, about 7 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, each, 3 ounces.

38 H 686—Tearose

Celanese Rayon Satin 25c

Extra value at a Sears low price! Smooth-fitting, well made pre-shrunk Celanese Rayon satin bandeau, with shaped bust sections to give full rounded lines. Double elastic flat-hook back closing. Length at bust, about 7 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping wt., each, 3 ounces.

38 H 622—Tearose

Deep V-Front 25c

Elevates, separates by means of the self-adjusting elastic inserts in front. Especially comfortable V-front style in fine-quality cotton broadcloth with lined bust sections. Flat-hook elastic back closing. Length at bust, about 7 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, each, 2 ounces.

38 H 673—Tearose

Rayon Satin and Lace 25c

Dressy bandeau in good quality—low priced! Fashionable uplift style of rayon satin; lace bust sections, net-lined. Single hook elastic back closing. Lgth. at bust, about 7 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, each, 3 ounces.

38 H 646—Tearose



Form-Bust FOR SMARTER FULLER CURVES

The Secret of Many Lovely Figures Was 65c 59c

Makes all your clothes fit better... offers that young admired full bosom line now the ideal of womanly beauty. You've no idea how many girls and women use this clever bandeau—it's such an easy, comfortable way to improve the figure. Fluffy, light Kapok pads fit inside—removable and easily washed. Elastic at back holds bandeau skin-tight. Fabric is cotton faille, long-wearing and firm. Price includes pads. Length at bust, about 7 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, 4 ounces.

38 H 627—Tearose

"NU-WAY" Bust Pads 39c

Easiest way to fashion's youthful rounded bosom line! Light, airy, perforated rubber pads covered with soft knit rayon. They'll fit any bandeau. Tearose. Shipping weight, 6 oz.

38 H 600—Tearose

Rayon Satin 15c

Backless uplift bandeau of good quality rayon satin. Narrow elastic back fastens at side. Length at bust, about 7 in.

Even Sizes: 30 to 38-inch bust. State size. Shpg. wt., 2 oz.

38 H 603—Tearose

For Sturdy Wear 15c

Good quality cotton broadcloth—dandy everyday bandeau! Elastic at narrow back. Length at bust, about 6 inches.

Even Sizes: 28 to 38-inch bust. State size. Shipping weight, 3 oz.

38 H 619—Tearose

38 H 617—Flesh... 15c

Slipover... no hooks 15c

Bandeau of elastic knitted cotton with knit rayon bust sections. Knit to fit; No hooks! Lgth. at bust, abt. 7 in.

Even Sizes: 28 to 38-inch bust. State size. Shipping wt., 3 oz.

38 H 676—Tearose



For Slim Figures 19c

A bargain bandeau! Smooth-fitting rayon satin with pretty fancy insert at front. Elastic at low back. Length at bust, about 6 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, 3 ounces.

38 H 657—Tearose

A Best Seller 19c

Firmly supporting well-shaped uplift bandeau of rayon and cotton brocade. Molds firmly. Elastic at back. Length at bust, about 6 inches.

Even Sizes: 30 to 38-inch bust. State size. Shipping weight, 3 ounces.

38 H 645—Tearose



**BUY NOW
PAY MONTHLY**
See Page 1A

Full Deep Bust 59c

Fine cotton broadcloth with shaped, full bust sections specially designed for supporting large pendulous busts. Elastic inserts in front and shoulder straps. Length at bust, about 11 inches.

Even Sizes: 32 to 44-inch bust. State size. Shipping weight, 4 ounces.

38 H 679—Tearose

Full Figure Flattener 69c

A well-made high back cotton brocade brassiere for the fuller figure. Reinforced diaphragm, elastic inserts at sides and between bust sections, for a flat smooth line. Stitched bust sections. Side closing. Length at bust, abt. 11 inches.

Even Sizes: 34 to 48-inch bust. State size. Shipping weight, 4 oz.

38 H 662—Tearose

Built-Up Shoulders 69c

The heavier figure brassiere! Cleverly constructed with front boning and elastic side inserts that pull the diaphragm flat. Gives a trim, smooth line free from bulge! Made of strong, good quality cotton broadcloth. Wide back closing. Elastic inserts at the top of shoulder straps for added comfort. Length at bust, abt. 13 in.

Even Sizes: 34 to 48-inch bust. State size. Shipping weight, 4 ounces.

38 H 663—Tearose



Dia-Trim
SMOOTHS AWAY
THAT BULGE

PATENTED
BONED
INNER
SECTION

DIA-TRIM \$1.00
Slims Evenly

The popular brassiere for the larger figure! It flattens, controls and supports by means of patented construction. High boned back, elastic inserts at sides. Wide shoulder straps, elastic inserts. Side closing. Good quality cotton broadcloth. Length at bust, abt. 13 inches.

Even Sizes: 34 to 46-inch bust. State size. Shipping weight, 6 ounces.

38 H 656—Tearose

DIA-TRIM with \$1.00
Inner Belt

A boned coutil inner belt at front supports marvelously, flattens completely! Does away with diaphragm bulge! Fits down well over the waist; opens at front. Made of cotton madras with boned back. Elastic inserts for comfort. Length at bust about 14 inches.

Even Sizes: 34 to 52-inch bust. State size. Shipping weight, 8 oz.

38 H 626—Flesh

If Your Figure Is

Average to Heavy 25c
3 for 73c

Shaped Uplift

Well-designed, well-made brassiere for average or full figures! Strong rayon brocaded cotton, bust sections shaped to give the fashionable high line. Elastic at narrow back. Length at bust, about 9 inches.

Even Sizes: 32 to 42-inch bust. State size. Shipping weight, each, 3 ounces.

38 H 628—Tearose. 25c
3 for 73c

Side Closing

Semi-wide brassiere for full or average figures in fancy cotton madras, good serviceable quality. Molds bust to a firm smooth line. Elastic inserts at sides. Length at bust about 9 inches.

Even Sizes: 32 to 46-inch bust. State size. Shipping weight, each, 4 ounces.

38 H 689—White. 25c
38 H 690—Tearose. 25c
3 for 73c

U-Shaped Low Back

For average or full figures, with wide diaphragm band to smooth waistline. Shaped bust sections. Strong rayon figured cotton broadcloth with narrow elastic straps. Two-hook elastic back closing. Length at bust, about 10 inches.

Even Sizes: 32 to 44-inch bust. State size. Shipping weight, each, 3 ounces.

38 H 633—Tearose. 25c
3 for 73c

Drëssy Rayon Satin

Makes a luxurious smooth sleek brassiere! Shaped uplift bust sections give the newer fashionable high line. Inner bust pockets for support. Back with two-hook elastic closing. Length at bust, about 5 inches.

Even Sizes: 32 to 42-inch bust. State size. Shipping weight, each, 3 ounces.

38 H 623—Tearose. 25c
3 for 73c



Extra Long 59c

Fits down well over corset. Strong mercerized cotton brocade. Length at bust, about 13 inches.

Even Sizes: 32 to 44-inch bust. State size. Shipping weight, ea., 4 oz.

Side Closing
38 H 649—Flesh.

Back Closing
38 H 650—Flesh.

For Full Busts 39c

Made strongly with deeper, shaped bust sections. Sturdy but soft cotton broadcloth, fancy lace insertion trim. Elastic back.

Length at bust, about 9 in.

Even Sizes: 32 to 42-inch bust. State size. Shipping weight, 3 ounces.

38 H 612—Tearose

Semi-Wide Uplift 39c

Lustrous rayon, brocaded cotton, smooth-fitting. Elastic back panel. Length at bust, abt. 8 in.

State size. Shipping weight, 3 ounces.

Front Closing
Even Sizes: 32 to 44 bust.

38 H 680—Tearose.

Back Closing
Even Sizes: 30 to 40 bust.

38 H 681—Tearose.

Sta-Flat Boning 49c

Flattens diaphragm. Rayon brocaded cotton, elastic insert, reinforced boned diaphragm. Length at bust, about 11 inches.

Even Sizes: 30 to 44-inch bust. State size. Shipping weight, each, 4 oz.

Side Closing
38 H 635—Tearose.

Back Closing
38 H 636—Tearose.

OUR FAMOUS "Trimlines"

(A) Comfortable Waistline Control

Gives flat neat waistline. Elastic inserts down center back, at waist and in shoulder straps. Sturdy cotton madras, high-cut front closing. Length at bust, abt. 12 in.

Even Sizes: 36 to 54-inch bust. State size. Shipping weight, 6 ounces.

38 H 507—Flesh. 69c

(B) Slims the Waistline Neatly

Boning at front to "hold in" diaphragm. Wide elastic sections at sides and down back provide comfort. Sturdy, long-wearing rayon figured cotton madras. Length at bust, about 13 inches.

Even Sizes: 34 to 48-inch bust. State size. Shipping weight, each, 6 ounces. Flesh color.

38 H 685—Side Closing. 69c
38 H 684—Back Closing. 69c

Cotton Linene

49c

An old favorite—washes and wears as no other brassiere we know! Strong white cotton linene; under-arm reinforcements. Assorted embroidery trim. Length at bust, about 12 inches.

Even Sizes: 34 to 48-inch bust. State size. Shpg. wt., 4 oz.
38 H 500—White



For Average Full Figure

Good quality cotton broadcloth. Uplift bust sections. Elastic double hook back closing. Lgth. at bust, abt. 9 in.

Even Sizes: 32 to 42-inch bust. State size. Shipping weight, 3 ounces.

38 H 608—Tearose. 19c
38 H 631—White. 29c

USE LUX . . . GET LONGER WEAR . . . SAVE ELASTICITY AND FIT!

Silhouettes

It's Easy
TO ORDER
CORSETS
FROM SEARS



Follow the
Simple Instructions
Given Below
Before Ordering

You do not need to undress to take your measurements. Just place the tape line over your dress as illustrated above. Measure bust at fullest part. Measure waist at smallest part. Measure hips at fullest part (about 8½ inches below waist). Be sure the tape line is snug but not tight and that it is not allowed to twist or slip down while measuring. If possible have someone in the family help you take your measurements. Do not order by dress size and please do not guess at your size. If you have no tape line, write us and we will gladly send you one free of charge.

Follow These Three Easy Steps and Sears will fit you perfectly.

First, look at the silhouette figures below and select the figure type that is nearest your own.

YOU ARE SHORT
if you are 5 ft. 2 in. or less.

YOU ARE MEDIUM
if you are 5 ft. 3 in. to 5 ft. 6 in.

YOU ARE TALL
if you measure over 5 feet, 6 inches.
(All heights in stockinged feet.)

Second, select the garment you want and read the description to make sure it is recommended for your figure type and height.

Third, state all measurements requested in the description. This is important in order that you may be correctly fitted and completely satisfied.

—MADAME LA MONT



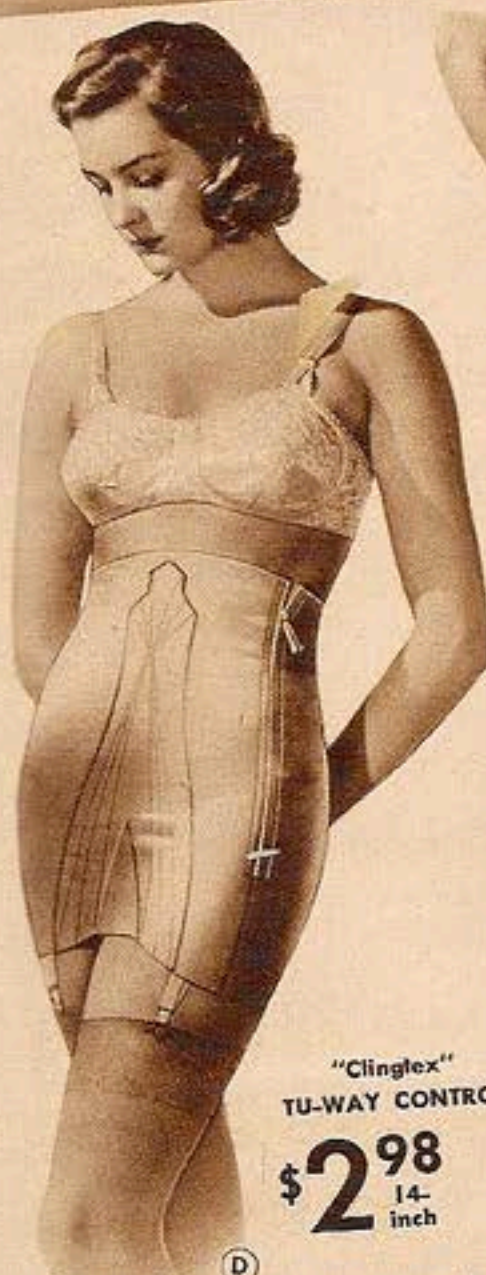
SLENDER FIGURES
Short, Medium, Tall



AVERAGE FIGURES
Short, Medium, Tall



STOUT FIGURES
Short, Medium, Tall



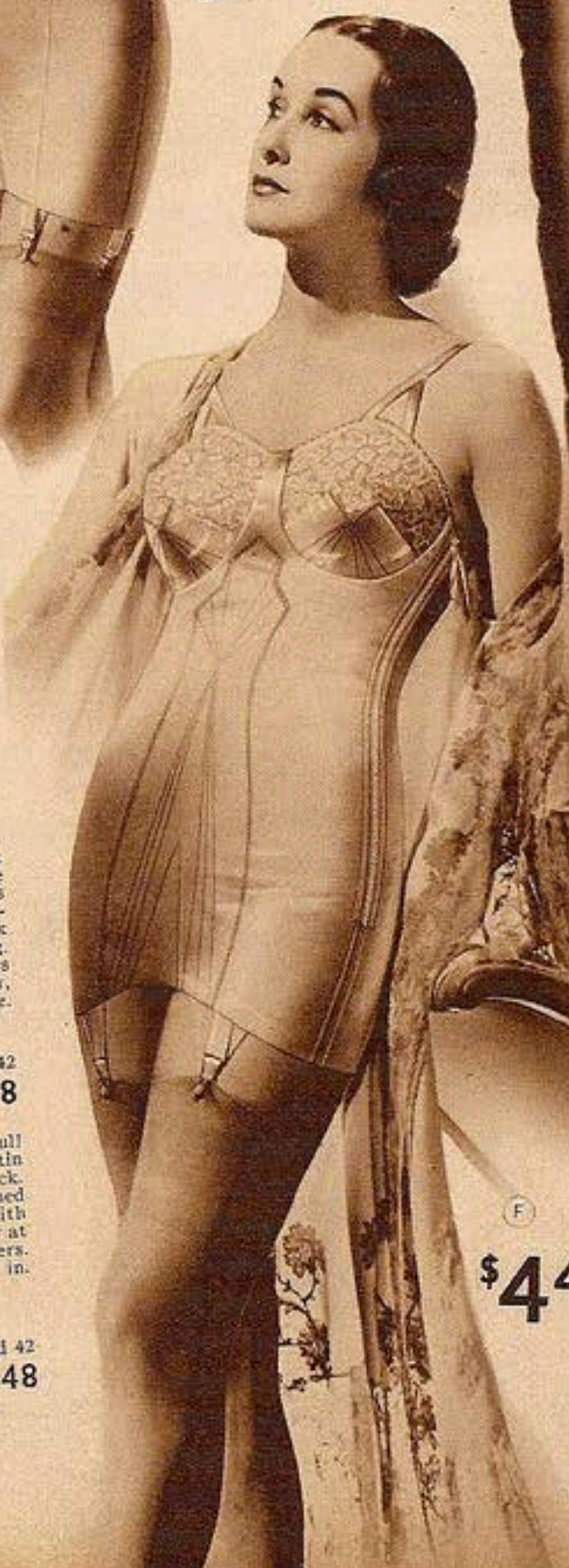
"Clingtex"
TU-WAY CONTROL
\$2.98
14-inch



ADJUSTABLE
BACK FEATURE
\$2.98



WAS
\$3.48



\$4.48

"Clingtex"
TU-WAY
CONTROL

One "Zip" up the side... and you're in one of the smoothest, sleekest Lastex girdles of the year. Our famous "Clingtex" Tu-Way Control with cross-stretch sides and up-and-down stretch back of rayon and cotton Satin Lastex to hold down every curve! Beautiful Rayon and Cotton Satin stitched front, with lightly boned inner shield. Short diagonal bones at top back. New, flat INVIZ-A-GRIP front garters. Peach. Easily a \$5.00 value.

For Slender and Average Figures—Two Lengths
WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 and 36 in. State waist and hip measure taken over dress.
18H 546—For Short to Medium Height Figures. Length, 14 inches. \$2.98
18H 547—For Medium to Tall Height Figures. Length, 16 inches. 3.39
Shipping weight, 1 pound 2 ounces

This "Uplift Charmer" molds itself perfectly to your figure! Has two rows of eyelets at each side back for easy waist adjustment. Just hook the "bra" into the eyelets best suited to your figure—and presto, your waist is nipped-in to tiny proportions! Rich PRE-SHRUNK merripized cotton batiste, reinforced with sateen inside back and front. Front inner shield and back have non-rust boning. Glamorous net lined lace bust. Hooks three-quarters way down side. 6 garters. Length over bust to garter, 24½ in.; waist down, 15 in. Peach color. Regular \$5.00 value.

For Slender and Average Figures of Medium and Tall Height
BUST SIZES: 32, 33, 34, 35, 36, 37, 38, 39 and 40; also 42 and 44 in. State bust and hip measure over dress.
18H 150—Each. \$2.98
Shipping weight, 1 pound 4 ounces

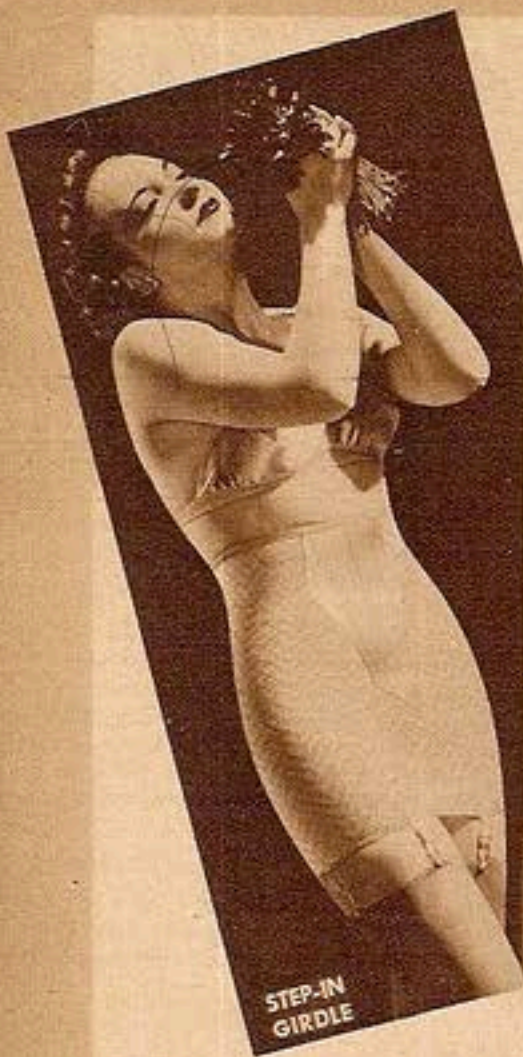
Gorgeous styling that will thrill your feminine soul! "Clingtex" Tu-Way Control Rayon and cotton Satin Lastex cross-stretch sides, and up-and-down stretch back. Fancy-stitched rayon and cotton satin front, lightly boned to control "MIDRIF" section. Net lined lace bust, with lovely, stitched Rayon Satin inserts. Talon Zip fastener at side front. New flat INVIZ-A-GRIP front garters. Length over bust to garter, 24½ in.; waist down, 15 in. Peach. Smart shops ask \$7.50 for this quality.

For Slender and Average Figures of Medium and Tall Height
BUST SIZES: 32, 33, 34, 35, 36, 37, 38, 39, 40, 41 and 42 inches. State bust and hip measure over dress.
18H 548—Each. \$4.48
Shipping weight, 1 pound 4 ounces

Keep Foundation Garments
Dainty With Frequent Luxings

Everything on Easy Terms
See Page 1A

Coeds
REG. U. S. PAT. OFF.



STEP-IN
GIRDLE



Exquisite
ALL-IN-ONE



LACE
PANTIE



A 75c
EACH

B \$25
EACH

THIS CORSET WARDROBE WENT TO HOLLYWOOD

Read About Beauty Queen Eileen Drury, Pages 30 and 31

\$1.59
EACH
Eileen loved this one. It's a new lovely Step-in Girdle of firm, beautifully figured 2-way stretch POWER LASTEX. Not a bone in it. Exquisitely trimmed rayon and cotton satin front panel helps hold tummy in. Flat garters. Length, 14½ in. Peach. Specially priced.

For Slender and Average Figures of Medium and Tall Height
SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure taken over dress. Read "How to Order" on opposite page, also Page 111.
18 H 517—Each.....\$1.59
2 for.....3.00
Shipping weight, each, 11 ounces.

\$1.98
EACH
Selected by a QUEEN Hollywood bond! A stunning streamlining pattern in stronger 2-way stretch POWER LASTEX. Net lined lace bust... with shiny rayon and cotton satin inserts under and between bust, and a lovely lace overlay. Forked straps, front and back. Flat garters. Length below bust, 17½ in. Peach. \$3.00 Value!

For Slender and Average Figures of Medium and Tall Heights
BUST SIZES: 30, 32, 34, 36 and 38 in. State bust and hip measure taken over dress. Read Page 111.
18 H 512—Each.....\$1.98
2 for.....3.75
Shipping weight, each, 13 ounces.

\$1.79
EACH
"My but it's smart" said Eileen. A cool, brief pantie of the New Darleen elastic lace. Has a confining stretch. Inside cloth reinforcing helps flatten tummy. Silk Milanese crotch. Length, about 13 inches. Peach color. Also see 18 H 550 on Page 110.

For Slender and Average Figures of Short and Medium Height
WAIST SIZES: 24, 26, 28, 30, 32 and 34 in. State waist and hip measure taken over dress.
18 H 519—Each...\$1.79
2 for...3.40
Shipping weight, each, 8 ounces.

All Garments
On This Page
Fit Slender
and Average
Figures

BOTH WITH DETACHABLE
CROTCH AND GARTERS



E Garter or
Legband
98c
EA.



D Talon Zip
Satin Front
\$1.00
EA.



C Tummy
Flattener
Cut
Price... 55c
13-INCH
EA.

GIRDLE
OR
PANTIE

A PANTIE—DETACHABLE CROTCH AND GARTERS
Smart and practical. When you do not wear hose, unhook the garters—when you do, hook 'em on again. Detachable rayon and cotton jersey crotch. Genuine 2-way stretch Lastex. Length, about 14½ in. Peach.
SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure. Shipping weight, 6 ounces.
18 H 586—With detachable garters; detachable crotch. Each.....75c
2 for.....\$1.40
18 H 308—Extra rayon jersey crotch, for pantie girdle and all-in-ones above and below.
Shpg. wt., each, 2 oz. Each...15c 2 for.....28c

B ALL-IN-ONE—DETACHABLE CROTCH AND GARTERS
Two-way stretch Lastex; lace bust with uplift bands and rayon and cotton satin Lastex insert. When you don't wear hose, unhook the garters. Detachable rayon and cotton jersey crotch. Length below bust, 17 in. Peach.
BUST SIZES: 30, 32, 34, 36 and 38 in. State bust and hip measure taken over dress. Read "How to Order," Page 111.
18 H 509—With detachable crotch; detachable garters. Each.....\$1.25
2 for.....2.35
18 H 515—Has detachable crotch. No garters. Each.....\$1.15
2 for.....2.20
Shipping weight, each, 7 ounces.

C TUMMY-FLATTENER GIRDLE OR PANTIE
Really smart! 2-way stretch LASTEX. Tiny boned shield of cotton batiste Lastex prevents rolling. Peach color.
SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure taken over dress.
Garter Girdle—2 Lengths
18 H 368—For short height. Length, about 13 in. Each 55c; 2 for \$1.05
18 H 368—For Medium and Tall height. Length, about 15 in. Each 63c; 2 for \$1.20
Read Page 111. Shipping weight, each, 6 ounces.
Pantie Girdle—Sewed-in Crotch
18 H 374—Pantie with Rayon Jersey Crotch. For all heights. Length, about 13 inches. Each.....63c
2 for.....\$1.20
Shipping weight, each, 6 ounces.

D TALON "ZIP" RAYON AND COTTON SATIN FRONT
Easy to step in or out. 2-way stretch LASTEX. Lightly boned rayon and cotton satin front panel. Gives grand tummy control. 4 garters. Length, about 15 in. \$1.39 value. Peach color. Shipping weight, each, 8 oz.
SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure over dress.
18 H 501—Each...\$1.00; 2 for...\$1.90

E GARTER OR LEGBAND ALL-IN-ONE REDUCED
2-way stretch LASTEX. Net lined lace bust has inserts under and between bust. Lgth., below bust, 17 in. Peach.
BUST SIZES: 30, 32, 34, 36 and 38 in. State bust and hip measure taken over dress. Read "How to Order," Page 111.
18 H 458—Garter Style. Each...98c Any 2 for...\$1.85
18 H 459—Legband Style. Each...98c
Shipping weight, each, 7 ounces.

Control Yourself AND SAVE MONEY AT SEARS



Co-ed ALL-IN-ONE TALON FASTENER

Smart low two-way stretch elastic back. Net-lined Rayon and Cotton Jersey bust with "V" cloth inserts. Side Talon Zip fastener. Fine quality PRE-SHRUNK brocaded cotton and rayon batiste, lightly boned to control "MIDRIFF" section. Forked shoulder straps. Length over bust to garter, 23 in.; waist down, 14 in. Peach color.

For Slender and Average Figures of Medium and Tall Height

Bust Sizes: 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, and 42 in. State bust and hip measure taken over dress. Read "How to Order" on Page 111.
18 H 536... \$1.98
Shipping weight, 12 oz.

\$1.98



2-WAY STRETCH BACK

Washable rayon striped cotton fabric. Rayon and cotton jersey bust. Light front boning. Length over bust to garter, 22 1/2 in.; waist down, 13 1/2 in. Side hooking. Peach color. Reduced.

For Slender and Average Figures of Short and Medium Heights

Bust Sizes: 32, 33, 34, 35, 36, 37, 38, 39, 40, 41 and 42 in. State bust and hip measure over dress. See Page 111.
18 H 529... Each 94c
2 for \$1.80
Shipping weight, each, 9 ounces.

94c

EACH

CLOSED OR LACED BACK

Built-up shoulders. Rayon striped cotton fabric, boned front and back. Elastic side panels. Hooks at side. Length under arm, 19 1/2 in.; waist down, 14 in. Peach.

For Average and Stout Figures of Medium and Tall Height

Bust Sizes: 34, 36, 38, 40, 42 and 44 in. State bust and hip measure taken over dress. See Page 111.
18 H 530—Closed Back.
18 H 531—Laced Back.
Each... \$1.00 2 for \$1.90
Shipping weight, each, 12 ounces.

\$1.00

EACH

CLOTH OR JERSEY BUST

Bargain! Rayon striped cotton fabric. Strong elastics; light boning. Side hooking. Length over bust to garter, 22 in.; waist down, 14 in. Peach color.

For Slender and Average Figures of Short and Medium Height

Bust Sizes: 32, 34, 36, 38, 40, 42, and 44 in. State bust and hip measure.
18 H 337—Self Material Bust.
18 H 123—Rayon Jersey Bust.
Each... 94c 2 for \$1.80
Shipping weight, each, 12 ounces.

94c

EACH



Styled like an Expensive Garment

An exquisite All-In-One. Highly styled; looks expensive but costs so little at Sears. PRE-SHRUNK mercerized cotton batiste with gorgeous net-lined lace bust. Lightly boned front to control "MIDRIFF." Fancy stitched reinforcing at waist. Elastics at side and top back for smoother fit. Boned inner shield at back. Length over bust to garter, 24 1/2 in.; waist down, 15 in. Peach.

For Slender and Average Figures of Medium and Tall Height

Bust Sizes: 32, 33, 34, 35, 36, 37, 38, 39 and 40; also 42 and 44 in. State bust and hip measure taken over dress. See Page 111.
18 H 571... \$1.98
Shipping weight, 14 oz.

Was \$2.19

Cut to \$1.98

FASHION THRILL FOR THE SHORT

Make the most of your short curves—Look taller—slimmer—with every inch of your foundation fitting as it should fit! Concealed boned shield flattens "MIDRIFF" section. Strong elastic panels slim hips. Rayon and cotton jersey bust has an upswopping line—for that younger look! Rich, PRE-SHRUNK brocaded cotton and rayon batiste. Moderately boned back. Side hooking. Length over bust to garter, 20 1/2 in.; waist down, 12 in. Peach color.

For Slender and Average Figures of Short Height

Bust Sizes: 32, 33, 34, 35, 36, 37, 38, 39 and 40; also 42 and 44 in. State bust and hip measure taken over dress. Read "How to Order," Page 111.
18 H 144—Each... \$1.88
Shipping weight, each, 12 ounces.

\$1.88

"BEL-FORM" ALL-IN-ONE CLASP-FRONT, LACED BACK

Women order and re-order it! Combines the comfort of a front clasp girdle with a side hooking brassiere. Front has stitched, reinforced front to hold abdomen perfectly. Serviceable rayon figured cotton fabric, moderately boned throughout. Firm side elastics and elastic panel section at top back. Back laces from waist down for perfect adjustment. Length over bust to garter, 22 in.; waist down, 14 in. Peach color only.

For Average and Stout Figures of Medium and Tall Height

Bust Sizes: 33, 34, 35, 36, 37, 38, 39 and 40; also 42, 44 and 46 inches. State bust and hip measure taken over dress. Read "How to Order," Page 111.
18 H 304—Each... \$1.98
Shipping weight, 1 pound.

\$1.98

For "Half-Size" Figure:
5 Ft. 2 In. or Less!



causes me
inconvenience
Do you know of
a corset that will
stay down around
my hips, where
it belongs? Mine
"crawls up miserably"
and ruins the
smooth appearance
of my dress.



SLIDING BACK
LENGTHENS WHEN YOU
STOOP... SIT... OR BEND

SEARS
SELL
EVERYTHING
ON EASY
TERMS
SEE PAGE 1A

THERE IS ONLY ONE

Nu-Back

FOUR STAR
FEATURE

SENSATIONAL VALUES

\$2.98
EACH

ANY NU-BACK
ON THIS PAGE



CLOTH OR
RAYON
JERSEY BUST

AMERICA'S
LEADER
\$5.
VALUE



A

B

C

A FRONT-LACE NU-BACK . . . Easily Adjustable

Long famous for its figure-molding, long wearing quality. Amazingly comfortable, too. Easy-to-adjust lacing in front. Fine, lustrous PRE-SHRUNK brocaded cotton and rayon batiste well boned front and back. Elastic inserts. Bust 2 in. above waist. Length at side, waist down, 14½ in. Clasp, 8 in. 6 garters. Peach color. Will not ride up!

For Average and Stout Figures of Medium and Tall Height
WAIST SIZES: 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 and 36 in. Order corset size 3 in. smaller than waist measure taken over dress, also state actual hip measure. Read Page 111. Shipping weight, 1 lb. 7 oz. **\$2.98**
18 H 461

B CLASP-FRONT NU-BACK—Two Lengths

A grand, long wearing girdle that gives real control. Genuine "Grip-Knit" elastics at sides to hold hips firm. Front Clasp makes it easy to get into and gives extra support, too. Reinforced front. Lustrous rayon and cotton brocade well boned front and back with elastic inserts at top. Remarkably low priced! Peach color. Shpg. wt., 1 lb. 6 oz.

For Average and Stout Figures: Two Lengths
WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36; also 38 and 40 in. State waist and hip measure taken over dress. Read "How to Order," Page 111.
18 H 452—For Short Height, Length, 13 in. Each. **\$2.98**
18 H 462—For Medium and Tall Height, Length, 15 in. Each.

C SIDE HOOK NU-BACK—Two Lengths

Style! Beauty! Quality! You get all three for less in this youthful side-hook Nu-Back girdle. Stays down snug about the hips, no matter how much you stoop or bend; the sliding back does it! Luxurious rayon and cotton brocade, close-woven so it will wear longer. Well boned front and back. Guaranteed "Grip-Knit" elastic panels. Peach color.

For Average and Stout Figures of Medium and Tall Height
WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37 and 38 in. State waist and hip measure taken over dress. Read "How to Order," Page 111.
18 H 442—Length, 15 in. Each. **\$2.98** (Shpg. wt., ea., 1 lb. 5 oz.)
18 H 441—Length, 17 in. Each.

ALL-IN-ONE NU-BACK

Glorify your figure in this youthful NU-BACK. "Pear" shaped Rayon and cotton Jersey bust youthfully lifts bust. PRE-SHRUNK brocaded cotton and rayon batiste with boned front shield to flatten front. Boned back. Fine elastics. Side hooking. Sliding back. Peach.

For Average and Stout Figures—3 Models

BUST SIZES: 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43 and 44; also 46 in. State bust and hip measure taken over dress. Read "How to Order" Page 111.

18 H 467—For Medium and Short Height. Length over bust to garter, 21½ in.; waist down, 14 in. Ea. **\$2.98**

18 H 468—For Tall Height. Length over bust, 23½ in.; waist down, 16 in. Each. **\$2.98**

Special Model For Tall Figures with Large Hips (Sizes as above.)

18 H 168—Length over bust to garter, 23½ in. Waist down, 16 in. Each. **\$2.98**
Shipping weight, 1 lb. 7 oz.

Greater value than ever before because we reduced the price from \$3.59. It's the original in all its perfection: the same grand quality—the same sliding back—the same grand control! PRE-SHRUNK brocaded cotton and rayon batiste. "Grip-Knit" elastic panels. Well boned back; well boned, reinforced coutil and elastic belt. Peach. Buy the original. Avoid imitations.

For Average and Stout Figures—All Heights
BUST SIZES: 34, 35, 36, 37, 38, 39, 40, 41 and 42; also 44, 46 and 48 in. State bust and hip measure taken over dress. "It's Easy to Order From Sears," read Page 111.

Brocaded Batiste Top—Two Lengths
18 H 533—For Short Height. Length over bust to garter, 21 inches; waist down, 13 inches. 8¼-in. inner belt. **\$2.98**
18 H 534—For Medium and Tall Height. Length over bust to garter, 23 in.; waist down, 15 in. 10¼-in. inner belt. **\$2.98**

Rayon and Cotton Jersey Top (See small view)
18 H 540—For Medium and Tall Height. Length over bust to garter, 23 in.; waist down, 15 in. 10¼-in. inner belt. **\$2.98**
Shipping weight, each, 1 pound 11 ounces.



PERSPIRATION RUINS CORSETS!
Corsets like all underthings need frequent washing. Buy two . . . wear one . . . wash the other in LUX. They'll last longer!

**WITH THE FAMOUS
SLIDING BACK THAT
WILL NOT RIDE UP!**

Sears Sell Everything
on Easy Terms
See Page 1A.

NO MORE
AWKWARD
TUGGING
NO MORE
STRAIN ON
GARTERS



**CORSETRY'S
GREATEST
CONVENIENCE**

Zip opens at
back where
needed. Solves
an intimate,
vexing problem



*Nu-Back
WITH
Kumfort
Zip*

Built-In Boned Inner Shield

A felt protected Talon "Zip" at lower back; quick... easy working... will not show under dress. Eliminates ever-unloosening garters. Nu-Back's sliding back (well boned) prevents riding up. PRE-SHRUNK brocaded cotton and rayon batiste with rayon and cotton jersey bust. Firmly boned inner shield flattens front. "Grip-Knit" elastics. Side hooking. Length over bust to garter, 24 in.; waist down, 15 in. Peach.

\$3⁹⁸

For Average and Stout Figures of Medium and Tall Height
Bust Sizes: 33, 34, 35, 36, 37, 38, 39, 40, 41 and 42; also 44 in. State bust and hip measure over dress.
18 H 477... \$3.98
Shipping weight, 1 pound 9 ounces.

Side-Hooking Inner Belt

Two marvelous features: the NU-BACK sliding back and convenient, felt-protected Kumfort Zip. Strongly boned coutil inner belt with diagonal elastic bands for better support. PRE-SHRUNK brocaded cotton and rayon batiste. "Grip-Knit" elastics. Well boned back. Shaped bust. Length over bust, 23 in.; waist down, 15 in. 10-inch inner belt. Peach.

\$4³⁹

For Average and Stout Figures of Medium and Tall Height
Bust Sizes: 34, 35, 36, 37, 38, 39, 40, 41 and 42; also 44, 46 and 48 in. State bust and hip measure taken over dress. Read "How to Order" Page 111.
18 H 478... \$4.39
Shipping weight, 1 pound 12 ounces.

**BUILT-UP SHOULDERS
FOR FLESHY FIGURES
Bust Sizes Up to 54**

A grand built-up shoulder style Nu-Back—reduced to save you money! Tightly woven, PRE-SHRUNK brocaded cotton and rayon batiste. 11-inch, strongly boned coutil and elastic inner belt. Famous "Grip-Knit" elastic side panels and gores. Well boned sliding back that will not ride up. 6 garters. Length under arm, 20½ inches, waist down, 15 inches. Peach color.

\$3⁹⁸

Reduced From
~~\$4³⁹~~

For Average and Stout Figures of Medium and Tall Height
Bust Sizes: 35, 36, 37, 38, 39, 40, 41 and 42; also 44, 46, 48, 50, 52 and 54 in. State bust and hip measure taken over dress.
18 H 476... \$3.98
Shpg. wt., 1 lb., 13 oz.

Do not guess your size—use a tape measure. State all measurements requested. Read Page 111.

USE LUX FOR WASHING THESE FINE GARMENTS
IT KEEPS THEM DAINTY, PROLONGS THEIR LIFE



**AN AMAZING NEW
INNER BELT FEATURE**

Super-Belt

EXCLUSIVE WITH SEARS

BONED
INNER BELT
ATTACHED
TO FRONT



- Belt Always Anchored in Place
- Eliminates "Rubber Tire" Bulge
- Smooths Entire Front

\$2⁹⁸

"Super-Belt" will not ride up or shift out of position! Completely eliminates crowding of flesh at waist or diaphragm; gives a smooth, well-controlled front. The boned coutil and elastic inner belt is attached to underbust section and hooks at side. Lustrous PRE-SHRUNK brocaded cotton and rayon batiste. Fine knitted elastics. Well boned back. Peach.

For Average and Stout Figures with Hips up to 6 Inches Larger Than Bust... 2 Lengths
Bust Sizes: 34, 35, 36, 37, 38, 39, 40, 41 and 42; also 44, 46 and 48 in. State bust and hip measure taken over dress.
18 H 340—For Short Height. Length over bust to garter, 21½ inches; waist down, 13 inches. Each... \$2.98
18 H 341—For Medium and Tall Height. Length over bust to garter, 23½ inches; waist down, 15 inches. Each... \$2.98
Shipping weight, each, 1 pound 9 ounces.

**NU-LACE
ALL-IN-ONE**

\$2⁹⁸

- Adjusts to Any Figure
- Side Laces Top to Waist
- Back Laces Waist Down

Whether you are of average proportions or have large bust or large hips, this new adjustable foundation controls your figure easily. Back laces, waist down, control hips; side laces, waist up, taper waist and flatten diaphragm. Fine rayon figured cotton material. Built-up shoulders. Boned cloth inner shield flattens tummy. "Grip-Knit" elastic panels. Length under arm, 20 in., waist down, 14¾ in. Peach color.

For Average and Stout Figures of Medium and Tall Height
Bust Sizes: 34, 36, 38, 40, 42, 44, 46 and 48 in. State bust and hip measure taken over dress.
18 H 187... \$2.98
Shpg. wt., 1 lb., 10 oz.



UNDER NEW FASHIONS

YOU NEED A GIRDLE

Buy two at these low prices. Wear one and wash the other in LUX. Always have a fresh, clean girdle ready to step into. Sears recommend LUX for washing corsets, hosiery and undies.

SEARS SELL EVERYTHING ON EASY TERMS—SEE PAGE IA.



Two Lengths

Elasteps IN 4 LENGTHS

47c Each 10-in. Lgth. The best cotton ELASTIC Step-in girdle you can buy at or near these prices! V-shaped front boning flattens tummy. Peach.

For Slender and Average Figures—All Heights
Waist Sizes: 24, 25, 26, 27, 28, 29, 30; also 32 and 34 in. State waist and hip measure taken over dress.
18 H 460—10-inch
47c Each 2 for... **90c**
18 H 464—12-inch
57c Each 2 for... **\$1.10**
18 H 465—14-inch
67c Each 2 for... **\$1.25**
18 H 466—16-inch
77c Each 2 for... **\$1.45**
Shipping weight, each, 9 ounces.

Fine Quality

More control for full figures! Well boned double front, and well boned back of lustrous PRE-SHRUNK brocaded cotton and rayon Batiste. Knitted elastic side panels. Side hooking. Peach color.
For Average and Stout Figures
Waist Sizes: 26, 27, 28, 29, 30, 31 and 32; also 34, 36, 38 and 40 in. State waist and hip measure taken over dress. Read Page 111.
18 H 381—For Short Height. Lgth., 13 inches. **\$1.79**
18 H 380—For Medium and Tall Height. Lgth., 15 in. **\$1.95**
Shpg. wt., each, 1 lb. 5 oz.

\$1.79

Side Hook Bargain

Brocaded cotton and rayon batiste. Mercerized cotton batiste overlay; lace trim. Elastic panels—firm boning back and front. Peach.
For Slender and Average Figures
Waist Sizes: 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure over dress.
18 H 563—For Short Height. Side length, 12 inches. **94c** Each 2 for... **\$1.80**
18 H 564—For Medium Height. Side length, 14 inches. **98c** Each 2 for... **\$1.85**
Shipping weight, each, 10 oz.

94c

Boned Inner Shield

Choice of rayon striped cotton or cool mesh. Elastic bands at top front, elastic panels and front gussets. Boned back. Length, 14 in. Peach.
For Slender and Average Figures of Short and Medium Height
Waist Sizes: 26, 27, 28, 29, 30; also 32, 34 and 36 in. State waist and hip measure taken over dress.
18 H 352—Rayon striped Cotton Fabric. **93c** Each 2 for... **\$1.75**
18 H 525—Strong Cool Cotton Mesh. **93c** Each 2 for... **\$1.75**
Shpg. wt., ea., 10 oz.

93c

GENUINE 2-WAY STRETCH LASTEX

59c EACH Amazing value! Cool leg-band pantie girdle. Genuine 2-way stretch LASTEX, knit to fit. Not a bone—hook—seam—or garter to mar the smoothness of your figure. Leg bands allow a free stride. Grand for sports and under fitted clothes. Length, about 15 in. Peach color. Buy two and change often during the warmer weather! Wash in Lux!
For Slender and Average Figures—All Heights
SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29 and 30 in. State waist and hip measure taken over dress.

18 H 514—Each... **59c**
2 for **\$1.10**
Shipping weight, each, 6 ounces
It's easy to order at Sears. Measure over your dress. Always use a tape line. Read Page 111.



LASTEX Girdle or Pantie Reduced

Soft texture Lastex, knit to fit. No bones, hooks or seams; very comfortable. Superior to quality sold elsewhere at this price. About 15 inches long. Peach color only.
For Slender and Average Figures of All Heights
SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29 and 30 inches. State waist and hip measure taken over dress. Read "How to Order," Page 111.
18 H 328—Step-in Girdle, 4 garters... **37c** Each 2 for **70c**
18 H 329—Pantie; rayon jersey crotch. **37c** Each 2 for **70c**
Shipping weight, each, 5 ounces

37c

Newest "Tummy-In"

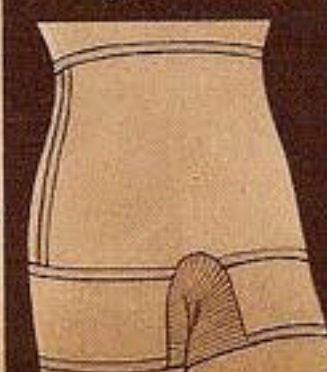
A run-resistant rayon pantie-girdle with a 6-inch top of 2-way stretch LASTEX. Smooths tummy and waistline. DETACHABLE GARTERS; unhook when you do not wear hose. Double Rayon fabric crotch. Peach.
SIZES TO FIT WAIST: 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure taken over dress. Read Page 111.
18 H 141—Each **69c** 2 for **\$1.30**
Shipping weight, each, 7 ounces

69c

GARTER GIRDLES BARGAIN PRICED

A very popular short girdle. Gives fine control; firm elastic sides and lightly boned front, 10-in. pull-in hips. Boneless back. Side hooking. 2 lengths. Peach color.
WAIST SIZES: 24, 25, 26, 27, 28, 29, 30; also 32 and 34 in. State waist and hip measure taken over dress.
10-Inch Length—2 fabrics
18 H 311—Brocaded Cotton and Rayon Batiste. Ea. **59c** 2 for **\$1.10**
18 H 386—Rayon and Cotton Satin. Each... **59c** 2 for **\$1.10**
12-Inch Length—2 fabrics
18 H 411—Brocaded Cotton and Rayon Batiste. Ea. **69c** 2 for **\$1.30**
18 H 387—Rayon and Cotton Satin. Each... **69c** 2 for **\$1.30**
Shipping weight, each, 7 ounces

Chafe Proof RAYON JERSEY LEG SHIELD STOPS CHAFING



49c Each A blessing for women with large thighs. Prevents chafing between legs. Can be worn with or without a corset. Made of soft Rayon and cotton Jersey with adjustable elastic bands. Easy to put on—full instructions included. Peach.
18 H 181—Each **49c** 2 for **90c**
Shpg. wt., 2 oz.

Rayon striped cotton girdle. 5-in. elastic, 9 1/4-in. back. Hooks at side. Peach.
WAIST SIZES: 24, to 30; also 32 and 34 in. State waist measure over dress.
18 H 375—Ea. **37c** 2 for **70c**
Shpg. wt., ea., 6 oz.
2-inch elastic sides. **25c** Ea. Brocaded cotton and rayon batiste. Side hook. Peach.
WAIST SIZES: 24, 26, 28, 30, 32, 34 in.
18 H 338—Ea. **25c** 2 for **47c**
Shpg. wt., ea., 4 oz.



GIRDLES...WITH TALON ZIP FASTENERS

**CLOSES IN
A JIFFY**

One "Zip"
—it's closed!
Talon fastener
works easily... locks
securely...

**SMOOTH
FITTING**

Talon Zip
lies flat and
smooth... no
ridges to
show through
your dress.



2-WAY
STRETCH
ELASTIC
BACK



Reduced from \$1.29

Wonder value! Lovely mercerized cotton batiste front, lightly boned. Lustrous rayon and cotton satin inserts. Persuasive 2-way stretch elastic back. Talon Zip fastener at side. Side length, about 14 inches. Peach color. Buy TWO!

98¢ EA.

For Slender and Average Figures of Medium and Short Heights

WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure taken over dress. Read How to Order, Page 111.
18 H 370—Each 98¢ 2 for... \$1.85
Shipping weight, each, 9 ounces.

2-Way Stretch Elastic

Firmer 2-way stretch WOVEN elastic front and back. Boned cloth reinforcing inside front. Talon Zip. Peach color.

\$1.98 14-in.

For Slender and Average Figures

ALL WAIST SIZES: 26 to 36 inches. State waist and hip measure taken over dress. Read How to Order, Page 111.
18 H 572—For Short to Medium Height. Side length, 14 in... \$1.98
18 H 573—For Medium to Tall Height. Side length, 16 in... \$2.39
Shipping weight, each, 11 ounces.



TU-WAY
CONTROL

ALSO
COOL
MESH

Gorgeously Styled... Bargain!

Choice of mercerized cotton Batiste or cool Mesh. Matching Lastex cross-stretch sides and up-and-down stretch back. Lightly boned front. Talon Zip fastener. Length, about 15 in. Peach.

\$1.98 Each

For Slender and Average Figures of Medium and Tall Heights

WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 and 36 in. State waist and hip measure over dress.
18 H 425—Mercerized Cotton Batiste... \$1.98
18 H 532—Cool Cotton Mesh... 1.98
Shipping weight, each, 10 ounces.



Clingtex 2-Way Back

2-way stretch woven LASTEX back and sides. PRE-SHRUNK brocaded cotton and rayon batiste boned front. Talon Zip fastener. Peach.

\$2.98 14-in.

For Slender and Average Figures—All Heights

ALL WAIST SIZES: 26 to 36 in. State waist and hip measure over dress.
18 H 445—Length, 14 in... \$2.98
18 H 447—Length, 16 in... 3.39
Shipping weight, each, 1 lb. 1 oz.

Boneless Back

Just what you want! A Talon "Zip" girdle, gorgeously styled and cleverly designed so that it clings to your figure. Soft, shimmering rayon and cotton satin at front and back. Crosswise stretch Batiste Lastex side panels. Boneless (non-stretch) cloth back to give flat rear line. Boned front inner shield. Side length, about 15 in. Peach color.

\$2.98

For Slender and Average Figures of Medium and Tall Heights

WAIST SIZES: 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 inches. State waist and hip measure taken over dress.

18 H 427... \$2.98
Shipping weight, 1 pound.

Boneflex Feature

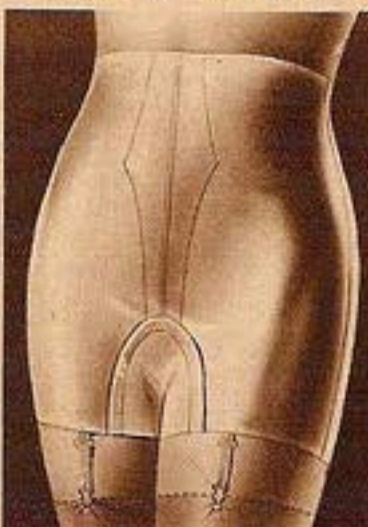
You get a smoother... flatter back-line with this splendid Boneflex inner-shield feature. (See small view above.) Easily worth \$3.95, you save the difference at Sears. Cross-stretch sides and up-and-down stretch back of brocaded cotton and rayon Darleen elastic batiste. Front of matching (pre-shrunk) brocaded cotton and rayon batiste is lightly boned. Talon Zip fastener. Peach. Length, 15 in.

\$2.98

For Slender and Average Figures of Medium and Tall Height

WAIST SIZES: 26, 27, 28, 29, 30, 31, 32, 33, 34, 35 and 36. State waist and hip measure taken over dress.

18 H 545—Shpg. wt., 1 lb. 2 oz. \$2.98



Detachable Crotch and Garters

You'll look trimmer in this sleek cotton and rayon satin Lastex pantie with lightly boned front to smooth tummy. Has detachable garters and detachable silk milanese crotch. Length, 14 in. Peach.

For Slender and Average Figures of Medium and Short Height

WAIST SIZES: 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure taken over dress.
18 H 415—Pantie. Shpg. wt., 11 oz... \$1.88
18 H 422—Extra silk milanese crotch for 18 H 415. Peach. Shipping weight, 2 ounces... Each 25¢

Coed
REGULATORY

LASTEX

Pantie or Girdle

\$1.88 Pantie **\$1.98** Girdle



Talon Zip Girdle

Lovely rayon and cotton satin Lastex Girdle. Lightly boned front. Length, 14 in. Peach.

For Slender and Average Figures of Medium and Short Height!

WAIST SIZES: 25, 26, 27, 28, 29, 30, 31, 32, 33 and 34 in. State waist and hip measure taken over dress.
18 H 475—Shpg. wt., 1 lb. 1 oz. \$1.98

SEARS PAGE 2117

USE LUX FOR WASHING THESE FINE GARMENTS... IT KEEPS THEM DAINTY, PROLONGS THEIR LIFE