

98c
A PAIR



Ultra-Smart Oxford

Light, Cool Mesh Fabric. Double Crepe-Like Soles. Non-Flecting, Extremely Comfortable. Smart Oxford Style. Anyone is wearing them at the smartest resorts, for lounging, for fun, for all-summer wear. They are so light and cool, so comfortable, so indicated in appearance. You can't buy smarter summer oxfords. \$2.95. Shipping weight, 1 pound 8 ounces. **76 E 9690—Women's. Sizes, 3 to 8. Wide widths. \$1.95. Order one-half size smaller than leather shoe.... 98c**

88c
PAIR



Buffed Crepe-Like Sport Soles

Sport World's Latest

Now white strong canvas upper. Trim lace style. Sure grip buffed crepe-like soles and heels. Extra long wear construction for vigorous sports. Shoe that is winning undisputed leadership for sports wear—a like rubber sport sole, extra soft, extra tough. Sure grip for tennis, other sports. Very smartly styled. **76 E 9577—Men's and Big Boys'. Sizes, 6 to 11. 8 widths only. Not Prepaid. Shpg. wt., 1 lb. 12 oz. 88c** **76 E 9578—Women's. Sizes, 3 to 7. 8 widths only. Not Prepaid. Shpg. wt., 1 lb. 8 oz. 88c** **Wide widths only. State size. Order one-half size smaller than leather shoe.**

98c
A PAIR



Summer Comfort Slipper

So closely woven long wearing uppers. So comfortable lining. Fiber heel-bugging counter. Double long-wearing sole. Low rubber shock absorbing heel. Three color selections. **76 E 9694—Brown. 76 E 9695—Black. 76 E 9696—White. Men's. Sizes, 3 1/2 to 8. Wide widths only. State size. Order one-half size smaller than leather shoe. Per Pair.... 98c**



SUNTAN
BLACK
BROWN

The **"MOHICAN"**

59c Cushion Insoles
Children's Size

"New Mohican" Chief of the Playgrounds

Any Indian would choose away his moccasins for the comfort of these "NEWMATIC" inside shoes with their sure-grip life-travel, heavy ribbed soles. The uppers are heavy canvas. Lined to rough-out. Absorbent fabric between your stocking and the cushion adds a construction specified by foot specialists. Not Prepaid. Shipping weights: Men's and Big Boys, 2 pounds 4 ounces; Boys', 1 pound 14 ounces; Small Boys', 1 pound 8 ounces; Children's, 1 pound 4 ounces.

Men's and Big Boys', Sizes, 6 1/2 to 11; also 12.	PER PAIR	Small Boys', Sizes, 11 to 13 1/2.	PER PAIR
76 E 9500—White Canvas.	73c	76 E 9507—White Canvas.	65c
76 E 9501—Suntan Color.		76 E 9511—Suntan Color.	
76 E 9502—Cordovan Color.		76 E 9514—Cordovan Color.	
76 E 9503—Black Canvas.		76 E 9517—Black Canvas.	
Boys', Sizes, 1 to 6.	PER PAIR	Children's, Sizes, 7 to 10 1/2.	PER PAIR
76 E 9504—White Canvas.	68c	76 E 9508—White Canvas.	59c
76 E 9505—Suntan Color.			
76 E 9506—Cordovan Color.			
76 E 9509—Black Canvas.			

The **CONTACT**

Professional Gym Shoe

- Heavy-Duty Canvas; laced with heavy drill.
 - Toe, extra reinforced inside.
 - Overweight padded soles grip firmly.
 - "NEWMATIC" shock absorbing insoles.
- Ideal for gymnasium, boxing, ball and similar uses. Our very best tennis shoe. Not Prepaid. Shipping weights: Men's and Big Boys', 2 lbs. 10 oz.; Boys' and Girls', 2 lbs.

76 E 9615—White.	\$1.19
76 E 9616—Suntan.	
76 E 9617—Black.	
76 E 9618—Black.	
Men's and Big Boys', Sizes, 6 1/2 to 11.	
Per Pair	
76 E 9615—White.	
76 E 9617—Suntan.	
76 E 9618—Black.	
Boys' and Girls', Sizes, 1 to 6.	
Per Pair	\$1.10
Wide widths only. State size. Order one-half size smaller than leather shoe.	



For the Whole Family

—Good quality lined canvas uppers. —Strongly vulcanized corrugated rubber sole. Get out in the open with the youngsters and enjoy summer sports in these economical canvas oxfords. They'll reduce the children's summer shoe bill by one-half.

BROWN OXFORDS	
76 E 9582—Men's and Big Boys', Sizes, 6 to 12. Shpg. wt., 1 lb. 8 oz.	69c
76 E 9583—Boys' and Girls', Sizes, 1 to 6 1/2. Shpg. wt., 1 lb. 1 oz.	59c
76 E 9584—Women's. Sizes, 3 to 8. Shpg. wt., 1 lb. 4 oz.	59c
76 E 9585—Small Boys' and Girls', Sizes, 11 to 13 1/2. Shpg. wt., 1 lb. 4 oz.	59c
76 E 9586—Children's, Sizes, 7 to 10 1/2. Shpg. wt., 12 oz.	49c
WHITE OXFORDS	
76 E 9587—Women's. Sizes, 3 to 8. Shpg. wt., 1 lb. 4 oz.	59c
BLACK OXFORDS	
76 E 9582—Men's and Big Boys', Sizes, 6 to 12. Shpg. wt., 1 lb. 8 oz.	69c
76 E 9583—Boys' and Girls', Sizes, 1 to 6 1/2. Shpg. wt., 1 lb. 1 oz.	59c
76 E 9584—Women's. Sizes, 3 to 8. Shpg. wt., 1 lb. 4 oz.	59c
76 E 9585—Small Boys' and Girls', Sizes, 11 to 13 1/2. Shpg. wt., 12 oz.	59c
76 E 9586—Children's, Sizes, 7 to 10 1/2. Shpg. wt., 13 oz.	49c
Wide widths. State size. Order one-half size smaller than leather shoe. Not Prepaid.	

49c
Children's Size



The DOUBLE EAGLE



88c
Boys' Sizes

"NEWMATIK" Cushion Insole

Scientifically built; absorbent fabric between your stocking and the springs cushion insole. Recommended by foot specialists. Sturdily built; heavy duck uppers fully lined with drill for extra comfort. Flexible long wearing "DOUBLED EAGLE" soles with bumper style extra high sole guard that holds the whole shoe into one integral long service unit.

- | | |
|---|---|
| WHITE CANVAS | CORDOVAN COLOR |
| 76 E 9525—Men's and Big Boys' Sizes, 11 to 13, also 14..... | 76 E 9529—Men's and Big Boys' Sizes, 11 to 13, also 14..... |
| 97c | 97c |
| 76 E 9526—Boys' Sizes, 1 to 6..... | 76 E 9530—Boys' Sizes, 1 to 6..... |
| 88c | 88c |
| SUNTAN COLOR CANVAS | Wide widths only. State size. Order one-half size smaller than leather shoe. |
| 76 E 9527—Men's and Big Boys' Sizes, 11 to 13, also 14..... | Not Prepaid. Ship. wt. Men's and Big Boys', 2 lbs. 12 oz.; Boys', 1 lb. 3 oz. |
| 97c | |
| 76 E 9528—Boys' Sizes, 1 to 6..... | |
| 88c | |

Women's and Girls' Bantam Weights

69c

Girls' Sizes

- Fine, closely woven for strength, white canvas uppers.
- Lightweight, extra tough for long wear, corrugated rubber soles.
- Reinforced toe cap and foxing.
- Fabric covered insoles.
- Tough enough for camping, tennis and other outdoor use. Lightweight for extra comfort, extra speed. The popular "gym" shoe. Not Prepaid. Ship. wt. Women's, 1 lb. 4 oz.; Girls', 1 lb. 1 oz.

76 E 9575—Women's Sizes, 5 to 8. Wide widths... 75c

76 E 9573—Girls' Sizes, 11 to 13. Wide widths... 69c
State size. Order one-half size smaller than leather shoe.

CANVAS WORK SHOE

- Drill Lining for Extra Comfort.
- Heavy Rubber Outsole.
- Extra Tread Tap Sole for Extra Wear.
- Half Bellows Tongue Keeps Out Dirt.
- Fiber Counter Fits Heel snug as Leather Shoe.
- Brown Heavy Mail Bag Canvas Uppers.
- Live Rubber Heel. Wide Army Last.

From the mail bag Canvas uppers to the tire-tread outsole and tap sole, it's a shoe built for comfort, wear and economy. Unusual value. Not Prepaid. Ship. wt.: Men's and Big Boys', 2 lbs. 6 oz.; Boys', 1 lb. 14 oz.

76 E 9632—Boys' Sizes, 6 to 11; also 12. State size. Pair... \$1.89

76 E 9633—Boys' Sizes, 1 to 6. State size. Wide widths only. Order same size as leather shoe. \$1.79

\$1.79

Boys' Sizes

236 52124

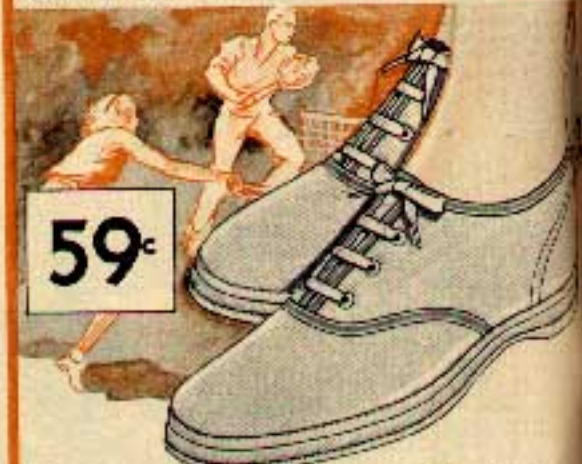


Chic Sandal

- Dainty, Cool, Serviceable. Oyster White Fabric.
- Neatly Bound Edges. Flexible, Crepe-Like Sole.

All the way from Newport to Malibu Beach, these lovely sandals capturing the approval of smart dressers who appreciate wear comfort. The dainty fabric uppers are kindly soft, the soles for walking, the open sandal style lets your feet breathe. Not Prepaid. Shipping weight, 1 pound 5 ounces.

76 E 9686—Women's. Sizes, 5 to 8. Wide widths. State size. Order one-half size smaller than leather shoe.



59c

Lovely Blue-Trimmed Oxford

- Finely Woven, Strong, White Uppers.
- Long wearing, live soft tread rubber soles.
- Reinforced construction at strain points.
- Modish blue trim in pleasing contrast.

Oxford like these are ideal for summer dress wear. This is a "water" shoe. The blue adds just enough color for contrast. Sturdily built, without loss of strength and good sport wear. Not Prepaid. Ship. wt. 1 lb. 11 oz.

76 E 9672—Women's. Sizes, 5 to 8. Wide widths. State size. Order one-half size smaller than leather shoe.

98c

A PAIR



Smart Summer Oxford

- Fine Grade Lined Canvas Uppers.
- Flexible, Non-Slip Long Wear Rubber Soles.
- Live Rubber, Shock Absorbing Heel.
- Roomy Plain Toe Comfort.
- Choice of Brown or White.

A smart-appearing utility oxford dressy enough to be tied up for summer or sports wear. Saves on costlier shoes. Sturdy for long service. Not Prepaid. Shipping weight, 1 pound 8 ounces.

76 E 9654—White Canvas. 76 E 9657—Brown Canvas. Women's. Sizes, 5 to 8. Wide widths. Be sure to state size. Order one-half size smaller than leather shoe. Per Pair... 98c

PRICES in This Book Are for MAIL ORDERS Only

come over to the sunny side of life where everybody's sewing

Gay New Fashions of RAYON

Paper Pattern for Women's and Misses' Sporty Jacket and Jacket Skirt, 14 to 20 yrs., 34 to 38 in. Bust. Size 16 requires 3 1/2 yds. 36 in. width of the fabric. STATE SIZE. Not Prepaid. 50¢. 39 E 8601—15c Each.....

WASHABLE RAYON AND COTTON

"Placid" TWIN-CORD PRINTS

First thing you'll notice is the New 1934 Color... then the Cord... they're Ribbed and smart!

—Distinctive and smart —Width, 36 inches
 Novelty corded. Fits, so can be in pattern color or from a dazzling variety of colors, plaids for brown and grey worn clever and stylish designs for street final. See pattern number. Not Prepaid.

46c
 A YARD

14 E 8471—Shpg. wt., yard, 6 oz. A Yard.....

NEW!
 FINER
 QUALITY
92c
 A YD.

ANTI-CREASE... Wrinkles Shake Right Out ALL RAYON "Romance Crepe" PRINTS

—Anti-crease Finish is Part of Fabric and is not Destroyed by Washing —Width, 39 inches

No style too smart for this new finer quality. You will wear your finest frock long and often. It will be unspindled and fresh each time you put it on. Just hang up, ordinary cleaner and wrinkles shake right out. Resists staining easily. Smooth fine texture. Finest character 1934 dyeing. State pattern. Not Prepaid. Shpg. wt., per yard, 6 oz.

14 E 8019—A Yard..... 92c

Washable Acetate and Cotton

"Canoebrook" PIQUE FAILLE

adorable new ribbed weave soft as a kitten's ear in the delicate sportswear shades

—Acetate, the better quality rayon, with finest texture

—Width, 38 inches
 High styled, fashion features of pleat and tuck in one simple, soft-draping fabric. Ribby, lightweight, frosty-cool, washable. Sportswear shades, evening pastels, afternoon "dicks." Colors shown. Also Black or White. State color. Not Prepaid. Shpg. wt., yard, 4 oz.

14 E 8370

69c
 A YARD

For Paper Pattern of Frock See Page 136.

ALL RAYON Cameo PRINTS

no effort of all the latest new fashions with only a few... styles to bring you

—Will not Fade at Seasons
 —Washable
 —Width, 39 inches

New Spring designs in the pattern color. Low, from an extremely cool fabric, color, but a good crease. The fabric is richly textured, beautiful, and wears a fine pattern number. Shpg. wt., per yard, 6 oz. Not Prepaid.

14 E 8561
 A Yard.....

54c

Washable Rayon and Cotton Chamois FLAT CREPE SPRING PRINTS

choose the gayest color and the lively paper pattern as a guide... and watch a lovely suit develop under your nimble fingers

—New Small Cravatte Prints, Lovely Roman and diagonal stripes, plaids, monograms, field flowers and dots

—Width, 35 inches

At 1934 price levels Sears sold similar quality for 79c. Same suit, Chamois-like finish fabric, sea-at-home-styles means us isn't to be equaled. We've chosen colors that are rich, designs that are new and smart for many wearable frocks for yourself and daughters. State pattern. Not Prepaid. Shpg. wt., per yard, 4 oz.

14 E 8701
 A Yard.....

42c

Paper Pattern for Frock, Misses' and Women's, Size, 14 to 20 yrs., 34 to 40 in. Bust. Size 16 requires 3 1/2 yds. 36 in. width of fabric. STATE SIZE.

39 E 871—Not Prepaid. Shpg. wt. 2 oz. Each..... 15c

to grand old custom -
is the pinnacle of
fashion today

Let's Sew

FOR THRIFT AND SMARTNESS

washable rayon and cotton "RIBLEY" FAILLE PRINTS

Paris designed the styles
America in her happiest mood
will fashion them into gayest frocks

—Ribbed Weave Advance Spelling
Styles

—Width, 35 Inches

Shows a popular style of appealing new ribbed
textures; a new kind of Paris style; a surpris-
ingly low price. It's high time to sew smart
things at home. State pattern
number, Not Prepaid. Slugs
wt. per yard, 4 oz.

14 E 0222—A Yard....

46c



Washable Rayon and Cotton DOLORES CREPE

Full crepe knit in
the warp - it's a genuine
crepe - not the "mace"
made usual of this price

—Width, 35 Inches

Many imitation crepes
sold at less a penny or
so - below our price
number. As with
crepe, our silk and
cotton are as finely
knitted as the genuine
ones. New designer
knit designs. State
pattern. Not Prepaid.
Slugs wt. per yard, 6 oz.

14 E 8700

39c
A
YARD

nu-ruff PRINTS

Fashion sets these new
1934 prints for sports
or dressier wear

—Washable Rayon
and Cotton Prints

—Width, 35 Inches

About 150 Spring
and Summer designs
when you'll think your
stays for wearable
frocks of Nu-ruff
prints. Rough, triakly
weave, spots, stripes
in some sewing. State
pattern number.
Not Prepaid. Slugs wt.
per yard, 6 ounces.

14 E 8844

63c
A
YARD

MATINEE PRINTS

price and new styles
just what you'd expect of
The best value in America

—Brimful of Style

—Width, 35 Inches

Bright, happy season
ahead; sewing machines will
be whirring, handsews will be
comparing, boxes will be nib-
bled with a bargain like this be-
fore you. Soft, lustered
washable fabric. Spring 1934
designs, everything that's
new including smart border
designs utilized for trim-
ming. State pattern.

Not Prepaid. Slugs wt.
per yard, 4 oz.

14 E 8107

29c
A
YARD

For Paper Patterns
See Pages, 126 and 127

NEW "Coed" TUB-CLOTH

...swank as can be

Twins... these and the high priced
Shirtnaker Designs from which they were copied

—Washable Rayon and Cotton Prints

—Width 35 Inches

This spring the call will be stronger than ever for
these practical, sporty shirtmaker frocks. Here
are the stripes, checks, plaids, even a new "broad-
weave" check, you want in a smart fabric instead of
fragrant, to be so the fab. State pattern number.
Not Prepaid. Slugs wt. per yard, 6 oz.

14 E 8341—A Yard.....

42c

you'll hardly notice the cost of a new spring outfit if you make it!

here are the silks
for this thing
called *Elegance*

12 Masterpiece
Designs by the
style creator
Wallakbees

and these will
always be
Favorites

GORGEOUS SILK PIQUE

COLORS for 14 E 6888
1-Black
2-White (M.) Rows
3-Blue
4-Lime Green
5-White
6-Red
7-Black
8-White
9-Black
10-White
11-Black
12-White
13-Black
14-White
15-Black
16-White
17-Black
18-White
19-Black
20-White
21-Black
22-White
23-Black
24-White
25-Black
26-White
27-Black
28-White
29-Black
30-White
31-Black
32-White
33-Black
34-White
35-Black
36-White
37-Black
38-White
39-Black
40-White
41-Black
42-White
43-Black
44-White
45-Black
46-White
47-Black
48-White
49-Black
50-White
51-Black
52-White
53-Black
54-White
55-Black
56-White
57-Black
58-White
59-Black
60-White
61-Black
62-White
63-Black
64-White
65-Black
66-White
67-Black
68-White
69-Black
70-White
71-Black
72-White
73-Black
74-White
75-Black
76-White
77-Black
78-White
79-Black
80-White
81-Black
82-White
83-Black
84-White
85-Black
86-White
87-Black
88-White
89-Black
90-White
91-Black
92-White
93-Black
94-White
95-Black
96-White
97-Black
98-White
99-Black
100-White

The Ribbed Silk that plays a star role . . . glamorous evening fashions, sporty raffia . . . blouses . . .
Width, 39 inches
Ideal summer weight silk.
Gold, copper, lustrous new Spring colors. Especially fine silk, washed. Colors at left.
Scale color.
Not pressed, slip.
Simp. wt. per yard, 6 oz.
14 E 6888
A Yard \$19



OUR FINEST SILK FLAT CREPE
new 1934 prints

• Fine Weighted Silk
• Width, 39 inches
MAGNIFICENT . . . quality, style, value!
Styled by America's foremost designer, created by the nation's finest cloth finishers. Copyright design, can't be used on cheap silks. State pattern number. Not Pressed. Slip, wt. per yard, 6 oz.

14 E 6028
\$19
A YARD



For Paper Pattern of dress shown above, see 39 E 162 on page 126.

Stahl **SILK CANTON CREPE**

Some luxurious, delicately potted silk illustrated in your favorite fashion magazine.
Weighted Silk. Width, 39 in. The same Stahl variety perfect for silk quality, beauty, wear, fine texture, soft drapery to day's fashions demand. Colors listed in panel at left. State color.
Not Pressed, slip.
Wt. per yard, 6 oz.
14 E 6972—A Yd. \$15

Stahl **RIBBED SILK FAILE**

pronounced rib . . . exquisite quality
turn out home sewn fashions in the new "grande manner"
• Fine Weighted Silk
• Width, 39 inches
Another Stahl silk that justifies its claim to fashion and being stylish new "ribbed" weaves that hold well with continued wear. Finely textured, new rich silk finish. Area's best material you can be proud of and wearing the new weaves and colors in Paris and New York style creators feature them!
Colors listed in panel at left. State color.
Not Pressed.
Simp. wt. per yard, 6 oz.
14 E 6450
A Yard \$35

COLORS for 14 E 6450
1-Black
2-White
3-Blue
4-Lime Green
5-White
6-Red
7-Black
8-White
9-Black
10-White
11-Black
12-White
13-Black
14-White
15-Black
16-White
17-Black
18-White
19-Black
20-White
21-Black
22-White
23-Black
24-White
25-Black
26-White
27-Black
28-White
29-Black
30-White
31-Black
32-White
33-Black
34-White
35-Black
36-White
37-Black
38-White
39-Black
40-White
41-Black
42-White
43-Black
44-White
45-Black
46-White
47-Black
48-White
49-Black
50-White
51-Black
52-White
53-Black
54-White
55-Black
56-White
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58-White
59-Black
60-White
61-Black
62-White
63-Black
64-White
65-Black
66-White
67-Black
68-White
69-Black
70-White
71-Black
72-White
73-Black
74-White
75-Black
76-White
77-Black
78-White
79-Black
80-White
81-Black
82-White
83-Black
84-White
85-Black
86-White
87-Black
88-White
89-Black
90-White
91-Black
92-White
93-Black
94-White
95-Black
96-White
97-Black
98-White
99-Black
100-White

SILK SHANTUNG

rough weave . . . linen-like finish
It will be a leader because
it's smart and costs so little
12 Summer Colors . . . WASHABLE
Irregular Rough Weave
Width, 39 inches
Take note!
COLORS for 14 E 6996
1-Black
2-White
3-Blue
4-Lime Green
5-White
6-Red
7-Black
8-White
9-Black
10-White
11-Black
12-White
13-Black
14-White
15-Black
16-White
17-Black
18-White
19-Black
20-White
21-Black
22-White
23-Black
24-White
25-Black
26-White
27-Black
28-White
29-Black
30-White
31-Black
32-White
33-Black
34-White
35-Black
36-White
37-Black
38-White
39-Black
40-White
41-Black
42-White
43-Black
44-White
45-Black
46-White
47-Black
48-White
49-Black
50-White
51-Black
52-White
53-Black
54-White
55-Black
56-White
57-Black
58-White
59-Black
60-White
61-Black
62-White
63-Black
64-White
65-Black
66-White
67-Black
68-White
69-Black
70-White
71-Black
72-White
73-Black
74-White
75-Black
76-White
77-Black
78-White
79-Black
80-White
81-Black
82-White
83-Black
84-White
85-Black
86-White
87-Black
88-White
89-Black
90-White
91-Black
92-White
93-Black
94-White
95-Black
96-White
97-Black
98-White
99-Black
100-White

rough weave . . . linen-like finish
It will be a leader because
it's smart and costs so little
12 Summer Colors . . . WASHABLE
Irregular Rough Weave
Width, 39 inches
Take note!
This one washable frock to make a summer complete start sewing now. Here's another new fabric, Silk Shantung, light, crisp, cool . . . washable. Women choose it for its softness and to the smart look. Contains the usual amount of snap without drizzle.
Colors listed in panel at left. State color.
Not Pressed.
Simp. wt. per yard, 4 oz.
14 E 6996
A Yard 75c

Paper Pattern of dress shown above, see 39 E 162, on page 126.

It's New... It's News... It's *STYLE!*



COLORS for 14 E 6887
1-Black
2-White (M.) Rows
3-Blue
4-Lime Green
5-White
6-Red
7-Black
8-White
9-Black
10-White
11-Black
12-White
13-Black
14-White
15-Black
16-White
17-Black
18-White
19-Black
20-White
21-Black
22-White
23-Black
24-White
25-Black
26-White
27-Black
28-White
29-Black
30-White
31-Black
32-White
33-Black
34-White
35-Black
36-White
37-Black
38-White
39-Black
40-White
41-Black
42-White
43-Black
44-White
45-Black
46-White
47-Black
48-White
49-Black
50-White
51-Black
52-White
53-Black
54-White
55-Black
56-White
57-Black
58-White
59-Black
60-White
61-Black
62-White
63-Black
64-White
65-Black
66-White
67-Black
68-White
69-Black
70-White
71-Black
72-White
73-Black
74-White
75-Black
76-White
77-Black
78-White
79-Black
80-White
81-Black
82-White
83-Black
84-White
85-Black
86-White
87-Black
88-White
89-Black
90-White
91-Black
92-White
93-Black
94-White
95-Black
96-White
97-Black
98-White
99-Black
100-White

"SILK LINEN" Pure Silk Woven to Look Like Linen
cool, washable . . . not easily crushed
with the first whiff of spring it will be the leader
• Every Thread pure dye silk. No Metallic weightings
• High Style Spring Colors. Width, 39 inches
"Silk Linen," the manufacturer calls it. Now! Has the softness of pure silk; woven to look like linen. Fashion pickable delightfully irregular rough silk to be a leader for smart, airy, cool evening gowns.
Colors in panel at left. State color.
Not Pressed. Simp. wt. per yard, 4 oz.
14 E 6887—A Yard \$125

the more particular you are
about elegance of fabric, style and fine detail
... the more you'll want to

Sew at Home



For Paper
Pattern of
Jacket and
Blouse
shown
above see
39 E 860
on page
126



CORDED . . . of course it's smart—
sporty or dressy as occasion demands

—Width, 36 Inches

Sears corduroy sold for 68¢ in 1926.
Used for everything that a woman's
dress, dress, coat and sport costume
and pajamas and other accessories.
Cut the fabric 40-45 in. from top
upward. Colors listed in panel at left.
State color. Shpg. wt. 12 oz.
Not Prepaid.

14 E 9300—A Yard **62c**



Pure Dye Silk



Cherry Blossom FOULARDS
PURE DYE WASHABLE SILK

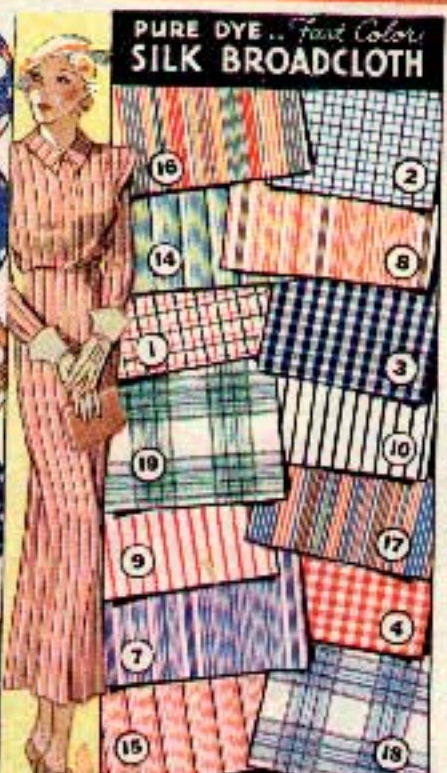
causing such a furore in
the ranks of fashion

—Pure Dye, Contains No Metallic
Weighting

—Width, 33 Inches

Back to the foulards of the
romantic '30's for today's finest,
most perfect styles. Double alluring
in this desirable light, good quality,
party-frock silk. State pattern.
Not Prepaid. Shpg. wt. 12 oz.

14 E 8025—A Yard **72c**



**PURE DYE Fast Colors
SILK BROADCLOTH**

Superior Quality Silk

For the new washable shirt maker styles

—Every Strand Finest Quality

Pure Silk

—Washable —Width, 32 In.

High fashion silk . . . regal quality . . . value that's the "apple of our eye." For sport-towner, street frocks, finest blouses. At 1926 price levels Sears sold similar quality silk for \$1.59. State pattern. Not Prepaid. Shpg. wt., per yard, 4 oz.

14 E 6006—A Yard **\$1.29**



light, cool
good quality
a profusion of
select new styles

- Destructibly Light Weight
- Pure Silk, Contains No Metallic Weighting
- Width, 33 Inches

Almost incredible. At 1926 price levels we sold similar quality silk for \$1.05, convincing proof that Sears present prices are not unduly advanced. Another lowly silk joins the army of values that's making home sewing important areas of the times. New Spring dots, checks, plaids and thought wanted designs for fine frocks, blouses, pajamas, and boys' garments. State pattern number. Not Prepaid. Shpg. wt., per yard, 2 ounces.

14 E 6443

72c
A YARD

Paper Pattern 10c
Misses' and
Juniors' Patterns.
Size 12 to 20 etc. 34 to
38-inch bust. Single Size. Refer to
pattern page 126. Not Prepaid. Shpg.
wt. 2 oz.
38 E 870—Each 15c

SILK DRESS PRINTS
weave
new designs
52c
A YARD
Not at Quilts
Standard 12
ounce Weight
36, 38 Inches
Special length
you will wish
of a simple
even sewing
for you in
style. (Consult
department of
Sears).
Pattern num-
ber . . . per
yd. 14 Piquet.
1011 52c

In this era of splendor—
Silks ARE PREFERRED
... Sears Silks

The New Colors
 Sponsored by fashion
 for spring
 and summer 1934



Fairloom ★ **SILK FLAT CREPE**

- Colors for 14 E 6684
 1-Black
 2-White
 3-Blue
 4-Red
 5-Green
 6-Yellow
 7-Pink
 8-Orange
 9-Gray
 10-Black
 11-White
 12-Blue
 13-Red
 14-Green
 15-Yellow
 16-Pink
 17-Orange
 18-Gray
 19-Black
 20-White
 21-Blue
 22-Red
 23-Green
 24-Yellow
 25-Pink
 26-Orange
 27-Gray

Traditionally Good Quality has more fronds than any silk in our store try it for glamorous frocks, suits, blouses, lingerie

- Best "XX" Japan Silk
- Best Dyes Obtainable
- Superior Dull Finish
- Desirably Weighted
- Washable • Width, 39 Inches

We are not unduly advancing prices at 1934 price levels we could similar quality for \$1.95. Still the leader, contains more silk than any grade we know of at its price. Put tested, silk measured, undrinkably lovely. Colors listed in panel at left. Stars color. Not Prepaid. Ship. wt., per yard, 6 oz.

14 E 6684
\$1.00
 A Yard.....



SILK KRINKLE CREPE

Meets the needs of fashion—its rough, its ripples and smart as they come

- COLORS for 14E6439**
 1-Black
 2-White
 3-Blue
 4-Red
 5-Green
 6-Yellow
 7-Pink
 8-Orange
 9-Gray
 10-Black
 11-White
 12-Blue
 13-Red
 14-Green
 15-Yellow
 16-Pink
 17-Orange
 18-Gray
 19-Black
 20-White
 21-Blue
 22-Red
 23-Green
 24-Yellow
 25-Pink
 26-Orange
 27-Gray

—Drop Billowy Length-wise Cuttable
 —Width, 34 inches
 Working at home, you don't need to spend a fortune to wear the finer qualities, the newer colors, the summer styles. Witness this fine quality weighted silk; high fashion, new spring colors. Colors listed in panel at left. Stars color. Not Prepaid. Ship. wt., per yard, 4 ounces.

14 E 6439
72c
 A Yard.....

SILK BUBBLE CREPE

Will become the keynote fashion's predicting great things for this fine distinctive ruff silk

- COLORS for 14E6439**
 1-Black
 2-White
 3-Blue
 4-Red
 5-Green
 6-Yellow
 7-Pink
 8-Orange
 9-Gray
 10-Black
 11-White
 12-Blue
 13-Red
 14-Green
 15-Yellow
 16-Pink
 17-Orange
 18-Gray
 19-Black
 20-White
 21-Blue
 22-Red
 23-Green
 24-Yellow
 25-Pink
 26-Orange
 27-Gray

—Delicately Fine "Ruff" Surface
 —Width, 34 inches
 The texture, the quality, the new spring colors that suggest frocks smart as they dress. Can you make it? Yes, as "ruff" silk! Fine quality weighted silk a Paris texture you will love. Colors listed in panel at left. Stars color. Not Prepaid. Ship. wt., per yard, 4 ounces.

14 E 6439
72c
 A Yard.....

Marvel Value

SILK FLAT CREPE PRINTS

a sign of beauty a convincing price bring out your sewing tools

- Quality Impressively Good
- Weighted for Soft Drapability
- Width, 39 inches

Isn't you glad fashion's "new to elegance" is kind of all to the size 36 (and larger) figure? And now we're the things you've always wanted, just an "X" size. Foulard and "Silky" designs. Colors from home-stays will reach round the world, when it's discovered we're just the perfect Fashion in promoting. Stars pattern. Not Prepaid. Ship. wt., per yard, 6 oz.

14 E 6211
92c
 A YARD

Paper Pattern for Women's and Misses' Dress. Sizes, 36 to 80 years, 34 to 44 inch bust, measure. Size 36 requires 3 1/2 yards, 39-44 inch bust, Stars 3 1/2 yds. Not Prepaid. Ship. wt., per yard, 6 oz.

15c Each

Two "Ruff" Silks You'll Love



Fairloom PURE DYE SILK Foulard Prints

EXQUISITELY FINE SILK

Back to the gay '90's for 1934 high fashion Designs like these made Mother the "Belle of the Ball"

- Pure Dye Silk; Contains no Metallic Weighting
- Gloriously Bright Colors
- Width, 39 inches

The Miss in her teens, the girl at college, will tell you how romantic and fashion-right foulard designs are. Sears tell you it's an unobtainably low price for luxuriously light, fine, pure dye silk.

State pattern number. Not Prepaid. Ship. wt., per yard, 6 ounces.

14 E 6685—A Yard..... \$1.12

Paper Pattern for Women's and Misses' Tunic Dress shown above. Sizes, 36 to 42 years, 34 to 44 inch bust, 35 requires 3 1/2 yards, 39-44 inch bust, Stars 3 1/2 yds. for size. Not Prepaid. Ship. wt., 1 oz. Stars size.

39 E 911
 Each
15c

wool coatings for spring

Make your coat and Save!



WOOL AND SILK

10 OUNCE COATING OR SUITING

TWEED



BOUCLÉ CORD DRESS OR SPORTS WEAR COATING

Genuinely soft to the eye and touch... chosen by Leading Coat Stylists

—About one-half Wool, Balance Rayon and Cascoen.

—Width, 54 Inches.

Rough and soft and nubby and corded, fashion solves in one lovely fabric. To the soft wool blends yarns, rayon and cotton is added for strength and extra soft drapability. A beauty, it's hard to do it justice. State pattern, Shpg. wt., per yard, 1 lb. Not Prepaid.

14 E 7641—A Yard

\$1.89



Paper Pattern for Women's "Kempy" Woolen... \$1.69



ALL WOOL Heavy COATING OR SUITING

New "Kempy" Woolen... chosen for smart, wearable coats and suits... we're pretty proud of Our Low Price

—Smart Mottled Surface
—Width, 54 Inches.

Quick as they're accepted for early fall fashions. Seams offer the new eye-catching No two ways about it, you'll find Kempy Heavy textured wools... so much in demand. We've the wanted spring colors. State pattern number, Not Prepaid. Shpg. wt. per yard, 1 lb.

14 E 7660—A Yard.

\$1.69



ALL "Botany" CREPE COATING

You can have the best if you make it at home

—Width, 54 Inches.

Genuine Botany Mills' fabric, famous for quality. Richly colored; heavy, unusually long wearing. A coat of Botany Crepe couldn't be anything but distinctive and fine. Colors shown above. State color. Not Prepaid. Shpg. wt., per yard, 1 lb.

14 E 7604—A Yard.

\$2.29

All Wool Crepe Coating

—Width, 54 Inches.

Medium weight, rich crepe texture. Fine mix of Merino looks smart in the style-tight weaves. Colors shown. State color. Not Prepaid. Shpg. wt., per yard, 1 lb.

14 E 7579—A Yard.

\$1.79



TWEED COATING AND SUITING

This Season's Smartest Nubbed Tweed

—About Three-fourths Wool, Balance Rayon.

—Width, 54 Inches.

This year's finer, softer, dressier tweeds. Flashed patterns are brighter, with richly colored nubby tweedy patterns are mannishly rough yet soft to the touch. Rayon added to the fine wool yarns increases the strength and soft drapability. State pattern. Shpg. wt., per yard, 1 lb.

Not Prepaid.

14 E 7188

A Yard.....

\$1.89



ALL WOOL Nubby SUITING COATING

Always style it—Sew and Save

—All Wool.

—New Spring Weave

—Width, 54 Inches.

Generously flaked in New "splash" fashion; it weaves the sporty swagger, even finer, sweeter coats. Seams score a grand hit in you in this fine cavity, learned textured wools. Choose one of 14 friendly paper patterns; fasten out coat at home. State pattern, Shpg. wt., per yard, 1 lb.

Not Prepaid.

14 E 7510

A Yard.....

\$1.59

Nubby Extra Swank 1934 Patterns

and what a riotous success at our low price

- NEW GEN PLAYS
- BIRTH (DOUBLE) CREDS
- MANHET FLECKED PATTERNS

—About 1/2 wool
—Balance Silk Noddi
(Lustrous Silky)

—Width, 54 Inches.

10 ounce weight, right for Spring sweater coats, suits or sporter "two-piece" . . . skirt and matching coat. Sweater fashions are stronger than ever this season; comfortable, becoming, easy to make at home.

We're proud of this fabric NEW... from the farm out... new quality, new patterns, new big value. State Pattern number. Not Prepaid. Shpg. wt., per yard, 14 oz.

14 E 7110

\$1.25
A YARD

Paper Pattern for Misses' and Juniors' knits. Size, 14 to 20 years, 34 to 38 inches bust. State Shpg. Refer to Pattern Page 127. Shpg. wt., 1 lb. Not Prepaid.

39 E 866—Each... 15c

THEY'RE ONLY YOUNG ONCE -
 dress them in clothes
 they'll like to wear
 See what surprises
 these low prices are!



A
 SOFT 2 1/2 WOOL
 NOVELTY TRIM
\$4.35



F
 CHILD ORGANDY
89c
G
 COTTON
 BROOKLYN
89c



D
 WOVEN
 GINGHAM
95c
E
 FINE
 QUALITY
 COTTON
 PRINT
\$1.29



B
 WASHABLE
 DOTTED SWISS
\$1.29



C
 COTTON
 PIECE COAT
 INCLUDES
\$1.75



H
 COMPLETE
 OUTFIT
\$1.00
 Don't you love him!



V
 3-PIECE
 SET
\$2.00



R
4
 lovely dresses
 to choose
 from -
98c
 EACH



I
 ALL LINEN
\$1.59



K
 3-PIECE
 SUIT
\$1.29



L
 2-PIECE
 POLO SUIT
98c



M
\$1.15
 ALL WOOL
 PULLOVER



N
29c
 DON'T MATCH
 PANTS



P
79c
 COTTON
 TULLOVR

See Opposite Page
 FOR DESCRIPTIONS
 AND OTHER COLORS

Classmate frocks

FOR
SEVEN TO
SIXTEENS



(A)

"Hi there! isn't this adorable!"



(B)

It's a sweetheart! let's go!
98¢

Oh Boy- mine's a honey, too!



(D)

98¢



I say- "OK PIQUE!"

(E)

\$1.95



(F)

Don't you call it!
25¢



(G)

Pretty keen!

\$1.49



(J)

Simply g-r-r-r!
\$1.89



(H)

Where ma- about please!
98¢



(K)

"I feel so gum- up dressed like you, mama!"

"and I feel so much younger dressed like you, dear!"

(L)

Lovely Comparisons
"MOTHER" AND "DAUGHTER" DRESSES:

DAUGHTER MOTHER
95¢ \$1.19

other colors and descriptions . . . see opposite page



**On the
Famous Boulevards**

Always in America's big cities have learned to appreciate the shoe that is so popular. It features the popular head and the straight tip toe. Dressing fine with Goodyear Wingfoot rubber heel. Good leather inside. Guaranteed quarter. Not Prepaid. Stagg. wt. 2 lbs. 4 oz.

87E4411—Black. Narrow widths. **PAIR \$3.45**
87E4412—Black. Wide widths.
87E4413—Brown. Wide widths.



**On a
College Campus**

You'll find this swaggy-toe oxford is a campus favorite. Such Modest style "goes" with College life. It has modern goodly perforations on the quarter. Headed straight tip toe. Goodyear Wingfoot Construction—fine smooth leather upper; oak tanned leather sole; grain leather insole; leather lined quarter; Goodyear Wingfoot rubber heel. Not Prepaid. Stagg. wt. 2 lbs. 5 oz.

Wide Widths **Narrow Widths**
87E4412—Brown. **\$3.45** 87E4413—Brown
87E4411—Black. **\$3.45** 87E4412—Black



**At the
Drake Hotel**

One of the favorites gathering places of smart American society. Summer evenings you will find them wearing oxfords in contrasting colors like these. The perforations on the quarter, vamp and long wing tip follow the modern trend. High top wear; oak tanned bend outside; solid leather heel; grain leather inside; drill lined vamp; leather lined quarter; guaranteed quarter. Not Prepaid. Stagg. wt. 2 lbs. 4 oz.

87E4444—Black and White. Per **\$3.45**
87E4446—Brown and White. Pair

Men's Sizes, 6 to 11. Wide widths. Stagg. wt. 2 lbs. 4 oz.

Style Broadcast



Southern Tie Style

Give slipper ease. Keep feet happy. Fine, smooth leather uppers, oak tanned leather leather inside. Leather lined quarter. Goodyear Wingfoot rubber heel. Not Prepaid. Stagg. wt. 2 lbs. 2 oz.

87E4455—Men's Sizes, 6 to 11. **PAIR \$3.45**
Wide widths.



**Wide Widths
State Size**

You'll like the way perforations ornament the quarter and outline vamp, lace and the stylish wing tip. White Buck leather uppers. Oak tanned bend leather outside; Goodyear Wingfoot rubber heel; grain leather inside; leather lined quarter. Guaranteed quarter. Goodyear Wingfoot. Not Prepaid.

87E4455—Men's, Sizes, 6 to 11. **PAIR \$3.45**
Stagg. wt. 2 lbs. 5 oz. Per Pair



**Wide Widths
State Size**

A PERFORATED tip relieves this smartly plain oxford—the last. Swings wide across the ball of the foot for easy foot comfort. Goodyear Wingfoot rubber heel. Goodyear Wingfoot Construction. Fine, smooth black leather uppers. Oak tanned leather sole. Grain leather insole. Not Prepaid.

87E4496—Men's, Sizes, 6 to 11. **PAIR \$3.45**
Stagg. wt. 2 lbs. 6 oz. Per Pair



**Dress Parade
Model
Officer's Shoe**

The plain toe shoe that has won the approval of army officers for walking comfort and fine appearance. The fine grain leather uppers polish beautifully. Goodyear Wingfoot Construction with oak tanned leather soles.

Sucher styled for foot-fitting comfort. Grain leather inside; wearproof Helix rubber heels. Excellent with patinas for R. O. T. C. Students, Troopers and teams, mounted police, bus drivers, chauffeurs and aviators. Not Prepaid. Stagg. wt. 2 lbs. 11 oz. State size.

87E4112—Brown. Per **\$3.45**
87E4113—Black. Pair

Men's Sizes, 5 to 11. Wide widths.

Sensational Biltwel Welts

STEEL ARCH SUPPORT
VENTILATED LEATHER INSIDE
GENUINE GOODYEAR WELT

SHE: "Beauties! . . .
Getting Extravagant!"
HE: "Not on Your Life!
Sensational Welts"



Only SEARS Could Maintain Sensational Quality at These Sensational Prices

- Goodyear Welt Construction, that means QUALITY.
- Oak Tanned Leather soles. (67 E 4399 non-marking Compo.)
- Smooth, flexible grain leather insoles. Guaranteed Comforters.
- Smooth black, black and white or all white grain leather uppers.

America's finest shoe designers developed these SENSATIONAL WELT shoes, duplicates of custom-built styles you would expect to find only in the finest New York Shops. And these sturdy great shoes and outsoles are as carefully made as they are designed. Examine the construction; see for yourself. Those smooth uppers are from the only grain side of real leather, the soles are real leather oak tanned for extra toughness. (67 E 4399 has genuine non-marking "Compo" soles). The construction is Goodyear Welt, the same as in finer shoes. Guaranteed comforters, all the way through, you'll find superlative styling has been matched by honest materials and workmanship for sturdy wear.

D A lightweight shoe . . . smooth black leather for everyday use—weighs a full half pound less than the ordinary shoe. Smooth perforated on quarter and tip. Medium round toe with plenty of room for toes and joints. Fully lined. Rubber heels. No "Prepaid" Stamp. **67 E 4074—Men's and Big Boys' Sizes, 6 to 11. Wide widths only. \$2.98**
Style size. Per Pair. \$2.98

H Listen to the baseball chatter plate on that leather heel. You Sir! Sensational on any campus. And the lovely ribbed sole! No non-marking "Compo" sole (outwore earlier). No "Prepaid" Stamp. **67 E 4399—Men's Black, Sizes, 6 to 11. Per Pair, \$2.49**
Wide widths only. Same size.

E A smooth black leather oxford set-to-the-minute in the popular Wing tip Buckle style. It's droney, comfortable, and ready for real service. Perforations on quarter, toe and quarter. Rubber heels. No "Prepaid" Stamp. **67 E 4302—Men's, Sizes, 6 to 11. Wide widths. \$2.89**
Style size. \$2.89

F An unusually stylish summer colored Black wing tip and black tooting at the heel emphasize the waits length of the vamp and quarter which are separated by a contrasting black trim. Sweet is the word for this oxford. Low rubber heels. **67 E 4389—Men's, Sizes, 6 to 11. Wide widths. Be sure to state size. Per Pair, \$2.98**

G There's real comfort in this slouchy apple Oxford. The novelty perforation on the quarter gives that touch of smartness so popular with college men. Smooth black side leather uppers; rubber heels. No "Prepaid" Stamp. **67 E 4358—Men's, Sizes, 6 to 11. Wide widths. Be sure to state size. Per Pair, \$2.89**

A novelty stitched quarter and heel apron feature this smooth black leather oxford with its smartly styled tip. Low rubber heels. This shoe is made out in the foot factory. No "Prepaid" Stamp. **67 E 4311—Men's, Sizes, 6 to 11. Wide widths. Be sure to state size. Per Pair, \$2.89**

All white leather half oxford in summer and warm weather. Men who follow the latest trends will like the way smartly designed the long wing and quarter. Rubber heels. No "Prepaid" Stamp. **67 E 4307—Men's, Sizes, 6 to 11. Wide widths. Be sure to state size. Per Pair, \$2.98**

all assistance . . . all executive can lose the blind eyelids to corner writing on the French side that is sure to please the long dresser. Rubber heels. **67 E 4311—Men's, Sizes, 6 to 11. Wide widths. Be sure to state size. Per Pair, \$2.89**

If in Doubt About SIZE, Give ALL NUMBERS in Old Shoe 229

Months Ago

The Quality was Assured with

Proper Ageing



Leathers used in SEARS shoes are properly aged and carefully tanned. You are assured of the maximum service that can be obtained from shoes at such low prices!

Slow Tanning



Fine thorough tanning process hides must go through a long slow tanning process before being used. The hair must be loosened and the fibers opened so the tannin can be thoroughly impregnated in the tanning process.

Finer Quality



Leather fibers are compressed into a tight long-wearing mass in which all animal matter has been thoroughly cured to prevent decomposition. Hastening the process renders the fibers brittle or produces a lower, porous short-lived leather.

Built-In STEEL ARCH



Choose these foot-fitting Bluchers for comfort, soft pliable black hide, upper grain leather vented inside, upper rubber head. Non-marking sole and Goodyear Welt Construction. Not Prepaid. Shpg. wt., 2 lbs. 12 oz.

67 E 4384—Men's \$2.59
Size, 6 to 11. Per Pair. Wide widths only. State size.

Comfortable French toe capped tip. Red Oxford. This steel arch vented grain leather inside. **GOODYEAR** welt. Black grain leather upper. Non-marking sole and Goodyear Welt. Not Prepaid. Shpg. wt., 2 lbs. 12 oz.

67 E 4360—Men's \$2.29
Size, 6 to 11. Wide widths only. State size.

Collegiate style with a steel arch hidden between "Compo" Non-Marking sole and the vented grain leather inside. Novelty perforations decorate the average wing tip. Smooth black grain leather upper. Goodyear welt. Rubber head. Not Prepaid. Shpg. wt., 2 lbs. 12 oz.

67 E 4378—Men's \$2.29
Size, 6 to 11. Wide widths only. State size.

Ventilated for Hot Days

- White "Eik-grained" Cowhide Leather Upper; Black Side Leather Trim.
- Lightweight Non-Marking "Compo" Sole.
- Smooth Flexible Insole.
- Live Rubber Head.
- Genuine Goodyear Welt.

Perforations ventilate this shoe; made in smartly styled top for any warm-weather occasion. Not Prepaid. Shpg. wt., 2 lbs. 6 oz.

67 E 4334 Men's. Size, 6 to 11. State size. Wide Widths only. \$2.39

Smoke and Brown

- Smoke "Eik-Grained" Cowhide Leather Upper; Brown Side Leather Trim.
- Lightweight, Non-Marking "Compo" Sole.
- Smooth Flexible Insole.
- Live Rubber Head.
- Genuine GOODYEAR Welt.

Ventilated for maximum air and light leathers and sole's ready exit. Not Prepaid.

67 E 4305 Men's. Size, 6 to 11. State Size. Wide Widths only. Shpg. wt., 2 lbs. 8 oz. \$2.39

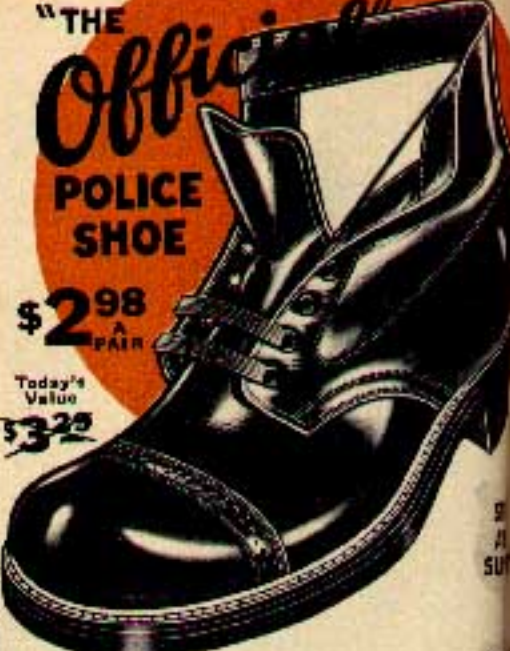


\$2.39 A PAIR

"THE Official" POLICE SHOE

\$2.98 A PAIR

Today's Value **\$3.25**



STYLE — WEAR — COMFORT

What do you see of a shoe? Good Appearance! These smooth chrome tanned black side leather uppers take a brilliant polish to pass dress inspection. Long wear! This shoe has real soles, extra durable oak tanned leather outside, longer wear insulated midsole. Reinforced leather back stay. The counter is guaranteed to hold its shape. Best comfort! This built-in steel arch supports the foot, the leather caulk web keeps out the rainwater. The 11-000 rubber heads raise the shock out of the extra miles. Not Prepaid. Shpg. wt., 3 lbs. 2 oz.

Be sure to state size. **67 E 4004—Men's. Wide widths. Size, 6 to 11; also 12. Per Pair. \$2.98**

Order Shoe Trees. See Page 248



Black Side leather upper.
—Oak tanned leather outside, smooth, flexible insole.
—Guaranteed Counter.
—Resilient rubber heels.
—Genuine GOODYEAR WELT. This average leather has the novelty perforations, made the same with college men. Shoe trees not included. Not Prepaid. Shpg. wt., 2 lbs. 6 oz. Wide widths only. State size.

67 E 4362—Men's \$2.49
Size, 6 to 11.

—Fine black side leather upper.
—Oak tanned leather outside, smooth, flexible insole.
—Guaranteed counter.
—Live, durable rubber heels.
—Genuine GOODYEAR WELT. A cross-hatched leather giving the rigid heel sole in cushion and shock trees not included. Not Prepaid. Shpg. wt., 2 lbs. 6 oz. State size.

67 E 4361—Men's \$2.49
Size, 6 to 11. Per Pair. State size. Shpg. wt., 2 lbs. 6 oz.

GENUINE GOODYEAR WELTS.

Today's
Value

~~\$2.49~~

**Priced
to Save**

A round toe, smartly corded toe style with plenty of room across the ball of the foot. Non-slipper action with built-in Goodyear Welt construction, black side leather upper, chrome tanned for extra brightness. "Compo" sole with wear level 11; smooth flexible insole; live rubber heel, guaranteed counters. Not Prepaid. Shpg. wt. 2 lbs. 12 oz.

67 E 4300
Men's, Sizes 6 to 11 **\$1.98**
Wide widths only.
Be sure to state size.

**Smart
French Toe**

The French toe you see so often in custom-built shoes—a dress black oxford just right for any occasion. Neatly embossed quarter. Chrome tanned side leather upper, leather facing insole. "Compo" sole that cuts wear leather. Live rubber heel, guaranteed counters. Genuine Goodyear Welt. Shpg. wt. 2 lbs. 6 oz.

Not Prepaid
67 E 4301
Men's, Sizes 6 to 11 **\$1.98**
Wide widths only.
Be sure to state size.

**Novelty
Embossed**

Smartly designed, embossed gives a modernistic new look to this ultra-styled black toe oxford. The outer is long-wearing "Compo" Live Rubber Heel, guaranteed counters, leather facing insole. Leather upper. Goodyear Welt construction. Not Prepaid. Shpg. wt. 2 lbs. 6 oz. State size.

67 E 4390
Men's, Sizes 6 to 11 **\$2.25**
Wide widths only.

\$2²⁵

LIGHTWEIGHT EVERYDAY 'SHOE'



Genuine
Goodyear
Welt

49
PAIR

on Feet the Year 'Round

Especially styled for men who prefer a light weight shoe in a ready model that is suitable for year 'round wear. The boot-cut for last comfort. The slight-top, medium toe gives plenty of room in the ball of the foot. Substantial black side leather upper; smooth insole, no nails or threads to hurt the foot; Goodyear Welt "Compo" sole. Not Prepaid. Shpg. wt. 2 lbs. 12 oz. 1-Men's, Sizes 6 to 11. Wide widths only. **\$2.49** State size. Per Pair

ROLL

CALL

Extra
Service
Bargain

\$2⁶⁹



Genuine
Goodyear Welt
Worth 50c more,
a pair, than Milled
Process shoes

- Non-marking "Compo" Sole
- Goodyear Welt Construction
- Black side leather upper
- Grain leather insole
- Live Rubber Heel
- Multisurface-resisting Caulk Welt

A shoe that is a favorite with mail carriers, inspectors and other men who tramp miles over wet, slippy pavements. Goodyear Welt construction famous for comfort. Good looking shoes that will save you money. Not Prepaid. Shpg. wt. 2 lbs. 4 oz.

67 E 4002—Men's, Sizes 6 to 11; also 12.
Wide widths only. Be sure to state size. Per Pair..... **\$2.69**

STYLISH

GOODYEAR WELTS

For Looks! Wear! Comfort!

This narrow toe Bell is styled for trim foot appearance. Just the thing for those "dress-up" occasions. Chrome tanned black leather upper; tough "Compo" sole; rubber insole. Guaranteed counters. GENUINE GOODYEAR WELT. A real buy. Not Prepaid. Shpg. wt. 2 lbs. 6 oz.

67 E 4303
Men's, Sizes 6 to 11.
Wide widths only.
State size..... **\$2.25**

\$2²⁵



Soft plain toe four-ribbed pattern that lends a slipper-like feel. It won't creep or catch the tenderest of feet. GENUINE GOODYEAR WELT. Built for long wear, too! Smooth black side leather upper. "Compo" sole that cuts wear leather and smooth, flexible leather insole. Live rubber heel gives maximum service and comfort. Not Prepaid. Shpg. wt. 2 lbs. 10 oz.

67 E 4326
Men's, Sizes 6 to 11.
Wide widths only.
State size..... **\$2.25**

Southern
Tie

The very latest thing in oxfords. In a man-of-the-world and uses custom-built appearance. The black of the toeing and tip contrast with the white of quarter and vamp. Side leather upper. GENUINE GOODYEAR WELT. smooth flexible insole; rubber heel and Non-Marking "Compo" sole. A style value that deserves a higher price. Not Prepaid. Shpg. wt. 2 lbs. 8 oz.

67 E 4304
Men's, Sizes 6 to 11.
Wide widths only.
State size..... **\$2.25**

A Bargain
Price
\$2²⁵



Tanning

Uppers must be carefully tanned for soft flexibility and extra toughness to stand wear and resist soiling.

Leather soles must be carefully tanned so that the fibers are coagulated into a tight mass that will ruggedly resist wear and abuse.

Insoles are far more important than most wearers realize. An insole that stays level increases comfort; the leather must resist foot acids for maximum service.

Counters must be made for an elastic rigidity. They must maintain their elasticity to assure a heel-hugging fit.

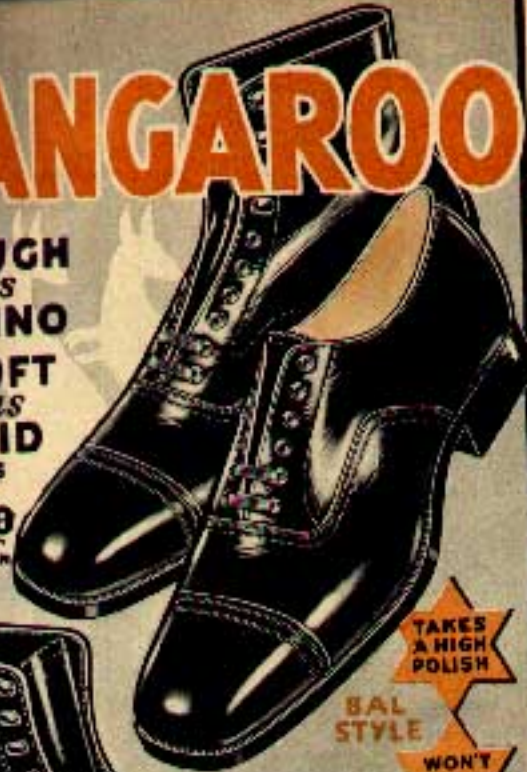
Shows good tanning of leather is typical of the thorough-going way in which SEARS shoes are built; all the way through construction that will give you the utmost wear satisfaction.

No Doubt About SIZE, Give ALL NUMBERS in Old Shoe

KANGAROO

**TOUGH
as
RHINO
SOFT
as
KID**

TODAY'S
VALUE
\$5.00
A PAIR



**BAL
STYLE**

**TAKES
A HIGH
POLISH**

**WON'T
TEAR OR
SCUFF**

**FLEXIBLE
AND
PLIABLE**

**LIGHT
YET VERY
STRONG**

\$4.45
A PAIR



**BLUCHER
STYLE**

**Lightweight
Hard to Scuff**

- Oak tanned leather outsole.
 - Buffed grain leather insoles.
 - Guaranteed counters.
 - Narrow arch—huglined heel.
 - Goodyear-Wingfoot rubber heels.
 - Genuine Goodyear Welt.
- Our latest men's dress shoes in a duplicate of a custom-made French toe Bal style or comfortable Blucher style. Kangaroo uppers are lighter and yet have extra strength. Tight laced and close knit, the leather is hard to scuff; and takes a brilliant polish. Static size.

Wide Widths
Men's Sizes,
5 to 11; also 12.
67 E 4220
Blucher Style.
67 E 4222
Bal Style.
67 E 4480
Blucher Oxford.
67 E 4486
Bal Oxford.

Narrow Widths
Men's Sizes,
5 to 11; also 12.
67 E 4221
Blucher Style.
67 E 4223
Bal Style.
67 E 4481
Blucher Oxford.
67 E 4487
Bal Oxford.

Black tops. Not Prepaid. Ships wia: Ontario, 2 lbs. 6 oz.

**Combination
Last**

CIVIL SERVICE

\$4.29
A PAIR



THEY'RE
BUILT FOR
SERVICE
LIKE THE

SUPREME POLICE SHOES

STYLE . . . COMFORT . . . WEAR

- Steinhilber steel Arch support.
- Selected black Calfskin leather uppers.
- Full-double Oak-tanned leather Soles.
- Waterproof Lining.
- Live rubber Heel.
- Weather-tite (leather Gault Welt).
- Genuine Goodyear Welt construction.
- One-piece Grain leather inside Back Stay and Counter Pocket.

Millions of miles of punishment payment by policemen, postmen, and other service employees, have proved that the qualities you need—they keep you pass dress inspection, the smooth black Calfskin uppers take a brilliant polish, the tough leather keeps its appearance for hours after hours, Steinhilber steel Arch support, ventilated insole—rubber heel—take the shock from steps. They are your choice for muddy streets of the day, the leather Gault Welt is made to last.

Double sole for double wear! Cutaway sole and insole, guaranteed water proof through the shoe as pocket, with quality welt in world-famous a plus value. Patent. Ships wia: 3 lbs. 4 oz. Static size.

67 E 4001—Wide Widths.
67 E 4021—Narrow Widths.
Men's Sizes, 5 to 11; also 12.

SENSATIONAL KIDSKINS



\$2.89



**The X-RAY Tells the Story
SHODRITE
FITS**

- "Straight-Line" Last
- Steel arch support
- "Right and Left" fitted Black Calfskin uppers
- Oak tanned leather soles and counters
- Goodyear Welt construction, Goodyear Wingfoot Rubber Heels. Not Prepaid. Ships wia: 1 lb. 5 oz. Wide widths. Men's Sizes, 5 to 11. Static size.
- 67 E 4506—Wide widths. \$3.98
- 67 E 4507—Narrow widths.

- Black Kidskin Leather Uppers.
- Grain Leather Insole.
- Steel Arch Support.
- Glove welt Kidskin uppers make this one of the most comfortable shoes made. Oak tanned edge, Grain leather insole, live rubber heel. Goodyear welt construction. Ships wia: 1 lb. 6 oz. Not Prepaid.
- 67 E 4013—Men's Sizes, 5 to 11; also 12. Wide widths. Static size. \$2.89

- Cushion, Grain Leather Insole
- Oak Tanned Leather Outsole
- Glove Soft Black Kidskin Uppers
- Steel Arch Support
- Plain Toe Style
- There is no top to cramp or pinch tender toes. Live rubber heels and genuine Goodyear Welt Capri outsole. Not Prepaid. Ships wia: 2 lbs. 4 oz.
- 67 E 4141—Men's Sizes, 5 to 11; also 12. Wide widths. Static size. Per Pair. \$2.89

- Black Kidskin Uppers
- Grain Leather Insole
- Oak Tanned Leather Sole
- Steel Arch Support
- The soft Kidskin is tough, Foot comfort and support. Goodyear Welt Construction. Rubber Heels. Not Prepaid. Ships wia: 2 lbs. 4 oz.
- 67 E 4313—Grain. Men's Sizes, 5 to 11; also 12. Wide widths. Static size. \$2.89

Sparkling
WITH STYLE
Direct from New York



Sports Queen
\$4.95

A suit that goes smartly in town for your shopping tour, or right in the heat for tea, and anchors you a place in Fashion's Sunlight hours. A basic, fitting two-piece suit in fine, sturdy, wrinkle-resistant, impervious Lino—the mixer and teamer found usually in higher priced men's suits. A swish neckline that's sporty—smart worn open. Washable and pre-shrunk. (Hat & 1 glove set included.) Be sure to make time.
Misses' Sizes: 14-16-18-20 Years
Bust Measures: 32-34-36-38 Inches \$4.95
31 E 6000—Linen White
Not Prepaid. Shipping weight, 1 lb. 12 oz.



Matinee
\$4.74 SET

Two-piece dress, sunny belt, pett gloves—a trio in Plaid Gingham that's the smartest thing in town! So utterly adorable, you'll want to wear it every minute of the day. So good to see it's fashion's pet—our love is contagious! Superior quality, colorful English type Gingham, slinky tailored. Nothing is newer. Be sure to make time and make it fast.
Misses' Sizes: 14-16-18-20 Years
Bust Measures: 32-34-36-38 Inches
31 F 6007—Black and White; Red and White; or Green and White. \$4.74
Not Prepaid. Shipping weight, 1 lb. 8 oz.



Romance
\$6.95

Style IS COMBINED
WITH LOW PRICE AT *Sears*

A glimmer, twinkling star of fashions—a gorgeous young creation. Fine quality Silk Canton Crepe (weightless) drapes softly into pleated skirt, tucked encircling Monk's cool rickrack and slim, heart fitting, ankle length slant. A dream of a dress. Length, about 32 in. Be sure to make time and make it fast.
Misses' Sizes: 14-16-18-20 Years
Bust Measures: 32-34-36-38 Inches
31 E 6010—Aquamarine (greenish lt. blue), Natural (deep bright) Blue, Applemint (light lt. green); or Chinese (med. bright) Red. \$6.95
Not Prepaid. Shipping weight, 1 lb. 12 oz.

SEARS, ROEBUCK AND CO., SEATTLE

Styled by ... **Joan Bradley**
REG. U.S. PAT. OFF.

The "Spring Flower" print will be as clear and pretty after dozens of washings as when new. Made of pre-shrunk, washable Percale, with a fine quality Percale, newly ironed. **Style size.** Misses: 32, 34, 36, 38, 40 and 42. Bust measure.
E2233—Maize. **\$1.39**
E2234—Cape. **\$1.39**
 Not Prepaid. Shipping Weight, 10 oz.

Washable Cotton Lawn. Features this one-piece frock. Laundry revers, hand collar, complementable in fabric and price. Originally manufactured in France. **Style size.** Misses: 14 to 20 with 16 to 18 in. bust measure. **Style size.**
E2235—Oyster White and Green. **\$1.59**
 Not Prepaid. Shipping Weight, 14 oz.

Looks just like a silk. Original Made of good quality, washable Percale. Spandy ruffles trim the long, double effect collar. This jaunty self material simply styled in flatterings. A very special style low price. **Style size.** Misses: 34, 36, 38, 40, and 44 inches bust measure.
E2170—Navy with White. **\$1.39**
E2171—Rose with White. **\$1.39**
 Not Prepaid. Shipping Weight, 10 oz.



98¢

\$1.39

\$1.59

\$1.98

Chingham
 FASHION'S BET



ALL COTTON
 With Hat and Gown to match

M Childs and Gingham are fashions every one desires. Combined they run one hundred per cent in any style gathering. Pleats give the all-around ruffle color. The deep pleated skirt flares in a new new Cotton Pique trim. Excellent quality Gingham, words of style—in a low price. **Style size.**
 Misses' Sizes: 14 to 20 years to fit 32 to 38 inches bust measure.
E2190—Blue Plaid. **\$1.98**
E2191—White Plaid. **\$1.98**
 Not Prepaid. Shipping Weight, 12 oz.

\$1.49 Special

\$1.29 Special

Only \$1.98

N Good quality Percale in a novelty pattern, with crisp Cotton Barisette yoke all-trimmed and bow trimmed. Washable. Lovely color combinations.
 Three Sizes: 32 to 40 inches bust measure. **Style size.**
E2186—Navy Blue on White Ground.
E2187—Rose on White Ground.
 Not Prepaid. Shipping Weight, 8 oz.

P Lovely Joan Bradley frock of famous Pre-shrunk, Sanforized Percale. Crisp revers and bow of fine Cotton Pique. An easy to launder dress.
 Misses' Sizes: 14 to 20 years to fit 32, 34, 36, and 38 in. bust measure. **Style size.**
E2130—Rose.
E2131—Open Blue.
 Not Prepaid. Shipping Weight, 8 oz.

R This outfit of good quality Cotton Pique is style right in every detail. The "Miss" are Parasutemps. The fit is adjustable in all head sizes. **Style size.**
 Misses' Sizes: 14 to 20 years to fit 32 to 34 inches bust measure.
E2170—White.
E2171—Maize.
 Not Prepaid. Shipping Weight, 14 oz.

Only \$1.89

and how it sparkles with Genuine Value!

S Lovely beyond words is this young frock that now grays colored Chevron stripes an effectively. The fabric is fine quality, cotton Broadcloth, with a rich silky luster. Neat, crisp organza in the elastic held puffed sleeves, big bow and button trimmed revers. Front and back pleated skirt. A "go-everywhere" cotton frock that's as young as spring itself.
 Sizes: 14, 16, 18 and 20 years to fit 32, 34, 36 and 38 inches bust measure. **Style size.**
E2175—Colorful chevron. **\$1.89**
 Not Prepaid. Shipping Weight, 12 oz.

Gay Washable Frocks



Lady Lou

TAKE-OFF COLLAR

\$1.89

Our Super Quality



ALLURING

\$1.49



DRESSY

\$1.59



SMART CHEVRONS

89¢



OUR SPECIAL \$1.00 *Lady Lou*



\$1.89



Simply Darling



Charming TWO-PIECE WAFFER-FROCK



All Colored in Cotton

A Made of superior quality fine quality printed Percale, with detachable collar of fine white Cotton Pique. Simplifies that old problem of washing. It's economy, too, a change of collar gives you a "different" dress. Same size. Misses' Sizes: 14 to 20 years to fit 32 to 38 inches bust. **27 E 2195—\$1.89** Fancy Plaid. Not Prepaid. Shpg. Wt. 12 oz.

Our Bargain Special Same style in good quality printed Percale with attached "Lady Lou" collar of dainty Dot and Swiss. Tie back neck. Washable. Same size as above. **27 E 2235—Red Fancy. 27 E 2238 Co—\$1.00** per Blue Fancy. Not Prepaid. Shpg. Wt. 10 oz.

New BLOUSE Frocks

\$1.89

E Isn't this the dainty thing! The very newest, yoke combines a blouse like top of sheer white lawn, all ruffled and lovely with a perfectly styled waist of sheer dotted cotton Balmain. Bow and cuffs carry out the contrast theme. This season's newest, neatest frock. Adorably young and flattering. Tubs easily and perfectly. Misses' Sizes: 14, 16, 18, and 20 years to fit 32 to 38 inches bust measure. Same size. **27 E 2290—Navy and White. 27 E 2251—Red and White** **\$1.89** Not Prepaid. Shipping Weight, 8 oz.

B Sheer, ruffle trimmed yoke and butterfly bow of dotted organza on good quality, washable checked Percale. Misses' Sizes: 14 to 20 years to fit 32 to 38 inches bust measure. Same size. **27 E 2240—Green and White. 27 E 2241—Red** **\$1.49** and White. Not Prepaid. Shpg. Wt. 10 oz.

C Fine quality Cotton Voile frock. A summer favorite in a soft, flattering style with collar and bow of organza. Cool and lovely style. Misses' Sizes: 14 to 20 years to fit 32 to 38 inches bust measure. Same size. **27 E 2245—Male Fancy. 27 E 2246—Light Blue** **\$1.59** Elite Fancy. Not Prepaid. Shpg. Wt. 10 oz.

D America's most popular for price. Crisp organza fashion the butterfly bow of this fine quality, washable Percale frock. A new feature for such economical. Misses' Sizes: 14 to 20 years to fit 32 to 38 inches bust measure. Same size. **27 E 2100—Navy Blue with White. 27 E 2101—Medium Green** with White **89¢** Not Prepaid. Shpg. Wt. 8 oz.

Only **\$1.49**

F Crisp organza in a dainty, ruffled, full collar with a big, lovely bow right under your chin. Made of fine quality Percale in the new spring flower print. Washes perfectly. Same size. Misses' Sizes: 14 to 20 years to fit 32 to 38 inches bust. **27 E 2185—Lagen. 27 E 2186—Green.** Not Prepaid. Shpg. Wt. 10 oz.

Only **\$1.98**

G This chic outfit leads a double life. The blouse of sheer white dotted Swiss can be worn with other outfits. The larger frock of fine Cotton Linen is smart with other blouses. Both washable. Same size. Bust Sizes: 32 to 42 in. bust measure. **27 E 2265—Medium Green. 27 E 2266—Med. Blue.** Not Prepaid. Shpg. Weight, 14 oz.

Only **\$1.59**

H Delightful print in fine quality washable Percale with bow trimmed cape-like collar of sheer organza. Frocks in slim, youthful lines with a tie back neck. Same size. Misses' Sizes: 14 to 20 years to fit 32 to 38 inches bust measure. **27 E 2180—Rose with White. 27 E 2181—Navy Blue with White.** Not Prepaid. Shpg. Weight, 8 oz.

Pique COTTON SUIT WITH COLLAR \$279



Blouse, Jacket or Skirt Sold Separately



New Idea!

\$169

With Two Collars



Also in Blue



TAKE OFF CAP!

Gingham SAYS TRENDS

(B)

89¢

(C)

\$229

New Wave IN FIGURE EFFECT

(D)

\$169



(F)

\$298

FINE CHIFFON VOILE



(G)

\$298

Looks Like Silk



(H)

\$149



(J)

\$198

FINE QUART COTTON LIME

SAME Low Prices FOR STOUT OR REGULAR SIZES

Pre-Shrunk



FINE Gloria CLOTH

16-18" Style

Smart Umbrellas to Complete Your Costume

\$269

Filament Coated Fabric cloth. Eyes in steel grid or silver coloring. Wood top. Anodized aluminum handles; tip and web in match. Length about 24 in. opens.

Color: Black with White, also Navy, Green, or Brown. Size color. Not Presized. Straps Weight, 1 lb. 6 oz.



LOVELY RAYON CREPE NIGHTGOWN \$1.95

(A)



(B)

Choice \$3.25 SET

The Pick of the NEW TWIN SWEATERS Sensation of the Sportswear World!

Choice \$3.25 SET



(C)



CHEMISE SILK CREPE \$1.59

(D)

RAYON CREPE \$1.00



DANCE SET

(E)

\$1.65 \$1.00



Smart Styles FOR LOUNGING AND SLEEPING

\$1.98

SOFT BUZZY TERRY CLOTH

(H)

FINE QUALITY COTTON TRIM \$1.65



(J)

ALSO JACKETS \$1.85



(G)

Choice \$3.25 EACH



(L)

NIGHT GOWN \$1.48

ALL IN ONE COMBINATION \$1.45

(K)



SERONA De Luxe KNIT RAYON

NIGHT GOWN \$1.48

ALL IN ONE COMBINATION \$1.45

PAJAMA ONLY \$1.48



(N)

EXTRA FINE QUALITY RAYON TAFFETA \$1.45

Full 50" Length



SILK CREPE PANEL SET \$2.00

(P)

FRENCH STYLE SILK CREPE \$2.00



(S)

FRENCH STYLE SILK CREPE \$1.75

PURE SILK CHIFFONS

- fine gauge
- glove fitting beauty
- an achievement in value giving

47^c
A
PAIR



—Picot tops . . . French heels . . . seamless feet.
—Permanently dull high twist silk; very fine.
—Double sandal soles . . . Mercerized cotton heels, toes.
Miscellaneous fine-gauge, heavy, for the price. Pure silk. Stretchy at top, clinging at ankle, well-fitting in heel and toe. Every size available, in a standard, accurate measurement. Excellent value. This quality was 60c in 1928.
Colors: Natural, Light Sunbon, Dark Sunbon, French Blonde, Townwear, Flattery, L. Cornetina, Smokestone or White. Sizes, 8 1/2, 9, 9 1/2, 10, 10 1/2. State size and color. Not Prepaid. Shpg. wt., pair, 4 oz.

SHEER CHIFFON

86 E 266 — Misty sheer. Dainty with lace run-down silk hem. A Pair . . . 47c

SERVICE CHIFFON

86 E 444 — Mercerized cotton top with lace run-down band. A Pair . . . 47c

OUR
FINEST

Rayon

32^c
A
PAIR

- Service weight; French heels.
- Sandal soles; seamless feet.
- Mercerized cotton heels, toes.
- White picot tops; run-down in welt.

Its texture makes so very much in the lack of a slip. And these are beautifully fine gauge. They're like a warm, the kind that has the natural, soft skin of silk and always stays cool. STRETCH-EE top very comfortable. Buy the best—it's true economy.
86 E 200 — Natural, Light Sunbon, Dark Sunbon, and Blonde, Townwear, Flattery, Light Cornetina, Smokestone or White. Sizes, 8 1/2, 9, 9 1/2 and 10. State size and color. Not Prepaid. Shpg. wt., pair, 4 oz.

look at this price
for Rayon's 20^c
A PAIR

- Service weight; French heels.
- Sandal soles; seamless feet.
- Upper heels and soles reinforced inside with cotton.
- Cotton heels and toes.

The very best this money will bring you in mid-winter rayon stockings.

86 E 2405 — Natural, Light Sunbon, Dark Sunbon, French Blonde, Townwear, Flattery, Smokestone, L. Cornetina or Black. Sizes, 8 1/2, 9, 9 1/2, 10. State size, color. Not Prepaid. Shpg. wt., pair, 4 oz.



Rayon
and Silk
WITH
STRETCH-EE TOPS

35^c
A
PAIR

- Fine gauge service weight.
- French heels; sandal soles.
- Mercerized cotton heels, toes; seamless feet.

If you're looking for long wear, you can't do better than these fine stockings of rayon and silk.

86 E 2410 — Natural, Light Sunbon, Dark Sunbon, French Blonde, Townwear, Flattery, Light Cornetina or Smokestone. Sizes, 8 1/2, 9, 9 1/2, 10. State size and color. Not Prepaid. Shpg. wt., pair, 4 oz.



Silk!
and only

38^c
A
PAIR

- Mid-wrists; French heels.
- Sandal soles; seamless feet.
- Mercerized heels, toes, tops.
- Silk covered soles and heels; mercerized cotton inside.

Think of it! More silk for this more than the price of rayon. Fashion-right, comfortable stretch top.

86 E 521 — Natural, Light Sunbon, Dark Sunbon, French Blonde, Townwear, Flattery, Light Cornetina, Smokestone and Black. Sizes, 8 1/2, 9, 9 1/2, 10. State color and size. Not Prepaid. Shpg. wt., pair, 4 oz.



PURE
Silk

HEAVY
SERVICE
WEIGHT

47^c
A
PAIR

- French heels; picot tops.
- Double silk sandal soles.
- Mercerized cotton tops, heels, toes; seamless feet.

Extra fine, extra heavy. All the more remarkable in price because it has the new STRETCH-EE top.

86 E 535 — Natural, Light Sunbon, Dark Sunbon, French Blonde, Townwear, Flattery, Light Cornetina and Smokestone. Sizes, 8 1/2, 9, 9 1/2, 10. State color and size. Not Prepaid. Shpg. wt., pair, 4 oz.

see following color pages for hosiery color chart

Fashion says
 . . . a particular shoe
 for a particular occasion

Today's Value ~~\$4.00~~

SEARS PRICE

\$2.98
 A PAIR



With the
 First Whiff
 of Spring

Slenderizing "T" strap and discretely styled vamp do things for your feet and your look. Exceptionally fine quality kid, soft and pliant. Long wearing leather soles. 2-inch covered bushever heel. Shpg. wt., 1 lb. 2 oz. Not Prepaid.

15 E 2774—White Kid.
 15 E 2775—Black Kid.

Women's Sizes, 3 1/4 to 8. PAIR, . . . \$2.98
 Medium wide widths.
 Be sure to state size.

Air Cooled
 Sportsters

Fine Goodrear Welt Oxford with rubber sport soles—insures walking comfort. Perforations keep your feet cool. Fine quality calfskin uppers, 1 1/4-inch heels; rubber lifts. Shpg. wt., 1 lb. 12 oz. Not Prepaid.

15 E 2696—All Whites.
 15 E 2697—Smoke Color With Brown Trimming.
 Women's Sizes, 3 1/4 to 8. PAIR, . . . \$2.89
 Medium wide widths.
 Be sure to state size.

Today's Value ~~\$2.00~~



Name the Event . . .
 Here's the Shoe!

Perforated, cool as an ocean breeze; keep your feet physically fit. 4-buckle Elk Grained Leather Sportster at a specially low price. Conforms to the foot; keeps its good looks. Medium low heel; rubber top lift. All around favorite; you can't help liking them. Not Prepaid. Shipping weight, 1 pound 12 ounces.

15 E 2946—White Elk Grained Leather.
 15 E 2949—Light Smoke Color "ED."
 15 E 2950—Black Elk Grained Leather.

Women's Sizes, 3 1/4 to 8. Medium wide widths. Be sure to state size. PER PAIR, . . . \$1.79



Colonial Tie
 Is This Year's Fashion

Comfortable and practical 2-Eyelet Ribbon Tie style in your Sunday best frock. Strong durable perforated foot-form toe; 1 1/4-inch military heel; top lift. Not Prepaid. Shpg. wt., 1 lb. 12 oz.
 15 E 2703—Brown Leather.
 15 E 2704—Black Leather.
 Women's Sizes, 3 1/4 to 8. Medium wide widths. Be sure to state size.

Makes Most
 Summery Fashion

Wear's summer without shoes! Here's one just for your feet. Black, also, Fine "Elk" grained leather, cool, stylish pump-style with long wearing leather sole; inch military heel. Not Prepaid. Shpg. wt., 1 lb. 2 oz.

15 E 2824—White "Elk"
 15 E 2825—Black "Elk"

Women's Sizes, 3 1/4 to 8. PAIR, . . . \$2.98
 Medium wide widths.
 Be sure to state size.



\$1.59
 A PAIR

For This Year's Sports Clothes

You can't help but admire these Oxfords. We've tailored smart, set lines into them. Comfortable, beautiful good leather uppers. Grooved Wingfoot sport rubber soles; flexible stitch-down construction; low rubber top lift. Not Prepaid. Shipping weight, 1 pound 12 ounces.

15 E 2667—Brown With Smoke Color Trim.
 15 E 2637—Smoke Color With Brown Trim.
 15 E 2638—Black, Pin Seal Design Leather Trim. \$1.59

Women's Sizes, 3 1/4 to 8. Medium wide widths.
 Be sure to state size.



Oxford Influence

A graceful 2-tye type in smooth kid. Especially designed for smart spring and summer wear. Cutout vamp and sides. 2-inch covered boulevard heel. Not Prepaid. Shpg. wt., 1 lb. 2 oz.

15 E 2643—White Kid.
15 E 2644—Black Kid.
Women's. Sizes, 3½ to 8.
Medium wide widths. **PAIR.....\$2.98**
State size.

Additional One-Strap Model

—Kid—smooth as a glove, sleek and soft on the foot. One strap accentuates its style smartness. Comprising cutouts at the sides. 2-inch covered. Not Prepaid. Shpg. wt., 1 lb. 2 oz.
—Grey Kid Leather. **PAIR**
—Sage Color Kid Leather. **\$1.98**
—Black Kid Leather. **PAIR.....\$1.98**
Size, 3½ to 8. Medium wide widths. State size.



Fabric Shoe 98c

—White. **PER**
—Navy. **PAIR.....98c**
Size, 3½ to 8. Medium wide widths. State size.

Fringed Tongue

Good-looking Sport Oxford with fringed tongue, smart rounded toe, heavy perforations, stitching and punchouts. All white or two-tone smoke color all grained leather. Goodyear Welt. Sport rubber sole. 2¼-inch heel with rubber top lift. Not Prepaid. Shpg. wt., 1 lb. 12 oz.

15 E 2816—White "Elk."
15 E 2817—Two-Tone Smoke Color "Elk." Women's.
Size, 3½ to 8.
State size. **PAIR.....\$2.98**
Medium wide widths



\$2.98
A Pair

Brand New Pump Tie

A low-cut pump that ties at the instep. Stunning Vico or black kid with elaborate etched diamond design and punch-outs on vamp and sides. 2-inch covered military heel. Not Prepaid. Shipping weight, 1 lb. 2 oz.
15 E 2808—Blue Kid. **PER \$3.98**
15 E 2809—Black Kid. **PAIR.....\$3.98**
Women's. Size, 3½ to 8. Medium wide widths. Be sure to state size.



Foot-Shaped Sportster

They're a great combination easy to walk in—nice to look at. Fine grain two-tone smoke color leather or black with embossed leather trim. Goodyear Wingfoot Sport rubber sole. Low rubber heel. Sitchdown construction. Not Prepaid. Shipping weight, 1 lb. 12 oz.
15 E 2634—Two-Tone Smoke Color.
15 E 2635—Black with Embossed Trim.
Women's. Size, 3½ to 8. Wide widths. Be sure to state size.
PER PAIR.....\$1.69



\$1.69
A Pair

Today's Value

~~\$2.50~~



Military or Spike Heels

A smaller foot! A higher arch! A slimmer sole! That's what seems to happen when you wear a pump! And that's why smart women choose this flattering model. It molds the foot in simple classic lines. Supple and gleaming patent leather. 2-inch covered military heels or 2½-inch covered spike heels. Not Prepaid. Shipping weight, 1 pound 2 ounces.

2½-inch Covered Spike Heel. **PAIR** 2-inch Covered Military Heel
15 E 2806—White Kid. **15 E 2807—White Kid.**
15 E 2754—Black Kid. **15 E 2756—Black Kid.**
15 E 2755—Patent. **15 E 2757—Patent.**
\$1.98
Women's. Size, 3½ to 8. Medium wide widths only. State size.

Elegantly styled
 economically priced

Today's Value

~~\$4.00~~



Most
Feminine
of Shoes

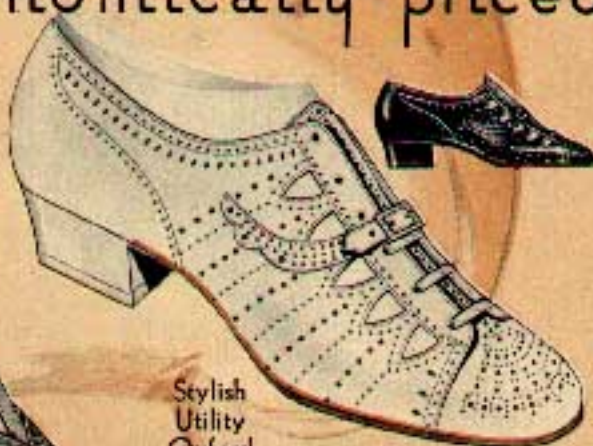
A shoe that goes dancing! It steps out with glamorous new clothes and travels along with the new fashions. Open-vamp sandal style with T-strap and 3/4-inch covered spike heel. Narrow strips of leather adorn the toes in Grecian fashion. Ankle strap buckles at the side. Combination last—gender heel. All white or two-tone gray. Not Prepaid. Shpg. wt., 1 lb. 3 oz.

PAIR

15 E 2802—White Kid

15 E 2803—Gray Kid \$2.98

Women's. Sizes, 5 1/2 to 8. Medium wide widths. Be sure to state size.



Stylish
Utility
Oxford

For dress, golfing, hiking and all active wear. Large cut-outs and dozens of perforations make it cool and airy. Smart buckle-strap. "Elk" grained leather uppers. Long wearing leather soles. 1 1/4-inch heel with rubber lift. Shpg. wt., 1 lb. 8 oz. Not Prepaid.

15 E 2808—White "Elk" PAIR

15 E 2801—Black "Elk" PAIR \$2.39

Women's. Sizes, 2 1/2 to 8. Medium wide widths.

Be sure to state size.



\$1.98

Wide Heel-Base

A perfect walking shoe. The wide heel-base adds good posture and encourages an easy, swinging stride. Comfortable rounded toe. 3-Eyelet Sport Oxford. A good-looking combination of chrome tanned leathers—stockings of golden brown trim. Wing tip with rubber sole and 1 1/4-inch heel with rubber top lift. Not Prepaid. Shipping weight, 1 pound 12 ounces.

15 E 2947—Women's \$1.98

Sizes, 2 1/2 to 8. State size

Medium wide widths.



Kid With
Neat Scroll Design

Soft, pliable and last fits the foot without a wrinkle. Designed like a pump—with low instep strap. Stylish perforations. 2-inch covered military heel. Black or white. Amazingly little to pay for a genuine kid shoe in spring and summer's most approved fashion. Not Prepaid. Shipping weight, 1 pound 2 ounces.

15 E 2804—White Kid PAIR

15 E 2805—Black Kid \$2.98

Women's. Sizes, 3 1/4 to 4. Medium wide widths. Be sure to state size.



\$2.49

A Pair

Comfort
First of All

You can see at a glance why it's comfortable. The toe is sensibly rounded. The sides high. The heel medium low. It's good looking, too. Made of fine grained CALFSKIN in Two-Tone Brown or Black. Perforations and applique trim. Long wearing leather soles. 1 1/4-inch walking heel with rubber top lift. Not Prepaid. Shpg. wt., 1 lb. 8 oz.

PAIR

15 E 2639—Tan With Brown Trim

15 E 2640—Black, Embossed Trim \$2.49

Women's. Sizes, 2 1/2 to 8. Medium wide widths.

Be sure to state size.

Center-Buckle Strap

This slim appearing shoe is comfortable as well as smart. Repeat design leather trimming. Choice of black kid or patent leather. Not Prepaid. Shpg. wt., 1 lb. 2 oz.

Covered 1 1/4-inch Military Heel.

15 E 2630—Black Kid \$1.98

15 E 2631—Patent. Pair

Covered 2 1/4-inch Spike Heel.

15 E 2632—Black Kid \$1.98

15 E 2633—Patent. Pair

Women's. Sizes, 3 1/2 to 8. Medium wide widths. Be sure to state size.

\$1.98

A Pair



America's style

Today's Value

~~\$3.50~~

Dude Bait
Sport O'xid

For the ones that ride bicycles, the cool ones in the pale brown you'll wear with a breeze. For the smartest thing law of the Rockies. Heavy buckle, trim eye, concrete smooth toe. Orange strap. Like Goodyear. Like Smoke color katan. Like Leather Tite. Have a ber spot sole. 1 1/2-inch with rubber top. 1 1/2 in. 1 lb. 10 oz. No. 20

15 E 2848—Women's
Sizes 2 1/2 to 8. \$2.99
Stone shoe, PAIR... \$2.99
Medium wide widths



**Cut-Outs and Perforations
A Style Success**

Glistening diamond cut-outs plus fashion-approved perforations on supple, fine leather in two colors. A spring and summer style masterpiece; our finest kid! Great styling, first workmanship worth much more than the price we ask. 2-inch covered military heel. Shipping weight, 1 pound 2 ounces. Not Prepaid.

15 E 2795—White. PER... \$3.98
15 E 2796—Black. PAIR...

Women's. Sizes, 3 1/4 to 8. Medium wide widths. Be sure to state size.

**Off With Winter Shoes
This One Is C-o-o-l-e-d**

Sixty graduated perforations keep your feet drier cooler. Fine elk grained leather; plump, shape-retaining leather you'll enjoy wearing. Good-looking 1 1/2-inch military heel. Not Prepaid. Shipping weight, 1 pound.

15 E 2715—White. PER... \$1.79
15 E 2797—Smoke. PAIR...

Women's. Sizes, 3 1/4 to 8. Medium wide widths. Be sure to state size.



Today's Value

~~\$2.00~~

New Colonial "T" Strap

New Spring and Summer Style. Elk grained leather, perforated and stitched to the queen's taste. Good leather sole, your favorite 1 1/2-inch military heel. Not Prepaid. Ship. wt., 1 lb. 2 oz. State size.

15 E 2786—White "Elk". PAIR... \$1.79
15 E 2787—Smoke Color "Elk".
15 E 2788—Black "Elk".

Women's. Sizes, 3 1/4 to 8. Medium wide widths.



So Fashionable!

This bow pump glides smoothly and smartly into 1934 Spring and Summer Fashion. Fine soft and supple kid leather. Merest indication of formality in the tailored bow and 1 1/2-inch covered military heel. Good quality leather soles. Not Prepaid.

Shipping weight, 1 pound 2 ounces. State size.
15 E 2664—Beige Color Kid. PER... \$2.98
15 E 2665—Black Kid. PAIR...

Women's. Sizes, 3 1/4 to 8. Medium wide widths.



\$2.49

**Speed and Stance for the
Style When You're Looking**

Smoke color and brown leather trim as you please and a price too correct that increases too, new style, strong, and giddy sports rubber sole. Your 1 1/2-inch heel with rubber top. Not Prepaid. Ship. wt., 1 lb. 12 oz.

15 E 2791—Women's. Sizes, 3 1/4 to 8. Medium wide widths. Be sure to state



Gray or Black
Style P...

Gray or Black is equally trade to the attractive shoe. Attractively designed and on vamp and quarter, that's the new. Tie with new high-up-in-the-line kid leather sole. 1 1/2-inch covered ally wt., 1 lb. 6 oz. Not Prepaid. Be sure to

15 E 2793—Gray Leather. PER... \$2.98
15 E 2794—Black Leather. PAIR...

Women's. Sizes, 3 1/4 to 8. Medium wide widths.

Leading the style parade



\$3.95
A PAIR

On to the Dance Colonial "T" Sandal

Newest under the sun. Steadfast change of latest kid in beautiful brocade-lace design; new diamond-shaped cut-outs; featuring T-Strap. Style gains in use slender model of fine two-tone kid. 2-inch covered Boulevard heel. Not Prepaid. Shpg. wt., 1 lb. 2 oz.

15 E 2822 PER PAIR
Two-Tone Gray.
15 E 2823 PER PAIR
Beige and Brown. . . . **\$3.95**
Women's. Sizes, 3 1/4 to 8. Medium wide widths. State size.



Tailored
Pump . . .
Elegance
in Footwear

Impressed with its desirable simplicity? You'll be glad to know it's comfortable as it is classically smart. Fine kid, supple as silk. Elastic under tailored bow insures easy fit in instep. 1 3/4-inch military heel. Not Prepaid. Shpg. wt., 1 lb. 2 oz.
15 E 2711—Black Kid Leather. PER PAIR . . . **\$2.29**
15 E 2714—Beige Kid Leather. PAIR

Women's. Sizes, 3 1/4 to 8. Medium wide widths. State size.



Your Feet
Ammer Time"

of father's own leather, peppered with airy perforations all over all day without protest. Kibbie toggle turn lace and strap style. Sports rubber sole; 1 1/2-inch up lift. Not Prepaid. Shpg. wt., 1 lb. 12 oz.
15 E 2715—Black Leather. PER PAIR **\$2.39**
15 E 2716—Beige Kid Leather. PAIR

Women's. Sizes, 3 1/4 to 8. Medium wide widths. State size.

This Sports Model Is Hollywood News

You'll love its warm, cozy comfort and new-day style. Fine quality silk grained leather. Goodyear Wingfoot Sport rubber sole; 1 1/2-inch heel; rubber top lift. Not Prepaid. Shpg. wt., 1 lb. 6 oz.

15 E 2781—All White.
15 E 2782—Smoke Color.
15 E 2783—All Black.
Women's. Sizes, 3 1/4 to 8. Per Pair . . . **\$2.79**
Medium wide widths.
Be sure to state size.

\$2.79
A PAIR



Little Made's in Full Swing

They mean this one is feather-light with flexible Ceylon kid, finely designed. Straps, buckles, every tiny Paris wears them. 2-inch covered military heel. Shipping weight, 1 pound 2 ounces.
15 E 2784—Black Kid Leather. PER PAIR **\$3.45**
15 E 2785—Black Kid Leather. PAIR
Women's. Sizes, 3 1/4 to 8. Medium wide widths.
Be sure to state size.



Spring Style Story in Colored Kid

Blossom out in either a rich blue or a neutral gray; go with practically all spring fashions. 3-Eyelet Gypsy Vamp Tie with newer perforations. Soft pliant kid; beautifully designed and finished. Covered 2-inch Boulevard heel. Not Prepaid. Shpg. wt., 1 lb. 2 oz.
15 E 2786—Gray Kid. PER PAIR **\$2.98**
15 E 2787—Blue Kid. PAIR
Women's. Sizes, 3 1/4 to 8. Medium wide widths. Be sure to state size.



\$1.98
A PAIR

Now Comes the Time for Lighter Weight Leathers

Strict simplicity, prized among fashions. 3-Eyelet Tie of fine, supple, light weight leathers; fashioned over a perfect fitting last; tiny perforations, 2-inch covered military heel. Not Prepaid. Shipping weight, 1 pound 2 ounces.
15 E 2763—Black Kid. PER PAIR **\$1.98**
15 E 2785—Patent Leather. PAIR
Women's. Sizes, 3 1/4 to 8. Medium wide widths.
Be sure to state size.