

EVERYDAY FASHIONS OF THE TWENTIES

As Pictured in Sears and Other Catalogs

Edited by
Stella Blum



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Edited and with Text by

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INTRODUCTION

The first mail-order catalog was issued by Aaron Montgomery Ward in 1872; Sears, Roebuck and Co. produced their first in 1896. During the early part of the twentieth century innumerable firms joined the mail-marketing business and the volume of sales was prodigious. By the end of World War I, buying through the mails had grown into a firmly established American institution and the mail-order catalog had become the “Farmer’s Bible” and the “Nation’s Wishbook.”

People living in isolated hamlets, on far-flung farms or in the less-affluent sections of the cities, awaited each new catalog with excited anticipation. Its arrival meant hours of entertainment, a fund of information, some dreams to be realized and others to be kept warm by the hope of being fulfilled in the future. Even those too poor to succumb to the temptations of the fashion pages could, through the purchase of some thread, a length of yard goods or a meager article of farm equipment, be assured of receiving the next catalog and news of the latest fashions. If there was no money to buy them ready-made, they could somehow be copied and sewn at home.

In 1925 Sears announced, “We have become the world’s largest store” and stated that nine million families bought from them. Based on this claim, and since all mail-order houses included wearing apparel, the fashion sections of the mail-order catalogs must have been America’s most popular and best-read fashion magazines.

In the 1920s the entire family could be dressed via the United States Postal Service system. The mail-order catalogs not only showed women’s clothes but also consistently included fashions for children, teenagers and men. Although small children’s fashions resembled in some measure those of the adults, there were now clothes specially designed for little boys and girls. Changes in men’s fashions during this period were relatively slow and subtle. Nevertheless they were there and become quite obvious if one compares, for example, the fashions of 1919 with those of 1927.

Although today there is a great deal of buying through the mails on even the highest levels, it has become a popular notion that mail-order clothes of the past were purely utilitarian, having little flair of design or quality. While it is true that many pages were devoted to cheap, practical wearing apparel, and none to ballgowns or white ties and tails, the most impressive segment of these catalogs was the one devoted to fashions — clothes to be worn as Sunday best, for going out, sports, leisure times and for everyday wear. Even housedresses and workshirts had a modicum of style and were in tune with the times. Placed at the beginning of the catalog, carefully delineated drawings and photographs, many in color, gave the book excitement, life and eye appeal.

Mail-order merchandisers did not attempt to project fashion trends. What they promised was rapid delivery. As Sears, Roebuck boasted, “We are proud of our merchandise and proud of the service we give our customers. REAL 24-hour service. 99 out of every 100 orders we receive are shipped in less than 24 hours.” These firms had to have a ready supply of whatever they offered for a specified time at the listed prices. Their investment was enormous and they could not afford to gamble with the untried or untested, especially in areas as unpredictable as next season’s fashions. Yet, if the styles they featured did not have the elan or the ultra-chic avant-garde appearance of the latest fashions shown in New York or Paris, they did inform their readers of what was currently espoused and accepted. Fads and unsuccessful projections are minimal in these catalogs; anyone interested in knowing how the majority of Americans dressed during the period can feel secure in the knowledge that what was illustrated was pretty much what was generally worn.

Few periods demonstrate with such clarity the way fashions reflect their own times as do the 1960s and the 1920s; both periods have much in common and present many parallels. Each focused on social realignments and youth; each involved feminine liberation. In both cycles, wars and technological developments produced rapid changes that led to a quest for excitement, to restlessness and even to violence and destruction.

How was life in the 1920s reflected in the era’s fashions? Improved production methods enabled a rapidly growing middle class, even those at its lower level, to participate in the world of fashion that previously had been the sole realm of a privileged few. Another important factor in the

democratization of fashions came as a result of the interest among the members of the leisure group in more casual daytime wear. The war years had brought on harsh realities and evoked a desire to do one's bit that touched all levels of society. Even those who formerly had lived in glossy cocoons, where a minimum of physical exertion was a symbol of high station and wealth, sought to become involved in the war effort. After the war many of these people found their prior sedentary life boring and had little desire to return to it. The taste of activity as a release of energy appealed to them. To fit into the pattern of this new version of the good life, fashions became more informal and less complicated. Clothing manufacturers could now easily produce cheap versions that were within the price range of their fashion-hungry customers who had to work for a living.

All fashions reflected the new spirit as youthful, more carefree, ideals gradually replaced the earlier, more staid, models. But it was in fashions for women that the changes were most obvious. Feminine liberation found freedom in discarding the corset. For the first time in centuries women's legs were exposed and freed for mobility and action. To gain equality with men and to resemble them, women flattened their breasts and hips and cut their hair. The 1920s bob and boyish ideal were the period's own version of unisex. Aesthetically, the fashions mirrored the abstract elements of art movements of the period. Geometric in form, they relied on the motion of living women to breathe a shape and a sensuality into an otherwise sterile silhouette. All this was totally sympathetic with an era of pulsating dynamism bent on breaking down remaining restrictions based on the social, economic, political and moral concepts of the past century.

These were the forces that helped to create the fashions of the twenties. Yet, for all the violence, excesses, the licentiousness we have come to associate with this flamboyant period, as one looks through the pages of mail-order catalogs one finds that, although the changes are there, the progression is smooth and orderly. Long hair gave way to bobbed hair. Skirts gradually rose to the knees. Underwear diminished to accommodate the new mood and look. More and more space was devoted to cosmetics, and here and there pants for women were featured. Nowhere are there examples of the revealing, extravagantly low-cut gowns tantalizingly covered with fringes or sparkling beading. The few party dresses shown are

very modest and demure, pictures of naive innocence (page 90). The “flapper” dresses, as they appear on page 92, are merely a timid, decorous reflection of the sophisticated sexuality of the so-called “Roaring Twenties,” only a muted echo of the ragtime rhythms of the Jazz Age.

Men’s coats and suits on the whole remained fairly conservative, only occasionally showing the collegiate “rah-rah” or the “razzmatazz” flashiness we have come to associate with the decade. The new concept found expression mainly in casual and sports clothes, accessories and in a wider range of designs available in work clothes.

Apparently revolution was the choice and privilege of a minority. The majority chose the safer path and course of evolution.

In the 1920s motion pictures exerted an ever-increasing impact on the American scene. Movie stars brought the viewers adventure, a shimmering aura of wealth, beauty and romance. Films gave a semblance of reality to fantasies and aroused the public to new hopes, tastes and appetites. Sensing this, Sears, Roebuck and Co. began to include fashions endorsed by such stars as Clara Bow (page 105), Gloria Swanson (page 56) and Joan Crawford (page 127). For men there were Western-style hats and boots (page 14); little boys could playact in cowboy and Indian costumes (page 118). Although the movies during this decade kept their audiences informed of the latest fashions, the female stars’ most significant influence was on the face and figure, coiffure, posture and grooming. As a result beauty parlors and reducing regimens abounded, and the field of cosmetics became a major industry.

Women may have looked to Hollywood for goddesses to emulate, but the direction of fashion was set in Paris. As glamorous as the clothes appeared in the movies, they were in the main versions of what the French couture had proposed. This seems to have been no mystery to the staffs responsible for the fashions to be featured in the catalogs. References to movie stars were primarily to such details as hats and shoes. The bulk of the fashion merchandise, coats, suits and dresses claim to have their origins in New York or Paris. This is probably quite true because a well-trained eye can readily spot elements of the inventive creations of various French designers. The greatest single influence throughout the 1920s, however, was that of Coco Chanel. Her use of supple jerseys, simple ensembles consisting of

jacket, blouse and skirt, costume accessories such as scarves and inexpensive jewelry, had a natural appeal for the active, practical American woman. The workmanship or quality certainly could not compare with that of the French couture. The degree of downgrading, however, is difficult to ascertain. The clientele of mail-order purchasing was hardly the sort to stockpile a wardrobe and leave it for posterity; they were more apt to wear out their clothes.

Sunday-best clothes would be updated through alterations or be downgraded for everyday wear. And when they were replaced, they would be passed on to younger or less-fortunate members of the family or community, if they were still useable. The Puritan ethic was still in force; to do otherwise would have been considered sinful. In any case, not enough examples have survived to make a valid comparison.

The common practice of placing time and life into tidy compartments by decades is a handy device used to pull together loosely the peak essences of an era. Actually, the fashions of the twenties can be split into two phases. As usual, changes occur somewhat earlier in the world of the haute couture (in this case 1919—1923 and 1924—1929). Those shown in mail-order catalogs break into the following two time spans: 1919—1924 and 1925—1931. Although neither period remained static, there is something homogenous about each segment and it is interesting to view them in that context.

Part One: 1919—1924

In 1919, people in Europe and America, exhausted and depleted by World War I, longed to return to what they considered normalcy, to the way of life they had known before the war. Fashions reverted to those of 1913—1914, as though they had only been dropped for the duration. A new view of how women should dress had begun around 1909 and the course toward freedom, youth and equality was established even before 1914. By 1920, after a few steps backwards, the movement was accelerated by the experience and changes brought on by the war. During the next several years, the fashion ideal became younger and younger and proceeded to divest itself of many of the physical and mental trappings of the nineteenth century.

Growing urbanization, increased affluence, shorter working hours and paid vacations allowed for more leisure time and extra energy. As a result, interest in sports escalated, necessitating a whole range of special clothes designed for active and spectator sports. Gradually this freer concept of dressing crept into daywear. Clothes became simpler and lighter in weight. Feminine curves, long a symbol of a woman's frailty, were negated by the fashion for the new streamlined vertical lines. These six years were essentially a transitional period in women's fashions. The new style was to emerge fully in 1925.

By 1919 pregnancy was no longer veiled in gowns for *déshabillé* or at-home robes. Maternity dresses designed in the styles of the period, along with maternity corsets, were illustrated graphically with explicit text explaining their function and virtues (page 7).

When one compares the fashions shown by Sears, Roebuck and Co. during this period with those in a French magazine *such as L'Art et la Mode* or with the American *Vogue* or *Harper's Bazaar*, it is interesting to note that there is only about a one-year lag in the overall aspect of the mail-order fashions. Yet, although the styles were not exactly the *dernier cri* or as

handsomely presented as those in the high-fashion magazines, many fashions shown by Sears in 1919—24 reveal a surprising amount of chic and elegance. Not all of the clothes were inexpensive. Some coats and suits sold for almost \$50, while some “better” dresses were priced over \$30. Considering the purchasing power of a dollar in those days, it is apparent that those who could afford these prices were not confined to large cities and that mail-order catalogs catered not only to the rustic needs of farmers or the meager purses of the poorer classes. During these six years, the range of cost and taste was rather wide; the fashions presented must have been aimed at a broad spectrum of Americans.

1919

(pages 5-14)

The hobble skirt of the prewar period took on the “peg-top” look (pages 5 and 6) and the 1913 “barrel form” was shown along with pyramid shapes popular in 1915—16. The waistlines were either high or undefined. The bust retained the earlier low monobosom look. By our standards, the figure was quite full. The use of decorations, such as a proliferation of buttons, tassels and braid, was also a holdover from past fashions.

Although the current silhouette actually required little constriction, women, except for the most liberated, continued to wear corsets. There were even corsets for “children up to 12 years” (page 8). White cotton, trimmed with eyelet and lace, was popular for lingerie. Very pointed high shoes, laced or buttoned, with solid or spat tops and Louis or military heels were preferred. Stockings, which showed only when pumps were occasionally worn, were generally black or dark gray, although white was sometimes worn with white shoes. Hats, which had large crowns to accommodate long hair, were worn low, just above the eyebrows.

Male fashions reminiscent of the Edwardian styles are shown on models with large, square-jawed heads, and hair neatly plastered down. Their clothes had narrow shoulders and were slightly high-waisted, like the women’s fashions. For sports there were Norfolk jackets and knickerbockers for golf or hiking and suits for riding.

The cosmetics available were limited to rouge, face powder and discreet lip rouge. One could buy a pencil to darken eyebrows, lashes and, for the

men, beards and mustaches. For the nails there were cuticle removers, nail whites and polishing pastes.

1920

(pages 15-34)

Skirts became a little shorter, figures somewhat slimmer, bosoms smaller and the waistline was more naturally placed. Suits appeared sleeker and more tailored. Middy and over-blouses, now an important item, figured prominently in modified forms into the 1930s. Lingerie—petticoats, chemises, bloomers — were shown in a profusion of colored silks in purple, flesh, blue, green, plum and black. Bandeaux or brassieres began to displace the camisole.

Automobile dusters were included in the menswear section. Although jackets for youths and boys were similar to those for men, suits for boys 9 to 17 were shown with knickerbockers.

1921

(pages 35-48)

There was a further simplicity this year. Dresses on page 38 were designed to fall in an unbroken line from shoulder to hem. Worn loose, slightly belted at the normal waist, this was to be the silhouette of most of the decade. Although dresses remained below calf length, coats became shorter. Heavy trimming began to disappear. Some hair was obviously cut but was kept soft-looking with side curls (page 38). High shoes and spats were still worn but there was an increase in the popularity of pumps and oxfords. Stockings remained dark. The Japanese-style kimono as well as sleeping suits (pajamas for women) made their appearance. Men's outerwear included chesterfields, town ulsters and reversible rubber interlined raincoats. Shirts with detachable collars were popular. The separate collars could be either stiff or soft, and some, called "rubber collars," were made of celluloid.

1922

(pages 49-66)

Skirts reached mid-calf length. Coats continued to hold to the earlier style with full or dolman sleeves and were trimmed with some braid, tassels, embroidery and buttons. Suits, however, generally had a more male look. They were worn either beltless or with belts placed a little below the waist. Dresses showed the effects of the styles by the French designer, Paul Poiret — especially his use of peasant-type embroidery (page 50). Touches of Jeanne Lanvin can also be detected in the dresses worn by the two center figures on page 50. The echoes of Chanel's designs are too numerous to mention since much of the knitwear and classically simple clothes of the 1920s must be attributed to her influence.

Moving toward the new slimness, foundations began to accent hip and bust flattening. As hemlines rose, footwear became decorative: T-strap slippers and fashions for gaiters, galoshes and "arctics." Stockings, though still on the dark side, developed clocks and fancy heels. Rayon stockings made the silken look for legs available at a low price (78¢ as opposed to \$2.69 for a pair of silk stockings with clocks.)

Sweaters for men were featured in a wide range of colors, patterns and details, such as shawl collars and turtlenecks. Sports clothes received added attention. For bathing, men were offered one piece knit suits with attached skirts while women could choose from several dressmaker-type costumes that were worn over an undergarment. There were also suits for football, hockey, skiing, golf and shooting. Underwear for men took on an athletic tone in the form of boxer shorts.

1923

(pages 67-76)

The waistline now has slipped down to the top of the hips. But, as though there was still some doubt or uneasiness about the future, this year's fashions harked back not so much to those of 1913 but all the way to those of 1909. A matronly silhouette — with wide sleeves, tassel and braid trimming, lower hemlines nearly ankle length — seems to have come back. In dresses, Lanvin's robe de style, with its low-waisted bodice and long full skirt, was shown in many adopted versions (page 69, right figure). Accessories now included mesh purses and silver-plated compacts.

1924

(pages 77-84)

Fashions this year were a blend of the old and the new (page 78). The waistline descended to the hips. There was a hint of the surface decoration and geometric insertions that would serve to break up the stark simplicity of the coming rectangular silhouette (page 77). Beltless jackets were shorter and worn with slim untrimmed skirts. Page 83 shows sports pants outfits; page 82 advertises “Bob” hats for women with bobbed hair.

Women's Attractive

Fur Coats and Capes



41T7015—Hudson Seal Coat.
41T7016—Nearsal Coat.

Price
\$420.00
240.00

Women's 36-Inch Length Fur Coat in Black. Made from selected Hudson seal skins which are plucked, clipped and tip dyed muskrats, or from very fine grade imported sheared coney fur, generally sold as nearseal. Coat has brocaded silk lining. **SIZES—32 to 42 inches bust measure. State size.** Average shipping weight, 6½ pounds.

41T7013—Mink Shade. Length, 30 in. **\$260.00**
41T7014—Mink Shade. Length, 36 in. **300.00**

This Popular Style Coat in mink shade brown is made from selected weasel skins in imitation of genuine mink. A short haired, soft, very durable fur. Brocaded silk lined. A coat for dress purposes and still very serviceable. **SIZES—32 to 42 inches bust measure. State size.** Average shipping weight, 30-inch coat, 5 pounds; 36-inch coat, 5½ pounds.

41T7011—Nearsal.
41T7012—Hudson Seal.

Price
\$270.00
500.00

Women's Stylish Black Cape made from fine selected imported sheared coney skins, generally sold as nearseal, or from fine quality Hudson seal which is plucked, sheared and tip dyed Northern muskrat fur. Large shawl collar. Brocaded silk lining. Average length, 36 inches. See small illustration for front view. Average shipping weight, 6½ pounds.

Sears, Roebuck and Co.
Chicago 497

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Women's Imported Coney Fur Sets



417205—Taupe Coney Fur Set..... \$18.00
 417210—Black Coney Fur Set..... 19.75
 417215—Brown Coney Fur Set..... 19.75
 417206—Taupe Coney Fur Scarf..... 10.75
 417211—Black Coney Fur Scarf..... 11.75
 417216—Brown Coney Fur Scarf..... 11.75
 417207—Taupe Coney Fur Muff..... 7.25
 417212—Black Coney Fur Muff..... 8.00
 417217—Brown Coney Fur Muff..... 8.00

Women's Imported Coney Fur Set in taupe, black or brown. Animal style scarf with silk lining and ruching. Can be worn as an illustration or thrown loose across shoulders. Melon style muff with velvet pockets and silk ruching. Average shipping weight of set, 3½ pounds; scarf, 1½ pounds; muff, 2¼ pounds.

417235—Natural Tan and Gray Set..... \$19.75
 417240—Natural Red Set..... 19.75
 417236—Natural Tan and Gray Scarf..... 9.00
 417241—Natural Red Scarf..... 9.00
 417237—Natural Tan and Gray Muff..... 10.75
 417242—Natural Red Muff..... 10.75

Women's Imported Coney Fur Set in natural tan and gray or natural red. Soft thick haired fur. Attractive animal style scarf with Skinner's satin lining and satin ruching at the neck. Large fancy animal melon muff. Skinner's satin lining and satin ruching. Average shipping weight of set, 3 pounds; scarf, 1½ pounds; muff, 2 pounds.

417220—Black Coney Fur Set..... \$30.00
 417225—Brown Coney Fur Set..... 28.00
 417230—Taupe Coney Fur Set..... 28.00
 417221—Black Coney Fur Scarf..... 16.75
 417226—Brown Coney Fur Scarf..... 15.50
 417231—Taupe Coney Fur Scarf..... 15.50
 417222—Black Coney Fur Muff..... 13.25
 417227—Brown Coney Fur Muff..... 12.50
 417232—Taupe Coney Fur Muff..... 12.50

Women's Black, Brown or Taupe Fur Set from imported coney skins. Large stole effect scarf with two pockets, Skinner's satin lining, ruching at neck. Fancy canteen style muff, Skinner's satin lined. Average shipping weight, set, 3 pounds; scarf, 1¾ pounds; muff, 1¾ pounds.

417245—Black Coney Set..... \$38.50
 417250—Brown Coney Set..... 38.50
 417255—Taupe Coney Set..... 38.50
 417246—Black Coney Scarf..... 18.50
 417251—Brown Coney Scarf..... 18.50
 417256—Taupe Coney Scarf..... 18.50
 417247—Black Coney Muff..... 20.00
 417252—Brown Coney Muff..... 20.00
 417257—Taupe Coney Muff..... 20.00

Women's Finest Quality Imported Coney Fur Set in black, brown or taupe gray fur. Large animal style scarf, can be worn as in illustration or fastened close up around the neck. Scarf, Skinner's satin lined with silk ruching. Large animal melon style muff with Skinner's lining and silk ruching. Average shipping weight, set, 4 pounds; scarf, 1¾ pounds; muff, 2¼ pounds.

Comfortable
and Stylish
Maternity
Dresses



317695
Wool Mixed Panama
\$15.35

317695—Navy blue. EACH
317696—Black. \$15.35
A VERY NEAT STYLE MATERNITY DRESS made of WOOL MIXED PANAMA, about 50 per cent each of wool and cotton. Waist front is trimmed with clusters of small Panama covered buttons. Armholes are bound with black braid and rows of this braid will be found on the straight hanging overskirt effect which runs into a point on either side. Narrow sash is finished off at ends with fringe. Has adjustable elastic waistband and waist is lined with good quality lawn lining. Closes at left side and has skirt SWEEP of about 70 inches. Sizes, 34 to 44 inches bust measure, with skirt length of 39 inches. Give measurements. Average shipping wt., 2 pounds.



317700
Satin
\$32.50

317700—Navy blue. EACH
317701—Taupe. EACH
317702—Black. \$32.50

A BEAUTIFUL DRESS made of lustrous good quality ALL SILK SATIN, with soft lines, splendidly adapted for a maternity dress. Waist has deep-cut-out armholes piped with same color satin. Collar is made of a harmonizing shade of silk crepe meline and hangs loose at either side of neck in tablike effect and is trimmed with small black jet buttons. Bottom of sleeves and set-on cuffs are trimmed with silk crepe meline and also set off with small black jet buttons. The skirt is made with softly draped tunic. A pleasing feature is the wide belt with knotted sash at back. Has adjustable elastic belt and skirt SWEEP of about 65 inches. Sizes, 34 to 44 bust measure, with skirt length of 39 inches. Give measurements. Average shipping weight, 1 1/2 lbs.



317705—Navy blue. EACH
317706—Dark green. EACH
317707—Black. \$12.98

POSSIBLY NO MATERIAL IS MORE SUITABLE FOR A MATERNITY DRESS than this good quality PANAMA, about half wool and half cotton, made in simple style, buttoning down front. The waist has large plait at each side of front and back, forming a panel effect, and is finished at neck with pointed collar of soft material with over-collars finished to edge, and both collars are set off with snaker pearl buttons. Turnback cuffs are also of lawn. Skirt has two large tucks with narrow girdle which crosses in front and loops over in back. Adjustable elastic waistband and skirt SWEEP of about 72 in. Sizes, 34 to 44 in. bust measure with skirt length of 39 inches. Give measurements. Average shipping wt., 1 1/2 lbs.



3177010—Navy blue. EACH
3177011—Black. \$22.50

THIS DRESS made of medium weight good quality ALL WOOL POPLIN is particularly appropriate for maternity use and is very reasonably priced. The waist in straight coat effect over top of skirt has yoke in front and closes invisibly under row of good quality buttons. Sleeves are also trimmed with row of buttons and sleeves and large collar with military braid, giving a good finish to both. Belt runs through slits at sides and back. Upper part of skirt under tunic is of good quality lawn lining and waist is also lined with lawn. Has adjustable elastic belt. Skirt SWEEP, about 70 inches. Sizes, 34 to 44 inches bust measure, with skirt length of 39 inches. Give measurements. Average shipping weight, 2 lbs.



3177005
Wool Mixed
Panama
\$12.98



3177010
Wool Poplin
\$22.50

3177015
French Serge
\$26.50

3177015—Navy blue. EACH
3177016—Black. \$26.50

THIS GOOD LOOKING MODEL is made of excellent quality ALL WOOL FRENCH SERGE. We have never shown a better style of maternity dress. The back and front are made with loose, straight hanging box plaited panels. Front of waist has yoke and is trimmed with very pretty black jet buttons, as are the sleeves. Collar and wide adjustable girdle are of good quality satin and piping at neck, bottom of panels and end of sleeves of same material. An added touch is the double fold at neck of white Georgette crepe. Waist is lined with two layers of batiste and has adjustable elastic waistband. Closes at left side. Skirt SWEEP, about 65 inches. Sizes, 34 to 44 inches bust measure, with skirt length of 39 inches. Give measurements. Average shipping weight, 2 pounds.



SIZES Furnished in sizes 34 to 44 inches bust measure, with skirt length of 39 inches, with basted hem. When ordering give bust and chest measures. Our Maternity Dresses are cut along lines that will give the most comfort during the pregnant period. The adjustable waistband expands with the figure and does not allow the skirt to pull up the bottom in an unattractive manner. These dresses CAN BE WORN AFTER CONFINEMENT WITH SLIGHT, IF ANY, ALTERATIONS.

Special Value Corsets, Waists and Hip Confiners



Read page 279 about size. There's a reason.

Front Lacing Topless Corset or Hip Confiner.

18T110 \$1.79

Clasp, 8 in. Corset sizes, 19 to 28.

Very popular model, made of strong elastic and coutil. Lightly boned, but will give good support and allow plenty of freedom to wearer. Four long hose supporters. State corset size.

Back Lacing Topless Corset or Hip Confiner.

18T111 \$1.65

Clasp, 7½ in. Corset sizes, 19 to 26.

Made of good quality elastic webbing and strong coutil. Light weight, flexible boning placed to give support and still allow plenty of freedom. Four good hose supporters. State corset size.

Front Lacing. For Misses and Slender Women.

18T140 \$1.59

Medium bust, ¾ in. above waistline. Clasp, 9½ in. Sizes, 19 to 28.

Made of good quality coutil. Pliable boning carefully placed to give support. Neat trimming. Four hose supporters. State corset size. See our instructions on page 279.

Back Lacing. For Misses and Slender Women.

18T121 \$1.48

Medium bust, ¾ in. above waistline. Clasp, 10 in. Sizes, 19 to 26.

A splendid corset for growing girls. Well made of good quality batiste. Lightly boned, but will give good support. Neat braid trimming. Four good hose supporters. State corset size.

Back Lacing. For Slender to Average Figures.

18T120 \$1.59

Medium bust, 4 in. above waistline. Clasp, 10½ in. Sizes, 19 to 26.

Long skirted corset, made of medium quality coutil. Lightly boned; no pressure over hips. Neat embroidery trimming. Four good quality hose supporters. State corset size after reading instructions on page 279.



Average shipping weight of corsets on this page, about 1½ pounds.

QUALITY GUARANTEED
GHS
TRADE MARK

Our Own Trade Mark—Registered in U. S. Patent Office.

Back Lacing. For Slender and Average Figures.

18T117 \$1.79

Very low bust, 2 in. above waistline. Clasp, 8 in. Sizes, 19 to 28.

Made of good quality coutil. Wide elastic sections at bust. Long skirt. Lightly boned; no pressure over hips. Neat embroidery trimming. Four good hose supporters. Read page 279, then state corset size.

Back Lacing Topless Corset for Slender Women.

18T116 \$1.19

Clasp, 9 in. Corset sizes, 19 to 28.

Made of good quality coutil with wide elastic sections at waistline. Two small elastic inserts in skirt. Lightly boned. Four hose supporters. Popular for athletic and general wear. Read page 279 about giving corset size. State size.

For Misses 12 to 17 Years.

18T275 \$1.29

Comes in sizes 18 to 28.

Made of strong corset jean, well reinforced and closely corded. Soft plaited bust. Good bone bottom, strongly attached. One pair of two-button hose supporters. Do not order by age. Measure your girl's waist and subtract 1 inch for spread of lacing. Thus, if girl's waist measure is 24 inches, order size 23. State size.

For Children Up to 12 Years.

18T265 \$1.29

Comes in sizes 18 to 28.

Made of durable corset material, strongly corded and reinforced. Neat braid trimming. Button front with good bone bottom. One pair of two-button hose supporters. Do not order by age. Measure your child's waist and subtract 1 inch for spread of lacing. Thus, if a child's waist measure is 24 inches, order size 23. State size.

Back Lacing. For Growing Girls and Slender Women.

18T139 98c

Clasp, 9½ in. Corset sizes, 18 to 26.

Made of good quality batiste. Very short skirt. High in back. Recommended as a first corset for growing girls. Pliable boning. Neat braid trimming. One pair of two-button hose supporters.

Sears, Roebuck and Co.
Chicago

287

REG. U.S. PAT. OFF.

Phillie BRAND

BEST IN THEIR CLASS UNDERMUSLINS



Price, \$2.29 Each
38T9955
 Women's Fine Quality Nainsook Envelope Chemise. Shirred in front. Trimmed with lace insertion. Hand embroidered in French knots of dainty colors and design. Hem-stitched at top and bottom. Silk ribbon shoulder straps and draw. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 9 ounces.

Price, \$2.48 Each
38T9958
 Women's Fine Quality Nainsook Envelope Chemise. Front trimmed with shirring and has panels of flesh color washable satin band embroidered in dainty colors and set in with lace insertion. Lace insertion and ribbon draw at top. Arm openings and bottom hem-stitched. Sizes, 34 to 44 inches bust measure. State size. Shipping wt. ← 10 ounces.

"Phillie" Brand Undermuslins are specially made for us from the latest and most attractive designs. Only very fine quality nainsooks and cambrics are used, while the laces and embroideries are of exceptional quality. The workmanship throughout is the best that we can secure. The sizes are accurate and full.

Each garment is carefully inspected, folded, wrapped in tissue paper and packed in a separate box, thus reaching the customer in the best condition.

Price, \$1.18 Each
38T9962
 Women's Cambric Style Corset Cover. Made of fine quality nainsook. Bottom down side. Top hem-stitched and finished with French knots in light blue. Shoulder straps of plain material hem-stitched. Silk ribbon draw. Elastic waistband. Sizes, 34 to 44 inches bust measure. State size. Shipping wt., 6 oz.

Price, \$1.48 Each
38T9923
 Women's Corset Cover. Front and back of beautiful design. Fine quality embroidery. Arm openings finished with scalloped edge. Silk ribbon draw at neck. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 7 ounces.



Price, \$2.98 Each
38T9960
 Women's Fine Quality Nainsook Nightgown. Front yoke made of organza panels, embroidered in dainty colors, set in with lace insertion and tucks. Narrow banding joins the yoke to body of garment. Neck finished with heading and lace. Bell shaped sleeves, trimmed in matching yoke. Has fancy pocket. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 15 oz.

Price, \$2.48 Each
38T9959
 Women's Fine Quality Nainsook Slipper Nightgown. Front shirred and hand embroidered in French knots of dainty colors. Neck and short sleeves featherstitched. Ribbed cuff and waist. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 15 ounces.

Price, \$2.98 Each
38T9957
 Women's Fine Quality Nainsook Nightgown. Front yoke made up of beautiful pattern allover embroidery (swags, etc.) with embroidery insertion. Neck and long sleeves finished with well made scalloped embroidered edge. Has silk ribbon bow. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 15 ounces.

Price, 98c Each
38T9953
 Women's Fine Quality Nainsook Cambric Style Corset Cover. Trimmed at top with lace edge and insertion. Satin ribbon draw and shoulder straps. Elastic waistband. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 6 oz.



Price, \$1.78 Each
38T9956
 Women's Step-In Umbrella Style Drawers. Made of fine quality nainsook. Bottoms edged with good quality Valenciennes lace. Trimmed with hand embroidery in floral design, and ribbon bows. Elastic at waistband. Sizes, medium and large. State size. Shipping weight, 10 ounces.

Price, 98c Each
38T9961—Flesh color.
 Women's Fine Quality Nainsook Bloomer. Bottoms trimmed with light colors in a fancy stitch. Reinforced at crotch. Elastic at waist and knees. Sizes, small, medium and large. State size. Shipping weight, 10 ounces.

Price, \$2.39 Each
38T9951
 Women's Fine Quality Cambric Underskirt. Pounce of neat pattern high grade embroidery, trimmed with silk ribbon bow. String top. Has underlay. Length, 34 to 42 inches. State length. Shipping weight, 15 ounces.



Price, \$3.48 Each
38T9952
 Women's Fine Quality Nainsook "Billie Burke." Has fancy collar, hand embroidered with French knots in colors. Featherstitching on collar, front opening, short sleeves, pocket and bottoms. Shirred in front. Open crotch. Elastic at ankles. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 14 oz.

Price, \$2.98 Each
38T9954
 Women's Fine Quality Cambric High Neck Nightgown. Yoke tucked and trimmed with dainty pattern embroidery insertion. Neck finished with embroidery edge to match. Long sleeves trimmed with insertion and embroidery edge. Sizes, 34 to 44 inches bust measure. State size. Shipping wt., 15 1/2 oz.

Women's Dress Shoes

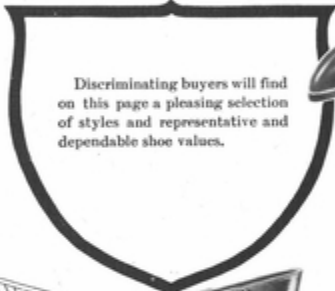
BE SURE TO
STATE SIZE



15T1312
The Pair, \$6.50
Gunmetal Finish Side
Leather Lace—Dull Leather
Top—Military Heel.
Size, 2½ to 8. Wide widths.
Shipping wt., 1½ lbs.



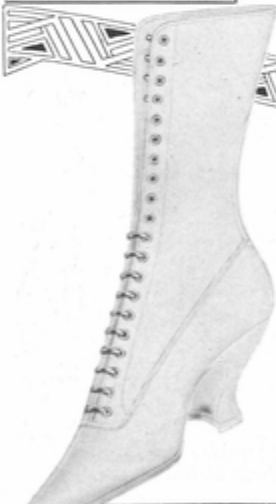
15T1346
The Pair, \$7.50
All Black Vici Kid
Lace—Extra Wide Top
—Military Heel With High Grade
Rubber Top Lift—Flexible McKay
Sewed Sole. This shoe is made for an
ordinary foot, but has an extra wide top.
15T1346 will not fit a large fleshy foot.
If you require a shoe with an extra wide
HEEL, foot and wide ankle, refer to page
100, 15T1066.
Size, 2½ to 8. Wide widths.
Shipping wt., 1½ lbs.



Discriminating buyers will find
on this page a pleasing selection
of styles and representative and
dependable shoe values.



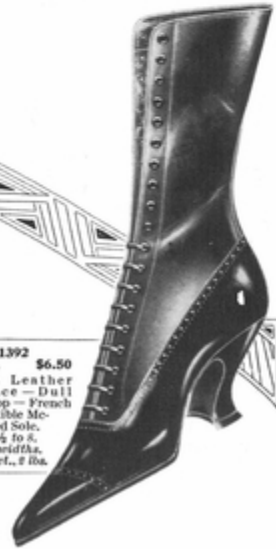
15T1390
The Pair, \$7.50
Heavy Weight Gun-
metal Finish Side Leather
Lace—Medium Heel—Heavy Weight
Sole—This Boot Suitable for Hiking and
Stormy Weather—McKay Sewed Sole.
Size, 2½ to 8. Wide widths.
Shipping wt., 1½ lbs.



15T1319 The Pair, \$8.00
All White Cabotta Lace Boot—White
Covered Wood French Heel—Flexible
McKay Sewed Sole.
Size, 2½ to 8. Wide widths.
Shipping wt., 1½ lbs.



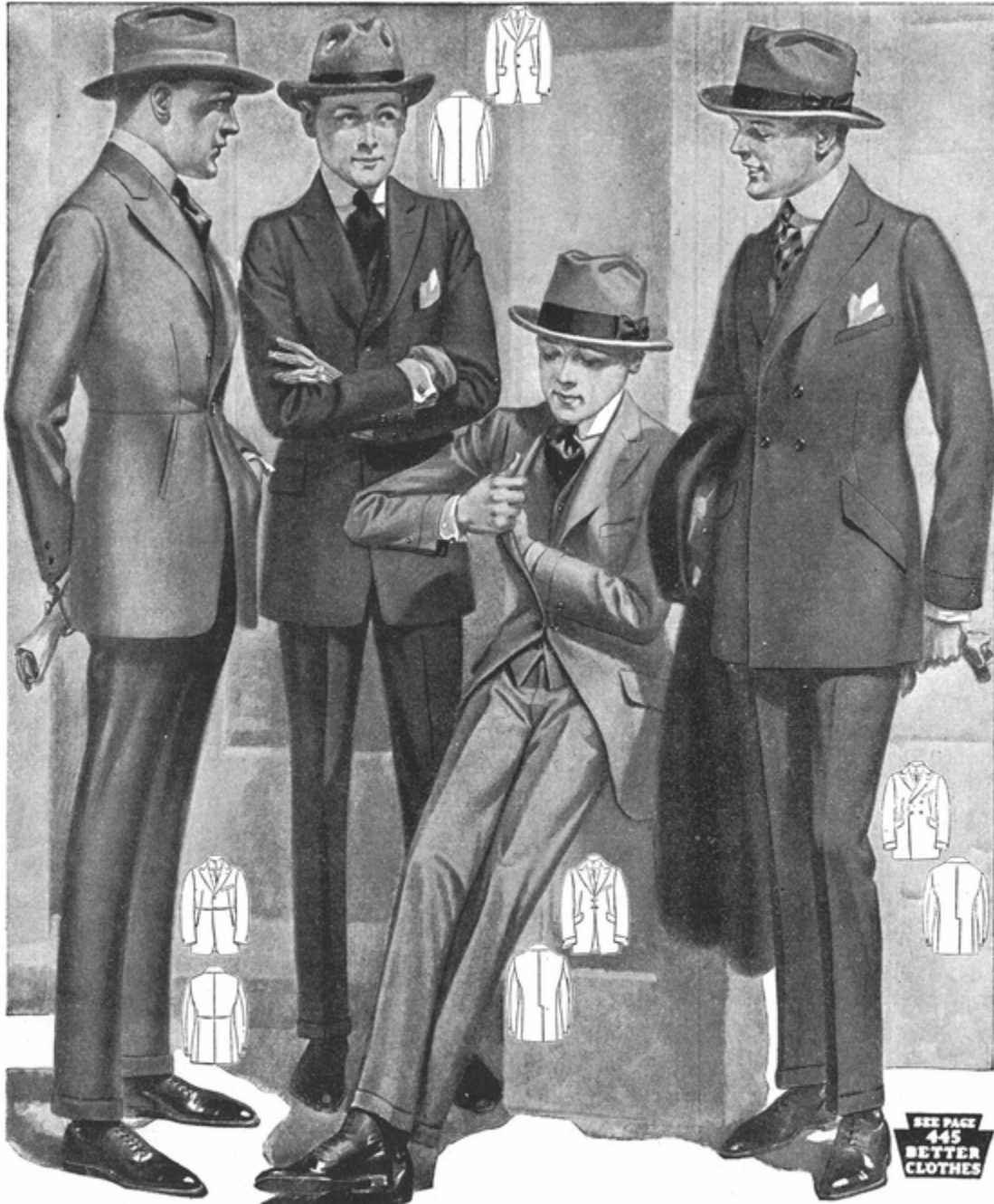
15T1391 Pair, \$6.50
Patent Leather Vamp But-
ton Boot—Dull Leather Top—
Military Heel—Flexible McKay
Sewed Sole.
Size, 2½ to 8. Wide widths.
Shipping wt., 1½ lbs.



15T1392
The Pair, \$6.50
Patent Leather
Vamp Lace—Dull
Leather Top—French
Heel—Flexible Mc-
Kay Sewed Sole.
Size, 2½ to 8.
Wide widths.
Shipping wt., 1½ lbs.

Unless otherwise stated, heels are made with
two or three lifts of leather on the wearing sur-
face—the rest of the heel consisting of fiber board.

See order blanks in back of catalog for shoe
size measuring chart.



Model 5

This is a very stylish waist seam coat—standing slash pockets, a flaring skirt, and high peaked lapels. Open vent in back. The coat closes with two buttons; the vest with five. The pants are fairly close fitting, made with cuff bottoms and belt loops. For color reproductions of fabrics made in this style see opposite page.

Model 7

One of our best models—suitable for any well dressed man or young man. It is medium close fitting, with peaked lapels, three buttons and lower pockets with flap. Closed back. The vest is made without collar and closes with five buttons. The pants have cuff bottoms, tuned belt loops and are made in young man's style. See the opposite page for color reproductions of fabrics made in this style.

Model 8

A two-button coat, made with a lower link button and usually worn as shown in the illustration above. Peaked lapels, cuff on sleeves, and slanting pockets with flap. Open vent sleeve and open vent in back. The pants are made with cuff bottoms and tunnel belt loops. Five-button vest. A very stylish suit any man can wear. Made in a variety of good fabrics reproduced in color on the opposite page.

Model 9

This is a very smart two-button double breasted coat—slanting lower pockets, high peaked lapels, separate cuffs, with open vent. Long skirt effect. Open vent in back. Young men's style pants with cuff bottoms and tunnel belt loops. Five-button vest, made without collar. See opposite page for color reproductions of fabrics in which this suit is made.

Chesterfield



← 43T1189
Dark gray.

\$24.50

An All Wool Frieze Chesterfield Overcoat with velvet collar, wool mixed serge body lining and Skinner's satin sleeve lining. Heavy weight (24-ounce) all wool frieze cloth, which makes up well in the style illustrated. An all wool coat with wool mixed serge lining and satin sleeve lining is a remarkable offering at \$24.50. Has one inside pocket in addition to those shown in illustration. Length, 42 inches. State actual breast and sleeve measures. Average shipping weight, 6 1/2 pounds.

43T1161 →
Dark gray.
\$25.75

An Extra Long All Wool Heavy Weight Chesterfield Overcoat with velvet collar, wool mixed serge body lining and satin sleeve lining. Material is a heavy weight (24-ounce) all wool frieze cloth. The illustration gives you a good idea of the length of the coat. Has one inside pocket and three outside pockets; vent back. Length, 46 inches. State actual breast and sleeve measures. Average shipping weight, 7 pounds.



43T1187—Oxford gray.

\$21.50

An Inexpensive Chesterfield Melton Overcoat. Material is about 85 per cent wool and 15 per cent cotton melton heavy weight (25-oz.) overcoating. Neat velvet collar. The body and sleeves are lined throughout with a fine finished twill. The material will be found durable and good looking. Note the three outside pockets; also has one inside pocket. A splendid coat for the price asked. Length, 43 inches. State actual breast and sleeve measures. Average shipping weight, 6 1/2 pounds.

43T1163—Black.

\$26.75

Heavy Weight All Wool Fine Melton Chesterfield Overcoat with velvet collar. Material is a tight woven fine finished heavy weight (26-ounce) all wool melton. Body of coat is lined throughout with wool mixed serge and satin sleeve lining. A very dressy coat. Has one inside pocket in addition to those shown in illustration; vent back. Length, 42 inches. State actual breast and sleeve measures. Average shipping weight, 6 1/2 pounds.

462. **Sears, Roebuck and Co.**
Chicago

SIZES 34 to 48 inches breast measure. State actual breast and sleeve measures, for coats are made several inches larger to allow for clothing worn underneath. If you are a stout size give waist measure also. For simple measuring instructions see order blanks in back of catalog. If you want to see cloth samples of these coats before ordering, write us a letter giving the catalog numbers of the coats in which you are especially interested.

Golf, Hiking and Riding Suits



SIZES.
Coats come in sizes 34 to 46 inches breast measure. Riding breeches, hiking breeches and golf knickerbockers, 30 to 42 inches waist measure. Long Pants, 30 to 42 inches waist measure and 30 to 36 inches inseam. For simple measuring instructions see order blanks in back of catalog.

- | | | |
|---|--|--|
| 417361 —Norfolk Coat, \$12.50 | 417374 —Golf Coat (Brown Mixed), \$31.50 | |
| 417362 —Hiking Breeches, 6.25 | 417375 —Golf Knickerbockers (Brown Mixed), 10.35 | |
| 417363 —Long, Cuff Bottom Pants, 5.50 | 417376 —Long, Cuff Bottom Pants (Brown Mixed), 10.35 | |
| Material, good quality olive drab whipcord. Norfolk style coat lined with gray suiting about one-fourth wool, three-fourths cotton. Hiking breeches made with the usual number of pockets, reinforced seat and knees; linings at calves. Long pants are well made with cuff bottoms, belt loops, side and hip pockets. Average shipping weight of coat, 3 1/4 pounds; breeches, 2 1/4 pounds; long pants, 2 1/4 pounds. | | |
| 417364 —Golf Coat (Gray), \$27.00 | 417377 —Golf Knickerbockers (Olive Green Mixed), 10.35 | |
| 417365 —Golf Knickerbockers (Gray), 10.00 | 417378 —Golf Knickerbockers (Olive Green Mixed), 10.35 | |
| 417366 —Long, Cuff Bottom Pants (Gray), 10.00 | 417379 —Golf Knickerbockers (Olive Green Mixed), 10.35 | |
| 417367 —Golf Coat (Brown), 27.00 | 417380 —Long, Cuff Bottom Pants (Olive Green Mixed), 10.35 | |
| 417368 —Golf Knickerbockers (Brown), 10.00 | Material, all wool brown or olive green mixed tweed. Coat, skeleton lined with guaranteed brillianine, has four patch pockets and belt. Knickerbockers buttoned at knees. Long pants have cuff bottoms. Both have belt loops and the usual number of pockets. Average shipping weight of coat, 2 1/2 pounds; knickerbockers, 1 1/2 pounds; long pants, 2 pounds. | |
| 417369 —Long, Cuff Bottom Pants (Brown), 10.00 | 417386 —Cardusoy Coat, \$15.75 | |
| Material, all wool gray or brown mixed tweed. Coat, skeleton lined with guaranteed brillianine, has four patch pockets and belt. Knickerbockers buttoned at knees. Long pants have cuff bottoms. Both have belt loops and the usual number of pockets. Average shipping weight of coat, 3 pounds; knickerbockers, 1 1/2 pounds; long pants, 2 1/4 pounds. | | |
| 417370 —Golf Coat (Brown), 27.00 | 417387 —Riding Breeches, 9.25 | |
| 417371 —Golf Knickerbockers (Brown), 10.00 | 417388 —Long Pants, 7.25 | |
| 417372 —Long, Cuff Bottom Pants (Brown), 10.00 | Material, good quality heavy weight olive drab narrow wale thickset corduroy. Norfolk style coat lined with molassin cloth. Riding breeches have reinforced seat and linings at calves. Cut large and roomy. Long pants have cuff bottoms, usual number of pockets and welt seams. Average shipping weight of coat, 4 1/2 pounds; riding breeches, 2 1/4 pounds; long pants, 2 1/4 pounds. | |

Golf Stockings in All Wool Heather Mixtures.
417381—Brown predominating, \$3.60
417384—Green predominating, 3.60
417395—Oxford Gray predominating, 3.60
 Sizes, 9 1/2 to 14. Average shipping weight, 12 ounces.



Men's Cowboy and Farm Boots

All Boots and Shoes on this page come in wide widths only.

BE SURE TO STATE SIZE.

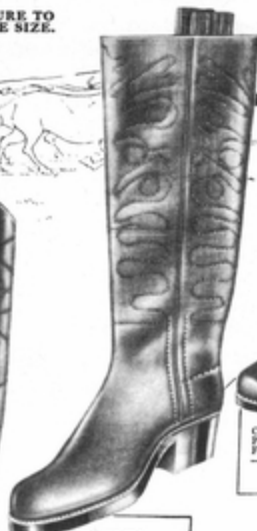


15T677 The Pair, \$12.00
Total Height, About 18 Inches—Heavy Black Grain, Leather Work Boot—Heavy Leather Sole—Nailed Medium Low Heel—Very Durable.
Sizes, 6 to 12. No half sizes. Wide widths. Shipping wt., 4 1/2 lbs.

See order blanks in back of catalog for shoe size measuring chart.

Unless otherwise stated, heels are made with two or three lifts of leather on the wearing surface—the rest of the heel consisting of fiber board.

15T653 Pair, \$13.00
Total Height, 16 1/4 Inches—Smooth Black Side Leather Cowboy Boot—Fancy Stitched Leg—1 1/2-Inch Cowboy Heel—Medium Weight Sole—Goodyear Welt.
Sizes, 6 to 11. Wide widths. Shipping wt., 4 lbs.



15T6451 The Pair, \$15.00
Total Height, 18 Inches—Black Calikin Vamp—Goatskin Leg—Plain Box Toe—Cowboy Heel—Fancy Stitched Top—Heavy Sole—Goodyear Welt.
Sizes, 6 to 12. Wide widths. Shipping wt., 4 1/2 lbs.

15T6456 The Pair, \$15.00
Total Height, 19 Inches—Brown Side Leather Cowboy Boot—Handsomely Stitched—Two Full Soles—Goodyear Welt.
Sizes, 6 to 11. Wide widths. Shipping wt., 4 1/2 lbs.

15T6452 Pair, \$14.00
Total Height, 18 Inches—Medium Weight Black Grain Side Leather Cowboy Boot—Fancy Stitched Leg—Heavy Sole—Goodyear Welt—1 1/2-Inch Cowboy Heel.
Sizes, 6 to 11. Wide widths. Shipping wt., 5 lbs.

15T4622 Pair, \$3.95
Black Grain Leather—on-grain—Split Leather Back—Unlined—Elastic Girth Side—Medium Weight Clunk Nailed Sole—Soft Toe.
Sizes, 6 to 12. No half sizes. Wide widths. Shipping wt., 3 lbs. 1 oz.



Heavy Wooden Sole Work Shoe



15T4626 The Pair, \$3.00
Black Oil Grain Side Leather Vamp—Split Leather Back—Unlined—Wood Sole and Heel—Bellevue Trogan.
Sizes, 6 to 12. No half sizes. Wide widths. Shipping wt., 3 1/2 lbs.

76T9930 The Pair, 60c
Extra Steel Sole and Heel Rim for attaching to wood sole shoes and boots. Can be attached to soles and heels of 15T4626, shown to the left.
Sizes, 5 to 12. No half sizes. Shipping wt., 14 oz.

Men's Special Duty Work Shoes



15T4609 The Pair, \$4.00
Miners' Heavy Black Split Leather Blucher—Full Double Leather Sole with Hobnails in Both Sole and Heel—Natural Color Heavy Sole Leather Outside Counter—Waxed Thread Sewed and Riveted.
Sizes, 5 to 12. No half sizes. Wide widths. Shipping wt., 4 lbs.



17V5030
Fancy
Mixture
\$24.95

A Spring and Fall Weight Sport Model for women and misses. This garment is made of a soft finish wool mixed, snow flaked tweed, having a softly roughed surface; very stylish and pleasing in appearance and is 82 per cent wool and the balance cotton. The coat is effectively trimmed in the latest and most popular sport style with wide cuffs and inlay collar of brown leatherette—a fabric having all the appearance of real leather and which will wear as well. Garment finished with small leatherette buttons and has deep patch pockets with wide flaps of leatherette. Length, 36 inches. Sizes, 34 to 46 inches bust measure. State size when ordering. Average shipping weight, 3½ pounds.
17V5030—Brown mixed.
17V5031—Gray mixed.
 Price, each.....\$24.95

17V5032
All Wool
Velour
\$37.50

17V5034
All Wool
Velour
\$29.95

Spring and Fall Weight Velour Coat for women and misses. Made of our best quality all wool velour. It has a soft, velvety surface and is a good durable wearing fabric and of excellent appearance. The back is attractively cut with several gathered folds, wide inverted plait trimmed with rows of small buttons. Comes in 48-inch length and in sizes 34 to 46 in. bust measure. State size. Av. shgg. wt., 3½ lbs.
17V5034—Golden brown.
17V5035—Liberty blue.
17V5036—Burgundy.
 Price, each.....\$29.95

One of Our Best Styles for Spring and Fall Wear. This fashionable women's and misses' coat is made of fine quality all wool velour. Full cuffs and fancy cut pockets. Back is effectively finished with wide box plaits and neat pin tucks. Collar lined with self material in contrasting color. Comes in 48-inch length and is unlined. Sizes, 34 to 46 in. bust measure. State size. Av. shgg. wt., 3½ lbs.
17V5032—Copenhagen blue.
17V5033—Tan.
 Price, each.....\$37.50

17V5037
All Wool
Poplin
\$29.50

Women's and Misses' Spring and Fall Coat. This stylish tailored model is made of fine quality all wool poplin that will give excellent wear. Garment has large fancy cut collar self lined, and over-collar of fancy plaid silk. Fancy cut flap pockets. Full cuffs and wide front belt. Back is finished with stylish narrow double belt, buckle trimmed, narrow plaits, and falls in soft folds from belt. Lined to waist with durable figured silk mixed fabric. Length, 48 inches. Sizes, 34 to 46 inches, bust measure. State size. Average shipping weight, 3½ pounds.
17V5037—Navy blue.
17V5038—Black.
17V5039—Burgundy.
 Price, each.....\$29.50

Charming Models—Splendid Values



31V9125
Serge

31V9130
Shepherd
Check

31V9135
Poplin

31V9125—Navy Blue.

31V9126—Black.

A DISTINCTIVE DESIGN SHOWING STRICTLY TAILORED STYLE. Made of ALL WOOL DOUBLE TWISTED WARP SERGE. Coat is built on slightly fitted lines and is lined with silk and cotton TUSSEAU. Note the braided trimmed collar and lapels and the stylish three-button front closing. A very decided feature are the inverted pockets with overhanging braided bound flaps above which are small braided edged flaps imitating small pockets. The sleeves are slashed at wrist, edged with braid and button trimmed. The back shows straight lines but is distinguished with two box plaits below waistline and six tucks and button trimming above. Skirt has braided edged pockets and a belted and shirred back. Average SWEEP of skirt, 62 inches. For sizes furnished see size paragraph on this page. When ordering be sure to state measurements.

SIZES The Suits shown on this page can be furnished in women's regular sizes only, from 32 to 44 inches bust measure, proportionate waist measure and from 36 to 41 inches front length of skirt. When taking your measurements do not make any allowance for high girder; measure at natural waistline. When ordering be sure to state chest, bust, waist and hip measure, also front length of skirt. Average shipping weight, 4 pounds. See order blanks in back of catalog for simple measuring instructions.

EACH
\$41.98

31V9130—Black and white.

AN IDEAL SPRING SUIT FOR PRACTICAL SERVICE. Made of SHEPHERD CHECK SUITING, about one-half wool and one-half cotton, which gives a neat appearance. Coat displays late style ideas and is lined with serviceable silk and cotton TUSSEAU. A dressy touch is given by the fancy overcollar and the artificial silk braid trimming on the sleeves, belt and pockets. See small view for back which is effectively trimmed with braid, buttons and arrowheads, giving a box plait effect below the belt. Fashionable skirt has slash pockets and a belted and shirred back. Average SWEEP of skirt, 62 inches. For sizes furnished see size paragraph on this page. When ordering be sure to state measurements.

SIZES The Suits shown on this page can be furnished in women's regular sizes only, from 32 to 44 inches bust measure, proportionate waist measure and from 36 to 41 inches front length of skirt. When taking your measurements do not make any allowance for high girder; measure at natural waistline. When ordering be sure to state chest, bust, waist and hip measure, also front length of skirt. Average shipping weight, 4 pounds. See order blanks in back of catalog for simple measuring instructions.

EACH
\$28.75

31V9135—Navy Blue.

31V9136—Black.

ANOTHER HANDSOME MODEL that will strongly appeal to the woman who is discriminating in her choice of wearing apparel. Individuality and charm radiate from every line and feature. Made of ALL WOOL POPLIN and lined with figured SATIN, which will give good service. Richness and beauty are given by the somewhat elaborate trimming of artificial silk embroidery in fancy design in back, as illustrated, extending around to sides and front of coat. See small view for the dressy vest, trimmed with novel buttons, which is a distinguishing feature. Sleeves and imitation pocket flaps are button trimmed and the narrow belt forms a sash in front. Skirt is very stylish with button trimmed pockets and belted and shirred back. The overlying fold at side ends in open slit toward bottom. Average SWEEP of skirt, 62 inches. For sizes furnished see size paragraph on this page. When ordering be sure to state measurements.

SIZES The Suits shown on this page can be furnished in women's regular sizes only, from 32 to 44 inches bust measure, proportionate waist measure and from 36 to 41 inches front length of skirt. When taking your measurements do not make any allowance for high girder; measure at natural waistline. When ordering be sure to state chest, bust, waist and hip measure, also front length of skirt. Average shipping weight, 4 pounds. See order blanks in back of catalog for simple measuring instructions.

EACH
\$62.50

Sears, Roebuck and Co.
Chicago

27



31V5015
Silk Charmeuse

31V5010
Pearl gray.
31V5011
Flesh Color.
31V5012
Navy blue.
EACH
\$38.50

THIS LOVELY DRESS OF ALL SILK GEORGETTE CREPE shows its smartness through the simplicity of its lines and trimming, and richness of material. Long roll collar which is loose from each side of neck and hangs over the fancy silk ribbon girdle. Wide tucks trim the inverted panel of waist front and back, also the three-quarter length sleeves and the long tunic of skirt. Waist lining and foundation skirt are of Jap silk. Fastens at left side and has skirt SWEEP of about 52 in. Women's sizes, 32 to 44 inches bust measure. Give measurements. Average shipping weight, 13½ pounds.

31V5010
Silk Georgette
Crepe

For Sizes
See
Page 2

31V5015—Black.
31V5016—Taupe.
31V5017—Navy blue.
EACH
\$45.95

VERY GOOD TASTE HAS BEEN DISPLAYED BY THE DESIGNER in this very smart SILK CHARMEOUSE Dress, made with the one sided drapery on the skirt forming graduated tunic in back. The self material button trimmed front section of waist is made in basque effect, which comes from sides to back, forming the girdle which can be looped over at side, showing the dainty contrasting color Georgette crepe lining. Close fitting sleeves are also trimmed with self covered buttons, and neck is finished with lace frill. Jap silk waist lining. Fastens at left side and has skirt SWEEP of about 50 inches. Women's sizes, 32 to 44 inches bust measure. Give measurements. Av. shpg. wt., 13½ lbs.

31V5020
Voile

31V5020—Orchid.
31V5021—Copenhagen blue.
31V5022—Reseda green.
EACH
\$10.98

WE FEEL SURE THAT WHEN YOU SEE THIS DRESS OF COTTON VOILE you will say that it is one of the daintiest you ever had. The clusters of fine tucks, hemstitching and narrow ruffles trimming the collar, sleeves, wide girdle and skirt are particular features. The square collar is new and stylish. Front of waist is set off with pretty pearl buttons, harmonizing in shade with the color of the dress. Girdle forms sash at back, and dress fastens at back. Has skirt SWEEP of about 60 inches. Women's sizes, 32 to 44 inches bust measure. Give measurements. Average shipping weight, 13½ pounds.

Sears, Roebuck and Co. **3**
Chicago 94V

"HOMESTEAD" HOUSE DRESSES



31V3625—Blue. **EACH \$4.98**
31V3627—Tan. **EACH \$4.98**
 THIS SMART AND BECOMING HOUSE DRESS, which is made of striped GINGHAM, is suitable for porch as well as house wear. Waist has vestee effect front which is button trimmed and has large pointed collar of white piping. Buttons invisibly at side front. The turnback cuffs and tops of patch pockets are also of white piping. Skirt is gathered and has wide belt stitched at top only. A dress of reliable quality and tasteful style. Give bust measure. Av. ship. wt. 1 1/2 lbs.

31V3605—Tan plaid. **EACH \$4.29**
31V3606—Blue plaid. **EACH \$4.29**
 THIS DESIGN IS QUITE THE LATEST IN HOUSE WEAR and shows how smart a house dress really can be. Made in the new long waisted effect of STANDARD PERCALE, confined at waistline with fancy braided girdle. Has collar of embroidered organdy which greatly adds to the attractiveness of the dress. Fastens invisibly under left arm. Skirt is cut in the new narrow peg top style and is trimmed with pearl buttons. Be sure to give bust measure wanted. Average shipping weight, 1 1/2 pounds.

31V3601—Plain lavender. **EACH \$2.98**
31V3602—Plain blue. **EACH \$2.98**
 WOMEN'S HOUSE DRESS MADE OF OUR STANDARD QUALITY SOLID COLOR PERCALE. Waist has round imitation collar, trimmed with white bands and set off with pearl buttons. The two plaits run from shoulder to waistline. Fastens invisibly at side front. The long sleeves have turn-back cuffs trimmed with white. Skirt is gathered in back and has fold all the way down front. Two trimmed patch pockets and a detachable belt. A serviceable everyday dress. Be sure to give bust measure. Average shipping weight, 1 1/2 pounds.

31V3610—Pink plaid. **EACH \$3.29**
31V3611—Blue plaid. **EACH \$3.29**
 WE HAVE USED OUR STANDARD QUALITY PERCALE in this neat serviceable house dress. The collar is made of a combination of solid color percale and embroidered organdy and is button trimmed. Waist fastens visibly in front. Sleeves are long and are finished with buttoned cuffs. Skirt is gathered in back and has fold all the way down front. Two patch pockets and detachable belt. Be sure to give bust measure wanted. Average shipping weight, 1 1/2 pounds.

31V3615—Fancy blue figured. **EACH \$3.39**
31V3616—Fancy gray figured. **EACH \$3.39**
 THERE IS NOTHING MORE PRACTICAL IN OUR EXTENSIVE HOUSE WEAR LINE than this one-piece dress of dark ground PERCALE. Made in a color which will not require frequent laundering, it will prove a boon to the busy housewife. It is made in an attractive style, buttons visibly in front and has large collar of white piping to match the turnback cuffs. Skirt is gathered, has wide detachable belt and patch pockets also trimmed with white piping. You will find this dress more than satisfactory. Be sure to give bust measure. Average shipping weight, 1 1/2 pounds.

31V3620—Blue plaid. **EACH \$5.79**
31V3621—Pink plaid. **EACH \$5.79**
 THIS NOBBY STYLE WILL APPEAL TO THE WOMAN WHO PREFERENCES SOMETHING ESPECIALLY DAINTY FOR HOUSE WEAR. It is made of GINGHAM in an attractive one-piece style, buttoning visibly in back. Has the new round collar of self material edged with a dainty frill of plaided organdy. The long sleeves have turnback cuffs with frill to match collar. The pointed belt is button trimmed. Skirt is gathered all the way around and has two patch pockets. Be sure to give bust measure wanted. Average shipping weight, 1 1/2 pounds.

SIZES—House dresses on this page are furnished in sizes 34 to 46 inches bust measure, with full length skirt. Sweeps run from 72 to 82 inches according to size, with the exception of 31V3605 which has the narrow sweep necessary in a garment of this style.

Spring Skirts



31V9350
Misses'
Panama

31V9355
All Wool Serge

31V9360
Silk and Cotton Poplin

31V9365
Men's Wear Serge

For Prices,
Descriptions
and Other Colors
see Opposite
Page

31V9370
Mohair Sicilian

Latest Style Smocks and Middies



27V4886
\$4.98

27V4868
\$2.95

27V4872
\$2.98

One of the Latest Styles in Embroidered Smocks. Made of a highly mercerized cotton fabric, closely resembling silk. Beautifully embroidered in harmonizing colors. Neck is gathered at the front and fastens with ribbon. Sash belt. Sizes, 32 to 44 inches bust measure. State size. Av. shpg. wt., 1 1/4 lbs.

27V4886—Light blue.
27V4887—Rose.
27V4888—White.
Price, each, \$4.98



27V4890
\$2.69

Girls' Smock. Made of a firmly woven cotton material that will wear splendidly. Collar is daintily embroidered in colors. Sash belt. Black tie. Sizes, 6, 8, 10, 12 and 14 years. Be sure to state size when ordering. Average shipping weight, 11 ounces.

27V4890—Blue.
27V4891—Rose.
27V4892—White.
Price, each, \$2.69



Popular Embroidered Coat Smock. Material is a firmly woven cotton fabric that will wear very satisfactorily. Prettily embroidered in harmonizing colors. Patch pockets. Sizes, 32 to 44 inches bust measure. State size. Average shipping weight, 1 1/4 pounds.

27V4882—White with blue.
27V4883—White with rose.
27V4884—White.
Price, each, \$3.79



Regulation Middy Blouse in the popular co-ed style. Made of a very good quality jean cloth. Collar and cuffs finished with braiding, as shown. Front trimmed with pocket. Wide button trimmed band at bottom. Black tie. Sizes, 32 to 44 inches bust measure. Be sure to state size desired when ordering. Av. shpg. wt., 1 1/4 lbs.

27V4868—White with blue.
27V4869—White with rose.
27V4870—All white.
Price, each, \$2.95



Stylish Smock. Material is a firmly woven cotton fabric that will give excellent wear. Round neck smocked at front. Attractively embroidered in colors. Sash belt. Sizes, 32 to 44 inches bust measure. State size. Average shipping weight, 1 1/4 pounds.

27V4878—Blue.
27V4879—Rose.
27V4880—Sunset tan.
27V4881—White.
Price, each, \$3.29



Splendid Value in a Stylish Embroidered Coat Smock. Made of a very good quality jean cloth. Collar is charmingly embroidered in colors. Trimmed with patch pockets and belt. Black tie. A well made garment. Sizes, 32 to 44 inches bust measure. Be sure to state size when ordering. Average shipping weight, 1 1/4 pounds.

27V4872—White.
Price, each, \$2.98



Dainty embroidery in contrasting colors is effectively used on this stylish Smock. Material is a firmly woven cotton fabric. Black tie, as shown. Patch pockets.

Belt all around. Sizes, 32 to 44 inches bust measure. State size. Average shipping weight, 1 1/4 lbs.
27V4874—Blue.
27V4875—Rose.
27V4876—White.
Price, each, \$3.69



Sears, Roebuck and Co.
Chicago

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STYLISH AND SERVICEABLE COLORED DRESSES

To fit sizes 2 to 6 years. For sizes 7 to 14 years see pages 54 to 59.



29V7559—Medium dark check.
Price, each..... **\$1.58**
Remarkable value. Dress made of good quality gingham in pretty assorted large checks. Blue chambray trimming. Button trimmed double breasted effect on waist. Chambray trimmed pockets on skirt. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipg. wt., 6 oz.

29V7534—Blue plaid.
29V7535—Pink plaid.
Price, each..... **\$2.25**
Pretty Plaid Gingham Dress that will please you. Stitched-down front yoke hand embroidered in a neat design. Plain color chambray trimmings. Wide belt, trimmed with buttons. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipg. wt., 6 oz.

29V7554—Blue and white.
29V7555—Pink and white.
Price, each..... **\$1.39**
Gingham Dress in a neat checked pattern. Flood bias inserts on waist finished with button trimmed tabs below belt. Blue percale collar and cuffs and hem with white piping. An exceptional value at its price and quality. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipg. wt., 6 oz.

29V7553—Tan.
29V7552—Blue.
Price, each..... **\$1.23**
Practical Dress made of good quality percale. Waist front neatly trimmed with white smocking and piping, with all around stitched-down collar made of good weight white jean. Stitched-down white jean cuffs. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipg. wt., 6 oz.

29V7516—Blue.
Price, each..... **\$2.38**
One of the prettiest styles of the season. The waist is of white madras with front and box plaits trimmed with hand smocking and stitching in a beautiful blue and maize combination. Collar, cuffs, skirt and belt, which is trimmed with large pearl buttons, of blue gingham. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipping weight, 7 ounces.

29V7532—Pink.
29V7533—Blue.
Price, each..... **\$1.98**
Pretty Chambray Dress. White rep collar and trim on sleeves and pockets. Fancy black machine stitching and button trimmed pointed yoke give this dress a very effective appearance. Back of dress gathered below square back yoke. Belted back. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipping weight, 6 ounces.

29V7557—Blue and tan plaid.
Price, each..... **\$1.45**
Practical Dress with waist, sleeves and collar made of blue chambray, white skirt, belt, cuffs and bias strapping on front of waist are made of a neat plaid gingham of good quality. White trimmings. This dress also has pockets on skirt. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipping weight, 6 ounces.

29V7513—Medium dark check.
Price, each..... **68c**
Little Tot's' Practical Wash Dress made of percale. Skirt gathered on yoke, both back and front. White piping in neck. Long sleeves. Busy mothers appreciate this dress as it saves washing and is not as thin as nainsook. Ages, 1, 2 and 3 years. State age. Average shipping weight, 4 oz.



29V7556—Red plaid.
Price, each..... **\$1.48**
Girls' Dress made of good quality gingham in a pleasing plaid pattern. Dress buttons in front on white jean vestee. White jean collar and stitched-down cuffs trimmed with embroidered finishing head. Fancy pockets trimmed to match. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipg. wt., 6 oz.

29V7517—Blue.
Price, each..... **\$1.59**
Girls' Nice Quality Chambray Dress. Neat plain style. Button trimmed yoke, collar, detachable belt and trim on sleeves made of white rep. Neat rep and button trimmed pockets on skirt. Buttons in back. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipping weight, 6 ounces.

29V7528—Pink check.
29V7529—Blue check.
Price, each..... **\$1.68**
Neat Checked Gingham Dress. Fancy collar and stitched-down cuffs made of white rep. Button trimmed tucked panel on front of waist. Waist buttons at side under wide plait. Wide belt. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipg. wt., 6 oz.

29V7558—Blue plaid.
Price, each..... **\$1.53**
This is a value that will be hard to duplicate elsewhere. Made of a good quality gingham in an attractive plaid pattern. Blue percale collar embroidered in harmonious design. Fancy pockets. Ages, 2, 3, 4, 5 and 6 years. State age. Average shipping weight, 6 oz.

SIZE SCALE—Our dresses are cut according to a standard scale of sizes to fit the average child. If your child is large or small for her age, order in age according to length and bust measure below. We will be unable to fill your order without this information, so be sure to state age.

Ages.....	2	3	4	5	6
Average length, inches, measuring from center of shoulder to bottom of hem.....	20	22	23	24	26
Average bust measure, inches.....	26	26½	27	27½	28

FINE QUALITY

We ask that our customers give special attention to the high grade silk crepe de chine, messalines, satins and laces used on all our silk underwear. These, combined with excellent workmanship, make our silk line one which will offer service and satisfaction. We are showing conservative but latest styles, which will charm the wearer of silk underwear.

DeLuxe
SILK
UNDERWEAR



Price, Each
\$3.48
38E9740—Flesh.
Women's Fine Quality Silk Crepe de Chine Envelope Chemise. Front and back trimmed with insertions of good quality lace and silk satin. Top and bottom neatly edged with lace. Attractively finished in front with two rows of shirring. Has silk ribbon draw and rosettes. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 12 ounces.



Price, **\$2.48** Each
38E9776—White.
Women's Vestee. Body made of good quality crepe de chine. Front made with plaited ruffles of high grade net and finished at top with row of hemstitching. Ribbon shoulder straps and draw. Elastic at waist. A very popular garment which may be worn in place of a waist with a suit or sweater. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 10 oz.

Price, **\$1.38** Each
38E4598—Flesh.
Women's Silk Satin Bandeau. Trimmed in front with neat pattern good quality lace and edged at top with lace to match. Ribbon shoulder straps and draw string. Elastic in back. Closes in back with hooks and eyes. Sizes, 32 to 48 inches bust measure. State size. Shipping wt., 10 oz.

Price, **\$1.49** Each
38E4599—Flesh.
Women's Bandeau. Made of good quality washable satin. Front and sides neatly shirred. Top and front trimmed with lace edging. Has rosette and ribbon shoulder straps. Rustproof button. Elastic in back. Closes in back with hooks and eyes. A very attractive bandeau. Sizes, 32 to 48 inches bust measure. State size. Shipping weight, 10 ounces.



Price, **\$2.98** Each
38E9766—Flesh.
Women's High Grade Crepe de Chine Bloomers. Bottoms neatly finished with hemstitching and ribbon bows. Reinforced at waist and crotch which insures extra wear. Elastic at waist and knees. Sizes, small, medium and large. State size. Shipping weight, 14 ounces.



Price, **\$3.58** Each ↑
38E9713—Flesh.
Women's High Grade Washable Satin Bloomers. Neatly finished at bottoms with elastic and hemstitched ruffles. Have elastic at waist and knees. Reinforced at crotch. Sizes, small, medium and large. State size. Shipping weight, 1½ pounds.



Price, **\$3.98** Each
38E9743—Flesh.
Women's Fine Quality Silk Crepe de Chine Combination. Front and back attractively finished with shirred white satin ribbon. Closes at side. Double shoulder straps of same material. Ribbon draw. Front set off with rosettes. Bottoms have elastic at knees and ruffles edged with satin ribbon and trimmed with rosettes. Crotch closes with snap fasteners. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 14 ounces.

Price, **\$3.98** Each
38E9708—Brown and shamrock changeable.
38E9709—Purple.
38E9710—Navy blue.
38E9711—Flesh.
Women's High Grade Silk Messaline Bloomers. Reinforced at crotch. Elastic at waist and at knees. Finished at bottoms with small ruffles. Length, 27 inches. Shipping weight, 1 pound.

Price, **\$4.98** Each
38E9756—Flesh.
38E9757—Black.
38E9758—Navy blue.
38E9759—Copenhagen blue.
38E9760—Flum.
Women's High Grade Three-Quarter Length Messaline Silk Bloomers. Neatly finished at bottom with two rows of elastic. Elastic waistband. Reinforced crotch. Length, 33 inches. Shipping weight, 1 pound.

SPRING STYLES



Price, \$6.98 Each
38V5710—Brown with buff plaid.
38V5711—Navy blue with gray plaid.

Latest Model Brushed Motor Scarf for Women and Misses. Made of nearly one-half wool, balance cotton, in a fancy plaid. Very practical for street wear, motoring and skating. Has two pockets and attached belt. Shipping weight, 1½ pounds.



Price, \$10.75 Each
38V9308—American beauty with buff stripes.
38V9309—Turquoise with salmon stripes.

Women's All Wool Worsted Yarn Ripple Sweater. This season's newest novelty. Made in a fancy stitch, with striped flared skirt and loose bell sleeves. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 1¾ pounds.



Price, \$13.98 Each
38V9324—Dark green.
38V9325—Peacock blue.

Women's Tailored Model Tuxedo Style Sweater Coat. Knit from all wool worsted in a close stitch. Turnback cuffs on sleeves and pocket. Trimmed with covered buttons. Two plaits in back fastened down by wide belt. Has narrow belt in front. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 2¼ pounds.



Price, \$5.98 Each
38V5718—Blue with tan border.
38V5719—Tan with blue border.

Women's and Misses' Latest Model Brushed Shawlette. Practical for street wear, motoring or skating. Knit from about one-half wool, balance cotton. The color combination makes this scarf especially attractive. Has patent leather belt. Shipping weight, 2 pounds.



Price, \$6.98 Each
38V9317—American beauty, black trim.
38V9318—Peacock blue, tan trim.

Women's Slipover Sweater. Knit from about one-half wool, balance cotton. Collar attractively striped and finished with tie and tassel. Loose bell sleeves and waist have ties and tassels. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 1½ pounds.



Price, \$15.95 Each
38V9437—Copenhagen blue and gold.
38V9458—Rose and Copenhagen blue.
38V9459—American beauty and buff.

Women's Artificial Silk Sweater Coat. Knit in two-toned color effect from artificial silk and reinforced with mercerized cotton. Has large sailor collar, two pockets, turnback cuffs and full belt. A very beautiful sweater. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 1¾ pounds.



Price, \$11.95 Each
38V9344—Maroon.
38V9346—Dark green.
38V9434—Navy blue.

Women's Heavy Weight Shaker Knit Sweater Coat. Knit from all worsted wool outside and wool inside. Has wide double-shawl collar and two pockets. Exceptionally well made and will give great warmth. This sweater is splendid for outdoor sports wear. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 3 pounds.



Price, \$3.98 Each
38V9306—Red.
38V9307—Copenhagen blue.

Women's Slip-On Sweater. Knit from about one-third worsted wool, balance cotton, in a neat ribbed stitch. Sailor collar trimmed with stripes in contrasting colors. Has pompon. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 1¾ pounds.

WOMEN'S OXFORDS



15E2674—Brown. The Pair, \$4.98
15E2675—Black. The Pair, 4.98
 Brown or Black Kid Finish Leather
 Two-Button, One-Strap Slipper—French
 Heel—Sewed Sole.
 Sizes, 2½ to 8. Wide widths only.
 Shipping wt., 1¼ lbs.



← **15E2679**—Brown.
 The Pair, \$5.98
 Brown Kid Cross
 Strap Slipper—French
 Heel—Sewed Sole.
 Sizes, 2½ to 8.
 Wide widths only.
 Shipping wt., 1 lb.



15E2612—Brown. The Pair, \$4.48
15E2613—Black. The Pair, 3.98
 Brown or Black Kid Finish Leather
 Two-Eyelet Blucher Tie—Military Heel—
 Sewed Sole.
 Sizes, 2½ to 8. Wide widths only.
 Shipping wt., 1¼ lbs.



76E9010—Fawn. Sizes, 2 to 7. The Pair, \$1.50
76E9011—Brown. Sizes, 2 to 7. The Pair, 1.50
76E9012—Gray. Sizes, 2 to 7. The Pair, 1.50
 High Grade Felt Spats—Ten Fancy Buttons—Double
 Stitched Edges—All Seams Bound—Button and Buttonhole
 Fly Reinforced—Can Be Worn Over Shoes or Oxfords.
 Colors, Fawn, Gray or Brown.
 Sizes—Same as shoe sizes, except no half sizes. State
 size of shoe overgaiters are to be worn with.
 Shipping wt., 5 ounces.



15E2625—Brown. The Pair, \$4.98
15E2626—Black. The Pair, 4.48
 Brown or Black Kid Finish Leather Lace Oxford—
 Military Heel—Sewed Sole.
 Sizes, 2½ to 8. Wide widths only.
 Shipping wt., 1¼ lbs.



15E2671—Brown. The Pair, \$4.48
15E2672—Black. The Pair, 3.98
 Brown or Black Kid Finish Leather
 Lace Oxford—French Heel—Sewed
 Sole.
 Sizes, 2½ to 8. Wide widths only.
 Shipping wt., 1¼ lbs.



15E2616
 The Pair, \$4.98
 Brown Kid Finish Leather Theo
 Tie—Military Heel—Sewed Sole.
 Sizes, 2½ to 8. Wide widths only.
 Shipping wt., 1¼ lbs.



15E2627
 The Pair, \$4.48
 Dark Brown Leather
 Lace Oxford—Low Heel—Medium
 Round Toe—Sewed Sole.

Sizes, 2½ to 8.
 Wide widths
 only.
 Shipping wt.,
 1¼ lbs.



15E2663—Brown.
 The Pair, \$4.98
 ← **15E2664**—Black.
 The Pair, 4.48

Brown or Black Kid Finish
 Leather Two-Eyelet Instep Tie
 —New Cuban Military Heel—
 Sewed Sole.
 Sizes, 2½ to 8.
 Wide widths only.
 Shipping wt., 1¼ lbs.



15E2604 The Pair, \$4.98
 Dark Brown Leather Brogue Oxford
 —Fancy Perforations—Military Heel
 —Sewed Sole.
 Sizes, 2½ to 8. Wide widths only.
 Shipping wt., 1¼ lbs.



15E2623—Brown. The Pair, \$4.48
15E2624—Black. The Pair, 3.98
 Brown or Black Kid Finish Leather Two-Eyelet
 Blucher Tie—French Heel—Sewed Sole.

Sizes, 2½ to 8.
 Wide widths
 only.
 Shipping wt.,
 1¼ lbs.



← **15E2665** Pair, \$4.98
 Brown Kid Finish Leather
 Cross Strap Slipper—Military
 Heel—Sewed Sole.
 Sizes, 2½ to 8. Wide widths
 only. Shipping wt.,
 1¼ lbs.



15E2667—Brown.
 The Pair, \$4.98
15E2668—Black.
 The Pair, \$4.48
 Brown or Black Kid Finish Leather
 One-Strap Dress Slipper—Military Heel
 With Rubber Top Lift—Sewed Sole.
 Sizes, 2½ to 8. Wide widths only.
 Shipping wt., 1 lb.

Young Men's Fine Suits

SIZES All suits shown on this page are furnished in sizes 34 to 42 inches chest measure, 29 to 40 inches waist measure and 29 to 35 inches inseam measure. We placed a special order blank opposite this page for your convenience. If it has been used you'll find other order blanks in back of this catalog.



Fancy Gray Worsted.
45V3114—Model D.
45V3116—Model L.

\$59.50

The rich looking dark gray all wool unfinished worsted with a neat greenish blue silk check is shown on Model D above. This is the best fabric we sell and will give unsual satisfaction. May be had in the semi-conservative Model D shown above or in the belted Model L shown on the sitting figure. Both styles have full alpaca lined coats, regular five-button vests and cuff bottom trousers. Give measurements. Average shipping weight, 5½ lbs.



Blue Flannel.
45V3122—Model L.
45V3124—Model J.

\$49.50

This dark blue 100 per cent wool flannel has a serge weave and a firm finish. Tailors splendidly in the fancy Model L shown on the sitting figure above; also furnished in the two-button double breasted Model J. Model L is a new belted model which will be a favorite with young men. Both styles have full alpaca lined coats, regular five-button vests and cuff bottom trousers. Give measurements. Average shipping weight, 6 pounds.



Fancy Brown Worsted.
45V3126—Model J.
45V3128—Model K.

\$59.50

This dark brown pure wool worsted has a serge weave and a neat silk pin-stripe of contrasting green, as shown on Model J. This cloth is a firmly woven worsted which will wear exceptionally well. Furnished in the handsome two-button double breasted Model J above and the very new belted Model K shown at the right above. Both models have full alpaca lined coats, regular five-button vests and cuff bottom trousers. Give measurements. Average shipping weight, 5½ lbs.

Fancy Olive Green Mixture.
45V3118—Model K.
45V3120—Model D.

\$51.50

This olive tone 100 per cent wool and worsted fabric is made doubly attractive by an indistinct check effect of brown and blue. Tailored in the new belted Model K shown above, this is one of our most attractive young men's suits. This fabric is also furnished in the two-button semi-conservative Model D shown on the figure at the left, which will appeal to older men as well as young men. Both models have full alpaca lined coats, regular five-button vests and cuff bottom trousers. Give measurements. Average shipping weight, 5¼ pounds.



Soft Shirts



\$2.50 33V400—Fancy colored stripes.
 EACH Sizes, 14 to 18. State size.
Men's Good Wearing Coat Style Shirt. Made of a good weight poplin weave cotton shirting with contrasting colored stripes. Soft double cuffs. Trimmed with pearl buttons. Shipping weight, 12 ounces.



\$1.95 33V385
 EACH Fancy stripe.
 Sizes, 14½ to 18. State size.
Men's Coat Style Shirt. Made with attached Hi-Band collar. Material is a fine percale, white ground with colored stripes. Well made in every way and in large, roomy dimensions. A shirt that is suitable for both work and dress wear. Shipping weight, 12 ounces.

\$2.65 33V386
 EACH Cream-white.
 33V387 Pearl gray.
 Sizes, 14 to 18. State size.
Men's Fine Quality Cotton Pongee Shirt. Just the shirt for the man who wants something comfortable and at the same time dressy. Made coat style with soft double cuffs. Trimmed with fine ocean shell pearl buttons. Shipping wt., 10 oz.



\$1.39 33V290
 EACH Cream-white.
 Sizes, 14½ to 18. State size.
Men's Hi-Band Collar Shirt. Made of a soft finished cream-white percale. Coat style. One pocket. Trimmed with pearl buttons. Shipping weight, 11 ounces.

\$2.29 33V380—Blue stripe.
 33V381—Lavender stripe.
 33V382—Fancy stripe.
 EACH Sizes, 14 to 18. State size.
Good Quality Fancy Woven Cotton Shirt with woven colored stripes. Coat style with soft double cuffs. Trimmed with pearl buttons. An excellent value and a nice dressy shirt. No tie or collar with this shirt. Shipping weight, 12 oz.



\$2.25 Slim.
 33V333—Fancy stripes.
 EACH Sizes, 14½ to 17. State size.
Attached Soft Collar Shirt for the tall, slim man. Made over our slim patterns with extra long body and sleeves. Has one pocket and is coat style. Material is good grade percale shirting. Colored stripes on white backgrounds. Shipping weight, 12 ounces.

\$1.59 33V14—Fancy stripes.
 EACH Sizes, 14 to 17. State size.
Men's Outing or Sport Shirt. Made of a good grade percale shirting. White background with fancy colored stripes. Coat style. Elbow length sleeves. Trimmed with pearl buttons. Shipping wt., 9 ounces.

\$2.15 33V2—Plain white.
 EACH Sizes, 14 to 17. State size.
Men's Outing Shirt. Made of good grade cotton poplin cloth in plain white. Made coat style, with one button-through flap pocket and has convertible or sport collar. Elbow length sleeves. Shipping weight, 20 oz.

\$1.69 33V18—Plain white body with fancy striped collar and tie.
 EACH Sizes, 14 to 17. State size.
Men's Outing or Sport Shirt. Body and sleeves of this shirt are made of good grade plain white percale. Convertible collar, tie and pocket flap are made of fancy stripe poplin shirting. Coat style. Elbow length sleeves. Shipping weight, 9 ounces.

\$2.75 A SUIT

33V080
Cream color.
Men's Pajamas. Made of good quality medium weight pajama cloth. Trimmed with four frog fasteners and pearl buttons. Sizes, 15, 16, 17, 18 and 19. State size. Shipping weight, 1 pound.

Men's Sleeping Garments

\$2.50 EACH

33V018—White.
Extra Quality Fine Yarn Cambric Nightshirt. Made collarless style and trimmed with first quality pearl buttons. Length, 56 inches. Large and roomy. Sizes, 14, 15, 16, 17, 18, 19 and 20. State size. Shipping weight, 14 ounces.

**\$3.45 A SUIT**

33V030—Striped Madras.
Men's Fine Quality Madras Pajamas in striped patterns. Will give the wear expected of them. Four artificial silk frog fasteners. Exceptionally well made. Sizes, 15, 16, 17, 18 and 19. State size. Shipping weight, 15 ounces.

\$2.25 EACH

33V011—White.
Men's Collarless Nightshirt. Finished 60 inches long with full size bell shape body. Carefully made of good quality cambric. Sizes, 15, 16, 17, 18, 19 and 20. State size. Shipping weight, 15 ounces.

\$1.98 EACH

33V021
Men's Good Quality Flannelette Nightshirt. Principal seams are double stitched and flat felled. Garment is well made and good full size. Length, 50 inches. Pearl button trimmed. Sizes, 14, 15, 16, 17, 18, 19 and 20. State size. Shipping weight, 14 oz.

\$1.75 EACH

33V008—White.
Men's Good Quality White Muslin Nightgown. Made collarless style. Full length and width body. Sizes, 14, 15, 16, 17, 18, 19 and 20. State size. Shipping weight, 12 ounces.

\$1.79 EACH

33V045—White.
Buttonless Nightshirt, made V neck without buttons. This is a great advantage because there are no buttons to bother with. Elbow length sleeves. Made of extra quality white muslin. Sizes, 15, 16, 17, 18, 19 and 20. State size. Shipping weight, 12 ounces.

\$1.39 EACH

33V010—White.
Men's White Muslin Nightshirt. Made collarless style. Well made and finished, 50 inches long. Principal seams are double stitched. Sizes, 14, 15, 16, 17, 18, 19 and 20. State size. Shipping weight, 11 oz.

See special measuring instructions between pages 374 and 375, 390 and 391.



41V1010

41V1015

41V1035

41V448

41V1030

41V1000



41V970

Service Brand Slicker Clothing and New Lining

41V1035—Black. \$8.50
41V1036—Yellow. \$8.50

Men's Extra Long Triple Front Waterproof Oiled Slicker Coat. Specially reinforced with triple shoulders and fronts, which are made to withstand the heaviest rains. Has rain excluding wristlets and two outside pockets with flap. Average length of coat, 56 inches. SIZES—36 to 48 inches chest measure. State chest measure taken over vest. Average shipping weight, 5 1/4 pounds.

41V1010—Black. \$4.75
41V1011—Yellow. \$4.75

Brakemen's and Fishermen's Waterproof Oiled Slicker Frock. Made double throughout, with fly front, reinforced shoulders and elbows. Average length, 38 inches. SIZES—36 to 48 inches chest measure. State chest measure taken over vest. Average shipping weight, 4 1/4 pounds.

41V1030—Black. \$9.50
41V1031—Yellow. \$9.50

Suit..... \$9.50
Jacket..... 4.75
Pants..... 4.75
Oiled Slicker Suit. Constructed to shed the heaviest rains. Jacket made with triple fly front, shoulders and at elbows. Pants made double throughout, with triple front, attached suspenders, and bib. SIZES—Jacket, 36 to 48 inches chest measure; pants, 32 to 44 inches waist measure. State measurements. Average shipping weight of suit, 5 1/4 pounds; jacket, 3 1/4 pounds; pants, 2 1/4 pounds.

41V970—Black. \$5.95
41V971—Yellow. \$5.95

Men's Sew'weather Oiled Slicker Hat with adjustable chin strap and ear loops. SIZES—6 1/2 to 7 1/2. State size and color desired. Average shipping weight, 8 oz.

41V448—Olive brown. \$8.75

Our new Wool Fleece Lining for warmth and comfort. Can be worn under a slicker, rubber, or light overcoat. A very practical garment, the same fleece forms the woven surface and wool inside. A strong thread ties the stitch, making it substantial. Sleeves are moleskin cloth and garment closes with snap fasteners. Length, 40 inches. SIZES—36 to 48 inches chest measure. State chest measure taken over vest. Average shg. wt., 4 1/4 lbs.

41V1015—Black. \$6.75
41V1016—Yellow. \$6.75

Long Black or Yellow Waterproof Oiled Slicker Coat. Made double throughout, reinforced shoulders, rain excluding wristlets, standing collar and waterproof fly front. Average length of coat, 56 inches. SIZES—36 to 48 inches chest measure. State chest measure taken over vest. Average shipping weight, 5 1/4 pounds.

41V1000—Black. \$6.25
41V1001—Yellow. \$6.25

Suit..... \$6.25
Jacket..... 3.25
Pants..... 3.25
Black or Yellow Oiled Slicker Suit. Made double throughout. Overall pants have bib and attached suspenders. SIZES—Jacket, 36 to 48 inches chest measure; pants, 32 to 44 inches waist measure. State measurements. Average shipping weight of suit, 5 1/4 pounds; jacket, 3 1/4 pounds; pants, 2 1/4 pounds.



95c EACH
33V8333
Fancy patterns.

Large Size Open End Four-In-Hand Tie. Excellent quality. All the newest patterns in the following colors: Navy blue, red, brown, purple, gray, lavender or green. State color.

79c EACH
33V8342—Fancy patterns. Large Size Open End Scarf made of fancy pattern fabrics in the better grade. The quality of silk used in these ties is excellent and the patterns are the very newest. We have selected some very pretty designs that we do not hesitate to recommend, as we know they will please you. Colors: Navy blue, dark red, brown, purple, gray, lavender or green. State color.



95c EACH
33V8403—Plain colors.
Large Size Open End Four-In-Hand Tie. Material is of very fine quality. In plain colors only. Navy blue, red, brown, purple, gray, lavender, green, white or black. State color.

NECKWEAR

Our Tie Fabrics.
Our ties are made of standard fabrics such as are used by all reputable tie manufacturers. Unless otherwise stated they are made of silk and cotton or occasionally of artificial silk and cotton. The silk is always worn on the face of the material, combining the desired silk effect with durability.



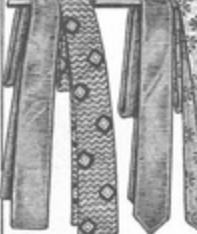
59c EACH
33V8330—Fancy patterns. Large Size Open End Scarf made of fancy pattern fabrics. Material is of good quality and the shade and pattern are of the latest. We have been very careful in selecting the patterns and colorings and feel sure that you will be well pleased with them. Colors: Navy blue, light blue, red, brown, purple, lavender or green. State color preferred.



\$2.75 EACH
33V8355—All silk. Knitted Four-In-Hand Tie in the following plain colors: Black, navy blue, dark purple, turtle green, midnight, and light royal blue. Very pretty. State color.



65c EACH
33V8418—Plain colors. Open End Four-In-Hand Tie. A very neat and modest tie, appropriate for any occasion. May be had in navy blue, light blue, red, brown, purple, gray, lavender, green, black or white. State color.



55c EACH
33V8406—Fancy patterns. Better quality reversible Four-In-Hand Tie. Gives you double wear. Colors: Navy blue, red, brown, purple, gray, lavender, green, black or white. State color.
33V8308—Same as above, but in plain colors only.



39c EACH
33V8366—Good quality reversible Four-In-Hand Tie. Gives you double wear. Colors: Navy blue, red, brown, purple, gray, lavender, green, black or white. State color.
33V8390—Same as above, in plain colors only.



\$1.39 EACH
33V8343—Fancy knit. Knitted Four-In-Hand Tie. Artificial silk and mercurized cotton. Colors: Navy, purple, lavender, dark green and old rose with colored stripes. Very pretty. State color.
\$1.45 EACH
33V8375—Knitted Four-In-Hand Tie. Made of artificial silk and cotton with fancy cross-bar stripes. Following combinations colors: Black and purple; royal and green; brown and purple; green and purple; green and light blue. Very stylish. State color.



27c EACH
33V8310—Shield Tuck Tie, made up ready for use with turn-down collars. For those who desire a perfect knot without the trouble of tying it themselves. Comes in navy blue, light blue, red, brown, purple, gray, lavender, plain black, plain white, fancy black or green. State color.

45c EACH
33V8350—Very pretty Summer wash ties made of artificial silk and mercerized cotton. Fancy contrasting stripes and figures on assorted color backgrounds. We are sure they will please you.

29c EACH
33V8306—Fancy patterns. Band Tuck Tie of good quality, made up ready for use.
33V8308—Fancy patterns. Same as above, with shield for turn-down collars. Colors: Navy blue, light blue, red, brown, purple, gray, lavender, fancy black, plain white, plain black or brown. State color.

Be Sure to State Color Wanted

BOW TIES



55c EACH
33V8410—Extra Quality Fancy Patterns Bat Wing Bow Tie. To be tied by wearer. Colors: Navy blue, light blue, red, brown, purple, gray, lavender, green or fancy black. State color.

39c FOR TWO
33V8430—Full Dress White Bow Ties. Fine quality white cambric. Packed two in box.

55c EACH
33V8422—Fancy colors, Graduated End Bow Tie in fancy patterns. To be tied by the wearer. Tie is 1 1/2 inches wide at end. Colors: Navy blue, light blue, red, brown, gray, lavender, purple, green or fancy black. State color.

55c EACH
33V8426—Polka Dot Bat Wing Bow Tie. Assorted size dots. Very neat and stylish. To be tied by wearer. Navy blue with white dots only.

35c Each
33V8412—Plain colors. Bat Wing Bow Tie in plain colors. To be tied by the wearer. Colors: Navy blue, light blue, red, brown, purple, gray, lavender, white or black. State color desired.

35c EACH
33V8413—Bat Wing Style Bow Tie in fancy patterns, to be tied by wearer. Colors: Navy blue, light blue, red, brown, purple, lavender, fancy black or green. State color.

25c EACH
33V8420—Made Up Bow Tie with shield on back for turn-down collars. Pretty patterns. Colors: Navy blue, light blue, red, brown, purple, gray, lavender, green, fancy black, plain white or plain black. State color.

29c EACH
33V8429—Made Up Band Bow Tie. Elastic band and hook fastener. Colors: Navy blue, light blue, red, brown, purple, gray, lavender, green, fancy black, plain black or plain white. State color.

Automobile Dusters—Not Waterproof

See Special Clothing Order Blank between pages 390 and 391 for simple measuring instructions.



41V33—Gray Duster. \$5.75
Men's Double Breasted Duster. Made of a good appearing gray cotton cloth (not rainproof). Average length, 52 inches. State chest measure, taken over vest. Average shipping weight, 2 pounds.

41V34—Tan Linen Duster. \$6.75
This Double Breasted Coat is made of a pure tan linen cloth in style similar to 41V33 with slash pockets. (Not rainproof.) Average length, 50 inches. State chest measure, taken over vest. Average shipping weight, 1 3/4 pounds.

41V30—Tan Cotton Duster.....\$2.25

41V31—Gray Cotton Duster..... 2.95

41V32—Tan Linen Duster..... 5.95

Single Breasted Duster made of the different cloths as listed. (Not rainproof.) Average length, 50 inches. State chest measure, taken over vest. Average shipping weight, 2 pounds.

41V36—Dark Tan. \$15.00

A new model in a high grade Duster. Made of a highly mercerized cotton poplin material, known as Rosebury cloth. This is a washable material of a fast color, which will give excellent service. (Not rainproof.) Average length, 46 inches. State chest measure, taken over vest. Average shipping weight, 2 1/4 pounds.

41V35—Tan Palm Beach. \$19.50

Something New in a High Grade Automobile Duster, in a snappy style made from the popular Palm Beach cloth with an all around belt, convertible collar, raglan sleeves, and yoke effect back with inverted plait (see small illustration). The cloth consists of about one-half mohair (luster wool) and one-half cotton, is washable, and guaranteed not to fade. A well tailored garment, made with the best of trimmings. (Not rainproof.) Average length, 46 inches. State chest measure, taken over vest. Average shipping weight, 3 1/4 pounds.

41V37—Gray Palm Beach. \$18.50

An Attractive Duster Coat in a handsome model, made with two slash pockets, one upper breast pocket, convertible collar, and half belt in the back. The color is a dark gray which will not easily show dirt, and the material is the well known Palm Beach cloth, about one-half mohair (luster wool) and balance cotton. It is washable and will not fade. A very serviceable garment, well made with high quality trimmings. (Not rainproof.) Average length, 47 inches. State chest measure, taken over vest. Average shipping weight, 2 3/4 pounds.

SIZES All Dusters listed on this page range from 34 to 48 inches chest measure. When ordering, state chest measure, taken over vest.

Sears, Roebuck and Co. 415
Chicago

Hunting Clothing



41V5162—For 12-gauge shells.
41V5163—For 16-gauge shells.
41V5164—For 20-gauge shells.
 Price.....**\$3.40**
Automatic Shell Vest. Has been recommended by some of the country's best shooters. Made of khaki color duck front and back. Cut on regular vest pattern. Made with four shell compartments on each side, which are fitted with brass clips at the bottom. Vest holds forty shells, or five to each compartment. Shells are always in position for loading. When a shell is pulled, another automatically drops into place until compartment is empty.
SIZES—34 to 46 inches chest measure. Order by catalog number and give chest measure. Shipping weight, about 2 pounds.



41V5189
\$1.25

Canvas Cape Cap. Made of khaki color duck, single-stiff visor, full cape, cotton flannel lined; an excellent rough or cold weather cap. Can also be worn as shown in small illustration above. **SIZES—6 1/4 to 7 1/4.** State size. Shipping weight, 9 ounces.

41V5143
\$5.25
Give chest measure.
Medium Weight Hunting Coat. Made of 8-ounce khaki color duck with drill lined skirt, three outside cut-in pockets, three inside game pockets; corduroy collar, corduroy lined cuffs. Coat is double stitched. **SIZES—34 to 48 inches chest measure.** Shipping weight, 2 1/4 to 3 1/4 lbs.



41V5188—For 10 or 12-gauge shells.
41V5186—For 16-gauge shells.
41V5187—For 20-gauge shells.
\$2.15
Hunting Vest. Khaki color duck in both front and back. Fitted with latest style folding shell loops, made of same material as the vest. Holds 32 to 36 shells. **SIZES—34 to 48 inches chest measure.** Order by catalog number and give chest measure. Shipping weight, 12 ounces to 1 1/4 pounds.



41V5130
\$6.25
Give chest measure.
Shelter Coat. Made of genuine shelter tent duck, same as used for army purposes; a very fine, closely woven canvas. Very soft and pliable, olive tan shade. Coat is lined with 8-ounce olive tan duck, making it like two coats in one. Corduroy collar, corduroy faced cuffs, gussets under arms, two large shell pockets, one breast and one whistle pocket, all pocket flaps buttoned; three inside game pockets. **SIZES—34 to 48 inches chest measure.** Shipping weight, 3 1/4 to 3 3/4 pounds.

41V5140
\$5.65
Give chest measure.
Hunting Coat for Men. Medium weight khaki color duck, with reinforced shoulders, three-quarters lined with khaki color drill to match. Two large shell pocket, one breast pocket and one whistle pocket, three inside game pockets. Double stitched. **SIZES—34 to 48 inches chest measure.** Shipping weight, 3 to 3 1/4 pounds.



41V5189
\$3.50
Heavy Weight Army Duck Hunting Pants, khaki color. Our hunting pants are cut over our improved pattern, full in hips and knees; have two front pockets, two hip pockets with buttoned tabs and one watch pocket; belt and tunnel loops. **SIZES—30 to 44 inches waist and 30 to 36 inches inseam measure.** Give waist and inseam measures when ordering. Shipping weight, 2 1/4 to 3 pounds.

See order blank between pages 390 and 391 for simple measuring instructions.

41V5180
\$4.95
Give chest measure.
Boys' Hunting Coat. Made like 41V5140. **SIZES—30, 32 and 34 inches chest measure.** Average shipping weight, 2 1/4 to 2 3/4 pounds.



41V5196
\$1.25
Reversible Red Lined Cap. Corduroy on the outside and bright red cotton flannel on the inside, with an opening on one side at bottom seam so the top part can be pulled over to cover the corduroy and bring the red side out. Inside turned down fur lined band. Worn in thick woods and brush and by deer hunters. **SIZES—6 1/4 to 8.** State size. Shipping weight, 8 ounces.

41V5198
\$2.25
Our Hunting and Blizzard Cap. Suitable for any kind of weather. Just the thing for hunters, farmers, teamsters, railroad men, ice cutters and explorers. Material, khaki color duck, serviceable cotton lining. Has elderdown lined inside band to pull down, nose piece to cover nose and detachable cape lined with elderdown. Can be worn as a regular cap in mild weather or with band over ears in cold weather. Cape can be readily attached for extremely cold or blizzard weather. **SIZES—6 1/4 to 8.** State size wanted. Shipping weight, 13 ounces.



SIZES These overalls, except 41V710, are furnished in regular and extra sizes from 30 to 56 inches waist measure and 30 to 36 inches inseam measure. Overalls 41V710 are furnished in regular sizes only from 30 to 44 inches waist measure and 30 to 36 inches inseam measure. **JACKETS** from 34 to 58 inches chest measure. State sizes wanted.



Men's

Heavy
Weight
Indigo
Blue
White
Back
Denim

41V710 Double Front Apron Overalls. Regular sizes only. Made with detachable suspenders. Av. shipg. wt., 2 1/4 lbs. **\$2.98**

41V707—Detachable Suspender Style Apron Overalls. Regular and extra sizes. Average shipping wt., 2 1/4 lbs. **\$2.75**

41V709 Jackets to match overalls shown on this page. Regular and extra sizes. Av. shipg. wt., 1 1/4 lbs. **\$2.75**

41V708—High Back Style Apron Overalls. Regular and extra sizes. Made same as 41V707 except High Back Style. Average shipping weight, 2 1/4 pounds. **\$2.75**

FEATURES.

These garments are cut over extra large patterns, the seams are triple stitched and pocket corners bar tacked. Overalls have continuous fly and gussets which cannot rip. Jackets have detachable ring buttons and sleeve cuffs made to button.



40V133 **\$18.50**
 Genuine Palm Beach Coat and Trousers for Youths, made in style illustrated. Serviceable medium gray shade. Half mohair, half cotton. Belt all around, can be worn under coat if desired. Belt stitched on across back. Patch pockets. Coat is unlined, with deep French facings. Trousers have usual pockets and cuff bottoms. **SIZES—31 to 35 inches chest measure.** Give measurements. Average shipping weight, 4 pounds.

40V131 **\$18.50**
 A Semi-Conservative Style in Genuine Palm Beach Cloth Coat and Trousers for Youths. Medium tan shade, one of the most popular of Palm Beach colors. Material one-half mohair, balance cotton. Three-button coat with patch pockets. Plain back. Coat is unlined, with deep French facings. Trousers have usual pockets and cuff bottoms. Tuned belt loops. **SIZES—31 to 35 inches chest measure.** Give measurements. Average shipping weight, 4 pounds.

40V135 **\$20.00**
 Exceptionally Attractive Palm Beach Coat and Trousers for Youths, in a dark brown striped pattern. Material half mohair, half cotton. Belt all around, stitched on across back. Patch pockets. Coat is unlined, with deep French facings. Trousers have usual pockets and cuff bottoms. **SIZES—31 to 35 inches chest measure.** Give measurements. Average shg. wt., 4 lbs.

Genuine Palm Beach Cloth.

The six suits on this page, three two-piece suits for youths and three knickerbocker suits for boys, are all made of genuine Palm Beach cloth, an exceptionally durable fabric, half mohair, half cotton. For Summer wear great economy and satisfaction will be found in the purchase of these garments—especially when the high cost of woolsens is considered.

The styles are what youths and boys are wearing for this Spring and Summer. Note the high waisted effect on the belted styles. This is one of the newest style features in boys' and youths' clothes.

For Special Clothing Order Blank see pages 374A and 374B, or 390A and 390B.

40V343 **\$12.50**
 Exceptionally Pleasing Light Olive Shade Genuine Palm Beach Knickerbocker Suit for Boys. Half mohair, half cotton. The summery color and the handsome style combine to make this a suit to give great satisfaction. Fancy patch pockets as illustration shows and three-piece belt. Belt stitched on across back; front parts button on and are detachable. Unlined coat. Seams neatly finished. Knickerbocker pants with buttons and buttonholes at knees. **SIZES—9 to 17 years.** State size. Av. shg. wt., 3 lbs.

40V345 **\$12.50**
 A Nifty Bronze Green Genuine Palm Beach Cloth Knickerbocker Suit for Boys, in the very attractive style illustrated. Material half mohair, half cotton. The fabric is dark enough not to readily show soil marks and the model is one of the most popular. Belt all around is detachable. Coat unlined, with deep French facings. Knickerbocker pants with buttons and buttonholes at knees. **SIZES—9 to 17 years.** State size. Average shipping weight, 3 pounds.

40V347 **\$12.50**
 A Grayish Green Genuine Palm Beach Knickerbocker Suit for Boys, in the very snappy style illustrated at the right. The back view is unusually pleasing, and the front with the pockets concealed under plaits is new and attractive. Belt all around is detachable. Coat unlined, with deep French facings. Knickerbocker pants with buttons and buttonholes at knees. **SIZES—9 to 17 years.** State size. Average shipping weight, 3 pounds.

Rompers and Wash Suits for Little Fellows

Rah-Rah Hats to wear with wash suits on this page. The blue hat will go especially well with the suit it is illustrated with and the white one can, of course, be worn with any suit. Full lined. Cloth sweatband. SIZES— $2\frac{1}{2}$ to $6\frac{1}{2}$. State size. Average shipping weight, 6 ounces.
40V903—Blue Rah-Rah Hat 85c
40V901—White Rah-Rah Hat 85c



40V605 **\$1.45**
 One-Piece Washable Romper Suit of blue chambray. Belt, drop seat and pearl buttons. Breast pocket. Important seams are double stitched. SIZES—2 to 7 years. State size. Average shipping weight, 5 ounces.

40V701 **\$1.48**
 Practical Two-Piece Wash Suit for little fellows. Made of strong blue and white striped cotton chambray. White collar and belt. Straight style pants. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

40V601 **\$1.15**
 One-Piece Romper Suit. Made of strong gray washable cotton chambray. White piping on belt, pocket, pants bottoms and cuffs. Sailor collar trimmed with white tape. Short sleeves. Drop seat. Double stitched seams. SIZES—2 to 7 years. State size. Average shipping weight, 8 ounces.

40V703 **\$1.50**
 Two-Piece Wash Suit for little fellows. Made of gray and white striped chambray in the hands-on style illustrated. Double thickness white collar and belt. Cord at neck. Pearl buttons. Breast pocket. Straight style pants. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

40V707 **\$1.75**
 Handsome Two-Piece Wash Suit for little fellows. Made of blue and white striped cotton Amoskoc fabric with light blue chambray trimmings. Coat has breast pocket and double thickness collar, cuffs and bottom. Straight style pants have blue band at bottoms. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

40V709 **\$1.85**
 Oliver Twist Wash Suit for little fellows. Waist made of white cotton flannel. Pants of strong gray chambray. Red stitching around collar and cuffs. Breast pocket; pearl buttons. Cord at neck. Waist buttons onto coat. SIZES—2 to 7 years. State size. Average shipping weight, 1 pound.

40V713 **\$2.15**
 An unusually durable Two-Piece Wash Suit. Made of tan striped strong cotton suiting and trimmed with steel gray collar, cuffs and belt. Breast pocket. Cord at neck. Straight style pants. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

40V715 **\$2.25**
 Stylish Wash Suit for little fellows. Coat and pants well made of white cotton rep. Removable belt. Pearl buttons. Two breast pockets; white tie. Straight style pants. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

40V719 **\$2.50**
 Two-Piece Wash Suit made of cotton Pegu cloth in fancy style illustrated. Dark blue with fine white stripe. White piping down front, on belt, collar and on cuffs. Large pearl buttons. Cord at neck. Straight style pants have two side pockets and buttonhole waistband. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

40V723 **\$2.15**
 Two-Piece Wash Suit of steel gray and white striped chambray, with white collar, cuffs and belt. Short sleeves. Large pearl buttons and breast pocket. Straight style pants. SIZES—3 to 8 years. State size. Av. shg. wt. 1 lb.

40V721 **\$2.75**
 Very Attractive Two-Piece Wash Suit. Made of durable white pique. Norfolk effect, with belt all around, patch pockets and large pearl buttons. Cuffs have button and buttonhole. Straight style pants have two buttons at knees, buttonhole waistband and two pockets. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

40V727 **\$3.00**
 Unusually Attractive Two-Piece Wash Suit. White waist is of mercerized cotton poplin; collar, cuffs and pants are of medium green chambray. Two pockets in pants. Fine pearl buttons. Cuffs close with button and loop. Pants button onto waist. SIZES—2 to 7 years. State size. Average shg. wt. 1 lb.

40V729 **\$3.25**
 Pretty Style Wash Suit. Made of extra strong white cotton fabric, known as Pacific twilled lean. Belt, cuffs and collar trimmed with white braid. Black detachable tie. Embroidered shield. Large selected pearl buttons. Open style cuffs to button. Straight style pants with belt loops button onto waist. Loose belt through loops. Side pockets. This is a splendid garment. SIZES—2 to 7 years. State size. Average shipping weight, 1 pound.

40V739 **\$4.25**
 Little Fellows' Wash Suit in the popular Oliver Twist style. White waist is of cotton poplin; pants of dark blue strong cotton fabric. Collar and cuffs are trimmed with blue band and three rows of white braid. Large pearl buttons. Pants button onto waist and have side pockets. Two buttons at knees. SIZES—2 to 7 years. State size. Average shg. wt. 1 lb.

For other Rompers, also Creepers, see page 271. For Boys' Overalls see pages 410 and 411.

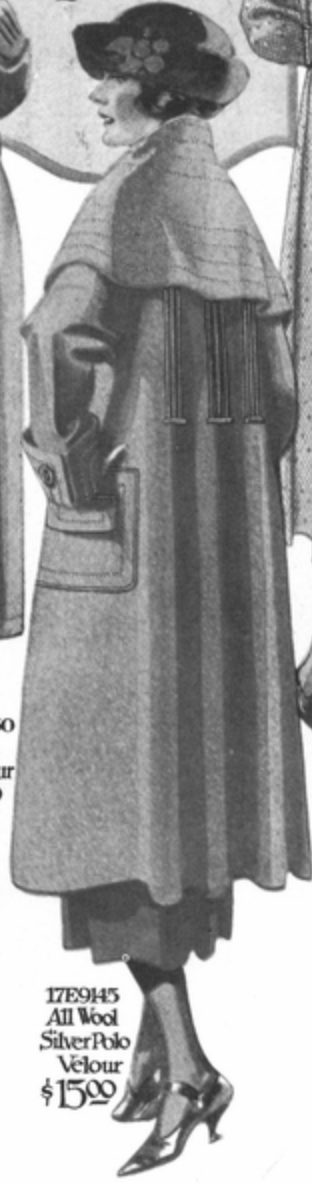
For special clothing order blanks see pages 374A and 374B, or 390A and 390B.

40V735 **\$3.85**
 Very Pretty Two-Piece Wash Suit. Made sailor style, of heavy gray and white striped cotton Pegu cloth. Blue belt has white buckle. Embroidered emblem on sleeve. Blue collar and cuffs are braid trimmed. Fancy pearl buttons; black tie. Straight style pants have two pockets. SIZES—3 to 8 years. State size. Average shipping weight, 1 pound.

New
Spring
Styles
Specially
Priced



17E9150
All Wool
Polo Velour
\$15.00



17E9145
All Wool
Silver Polo
Velour
\$15.00



17E9140
All Wool Tweed
\$15.00



17E9155
Fancy
All Wool Polo
\$15.00

For Descriptions and
Other Colors
See Opposite Page

SPRING and SUMMER
DRESSES
FOR WOMEN



31E6195
Organdie

31E6190
Linene

31E6185
Voile

31E6170
Voile

31E6180
Gingham

31E6175
Taffeta

For Prices, Descriptions and
Other Colors See Opposite Page

SMART TAILORED SUITS FOR WOMEN AND MISSES



31E8435
All Wool Serge

31E8445
Muses'
Shepherd Check

31E8450
Men's Wear Serge

31E8455
All Wool
Poplin

31E8440
All Wool Serge

For Prices, Descriptions and
Other Colors
See Opposite Page



NEW STYLES CORRECTLY PRICED



31F 5150
All Wool
French Serge
\$16.98

31F 5155
All Silk
Messaline
\$22.50

31F 5160
Serge
\$4.98

31F 5165
All Wool
French Serge
\$8.95

SIZES Dresses offered on this page can be furnished in women's sizes, 32 to 44 inches bust measure, waist measure up to and including 35 inches and front skirt lengths of 35 or 37 inches, with basted hem. **When ordering give bust, chest and waist measures, also front length of skirt.**

COMPARE OUR VALUES with those offered anywhere else and remember we handle only merchandise that has been proved dependable by test.

31F 5150—Navy blue. EACH
31F 5151—Dark green. \$16.98
31F 5152—Black.

GOOD TASTE AND SPLENDID EXECUTION OF THE DESIGNER'S IDEA, is evidenced by the handsomely embroidered narrow collar rolling into the deep V tassel trimmed pockets and chic turnback cuffs of this ALL WOOL FRENCH SERGE Dress. The crossover girdle, finished at either side of the back with composition buttons, is lined with contrasting color SATIN, as are the set-on pockets. The vest of embroidered Georgette crepe adds a dainty touch and the lining of batiste may readily be detached to launder. Dress fastens at side. Average skirt sweep, 60 inches. Women's sizes, 32 to 44 inches bust measure. Give measurements. Average shipping weight, 2¼ pounds.

31F 5155—Navy blue. EACH
31F 5156—Black. \$22.50
31F 5157—Taupe.

ONE MATERIAL THAT EVER FIGURES IN FASHION'S SCHEME OF THINGS, regardless of the season, is ALL SILK SATIN MESSALINE. Youthful grace has been displayed in the lines of the divided panels, so artistically trimmed with iridescent BEAD MOTIFS. The generous girdle is adjusted in a novel way—the long fringe trimmed streamer slips through a loop, having the appearance of a knot. The waist lining of good quality batiste, is neatly finished at the top with a lacy looking edging. Average skirt sweep, 56 inches. Women's sizes, 32 to 44 inches bust measure. Give measurements. Average shipping weight, 1½ pounds.

31F 5160—Navy blue. EACH
31F 5161—Dark wine. \$4.98
31F 5162—Black.

BRAID AND BUTTON TRIMMING is ever an appropriate adornment for a cloth dress and when applied as neatly as it is in this very inexpensive model, fashioned of SERGE, nearly half wool, balance cotton, the dress is really an exceptional value which we have arranged for our customers who wish a simple, sensible dress at a low price. The long braid trimmed roll collar is continued below the belt onto the small pleat in a Tuxedo effect, so very becoming to any type. The neat turnback cuffs are also bound with braid and dress closes at side. **WITH A HAT TO COMPLETE YOUR OUTFIT THIS DRESS CAN BE WORN WELL INTO THE FALL MONTHS.** Average skirt sweep, 53 inches. Women's sizes, 32 to 44 inches bust measure. Give measurements. Average shipping weight, 2 pounds.

31F 5165—Navy blue. EACH
31F 5166—Dark brown. \$8.95
31F 5167—Black.

THE ONE-PIECE STRAIGHT LINE FROCK'S STILL HOLD SWAY and, when adorned with wool embroidery in a French knot design, the result is decidedly pleasing. Dress is made of excellent quality ALL WOOL FRENCH SERGE and has waist lining of batiste. Neat tailoring is evidenced by the narrow tie belt, suggesting the waistline. Dress closes at side. For everyday wear we highly recommend this selection. A remarkable value. Av. skirt sweep, 58 in. Women's sizes, 32 to 44 inches bust measure. Give measurements. Av. shpg. wt., 2¼ lbs.

House Dresses

Our Own
Trade Mark.

Homestead

Reg. U. S.
Pat. Office.



31E3995—Black and white
shepherd check. **EACH \$2.79**

STANDARD QUALITY washable PERCALE in an attractive one-piece style. The large pointed collar, also cuffs, are of white rep trimmed with narrow lace. Waist fastens invisibly at side front and is finished with wavyline tie and pearl buckle. Skirt is gathered all around, has fancy patch pockets and wide loose belt. An exceptionally strong, durable dress. Be sure to give bust measure. Average shipping weight, 1½ pounds.

31E4000—Tan plaid. **EACH \$3.98**

Particularly attractive is this house dress of high grade plaid GINGHAM. The waist, which is made in panel effect, is trimmed with large pearl buttons and fastens invisibly at side. Collar is of white poplin, prettily embroidered, and finished with cord tie. Skirt is gathered, has button trimmed pockets and wide sash tying in back. Be sure to give bust measure. Av. shpg. wt., 1½ lbs.

31E4005—Blue check, green dot. **EACH \$2.39**

A pleasing checked pattern PERCALE of STANDARD QUALITY is used in this nobby panel front house dress. Fastening is at side of panel. The collar, cuffs and tops of pockets are of white poplin, neatly bound in checked material. The wide sash, which extends to panel in front, ties in back. A practical and comfortable dress. Be sure to give bust measure. Average shipping weight, 1½ pounds.

When we describe material as "STANDARD QUALITY PERCALE," we refer to a printed cloth which averages 64 threads in the warp and 56 threads in the filling to the inch, or its equivalent. When we say "Better Quality Percale," we mean something better than Standard Quality.

31E4005
Percale



31E4010—Blue. **EACH \$1.49**

NOBBY KITCHEN DRESS of STANDARD QUALITY solid color PERCALE. The plaits at belt, on waist and skirt give it the necessary fullness. Effectively trimmed throughout with rickrack braid. Belt is stitched down in front and has the popular sash back (see small illustration). A good looking practical garment. Be sure to give bust measure. Average shipping weight, 1½ pounds.

House dresses on this page are furnished in sizes 34 to 46 inches bust measure. Be sure to give bust measure when ordering.

31E4010
Percale

31E4015—Pink check. **EACH \$2.59**

STANDARD QUALITY PERCALE in a neat checked pattern has been used for this nobby style which is equally appropriate for house or porch wear. A pleasing feature is the basque front ending in sash in back. Collar, cuffs and vestee are of sheer organdie. Waist fastens invisibly in front. Skirt is gathered and has two slash pockets. Be sure to give bust measure. Average shipping weight, 1½ pounds.

31E4020—Blue plaid. **EACH \$1.98**

THIS PRACTICAL HOUSE DRESS is made in a pleasing design of a novelty plaid STANDARD QUALITY PERCALE. Waist is made in panel effect, fastening visibly at left. Collar, cuffs and flap on patch pockets are of white rep trimmed in plaid. Skirt is gathered and has wide detachable belt. Be sure to give bust measure. Average shipping weight, 1½ pounds.

31E4025—Blue check. **EACH \$2.98**

The double collar and cuffs of sheer white organdie lend a smart touch to this nobby house dress of STANDARD QUALITY checked GINGHAM. Waist is made with vestee effect front and fastens invisibly. Skirt is gathered and has wide loose sash tying in back. An especially becoming dress. Be sure to give bust measure. Average shipping weight, 1½ pounds.

31E4025—Pink check. **EACH \$2.98**

Sears, Roebuck and Co., PHILADELPHIA 83



31F4340
Cotton
Crepe
\$7.98

31F4310
Beacon
\$5.89

31F4315
Beacon
Regular
\$6.98
Stout
\$7.48

BATHROBES
AND
KIMONOS

31F4325
Beacon
\$8.98

31F4305
Beacon
Regular
\$4.98
Stout
\$5.79

31F4330
Corduroy
\$7.48

31F4345
Tussah
\$6.98

31F4320
Beacon
\$7.95

31F4300
Blanket Cloth
\$3.69

For Descriptions
and Other Colors
See Opposite Page

A Spring and Fall Necessity

Rain



GIRLS' SCALE OF SIZES
 Ages, years 6 8 10 12 14 15
 Length, in. 33 35 37 39 42 45
 Do not fail to state age when ordering.

Wool Mixed Tweed Raincoat. This is our best grade girls' raincoat. Made of durable wearing wool mixed tweed, 50 per cent wool, balance mercerized cotton, having the appearance of an all wool fabric. Material is lined with good quality rubber coating, cemented and strapped. All seams sewed. Armholes and shoulder seams cemented and strapped. Sizes, 6 to 15 years. See scale of sizes. State age and length when ordering. Average shipping weight, 2 pounds.

17E9605—Gray mixture.
 Price, each.....\$5.98

17E9601
 Wool Mixed Tweed
 \$5.98

17E9600
 Poplin
 \$5.98

A Very Practical Style in a Girls' Raincoat. This attractive garment combines the advantages of a raincoat and raincape. Made of good quality mercerized cotton poplin with large overcape of same material and detachable hood to match. Lined with extra good quality rubber coating, the material and lining combined in one solid fabric, which makes the garment fully rain-proof. Sizes, 6 to 15 years. See scale of sizes. State age and length when ordering. Average shipping weight, 2½ pounds.



17E9600
 Navy blue.
17E9601
 Tan.
 Price, each....\$5.98

Lustrous Shapp Silk Raincoat. About 45 per cent silk, balance mercerized cotton. Lined with good quality rubber coating. All seams cemented and sewed. Armholes and shoulder seams cemented and strapped. Full length. Women's and misses' sizes, 34 to 46 inches bust measure. State size. Average shipping weight, 2½ pounds.

17E9620—Navy blue.
17E9621—Silver gray.
17E9622—Golden tan.
 Price, each.....\$11.98
 Same style in junior sizes, 15 to 19 years. State age and bust measure. Average shipping weight, 2½ pounds.
17E9675—Navy blue.
17E9676—Silver gray.
17E9677—Golden tan.
 Price, each.....\$11.48



17E9620
 Silk Mixed
 \$11.98

17E9625
 Fancy Check
 \$4.98



Fine Quality Wool Mixed Tweed Raincoat. Made of firmly woven tweed, 50 per cent wool, balance cotton. Lined with good quality rubber coating. Armholes and shoulder seams cemented and strapped. Full length. State size. Average shipping weight, 2½ lbs.
17E9630—Gray.
17E9631—Tan. \$8.48
 Price, each.....
 Same style in junior sizes, 15 to 19 years. State size. Shipping weight, 2½ pounds.
17E9685—Gray.
17E9686—Tan. \$7.98
 Price, each.....



17E9630
 Wool Mixed Tweed
 \$8.48

A Practical Raincoat. It is made of a good quality fancy Canton cloth. A very durable and attractive material made to resist both wear and rain. Lined with a good quality rubber coating. All seams sewed. The armholes and shoulder seams are cemented and strapped. Convertible collar. Full length. Sizes, 34 to 46 inches bust measure. State size. Average shipping weight, 2½ lbs.
17E9635—Navy blue.
17E9636—Tan.
 Price, each.....\$7.98



17E9635
 Canton Cloth
 \$7.98

Popular Style Fancy Cotton Check Raincoat. The material is firmly woven and is lined with good quality rubber coating, the material and lining making one solid fabric. All seams sewed. Armholes and shoulder seams cemented and strapped. Snug fitting convertible collar. Full length. Women's and misses' sizes, 34 to 46 inches bust measure. State size. Average shipping weight, 2½ pounds.

17E9625—Gray check.
17E9626—Tan check. Price, each.....\$4.98
 Same style in junior sizes, 15 to 19 years. State age and bust measure. See scale of sizes. Average shipping weight, 2½ pounds.
17E9680—Gray check.
17E9681—Tan check. Price, each.....\$4.79

OUTDOOR APPAREL FOR WORK OR SPORT

These togs will prove very pleasant aids for almost any outdoor sport—horseback, bicycle and auto riding, motorcycling, mountain climbing, etc. The styles are very sensible and appropriate, as they are made to give plenty of freedom for movement, ease and comfort. For country excursions, hiking, climbing, or everyday work on the farm or in the garden, nothing could be more fitting than the divided riding skirts we offer in various materials. To fully enjoy your hours of recreation and sport, you will need one of these suits, dresses or skirts.



31E8555
Riding
Suit



31E8562
Leggings



31E8550
Riding
Suit

SIZES Riding and Outing Apparel shown on this page is furnished in the following sizes: SKIRTS, from 22 to 32 inches waist measure and 34 to 41 inches front length of skirt. State waist and hip measure and front length of skirt. RIDING HABITS, DRESSES, SUITS AND OUTFITS, from 32 to 44 inches bust measure, 22 to 32 inches waist measure and 34 to 41 inches front length of skirt. State bust, waist and hip measure, also front length of skirt. MIDDY, from 32 to 44 inches bust measure. When ordering 31E8555, 31E8557, 31E8562 and outfit state calf measure in addition to other measurements. LEGGINGS, sizes, 12, 13, 14 and 15 inches calf measure. State calf measure. All skirts and dresses furnished with open bustled hem.

31E8330
Separate Riding Skirt

31E8330—Olive Tan Cotton Khaki. Price, each.....\$4.65

31E8331—Oxford Gray Cotton Covert. Price, each.....\$4.65
DIVIDED RIDING SKIRT. Furnished in materials as described. Opens all the way down front with buttons and buttonholes. Large patch pocket at side. State waist and hip measure, also front length of skirt. Average shipping weight, 2½ pounds.

31E8550—Olive Tan Khaki. Suit.....\$8.75
TWO-PIECE RIDING OR CYCLING SUIT. Norfolk coat and divided skirt of cotton KHAKI. Give bust, waist and hip measure, also front length of skirt. Av. shpg. wt., 4½ lbs.

31E8551—Olive Tan Khaki. Outfit.....\$11.25
FOUR-PIECE OUTFIT. Norfolk coat, divided skirt, Leggings 31E8562 and Hat 31E8560 to match. Made of cotton KHAKI. Give bust, waist and hip measure, also front length of skirt and calf measure for leggings. Average shipping weight, 7½ pounds.

31E8560
Hat.



31E8564
Riding
Dress



31E8335
Middy.



31E8336
Walking
Skirt.

31E8563
Middy,
Walking Skirt
and Hat.

31E8555—Olive Tan Khaki. Habit, each.....\$8.75

TWO-PIECE RIDING HABIT. Made of good quality cotton KHAKI cloth. Consists of coat and riding breeches. Coat in belted style, unlined. Manosah lapels and collar. Separate breeches, fastening at both sides at hips. Legs are finished off at bottom with eyelets and fasten with laces. State bust, waist and hip measure, also calf measure. Average shipping wt., 4 lbs.

31E8556—Olive Tan Khaki. Outfit.....\$11.25

FOUR-PIECE RIDING OUTFIT. Same style as 31E8555. Made of good quality cotton KHAKI cloth. Consists of coat, riding breeches, Leggings 31E8562 and Hat 31E8560. Give bust, waist and hip measure, also calf measure for leggings. Average shipping weight, 6 pounds.

31E8557—Oxford Gray. Habit, each.....\$32.50

TWO-PIECE RIDING HABIT. Coat and breeches. Same style as 31E8555. Made of good wearing quality ALL WOOL WHIPCORD SUITING. Yoke lining of Venetian, a cotton fabric. Average shipping weight, 4 pounds.

31E8558—Black and White Check. Habit, each.....\$9.58

TWO-PIECE RIDING HABIT. Made of checked SUITING, about one-half wool and one-half cotton. Consists of coat and riding breeches. Coat in semi-ditted style, with full flare. Patch pocket at each side. Breast pocket. Separate breeches, buttoning at both sides at hips. This style is very similar to Suit 31E8555, but it has no belt and has buttons on the legs instead of lacing. State bust, waist and hip measure, also calf measure. Average shipping weight, 4 lbs.

31E8335—Olive Tan Khaki. Price, each.....\$2.98

MIDDY BLOUSE made of cotton KHAKI. Has convertible collar, breast pocket, and sleeves are finished off with cuffs which have two buttons and buttonholes. Give bust measure. Average shipping weight, 1½ pounds.

31E8336—Olive Tan Khaki. Price, each.....\$4.48

WALKING OR OUTING SKIRT. Made of cotton KHAKI. Has pockets at sides. Skirt has opening at front. State waist and hip measure, also front length of skirt. Average shipping weight, 2¾ pounds.

31E8563—Olive Tan Khaki. Outfit.....\$8.40

THREE-PIECE OUTFIT, consisting of Middy 31E8335, Walking Skirt 31E8336 and Hat 31E8560. Made of cotton KHAKI. Give bust, waist and hip measure, also front length of skirt. Average shipping weight, 4¾ pounds.

31E8564—Olive Tan Khaki. Price, each.....\$6.85

ONE-PIECE RIDING OR CYCLING DRESS. Made of good quality cotton KHAKI cloth. Opens all the way down front. State bust, waist and hip measure, also front length of skirt. Average shipping weight, 4 pounds.

31E8565—Olive Tan Cotton Khaki. Outfit.....\$9.45

THREE-PIECE OUTFIT. Consists of riding dress, Leggings 31E8562 and Hat 31E8560 to match. Give bust, waist and hip measure, front length of skirt, also calf measure for leggings. Average shipping weight, 6 pounds.

31E8562—Olive Tan Cotton Khaki. Per pair.....\$1.65

LEGGINGS, as illustrated. See size paragraph. Average shpg. wt., 1½ lbs.

SILK UNDERWEAR

In our silk underwear, we aim to give our customers the wearing qualities expected by the wearer of this class of underwear. High grade silks are always the most satisfactory, not only in beauty but in the longer service they will give. Our prices are reasonably lower than you can find elsewhere for the same quality merchandise. You will find the workmanship the very best, and absolutely guaranteed to give you satisfaction.

DeLuxe*
SILK
UNDERWEAR

Price, Each,
\$2.98

38E9744—Flesh.
Women's Silk Crepe de Chine Envelope Chemise. 31 to 31½ style. Neatly trimmed in front with rows of lace insertion. Top and bottom edged with lace to match. Set off with rosettes. Has silk ribbon shoulder straps and draw string. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 12 oz.



Price, **98c** Each

38E9777—Flesh.
Women's Slipover Style Camisole. Made of good quality washable satin. Front and back trimmed with Valenciennes lace insertion and edge. Has ribbon shoulder straps and draw string. Elastic at waist. A good value. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 10 ounces.

Price, **\$1.85** Each

38E9778—Navy blue.
38E9779—Dark brown.
Women's Camisole, Slipover style. Made of good quality washable satin. Front is attractively trimmed with fancy embroidery work in beautiful colors. A very popular style. Finished at top with hemstitching. Has ribbon shoulder straps and draw string. Elastic at waist. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 10 oz.

Price, **\$1.58** Each

38E9779—Flesh.
Women's Slipover Style Camisole. Body made of washable satin. Top of Georgette crepe and attractive lace insertion, neatly hemstitched and set off with rosettes. Silk ribbon shoulder straps and draw string. Elastic at waist. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 10 ounces.



Price,
Each,
\$3.48

38E9742—Flesh.
Women's Envelope Chemise. Top made of good quality washable satin, bottom of high grade crepe de Chine. Front and back neatly finished with hemstitching and Valenciennes lace. This chemise is attractively set off with rosettes, pearl buttons and silk ribbon. Has silk ribbon shoulder straps which will not slip. Ribbon draw. Bottom is neatly hemstitched and edged with Valenciennes lace. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 12 ounces.



Price, Each,
\$1.89

38E9780
Flesh.
Women's Washable Satin Slipover Style Corset Cover. Front and back made of good quality lace insertion. Lace shoulder straps to match. Has ribbon draw. Elastic at waist. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 10 ounces.

Price, Each,
\$1.78

38E9781
Flesh.
Women's Good Quality Crepe de Chine Corset Cover. Front and back trimmed with good quality Valenciennes lace insertion and edge. Front also set off with fancy embroidery work in light colors. Has ribbon draw. Elastic at waist. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 10 ounces.



DOUBLE PANEL
FRONT AND BACK

Price, **\$4.98** Each

38E9748—Flesh.
Women's Sleeveless Silk Crepe de Chine Nightgown. Slipover style. Front and back attractively finished with assorted patterns Valenciennes lace, set off in front with rosette and shirred with hemstitching. Has ribbon draw. Sizes, 34 to 44 inches bust measure. State size. Shipping weight, 1 pound.

Price, **\$4.98** Each

38E9746—White.
Women's Silk Underasket. Made of high grade washable satin. Pounce is neatly finished with shirring, hemstitching and tuck. Has double panel in front and back which makes this garment shadow-proof. An ideal garment for Spring and Summer wear. Elastic at waist. Lengths, 34 to 42 inches. State length. Shipping weight, 1 pound.

Every garment on this page is packed in an individual box.
Our Glove Silk Underwear and Kool-Est Brand are shown on page 170.

THE MORE YOU CONSIDER THE QUALITY of our goods the more impressed you will be with the fact that our prices are low. On another page of this catalog we explain what we do to make sure that the goods you buy will be right in quality.

Sears, Roebuck and Co. PHILADELPHIA

169

Carefully Selected Layettes



Outfit 29E8257 Price.
Outfit Trimmed in Pink or Blue. State Choice. \$22.95
 65 Pieces.

- 1 White Lawn Dress. Yoke trimmed with embroidery and rosettes. Skirt of embroidery flouncing.
 - 1 White Lawn Dress. Yoke and skirt trimmed with lace and embroidery insertions.
 - 2 White Nainsook Dresses. Round embroidered yoke; lace edged neck and sleeves.
 - 2 White Nainsook Bishop Style Slips. Lace edged neck and sleeves.
 - 1 White Nainsook Underskirt. Trimmed with lace and embroidery insertions and lace edged. 5-piece.
 - 1 Tucked White Nainsook Underskirt. Embroidery ruffle.
 - 1 Embroidered Cream-White Flannel Skirt. About 40 per cent wool, 60 per cent cotton.
 - 2 Hemstitched Cream-White Flannel Skirts. One-fourth wool, three-fourths cotton.
 - 1 Embroidered Wrapper of cream-white crepe de chine. About 40 per cent wool, 60 per cent cotton. Shell crocheted edges.
 - 1 White Flannelette Wrapper.
 - 3 "Arnold" Brand Knitted White Cotton Sleeping Bags.
 - 3 Cream-White Flannel Pinning Blankets, carabrie waistbands, one-fourth wool, three-fourths cotton.
 - 1 Embroidered Sacque of cream-white cashmere, about one-third wool, two-thirds cotton.
 - 1 Hand Crocheted All Wool Sacque.
 - 1 Cream-White Knit Undershirt, about one-fourth wool, three-fourths cotton.
 - 2 Pair Hand Crocheted All Wool Booties.
 - 3 Cream-White Flannel Abdominal Bands. One-half wool, one-half cotton.
 - 1 Absorbent Knit Cotton Bibs.
 - 1 Fancy Embroidered Lawn Bib.
 - 1 Turkish Towels. Size 12x21 inches.
 - 1 White Cotton "Arnold" Wash Cloths.
 - 1 Moline Quilted Pads. Size 16x17 in.
 - 12 White Cotton Birdseye Diapers. Hemmed ready for use. Size 12x9 in.
 - 1 Rubber Coated White Cambric Sheet, about 1/2 yard square.
 - 3 Pairs Infants' All Wool Stockings.
 - 1 Double Flannel Shirt Drying Frame.
 - 1 Double Flannel Stocking Drying Frame.
 - 1 Bar "Stork" Cattle Baby Soap.
 - 1 Set of Baby Pins, rolled gold plate.
 - 1 Book Assorted Size Safety Pins.
 - 1 Can Talcum Powder.
 - 1 Book "How to Take Care of the Baby."
 - 1 Braided Straw Toilet Basket.
- Average shipping weight, 10 1/2 pounds.

Our Smallest Complete Outfit

30 Pieces **Outfit 29E8251** Price **\$9.65**

- Though made up of a smaller number of pieces, this outfit contains all the garments necessary for baby's first wardrobe. The workmanship and quality of materials are the same high standard as contained in our larger, more expensive layettes.
- 1 White Nainsook Dress. Round embroidered front yoke. Skirt trimmed with lace insertion and finished with lace edged tucked ruffle. Lace edge in neck and sleeves.
 - 1 White Nainsook Dress. Tucked front. Lace edge in neck and sleeves.
 - 2 White Nainsook Bishop Style Slips. Frill in neck and sleeves.
 - 2 White Flannelette Gertrude Style Underskirts. Trimmed with shell crocheted edges and featherstitching. Buttons at shoulders.
 - 2 White Flannelette Nightgowns. Shell crocheted edges.
 - 2 White Flannelette Pinning Blankets on cambric waistband. Shell crocheted edges.
 - 2 Knitted Cream-White Undershirts, about one-fourth wool and three-fourths cotton.
 - 2 Cream-White Flannel Bands, one-half wool and one-half cotton.
 - 2 Pairs All Wool Cream-White Cashmere Stockings.
 - 12 White Cotton Birdseye Diapers. Hemmed ready for use. Size, about 10x20 inches.
 - 1 Book Assorted Size Safety Pins.
 - 1 Book "How to Take Care of the Baby."
- Average shipping weight, 6 pounds.

Young Men's Stylish Overcoats

In every community you will find young men who stand apart from the crowd—well dressed young fellows who, because of the sensible originality or individuality of their wearing apparel, fairly radiate success. Those are the chaps who make a visible and forceful impression when entering business life—the kind that appeal to and attract substantial business men.

On this page we offer overcoats of character especially fitting for young men's needs of the present day. We also call your attention to the wide range of our entire overcoat and raincoat line as shown on pages 387 to 399 inclusive. From these pages we feel confident you can easily make a satisfactory selection. Simple measuring instructions are on order blanks in back of this catalog.

TESTED MERCHANDISE IS DISPENSABLE MERCHANDISE. By testing, we can guarantee **QUALITY** and service. Every price we quote means **unusual value.**



Overcoats on this page are ALL WOOL, except 45F4744 and 45F4745 which are 97 per cent wool.



All Around Belted Popular Patch Pocket Ulsterette.

45F4734—Oxford Gray.
45F4735—Autumn Brown. **\$19.95**

Double Breasted Ulsterette with all around belt, a fashionable model which promises to be very popular. Note the large patch pockets with flap and the convertible collar. Double stitched edges give added strength. Can be had in either the standard oxford gray or the pleasing shade of Autumn brown. Material is a very good quality heavy weight ALL WOOL overcoating, insuring warmth as well as style distinctiveness. Length, 42 inches—the length most young men wear. **SIZES—34 to 42** inches chest measure. State chest measure taken over vest. Av. shpg. wt., 6½ lbs.



Attractive Double Breasted Ulsterette.

45F4732—Brown and Blue Heather.
45F4733—Green Heather. **\$28.50**

Snappy Three-Button Double Breasted Ulsterette much in favor with young men as well as older men who like youthful lines. Colorings, as noted above, are exceptionally good. The cloth is a heavy weight ALL WOOL specially woven overcoating, soft and warm. Convertible collar, two upper pockets with flap and two lower slash pockets. Venetian yoke and sleeve lining. Just the coat for wide awake young men. Length, 42 inches. **SIZES—34 to 42** inches chest measure. Give chest measure taken over vest. Av. shpg. wt., 7½ lbs.



Popular Double Breasted Belted Ulsterette.

45F4744—Brown Heather.
45F4745—Green Heather. **\$18.50**

Embodied in this coat are all the style features demanded by young men who desire to keep abreast of the times. We are sure that you will be well pleased with one of these coats in either of the attractive heather shades listed above. Made from heavy weight overcoating, 97 per cent wool. Has convertible collar and slash pockets. Venetian lined in yoke and sleeves. You're sure to be in style when wearing this nobby looking "Belter". Length, 42 inches. **SIZES—34 to 42** inches chest measure. State chest measure taken over vest. Average shipping weight, 7 pounds.



Our Best Ulsterette—Favorite Form Fitting Model.

45F4728—Brown Heather.
45F4729—Green Heather.
45F4730—Dark Gray. **\$36.50**

Note the smart, vigorous style of this Double Breasted Ulsterette. Made from an excellent quality good weight ALL WOOL overcoating and hand tailored throughout. Satin yoke and sleeve lining. Fashioned along rather snug fitting lines with belted back and inverted side plaits as illustrated. Convertible collar and slash pockets. Length, 42 inches. **SIZES—34 to 42** inches chest measure. Give chest measure taken over vest. Average shipping weight, 7½ lbs.



\$1.00 EACH
 93E4804—Brown mixture.
 93E4805—Green mixture.
 Men's One-Piece Tip Crown Golf Style Cap. Made of good quality all wool cloth. Good quality cotton twill lining. Leather shield protector. Sizes, 6 3/4 to 7 1/4. State size. Shipping weight, 1 pound.

\$1.89 EACH
 93E4828
 Men's One-Piece Top Golf Style Cap. Made of a fine quality wool and cotton mixed spring tweed in various shades. Silk faced cap lining. Leather shield protector in front. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

\$1.25 EACH
 93E4817—Gray mixture.
 Men's One-Piece Tip Crown Golf Style Cap. Made of wool and silk cloth with cotton decorations. Good quality cotton twill lining. Leather shield protector. Strap across front with buttons attached. Sizes, 6 3/4 to 7 1/4. State size wanted. Shipping wt., 1 lb.

MEN'S CLOTH HATS and CAPS

\$1.19 EACH
 93E4818
 Green mixture.
 93E4819
 Blue mixture.
 Men's One-Piece Golf Style Cap. Made of all wool cloth. Leather sweatband. Sizes, 6 3/4 to 7 1/4. State size wanted. Shipping wt., 1 lb.

\$2.50 EACH
 93E4847—Medium mixtures.
 Men's Fedora or Alpine Style. Fashionable and Stylish Stitched Cloth Hat. Made of exceptionally good quality wool and cotton mixed tweeds. Twill cloth lining and leather shield protector. Sizes, 6 3/4 to 7 1/4. State size. Shpg. wt., 1 1/4 lbs.

\$1.00 EACH
 93E4812
 Navy Blue.
 Men's One-Piece Golf Style Cap. Made of good quality wool serge. Good quality twill lining. Leather sweat protector. Sizes, 6 3/4 to 7 1/4. State size when ordering. Shipping weight, 1 pound.

\$1.39 EACH
 93E4810—Gray and black check.
 Men's One-Piece Top Golf Style Cap. Made of a fine quality wool and cotton mixed shepherd cloth. Extremely stylish. Cloth lining and leather shield protector. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

\$1.50 EACH
 93E4825
 Men's Four-Quarter Top Golf Style Cap. Made of an assortment of lustrous artificial silk and mercerized cotton cloths in a variety of patterns and shades. Cloth sweatband protected in front with leather shield. Good quality cloth lining. An ideal cap for summer wear. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

75c EACH
 93E4802—Blue.
 93E4803—Brown.
 Men's Eight-Quarter Top Golf Style Cap. Made of good quality rubberized waterproof cotton poplin cloth. Taped seams. Leather sweatband. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

89c EACH
 93E4822—Assorted mixtures.
 93E4824—Navy blue serge.
 Men's Eight-Quarter Top Golf Style Cap. A good wool and cotton mixed sailing and serge cloth used in making these caps. Taped seams. Leather sweatband. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

\$1.25 EACH
 93E4857—Gray.
 93E4858—Tan.
 Men's Crusher Style. Light Weight Silk and Cotton Poplin Crusher Hat. Has taped seams. Just the thing for warm weather wear. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

79c EACH
 93E4865—Olive green.
 93E4866—Navy blue.
 Men's Crusher Style Hat. A durable rubberized waterproof cotton poplin cloth is used in making this hat. Has taped seams. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

\$1.25 EACH
 93E4813—Plain tan.
 93E4814—Fancy brown.
 93E4815—Fancy tan.
 Men's Eight-Quarter Top Golf Style Cap. Made of a fine quality Palm Beach cloth. Very fashionable this season. Taped seams. Leather sweatband. Sizes, 6 3/4 to 7 1/4. State size desired. Shipping weight, 1 pound.

\$1.25 EACH
 93E4806—Brown mixture.
 93E4807—Green mixture.
 Men's Four-Quarter Taped Seams Golf Style Cap. Made of fine quality all wool cloth. Leather sweatband. Sizes, 6 3/4 to 7 1/4. State size wanted. Shipping weight, 1 pound. For Waterproof and Hunting Caps see page 36.

\$1.25 EACH
 93E4862—White.
 Same style as above except made of white duck.

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Sears, Roebuck and Co. PHILADELPHIA

Youths' Sweaters

\$5.50
EACH →
(A)

\$4.50
EACH
↓

\$3.75
EACH
(C)

\$6.75
EACH
↓

(B)

\$6.50
←EACH
(E)

(D)

\$5.25
EACH
←

For Descriptions See
Opposite Page

↓\$6.00
EACH

(F)

(G)

(H)

\$2.35
EACH
→



17K3020
 All Wool
 Plaid Back
 Tweed
 Satin Lining
 Fur Collar
 \$23.95

*Stylish Women
 Admire These Coats*

17K3025
 All Wool Velour
 Silk Lining
 \$19.75

*For Descriptions and Other
 Colors See Opposite Page*

17K3030
 All Wool Suede Velour
 Silk Lining
 \$24.98



31K5995
All Wool
French
Serge
\$5.98

31K6000
All Silk
Charmeuse
\$9.95

31K6005
All Wool
Worsted
Jersey
\$4.98

31K6010
All Wool Serge
\$5.95

*With that
Charm which
Distinguishes
Dresses of
Merit*

*For Descriptions
and Other Colors
See Opposite Page*

Surprisingly Low in Price



All Wool Serge
9D908

All Wool Velour
9D905

All Wool Tricotine
9D907

All Wool Serge
9D904

9D908 Navy Blue
Price, delivered free, each. **\$1395**

Smart Box Coat Model of a fine quality All Wool Double Warp Serge, depending for its trimness upon silk stitching, which makes the decorative role in the back, at the welt pockets and around the fashionable horse sleeve. Tuxedo collar, button trimmed. Single link-button at opening. Lined with a flowered silk mixture. Jacket about 28 inches. Skirt plainly tailored with pockets. Detachable belt of self-material. Basted hem. Sizes: 34 to 44 inches bust measure; skirt length, 33 to 45 inches. State BUST, WAIST, HIP and SKIRT LENGTH measures.

9D905 Navy Blue
9D906 Reindeer Brown
Price, del'd free, each.... **\$1898**

An All Wool Velour Suit in the popular straight, slender line with the mannish tailoring throughout. Smart collar and revers. Single sleeves. Open vent in back. Loose, narrow belt of self-material. Welt pockets. Bone buttons. Length of jacket about 34 inches. Skirt plainy tailored with belt of self-material. Basted hem. Sizes: 34 to 44 inches bust; skirt length, 33 to 45 inches. State BUST, WAIST, HIP and SKIRT LENGTH measures.

9D907 Navy Blue
Price, delivered
free, each..... **\$2098**

Box Coat Suit of All Wool Tricotine in as fine a quality material and workmanship as one could want. Novelty silk braid trims it in back and front, and on the fashionable length sleeve. Bone buttons of a superior quality in two rows on the back and on the collar. Neat, tailored pockets. Narrow each belt in front. Single link-button. Jacket lined with good quality flowered silk in lovely colors. Skirt plainly tailored with pockets and self-material belt. Basted hem. Sizes: 34 to 44 inches bust measure; skirt length, 33 to 45 inches. State BUST, WAIST, HIP and SKIRT LENGTH measures.

9D904 Navy
9D935 Black
Price, del'd free, **\$1298**
each.....

Rows of black silk braid in back and front each row finished with a bone button, give distinction to this suit of good quality All Wool Serge. Tuxedo collar. Tailored pockets. Saug-fitting sleeve braid and button trimmed. Loose narrow belt of self-material. Two link buttons at opening. Lined with good quality Venetian. Length of jacket about 29 inches. Skirt well made with belt in back. Basted hem. Sizes: 34 to 44 inches bust; skirt length, 33 to 45 inches. State BUST, WAIST, HIP and SKIRT LENGTH measures.

CHARLES WILLIAM STORES
New York City

We Pay Delivery Charges on Every Article on This Page



Morning Dresses
Never Such Charming
Styles at Such Low
Prices



31K3230
Gingham
\$1.89

31K3235
Gingham
\$2.79

31K3265
Gingham
\$2.48

31K3255
Gingham
\$1.98

31K3240
Gingham
\$1.79

31K3250
Crepe
\$2.59

31K3260
Gingham
\$2.95

31K3245
Gingham
\$1.98

For
Descriptions
And
Other Colors
See
Opposite Page

Skirts for Sport



Jap Mink Choker
9D133
\$12.49

9D395 Red
9D396 Navy Blue
9D397 Green
Price, delivered free, each.....\$6.49

The Flannel Coat, in any of its bright colors, adds a smart note to the Sport Outfit, and looks especially well for golf or motoring. This one is of All Wool Flannel on smart straight lines, with white flannel collar and cuffs stitched to match. The narrow loose belt has a metal buckle and eyelets. Welt pockets. Good quality pearl buttons. Sizes: 34 to 44 inches bust, length about 33 inches. State **BUST** measure.



Coat All Wool Flannel
9D395
\$6.49

Skirt All Wool Flannel
9D1123
\$5.75



All Wool Novelty Stripe
9D1118
\$3.98



Prunella Cloth
9D1126
\$3.98

9D1118 Blue
9D1119 Tan
Price, del'd free, each, \$3.98

This All Wool Novelty Stripe is everything that a sport skirt should be, snappy in style and delightful in color combination. Individual in its smart plating, three box plaits in front, five in back, with the sixth piece on the width, to emphasize the stripe. Welted pockets with novelty buttons. Self-material belt. Sizes: 23 to 31 ins. waist; 31 to 40 length. State **WAIST** and **FRONT LENGTH** measure.

9D1133 Brown
Price, del'd free, each.....\$12.49

The fashionable two-piece Raaf gives a smart finish to the dress of spring suit. This one is of Jap Mink, a fine selected silk. Fastens by head or chain. Length from head to tail about 33 inches.

9D1120 White
9D1121 Black
9D1122 Turquoise Blue
Price, del'd free, each.....\$5.79

Barontine satin makes the ideal sport and dress skirt for summer wear. Ideal because of its rich lustrous look, its comfort, and for its practicality. You know it washes beautifully. Every one who has ever worn one of our Main skirts has been enthusiastic and you will be too. Side pockets finished with a fold of satin and two large pearl buttons. Beautifully made and finished in every respect. Sizes: 23 to 31 ins. waist; 31 to 39 length. State **WAIST** and **FRONT LENGTH** measure.

9D1123 Green
9D1124 Red
9D1125 White
Price, delivered free, each.....\$5.75

Snappy sport skirt of All Wool Flannel to match the coat number 9D395. Its beauty lies in its simple style and lovely colors. Side pockets with tabs of white stitched to match, corresponding with the collar on coat. Narrow belt of self-material. Sizes: 23 to 31 ins. waist; 31 to 39 ins. length. State **WAIST** and **FRONT LENGTH** measure.

Barontine Satin
9D1120
\$5.79



9D1126 Brown and Tan
9D1127 Navy Blue and Tan
9D1143 Black and White
Price, del'd free, each.....\$3.98

Prunella Cloth is among the popular fabrics for sport or street wear, and this skirt of Wool Mixed Prunella will be fine for either use. A box plaited model in two-tone stripe, with the solid color making the wide box plait, and a narrow box plait of the check in between. A row of novelty buttons, on each side. Self-material belt. Sizes: 23 to 31 ins. waist; 31 to 40 ins. length. State **WAIST** and **FRONT LENGTH** measure.

27K5812
All Wool
Flannel
\$3.98



27K5810
Jean —
Detachable
All Wool
Flannel Collar
\$1.98



27K5835
Misses and Girls
All Wool Serge
\$2.95



Admiral
BRAND
S.R. AND CO.

The Middy Blouse has come into its own! There never was a more practical or more attractive costume for the schoolgirl or co-ed; for sport or for year around utility wear.

The celebrated "Admiral" line of middies has been developed by us under most rigid specifications. You will find them better made, of finer materials; you will find that they fit better and are lower priced than middies you can purchase elsewhere.

The "Admiral" label on your middy assures you of:

The highest grade of **jean cloth, all wool flannel or middy serge** obtainable.

The famous non-rip placket cuff.

Double thread stitching throughout.

Finest quality embroidered navy emblems, and painstaking care in construction of every garment.

"Depend on Admiral."

For Descriptions
and Other Colors
See Opposite Page

27K5822
Girls
All
Wool
Flannel
\$3.79



27K5825
Jean
\$1.39



27K5815
Jean
98¢

27K5832
Misses and
Girls All
Wool Flannel
\$3.79



Quality Sweaters

Fine Values



A
\$7.75



B
\$5.79

C
\$5.95



F
\$4.65



D
\$5.98

See Page 198
for Descriptions
of These
Sweaters

E
\$2.98



G
\$2.48



H
\$4.95



I
\$6.95



Price, \$4.48 Each

38K7054—Black with white trim.
38K7055—Dark green with white trim.
Size, 34 to 44 inches bust measure. State size.
Women's Medium Light Weight All Wool
Worsted Jersey Tuxedo Sweater Coat. Lapels of
contrasting color. Most attractively striped. These
coats are exceedingly popular. Shag wt., abt. 2 lbs.

Stout Sizes, \$4.95 Each

38K7062—Solid black.
Size, 46 to 54 inches bust measure. State size.
Same style as above in solid black. Shipping
weight, abt. 2 1/4 pounds.

For Descriptions
of Sweaters
Shown on
This Page
See Page 198

The Fashion Center of America

Posed by
MISS
GLORIA SWANSON
Famous
Paramount Star



The "Lakewood."

15K2847 The Pair, \$4.48

Even in the great style centers of America you'll see no smarter sport models than this charming Goodyear Welt Oxford. The combination of genuine mahogany and light tan callain is unusually striking, and the blucher style is a new feature that gives this pattern real distinction. Remember that it is of Goodyear Welt construction. That, you know, means quality. The woman who knows and demands real character in her footwear will select this pattern.

Be sure to state size.

Sizes, 2 1/4 to 8. Wide widths only.
Shipping wt., 7/8 lb.



The "Lorraine."

15K2848 The Pair, \$3.98

This is a "patent leather" season, and here is the model Dame Fashion has selected for the greatest popularity. No doubt the quiet beauty of design accounts for her decision. But, of course, there's just enough "dash" to the "Lorraine" to make it distinctive in appearance. Quality is reflected here, too, for this is a Goodyear Welt, the quality kind.

Be sure to state size.

Sizes, 2 1/4 to 8. Wide widths only.
Shipping wt., 1 1/4 lb.

Direct From Style Centers of the World to Our Customers.

We aim to be the leading and foremost "Fashion" footwear house in the country. In order to live up to our reputation we maintain a staff of experts who keep in constant contact with the leading style artists of Paris and New York.

The footwear we have selected this season has such matchless beauty and alluring grace that leading authorities have proclaimed our pre-eminence in the fashions of the day.

Another noteworthy feature besides the style and quality of our footwear is the unbelievably low prices.

Not only our customers, but many outside manufacturers say "How do they do it?" The answer is simple.

We sell more shoes than any other mail order house. We not only manufacture tremendous quantities of shoes in our own factories but also buy from the largest, best and most successful shoe manufacturers in the country. The enormous quantities we make and purchase mean "Rock Bottom Prices."

We operate on a very small margin of profit and can do so because of the tremendous volume of merchandise we sell.

We advertise merchandise just as it really is and this policy has made millions of customers for us.

We guarantee you the newest styles and best values obtainable. Millions of contented customers are our best recommendation.



The
Russian Boot

15K1175
The Pair, \$4.98

If you were to walk down Fifth Avenue today you'd find the most fashionable women of the most fashionable city wearing the beautiful new Russian Boot, it's the "last word" in footwear style, and the model we have selected is an unusually charming one. Note the graceful lines and see how striking is the contrast between the patent leather and gray suede. All the stitching is in red and that, of course, adds to the "chic" appearance of this boot. Picture at right shows beautiful Gloria Swanson, famous Paramount star, posing in a pair of these boots.

Be sure to state size.

Sizes, 2 1/4 to 8. Wide widths only.
Shipping wt., 7/8 lb.



Girls' Dresses 7 to 14 Years

\$2⁸⁹



24 D 4143 White with Assorted Ribbons
Price, del'd free, each... \$1.98

Dress of good quality White Organdie with waist, pockets, blouse panel and skirt of embroidered organdie. Silk ribbon girde in assorted colors. Flowers fasten the corners of the blousa to the waistline. Sizes: 7 to 14 years. State SIZE.

Organdie
24 D 4155

24 D 4155 All White
Price, del'd free, each... \$2.89

Good quality Organdie with becoming round collar. The blouse has two straight rows of insertion with four rows at each side to correspond with the four rows in the skirt panel. Val lace edges blouse panels, collar and cuffs, full skirt. Wide sash. Sizes: 7 to 14 years. State SIZE.

\$1⁸⁹



24 D 4144 White with Assorted Ribbons
Price, del'd free, each... \$1.98

An adorable White Organdie Dress with assorted color silk girde. Embroidered organdie makes the blouse panel effect front and side tabs, edged with Val lace. Sizes: 7 to 14 years. State SIZE.

Colored Organdie
24 D 4152

24 D 4152 Pink
24 D 4153 Light Blue
Price, del'd free, each... \$1.89

Good quality colored Organdie embroidered. Plated skirt with a row of veining. Silk ribbon with plaid edge and fancy bow makes the narrow belt. Sizes: 7 to 14 years. State SIZE.



Organdie
24 D 4143
\$1.98

Organdie
24 D 4144
\$1.98



Voile
24 D 4145
\$5.49

A dress as fine as any mother would want her child to wear. Beautifully made of fine White Voile with many rows of Hand Drawn work. The square neck line, curving short sleeves and the jacket-like effect of the blouse are edged with fine quality Venice lace, medallions of which trim blouse. The hem and two tucks in the skirt are finished with the Hand Drawn work and Venice lace finishes the bottom. Silk ribbon girde held in front with tiny silk rosebuds. Sizes: 7 to 14 years. State SIZE.



Organdie
24 D 4154
\$1.69

24 D 4154 White Assorted Ribbons
Price, delivered free... \$1.69

Good quality Organdie, loose panel effect on blouse, embroidered, edged with Val lace. This edges the round neck and turn-back cuffs. The plated skirt is finished with embroidery organdie to match the blouse, and joined with heading. Sizes: 7 to 14 years. State SIZE.

24 D 4148 All White
24 D 4149 Blue
24 D 4150 Pink
Price, del'd free, each \$4.98

Any little girl would look adorable in this Organdie frock with its rows and rows of tiny ruffles of self-material and its generous wide sash, caught at the front with organdie flowers. Three rows of fine Val insertion and an edging of lace make a round yoke effect. The shirring in front at the yoke is held with hemstitching. Organdie ruffles finish the short sleeves. Buttons in back. Sizes: 7 to 14 years. State SIZE.

Organdie
24 D 4148
\$4.98



Organdie
24 D 4151
\$2.98

24 D 4151 White with Ass'd Ribbons
Price, delivered free, each... \$2.98

Another Dress of white embroidered Organdie. Finely embroidered organdie tabs edged with Val lace drop from the shoulders. One from the waistline is held in place with a little silk flower. The embroidered skirt is plaited all around. Wide Silk Ribbon Girde, held with two silk flowers. Square neck and short sleeves edged with Val lace. Rows of pin tucks on either side of the rows of buttons in back. 7 to 14 years. State SIZE.

How to Order Girls' Dresses, 7 to 14 years, See Page 37

CHARLES WILLIAM STORES
New York City

We Pay Delivery Charges on Every Article on This Page

35

"The Materials are The Better Sort"



Short Stout Figures.
18K462 White
 Coustil. **\$248**
 Medium bust, 3½
 in. Skirt, 12½ in. Clasp, 10 in.
 Sizes, 22 to 30.
 Ample fullness in skirt to care for
 large hips. Comfortable and roomy
 bust. Firmly boned. Strong broad
 end front clasp. State corset size.
 Price.....\$2.65

Average to Full Figures.
18K173 Pink
 Coustil. **\$250**
 Low bust, 2 in. Skirt,
 15 in. Broad end front clasp, 9 in.
 Sizes, 21 to 30; also 32.
 A graceful low bust model with higher
 back to support flesh at shoulders. Elastic
 insertion on each side at top allows for
 freedom of diaphragm. Custom inserted
 wide diagonal elastic gores at bottom of skirt.
 Fine pink coustil body material, moderately
 stayed with double strength boning. Six
 strong supporters. State corset size.

Admira Corsets

**FINE SILK
BROCADED**

Our Admira Corsets are famous for their stylish, scientific designing and faultless fit. They have fine, silk embroidered, durable quality body materials, strong elastic inserts and supporters, also neat trimmings. The superior quality, steady tempered, non-rustable boning is very flexible, yet holds the corset in perfect shape. We are giving real high grade corsets at most popular low prices. Average shipping weight, 2 pounds.

**Two
Beautiful
Models
for
Average and Full Figures.**

18K211 Pink
Brocade. **\$445**
 Low bust, 2¼ inches.
 Skirt, 13½ inches. Clasp, 8½ inches.
 Sizes, 21 to 30.
 One of this season's newest front lacing
 corsets. The body material is very rich
 looking, heavy pink silk brocade, and will
 give good wear. Has extra firm quality
 surgical elastic inserts at top, also insert
 at bottom of back. Well stayed with fine,
 flexible, double strength boning. Has
 boned tongue behind lacers and six
 high grade supporters. State corset
 size.

18K203 Pink
Brocade. **\$445**
 Very low bust, 1½ in.
 Skirt, 14½ in. Clasp, 9½ in. Hook
 and lacing below. Sizes, 21 to 30.
 Very fashionable girder top corset with
 comfortable low bust and higher back to
 support flesh at shoulders. High grade
 fancy silk brocaded pink material. Well
 stayed with superior quality boning. Elastic
 section in back at bottom. Splendidly
 modelled. Six strong supporters. State
 corset size.



Average Figures.
18K476 White
 Coustil. **\$235**
 Medium bust, 3½ in.
 Skirt, 14 in. Clasp, 9½ in.
 Sizes, 20 to 30.
 Firmly boned front lacing corset
 which will give good support and
 excellent figure lines. Elastic insert
 in bottom of skirt at back. Stayed
 tongue behind lacers. Four good
 hose supporters. State corset
 size.

Average Figures.
18K235 White
 Coustil. **\$269**
 High bust, 5 in. Skirt, 15 in.
 Clasp, 11 in. Sizes, 20 to 30.
 Roomy gored bust cares for
 well developed figures. Double
 sections across abdomen to add
 strength where needed. High,
 restful back. The cut-out front
 makes this corset very comfort-
 able. State corset size.

Reducer for Full and Stout Figures.
18K404 Pink
 Coustil. **\$259**
 Medium bust, 3 in. Skirt, 14
 in. Clasp, 10 in. Sizes, 23 to 30.
 A great favorite Reducing
 Corset, designed to give appar-
 ent reduction to the figure
 without any straps or adjusting
 devices. Heavy 3-inch width
 elastic at each side of back sewed
 in reinforcing sections across
 abdomen. Made of firm pink
 coustil, well boned.
18K405—Extra sizes, 32, 34
 and 36. Price.....\$2.89

Slender and Average Figures.
18K105 Pink
 only. **\$239**
 Low bust, 2½ in. Skirt, 14 in.
 Clasp, 8 in.; 3 hooks below.
 Sizes, 21 to 30.
 Front Lacing Corset made of
 medium weight fancy figured pink
 material. Four elastic gores in
 bust, two elastic sections in skirt.
 Boned tongue behind lacers.
 Moderately boned.
 State
 corset
 size.

Reducer for Stout Figures.
18K245 White
 Coustil. **\$235**
 Medium bust, 3 in. Skirt, 13 in.
 Clasp, 9½ in. Sizes, 22 to 30.
 Stout women appear thinner in this
 corset. Very firmly boned. Roomy
 bust. Full skirt to care for large
 abdomens and hips. Non-elastic gings
 to tighten reducing sections. Broad
 end front clasp.
18K250—Same style as 18K245,
 but in extra sizes, 32, 34 and 36.
 Price.....\$2.59

SEARS, ROEBUCK AND CO. 35K J69



16 D 3072 White only
Price, delivered
free, per set **49c**
Imported Collar and Cuff Set in
Tuxedo style. Embroidered design of
fine quality Lizen finished Cambric.



16 D 3073 Tan only
Price, delivered
free, per set **49c**
Puritan Collar and Cuff Set of
Fragin, lined with linen.

16 D 3074 White
only
Price, delivered
free, per set **49c**
Tuxedo style Collar
and Cuff Set of sheer
Organdy. Outlined with
a row of hemstitching
and finished at the edge
with two rows of flat-
fold Valenciennes lace. Size,
about 23 inches long and
4 inches wide. Can be
worn with each number
16 D 3082.



16 D 3077 Cream-White only
Price, delivered free,
each **98c**
Tuxedo style Lace Collar. Flat
center, edged with fine Venice
lace in Baby Irish pattern.
Length of collar, about 23 inches
by 3 1/2 inches wide.



16 D 3078 White only
Price, delivered free,
each **49c**
Imported roll collar of permanent
finish Organdy. Charmingly em-
broidered in raised eyelid design.
Collar measures about 26 inches long
by 2 1/2 inches wide.

16 D 3079 COLORS: Black,
Red, Navy Blue or Scotch
Woods GOLD
Price, del'd free,
each **49c**
Window Tie of Satin
Museline, about 44 ins.
long, and 5 1/2 ins.
wide.



16 D 3075 Black or Navy Blue
Price, delivered free,
each **98c**
16 D 3076 White only
Price, delivered
free, each **89c**
Puritan style Organdy Collar and Cuff
Set, with sash to match. Of a very fine
quality Organdy. Edged with plaited
shell trimming, hemstitched to the
material. White only.



16 D 3084 Oyster White only
Price, delivered
free, per set **89c**
Puritan Collar and Cuff Set of
pure Lizen. Hemstitched and
edged with Flat lace.



16 D 3080 Cream-White only
Price, delivered
free, each **89c**
Imported Venice Lace Col-
lar, in semi-round shape.
Size of collar, about 18 ins.
at the neckline and 3 1/2 to
4 ins. wide.



16 D 3081 COLORS: White or Cream. Size
18 x 22
Price, delivered free, each **89c**
Elegant Gullings of Not, with Tuxedo collar, with
Venice and Val lace.

16 D 3082 Collar and Cuff Set. White only
Price, delivered free **49c**
Inexpensive but attractive Collar and Cuff set of
Organdy with sash to match. Trimmed with two
rows of flat Val lace. Collar and cuffs are outlined with
one row of hemstitching.

16 D 3083 Sash to match above, length about 88 inches.
Price, delivered free, each **49c**



16 D 3085 White only **25c**
Price, del'd free, each
Venise lace points in two pat-
terns. Can be worn in straight out-
line, or clipped for a round neck.
About 22 ins. long and 2 1/2 ins.
wide. State PATTERN number.



16 D 3086 White only
Price, delivered
free, per set **39c**
Puritan Set of fine quality Lizen
finished with a novelty lace edging.



16 D 3087 Cream-White only
Price, delivered
free, per set **98c**
Puritan Set, of fine quality tuxedo Not,
with inserts at the front of very fine Venice
lace. Edged all around with shirred Val lace.



16 D 3088 Cream only
Price, delivered free, **\$1.19**
Imported Tuxedo Collar and
Cuff Set, of unusually pretty
Venise lace. Collar in of pos-
sible length, about 30 inches long
and 3 1/2 inches wide.



16 D 3089 Eru **98c**
Price, del'd free, per set
set
Vestee and Collar Set. Vestee
of embroidered not, with long
Tuxedo collar. Length of Vestee,
about 10 ins. Collar, about
40 ins. long. Collar of organdy
embroidered in white.



16 D 3090 Cream-White only
Price, delivered
free, each **49c**
Vestee of Not with Tuxedo Col-
lar. Trimmed with Val and Venice
lace. Vestee about 15 ins. long;
collar about 22 ins.



16 D 3091 White only
Price, delivered free,
per set **49c**
Embroidered Tuxedo Collar, made
of fine quality Cambric in a pretty
eyelid pattern. Cuffs to match.



16 D 3092 COLORS: White or
Cream. Size: COLLAR
Price, del'd free, each **98c**
Vestee with Peter Pan Collar. Trim-
med with white Venice lace edged with
shirred Val lace. Depth of vestee,
about 12 inches.



16 D 3093 Cream-White only
Price, delivered free,
each **59c**
Tuxedo Collar and Cuff Set of
Venise lace, edging an embroidered
Not lace. Length of collar, about 23
inches. Width, about 3 inches.



16 D 3094 White only
Price, delivered free,
each **98c**
High Neck Vestee with Puritan
Collar; made of good quality
Batiz. Trimmed with many rows
of pin tucks. Length, about 13 ins.

Attractive Values in New Hand Bags



Real Pin Seal Something Fine



18KB98—Our greatest offer in a full size bag. Tailor made, with very roomy pockets, one on gold colored metal frame. Pocket for powder puff, etc., on flap opposite mirror. Good quality moire lining. Large beveled mirror. Though costly in appearance, genuine pin seal gives fine service. A high grade gift. Size, 8 1/2 inches. Black only. Show, wt., 1 1/2 lbs. Each.....\$5.45

\$3.75
Large "Pan-dora" Bag.
18KB72

Special value in an extra large size of this popular wide opening bag. Fine quality genuine cowhide with soft suede-like finish. Gold colored metal frame. Serviceable fittings. Coin purse. Good quality moire lining. Size, 7 1/2 x 10 1/2 inches. Comes in rich shaded brown color. Shipping weight, 1 pound.



\$3.95

18KB12—Special value in this stunning, entirely new style bag. Fine quality glossy black morocco leather. Beautifully lined throughout with a fancy satin striped material. Attractive narrow silver-tone trimmings on edge of flap and top of bag. Large roomy pocket. Two small shirred pockets contain fine beveled mirror and coin purse. Size, 9 1/2 inches. Shipping weight, 1 pound.

with SAFETY POCKET

\$3.19

18KB90—The better grade Safety Pocket Bag. This model usually seen at about \$4.50. Splendidly built of genuine cowhide leather, real grain. Three roomy pockets, one on frame, deep safety pocket for jewelry, etc. Mirror. Good lining. Practical size, 8 1/2 x 10 inches. Highly recommended. Colors: Black or dark brown. State color. Shipping weight, 1 lb.

IMPORTED BEADED BAGS



\$3.25 **18KB04**—Our great special value draw string beaded bag. Small beads in four bright colors. Cleverly worked design. Roomy pocket. Neatly lined. Size, 8 1/2 x 10 1/2 inches. Shipping wt., 12 oz.



\$1.98

18KB47—This is one of our greatest bargains. Stunning tool-ed effect bag of genuine cowhide with soft suede finish. All leather gussets. Three wide opening pockets, one on clasping metal frame. Long mirror in pocket. Size, 8 1/2 x 10 inches. Comes in rich shaded brown color. Shipping weight, 14 oz.



\$1.69 **18KB74**

Handsome bag of fine cowhide leather in stylish hand tooled effect. Silver-like edge trimmings. Leather lined flap. Deep pockets, one on clasping metal frame. Mirror. A remarkable value. Size, 6 1/2 x 10 1/2 inches. Colors: Rich dark brown or black. State color. Shpg. wt., 1 lb.



\$1.98

18KB41—Made of good quality leather in beautiful hand tooled effect. Durable all leather double strap handles. Artificial ivory fittings. Flap lined. Coin purse to match. Colors: Black or brown. State color. Size, 4 1/2 x 11 1/2 inches. Shipping weight, 14 ounces.



\$1.95 **18KB74**

Real Pin Seal Bag. An unusual value. Three deep pockets, one on clasping metal frame. Mirror in small inner pocket. Large handkerchief pocket under flap. Neatly lined. Latest style cord handle. Size, 7 1/2 x 10 1/2 inches. Black. Shipping weight, 1 pound.



98c

18KB80—A round-shouldered value, large swag bag of good quality leather with attractive hand tooled effect. Entire flap leather lined. Attached mirror. Neatly lined. Colors: Dark brown or black. Size, 9 1/2 inches. State color. Shipping weight, 1 pound.



\$3.25 **18KB07**—Bargain in popular framed beaded bag. Bright silks in attractive floral designs. Rich genuine leather finish. Huddle of small beads. Neatly lined. A wonder at this price. Size, 8 1/2 x 10 1/2 inches. Shipping weight, 12 ounces.



\$1.38

"Patent" Vanity. **18KB36**—Atonishing value in a most favored New York style vanity case. Made of full glossy artificial patent leather, a splendid writing pen cranking quality. Popular long shape, 7 1/2 x 10 1/2 inches. Purse and comb fittings. Black only. Shpg. wt., 1 lb.

For the Children



38c **18KB61**—Children's Vanity. Glossy black artificial leather. Size, 4 1/2 x 6 in. Shpg. wt., 6 oz.



45c **18KB26**—Leather Brown. Opens wide. Nickel plated frame. Mirror. 4 1/2 x 6 in. Shipping weight, 6 ounces.



29c **18KB74**—Velvetreen. Looks like a beaded bag. Fancy design. Mirror. 4 1/2 x 6 in. Shipping weight, 6 oz.



43c **18KB25**—Leather Bag. Attached mirror. 5 1/2 x 7 1/2 in. Color, dark brown only. Shipping wt., 5 ounces.



\$1.55

18KB64—Bargain value, popular style Pandora Bag. Wide opening roomy pocket on metal frame. Small pocket fitted with mirror. Made of good quality silk poplin with wide satin stripes, a very attractive combination. Has new fashionable double cord handle. Neatly lined. Size, 8 1/2 x 10 inches. Shipping wt., 14 ounces.



95c

18KB30—Velvetreen bag with fancy metal frame at a sensationally low price. Roomy size. Length, 7 1/2 inches. Wide opening frame. Attached mirror. Good plain lining. Strong chain handle. Tassel trimming. Color, black. Shipping weight, 1 pound.



98c **18KB02**—Splendid style bag of silk warp moire. Wide opening metal frame. Coin purse on swinging frame. Attached mirror. Edge of flap attractively ornamented with narrow silver-tone trimmings. Neatly lined. Sprinkled cord handle. Priced exceptionally low. Size, 7 1/2 x 10 in. Shipping weight, 7 ounces.

What About Him?

A fine purse with his name in 22-karat gold letters will delight any man. See page 513.

A-18KB18 \$4.75—Extra fine quality bag of rich looking brown calf leather. Wide opening pocket on gold plated frame. Handkerchief pocket at back. Attractively lined. New style braided cord handle. Beveled mirror. Size, 7 1/2 x 10 1/2 inches. Shipping weight, 1 pound.

B-18KB51 \$3.85—New Paris style vanity purse. Combination of genuine brown cowhide with soft suede-like finish and flap and handle of good quality glossy patent leather. Three deep pockets, one on gold plated frame. Handkerchief pocket on inside of beveled mirror. Size, 6 1/2 x 10 1/2 inches. Shipping weight, 1 pound.

C-18KB43 \$3.48—Very special value bag in new flat shape style. Good quality leather in tooled effect. Special feature large beveled mirror, 7 1/2 inches on inner flap. Comes in brown color (the fashionable greenish brown shade). Size, 7 1/2 x 10 1/2 inches. Shipping weight, 1 1/4 pounds.

D-18KB59 \$4.38—Splendid value. Very cleverly constructed. When bag is opened it resembles a four-loaf clover, having four separate pockets. When closed, pocket puff and mirror can be removed without opening bag. Soft, pliable fine quality genuine calf leather, in fancy design. Top set with small 14-karat gold clips. Beveled lining. 9 1/2 x 10 inches. Rich dark brown color. Shpg. wt., 10 oz.

E-18KB46 \$3.59—New York's latest. Soft hane of fine quality dark brown goatskin with silver lace effect on gold plated frame. Large center pocket opens wide. Coin purse and mirror. Soft, open, side pockets for powder puff or handkerchief. Beautiful lining. Cord handle. 10 1/2 x 10 inches. Shipping weight, 10 ounces.

F-18KB42 \$4.98—Striking new style bag in genuine cowhide with soft suede finish. Beautiful moire lining. Large beveled mirror concealed under flap. Most popular high grade bag. 7 1/2 x 10 inches. Rich shaded brown color. Shipping weight, 1 lb.

G-18KB01 \$3.19—Very smart bag. Beautiful combination of brown, soft, suede finished cowhide and genuine black patent leather. Wide opening serial frame. Fine beveled mirror and change purse. Large outside handkerchief pocket. New style braided cord handle. Neat moire lining. Size, 6 1/2 x 10 inches. Shipping weight, 8 oz.

H-18KB66 \$2.35—Soft style small size bag of good leather, with the latest gold plated fancy frame. Good quality braided cord handle. Beveled mirror. Coin purse. Exceptionally lined. Colors: Navy blue or rich dark brown. 6 1/2 x 10 inches. Shipping weight, 8 ounces.

I-18KB29 \$3.48—Entirely different and a big bargain. Large new drop mirror style swag bag. Good quality leather, in popular faded alligator grain. Large roomy pockets. Coin purse. Shirred pocket opposite large mirror inside flap, for powder puff, etc. Neatly lined. Size, 8 1/2 x 10 inches. Colors: Gray or dark brown. State color. Shipping weight, 1 1/2 lbs.

J-18KB78 \$1.19—Very striking in black and red, as illustrated. Artificial patent leather with genuine glossy leather flap, concealing mirror. Three pockets, one on clasping metal frame. Good cord handle. 6 1/2 x 10 inches. Can also be had in all black. State color. Shipping weight, 12 oz.

16 D 7020



16 D 7020 Black, Brown or Natural. State COLOR. Price, delivered free, each \$5.49

Charming Cape of rich quality Marabou with satin lining. Finished at the bottom with many tails. Cut in rounded effect at front. Depth of cape including tails about 13 inches. Length about 32 inches.

16 D 7015 \$6.98



16 D 7015 Black, Brown, or Natural. State COLOR. Price, delivered free, each, \$6.98

Fine quality Marabou Cape, slightly combined with a strand of curled ostrich. Trimmed with 16 Marabou tails. Lined with matching color silk mesaline. Width including tails, about 13 in.; length, about 32 in.

16 D 7021 Black, Brown or Natural. State COLOR. Price, delivered free, each \$5.39

Cape of excellent quality Marabou, simple in outline but one that gives a pleasing touch to the costume. We recommend it highly for durability. Lined with silk mesaline, size about 33 inches long and 1 inches deep at the back, left and bulky.



16 D 7021

COLORS: Black, White, Navy Blue, Brown, Natural or Black and White Mixed. State COLOR.

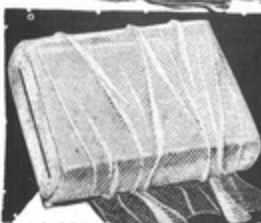
16 D 7016 Length about 21 inches. Price, delivered free, \$1.79

16 D 7017 Length, about 24 inches. Price, delivered free, each \$3.29

Ostrich Boa of good quality long furs. Round and bulky.



16 D 7016



Bridal Veiling

16 D 4047 Illusion Veiling Price, delivered free, yard, 89c

Excellent quality Silk Illusion Veiling for bridal veils and confirmation purpose. Drapes in soft, graceful folds. Width, about 70 inches.

16 D 4048 Confirmation Wreath Price, del'd free, each, 59c

Wreath of Waxed and Mesline Buds and Blossoms.

16 D 4051 Corsage 59c

Bouquet. Del'd free, each 59c
Bride's Corsage. Bouquet of Waxed Buds, Blossoms and Green Foliage with rubber-covered stems.

16 D 4652 Imported small Bouquet of Waxed Ostrich Buds and Blossoms. Price, del'd free, each, 10c

16 D 7018 Brown, Black, or Natural. Give COLOR. Price, delivered free, \$4.79

Smart round Cape of lovely soft Marabou, combined with curled ostrich. Tied at neck with Marabou trimmed cord ties. Satin mesaline lined. Width, about 18 inches in back, graduating to about 4 1/2 inches at front; length about 32 inches.

16 D 7019 Black, Brown or Natural. State COLOR. Price, delivered free, each, \$9.49

Combined Marabou and Ostrich feathers make an attractive festooned, side style. Lined with good quality satin mesaline. Length about 63 inches long and 8 inches wide. Closure with fancy silk corded bow.



\$4.79

16 D 7018

16 D 4050 Bridal Wreath Price, delivered free, each, 89c

Current style Wreath of Waxed Orange Blossoms.

16 D 4049 Bridal Wreath Price, delivered free, each, \$1.19

Bridal Wreath of Waxed Buds and Blossoms with Pearl Beads.

16 D 4050

Wreath 16 D 4049

We Pay Delivery Charges on This Merchandise

Veil 16 D 4046



16 D 4045 Confirmation Veil Price, del'd free, each, \$1.98

Confirmation Veil of Silk Veiling, edged in lace. Length, about 45 inches; width, about 66 inches. Draped without extra charge upon request.

16 D 4046 Bridal Veil Price, delivered free, each, \$2.89

Handsome designed Bridal Veil of Silk Illusion. Silk embroidered edge and corner motifs. Easily draped in many of the new modes. Width, about 66 inches; length, about 72 inches.

Women's, Girls' and Children's Arctics, Gaiters, Galoshes



Turned Down

Buckled.

Open.

Stylish, Attractive and Serviceable "PROFILE" (First Quality) Four-Buckle Gaiters (Galoshes) for Women and Girls. Fine black cashmerette cloth top and fleece cloth lined. The above illustrations show how these gaiters are worn—buckled, turned down and open. Be sure to state size.

76K9260 The Pair, **\$2.98**
Women's sizes, 2½ to 8.

76K9261 The Pair, **\$2.98**
Women's sizes, 2½ to 8. Height, about 11 inches. For shoes with military or French heels with pointed toes, as shown in figures 1 and 2, page 270.

76K9262 The Pair, **\$2.68**
Girls' sizes, 11 to 2. Height, about 10 inches. Will fit all styles in girls' shoes.

76K9286 The Pair, **\$3.59**
Women's sizes, 2½ to 8. For shoes with military or low heels and round or pointed toes, as shown in figures 2, 3 and 4, page 270. Height, about 11½ inches.

76K9287 The Pair, **\$2.75**
Girls' sizes, 11 to 2. Height, about 11 inches.

76K9288 The Pair, **\$1.98**
Children's sizes, 6 to 10½. Height, about 9 inches.

"PROFILE" (First Quality) Women's, Girls' and Children's Extra High Button Gaiter. Fine black jersey cloth top. Has extension heel and is fleece cloth lined. Number of buttons varies according to size. Be sure to state size. *Wide widths only. Shipping wt., 1½ to 2½ lbs.*

One-Buckle Arctics.

76K9213 The Pair, **\$1.48**
Women's sizes, 2½ to 8. For shoes with military heels and pointed toes, as shown in figures 2 and 3, page 270.

76K9217 The Pair, **\$1.48**
Women's sizes, 2½ to 8. For shoes with low heels and round toes, as shown in figure 4, page 270.

76K9218 The Pair, **\$1.19**
Girls' sizes, 11 to 2.

76K9219 The Pair, **\$1.05**
Children's sizes, 6 to 10½. "GIBBALTAR" (Medium Quality) Heavy One-Buckle Arctic for Women, Girls and Children. Plain edge. Has heavy black cashmerette top and is fleece cloth lined. Be sure to state size. *Wide widths only. Shipping wt., 1¼ to 1½ lbs.*

The Newest Russian Boot Gaiter

Ultra Stylish Russian Boot Gaiter. "PROFILE" (First Quality). Women's light weight fine black jersey cloth top, net lined. Has two buckles with 2½-inch black astrakhan cloth collar which fastens with an adjustable snap fastener. *Wide widths only. Be sure to state size.*

76K9264 The Pair, **\$3.48**
Women's sizes, 2½ to 8.

Height, about 10½ inches. For shoes with low heels and round or pointed toes, as shown in figures 3 and 4, page 270.

76K9265 The Pair, **\$3.48**
Women's sizes, 2½ to 8.

Height, about 10½ inches. For shoes with military or French heels with pointed toes, as shown in figures 1 and 2, page 270. *Shipping wt., 2 lbs.*

76K9292 The Pair, **\$3.85**
Women's sizes, 2½ to 8. For shoes with military or low heels and round or pointed toes, as shown in figures 2, 3 and 4, page 270. Height, about 13 inches.

76K9293 The Pair, **\$3.35**
Girls' sizes, 11 to 2. Height, about 12 inches.

76K9294 The Pair, **\$2.89**
Children's sizes, 6 to 10½. Height, about 8½ in.

"PROFILE" (First Quality) Women's, Girls' and Children's Extra High Gaiter with fine black jersey cloth top. Has extension heel and is fleece cloth lined. Women's and girls' sizes have six buckles; children's sizes, five buckles. Be sure to state size. *Wide widths only. Shipping wt., 1½ to 2½ lbs.*

76K9253 Pair, **\$1.98**
Women's sizes, 2½ to 8.

For shoes with military or low heels and round toes, as shown in figure 4, page 270.

76K9255 Pair, **\$1.85**
Girls' sizes, 11 to 2.

76K9256 Pair, **\$1.69**
Children's sizes, 6 to 10½.

"GIBBALTAR" (Medium Quality) Two-Buckle Gaiter with fleece lined black cashmerette cloth top. Be sure to state size. *Wide widths only. Shipping wt., 1¼ to 1½ lbs.*



Pure Worsted \$2.75
89c
Boy's Pure Worsted 22D6350
Heavy Weight Worsted Suit
Water Wings 39c
22 D 6308 White Price, del'd free, each... **39c**
 Water Wings to support a person up to 250 pounds. If you can't swim, start with the aid of these wings.
22 D 6352 Navy Blue One-piece style (as illustrated). Price, del'd free, each... **\$2.75**
22 D 6355 Navy Blue Two-piece style. Price, del'd free, each... **89c**
22 D 6350 Navy Blue with Red Trim Price, del'd free, each... **\$2.29**
22 D 6357 Heather with Purple Price, delivered free, each... **\$3.65**
22 D 6358 Navy Blue with White Trim, delivered free, each... **\$3.65**
For Boy or Girl
22 D 6351 Navy Blue with Red Trim Price, del'd free, ea. **79c**
 Your boy or girl will appreciate this California style Bathing Suit of good quality Cotton. Trunks and shirt are in one piece, joined at the waistline reinforced stretch. Opens on shoulder. Size: 22 to 34 inch chest measure. Give **SIZE**.

Medium Weight 22 D 6352 Navy Blue One-piece style (as illustrated). Price, del'd free, each... **\$2.75**
22 D 6355 Navy Blue Two-piece style. Price, del'd free, each... **89c**
22 D 6350 Navy Blue with Red Trim Price, del'd free, each... **\$2.29**
22 D 6357 Heather with Purple Price, delivered free, each... **\$3.65**
22 D 6358 Navy Blue with White Trim, delivered free, each... **\$3.65**
Rubber Cap 22D6310 **25c**
22 D 6311 **35c**
22 D 6303 Black Price, del'd free, each... **\$1.98**
22 D 6323 Navy Blue with White Price, delivered free, each... **\$4.98**
22 D 6312 Rubber Cap Price, delivered free, each... **49c**
22 D 6306 Black with White Price, delivered free, each... **\$2.98**
22 D 6310 Rubber Cap Price, delivered free, each... **25c**

All Wool \$1.79
Diving Cap 22D6309 **13c**
Sateen Suit \$1.98
All Wool Worsted \$4.98
22 D 6300 Black Cotton Price, each... **69c**
22 D 6322 Black Worsted Wool Price, del'd free, **\$1.79**
22 D 6311 **35c**
22 D 6303 Black Price, del'd free, each... **\$1.98**
22 D 6323 Navy Blue with White Price, delivered free, each... **\$4.98**
22 D 6312 Rubber Cap Price, delivered free, each... **49c**
22 D 6306 Black with White Price, delivered free, each... **\$2.98**
22 D 6310 Rubber Cap Price, delivered free, each... **25c**

One-piece undergarment for women and girls. Closely knit, in fine elastic stitch. Warm and durable. Elastic ribbed cuffs. Size: 28 to 44 inches bust measure. Give **SIZE.**

Black Sateen Bathing Suit for women and girls. Has belt and pockets. For undergarment see 22 D 6309. Size: 28 to 44 inches bust. Give **SIZE.**

22 D 6309 Assorted Colors Price, each... **13c**
 Two for **25c**
 Rubber diving cap for women and misses.

Women's or Misses' Rubber Swimming Cap. With contrasting edge and fringed ornaments. COLORS: Blue, Red and Green. Give **COLOR.**

Black Sateen Bathing Suit, in fine Jersey knit, suitable for women and misses. Scalloped skirt edged with white; trunks have three pearl buttons at each side. Has belt and pocket. Size: 34 to 44 inches bust measure. State **SIZE.**

22 D 6312 Rubber Cap Price, delivered free, each... **49c**
 Good quality Rubber Cap, with "Star-Me" logo. **COLORS: Blue, Green and Red. State **COLOR**.**

Heavy Sateen 22 D 6306 Black with White Price, delivered free, each... **\$2.98**
 Lustrous Black Sateen Bathing Suit. Built on top with white Sateen. For undergarment, see 22 D 6309. Size: 34 to 44 inches bust measure. State **SIZE**.

22 D 6310 Rubber Cap Price, delivered free, each... **25c**
 Good quality Rubber Cap, with flower design. **COLORS: Blue, Red and Green. State **COLOR**.**

Cool Athletic Underwear

VALUES
On these pages you will find reasonable underwear for every member of the family. Made in a variety of fabrics, of materials selected for long wearing qualities. Every garment is designed and made for comfort and service. We have many styles in all weights and lengths of underwear.

Athletic Style

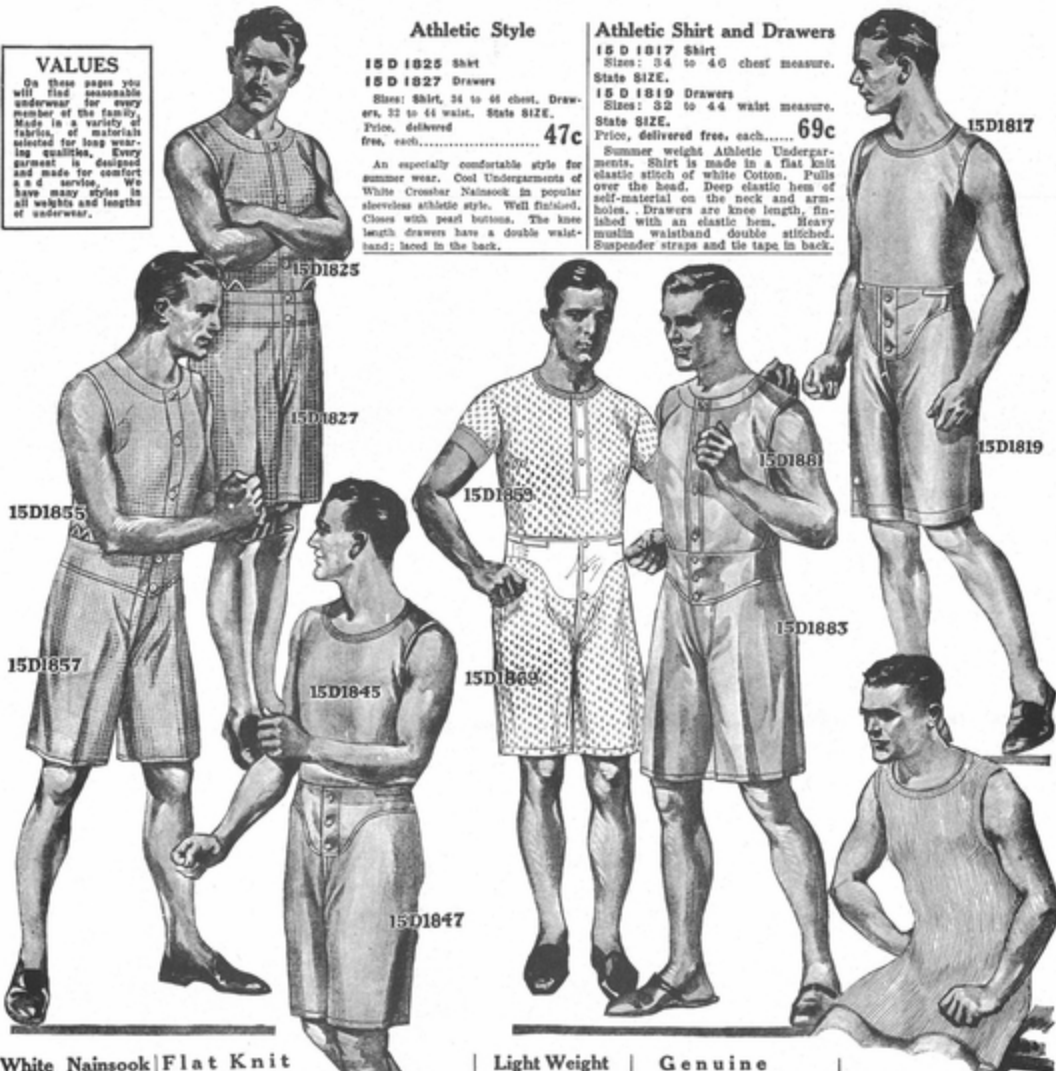
15D 1825 Shirt
15D 1827 Drawers
Sizes: Shirt, 34 to 44 chest. Drawers, 32 to 44 waist. State SIZE.
Price, delivered free, each..... **47c**

An especially comfortable style for summer wear. Cool Undergarments of White Crossbar Nainsook in popular sleeveless athletic style. Well finished. Closes with pearl buttons. The knee length drawers have a double waistband; laced in the back.

Athletic Shirt and Drawers

15D 1817 Shirt
Sizes: 34 to 46 chest measure. State SIZE.
15D 1819 Drawers
Sizes: 32 to 44 waist measure. State SIZE.
Price, delivered free, each..... **69c**

Summer weight Athletic Undergarments. Shirt is made in a flat knit elastic stitch of white Cotton. Pulls over the head. Deep elastic hem of self-material on the neck and armholes. Drawers are knee length, finished with an elastic hem. Heavy muslin waistband double stitched. Suspender straps and tie tape in back.



White Nainsook
15D 1855 Shirt
15D 1857 Drawers
Sizes: Shirt, 34 to 46 chest. Drawers, 32 to 44 waist. State SIZE.
Price, del'd free, each..... **59c**

Cool, comfortable and practical are these good quality White Crossbar Nainsook Undergarments. Shirt is made in low neck, athletic, sleeveless style. Drawers have double waistband; pearl buttons. Knee length. A light weight suit of perfect fit.

Flat Knit Cotton

15D 1845 White Shirt
15D 1847 White Drawers
Sizes: Shirt, 34 to 46 chest. Drawers, 32 to 44 waist. State SIZE.
Price, del'd free, each..... **49c**

Men's Athletic Shirts and Drawers in a fine quality white Cotton flat-knit. Strong collarette neck and finished armholes on shirt. Drawers are reinforced where the strain is greatest. A cool, roomy garment for summer wear.

Light Weight Knit

15D 1859 Shirt
15D 1869 Drawers
Sizes: Shirt, 34 to 46 chest. Drawers, 32 to 44 waist. State SIZE.
Price, del'd free, each..... **49c**

Comfortable, cool and sanitary Porous Mesh Knit Cotton light weight Shirt and Drawers. Even. Neat collarette neck, bound front and comfortable short sleeves. Closes with pearl buttons. Drawers have cotton waistband; knee length with hem.

Genuine Soiesette

15D 1881 Shirt
15D 1883 Drawers
Sizes: Shirt, 34 to 46 chest; Drawers, 32 to 44 waist. State SIZE.
Price, delivered free, each..... **\$1.09**

Summer weight White Cotton Genuine Soiesette Shirt and Drawers. Soiesette is a highly finished, soft, Mercerized Cotton fabric with splendid wearing qualities. Shirt is cut in popular athletic sleeveless style. Finished with pearl buttons. Drawers have double waistband; laced back; pearl buttons. Knee length.

15D1815

Athletic Shirt

15D 1815
Sizes: 34 to 44 chest. State SIZE.
Price, delivered free, each..... **21c**

This Men's Athletic or Running Shirt will give the utmost in comfort, service and satisfaction. Made of an elastic ribbed pure White Cotton. Ribbed collarette neck and armholes. No buttons. Just pull it over the head. A universal favorite.

Snappy Styles

Full Description of this Merchandise on Opposite Page

Satin Stripe Crepe de Chine 33D5504 **\$6.75**

Satin Stripe Silk Broadcloth 33D554C **\$7.50**

Imported English Broadcloth 33D5509 **\$4.95**

Tussah Silk 33D5508 **\$2.95**

Silk Shantung 33D5534 **\$4.49**

Lavender 33D4132

Pink 33D4126

White 33D4133

Tan 33D4127

Mercerized Cotton Jersey

Lavender 33D4128 **\$1.79**

Mercerized Cotton Jersey

Silk Crepe de Chine

Pink 33D5543 **\$5.75**

Silk Baby Broadcloth 33D5531 **\$5.98**

Green 33D4130 **\$1.98**

White 33D5542 **19c**

Green 33D5544

Imported Swiss Silks **\$1.35**

Silk Crepe de Chine Collar 33D4813 **98c**

Silk Four in Hand 33D4716 **98c**

Crepe de Chine 33D5505 **\$4.98**

Overplaids 33D6200 **\$1.49**

Imported Tweeds 33D6202 **\$2.00**

Lavender 33D5519

Heavy Fiber Silk 33D5539 **\$3.98**

Fiber Silk and Cotton 33D5515 **\$2.98**

White 33D5512 **\$2.98**

Green 33D5520 **\$2.49**

Silk and Cotton

Tan 33D5514 **\$2.98**

Tussah Silk

Pink 33D5518

CHARLES WILLIAM STORES

We Pay Delivery Charges on Every Article on This Page

SUPREME

KNIT WEAR BEST MAKE



\$2.98

83K1630—Navy blue with orange trim.
83K1631—Maroon with navy blue trim.
83K1632—Dark brown with buff trim.
 EACH
 Sizes, 34, 36, 38, 40, 42, 44 and 46. State also.
 Men's Medium Weight All Wool Pullover Sweater. Contrasting color collar, cuffs and bottom, as illustrated. We believe you will like this garment if you are in need of a pullover style sweater. It is snug fitting and very warm. Shipping weight, 3¼ pounds.



\$9.75

83K1605—White with Jacquard chest stripes.
83K1606—Plain white.
 EACH
 Sizes, 34, 36, 38, 40, 42, 44 and 46. State also.

Men's Heavy Weight All Worsted Shaker Knit Pullover Sweater. Made with large shawl collar. Handmade and finished throughout. A very high quality garment. In offering this sweater we are giving our customers a chance to buy a real snappy up to the minute sweater, one that is very popular all over the country. A very attractive garment. Shipping weight, 3¼ pounds.



\$2.95

83K1514—Maroon.
83K1515—Light oxford.
83K1516—Navy blue.
83K1517—Brown.
 EACH
 Sizes, 34, 36, 38, 40, 42, 44 and 46. State also.
 Men's V Neck Style Sweater Coat. Medium weight. Has two pockets and buttons to match. About two-thirds wool. A sweater that may be worn under an ordinary sack coat. A combination of quality and low price. Shipping weight; 2 pounds 5 ounces.



\$2.78

83K1614—Dark brown.
83K1615—Maroon.
83K1616—Oxford gray.
83K1617—Navy blue.
 EACH
 Sizes, 34, 36, 38, 40, 42, 44 and 46. State also.
 Men's Medium Weight Sweater Coat. About 40 per cent wool. Shawl collar. Ribbed cuffs and rack knit front and bottom. Made with two pockets. Trimmed with pearl buttons. Can be buttoned closely about neck in severe weather, if desired. Extremely low priced. Will wear well. Truly a wonderful bargain at our low price. Shipping weight, 2¾ pounds.

See How to Measure Scale on Page 351.



\$6.50

83K1576—Maroon with old gold trim.
83K1578—Navy blue with orange trim.
83K1579—Buff with seal brown trim.
 EACH
 Sizes, 34, 36, 38, 40, 42, 44 and 46. State also.
 Men's All Wool Heavy Weight Pullover Style Sweater. Body of this coat is made in heavy rope stitch and the large shawl collar, cuffs and bottom are in rack stitch. Collars, cuffs and bottom trimmed with contrasting colors as illustrated. A fine quality garment. Shipping weight, 3½ pounds.

SEARS, ROEBUCK AND CO. 48K 7 347

Smart COATS

of
High Class
most
Reasonable
in
Price

Hats shown on this page may be found in our Millinery Section, pages 83 to 100, inclusive.



17L4520
All Wool Velour
\$11.98

17L4525
All Wool
Tricotine
Unlined
\$18.95
Silk Lined
\$22.95

17L4530
All Wool
Velour
Silk Lined
\$19.95

A thoroughly smart Cape. No garment is more convenient and becoming for spring and summer wear than a graceful circular cape like the one pictured above. This model is made of good quality all wool velour in spring weight. It is cut with ample fullness, falling in graceful rippling folds, and is elaborated on the back with full length rows of heavy embroidery stitching and oddly shaped self covered buttons. Attached to the cape is a stylish throw scarf collar of the same material, finished with embroidery stitching and tasseled ends. Cape is unlined and is 43 inches long. A highly satisfactory garment very reasonably priced.

WOMEN'S AND MISSES' SIZES—34 to 46 inches bust measure. State size. Shipping weight, 3½ pounds.

17L4520—Tan. \$11.98
17L4521—Liberty blue.

An extremely smart Dress Coat. "Charming!"—that's what you will say when you see this very stylish up-to-date dress coat. It is distinctive in style and ideal for dress occasions during the spring and summer. The coat is made of high grade spring weight all wool tricotine. It is a loose fitting model held at waist by a tasseled tie sash. The collar, bell sleeves and the panels on the sides of coat are richly adorned with a tasteful design of heavy embroidery in contrasting colors. Note also the graceful turned back revers extending down the front of the model. Coat is 43 inches long and may be had unlined or lined with fancy silk. A splendid value.

WOMEN'S AND MISSES' SIZES—34 to 46 inches bust measure. State size. Shpg. wt., 3¾ lbs.

Unlined.
17L4525—Navy blue. \$18.95
17L4526—Black.

Full Fancy Silk Lined.
17L4527—Navy blue.
17L4528—Black. \$22.95

A Paris Model Blouse Coat. Admire style, good material and low price combine to make this smart coat a splendid selection for spring and summer. It is made of durable quality spring weight all wool velour, and is designed with a stylish blouse back as pictured. Back of coat is trimmed with embroidery stitching in self color, and the cuffs on the loose mandarin sleeves, also front of model, are adorned with embroidery stitching to match back. Another smart style feature is the graceful throw scarf collar which is trimmed with long tassels. Tie sash is of self material. Two pockets. This coat is 46 inches long and is richly lined throughout with fancy silk. A wonderful value.

WOMEN'S AND MISSES' SIZES—34 to 46 inches bust measure. State size. Shipping weight, 3½ pounds.

17L4530—Taupe.
17L4531—Reindeer tan. \$19.95



NEW YORK'S *Latest Fashions*
ADMIRABLY Expressed
in these **SUPREME**
Suit Values

31N9200
 All Wool
 Poirer Twill
 Satin de Chine
 Lined
 Misses' and
 Small Women's
 Sizes
\$25⁵⁰



*Of All Wool fabrics
 with fine Silk Linings*

31N9215
 All Wool
 Tricotine
 Satin de Chine
 Lined
\$27⁷⁵



31N9205
 All Wool
 Valama Cloth
 Corocul
 Fur trimmed
 Satin de
 Chine Lined
\$32⁷⁵



31N9220
 All Wool
 Tricotine
 Fancy Silk
 Lined
\$24⁹⁸

31N9210
 All Wool Velour
 Satin de Chine
 Lined
 Beaverette Fur
 Collar
\$21⁹⁵



*For Descriptions
 and Other Colors
 See Opposite Page*



EACH a *Genuine*
Fifth Avenue Creation
 EACH a *Genuine*
Bargain



31N6835
 All Wool
 French Serge
 \$10⁹⁸

31N6840
 All Wool
 Jersey
 \$7⁸⁹

17N10650
 Manchurian
 Wolf
 \$6⁹⁸

31N6845
 All Silk
 Taffeta
 \$7⁹⁵

For Descriptions
 and Other Colors
 See Opposite Page



*Styles of Rare Beauty
Chosen for
YOU!*



31L6530
Organdie
\$2⁹⁵

31L6525
Gingham and
Organdie
\$3²⁹

31L6535
Voile
\$3⁹⁸

31L6520
All Silk, Canton Crepe
with Silk Georgette Crepe
\$13⁴⁸

31L6540
All Silk,
Canton Crepe
\$15⁹⁵

*For
Descriptions
and
Other Colors
See
Opposite Page*



Porch and Morning Dresses

31L3460
Gingham
Regular
Sizes
\$2.48
Semi
\$2.79

31L3475
Crepe and
Cretonne
\$2.48

31L3485
Gingham
\$2.98

31L3495
Crepe
\$1.95

31L3465
Gingham
\$1.85

31L3470
Gingham
\$2.95

31L3480
Gingham
\$1.69

31L3490
Gingham
\$1.79

For Descriptions
and Other Colors See
Opposite Page



27L6050
Voile
\$1.98

27L6055
All Silk
Creme de Chine
\$4.48

27L6060
All Silk
Paisley Crepe
\$4.39

27L6065
Tricolette
\$3.29

27L6075
All Silk
Canton Crepe
\$5.48

27L6070
All Silk
Creme de Chine
\$6.95

31L79600
All Wool
Eponge
\$6.48

FRANCINE
S. R. AND CO. Sole Mfrs.
Made Exclusively for Sears, Roebuck & Co.

Blouses
Superb in Style

Irreproachable in Quality
and Workmanship

31L79400
Prunella
Cloth
\$4.79

For Descriptions and Other
Colors See Opposite Page

SEARS, ROEBUCK AND CO. 15L. 47

CORRECT TOGS for Outing and Sports Wear



31L6325
All Wool
Homespun
\$9.98

31L6330
Hill's Jean
Sport Suit
\$2.98

31L6335
Hill's Jean
Knicker-
Outfit
\$3.75

31L6340
Khaki Riding
Suit
\$8.95

Khaki
Leggings
98¢

We picture here one of the new Sport Outfits which are all the rage for spring and summer wear. Plain sleeveless jacket and checked plaited skirt are both made of all wool homespun. Jacket has tuxedo collar and revers also pocket trimming of checked material. Buttoned belt. Skirt is stylishly knife and box plaited and has separate belt of plain material. A stunning style and a big value!

WOMEN'S SIZES—32 to 44 inches bust measure. Misses' sizes, 14, 16, 18 and 20, years. Give measurements. Shipping weight, 2 lbs.

31L6325 Brown and tan check.

31L6326 Copenhagen blue and tan check. \$9.98



Women's and Misses' Two-Piece Outfit, consisting of blouse and plain tailored skirt. Made of best quality, extra durable, washable jean. Blouse has sailor tie, two pockets and buttons at sides. Note the plaited bellows sleeves finished with buttoned tabs. Plain skirt attached to a waistband. Natty outing suit which is a real bargain!

WOMEN'S SIZES—32 to 44 inches bust measure. Misses' sizes, 14, 16, 18, and 20, years. Give measurements. Shpg. wt., 1½ lbs.

31L6330 Khaki jean.

31L6331 White jean. \$2.98



31L2960
All Wool Tweed
Three-Piece Outfit
Coat, Skirt
and Knickers
7 to 14 Years

\$9.98

Separate Knickers
\$2.59

Girls' Stylish Three-Piece

Outfit, consisting of smart belted jacket, full plaited skirt and a pair of knickers—all made of high grade all wool tweed. Jacket is unlined, has plaited back and two bellows pockets with buttoned flap. Skirt is knife and side plaited and attached to a waistband. Knickers may be purchased separately for \$2.59. Have cuffs at knees, and belt of self material.

SIZES—7 to 14. State size. Shipping weight, outfit, 1½ pounds; knickers, 1 pound.

31L2960—Gray mixture outfit, \$9.98

31L2961—Tan mixture outfit, \$9.98

31L2962—Gray Knickers, 2.59

31L2963—Tan Knickers, 2.59



Women's and Misses' Two-Piece Outfit. Jacket and full cut knickers made of superior quality, iron wearing, washable jean. A fine suit for sports, camping, or hiking. Jacket has plaited back, two buttoned pockets and belt, as pictured. Well tailored knickers, buttoning at sides; two slash pockets; buttoned cuffs at knees. A dandy suit and a splendid value!

WOMEN'S SIZES—32 to 44 inches bust measure. Misses' sizes, 14, 16, 18, and 20. Give measurements. Shpg. wt., 1½ lbs.

31L6335 Khaki jean. \$3.75



Women's and Misses' Swagger London Model Two-Piece Riding Habit, made of strong, durable khaki cloth. Consists of a finely tailored coat in smart semi-fitted belted style and separate breeches—breeches fasten at both sides at hips and are finished at knees with eyelets and laces.

WOMEN'S SIZES—32 to 44 in. bust measure. Misses' sizes, 14 to 20 years. State bust, waist, and hip measures. Shipping weight, 1½ pounds.

31L6340 Khaki \$8.95

Khaki Cloth Leggings to match Riding Suit, described above. Shipping weight, 1½ pounds

31L6341 Khaki. 98c



Outing Suits shown on this page come in Women's sizes, 32 to 44 inches bust measure; Misses' sizes, 14 to 20 years. Knickers, breeches and skirts, 22 to 34 inches waist measure. Front length of skirts, 32 to 38 inches. Be sure to state size. See page 557 for measuring instructions.

Dresses and Knicker Suits for Girls

Ages 7 to 14 Years



31L2800
Gingham
\$1.59

31L2815
Organdie
\$1.98

31L2830
Hills
Jean
\$1.98

31L2820
Gingham
Blossom
Dress
\$1.00

31L2825
Separate Skirts
for Girls, Sizes 7 to 14

Big values in girls' nicely made plaited skirts for wear with separate waists or blouses. Skirts are designed with bottom trimmed pockets and attached to sleeveless body lining. Your choice of five materials.

SIZES—7 to 14. State size. Shipping weight, 1 1/4 pounds.
 31L2825—Cotton plaid... 89c
 31L2826—Navy blue Peggy cloth... 89c
 31L2827—White jean... 98c
 31L2828—Khaki... 98c
 31L2829—Navy blue all wool serge... \$1.08

Crisp, cool gingham is combined with sheer organdie to make this little washable frock. Piping edges the short sleeves, organdie collar and loose hanging organdie panels on skirt.

SIZES—7 to 14. State size. Shipping weight, 1 pound.
 31L2800—Lavender and white check.
 31L2801—Blue and white check.

31L2802—Tan and brown check. \$1.59

A Two-Piece Dress, made of reliable material. Separate blouse is of plain Tokio crepe. Collar and cuffs of white repp; attached belt; pearl buttons. The plaited skirt is of contrasting checked gingham, attached to a sleeveless body lining.

SIZES—7 to 14. State size. Shipping weight, 1 pound.

31L2805—Maize with black and white check.
 31L2806—Blue with blue and white check. \$2.39

Here are comfort garments, army style shirt, well made knickers and middie blouse. All are made of durable genuine Hill's Jean in Khaki tan. Don't confuse this splendid guaranteed fabric with ordinary cheap khaki—Hill's Jean wears like iron. Buy all three of these garments—they make a practical, easily laundered summer outfit.

SIZES—7 to 14. State size. Shipping weight, each, 1 1/4 pounds.

31L2810—Khaki Knickers.
 31L2811—Khaki Middie.
 31L2812—Khaki Shirt. 98c

Dainty Frock of sheer organdie, with panels of Swiss embroidered organdie bordered by insertions of fine Valenciennes lace. Trimming of Valenciennes lace edging. Back tucked in clusters and lace trimmed. Skirt is of embroidered organdie founcing. Silk satin ribbon sash.

SIZES—7 to 14. State size. Shpg. wt., 1 lb.
 31L2815—White. \$1.98

Girls' solid comfort Bloomer Dress. Easily laundered and well made of fast color fancy checked gingham. Dress is trimmed with colored piping on the neck, sleeves, pockets, down front and around the bottom. Separate bloomers to match, with elastic at knees and waistband.

SIZES—7 to 14. State size. Shipping weight, 1 1/4 pounds.

31L2820—Red plaid.
 31L2821—Blue plaid. \$1.00

In this smart white Jean Two-Piece Middie Dress you'll find style and serviceability combined. The separate middie blouse has sailor collar and cuffs, trimmed with contrasting head. Embroidered tie loop. Wide attached belt, fastening at sides with buttons. The plaited skirt is 6" ached to a sleeveless body lining.

SIZES—7 to 14. State size. Shipping weight, 1 pound.

31L2830—White. \$1.98

A Three-Piece Outfit to delight the active, healthy girl. Outfit includes comfortable knicker-bocker; stylish sleeveless "meadowbrook" sports jacket, both made of finest quality iron wearing Hill's tan khaki jeans; also a cool waist of washable white cotton crepe. Jacket has tuxedo revers, and belt of imitation leather. Knickers are in regulation style. These are well made "quality" garments.

SIZES—7 to 14. State size. Shipping weight, 2 pounds.

31L2835—Khaki tan. \$2.79

STATE SIZE WHEN ORDERING.

The Girls' Dresses on this page are furnished in sizes as follows:

Sizes, years.....	8	10	11	14
Average bust measure, inches.....	30	31	32	34
Average length, inches.....	27	28	32	36

\$3.69
78N9168



\$5.65
78N9173



\$3.75
78N9181



\$3.75
78N9186



\$4.50
78N9191



\$4.89
78N9196



\$3.48
78N9201

*Style Square
Hats*
"LATEST FASHION
ASSURED
— and at the
Lowest Prices"



\$6.45
78N9208

This Lovely Bag with
your initials or your
name in 22-karat gold
letters. Special at
\$6.45. See page 141.



\$4.75
78N9213

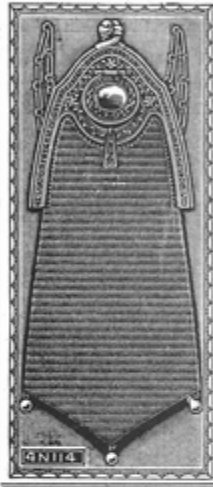
New
felt

Mesh Bags—The Very Latest—Vanity Cases



4N100—Latest Novelty Pul-Kase and Lipstick Holder, solid silver. Contains powder puff and lipstick. Length, about 2½ in. Shipping weight, 3 oz. **\$2.50**
4N102—Same as above, but gold filled. **\$2.40**

4N110—Latest Novelty Pul-Kase, solid silver. Contains powder puff. Length, about 2 inches. Ship. wt. 3 oz. **\$1.75**
4N112—Same as above, but gold filled. **\$1.75**



4N106—Ladies' Silver Plated Mesh Bag. Links not soldered. Bag about 6¼ inches deep. Shipping weight, 8 ounces. **\$3.00**

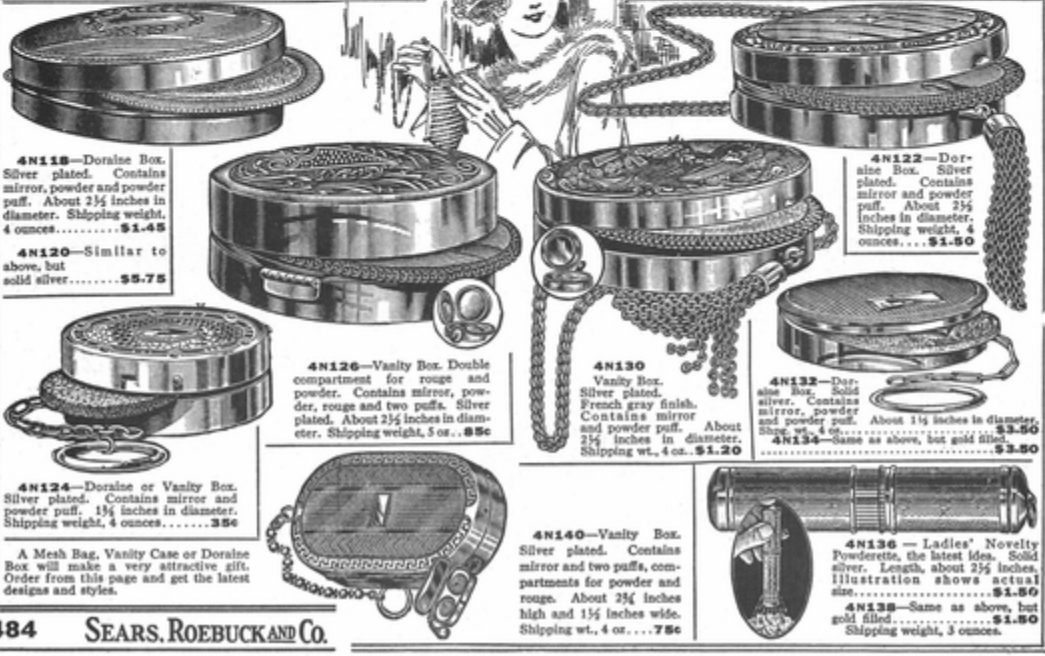
4N108—Ladies' Silver Plated Mesh Bag. Links not soldered. Bag about 7 inches deep. Shipping weight, 8 ounces. **\$3.50**

4N108—Ladies' Silver Plated Mesh Bag, new armor mesh, fancy jeweled catch. Bag about 6½ inches deep. Shipping weight, 8 ounces. **\$5.00**



4N114—Ladies' High Grade Silver Plated Novelty Style Mesh Bag. Small mesh, not soldered. Supplies color set catch. Bag about 7¼ inches deep. Has mirror and puff, also place for powder. Shipping wt., 8 oz. **\$8.50**

4N116—Ladies' Silver Plated Mesh Bag. Small mesh. Links not soldered. Bag about 6¼ inches deep. This attractive mesh bag will make an acceptable gift and is sure to be appreciated. Shipping weight, 8 ounces. **\$5.00**



4N118—Doraise Box. Silver plated. Contains mirror, powder and powder puff. About 2½ inches in diameter. Shipping weight, 4 ounces. **\$1.45**

4N120—Similar to above, but solid silver. **\$5.75**



4N126—Vanity Box. Double compartment for rouge and powder. Contains mirror, powder, rouge and two puffs. Silver plated. About 2½ inches in diameter. Shipping weight, 5 oz. **85c**

4N130—Vanity Box. Silver plated. French gray finish. Contains mirror and powder puff. About 2½ inches in diameter. Shipping wt., 4 oz. **\$1.20**



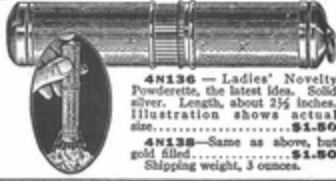
4N122—Doraise Box. Silver plated. Contains mirror and powder puff. About 2½ inches in diameter. Shipping weight, 4 ounces. **\$1.50**



4N124—Doraise or Vanity Box. Silver plated. Contains mirror and powder puff. 1¾ inches in diameter. Shipping weight, 4 ounces. **35c**



4N140—Vanity Box. Silver plated. Contains mirror and two puffs, compartments for powder and rouge. About 2¾ inches high and 1½ inches wide. Shipping wt., 4 oz. **75c**



4N132—Doraise Box. Solid silver. Contains mirror, powder and powder puff. About 1¾ inches in diameter. Ship. wt., 4 oz. **\$3.50**
4N134—Same as above, but gold filled. **\$3.50**

4N136—Ladies' Novelty Powderette, the latest idea. Solid silver. Length, about 2½ inches. Illustration shows actual size. **\$1.50**
4N138—Same as above, but gold filled. **\$1.50**
 Shipping weight, 3 ounces.

These
SUPERB COATS

*Express the Latest
 Style Ideas of
 New York and Paris
 In Terms of Real
 ECONOMY*



17R2605
 All Wool
 Poiret Twill
 Silk Satin
 Lined

\$23.50

This model is an authentic and accurate copy of one of the latest importations from Paris and is so smartly chic that it will please the most fastidious taste. It is fashioned of all wool poiret twill.

The handsome folded collar, the wide cuffs and the entire skirt, both front and back, are worked in extremely fine pin tucks forming a crossbar pattern that is unique in its beauty.

The graceful sleeves are cut in one with the modish straightline back and coat finds a clever variation of the side closing in the cluster of small buttons and tailored loops at left side. Full lining is of guaranteed silk faced satin. Length, 48 inches.

WOMEN'S AND MISSES' SIZES—34 to 46 inches bust measure. State size. Shipping weight, 3 pounds.

17R2605—Tan.
 17R2606—Navy blue.

\$23.50

The exclusively dressed woman who desires a coat of real luxury and dignity will select this spring and fall weight model. It is the finest dress coat which we offer and is fashioned in a style which comes direct from Fifth Avenue.

Material is genuine all wool "Frameline" bolivia, having a softness and luster akin to velvet, and this model chooses as its adornment set-in bias bands of self material which appear on the full sleeves, graceful collar and on skirt in back where they are topped by checkered squares of hand embroidered fiber silk. Front closes with button and tailored loop. Full lining of lustrous all silk satin. Slash pockets. Length, 48 inches.

WOMEN'S AND MISSES' SIZES—34 to 46 inches bust measure. State size. Shipping weight, 4½ lbs.

17R2610—Black.
 17R2611—Reindeer tan.
 17R2612—Taupe gray.

\$32.50

17R2610
 All Wool
 Genuine
 "FRANCINE"
 Bolivia
 All Silk
 Satin Lined

\$32.50

This is our Finest
 Quality Coat

Hats shown on this page may be found
 in our Millinery Section, pages 99 to 114,
 inclusive.

**YOUR NEW
SPRING SUIT**
*Direct From
New York, in the
Season's
Smartest
Style*

*Quality
Finer Than
Ever*



31R9400
All Wool
Poiret Twill
Silk Satin
Lining

\$25⁵⁰



31R9405
All Wool
Poiret
Twill
All Silk
Pou de Cygne
Lining

\$25⁹⁵



31R9415
All Wool Tweed

\$14⁷⁵



*For
Descriptions
and
Other Colors
See
Opposite Page*



Misses Sizes

31R9480
Misses' All Wool
Poiret Twill
Silk Satin Lining

\$19⁹⁵

31R9410
All Wool
Men's Wear
Serge
Silk Satin
Lining

\$18⁹⁸

*Enchantingly Modish
and Ever So
Attractively Priced*

31R4200
Fancy Figured
Silk Mixed
Crepe
\$8⁴⁵

31R4205
Genuine
'Pamico' Cloth
Two-piece
Dress
\$5⁹⁸

31R4210
Silk Embroidered
Canton Crepe
\$12⁹⁸

For Descriptions
and Other Colors
See Opposite Page

SEARS, ROEBUCK AND CO. 11R 15

A Page of Stunning
NOVELTY
BLOUSES
Entirely Different
Ultra Fashionable)

27R3395
Knitted
All Wool
Worsted
Sport Blouse
\$2.28



27R3375
Washable
English
Broadcloth
Waist
\$1.98



27R3385
All Wool
Knitted
Jacquette
\$3.29



27R3370
All Wool Flannel
Sport Coat
\$2.98



27R3390
Knitted
Brushed
Wool
Sport Blouse
\$3.95

27R3380
Brushed Wool
Chappie
Jacquette
\$4.48



Here is another one of the very new Slipover Sport Blouses of knitted all wool worsted. This model is knitted in artistic two-tone color combinations, and has a very good looking drop stitch design. Binding at neck is in harmonizing color to match cuffs and the belt. A very stylish blouse. WOMEN'S AND MISSES' SIZES—34 to 44 inches bust measure. State size. Shipping weight, 12 ounces.

27R3395—Red and black. **\$2.28**
27R3396—Buff tan and brown.

This stylish belted sleeveless jacket is of all wool flannel with bindings and pocket trimming of the same material in white, affording a pretty contrast to the jacket itself. Any blouse may be worn with the jacket although we recommend the tailored blouse shown which is made of the famous imported English mercerized washable broadcloth and has embroidered collar and cuffs, finely pin tacked fronts and front closing afforded by pearl buttons.

WOMEN'S AND MISSES' SIZES—34 to 42 inches bust measure. State size. Shipping weight, each, 10 ounces.

All Wool Sport Coat.
27R3370—Scarlet.
27R3371—Navy blue.
27R3372—Kelly green. **\$2.98**

Imported English Broadcloth Blouse.
27R3375—White. **\$1.98**

In the front rank of popularity is the knitted Sport Blouse here pictured. Fabric is knitted of Angora effect pure brushed all wool worsted in a very smart design. Binding at neck, around the bottom and on cuffs is of harmonizing color knitted wool to match tie belt.

WOMEN'S AND MISSES' SIZES—34 to 44 inches bust measure. State size. Shipping weight, 12 ounces.

27R3390—Camel tan. **\$3.95**
27R3391—Silver gray.

Fashionable women everywhere are wearing the smart new Chappie Jacquette Blouse of brushed knitted Angora effect wool. This one fashioned of 80 per cent pure wool worsted is especially attractive. Fronts and collar are knitted in a stunning plaid, while sleeves, hip band and revers are in solid color to match the back. Blouse is bound with contrasting color.

WOMEN'S AND MISSES' SIZES—34 to 44 inches bust measure. State size. Shipping weight, 1 pound.

27R3380—Camel (buff) tan. **\$4.48**
27R3381—Silver gray.

This chic looking Jacquette Blouse is fashioned entirely of pure all wool knitted worsted in fancy drop stitch design. The narrow collar and revers are in keeping with the snug fitting hip band and graceful fringed tie sash, which are knitted in a plain stitch.

WOMEN'S AND MISSES' SIZES—34 to 44 inches bust measure. State size. Shipping weight, 12 ounces.

27R3385—Buff tan. **\$3.29**
27R3386—Brown.
27R3387—Navy blue.

This extremely interesting Dress Blouse is fashioned of genuine Jersey silk Sharleen crepe of a lustrous shimmering texture, fashioned entirely of pure fiber silk.

The collar, cuffs and graceful long roll revers are of Trico crepe in crossbar pattern and afford a stunning color contrast. Collar is edged with Sharleen crepe.

WOMEN'S AND MISSES' SIZES—34 to 46 inches bust measure. State size. Shipping weight, 10 ounces.

27R3400—Bisque tan with brown. **\$4.95**



27R3400
Genuine
Jersey
Silk Sharleen
Crepe
\$4.95

Skirt Styles You Will Admire!

Prices to Suit
Every Purse

A dashing distinctive style suitable for both young and the more matured women and a skirt which is equally appropriate for sport or street wear. Fashioned of all wool crepe with a stunning plaid design of fiber silk threads woven in with the crepe. Skirt is fashioned in the popular and stylish combination box and side plaited effect and has button trimmed detachable belt and invisible closing at left side.

All wool crepe is noted for its wearing qualities and is ideal for a plaited skirt as the plaits will never come out.

WOMEN'S REGULAR SIZES—See size paragraph. Shipping weight, 2 pounds.

31R8425—Brown and gold.

31R8426—Navy blue and gold.

31R8427—Black and silver. **\$5.98**



31R8425
Wool and Silk
Fancy Crepe
\$5.98



31R8430
Genuine Silk
and Wool
"Crepe Pasha"
\$7.95

31R8500 **\$3.79**
Misses' All Wool
Camel's Hair Cloth
Sport Skirt

The finest skirt in our entire selection. It is fashioned of an extremely heavy quality silk and wool crepe laid in fine knife plaits both front and back and has buckle trimmed detachable belt with invisible closing at left side.

When you see the shimmering beauty of the splendid fabric of this skirt you will appreciate its really remarkable quality.

WOMEN'S REGULAR SIZES—See size paragraph. Shipping weight, 2 pounds.

31R8430—White.
31R8431—Gray.
31R8432—Tan.
31R8433—Navy blue. **\$7.95**

A distinctive dress skirt made in new style of splendid quality all wool Canton crepe. Upper part of skirt is in plain tailored effect with the correct side plait at left, while beneath the pin tucked button trimmed band appears a very broad knife plaited sounce, which is the very latest word in style. Detachable belt. Tailored pocket. Invisible closing at left. WOMEN'S REGULAR SIZES. See size paragraph. Shipping weight, 2 pounds.

31R8435—Brown.
31R8436—Navy blue.
31R8437—Black. **\$6.98**

A chic wrap model sport skirt of all wool plaid or solid color camel's hair effect fabric. Skirt has a wide overlapping fold at left side which is fastened with stunning ornamental buttons and buttonholes, matching the trimming on belt and side pocket. The smartly dressed miss will be delighted with this sport skirt.

MISSSES' AND SMALL WOMEN'S SIZES ONLY—23 to 28 inches waist measure and 28 to 34 inches front length. Give measurements. Shipping weight, 2 pounds.

31R8500—Camel tan plaid.
31R8501—Gray plaid.
31R8502—Solid camel tan.
31R8503—Solid gray. **\$3.79**



31R8440
Wool and
Silk Novelty
Crepe
\$5.98

An extremely fashionable novelty stripe skirt made of all wool crepe with bright var-colored fancy stripes of woven fiber silk. The model is laid in clusters of side plaits with a smart box plait showing down center of front.

No material holds plaits so well as all wool crepe, and the splendid long wearing quality used in this model brings with it the absolute assurance that the plaits will hold their press permanently. Skirt has button trimmed detachable belt and invisible side closing.

WOMEN'S REGULAR SIZES—See size paragraph. Shipping weight, 2 pounds.

31R8440—Navy blue.
31R8441—Brown. **\$5.98**

31R8435
All Wool
Canton Crepe
\$6.98

SIZES With the exception of Skirt 31R8500, the skirts shown on this page can be furnished in women's regular sizes, from 24 to 32 inches waist measure, proportionate hip measure, and from 30 to 37 inches front length. State waist, hip measure and front length. See page 457 for measuring instructions.

SEARS, ROEBUCK AND CO. 23R

THE LATEST "Bob" Hats
 Special *Style Square* Models
 For Women with bobbed hair
 or those wanting small headsizes

\$248
78R6500

\$225
78R6504

Very Fine Felt
\$198
78R6508

\$275
78R6512

\$265
78R6516

1924 Styles
Class-mate Hats
 TRADE MARK REG.
 for Girls and Misses ~

\$198
78R6520

\$235
78R6524

\$189
78R6528

\$159
78R6532

\$275
78R6536

\$219
78R6540

\$148
78R6544

\$195
78R6548

\$198
78R6552

STYLISH AND WELL MADE SWEATERS



A \$3.98

C \$5.98

B \$5.48

F \$8.50

D \$5.98

E \$5.75

H \$7.75

J \$4.65

K \$5.98

G \$2.98

EVERY ONE A WINNER!

A \$169
B \$125
C \$135
D \$119
E \$135
F \$145
G \$149
H ALL LINEN \$235
I \$135
J \$125
K \$139
L \$145
M \$119
N \$155
O \$269
P \$155
R \$175
S \$155
T \$179
U \$125
V 98¢

Too Cunning for Words
and So Reasonable Too.

Part Two: 1925-1931

Beginning in 1925, the standards and range of women's fashions offered in mail-order catalogs started to decline. The available selection diminished. The most expensive coats and dresses offered were nearly half the price of those offered in 1919. The same was true of men's dress clothes. One of the reasons for this, although by no means the only one, was the lure of the automobile.

In the mid-1920s, through technological advances and because of an unprecedented growth of prosperity, the automobile came within the reach of the average middle-class American. Quite naturally it was a class symbol to own a car. What was more important was the freedom of movement it provided. Within a short time America was in the grip of a full-blown love affair with the car. No sacrifice seemed too great for this new infatuation. Installment buying had become an accepted practice and now millions of Americans were buying automobiles on time. The impact of this development was enormous and touched every facet of life in America, including fashions and the way they were marketed.

Since many of their rural customers could now drive into town to shop, mail-order houses found themselves in competition with city stores. The larger organizations tried to meet this challenge by opening up their own retail stores. The catalogs of the latter part of the 1920s reveal, however, that in the area of wearing apparel, this move met with limited success. Articles such as denim coveralls, long woolen underwear, corsets for older women who from habit found them indispensable, remained fairly constant throughout the decade. But for the fashion-minded, there was less variety, generally duller-looking offerings with a strong accent on economy. Profitable sales in mail orders now lay primarily in their appeal to the isolated, the thrifty or the poor. Those with money, the more discriminating customers, preferred buying in department stores or in specialty shops which had mushroomed all over the country. Not only did they find a richer

selection there, but they could also try on and examine the clothes and, having paid for them or charged them, walk out of the store with their purchases. For a great many Americans this was an attractive new experience.

As the price level dropped, mail-order fashions began to fall behind those of Paris and by 1930 the lag increased to about two years. Late and somewhat diluted, the style of the period nevertheless touched even the cheapest wearing apparel. The art movements in Paris and the Exposition Internationale des Arts Décoratifs of 1925 managed eventually to make their influence felt on the farms of Iowa, Nebraska and Kansas, and in the ghettos of the large cities.

1925-26

(pages 87-98)

In the fashions of the second half of the 1920s, in the silhouette, the hair styles, hats, shoes, gloves and the jewelry, as in the paintings of Picasso, Braque, Léger and Matisse, the accent was on the hard edge of geometric forms and the clean beauty of pure line. In clothing design, to relieve the monotony of the spacial forms of rectangles, squares and circles and simple linear outlines, inner planes were broken up with abstract rhythmic patterns of appliques, piecings, tucks and formalized embroidered patterns.

The focus now was on “the slender mode of youth.” The boyish look, totally flat, rectangular, mid-calf in length had arrived. Advertisements for foundations claiming “new freedom in corsetry” actually implied freedom primarily for the waistline. Women endowed with what were formerly considered feminine charms — a full bosom and wide hips — could now correct these “faults” with bust and hip constrictors.

As clothes became more casual, there was less restriction on what was to be worn at different times of the day or for special occasions. Many pieces of apparel once considered purely i men’s wear and some that were looked on as work clothes were absorbed into women’s fashions. Sears, Roebuck copy said, “Being exceedingly smart and practical from every standpoint, the ‘Collegiate’ slicker or ‘Fisherman’s Oilskin’ has become one of the most popular models in raincoats. It comes in the attractive natural yellow shade and is absolutely waterproof.”

Primarily through the influence of the movies, cosmetics were now offering a wide range of powders, rouges, lipsticks, black and brown mascaras and eyelash curlers. Although liquid nail polish “for highly tinted brilliance” was for sale, the average American woman did not sport scarlet nails until the next decade.

1927-28 **(pages 99-120)**

There were no dramatic changes this year. Coats remained the same as before. The belts on dresses tightened at the hips to produce a blousing above. Skirt portions, diminished in size, were designed for the swinging motion of easy movement through pleats, gathers, shirrings and insets.

The quest to look like an underdeveloped youth continued — so much so that, except for the fact that they were scaled for smaller figures, fashions for schoolgirls were much the same as those designed for their mothers.

Rayon had become an accepted substitute for silk in hosiery, women’s dresses and underwear. Now artificial effects such as alligator patterned rubber and synthetic materials such as leatherette were also used. “New automatic fasteners” (zippers) appeared on overshoes. Footwear in general became more imaginative. Even some sneakers were decorated. Women who wished to elongate their legs and to look taller and more slender could buy shoes with spike heels. Gloves and other accessories grew in variety and embellishment, and were an important part of a total ensemble.

In men’s wear, suits, although reflecting the new slimness and straighter lines, retained traditional styles. Informal and work clothes, however, showed a new burst of creativity and design.

1928-29 **(pages 121-134)**

In Paris, hemlines had begun to dip downwards and waistlines started to climb up to the natural level. This step toward a new cycle in fashion was not yet in evidence in mail-order catalogs where the cresting of the hem at the top of the knee that was seen in the haute couture of 1927 finally occurred. Except for further detailed treatment of flat planes and the addition of asymmetry, the styles differed little from the year before.

This year, however, more adventuresome young men could buy “Broadway’s favorite” or “Collegiate” style suits. Made of boldly striped wool, some had contrasting waistcoats. Others had double-breasted vests that were either collared or collarless. “Black bottom” cuffs on trousers could also be ordered.

1930-31

(pages 135-152)

“The trend is toward femininity.” The adult female figure returned to fashion. Hemlines dropped below the knee and the waistline became defined at its normal position. In France, Madeleine Vionnet, by using material cut on the bias, was creating beautiful figure-molding gowns. However, because bias construction, or using fabric on the cross, was expensive and called for great skill in handling, its interpretation was limited and relegated mainly to skirts and minor details.

For this new silhouette, foundation garments and underclothes were shaped to conform to the body. Reflecting the stress on natural form, men’s suits also began to curve in at the waist.

The inclusion of slacks or “gob outfits,” as they were called, anticipated the oncoming popularity of long pants for women. Shorts were listed, but only for little girls. Pumps became fashionable again and were available with different heels, including four-inch spike heels. The men’s section added tuxedos to the selection of suits. Trimmings and surface decorations in most clothes began to fall away as the lure of a totally different look came on the horizon.

With the end of the 1920s came the end of the reign of the preadolescent ideal. The Depression and changing times were forging new fashions.

*Essentially Correct
Are These Youthful
New York Styles*



17 D 3240
All Wool Velour
\$14⁹⁸
Belgian Lynx Coney
Fur Trimmed

17 D 3245
All Wool
Vel-Suede
\$16⁴⁸
Venetian Lined

17 D 3235
Romandi
Bolivia
\$22⁵⁰
Guaranteed
Satin de
Chine Lined
Mandel Fur
Trimmed

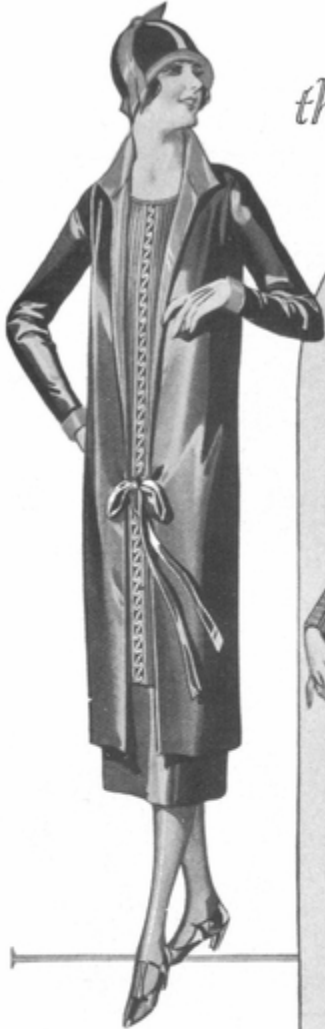
17 D 3255
All Wool
Chamona Suede
\$35⁰⁰
Guaranteed Satin
de Chine Lined
Opossum
Fur
Trimmed

17 D 3250
All Wool
Fagnesia \$19⁹⁵
Polaire
Guaranteed Satin
de Chine Lined
Mandel Fur Trimmed

17 D 3260
All Wool
Suede
Deltana
\$29⁹⁸
All Silk
Lined

*They are Fully Described and
Sizes Listed on Page Opposite*

Fashion Favors the Ensemble Effect



31 D 4-060
All Silk
Satin
Charmeuse \$13⁹⁵
Ensemble
Effect

A Chic Style—United With a Rich Fabric

Decidedly of the mode, being fashioned in the latest ensemble effect, is this stunning costume dress, choosing for its fabric, shimmering, fine quality all silk satin charmeuse. Equally becoming for indoor functions as well as for street wear, on account of having a long jacketlike outer dress and a full front undersection, which gives the appearance of a separate frock and coat.

Panel of contrasting all silk flat crepe, shows trimming of fancy Rayon (artificial silk) braid and narrow tucked folds. Matching shade flat crepe is used for the cuffs, facing of collar and full front facings of the coat, which fastens with graceful sash ends.

WOMEN'S AND MISSES' REGULAR SIZES—32 to 44 inches bust measure. State size and give length from back of neck to hem. Shipping weight, 2 pounds.

31D-060—Black with red.
31D-061—Brown with tan. \$13.95



31 D 4-055
All Wool
Striped
French
Serge
\$10⁹⁸

Of
Especially
Fine
Quality

New Treatment of the Tailored Mode

All wool hairline striped French serge of an exceedingly fine quality, is strikingly used in this frock of Paris inspiration, which gains additional smartness by having contrasting color all wool flannel for effective trimming.

The flannel is featured as the inner facing of the latest style "kick" pleat at the side, as well as for the collar, piping and tailored buttonholes; the latter in combination with ornamental matching color buttons, is shown on the sides of the pleat. Dress is made with small patch pockets, the lower one more ornamental than useful for it has a kerchief tab fold of silk, in harmonizing shade with the other trimming. This dress is a matchless value at our low price.

WOMEN'S AND MISSES' REGULAR SIZES—32 to 44 inches bust measure. State size and give length from back of neck to bottom of skirt. Shipping wt., 2 lbs.

31D-055—Navy with white stripes. \$10.98



31 D 4-065
All Wool
Crepe
Ensemble \$8⁹⁸
Effect

A Striking Example of the Ensemble Costume Dress

Wherever you find a group of stylishly dressed women, take note of the number who are wearing ensemble effect frocks, this being the newest mode of the prevailing season.

Typical of this pleasing style and priced alluringly low is this handsome model, for it has a full length coat effect of fine quality all wool crepe, while the under panel, cuffs, collar and piping are in effective contrast, being made of silk faced duvetyn. Further trimming is shown in the form of Rayon (artificial silk) braid, in harmonizing shade and attractive artificial silk stitch embroidery, featured below the pockets.

WOMEN'S AND MISSES' REGULAR SIZES—32 to 44 inches bust measure. State size and give length from back of neck to hem. Shipping weight, 2 pounds.

31D-065—Brown with tan.
31D-066—Navy with tan. \$8.98

We Guarantee to Satisfy You and Save You Money

The Fit of
Your Suit
Is Most Important
Be Sure to Order
Your Correct Size



Misses
and
Small
Women's
Sizes.

27V6555
All Wool
Serge
\$11.98

27V6560
All Wool
Serge
\$12.98

All
Silk
Lined

27V6565
All Wool
Poiret
Twill
\$19.98

Closely woven all wool storm serge, widely known for its adaptability to strenuous service, has been used to develop this model.

Unquestionably smart is the novel trimming of lustrous black artificial silk braid, extending around the bottom of coat and terminating at each side in line with the slanted slash pockets. Coat lining is lustrous striped sateen. Skirt has narrow detachable belt and tailored slash pockets.

MISSES' AND SMALL WOMEN'S SIZES—32 to 40 inches bust measure, or ages, 14, 16, 18, 20 and 22 years, proportionate waist measure and 28 to 34 inches skirt length. State age. Shipping weight, 4 lbs.

27V6555—Navy blue.
27V6556—Black. \$11.98

The woman who is selecting a new suit will find in this model the same smart style and tailoring embodied in our higher priced suits.

Dexterously tailored of excellent quality all wool serge, it is tastefully ornamented with black artificial silk braid and buttons, both front and back. The graceful narrow roll collar is becoming, and the pockets are the flap type. Coat is lined with durable striped sateen. Skirt is appropriately tailored with slash pockets and detachable belt.

WOMEN'S AND MISSES' REGULAR SIZES—See size paragraph. Shipping weight, 4 lbs.

27V6560—Navy blue.
27V6561—Black. \$12.98

An authentic interpretation of the more practical tailored mode, this elegant "Ensemble Suit" is a costume of unusual beauty.

Costume consists of a smartly tailored all wool men's wear serge 42-inch coat, lined throughout with fine quality harmonizing color all silk crepe de chine, and a most fascinating frock, fashioned of crepe de chine and all wool serge.

A truly effective contrast is afforded by the silk frock showing beneath the coat which has wide band of serge around button and narrow panel down the center, extending from neckline to bottom of skirt. The panel is effectively adorned with metal ball buttons and a delightful decorative note is given by the artificial silk braid, which trims the collar, cuffs and front of coat.

WOMEN'S AND MISSES' REGULAR SIZES—See size paragraph. Shipping weight, 4 pounds.

27V6570—Navy blue with bisque tan. \$24.95

27V6570
All Wool
Men's Wear
Serge
Ensemble
Suit

Coat Lining
and Dress of
All Silk.
Crepe de Chine

\$24.95

One of the very smartest styles worn by smartly dressed women of New York, is this model, fashioned of rich, splendid wearing all wool Poiret twill.

It boasts of no other adornment than bands of the Poiret in striped design, which we find charmingly enhanced by smart buttons at back of the jacket and on the slanted sleeves. Pretty lining of figured tub silk, a very serviceable and practical material.

The new wrap-around skirt completes this costume; it has a detachable belt and handy pocket.

MISSES' AND SMALL WOMEN'S SIZES—32 to 40 inches bust measure and 28 to 34 inches skirt length. Give measurements. Shipping wt., 4 lbs.

27V6565—Navy blue. \$19.98

SIZES With the exception of 27V6555, 27V6556, and 27V6565 these suits come in Women's and Misses' regular sizes, 32 to 44 inches bust measure, proportionate waist measure, and from 30 to 37 inches front length of skirt. When ordering state bust, waist and hip measure; also front length of skirt.

Sears, Roebuck and Co.

43

Exclusive Creations for Young Women

Misses' and Junior Sizes to Fit

Age	Years	Bust Measure, Inches
13	13	31
14	14	32
15	15	33
16	16	34
17	17	35
18	18	36
19	19	37
20	20	38
21	21	39
22	22	40

Lengths in proportion.
Give measurements.



31D4495
Silk and
Wool
Bengaline
\$11.98

Lustrous silk and wool mixed bengaline of an exceedingly fine quality is the happy choice of fabric in this handsome dress.

The two favored style influences of the season, the straight silhouette and the flare, are united in the design. For the upper part is smartly slender, while the lower front has a graceful flare flounce. Has shimmering, contrasting all silk satin trimming and the novel tie accepts finish of matching color Rayon (artificial silk) tassel with Chinese ornament.

MISSES' AND JUNIOR SIZES—13 to 22 years. State size. See size scale. Shipping weight, 1 1/4 lbs.
31D4495—Black.
31D4496—Cocoa. \$11.98

31D4500
All Wool
Plaid
Homespun \$7.98

Even sport style dresses can't seem to resist the charm of line that the circular cut flare lends to a garment and Fashion, being cunningly inconsistent, added such form of treatment to this attractive model. Fine quality all wool homespun plaid of pleasing color combinations was selected as the choice of fabric, and the dress is also smartened by having a double collar and double cuffs of genuine imported linen with Rayon (artificial silk) braid piping. Matching braid piping has been used for other details of the model and a silk ribbon tie as well as ornamental buttons add the competing touch.

MISSES' AND JUNIOR SIZES—13 to 22 years. State size. See size scale. Shipping weight, 2 pounds.
31D4500—Brown heather plaid.
31D4501—Blue heather plaid. \$7.98



a
Debutante
Frock

31D4510
All over
Embroidered
Net \$15.95

This bewitching Debutante Party Frock is made of dainty all-over embroidered net of exquisite delicacy. Skirt displays graceful godet flare inserts of harmonizing silk georgette crepe, which has also been used for cascade scarf. Charming nosegays add a pretty touch. Separate understrip is of fine all silk pongee.

MISSES' AND JUNIOR SIZES—13 to 22 years. State size. See size scale. Shipping weight, 1 1/4 pounds.
31D4510—Tan.
31D4511—Powder blue.
31D4512—Orchid. \$15.95

31D4513
Silk and
Wool
Jersey \$7.98

Equally appropriate for sport or general wear is this dress of fine wool and artificial silk jersey. The soft texture of this fabric lends itself smartly to a pleasing design, which features a vestee effect yoke trimmed with pin tucking and tiny buttons. Collar, cuffs and pipings of contrasting jersey as well as two-tone covered buttons complete trimming.

MISSES' AND JUNIOR SIZES—13 to 22 years. State size. See size scale. Shipping weight, 2 pounds.
31D4513—Tan.
31D4514—Light green. \$7.98

31D4505
All Wool
Botany
Repingle
\$13.95

From the famous Botany Woolen Mills came the choice fabric used for fashioning this truly stunning dress. It is all wool Repingle cloth, with a lovely artificial silk stripe pattern of contrasting color, distinguished by a very fine rep weave and a lustrous, dressy finish. The model is made in slender tubular style but gains additional grace with a circular flounce at the lower front. Has rich trimming of fancy Rayon (artificial silk) and tinsel embroidered braid as well as tiny metal ball buttons, applied in a smart and decorative manner. A very wonderful dress at a wonderfully low price.

MISSES' AND JUNIOR SIZES—13 to 22 years. State size. See size scale. Shipping weight, 2 pounds.
31D4505—Navy blue with colored stripe. \$13.95

Correctly Tailored
to Insure Trimly Fitted Lines
Refreshingly
Low in Price



27D 2325
All Wool
Plaid
\$3.98

27D 2345
All Wool
Flannel
\$3.98

27D 2335
Permanent
Knife Pleated
Silk and Wool
Crepe Pasha
\$6.95
All Wool
Canton Crepe
\$5.50

27D 2320
All Wool
Blocked Polaire
\$3.69

27D 2330
All Wool
Sport
Stripe
\$2.98

Plaids lead again in sport style skirts, for their attractive qualities have endeared them to the woman of fashion.
Note how smartly this fabric adapts itself to the pleasing design of the skirt illustrated above. The model is fashioned of fine quality all wool plaid, showing a graceful arrangement of alternating groups of knife pleats in front and wide box pleats in back. Small tailored pocket tabs with ornamental buttons add a chic effect.
WOMEN'S AND MISSES' REGULAR SIZES—See size paragraph. State size. Shipping weight, 2 pounds.
27D 2325—Tan plaid. \$3.98
27D 2326—Powder blue plaid. \$3.98

One of those swagger tailored models in the latest wrap-around style is offered to you here at a remarkably low price.
Developed in a fabric that leads in vogue this season—all wool, fine quality flannel, with a soft, suede finish. The skirt pretends to be fashioned on slender, straight lines, but hides a deep pleat at one side, which adds desirable fullness and allows for freedom of movement. Novelty buttons and loops of self material have been used in a decorative manner.
WOMEN'S AND MISSES' REGULAR SIZES—See size paragraph. State size. Shipping weight, 2 pounds.
27D 2345—Tan. \$3.98
27D 2346—Rust. \$3.98

See Convenient Clothing Order Blank on Page 1102

That a pleated skirt has undeniable grace and decided chic is demonstrated by this appealing model made of heavy quality silk and wool mixed crepe Pasha—a rich, lustrous silky fabric of dressy appearance.
It is smartly arranged in narrow knife pleats that are guaranteed to be permanent. Has tailored double belt. This model may also be purchased in all wool Canton Crepe.

WOMEN'S AND MISSES' REGULAR SIZES—See size paragraph. State size. Shipping weight, 2 pounds.
Silk and Wool Crepe
27D 2335—Tan. \$6.95
27D 2336—Gray. \$6.95
27D 2337 Navy Blue. \$6.95
All Wool Canton Crepe
27D 2340—Tan. \$5.50
27D 2341—Gray. \$5.50
27D 2342—Navy Blue. \$5.50
27D 2343 Black. \$5.50

SIZES The skirts shown on this page come in the following sizes: Women's and Misses' Regular Sizes, 26 to 34 inches waist measure; proportionate hip measures, and 30 to 37 inches front length. State waist and hip measures; also front length.

Attractive, trim and smart—are the best descriptive words for this desirable wrap-around style skirt, but, in addition, we must also recommend it for its excellent durability and very low price.

Expertly fashioned of richly colored all wool sport stripe skirting, which has been effectively used lengthwise in the body of the garment and crosswise on the band at the side closing and on pocket. The large novelty buttons, besides being useful, are ornamental as well. Skirt has a tailored detachable belt.

WOMEN'S AND MISSES' REGULAR SIZES—See size paragraph. State size. Shipping weight, 2 pounds.
27D 2330—Tan sport stripe. \$2.98
27D 2331—Gray sport stripe. \$2.98

There is a great fad for block out fabrics this season, and their popularity has inspired the fashioning of this smart skirt of all wool Polaire.

You will undoubtedly like both the style and material of this model; the style is neatly trim, and the fabric has the soft, brushed, handsome appearance only to be found in skirtings of fine quality. A wide foldover pleat at one side gives the latest wrapover effect. Has piped and button trimmed pocket.

WOMEN'S AND MISSES' REGULAR SIZES—See size paragraph. State size. Shipping weight, 2 pounds.
27D 2320—Tan. \$3.69
27D 2321—Gray. \$3.69

Smart Flapper Models For the "In Between" Years

A smart one-piece dress, cleverly disguised to give the appearance of a separate blouse and skirt by a fold in front, followed with the latest style kick pleat below. The material is sponged and shrunk, good quality all wool double warp serge. Dress features collar and cuff set of all silk natural shade pougee, and trimming of contrasting satin, used for the lousy tie and pocket pipings.

Of swagger and trim appearance is this neatly made dress of all wool hairline stripe serge. The semi-stiffened embroidered collar and fancy link button cuffs of contrasting color material are smartly practical for they can be detached for laundering. Ribbon tie at neck and ornamental button trimming on the side fold.



31D4610
All Wool
Serge
\$4.98



31D4625
All Wool
Hairline
Serge
\$7.98



31D4615
Twill
Back
Velveteen
\$7.98

31D4620
All Silk
Flat
Crepe
\$8.98



31D4630
All Wool
Homespun
\$4.98

Latest Fifth Avenue style is portrayed in this rich looking frock of better quality velveteen. Gracefully fashioned in a youthful design and attractively trimmed with tiny metal buttons and colorful fancy Rayon (artificial silk) braid.

One could hardly select a lovelier frock. Of fine quality all silk flat crepe, displaying gracefully shirred blouse. Dainty lace edged net collar and cuffs, and colorful Rayon (artificial silk) braid add chic touches, also narrow Crepe band down front.

31D4635
All Wool
Border
Plaid
Flannel
\$8.48



Developed in all wool fancy stripe homespun, pretty and durable. Novel details of design are cleverly featured in this model, and trimming is supplied by piping of contrasting all wool Canton crepe, used for facing the revers.

Attractive fancy plaid border all wool flannel of a fine quality has been used for this good looking dress. Model is made in becoming one-piece style, using the border plaid as clever trimming on sleeves and collar.

These Dresses
come in
Junior and
Intermediate
Sizes

Appropriate
in Style
for the
High School
Miss

JUNIOR SIZES TO FIT

Age, years.....	12	15	17	19
Bust measure, inches.....	31	33	35	37
Length, back of neck to bottom of skirt, inches.....	44	44	46	46

INTERMEDIATE SIZES TO FIT

Age, years.....	12½	14½	16½
Bust measure, inches.....	34	35½	37
Waist measure, inches.....	31	32	33
Length, back of neck to bottom of skirt, inches.....	39	41	43

The Store of Genuine Quality



Present Day Styles

\$5.75
38D7117—Buff and brown.
38D7118—Green and blue.
 Sizes to fit 34 to 44 inches bust measure. Shpg. wt., 2 1/2 lbs.
 A Smart Coat for women. Delightfully warm. Fit of a comfortable, heavy weight. Body knit of all wool yarns in soft and blending plaid colors, harmonizing attractively with the beautiful brushed finish. Solid color large convertible collar, buckled belt, cuffs and buttoned front. Two warm pockets.

\$3.98
38D7080—Peacock blue and buff.
38D7081—Buff and brown.
 Sizes to fit 34 to 44 inches bust measure. State size. Shipping weight, 2 pounds.
 Popular model in Women's All Wool Worsted Tweedo Sweater Coat. Of medium weight with dropitch edict and made with contrasting color revers. Buckled belt. A style suitable for dress or sport wear. Will give excellent service.



\$5.95
38D7196—Red and black.
38D7197—Buff and brown.
 Sizes to fit 34 to 44 inches bust. State size. Shpg. wt., 2 1/4 lbs.
 Double bodied or lined Warm Overblouse Sweater. A comfortable, smart and useful garment knit of all worsted wool and lined with soft, warm all wool jersey, giving extra protection. Solid color knit cuffs and bottom. Pockets have buttoned flaps.

\$4.95
38D7198—Blue.
38D7199—Green.
 Sizes to fit 34 to 44 in. bust measure. State size. Shpg. wt., 1 1/2 lbs.
 Striking model in Women's All Wool Plaid Overblouse or Lumberjack, so very popular at the present day. Skating, hiking, whatever sports expression is yours, you will enjoy in comfort with this garment. Has tight knitted cuffs and bottom. Two generous pockets with buttoned flaps. An excellent value.

\$3.98
38D7194—Open-hagen blue and black.
38D7195—Maroon and navy blue.
 Sizes to fit 34 to 44 inches bust. State size. Shipping weight, 4 1/2 lbs.
 A popular priced, well made Lumberjack or Overblouse Sweater. Knit in a medium heavy weight with a wool worsted surface, reinforced with cotton in back. Snug fitting lap band and cuffs with contrasting stripes. Collar, buttoned front and tops of patch pockets are in solid color.



\$5.65
38D7082—Brown and cocoa.
38D7083—Solid black.
38D7084—Peacock blue and buff.
 Sizes to fit 34 to 44 inches bust measure. State size. Shipping weight, 2 1/4 lbs.
 An excellent value in a most desirable high grade Sweater, splendid for any wear. Knit from fine quality all wool worsted yarns in a medium heavy weight. Collar can be worn as turned or buttoned high at neck for extra protection. Turnback cuffs, top of pockets and collar of contrasting color. Crossover belt.

\$4.98
38D7113—Buff.
38D7114—Brown.
 Sizes to fit 34 to 44 inches bust measure. State size. Shipping weight, 2 pounds.
 Keep warm in this double bodied knit Astrakhan Krimmer Cloth Sweater Coat. The tightly curled all wool pile resembles real fur and is effectively knit into a sturdy cotton back. Warmly lined with a soft, fleecy knit jersey cloth for extra protection. Collar, cuffs and bottom are of a lovely brushed wool finish. Neatly bound with Rayon (artificial silk) braid. A good looking garment and comfortable. This sweater buttons high at the neck.

Spanish Shawl
\$5.98
38D8081—Buff.
38D8082—Powder blue.
38D8083—Navy blue.
 Size, about 2 yards square. Shpg. wt., 1 lb.
 The prevailing mode is expressed in this attractive Spanish Style Shawl. Knit in a fancy stitch from lustrous Rayon (artificial silk) and cleverly trimmed with long flowing fringe. A stylish and practical wrap of a superior quality for which you would expect to pay much more elsewhere. Our price is exceptionally low.



\$3.45
38D7102—Buff.
38D7104—Powder blue.
 Sizes to fit 34 to 44 inches bust measure. State size. Shipping weight, 1 1/2 pounds.
 A smart and useful Sweater for all times of the year. This sport coat is knit with a lovely brushed wool surface, reinforced in back with cotton for sturdy wear. Plain knit buttoned front, turnback cuffs and top of pockets. A splendid sweater that always looks smart and assures service.

\$2.98
38D7115—Navy blue and grey.
38D7116—Brown and buff.
 Sizes to fit 34 to 44 inches bust measure. State size. Shipping weight, 2 1/4 pounds.
 Warm Sweater Coat, knit of about one-third wool, balance cotton, one of the best models for all around wear at this low price. Correct in style and of good weight; will give satisfactory service. The contrasting color trim adds to its appearance and the price makes it a value hard to duplicate.

Sports Apparel

Girls' Sizes
6-8-10-12-14
Years



27F4210
Girls' Two-Piece
Lumberjack
Blouse and
Skirt
Outfit
\$3.98

27F4200
Girls' Two-Piece
All Wool Plaid
Lumberjack
Blouse and
Skirt Outfit
\$4.95

Smartly Styled Low Priced

Very Inexpensive

It will please in every way—this stylish, two-piece sport outfit—for in addition to its practical qualities, it is very inexpensive.

Made with a modish lumberjack style blouse of soft Cotton Suede Cloth, which has a part wool knitted hip band and cuffs, while the collar and pocket flaps match the pleated skirt of Hairline Stripe Navy Half Wool Crepe. The skirt has a bodice lining.

Ages—6, 8, 10, 12 and 14 years. State age size. Shpg. wt., 2 lbs.

27F4210—Tan and Navy \$3.98

27F4005
Suede Cloth
Lumberjack
Blouse
\$2.98



Two-Piece Outfit

Here is a swagger two-piece sport costume for young girls, at an amazingly low price. Consists of a smart lumberjack blouse and a separate, gracefully pleated skirt, which is attached to a bodice lining. Fashioned of sturdy, good quality Fancy All Wool Plaid, the blouse has an all wool knitted collar, cuffs, pocket trimming and wide hip-band. Excellent value. Ages—6, 8, 10, 12 and 14 years. State age size. Shpg. wt., 2 lbs.

27F4200
Fancy Plaid. \$4.95

Smart Knicker Costume

Attractive, two-piece outfit for winter sports and general outdoor activities. Made of sturdy, good looking All Wool Fancy Plaid, the costume consists of a swagger lumberjack style blouse and neatly tailored matching knickers. All wool knitted collar, cuffs, hip band and pocket flaps. Smart, practical and comfortable.

Ages—6, 8, 10, 12 and 14 years. State age size. Shpg. wt., 2 lbs.

27F4205
Fancy Blue Plaid. \$5.98

27F4215
All Wool
Tweed
Knickers
\$2.98
Khaki
Jean
Cloth
\$1.98



\$1.00
for Two

31F3745

Two Chambray Apron Frocks
For One Price

Genuine Bargain

Good looking, neatly made, practical apron frocks for your daughter. One is made of attractive, fast color Striped Chambray, showing pretty adornment of Rayon (artificial silk) stitching and solid color Chambray; the other is fashioned of solid color Chambray and trimmed with piping of checked Gingham.

Ages—7, 8, 10, 12 and 14 years. State age size. Shpg. wt., 2 lbs.

31F3745—2 aprons, 1 striped chambray, color Tan and Green; 1 plain chambray, color Rose. \$3.00 both (same size) for \$1.00

Ideal for Sports

Expertly tailored, swagger style knickers in fine quality All Wool Tweed or in strongly woven, good quality Khaki Jean Cloth.

Women's and Misses' Regular Sizes—24, 26, 28, 30, 32 and 34. Shipping weight, 2 pounds.

27F4215—Tan Tweed. \$2.98

27F4216—Gray Tweed. 2.98

27F4217—Khaki Tan Jean Cloth. 1.98

Smart Cotton Suede Cloth lumberjack sport blouse with all wool knitted hip band.

Misses' and Girls' Sizes—14, 16, 18 and 20 years. 34 to 40 in. bust. State size. Shpg. wt., 1 lb.

27F4005—Tan. \$2.98

27F4006—Gray. \$2.98

Practical Apron Frock

For play or general everyday service this apron frock of very good quality Black Satene is especially desirable, being practical, comfortable and very inexpensive. It is prettily styled, showing a gay note of trimming lent by guaranteed washable fancy pattern Percale, on the collar and novel shaped pockets and by piping and stitching of contrasting color.

Ages—7, 8, 10, 12 and 14 years. State age size. Shpg. wt., 1 lb.

31F3740—Black. 89c



31F3740
Good
Quality
Satene
Apron
Frock
89c

"The New Freedom in Corsetry"



IN EARLIER days women laced themselves ever so tightly and uncomfortably to meet Fashion's whims. But now, thank goodness, style has joined hands with health, realizing there can be no true beauty unless there is with it comfort too. So we have today this New and very real Freedom in Corsetry. This means greater vigilance in the planning and designing of models to fit your figure.

Fashion today says the unbroken line—the line of youth. It can be yours, but you must start with your corseting. Your lovely dress will not look its style unless you have the right corset or combination garment. The new, long garments cling to your figure, forming it to the modish lines and erasing any unsightly bulges.

Perfect ease is the order today and this, also, for the woman with the extra pounds who wishes to reduce. Instead of the heavily belted, stiffly boned garments she now has our "Graceful" made of all rubber, which massages the fat away while the wearer enjoys such ease and comfort as she never before thought possible in a corset. Freedom, indeed!

Rubber garments are also worn by women who are not at all stout. They like the freedom and comfort, and insure themselves against getting stout through the waist and hips.

Corset bandeau combinations gain new friends every day. So the new styles of clasp arounds (no laces) also the popular stays without a sign of a clasp. Our rightly designed back lacing garments continue in high favor and among our selections every woman will be sure to find a scientifically designed model which will impart the slender, youthful lines of today. The front lace will always be preferred by some women for its smart, amoo-back line and its comfortable front fastening.

The use of elastics to make certain gentle restraint of the figure and to insure slender lines has reduced the number of stays. Remember the main theme of "The New Freedom in Corsetry" is correct healthful figure support, natural grace of body, slender fashionable lines and ease of muscular activity.

Garments which truly express this Freedom are featured on this and the following pages with our guarantee of your complete satisfaction.



"True-Grace" Ensemble Combine
\$2.95 18D103—Length in front at longest point, 20 1/4 inches. Even sizes only, 32 to 46 inches bust measure. Measure bust over fullest part and state size. Shpg. wt., 1 1/2 lbs.
 A lovely, new model of incomparable charm particularly in line with the vogue of the times. Modeled by a real high class maker to impart that straight slim beauty of line which the fashionable ensemble demands. It is gently supporting, yet yielding to permit grace of movement. Fashioned of fine Rayon (artificial silk) striped pink material, the back is ingeniously constructed in two pieces, held together by narrow pieces of elastic webbing; has one-piece front. Vertically placed concealed (light) boning across diaphragm and abdomen induces gentle restraint and flatter lines. Generous godets of elastic at sides trim up hips; elastic at center back is most comfortable and gives a slimmer contour. Side hook model fast lightly stayed at back waist down and fitted with shirred, cloth covered, elastic shoulder straps and fine supporters.

Detachable Ceinture Step-In
\$3.45 18D104—Length in front, 21 1/4 inches. Even sizes only, 32 to 44 inches bust measure. Measure bust over fullest part and state size. Shipping weight, 1 1/4 pounds.
 An interesting development in the "New Freedom" is this two-piece perfected combination garment. The effect on the figure is exactly that of the one-piece garment except that the upper part being quickly detachable permits of easy laundering. Upper part is a fine fitting long bandeau with side fastenings; the bottom part is a step-in girdle (easily stepped into) having wide sections of elastic all the way down each side, assuring wearer a smooth, slender outline. Garment can be worn together or separately. Splendidly tailored of fine silky Rayon (artificial silk) striped material in pretty pink shade and has light horizontally placed boning across front for correct diaphragm and abdominal control. Our price makes it a great value purchase.

For the Woman Who



\$4.45

Step-In Pump With Detachable Braided Strap

15D2814—Rosewood Satin.
15D2815—Black Satin.
Sizes, 2½ to 8. Wide widths only. Be sure to state size. Shipping wt. 1½ lbs.
Beautiful step-in Pump of black or rosewood satin with fancy stitching. Can be worn with or without the braided strap, which is made with elastic goring to fit any size foot. New French last, satin covered 2-inch wood heel with Goodyear Wingfoot top lift and extra flexible soles.



The Popular New "Theo" Tie \$3.48

15D2778—Tan Leather.
15D2779—Patent Leather.
Sizes, 2½ to 8. Wide widths only. Be sure to state size. Shipping wt. 1½ lbs.

The one-eyelot "Theo" Tie is one of the newest things out. Comes in tan or black patent leather. Is made over the new French last. Has a military heel, 1½ inches high, with a rubber top lift. The cut-out adds to its coolness and softness.

\$4.95 Superb in Style!

15D2830—Satin.
2½ to 8. Wide widths only. Be sure to state size. Shipping wt. 1½ lbs.

Superb in style, design and quality is this dainty step-in Pump of tan calfskin with field mouse color leather back. A very attractive combination that is unusually appealing to women of exquisite taste. Built over the new French last, which is the most popular in women's footwear. Has the field mouse color leather covered wood military heel, 1½ inches high, with the Goodyear Wingfoot rubber top lift. A small ornament in the front adds to its attractiveness.

All Shoes on This Page Have Light Color Linings That Prevent the Soiling of the Most Delicate Shades of Hosiery.



\$4.75

A Blond Satin That Is Up to the Minute in Style

15D2831—Satin, 2½ to 8. Wide widths only. Be sure to state size. Shipping wt. 1½ lbs.
The new light shades of satin footwear are necessary to complete any well dressed woman's wardrobe. Here's a one-strap model of blond satin with fancy stitching that will fill that need. Built on the new French last. Has blond satin covered wood military heel, 1½ in. high, with Goodyear Wingfoot top lift.



Practical as Well as Up to Date and Dressy

\$2.98 **15D2825**
Sizes, 2½ to 8. Wide widths. Be sure to state size. Shipping wt. 1½ lbs.
Another one-eyelot "Theo" Tie that is very practical as well as up to date and dressy. Is made of patent leather on a medium round toe last. Has a low walking heel, 1 inch high, with rubber top lift. A sensible but attractive model. Sure to please.

Patent Leather



\$3.98

Newest in Ties

15D2736—Satin, 2½ to 8. Wide widths only. Be sure to state size. Shipping wt. 1½ lbs.
Something real new in Ties that is sure to be very popular. Made of patent leather with tan leather underlay. Is built on a medium round toe last and has a low heel, 1 inch high, with a rubber top lift.

Stylishly Smart

\$2.98 **15D2767**—Tan Leather.
15D2768—Patent Leather With Tan.
Sizes, 2½ to 8. Wide widths only. Be sure to state size. Shipping wt. 1½ lbs.

One of the smartest fall styles for the well dressed woman. The one-eyelot ribbon tie and the cut-out design make it a graceful model. Comes in either all tan or patent leather with tan quarter. Built on the new French last and has a military heel, 1½ inches high, with rubber top lift.



\$3.95

Well Dressed Woman's Choice

15D2696—Satin, 2½ to 8. Wide widths only. Be sure to state size. Shipping wt. 1½ lbs.
The well dressed woman's choice this season is the two-eyelot ribbon Tie. This new style feature looks exceptionally well on the black satin, black suede trimmed model shown here. Made over the new French last and has light color linings. Satin covered 1½-inch wood heel with Goodyear Wingfoot top lift.



Patent Leather

The Last Word in Youthful Style

Ages 7 - 8 - 9 Years
Lengths 29 - 31 - 33 Inches

Mandel
Fur
Trimmed

Beaverette
Fur
Trimmed

Coney
Fur
Trimmed
Beaverette
Fur
Trimmed

17D3670
All Wool
Mokana
Velour
\$12.95

17D3660
All Wool Chamo
Suede Velour
\$9.98

17D3645
All Wool
Polo Coat
\$8.98

17D3655
All Wool
Botany
Broadcloth
\$13.98

Mandel
Fur
Collar

Coney
Fur
Trimmed

Coney
Fur
Trimmed

17D3685
Romandi
Bolivia
\$13.95

17D3665
All Wool
Polo
Coat
\$7.48

17D3675
All Wool
Velour
\$8.95

17D3650
All Wool
Chamo Suede
\$11.48

17D3680
All Wool
Velour
\$6.95

These Styles are
Fully Described
on Opposite Page

All Wool Dressy and Sturdy



GREATEST STORE

Style Leadership



17K2910
All Wool
Suede Velour
Satin de
Chine Lining
Mouflon
Fur Collar
\$35.00

17K2915
All Wool
Suede Velour
Satin de
Chine Lining
Baltic
Beaver
Fur
Trimming
\$29.50

17K2920
Deep Pile
Velvety
FRANCIA
Bolivia
Satin de
Chine Lining
Mandel Fur
Trimming
\$25.50

Paris Inspired Stunning Coat

This beautiful coat is made as Paris makes them this season—laborately fur trimmed and boasting smart tailored tucking.

Adapted in fine quality warm winterweight All Wool Suede Velour, on swagger straight lines, showing a full length shawl collar and deep cuffs of rich silky haired, selected grade gray Mouflon Fur.

It is expertly tailored, heavily interlined and lined throughout with guaranteed Satin de Chine. Typical of the best New York models. Average length, 44 inches.

Women's and Misses' Sizes—34, 36, 38, 40 and 42 inches bust measure. State size. See "Measuring Instructions" on page 15. Shipping wt. 6 lbs.

17K2910—Grackle Blue. **\$35.00**

Typical Fifth Avenue Style

You will delight in the beauty and luxurious effect of this stunning New York model, with its deep gauntlet cuffs and novel shape collar of rich Brown Baltic Beaver Fur (clipped and dyed coney).

Smartly fashioned of fine quality winterweight All Wool Suede Velour. The sides of the model show interesting panel treatments, with tailored tucks, novelty Rayon embroidery and ornaments of self material. Heavy interlining; guaranteed Satin de Chine lining. Average length, about 44 inches.

Women's and Misses' Sizes—34, 36, 38, 40 and 42 inches bust measure. State size. See "Measuring Instructions" on page 15. Shipping weight, 6 pounds.

17K2915—Cranberry. **\$29.50**

Luxuriously Warm Handsome Model

Presenting a rich, smart appearance, this model will make its appeal to women of conservative taste.

Fashioned of the celebrated "Francia" Bolivia—an extra warm winterweight fabric of lovely soft velvety texture; has neat adornment of tailored strap inserts and rows of Rayon stitching. Large collar and deep cuffs of selected grade Mandel Fur.

Made with heavy interlining, and lined with guaranteed Satin de Chine. Average length, about 46 inches.

Women's and Misses' Sizes—36, 38, 40, 42, 44 and 46 inches bust measure. State size. See "Measuring Instructions" on page 15. Shipping wt., 6 lbs.

17K2920—Reindeer Tan. **\$25.50**

Order Blanks Are in Back of This Catalog

**YOUTHFULLY
STYLED**
For Misses and
Small Women

Sizes
14 - 16 - 18 - 20 - 22
Years
To Fit Bust Measures
32 - 34 - 36 - 38 - 40
Inches



31K4505
Fancy
All Wool
French Crepe
\$9⁹⁵

31K4515
All Wool
Plaid Velour
\$6⁹⁵

31K4510
All Silk
Flat Crepe
\$8⁹⁸

31K4500
Good
Quality
All Silk
Flat Crepe
\$10⁹⁸

31K4520
All Wool
Ombre
Striped
Jersey with
All Wool
Flannel
\$7⁹⁸

These Frocks
Are Fully
Described on
Opposite
Page

31K4525
Silk Striped
Wool
CHERILAINE
\$17⁹⁸

31K4530
All Silk
Georgette
Crepe
\$15⁰⁰

31K4535
All Silk
Crepe
Satin
\$9⁹⁸



Latest Sports Wear Model
1383614 A Dandy New Style made of heavy all wool suiting of splendid quality. Wrap around style with large button fastenings full depth at left side. Further finished with three plaits and one pocket. Colors: Blue or brown fancy mixture. Sizes 34 to 44 bust band. Length 23 to 26 inches. Give size. Ship. wt., 2 lbs. Price.....\$3.98

Nobby Novelty Skirt
1383618 A Splendid Skirt for all kinds of wear made of heavy all wool novelty skirting. Large fancy pocket with tab and band trim. Bodice top of good saten. Colors: Brown or Blue fancy. Sizes 32 to 42 bust with lengths 42 to 48 inches. Ship. wt., 2 lbs. Price.....\$3.95



Stylish Velveteen or Flannel Jacket
1383590 Stylish New Style Jacket that is just now all the rage. Popular for sports wear with skirt and blouse. Double breasted front with fine pearl buttons. Coat lapels and two back cuffs. Two pockets. Sizes 16 yr. to 40 bust. Ship. wt., 2 lbs. Price.....\$4.98

Bodice Crepe Skirt
1383616 Large Selling Popular Bodice skirt of good quality wool mixed crepe. Each side laid in narrow knife plait. Saten bodice top. Colors: Navy, brown or black. Sizes 32 to 42 bust. Length 42 to 48 inches. State size. Ship. wt., 2 lbs. Price....\$2.98



34 TO 44 BUST
1383604
98c
 WARM FLANNEL

Correct Styles in Skirts—Blouses for Fall and Winter

Warm Flannel Blouse
 A Warm Winter Weight Blouse made of nice quality cotton flannel. Neat tailored style with open front, one pocket and full length sleeves with turnback cuffs. Color, gray only. Ship. wt., 1 lb.

34 TO 44 BUST
1383602
1.09
 COTTON BROADCLOTH

1383606
89c
 GIRLS 8 TO 14 YRS

1383612
1.98
 IMPORTED ENGLISH BROADCLOTH

The New Vest Blouse
1383602 Extremely attractive and in Great Demand. Made of nice quality cotton broadcloth. Turnover collar, wide cuffs. Self belt in the back, two pockets. Fancy knitted tie. Colors: White or tan. Size 34 to 44 bust. Give size. Ship. wt., 1 lb. Price.....\$1.09

34-44 BUST
1383610
1.95
 FANCY JACQUARD BROADCLOTH

Imported English Broadcloth
1383612 A High Grade New Style Blouse made of splendid English Broadcloth, open front finished with tailored pin tucks and fastened with fine pearl buttons. Handsome colored rayon tie. Wide turnback cuffs. Two pockets. Self belt in back. Colors: White or tan. Sizes 34 to 44. State color and size. Ship. wt., 1 lb. Price.....\$1.98



Fancy Jacquard Broadcloth
1383610 The Handsomest Vest Blouse yet produced. Made of fine quality jacquard figured cotton broadcloth with pretty colored overcheck. Double breasted front, wide turnback cuffs. Two pockets, self belt in the back. Color, White with colored overcheck. Size 34 to 44 bust. Give size. Ship. wt., 1 lb. Price.....\$1.95

1383502
98c
 COFFEE AND BROWN TONES OPEN FRONT 8-WAY TUCKED NECK



1383502 **2.98** ALL WOOL FLANNEL
1383504 **3.48** MISSES AND WOMEN
1383506 **2.95** ALL WOOL 8-WAY FANCY (BEST FREE WOMEN)
1383508 **3.45** MISSES AND WOMEN
Plain Color Flannel or Fancy Plaid Skirts

1383592 Of Fine Plain Color All Wool Flannel. Colors: Red, Blue, or Green. Girls' sizes 8 to 14 yrs. Price.....\$2.98

Splendid Sports Wear Skirts at low special prices made in the latest popular style with three graduated front panels. Fancy belt free. One pocket. Sizes 24 to 34 waist band, 23 to 25 in. length. Ship. wt., 1 1/4 lbs.

Charming Underthings

Descriptions and Other Colors May Be Found on Opposite Page



A
Fine Silk
\$2.98
Woolen Silk
\$3.98

B
Neckerized Jersey
Dress
85¢ 75¢

C
Silk Pique
Pants
\$1.69

D
Glove Silk
\$2.95
Rayon
\$1.95

E
Silk
Creme de Chine
\$2.98

F
Better Quality
Glove Silk,
Wool
\$1.98
Rayon
\$2.69
Rayon
\$2.48

H
Wool
Embroidered
Silk Pique
\$2.79

G
Seersucker
Cloth
75¢

Exquisite Rayon Garments



J
Shadowsproof
Underlay

Shadowsproof Hem

M
Fine Quality
Rayon
\$2.95

K
Fine Quality
Rayon
Blouse - Short
\$1.95 \$2.48

J
Excellent
Quality
Rayon
\$2.95

L
Fine Knit
Rayon
\$1.65

R
Rayon Jersey
Long
\$1.69
Short
\$1.49

S
Fine Quality
Rayon
\$1.89

T
Dainty
Rayon
98¢

*A Page of Comfort and Beauty
Robes!
Negligees!*



31K5105
Beacon
Blanket
Cloth
\$6.98

31K5110
Warm
Wool Faced
Eiderdown
\$6.98

31K5115
Fancy
Blanket
Cloth
\$3.98

31K5120
All Silk
Crepe
de Chine
\$6.98

31K5125
Genuine
Box Loom
Crepe
\$2.98

31K5130
Beacon
Blanket
Cloth
\$7.98

31K5135
Velour
Corduroy
\$4.98

31K5140
Beacon
Blanket
Cloth
\$4.98

31K5145
Beacon
Blanket
Cloth
\$5.95

*These Robes
Are Described
on Opposite
Page*

27K5425
Fancy Knitted
Sport Blouse
\$2⁹⁸

27K5420
Brushed
All Wool
Sport
Blouse
\$2⁹⁸

27K5415
Fancy Knitted
Sport Blouse
\$3⁵⁰

27K5650
Rainhat
\$1⁹⁸

Junior
Misses
Sizes

27K5430
Fancy Knitted
Sport Blouse
\$1⁹⁵

27K5435
Fancy Knitted
Sport Blouse
\$1⁹⁸

27K5645
Alligator
Pattern
Rubber
Surface
Slicker
\$5⁹⁸

Misses
Sizes

27K5405
All Wool
Plaid
Lumberjack
Blouse
\$4⁹⁵

These Styles
Are Fully
Described on
Opposite Page

27K5440
All Wool
Plaid
Lumberjack
Blouse
\$3⁹⁸

Misses
Sizes

27K5410
Rainproofed
Leatherette
Sport Jacket
\$7⁹⁸

27K5400
All Wool Plaid
Lumberjack
Blouse
\$3⁷⁹

Girls
Sizes

Note Our Head-Sizes

78KB442—Fits 21½ to 22 inches head.
 Color: Bright red, French beige (sand),
 roseberry (light) green or black.
 Measure and state color. Shipping wt.,
 1¼ lbs.
 Cleverly cut brims are the smart note for close
 fitting hats this season. Made of good quality
 full body felt. Novelty metallic ornaments
 punched through brim. These also trim felt crown
 band. Inverted tuck is telescope suggestion in
 crown. Splendid style for a low price.



78KB446—Fits 21½ to
 22½ inches head size.
 Color: Oakwood brown,
 Copenhagen blue, sand
 color, purple or black.
 Measure and state color. Shipping
 weight, 1¼ pounds.
 Lovely style and you will marvel at
 our splendid value. New, tan drape fur-
 lion. Made of lustrous millinery faille
 that is finely pleated through tip and
 insert. Contrasting folds are silk faced
 velvet. Novelty pendant style ornament.



78KB450—Fits 21¼ to 22¼
 inches head size.
 Color: Black with touch of
 white and gold color, or Copen-
 hagen blue or oakwood brown
 (with vari-colored trimming to har-
 monize). Measure and state color. Ship-
 ping weight, 1¼ pounds.
 Delightful dress up hat along with great
 value. Made of good quality silk faced
 velvet. Corded like treatment of bias
 bengaline folds. Draped in stylish tan
 fashion. Novel lacy edge has metallic border.
 Rayon plush flower applique. Ribbon ends.



SATIN **Two Head Sizes** **FELT**
78KB454—Fits 21¼ **78KB455**—Fits 22¼ **78KB458**—Fits 21½ **78KB459**—Fits 22¼

78KB470—Fits 22¼ to
 23 inches head size.
 Color: Black with Copen-
 hagen blue, or oakwood
 brown with rose color.
 Measure and state color.
 Shipping weight, 2 pounds.
 Elaborate trimming on a well liked
 shape and splendid value. Short back
 poke of good quality silk faced velvet.
 Brim faced with lustrous Rayon
 faille. Becomingly draped crown.
 Shaded plush applique set off with
 stitching. Ribbon crown band and
 loops at side.



78KB474—Large head size,
 fits 22¼ to 23¼ inches.
 Color: Navy blue, oakwood
 brown, sand color or black.
 Measure and state color. Ship-
 ping weight, 1¼ pounds.
 Good looking hat and quite a favorite with
 middle aged and mature women. Bargain too
 at this low price. Made of good quality silk
 faced velvet. Lower draps in crown of lus-
 trous millinery faille. Narrow brim all
 around (trife shorter at back). Showy, plated
 ribbon ornament. Trimming pin.

78KB478—Fits 21½ to
 22½ inches head size.
 Color: Oakwood brown,
 bright red, Copenhagen
 blue, sand color or black.
 Measure and state color. Shipping
 weight, 1¼ pounds.
 Great value hat indeed for the smart
 style it represents. Good make as well
 of fine quality felt cloth. Tucked
 crown. Novel scalloped brim set off
 with odd metal buttons. Soft, crush-
 able hat. Has no foundation.

Clara Bow Hats



Posed by
 the Famous
 Paramount
 Picture
 Star

95¢
 Each

A 78KB462—Fits
 21 to 22 in. head size.
 Color: French
 beige (sand color), Copen-
 hagen blue, rose color,
 pearl gray or black.
 Measure and state color.
 Shipping weight, 4 ounces.
 Young women and misses
 will love the lightweight
 feeling as it conforms snug-
 ly to the head. Soft, crush-
 able make (can be folded
 into pocket size) of extra
 fine quality millinery felt.
 Neatly tailored with
 fine, machine stitched
 tucks. Trimmings
 with colorful cut-
 out motifs of felt.

B 78KB466—Has
 elastic insert at
 back to insure per-
 fect fit. Fits young women
 and misses from 21 to
 22½ in. head size.
 Color: Copenhagen
 blue, sand color, wild
 honey (light brown) or
 bright red. Measure
 and state color. Ship-
 ping wt., 4 oz.
 Here is a real sport
 tan. As smart as it can
 be made of good looking
 novelty "hard-ray"
 (ribbed velvet). Fitted
 in six sections. Rib-
 bon crown band, trimmed
 with novel button-like
 discs. Lined.

C 78KB460—Fits
 21 to 22 in. head size.
 Color: Almond
 green, wild honey (light
 brown), bright red, sand
 color or black. Measure
 and state color. Ship-
 ping wt., 4 oz.
 Misses and young women
 delight in this snug fitting
 mode. So light in weight—
 conforms perfectly to your
 head. Made of extra fine
 quality millinery felt. Neatly
 tailored with machine
 stitching and tucks.
 Fancy contrasting
 color designs of
 felt trim either
 side.

Order Blanks Are in Back of This Catalog



Buckle Extra
39¢



Pump
\$2.98

Choice of Cuban or Spike Heel

Lustrous Black Patent Leather Pumps. Attractive Buckles can be attached or removed in a second. Sizes, 2 1/4 to 8. Medium width. Ship. wt., 1 lb.
20869 Spike heel. Price..... \$2.98
20872 Cuban heel. Price..... \$2.98
20872 Buckles with snap fasteners, extra. .39

Rose Marie
\$3.98



Gorgeous Beaded Ornament Adorns this Smart Patent Pump
A strikingly beautiful and different patent leather pump with one of the prettiest ornaments we have ever seen. Made of Jet Black and Steel beads with smart patent leather bow. They present an unusually rich appearance. Modish medium short vamp, round toe last and two and one-quarter-inch covered spike heels are additional style features you will like. Sizes, 2 1/4 to 8. Medium width. State size. Ship. wt., 1 1/4 lbs.
20864 Price..... \$3.98

Irene
A Smart
Lizard Trimmed
One Strap
\$3.49



A Smart One Strap Style that will appeal immediately to those who like simple elegance with just a dash of color. This lustrous black patent leather one strap is tastily trimmed in a pretty shade of brown lizard. Medium round toe and one and three-quarter-inch rubber tipped Cuban heels. Sizes, 2 1/4 to 8. Medium width. State size. Ship. wt., 1 1/4 lbs.
20847 Price..... \$3.49

Elsie
\$3.49



Alligator Effect Leather Oxfores in Black or Brown
Swagger oxfores in black and brown alligator effect leathers will be worn by all fashionable dressers this fall. One and one-quarter-inch rubber tipped walking heel. Sizes, 2 1/4 to 8. Medium width.
208202 Brown. 208203 Black. \$3.49



Claire
\$2.98

Patent or Black Kid
While simple in design, the "Claire" possesses style and refinement. The wide strap, fastened with two buckles, has attractive cutouts. In black patent leather and soft black glove fitting kid. 1 1/4-inch rubber tipped Cuban heels. Sizes, 2 1/4 to 8. Medium width. State size. Ship. wt., 1 1/4 lbs.
20824 Patent Leather \$2.98
20826 Black Kid. Price..... \$2.98

Black or Tan
Popular oxford Ties at a very attractive low price. Choice of fall tan or black with attractive trimming of reptile. Swagger one-inch rubber tipped heels. Sizes, 2 1/4 to 8. Medium width. State size. Ship. wt., 1 1/4 lbs.
208195 Tan. Price..... \$2.29
208196 Black. Price..... \$2.29

Helen
Reptile Trim
\$2.29



Florence
Patent Ties are
Always in Good Taste

There is nothing smarter than rich black patent leather openwork ties. The attractive cutouts and perforations of the "Florence" enhance the lines of this most becoming style. Attractive tasseled tips. Popular medium round toe and one and three-quarter-inch covered wood Cuban heels. Sizes, 2 1/4 to 8. Medium width. State size. Ship. wt., 1 1/4 lbs.
208144 Price..... \$3.59

\$3.59



for Beauty and Utility

Vanity Cases of Dainty Loveliness!

On this page are displayed vanity cases and compacts sure to delight the heart of any woman. The most fastidious taste will respond instantly to the truly feminine appeal of the delicate engraving and designs. Most admirably enduring usefulness has here been combined with enduring charm.

Our selection this season shows some of the most attractive in white gold filled, solid silver, silver plated and gunmetal finish designs, some known as the double, some the single vanity case, all complete with accessories. The prices are much lower than the retail prices asked elsewhere for vanity cases and compacts of an fine quality.

Unless otherwise stated illustrations on this page show reduced size.



Loose Powder Vanity Case. Solid silver. Has mirror, powder puff and loose powder sifter. 2 1/2 x 3 1/2 inches. Adjustable carrying chain. Shipping wt., 3 oz.
4H4601.....\$8.25
4H4603—Same as above, but silver plated.....\$3.75



Vanity Case, silver plated. Colored design. Loose powder sifter, rouge, two puffs and mirror. About 2 inches in diameter. Shipping wt., 5 oz.
4H4671.....\$1.69



Very newest model in Ladies' Square Effect Silver Plated Vanity Case with wrist carrying chain, only \$1.98. Has the appearance of being worth about \$4.00. Very well made. Any name engraved, without extra charge. Contains mirror, loose powder sifter, rouge, two puffs and coin holder. Illustration shows size. Be sure to state name to be engraved. Shipping wt., 5 oz.
4H4673.....\$1.98

For Other Compacts See Pages 366 to 371

Illustrations on this page show reduced size, unless otherwise stated.



Double Compact. Bright gunmetal finish. Contains mirror, powder, rouge and two puffs. About 2 inches in diameter. Illustration shows size. Engraved with any name without extra charge. Mention name wanted. Shipping weight, 4 ounces.
4H4675.....\$1.88



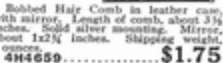
Vanity Case, silver plated. Contains powder, rouge, two puffs, mirror and comb. Carrying chain. Measures about 1 1/2 x 3 inches. Shipping weight, 5 ounces.
4H4677.....\$1.69



Bird Design, Silver Plated Double Compact Vanity Case. All complete with lip stick holder, rouge, powder, powder puffs and mirror. Case is 2x2 1/4 inches. Black fringe tassel, about 2 inches long. Unusual design. Little birds in natural bright feathers and flowers. Hardwearing than enamel and practically indestructible. Shipping weight, 5 oz.
4H4613.....\$5.50



Ladies' Silver Plated Square Effect Vanity Case with wrist carrying chain. Beautiful enameled design in center. Measures about 2x2 in. Contains mirror, loose powder sifter, rouge, two puffs and coin holder. Shipping weight, 5 ounces.
4H4679.....\$2.25

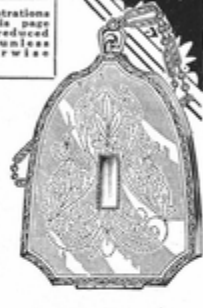


Robbed Hair Comb in leather with mirror. Length of comb, about 3 1/4 inches. Solid silver mounting. Mirror, about 1 1/2 x 1 1/2 inches. Shipping weight, 3 ounces.
4H4659.....\$1.75

When you want dependable merchandise in a hurry, send your order to Sears, Roebuck and Co. WE GUARANTEE SATISFACTION.



Silver Plated Vanity Case. Has mirror, two puffs and place for powder and rouge. Length, about 3 inches. Adjustable carrying chain. Shipping wt., 5 oz.
4H4609.....\$2.60



Vanity Case, Silver plated. Has mirror, lip stick, rouge, two puffs and interchangeable powder box for loose or compact powder. Satin finish. Case about 3 inches long. Carrying chain. Shipping weight, 5 ounces.
4H4617.....\$3.80



High Grade Silver Plated Mesh Bag. Pierced frame; fish scale mesh, which is practically indestructible. Jeweled catch. Bag, about 6 inches deep. Silver plated carrying chain. Shipping weight, 5 ounces.
4H4621.....\$3.25



High Grade Silver Plated Pico-style Mesh Bag. Small mesh. Sapphire blue color set catch. Bag, about 7 1/2 inches deep. Has mirror and puff, also place for powder, as shown in small illustration. Silver plated carrying chain. Shipping weight, 5 oz.
4H4633.....\$8.20

To Find What You Want, See Index Pages 466 to 485

Gloves of

Quality Plus Style in Silks



Smart and Stylish

33H3316
33H3317
33H3318

Beaver.
Sizes, 6 to 8½.
Half sizes. State size.
Shipping wt., 2 ounces.

Imported Gloves of the latest and smartest creation. Newest Parisian design. Made of a fine quality pre-shrunk washable chamoussade fabric. Neatly embroidered 9 or 11 turnover cuffs. Beautifully embroidered backs. Kip-knot sewed seams and Bolton thumbs. A combination of style and quality makes this an outstanding value.



Imported Turnover Cuff Gloves

33H3342—Sand.
33H3343—Gray.
33H3344—Beaver.

Sizes, 6 to 8½. Half sizes. State size. Shipping weight, 2 ounces.

You will be greatly pleased with the quality and smartness of trim of these imported Turnover Cuff Gloves. Made of a good quality washable chamoussade fabric. Beautifully colored embroidered novelty cuffs. Heavily embroidered backs. Kip-knot sewed seams and Bolton thumbs. A glove of this quality has never been priced so extremely low.

Moderately Priced

Mixer Gloves
33H3745
33H3746
33H3747
33H3748

59c

Beaver.
Ages, 5 to 14 yrs. State size. Shipping weight, 2 oz.

We consider these Girls' Imported Turnover Cuff Gloves the greatest value ever offered. Made of a good quality washable chamoussade fabric. Imported turnover cuffs. Embroidered backs. A dainty and slightly priced very low.



98c

33H3255—Black.
33H3256—White.
33H3257—Pongee.
33H3258—Gray.

Sizes, 6 to 8½. Half sizes. State size. Ship. wt., 2 oz.

Women's Fine Quality Pure Dye Milanese Silk Gloves. Fingers reinforced with double tips. Paris point embroidered backs. Two clasp fasteners at wrist. A high grade glove priced very low.



A Dainty Silk Novelty

\$1.25

33H3260—Pongee.
33H3261—Mode.

33H3262—Gray.
Sizes, 6 to 8½. Half sizes. State size. Shipping weight, 2 ounces.

The season's smartest and newest novelty cuff glove. Cuffs can be worn turned down or up as desired. Made of a fine quality pure dye Milanese silk. Beautifully embroidered backs. Fingers are double tipped. An unusual slightly and stylish glove at a low price.



A Paris Creation

\$1.49

33H3270—Pongee.
33H3271—Mode.

33H3272—Gray.
Sizes, 6 to 8½. Half sizes. State size. Shipping weight, 2 ounces.

One of the season's most exclusive designs in the latest Parisian creation. A two-tone fancy silk novelty cuff, which can be worn turned up or down, as fancied. Made of a fine quality pure dye Milanese silk. Contrasting colored Paris point stitching on back. Double tipped fingers. An exceptionally fine value.



A Very Chic Model

\$1.69

33H3290—Pongee.
33H3291—Mode.

33H3292—Gray.
Sizes, 6 to 8½. Half sizes. State size. Shipping weight, 2 ounces.

Smartly styled and very chic is this latest French model glove. Attractively embroidered turnover cuffs of exclusive design. Made of fine quality pure dye Milanese silk. Beautifully embroidered backs. A high quality glove reasonably priced.



\$1.00

33H3350

Black.
33H3351—White.
33H3352—Pongee.
33H3353—Gray.

Sizes, 6 to 8½. Half sizes. State size. Shipping weight, 3 ounces.

A real value in fashionable long silk gloves for women. Made of a fine quality pure dye silk. Elbow length, about 23 inches. Double tipped fingers. A glove that is always stylish.



\$1.69

33H3040—Black.
33H3041—White.
33H3042—Brown.
33H3043—Gray.

Sizes, 6 to 8. Quarter sizes. State size. Shipping weight, 4 ounces.

Our Famous Paris Kid Special. Made only of selected fine quality lambskins, usually called kid. Have Paris point embroidered backs and overseam sewed. Two clasp fasteners. Imported for our use from one of Europe's manufacturers of finest kid gloves.

For Practical Use and Sports Wear



BROADCLOTH SHIRT

1383437 98¢ 8 TO 14 YRS
1383436 \$1.09 34 TO 44

Broadcloth Shirt
New style tailored shirt of nice quality cotton broadcloth. Turnover collar, full length sleeve, open front, fancy knitted tie. Colors, tan, white or French blue. State color and size. Ship. wt., 1 lb.

1383436 Women's sizes 34 to 44 bust. Price.....\$1.09
1383437 Girls' sizes 8 to 14 yrs. 98¢

The New Knicker
1383438 This New Knicker Will Delight you as it is solid comfort. Tight fitting at and above the knee like riding breeches. One pocket. Built of the material. Button fastenings at sides and knee. Gray and brown fancy stripes. Made of splendid all wool tweed. Sizes, 24 to 34 waist. State size. Ship. wt., 1 1/4 lbs. Price.....\$2.95

1383438 \$2.95 ALL WOOL TWEED



1383432 \$6.98 24 OUNCE ALL WOOL WARM PLAID
1383444 \$13.75 FINE SUED E LEATHER

Warm and Nobby
1383432 One of the warmest Overjackets made as the material is a 24-ounce beautiful all wool fancy plaid flannel. Warm collar of finest dyed mandel fur. All wool knitted elastic bottom. Open front. Two pockets. Dark fancy plaids with brown or green and harmonizing colors. Sizes, 34 to 44 bust. State color and size. Ship. wt., 2 1/4 lbs. Price.....\$6.98

Fur Trimmed Suede Leather
1383444 A dandy sports wear garment for outdoor wear made of fine quality genuine suede leather. Warm collar and cuffs of fifth dyed mandel fur. Two pockets with buttoned flaps. Fancy all wool elastic knitted bottom. Color gray only. Sizes, 34 to 44 bust. Give size. Ship. wt., 2 1/4 lbs. Price.....\$13.75



1383446 Two-Piece Knicker Suit made of extra good quality tan khaki cloth. Nicely finished with black tie and embroidered ornaments. Separate knicker with cuff at knee. Sizes, 8 to 14 yrs. State size. Ship. wt., 2 lbs. Price.....\$1.59

1383447 Same style without ornament made of heavy blue chambray. Sizes, 8 to 14 yrs. State size. Price.....\$1.24

1383443 Similar style 2 to 6 yrs. Of heavy blue chambray. State size. Price.....89¢

1383442 \$1.19 WEATHERPROOF GENUINE HORSEHIDE

1383446 \$1.59 EXTRA QUALITY KHAKI

1383447 \$1.24 HEAVY CHAMBRAY
1383443 \$89¢ CHILD'S 2 TO 6 YRS



1383434 98¢ SATEN GYM BLOOMER
1383435 \$1.98 WOOL MIXED SERGE 7 TO 16 YRS

Gym Bloomers
Standard Style Gym Bloomer, the kind used by schools and gymnastiums. Elastic knee band. Plenty of buttons. Sizes, 8 to 16 yrs. State size. Ship. wt., 1 lb.

1383434 Of good black serge. Price.....98¢
1383435 Of good navy wool mixed serge. Price.....\$1.98



1383442 Nothing equals this soft pliable horsehide leather for protection against the cold and wind. Very smart in appearance with two large pockets with flaps. Cuffs fasten with one large button. Wide back belt. Warm black suede cloth lining. Length, 28 inches. Black only. Sizes, 34 to 44 bust. Give size. Ship. wt., 4 1/4 lbs. Price.....\$11.98

Horsehide Leather Coat



1383431 \$1.00 GIRLS 8 TO 14 YRS
1383430 \$1.48 VELOUR COTTON FLANNEL

A Good Low Priced Overjacket
Immensely popular as they give freedom of action and are smart in appearance. Made of warm fancy or plain color, good weight cotton flannel. Elastic knitted bottom. Two pockets. Colors, red, green, Copen, navy, tan or orange. State color and size. Ship. wt., 1 1/4 lbs.

1383430 Women's sizes, 34 to 46 bust. Price.....\$1.48
1383431 Girls' sizes, 8 to 14 yrs. Price.....\$1.00



1383440 \$1.00 IRON WEAR TWEED

Best \$1.00 Knicker Made
1383440 A splendid low priced knicker made of our well known iron wear cotton tweed. Our Knickers are properly designed, comfortable and roomy. A popular knicker made with belt of the material, one pocket and button fastenings at knee and sides. Color, gray mixture. Sizes, 24 to 34 waist band. Give size. Ship. wt., 1 lb. Price.....\$1.00

22 Satisfaction Guaranteed or Money Refunded


Blankets and Comforters—You Will Like Our Low Prices. Pages 133-137

It's EASY TO ORDER


Festoon Necklaces

Fashion decrees a festoon necklace to complete her costume, if Missy wishes to be up to the minute with the latest Parisienne effects and style. The beautiful assortment that we present represents selections from thousands of designs, as the most artistic, lady, and the biggest value for the money. The illustrations, somewhat reduced in size from the actual, show, as near as possible, the detail of each item. Festoon necklaces all come in neat presentation boxes.


Shipping weight of all festoons, 4 ounces.




Only \$3.00
Should make any young lady happy. Will match almost any costume. Massive in effect, gold plated. Roman yellow antique finish. Chain, 18 inches long. Pendant, 4 inches long. Blue sapphire color sets.
4H4001.....\$3.00




Very startling and elegant in effect. Selected with the idea of offering something unusually attractive. Very dainty. Gold plated, Roman yellow finish. Chain, 18 inches long. Pendant, 3 inches long, set with green jade color sets.
4H4005 \$2.50




Pearls and pink cameo in combination is certainly a pleasing grouping. The pearls are indestructible, small size, of rare luster and shape. Silver Clasp. Length of necklace, 18 inches. Pendant set with genuine shell cameo surrounded with pearls. Length of pendant, 3 inches.
4H4009.....\$6.50




Remarkably Brilliant.
Surprisingly Cheap.
We have scored the market for a very inexpensive, yet very attractive necklace. We believe that in this beautiful specimen we have succeeded. Brilliant imitation diamonds with indestructible pearl drops. Chain is of solid silver, substantial and well made. Stones are set in silver plated metal to imitate platinum. Entire length of festoon, 15 inches. Clasp style. Has spring ring clasp.
4H4055.....\$1.39




Same as 4H4005, but ruby red color sets.
4H4057 \$2.50
Same as 4H4005, but turquoise (light blue) color sets.
4H4059 \$2.50
Same as 4H4005, but lime (dark blue) color sets.
4H4061 \$2.50




An artistic design, gold plated, rich because of the many stones and antique effect. Unusually attractive. Length of necklace, 16 inches. Pendant is 2 1/4 inches long with topaz, emerald and sapphire color sets.
4H4017.....98c




The topaz, rich in its gold and yellow color, for ages has appealed to the discriminating, tasteful lady. This necklace is gold plated antique finish with beautiful topaz color mounts. Chain is 16 inches long. Pendant from top to bottom, 4 inches long.
4H4021.....\$2.25




Illustrations show reduced size



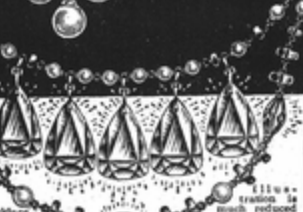
Gold plate with antique finish, combined with imitation pearls and sapphire blue color sets, makes a combination difficult to surpass. In this necklace the designer produced, with marked success, a festoon necklace that could be worn on all occasions, and adapt itself to any costume. Chain is 18 inches long. Pendant, 3 inches long.
4H4029.....\$3.50




Golden yellow topaz set in rich yellow Roman gold, is a combination that cannot be surpassed. This gold plated festoon, so ingeniously designed, has the appearance of great costliness.
4H4033.....\$4.50




To appreciate the delicacy and the chaste appearance of this festoon necklace, it must be seen draped about Missy's neck. Indestructible pearls, white and lustrous, lend a softness, a richness with which no other gem can cope. Chain is solid silver and has soldered links. 15 inches long. Each pendant, 1 1/4 inches long.
4H4025.....\$1.65




Especially created for evening wear, although many will use it on all occasions. Created to produce the effect of platinum set with diamonds. The chain is of solid silver soldered links. It is startling in effect and a beautiful thing to contemplate. Chain is 15 inches long. Pendant, 2 1/4 inches long.
4H4037.....\$6.30



Steadily and elegance is the main theme of this necklace. Purple amethyst color pendant and cartouches make up the design. Chain, 34 inches long. Cartouches, 5 inch. Chain imitates platinum, soldered links.
4H4045.....\$7.98



Shipping weight of any article on this page, 4 ounces.



Genuine imported amber bead necklace. People of all climes have looked upon amber as very precious. The beads are graduated and faceted, bringing out all the soft lights. In 16-inch or 21-inch lengths. Clasp is of amber, screw style.
4H4049—21 in. long \$6.95
4H4051—16 in. Smaller size beads than illustrated. \$3.85

Better Made~Better Grade
LOWER PRICES



Your Orders Shipped Within 24 Hours!

Bond



Tan Calfskin Black Calfskin
 67H4314—D-E width. 67H4316—D-E width.
 67H4315—B-C width. 67H4317—B-C width.
 Sizes, 5 to 11. State size and width.

Shipping wt., 2 lbs.

The aristocrat of Gold Bonds, refinement is the keynote of this splendid shoe which will find favor with young men and their elders, as well. The fine calfskin uppers are offset with neat perforations while the oak tanned leather soles and rubber heels are the final quality note. GENUINE GOODYEAR WELT construction.

Tan Calfskin Black Calfskin
 67H4304—D-E width. 67H4306—D-E width.
 67H4305—B-C width. 67H4307—B-C width.
 Sizes, 5 to 11. Be sure to state size and width.

Shipping wt., 2 1/2 lbs.

The very newest oxford! Right from the shoe style centers comes this richly embossed calfskin blucher. Of course it belongs with the Gold Bonds because of its style and because of its quality. Add genuine oak tanned cow-hide soles and rubber heels to its calfskin uppers and GENUINE GOODYEAR WELT construction. Isn't that a great big value—and only \$4.00!

Shipping wt., 2 lbs.
 Tan Calfskin Black Calfskin
 67H4433—D-E width. 67H4431—D-E width.
 67H4434—B-C width. 67H4432—B-C width.
 Sizes, 5 to 11. State size and width.
 This shoe depends on its soft plain toe and blucher style for its appeal. One of the most desired shoes of the season and wear up in quality. Just enough stitching to lend distinction. Of course it's made of real calfskin and its soles are oak tanned cowhide. Rubber heel. GENUINE GOODYEAR WELT.



GOLD BOND SHOES

\$4.00

Tan Calfskin
 67H4318—D-E width.
 67H4319—B-C width.
 Black Calfskin
 67H4320—D-E width.
 67H4321—B-C width.
 Sizes, 5 to 11 State size and width.

Shipping wt., 2 lbs.

Gold Bond quality and Gold Bond Style! One of the most appealing oxfords that the season has presented. Black or tan as you prefer but either has the stitching so much in demand by well dressed men. Real calfskin uppers and oak tanned leather soles. Rubber heels. And GENUINE GOODYEAR WELT.

1927

WINTERBILT⁹⁹
Leather Garments
Hygrade

Genuine Hygrade Horsehide Lined Sleeves With Wool Wristlets
\$945

Genuine Horsehide 27 Inches Long
\$895

Black Split Cowhide 30 Inches Long
\$895

Boys Horsehide Vest
\$798

30 Inches Long
\$1165

Genuine Horsehide Your Choice Mahogany or Black 30 Inches Long
\$598

Genuine Horsehide Beaverized Sheep Collar Sleeves Lined
\$1395

30 Inches Long
\$1295

Genuine Hygrade Horsehide 30 Inches Long Lined Sleeve
\$1595

See Opposite Page for Descriptions

102 Satisfaction Guaranteed or Money Refunded

There's a Lot of Money Made in Trapping Furs. Traps and Necessities on Page 386

FRASER & NEAVE

Pressure Process Cured Super Quality Rubber Footwear

4 & 5

Buckle Red Rubber Arctics Supreme in Quality Low in Price



Red Rubber Hip and Short Boot

Any who have worn these Savage super-quality pressure cured red rubber boots will tell you—they are the best there is. Heavy pressure cured gray soles and heels. Reinforced throughout, against cracking. Fully guaranteed to you. Wide widths only. Men's sizes 6 to 12. No half sizes. State size. Ship. wt. 8 lbs.
208872 Knee Boot... \$3.98
208876 Hip Boot... 5.95

5 Buckles
\$3.98

Red Rubber 16 Inch Lace Hi-Cut

Rancher Hi-cut Lace Boot adapted to sport and winter wear. Super quality fresh red rubber fully guaranteed. Specially cured under heavy steam pressure giving greatest resilience, life and strength to rubber. To be worn over heavy socks, absolutely water-proof. Heavy gray rubber soles, heels and chafing strip. About 16 inches high. Men's sizes 6 to 12. No half sizes. State size. Ship. wt. 5 1/2 lbs.
208884.....\$4.95

Heavy Gray Sole and Heel

4 Buckles
\$3.49

Super-Quality Red Arctics known throughout the world for their long wearing qualities. Special pressure-cured heavy gray rubber soles and heels. Heavy warm lining. Full bellows snow excluding tongue. Heavy chafing strip. Five buckle top affords extra protection, being about 13 inches high. Fully guaranteed. Fresh stock. To be worn over shoes. Men's sizes 6 to 12. No half sizes. State size. Ship. wt. 4 1/4 lbs.
208887 4 buckle \$3.49
208889 5 buckle style.... 3.98

Heavy Double Gray Sole and Heel
\$1.59

Heavy Duty Red Rubber Extra High Cut Vamp

Red Rubber service rubber made by special pressure cured process. Super-quality and fully guaranteed. Heavy double gray rubber soles and heels. Red friction lining. Hi-Cut vamp fits snugly about shoe keeping out dirt, water, snow, etc. Ideal to be worn over either leather or felt shoes. Men's sizes 6 to 12. Wide widths only. Ship. wt. 2 1/2 lbs.
208863 Red.....\$1.59



Boots
For
Children

Black all rubber boots with pretty red cuff. Wide widths. Ship. wt., 2 lbs.
208880 Boys and \$1.85
208879 11 to 2..... 1.98

Heavy Duty Cloth Top 4 Buckle Arctic

Our best heavy duty men's cloth top arctic. Equipped with the heavy super-quality gray rubber soles and heels. Heavy cashmerette tops with fleece lining. Four buckles reinforced. Men's sizes 6 to 12. No half sizes. State size. Ship. wt., 3 lbs.
208946.....\$3.45

\$3.45

Tan Automatic Gaiters Protection with Style



\$2.98

Light Color Lining

Read Description for Information as to Style of Heel to Purchase

New light colored overshoes for women are the prevailing style and here is the neatest and most trim of them all. Made in the high four buckle height, giving ankles and legs protection. Light tan uppers as pictured with tan rubber soles and heels to match. Light colored linings that will not stain the hose. Guaranteed automatic fastener makes it quick to slip on and off. Shipping weight, 2 1/4 lbs. Tan only. Women's sizes 2 1/2 to 9. Wide widths.
208919 For medium and high heels as shown in figures 1 and 2 Page 76. Price.....\$2.98
208915 For low heels as shown in figure 3 Page 76. Price..... 2.98

Overettes The Fashionable Tan Gaiter The Neatest-Smartest Style Ever

New tan 7-inch gaiter is a big favorite with the young women of today. Neatly made with collar which can be turned up in stormy weather. Sizes 2 1/2 to 9. Adjustable collar flap insures neat trim all about the ankle. Ship. wt., 2 lbs.
208907 Low heel shoes shown in figure 3 Page 76.
208908 Medium and high heel shoes shown in figures 1 and 2 Page 76.

\$1.88



Light Color Lining

SEND TO SAVAGE

Heavy Warm Woolen Hose for the Entire Family—See Pages 176-186

Satisfaction Guaranteed or Money Refunded w-77

Mans
Splendid
Shaker Coat
95% Wool
\$498

(A)



\$369
Mans All Wool Worsted
With Rayon Cricket

(B)

Fall and Winter
Novelties
for
Well Dressed
Men and Boys

95¢

(D)



Boys Twill
Flannelette
Blouse

When Ordering
Mens or Boys
Sweaters

Take Actual Measure Over
The Shirt and Add To That 2 or 3
Inches For Size Sweater Needed

\$145
Boys Twill
Flannelette
Shirts

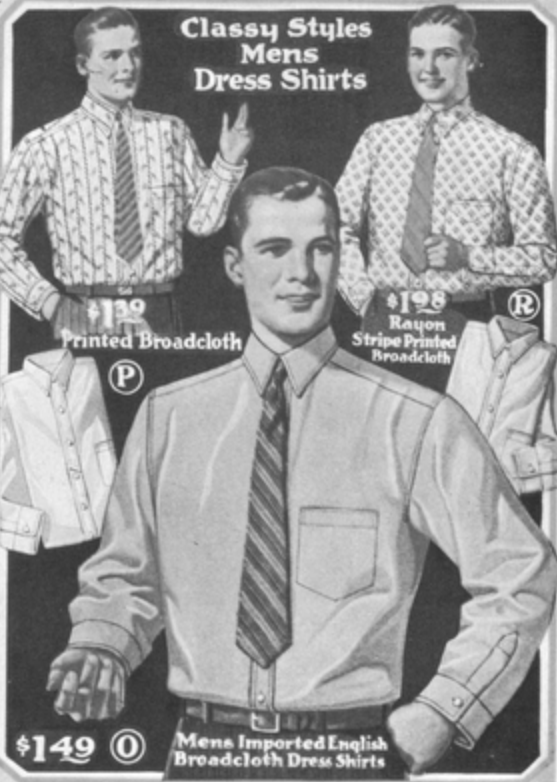
(C)



\$149
Mans
Cap
(H)

Mans
Printed Silk
Scarf
\$195
(K)

Ties
\$129
Each
(E)



Classy Styles
Mens
Dress Shirts

\$139
Printed Broadcloth
(P)

\$198
Rayon
Stripe Printed
Broadcloth
(R)

\$149 (O)
Mens Imported English
Broadcloth Dress Shirts



(L)

45¢
Pair

Part Wool

(M)

45¢
Pair
Part Wool

SEND TO SAVAGE

Styles and Prices on Shoes That Will Certainly Please You on Pages 67 to 72

Satisfaction Guaranteed
or Money Refunded
175

Body Lined With Pliable Glove Leather

Winterbilt Overcoats

Mighty Big Values

Newest Styles



F
\$14.75

All Wool

G
\$9.95

H
\$9.75

Extra Heavy All Wool

Warm Quilted Lining

I
\$18.75

All Wool

Fancy Plaid Lining

J
\$21.50

K
\$13.95

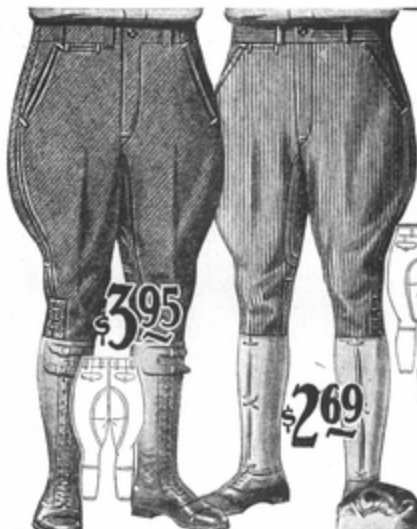
Glove Leather Lined Body and Sleeves
Large Electrified Lamb Collar
Extra Heavy 34 Ounce All Wool Shell
12 8 79 A

See Opposite Page For Descriptions

84mc Satisfaction Guaranteed or Money Refunded

Laugh at Tire Troubles—Equip with "Tuff Tread" 12000 Miles and More. Page 430

IT'S EASY TO ORDER



Heavy Weight 90% Wool Kersey

PRICE \$3.95 PER PAIR

12B452 Dark gray.
Extra heavy real warm wool kersey breeches. Made full and roomy. Large double seat. Strain points bartacked. Lace bottoms. High grade durable trimmings. An ideal garment for late fall and winter wear. Will give absolute satisfaction. Sizes, 30 to 40 inches waist. State size. Shipping weight, 3 lbs.

Good Quality Thickest Corduroy

PRICE \$2.69 PER PAIR
12B464 Dark wood brown. Men's real serviceable riding breeches priced very low. Made of excellent quality narrow wale thickest corduroy. Full and roomy. Large double seat. Lace bottoms. Strain points bartacked. Guaranteed to give entire satisfaction. Sizes, 29 to 40 inches waist. State size. Shipping weight, 2 1/4 lbs.

Navy Blue

PRICE \$2.75 PER PAIR
12B471 Navy blue corduroy trousers are very popular for sport and general wear. Made of good quality narrow wale thickest corduroy. Full and roomy. Durable trimmings. Strain points bartacked. About 15 inch bottoms with cuffs. Sizes, 30 to 42 waist, 30 to 34 inseam. State size. Shipping weight, 2 1/4 lbs.



Navy Blue Thickest Corduroy

High Grade Riding Breeches and Pants Guaranteed to Satisfy!



Buck Moleskin

PRICE \$2.29 PER PAIR

12B467 Olive drab
Men's real tough long wearing heavy weight buck moleskin cloth breeches. Made with double knees and lace bottoms. Full and roomy. Guaranteed to give long wear and satisfaction. Sizes, 29 to 38 inches waist. State size. Shipping weight, 2 1/4 lbs.



\$3.19 Button Bottoms

Double Seat—Double Knees

PRICE \$3.19 PER PAIR

12B472 Navy blue
Men's strictly high grade riding breeches. Made of fine quality heavy weight thickest corduroy. Full and roomy. Large double seat and double knees. Button bottom style. Strain points bartacked. Very slightly. Will give absolute satisfaction. Sizes, 29 to 40 inches waist. State size. Shipping weight, 2 1/4 lbs.

Real Tough Moleskin with Button Bottoms

PRICE \$2.39 PER PAIR

12B475 Drab
Men's real tough drab moleskin cloth breeches made with double seat and double knees. Full and roomy. Strain points bartacked. Button bottom style. Will give remarkable wear. Sizes, 29 to 38 inches waist. State size. Shipping weight, 2 1/4 lbs.



Heavy Weight Whipcord

PRICE \$1.89 PER PAIR

12B468 Drab
Men's low priced very serviceable riding breeches. Made of real tough heavy weight whipcord. Big and roomy. Large double seat. Lace bottoms. Strain points bartacked. Will give remarkable wear. Sizes, 29 to 40 inches waist. State size. Shipping weight, 2 1/4 lbs.

\$1.89

Suits for Play and Everyday



Good Suit for Little Fellows
Dark brown casimere, about one-half wool, with fancy stripe decorations. Two lower patch pockets. Belt all around. Buttons down the front. Mercurized tassel tie. Fully lined. Straight style pants; two side pockets.
Size, 3 to 8 years. State age size. Ship. wt. 1 1/2 lbs.
40K3301-Dark Brown Casimere.....\$2.35



Best of All for Wear
Here's a suit that will wear. Dark drab corduroy, warm and comfortable; Norfolk style with yoke and box plaits in front. Belt all around. Two pockets with flaps to bottom. Buttons down front. Straight style knee pants have side openings and buttonholes.
Size, 3 to 8 years. State age size. Ship. wt. 1 1/2 lbs.
40K3320-Dark Drab Corduroy.....\$1.85

Indian Brave Suit
Inexpensive Indian suit, similar to the larger illustration at the right, in a lighter weight material and less trimmings. Smaller head-dress. (See small illustration at the right.)
Size, 2 to 10 years. State age size. Ship. wt. 1 1/2 lbs.
40K3372 Light Weight Khaki Drill.....95c



95c



Big Chief-Ki, Yi!
He'll have lots of fun with this khaki drill coat with bright red front trimmings along the edges of sleeves; cuffs and bottom of coat with bright-colored stenciled designs, decorated with blue and gold fringes; khaki drill pants with blue and gold trimmings down the sides. Feathered head-dress.
Size, 4 to 14 years. State age size. Ship. wt. 1 1/2 lbs.
40K3373-Good Weight Khaki Drill.....\$1.89



Nifty Police Outfit
Felt style coat with white braid trimmings on collar and cuffs. Police star and brass buttons. White braid down sides of pants. Good wearing dark blue drill. Leather belt with clips and hat with chief's badge.
Size, 4 to 14 years. State age size. Shipping weight, 1 1/2 pounds.
40K3381-Costly to Police Officer's Suit.....\$2.75



Double Seat and Knee

He Can't Wear These Out!
Made in the popular open front style with drop seat and shirt style collar. Seams are strongly stitched and buttonholes carefully made. Bar tacked at all points of strain. Double seat and knees for double wear. Riveted brass buttons will not come off or rust. Medium heavy weight, fast color, double and twist indigo blue denim or fast color fine weave khaki twill. Wash, wear well.
Size, 3 to 8 years. State size. Shipping weight, 1 pound.
40K3631-Fast Color Indigo Blue Denim.....85c
40K3633-Fast Color Khaki Twill.....85c



69c

Two Old Favorites
Blue or khaki, fast color. Both stand washing; wear well. Strongly stitched seams. Bar tacked at all points of strain. Open back, drop seat. Blue trimmed. Riveted brass buttons, don't come off or rust. Full and roomy.
Size, 2 to 8 years. State age size. Shipping weight, 1 pound.
40K3604-Fast Color Medium Heavy Weight Indigo Blue Suit Drill.....69c
40K3606-Fast Color Khaki Twill.....69c



HERCULES 20 Weight Blue Denim

Our Best Play Suit
No matter how hard he plays, it will be almost impossible to wear through this improved Hercules suit. Made in the open front style with drop seat, two lower pockets and chest pocket. Seams are all carefully triple stitched. Side openings have continuous facings and cannot rip. Buttonholes securely stitched. Bar tacked at all points of strain. Covered fly front. Riveted brass buttons will not come off or rust. Made of the well known extra heavy 2.00 white back denim which is so popular in our men's high grade overalls. Cut full and roomy. Shaped sleeves and shoulders.
Size, 3 to 8 years. State age size. Shipping weight 1 1/2 pounds.
40K3620-20 Weight White Back Indigo Blue Denim.....\$1.00



59c

Comfortable Rompers
Sturdy play suits. Fast color indigo blue drill with white trimmings. Carefully stitched seams. Button back, with drop seat.
Size, 2 to 7 years. State age size. Ship. wt. 3/4 lb.
40K3614-Fast Color Indigo Blue Drill.....59c
Practical flannel romper, similar to above, but without the trimmings. Good wearing washable flannel, about one-third wool, in plain brown shade. Seams carefully stitched. Button back, with drop seat.
Size, 2 to 7 years. State age size. Ship. wt. 1 lb.
40K3616-1/3 Wool Flannel One-Third Wool.....98c



85c

Handsome, Sturdy and Thrifty
This little suit is very attractive and can be worn for dress or play, as it can be very easily washed. Waist is made of good weight, washable cotton material in a fancy brown and tan plaid with blue and green decorations. Brown dark brown, washable twill flannel pants which button to waist. Collegiate style bright colored belt.
Size, 2 to 4 years. State age size. Ship. wt. 1 lb.
40K3600 Blazer Suit.....85c

Send Sufficient Money for Postage on Parcel Post Shipments. Any Surplus Will Be Returned

THE VERY LATEST MODELS
Direct From New York
Aren't They Attractive?

31K4045
Dress Weight
All Wool
Flannel
\$9⁹⁸

31K4035
All Silk
Flat
Crepe
\$9⁹⁸

31K4040
All Silk
Canton
Crepe
\$14⁹⁵

31K4050
Good Quality
Twill Back
Velveteen
\$11⁹⁵

31K4055
All Wool
Poiret
Sheen
\$11⁹⁸

31K4060
All Silk
Canton
Crepe
\$13⁷⁵

31K4065
All Wool
Dress
Weight
Plaid
Velour
\$7⁹⁸

These Models
Are Fully
Described on
Opposite
Page

Your Orders Shipped Within 24 Hours!



Wrist Watches

IF YOU wish to own a good wrist watch and save money you can easily select it from these pages. For a high grade watch probably there is no better value on these pages than our Van Buren movements made especially for us. These are high grade in every way.

Regarding our special Van Buren movements, our "AA" and "A" grade especially represent the latest improvement in watch making. Our "A" grade movement is commendable. We know it will give satisfaction, but if you desire something better, a little finer finished, superior in every way, but at a small additional cost, then select our "AA" grade.

Our movements are guaranteed. We guarantee that the movements we sell will give you satisfaction. With proper care they will give many years of service. You will receive it in perfect working order. We warrant them for one year against defective material or workmanship, thus giving you ample protection.

10 1/2-Line Size, 14-Karat, Solid White Gold Case. Ribbon band with clasp to match.
4H1601—Our "A" grade, Van Buren 15-J. movement... **\$13.98**
4H1603—Our "AA" grade, Van Buren 15-J. movement... **\$13.98**



Shipping Weight of Wrist Watches, 7 Ounces

10 1/2-Line Size, 14-Karat White Gold Filled Case. Ribbon band with clasp to match.
4H1609—Our "AA" grade, Van Buren 6-J. movement... **\$10.50**
4H1611—Our "A" grade, Van Buren 15-J. movement... **\$13.50**
4H1613—Our "AA" grade, Van Buren 15-J. movement... **\$13.50**



9 1/2-Line Size, 14-Karat White Gold Filled Tonneau Shape Case. Ribbon band with clasp to match.
4H1619—Our "A" grade, Van Buren 15-J. movement... **\$13.50**
4H1621—Our "AA" grade, Van Buren 15-J. movement... **\$13.50**



9 1/2-Line Size, 14-Karat Solid White Gold Case. Ribbon band with clasp to match.
4H1623—Our "A" grade, Van Buren 15-J. movement... **\$15.50**
4H1627—Our "AA" grade, Van Buren 15-J. movement... **\$16.50**



5 1/2-Line Size, 14-Karat Solid White Gold Case. Ribbon band with clasp to match.
4H1639—Our "A" grade, 15-jeweled movement... **\$22.75**
4H1641—Our "AA" grade, 15-jeweled movement... **\$23.75**



6 1/2-Line Size, 14-Karat White Gold Filled Case. Ribbon band with clasp to match.
4H1671—Our "AA" grade, Van Buren 6-jeweled movement... **\$10.75**
4H1673—Our "A" grade, Van Buren 15-jeweled movement... **\$13.75**
4H1675—Our "AA" grade, Van Buren 15-jeweled movement... **\$14.75**



5 1/2-Line Size, 14-Karat Solid White Gold Case, with our "AA" grade, Van Buren 15-jeweled movement... **\$22.75**
4H1683—Same as above, but 14-karat gold filled case, with our "A" grade, Van Buren 15-jeweled movement... **\$19.35**



10 1/2-Line Size, Rolled White Gold Plated Case. Ribbon band with clasp to match.
4H1695—Our "A" grade, Van Buren 6-jeweled movement... **\$7.75**



10 1/2-Line Size, 10-Karat Yellow Gold Filled Case with adjustable gold filled bracelet.
4H1699—Our "AA" grade, Van Buren 6-jeweled movement... **\$9.98**
4H1701—Our "A" grade, Van Buren 15-jeweled movement... **\$12.45**
4H1703—Our "AA" grade, Van Buren 15-jeweled movement... **\$13.45**



5 1/2-Line Size, 18-Karat Solid White Gold Platinum Trimmed, set with two genuine brilliant regular cut diamonds and four blue synthetic sapphires. Ribbon band with clasp to match.
4H1709—Our "AA" grade, Van Buren 15-jeweled movement... **\$37.50**

Illustrations Show Actual Size

Shpg. Wt. of Wrist Watches, 7 Oz.



White Gold Filled Watch Bracelet, adapted for small size 5 1/2-line, 6 1/2-line, and 10-0 size watches, illustrated on these pages. Shipping weight, 3 ounces.

4H1713—About 4 1/4 inches long... **2.50**
4H1715—About 5 inches long... **2.50**
4H1717—About 5 1/4 inches long... **2.50**



Black Ribbon Bands for watches like 4H1699.
4H1721—Yellow gold filled trimmings... **\$0.38**
4H1723—14-karat yellow solid gold trimmings. Shipping weight, 3 ounces. **1.25**



6 1/2-Line Size 6 1/2-Line Size 5 1/2-Line Size
 These illustrations show you the movements used in the various cases illustrated here according to size.

4H1641 and 4H1643 — Our "A" grade, Van Buren 15-jeweled movement... **\$14.50**
4H1643 — Our "AA" grade, Van Buren 15-jeweled movement... **\$15.50**

4H1651 — Our "A" grade, Van Buren 15-jeweled movement... **\$18.50**
4H1653 — Our "AA" grade, Van Buren 15-jeweled movement... **\$19.55**

6 1/2-Line Size, 14-Karat Solid White Gold Case. Ribbon band with clasp to match.
4H1657 — Our "A" grade, Van Buren 6-jeweled movement... **\$9.98**
4H1659 — Our "AA" grade, Van Buren 6-jeweled movement... **\$10.98**

6 1/2-Line Size, 14-Karat Solid White Gold Case. Ribbon band with clasp to match.
4H1687 — Our "AA" grade, Van Buren 6-jeweled movement... **\$14.50**
4H1689 — Our "A" grade, Van Buren 15-jeweled movement... **\$16.50**
4H1691 — Our "AA" grade, Van Buren 15-jeweled movement... **\$17.50**

FIFTH AVE'S CHOICEST COATS FOR WOMEN

Mandel Fur Trimmed

A
9 RA 304
LUSTROUS
BOLIVIA
\$13.95

Beaverette Fur Trimmed

B
9 RA 307
WOOL
VELOUR
\$8.98

Manchurian Wolf Fur Trimmed

C
9 RA 310
FINE
ALL WOOL
VELOUR
\$14.95

Mandel Fur Trimmed

D
9 RA 313
ALL WOOL
VELOUR
\$10.96

Mandel Fur Trimmed

E
9 RA 317
CARACUL
FUR FABRIC
\$10.95

9 RA 304
BACK VIEW

9 RA 313
BACK VIEW

AT THE MAINE MONUMENT

9 RA 310
BACK VIEW

Descriptions on Opposite Page

NEW YORK & PARIS

A
PRINTED ALL SILK FLAY CREPE
\$8⁹⁸

B
ENGLISH RED
ALL SILK FLAY CREPE
\$9⁹⁸

C
ALL SILK CREPE SATIN
\$9⁹⁸

D
GARLAND GREEN
ALL SILK FLAY CREPE
\$7⁹⁸

E
PRINTED SILK WARP CREPE VENISE
\$4⁹⁸

We pay postage

DESCRIPTIONS ARE ON OPPOSITE PAGE

from our NEW fashion shops

SEARS, ROEBUCK AND CO. **WLS** The World's Largest Store

4

PI518-C-E-MN
A-M-D-S-LA

TAILORED SUITS LEAD IN POPULARITY

THE NEW 2-PIECE ENSEMBLE SUIT OF ALL WOOL REPP WITH ALL SILK CREPE

31R5635—Navy \$11.95
and Tan

Foremost among smart costumes for Springtime wear, is the jacket ensemble. Usually seen only in much more expensive suits! Now offered here in our style shop, at this easily afforded price! Chic, youthful lines, durable quality and good workmanship recommend this low priced model of All Wool Repp.

It consists of a separate swagger jacket, made with slot pockets and a link buttoned front; and a graceful sleeveless frock with a bodice of tan All Silk Crepe. The skirt has wide box pleats in front.

Age Sizes—14, 16, 18, 20 and 22 years to fit bust measure 32, 34, 36, 38 and 40 inches. Wide based hem. State size. We pay the postage.

\$11.95
POSTPAID

TO COMPLETE
YOUR SPRING
ENSEMBLE

WE Pay
Postage

ALL WOOL
TWEED

\$9.95
POST
PAID



NEW YORK'S SMARTEST

Braid Trimmed Suit
31R5630—Navy \$15.00
31R5631—Tan

Just as surely as Springtime comes, the tailored suit is sure to make its appearance. It is the accepted costume, and this is our handiwork version of it—always smart, always correct—and quite within reach of the slim pocket-book (provided, of course, one takes advantage of Sears' never failing low prices).

Perfect in tailoring, perfect in fit, it is fashioned of a fine, firm quality of All Wool Twill Cord, and has a jacket lining of All Silk Wearweave Satin.

The double breasted box jacket features a notched collar, slanted breast pocket and flap pockets, neatly finished with silk braid. The wrap around skirt has a slot pocket and invisible side closing.

Sizes—14, 16, 18, 20 and 22 to fit bust measure 32, 34, 36, 38 and 40 inches. State size.
We pay the postage.

IMPORTED
AUSTRALIAN FOX

\$13.75
POST
PAID

17R6885—Brown
17R6886—Natural Red
Here is a beautiful scarf of dense, silky, long haired genuine imported Australian Fox. Made of selected skins of full luxuriously furred quality. Length, not including tail, 29 inches.
We pay the postage.

17R6891—White \$9.98
17R6893—Beige
17R6892—Platinum
17R6890—Red Fox Shade

Same style and length as above, made of Thibetian Fox (Mandel fur). Has thick, fluffy, long hair and resembles genuine Fox.
We pay the postage.

GENUINE
IMPORTED
RUSSIAN
FOX

\$35.00
POST
PAID

17R6875—Brown
17R6876—Natural Red
17R6877—Black

Our finest fur scarf! With every quality to make your spring ensemble a stunning one! Presented to you at the lowest price on record, is this luxuriously beautiful scarf of finest quality genuine imported Russian Fox. It is made of winter trapped skins, insuring silky lustre and thick, soft fur. Has a large, handsome, bushy tail. The length, not including the tail, is about 31 inches.
We pay the postage.

FINE QUALITY
NORTHERN
AMERICAN
FOX

\$25.00
POST
PAID

17R6880—Brown
17R6881—Natural Red

The soft flattery of a fur scarf framing the face, adding its rich appearance and luxurious warmth, makes it the perfect complement to the perfect costume.
This one of selected grade, winter-trapped genuine Northern Fox is an exceptionally beautiful and durable scarf. It is richly colored and densely furred. The length not including the tail is about 29 inches.
We pay the postage.

SPECIAL VALUE

Swagger Tweed Suit

31R5625—Tan
31R5626—Gray

We have achieved the ultimate in value giving, when we can offer this expertly tailored, trim looking suit for such a very low price.

Very swagger for sports, and equally correct for street and general wear; fashioned of soft All Wool Tweed of splendid durability that assures you lasting service.

The double breasted box jacket of mannish cut is made with a notched collar, and has a breast pocket, and two flap pockets. Comes with a good quality Satsum lining.

The skirt of wrap around style is made to fit smoothly over the hips and has a slot pocket and side closing.

Sizes—14, 16, 18, 20 and 22 to fit bust measure 32, 34, 36, 38 and 40 inches. State size.
We pay the postage.

We Pay the Postage

P156B 33

BLouses ARE FASHIONABLE

IMPORTED ALL SILK PONGEE

\$2.69
POST PAID

Long Sleeves; Finely Tucked Front

31R5505—Tan
Fashioned in a novel, double breasted effect with a notched collar, turnback cuffs and slanted simulated pockets. Shoulder and arm seams double stitched. Non-rip placket cuffs.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size. We pay the postage.

LONGDALE JEAN CLOTH

31R5535—White and Blue
31R5536—All White

There is no better made middie for 98¢ than this one of strong, well wearing Longdale Jean Cloth. Has deep sailor collar, non-rip placket cuffs and lar tucked breast pocket. The jaunty black tie loops through an appetizing knot. All seams double stitched.

Women's and Misses' Regular Sizes—34 to 44 inches bust measure. State size. We pay the postage.

98¢
POST PAID

WE PAY POSTAGE

IMPORTED ALL SILK PONGEE

POSTPAID

\$1.79

31R5500—Tan

Think of it! This swagger, double breasted effect vestee blouse of fine quality All Silk Japanese Pongee—last most reliable of tub fabrics—for only \$1.79.

It is made with a notched collar, smart little slanted pocket effects and is effectively trimmed with pearl buttons. Has a belt at the back. Women's and Misses' Sizes—34 to 44 inches bust measure. State size. We pay the postage.



TWO STUNNING BLOUSES of IMPORTED ENGLISH BROADCLOTH POSTPAID

YOUR CHOICE
\$1.98
EACH

Both are fashioned of washable Imported English Broadcloth of excellent quality, made to fit perfectly, give durable service and priced extremely low. They are varied in style and equally smart for wear with tailored suits or sports outfits.

31R5510—White 31R5511—Tan
The vestee blouse trimmed with fine box tucking. Has notched collar, slanted pocket effects and fastens with pearl buttons. A belt at the back adjusts the waistline.

31R5530—White 31R5531—Tan
A double breasted effect, hip band model trimmed with long lines of clustered pin tucking and with pearl buttons. Has notched collar, deep turned back cuffs, and double stitched seams. Can be tucked in, in the smartest fashion or it can be worn as an overblouse.
Women's and Misses' Sizes—34 to 44 inches bust measure. State size. We pay the postage.

YOUR CHOICE
POSTPAID

98¢

Three Attractive Tailored Blouses Fashioned of Good Quality Broadcloth—98¢ each

31R5515—White 31R5516—Tan
Popular vestee model made with a boyish pointed collar. Double stitched shoulder seams.
31R5520—White 31R5521—Tan
This smart vestee model is fashioned in a double breasted effect. Has a notched collar and turnback cuffs. Shoulder and arm seams are double stitched.
31R5525—White 31R5526—Tan
It is slightly bloused over a fitted hip band that buttons on either side. Can be tucked in or worn as an overblouse. Features a chic, pointed collar and turn back cuffs. Double stitched seams throughout.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size. We pay the postage.

ALL SILK FLAT CREPE
 31R5430
 Navigator Blue
 31R5431—Marron
 Glace (Cocoa)
 31R5432—Black

\$6.98
 Postpaid

This stunning frock is outstanding for its exquisite tailored simplicity—its bloused bodice, youthfully belted with a wide crushed girde; its collar cut in a flattering line; its fabric of lovely All Silk Flat Crepe. The embroidery on the labot and the pipings are of a lighter shade.
 Misses' and Junior Sizes—14, 16, 18, 20 and 22 inches. Wide headed hem. *State size. See page 5 for measuring instructions.*
 We pay the postage.

FOR MISSES

We pay the postage

**Youthful-CHIC
 Low Priced**

\$4.98

FANCY PRINTED SILK WARP CREPE

31R5445—Tan and Blue Fancy
 If you want a very inexpensive frock but one that is new in style and fabric, here is the very dress you seek! Its all over flower print is enchanting in color. The cape collar and flaring skirt contribute to its youthful charm. Has a silk ribbon bow at the collar and a buckle ornament on the crushed girde. Pippage are of beige silk warp crepe.
 Misses' and Junior Sizes—14, 16, 18, 20 and 22 years, to fit bust measure 32, 34, 36, 38 and 40 inches. *State size.*
 We pay the postage.



ALL SILK GEORGETTE CREPE PARTY FROCK
 WITH RANDOM LACE
\$12.95
 POSTPAID



\$10.95
 Postpaid



WE PAY THE POSTAGE

ALL SILK CREPE SATIN WITH EXQUISITE LACE TRIMMING
\$10.95
 POSTPAID

31R5425—Nile Green
 31R5426—Rose Pink
\$12.95
 A picturesque Party Frock—gayly reminiscent of Crinoline days, in which the young miss will appear at her loveliest! Fashioned of fine quality All Silk Georgette Crepe.
 The frothy luxuriously lace-ruffled skirt is lined with Rayon Satin and wired to accent its beautiful styling. Dainty garlands of rosebuds enhance the scarf collar and slim fitted bodice. Comes with a separate slip of all silk Crepe de Chine.
 Misses' and Junior Sizes—Apr. 14, 16, 18, 20 and 22 years to fit bust measures 32, 34, 36, 38 and 40 inches. *State size. See page 5 for measuring instructions.*
 We pay the postage.

31R5435—Tan Fancy
 31R5436—Blue Fancy
 Quite the most exhilarating frock imaginable! You can see the delightfully feminine style, but unfortunately you cannot visualize the enticing colors of its airy bobby print. Fashioned of Excellent Quality All Silk Georgette Crepe and made with a fluttering kerchief collar, a crushed girde, and a skirt of Sunburst box pleats. Pippage are of solid color Georgette. Comes with a separate Bevo silk slip.
 Misses' and Junior Sizes—14, 16, 18, 20 and 22 years to fit bust measure 32, 34, 36, 38 and 40 inches. *State size.*
 We pay the postage.

31R5440—Navy Blue
 31R5441—Rose Belge
 A New York frock of enchanting youthful charm that you will find extremely smart for afternoon and dressy occasions, is offered at a tempting bargain price.
 Made of excellent quality All Silk Georgette Crepe it sponsors a swathed hip line and a skirt of flared poplins. The V yoke and cuffs are of lovely Yoru lace. Comes with a Bevo silk slip.
 Misses' and Junior Sizes—14, 16, 18, 20 and 22 years to fit bust measure 32, 34, 36, 38 and 40 inches. *State size.*
 We pay the postage.

31R5450—Marron Glace (Cocoa)
 31R5451—Black
 Charm that is obviously Parisian characterizes this handsome afternoon frock of fine quality All Silk Crepe Satin. The Bertha yoke and cuffs of rich Yoru lace are faced with all silk georgette. Crystal-like buttons trim the bodice and a noteworthy modernistic pin sets off the georgette faced tie.
 Another triumph in low price achievement!
 Misses' and Junior Sizes—14, 16, 18, 20 and 22 years to fit bust measure 32, 34, 36, 38 and 40 inches. *State size. See page 5 for measuring instructions.*
 We pay the postage.

We Pay the Postage P154B 17

CORRECT APPAREL FOR "OUT OF DOORS"

SUNBURST PLEATED SKIRTS THE LATEST IN SPORTS WEAR

BROADCLOTH SHIRT OR KHAKI CLOTH OR COTTON TWEED KNICKERS

YOUR CHOICE 98¢

31R5605—Khaki Cloth
31R5606—Gray Tweed
31R5607—Tan Tweed

Only 98 cents, sturdy wearing, well made, practical, knickers. Made with inset pockets, side fastenings and buckled belt. Button adjusted knee bands.

Sizes—24 to 34 inches waist measure. State exact waist measure.

31R5545—White
31R5546—Tan

Tailored Shirt of good quality Broadcloth.

Sizes—34 to 44 inches bust measure. State size.

We pay the postage.

EGG CLOTH SHIRT 98¢

EGG CLOTH SHIRT 98¢ POST PAID

FANCY SPORT PLAID SKIRT \$2.89

31R5620—Fancy Plaid Tweed

Fashion's favorite sport skirt of fancy plaid ball wool Tweed of attractive pattern and durable quality.

Misses' Sizes—20, 28, 30 and 32 inches waist measure. State exact waist measure. We pay the postage.

Tailored Broadcloth Blouse

31R5545—White 98c
31R5546—Tan

Women's and Misses' Sizes—34 to 44 inches bust measure. We pay the postage.

HONG KONG JEAN CLOTH SHIRT \$1.29 POSTPAID

ALL WOOL KASHAVELLE \$3.48 POSTPAID

Combines With Any Color

31R5615—Tan
31R5616—Scarlet

Very new—and already gaining brilliant success—the Sunburst pleated skirt for sportswear. Fine quality, soft all wool Kashavelle in the natural Kasha color, fashions this jaunty model.

Misses' Sizes—20, 28, 30 and 32 inches waist measure. State exact waist measure.

We pay the postage.

31R5545—White 98c
31R5546—Tan

Fine quality Broadcloth blouse, made with mannish collar and buttoned cuffs. Double stitched seams.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

We pay the postage.

SPECIAL VALUE ALL WOOL TWEED KNICKERS \$2.79

All Wool Tweed Well-Tailored Knickers

31R5600—Gray
31R5601—Tan

Made with inset pockets and side fastenings. Adjustable buttoned knee bands.

Women's and Misses' Sizes—24 to 34 inches waist measure. State exact waist measure. We pay the postage.

Hong Kong Jean Cloth Shirt

31R5540—Tan
31R5541—Blue
31R5542—White \$1.29

Mannish style sport shirt, fashioned of a guaranteed fast color, sturdily wearing fabric of exceptionally good quality. Has buttoned cuffs with pop-rip plackets and double stitched seams.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

We pay the postage.

ALL WOOL KASHAVELLE \$3.48 POSTPAID

FANCY SPORT PLAID \$2.89

Bright-Hued Novelty All Wool Plaid \$3.48

31R5610—Tan and Red Fancy Plaid

The smartest New York shops are striving for sportswear the circular skirt of Sunburst pleating. Its new, graceful and feminine lines are winning unanimous approval. This model is fashioned of fine quality Novelty All Wool Plaid in an attractive pattern—and is an incomparable value at our low price. Will give excellent service and is ideal for wear with sweaters and blouses.

Misses' Sizes—20, 28, 30 and 32 inches waist measure. State exact waist measure. We pay the postage.

38R7509—Red \$1.98
38R7510—Buff

Fancy weave, pull over style, knitted sport blouse. Made of soft all wool Worsted Yarn with Rayon design. Very stylish when worn with Sunburst Skirts.

Misses' Sizes—32 to 33 inches bust measure. State size.

We pay the postage.

ALL WOOL FANCY KNITTED SKIRT \$3.48

FULL COVER SWEATER \$1.98

WE PAY THE POSTAGE

JOAN CRAWFORD HATS
DESIGNED FOR AND POSED BY THE FAMOUS METRO-GOLDWYN-MAYER STAR



Your Choice
\$1.95
Each

78N603—Fits 21 to 21½ inches head size.
78N604—Fits 21½ to 22½ inches head size.
Colors: Kasha beige (light sand), navy blue or almond green. Measure and state color. Shipping wt. 1½ lbs.
For the miss and young woman who prefer a hat with a brim, this genuine Joan Crawford model is an excellent choice. Good grade full body felt with unique appliquéd design of rayon embroidery done in hand on silk shades. Grosgrain ribbon band.



78N626—Fits 20½ to 21¼ inches head size.
78N627—Fits 21½ to 22 inches head size.
Colors: French beige (sand), goshawk blue or Alghon (bright) red. Measure and state color. Shipping weight, 1½ pounds.
When it's a genuine Joan Crawford model you know the style is the latest. Good quality full body felt. Unusual brim drapes gracefully and forms flat trim at front. Novelty pin adds smart touch. Rayon lining. A wonderful value.



SELECTIONS OF CHIC STYLES



78N630—Fits 21 to 21¼ inches head size.
78N631—Fits 21½ to 22½ inches head size.
Colors: Kasha beige, Lucerne (light) blue or black with red. Measure and state color. Shipping wt. 1½ lbs.
Jaunty style in full body felt, unusual ribbon trim. Beautiful shaded ribbon faced through crown slashes.



\$1.85
78N6101—Fits 21¼ to 22¼ inches head size.
78N6102—Fits 22 to 22½ inches head size.
Colors: Mother Goose (sand), black or Castilian red. Measure and state color. Shipping weight, 1½ pounds.
Sectional crown of patterned hennelins with crown band of silk faced velvet. Trimmed with dainty flowers and novelty pin. Lined.



California Sport Hat
Our finest felt

\$3.75
78N6173—Fits 21¼ to 21½ inches head size.
78N6174—Fits 22 to 22½ inches head size.
Colors: Castilian red, peach beige (sand) or almond green. Measure and state color. Shipping weight, 1½ pounds.
Our finest quality soft finish full body felt. Felt motifs appliquéd on crown. Entirely handmade silk lining.



\$1.85

78N6632—Fits 21¼ to 22¼ inches head size.
Colors: Cafe creme (light brown), black or silver-wine gray. Measure and state color. Shipping wt. 1½ lbs.
This modish "Skull Cap" style is of good quality full body felt. Trimmings of felt and steel beads cleverly applied. Touch of novelty ribbon. Silk lined.



\$1.65

78N6634—Fits 21¼ to 21½ in. head size.
78N6635—Fits 22 to 22½ inches head size.
Colors: Mother Goose (sand), black, Lucerne (light) blue or Castilian red. Measure and state color. Shipping weight, 1½ pounds.
Fifth Avenue's most popular style. Good quality body felt abase. Trimmings of grosgrain ribbon band and amethyst leather with belt buckle ornament. Full lined.



\$2.95

78N6106—Fits 21 to 21¼ inches head size.
Colors: Mocha bisque (new sand), almond green or black. Measure and state color. Shipping wt. 1½ pounds.
Lustrous satin and lavishly embroidered taffeta in dressy style. Pleated grosgrain ribbon and varicolored crystal beads, smart note. Rayon lined.



\$1.79

78N6652—Fits 20½ to 21½ inches head size.
78N6653—Fits 21½ to 22 inches head size.
Colors: Mother Goose (sand) or sunset (light royal) blue. Measure and state color. Ship. wt. 1½ lbs.
This most popular shape is of good quality full body felt. Clever application of felt and ribbon trimmings.



\$1.95

78N6654—Fits 20½ to 21½ inches head size.
78N6655—Fits 21½ to 22 inches head size.
Colors: Mother Goose (sand), bright red or black. Measure and state color. Shipping wt. 1½ lbs.
Smartness is the keynote of this chic full body felt. Trim of felt petals, pearl ornament.

Read and follow the instructions on page 79 to insure a perfect fit.



\$1.95
78N6656—Fits 21 to 21½ inches head size.
78N6657—Fits 21¾ to 22¾ inches head size.
Colors: New sand, Castilian red or solid black. Measure and state color. Shipping weight, 1½ lbs.
Glossy satin fashions this snappy hat. Two-piece stitched brim new note. Wide silk velvet crown band in contrasting shade. Novelty pin. Rayon lined.



\$2.39

78N6658—Fits 21¾ to 21¼ inches head size.
Colors: Rose bisque (rose sand), Castilian red or navy blue. Measure and state color. Shipping weight, 1½ pounds.
Enchanting, snug, full body felt model. Two-tone appliqué of felt in pleasing grape design. Graceful crown socks. Rayon lined.

Style Hosiery

Our LOW PRICED

Popular Colors for Spring Wear

ALL SILK
from **TOP to TOE**
Popular POINTED HEEL

PICOT TOP
FINEST GAUGE
SILK All the Way

75c

75R525—Colors: Champagne, Moonlight, Atmosphere, Nude, French nude, Pearl blush, Misty moon, White, Black, Dust or Grain.

Sizes, 8½ to 10. State size and color. **We pay the postage.**

Look at the price! And this stocking is pure silk from top to toe! It is made with the pointed heel! Shaped to fit trimly about the ankle, finished with fashioned markings and seamless covered mercerized sole to the reinforced double garter top. This is clear, fine gauge lustrous texture—all the way up! Extra protection in mercerized cotton toes and heels and in rayel stop safety stitch at the garter hem. Extra smartness for the short skirts of today! All in a stocking at this astonishing low price! Where else can you find so much style and actual silk value for so little money?

outstanding VALUE guaranteed

Pointed Heel—Picot Top

48c

75R805—Colors: Moonlight, French nude, Champagne, Nude, Pearl blush, Misty moon, White, Black or Atmosphere.

Sizes, 8½ to 10. State size and color. **We pay the postage.**

This is by far the most remarkable value we have ever offered in seamless hose. Notice the price! In every detail of appearance these stockings will pass for all silk hosiery—they differ only in their extra wearing strength. Smooth, gleaming silken fabric runs straight to the eye colored picot top. Heels are pointed in the popular fashion, back is seamed and marked to resemble full fashioned hose. Strong, fine mercerized cotton reinforcement is knit in toe and lower heel and plated inside the silk covered sole. Mercerized reinforced double garter top. Without increasing the price we have added the highly favored pointed heel and the picot top to the style features of this stocking!

FROM TOP TO TOE

39c

New Quality RAYON

85c

A Best Seller

75R500—Colors: Moonlight, Atmosphere, Nude, French nude, Pearl blush, Revere, Gunmetal, moor.

Sizes, 8½ to 10. State size and color. **We pay the postage.**

A lower price—for the highest quality obtainable in seamless hose! These are knit on the finest gauge machines used for seamless stockings—that means clear, flawless texture—more silk and more wear. Every inch of the silk, straight to the colorful picot edged top. Seamed back, fashioned markings and smooth-clinging fit give these the appearance of full fashioned hosiery. Strong, silk-like mercerized double garter top and lower heel, inside the sole. Rayel stop safety stitch. In materials, in workmanship and in style features these are actually the finest seamless hose made!

RAYON
All the Way
Fine Gauge

75R205—Colors: French nude, Champagne, Pearl blush, Nude or Revere.

Sizes, 7½ to 9½. State size and color. **We pay the postage.**

Kind of lustrous, smooth, fine gauge Rayon, straight to the top—that means trim, silken smartness all the way—even with the shortest little skirts! These are carefully shaped—not like children's nor like women's stockings, but in exactly the right outline for the growing little girl. Reinforced toes and heels. Seamless feet. Offered in the popular new colors. Its style, fit, and fineness will delight thousands of younger girls!

38c

For Practical Service and Latex Soled

75R860—Colors: Moonlight, French nude, Champagne, Atmosphere, Revere, Black, Nude, Pearl blush or Gunmetal.

Sizes, 8½ to 10. State size and color. **We pay the postage.**

If you could see these stockings, you would buy them readily—even at a much higher price. They are knit all the way to the top of fine, detorsioned rayon yarns. Made with the new French heel—a high, narrow, slenderizing style which widens below the slipper top to give extra padding to foot and lower heel. Seamed at the back and marked in feminine full fashioned hose. Specially reinforced with fine silk-like mercerized cotton at toes and heels and inside the Rayon plated sole. Mercerized reinforced double garter top. Comfortable seamless feet. Smooth, modish silken trimness all the way. Strong, long wearing Rayon strength throughout! The value of these stockings in fashion and service is astounding at the price!

WE PAY the POSTAGE

69c

PURE SILK
from **TOP to TOE**
POINTED HEELS

75R100—Colors: Pearl blush, Champagne, Nude, French nude, Revere, White or Grain.

Sizes, 8 to 10. State size and color. **We pay the postage.**

Fine, clear, all silk seamless hosiery, especially narrowed in the leg. The very smartest style in every detail. Even smooth, gleaming silk straight to the top of the stocking! Trim, modish pointed heel. Seamed back and fashioned markings to give the appearance of full fashioned hose. Strong, silk-like mercerized cotton in the toe and lower heel, inside the double garter top and plated inside the silk sole.

Order Blanks Are in Back of This Catalog PUBL-C 249 K-MN

Shoes



"Grecian Beauty" Boot \$498

15N2298—C-D-E width. Size, 2½ to 8.

15N2299—A-B width. Size, 3 to 8.

Be sure to state size and width, mentioning all numbers in a shoe that fits you. Shipping wt., 1½ lbs.

Sponsored by Dame Fashion herself, and acclaimed at every Fashion Show in the United States, this latest Lace Shoe which, recalling ancient days of glory, is decidedly modern and up to the minute. Supplies that snug fit liked so much in fall and winter, while enhancing the charm of sheer fashionable hosiery through the "Grecian sandal" custom. Notice the pretty perforations on the gleaming patent leather, cleverly traced by reptile embossed callifskin. 1½-inch covered heel. Marcella last.



Personality Plus!

15N2294
C-D-E width. \$348
Size, 2½ to 8.

15N2295
A-B width. Size, 3 to 8.

Be sure to state size and width, mentioning all numbers in a shoe that fits you. Shipping wt., 1½ lbs.

Our most exquisitely styled fancy Lace Tie in brilliant black patent leather. Worthy adornment for the feet of discriminating women everywhere for every social event. The distinction portrayed by the 2-inch covered snake heel and the Parisian last is enriched by the "bow and buckle" effect cleverly produced by novelty side stitching. Winsome for all wear.



Faultless Fashion

Brown Suede
15N2290—C-D-E width. Size, 2½ to 8. \$479

15N2291—A-B width. Size, 3 to 8.

15N2292—C-D-E width. Size, 2½ to 8.

15N2293—A-B width. Size, 3 to 8.

Be sure to state size and width, mentioning all numbers in a shoe that fits you. Shipping wt., 1½ lbs.

One's "footline" approaches perfection in faultless style and trim beauty in this smart One-Strap. Brown suede with "Water Snake" pattern embossed callifskin trim, or black patent leather with embossed "Water Snake" design are both destined as social favorites. Popular Vandy last and 1½-inch military heel convey grace.



Tomorrow's Style—Today!

15N2296—C-D-E width. \$398 →
Size, 2½ to 8.

15N2297—A-B width. Size, 3 to 8.

Be sure to state size and width, mentioning all numbers in a shoe that fits you.

Shipping wt., 1½ lbs.

Direct from the Avenue of Fashion and the Land of Skyline comes this most advance mode for style lovers of even the smallest baskets, mid peaks or prairie. Everywhere the personal importance of a pleasing FOOTLINE is acknowledged—hence, this latest black patent leather One-Strap will be appreciated. It features embossed leather in snakeskin design for the strap, rump and quarter, touched off smartly by spiraled contours as firm as they are lovely. The 2-inch covered snake heel is a fitting companion to the fashionable Savoy last.



Your Orders Shipped Within 24 Hours!

275

Aids to Achieving Fashionable Figure

Smartest Styles at Very Low Prices

Special Value



Dobby Cloth
23 R B403
37¢

For Stout Women



Rayon Mixed
23 R B4015
79¢

The A.P. UPLIFT
TRADE MARK
BEST FINISH



Buy one of these new A. P. Uplift Bandeaux, for it gives a natural youthful line, firm support and prevents the bust from sagging. A choice of two fabrics. Very comfortable, too, for it has elastic at the bottom to hold it in place. A ideal uplift for comfort and support.

Even Sizes: 32 to 44 Bust.
23 R B4018 Flash
OUR PRICE, Each..... **\$1.49** Postage, 2c Extra

For Stout Women



Dobby Cloth
23 R B4026
69¢

Special Value



4-Straps
23 R B4018
59¢

Even the very slim women wear these unobtrusive Dobby Cloth Bra's with long front panel and two hose supporters. They are very comfortable for sports and dancing. Tape shoulder straps. It is an exceptional bargain at our low price. Even Sizes: 32 to 48 Bust. State Bust Measure.

23 R B4013 Flash
OUR PRICE, Each..... **37¢** Postage, 2c Extra

This special Rayon mixed, Batiste Bra's for stout women and nursing mothers has full-length elastic insert in back and wide inserts at side. Front hooks, corset tab. Elastic at top of shoulder.

Even Sizes: 34 to 54 Bust.
23 R B4015 Flash
OUR PRICE, Each..... **79¢** Postage, 2c Extra

Buy one of these new A. P. Uplift Bandeaux, for it gives a natural youthful line, firm support and prevents the bust from sagging. A choice of two fabrics. Very comfortable, too, for it has elastic at the bottom to hold it in place. A ideal uplift for comfort and support.

Even Sizes: 32 to 44 Bust.
23 R B4018 Flash
23 R B4020 Flash
OUR PRICE, Each..... **\$1.49** Postage, 2c Extra

A Dobby Cloth Bra's with inner layer of material lightly boned. The elastic inserts support the diaphragm and restrain any looseness. The outer panel with its corset tab fastens down over the front. For Stout Women.

Even Sizes: 34 to 52 Bust.
23 R B4026 Flash
PRICE, Each..... **69¢** Postage, 2c Extra

This Garter Bra's of good quality Rayon Mixed Corset Material gives firm, comfortable support and long lines to your figure. Can be worn without a corset. Elastic inserts at the waistline, tape shoulder straps and four garters. Priced very low.

Even Sizes: 32 to 48 Bust. State Bust Measure.
23 R B4018 Flash
PRICE, Each..... **59¢** Postage, 2c Extra

Rayon Batiste
Elastic
69¢

For Stout Women



Rayon Batiste
23 R B4010
29¢

White Cambric Bra's



White Cambric Bra's
23 R B4003
33¢

Boned Front
Elastic
49¢

Good quality striped Rayon Girdle with elastic inserts in sides. Back is cut long. Front length 9 1/2 in. Four garters. Even Sizes: 24 to 34 Waist. State Size.

23 R B4024 Flash
PRICE, Each..... **69¢** Postage, 2c Extra

Fitted Bra's of durable quality Cambric. Armholes and neck have embroidered scalloped. Reinforced under arms. Wears well.

Even Sizes: 32 to 48 Bust.
23 R B4010 White
PRICE, Each..... **29¢** Postage, 2c Extra

White Cambric Bra's with attractive embroidery yoke, in front, tape edged shoulder straps. Fits the figure well.

Even Sizes: 32 to 48 Bust. State Bust Measure.
23 R B4003 White
PRICE, Each..... **33¢** Postage, 2c Extra

Lightly boned Dobby of durable Dobby Cloth. Elastic inserts on sides. Front length about 9 inches. Side hook. A bargain.

Even Sizes: 24 to 34 Waist. Give Size.
23 R B4028 Flash
PRICE, Each..... **49¢** Postage, 2c Extra

This Bra's of Rayon Mixed Batiste has boned inner diaphragm belt with elastic belt to hold it in place. Elastic in back. Corset tab.

Even Sizes: 34 to 50 inches Bust.
23 R B4051 Flash
PRICE, Each..... **69¢** Postage, 2c Extra

New Pocket Uplift proves an effective bust supporter. Made of a good quality Rayon Mixed Batiste. Very comfortable to wear. Hooks in back.

Even Sizes: 30 to 40 inches Bust. State Bust Measure.
23 R B4001 Flash
PRICE, Each..... **49¢** Postage, 2c Extra

Fancy Rayon Uplift
49¢

Elastic Front
49¢

Genuine Binding Satin
43¢

Rayon Mixed Uplift
27¢

SET OF THREE
23 R B4021
69¢

Fancy Rayon Uplift
49¢

This Genuine Binding Satin Bandeau is one of the best values ever offered. Has elastic inserts at side back. Hooks under arm; tape shoulder supports, corset tab.

Even Sizes: 32 to 44 Bust.
23 R B4012 Flash
PRICE, Each..... **43¢** Postage, 2c Extra

Rayon Mixed Batiste Uplift with extra lace trim. We doubt very much if you could equal this value elsewhere. A neat and serviceable uplift.

Even Sizes: 30 to 40 Bust.
23 R B4007 Flash
PRICE, Each..... **27¢** Postage, 2c Extra

A real bargain in three well-made Bandeaux. One of novelty Striped Corset Material, one of Cotton Brocade and the third of Rayon Stripes. They hook in back and all have tape shoulder straps.

Even Sizes: 32 to 44 Bust. State Bust Measure. Sold only in Sets of Three of One Size.
23 R B4021 Flash
OUR PRICE, Set of..... **3 for 69¢** Postage, 2c Extra

The new "Up-Lift" base figure more natural and build up sagging tissues. This one is made of Rayon Mixed Batiste trimmed with fine-size lace.

Even Sizes: 30 to 40 inches Bust.
23 R B4063 Flash
PRICE, Each..... **49¢** Postage, 2c Extra

Elastic Front Bra's that reduce given the figure firm lines. Corset material back and tape shoulder straps.

Even Sizes: 32 to 48 Bust. State Bust Measure.
23 R B4019 Flash
PRICE, Each..... **49¢** Postage, 2c Extra

Silk Jersey and Swami Uplift

This new "Up-Lift" is of silk Jersey top and Rayon Swami for back and lower front. Elastic insert.

Even Sizes: 30 to 40 inches Bust.
23 R B4058 Flash
PRICE, Each..... **59¢** Postage, 2c Extra

Bandeau of attractive Brocade, with tape shoulder straps, a garter tab and an elastic insert in the back.

Even Sizes: 32 to 46 Bust.
23 R B4020 Flash
PRICE, Each..... **23¢** Postage, 2c Extra

Inexpensive Rep Bandeau with elastic insert at back.

Even Sizes: 32 to 48 Bust. State Bust Measure.
23 R B4022 White
23 R B4023 Flash
PRICE, Each..... **17¢** Postage, 2c Extra

This dainty Uplift is fashioned of a firm but lightweight Rayon Jersey. It is edged with a fancy braid. A splendid value.

Even Sizes: 30 to 40 Bust.
23 R B4017 Flash
PRICE, Each..... **29¢** Postage, 2c Extra

NEW BRIDAL STYLES
Exquisite Veil Set



Postpaid **18R3429**
\$9.95
Complete Bridal Set of finest silk illusion veils with bridal cap to match. Gorgeous ready to wear Chantilly lace edge veil measures 7 1/2 yards long. The beautiful fitted cap is studded with many silver and pearl-like beads, set off with white brilliants. Fine quality set at a great saving over usual prices elsewhere. (Dress not included.)
We pay the postage.

Postpaid **18R3414**
\$3.79
Beautiful Bridal Coronet of fine illusion veiling (2 layers) over wire foundation, set with pearl-like beads and sparkling white brilliants.
We pay the postage.

New and Attractive 18R3433—A new and charming style Bridal Cap. Made of fine quality Chantilly lace, in dainty pattern. The two rosettes are trimmed with dainty white orange blossoms and tiny beads. Unusually smart style and very becoming. Easily adjusted to the head, by using invisible hairpins. High quality cap at Postpaid low price.
We pay the postage.

Postpaid **18R3441**—Bridal Postpaid
\$3.95
Coronet of finest quality illusion veiling and Chantilly lace over wire foundation. Attractive design of pearl-like beads and white brilliants.
We pay the postage.

BRIDAL AND CONFIRMATION WREATHS

Postpaid **18R3411**
\$2.29
popular Tricorne style sea style
18R3403—Confirmation Wreath
79c
Wreath of white wax orange blossoms, dainty buds. Easily adjusted.
We pay the postage.

Postpaid **18R3417**
89c
Very attractive Bridal or Confirmation Bouquet of wax blossoms and buds with three green leaves. Very dainty.
We pay the postage.

Postpaid **18R3403**—Confirmation Wreath
79c
neatly designed of wax and maids flowers branched with green leaves. When comparing prices remember we pay the postage.

Postpaid **18R3419**—Bridal or Confirmation Bouquet of wax blossoms and buds with three green leaves. Very dainty.
We pay the postage.

HEAD BANDS FOR BRIDES-MAIDS AND EVENING WEAR

Postpaid **18R3421**—Set with 12 sparkling white brilliants between two rows of dainty silver-like metal beads.
Length, 14 inches.
We pay the postage.

Postpaid **18R3425**—Attractive headband in floral and bud design of silver metal. Set with 8 sparkling white brilliants. Length, 15 inches.
We pay the postage.

Postpaid **18R3423**
98c
Sparkling headband of latest style mounted with 55 white brilliants on flexible silver-like metal finished to resemble platinum. Length, 12 1/2 inches.
We pay the postage.

Postpaid **18R2402**
79c
Beautiful back comb. Attractively set with 43 white brilliants and enamel dots. Brown, shell color only. Length, 4 1/2 inches. A high quality polished comb for all full hair dressings. We pay the postage.

Postpaid **18R2463**—Colors: White, Red, Blue or Green Stones. State color. Back-Combs to harmonize. Popular comb in 5-inch length. Can be used for all hair dressings. We pay the postage.

Postpaid **18R2493**—Unusual value. High grade Brown shell color back comb set with 19 white brilliants and white enameled dots. Length, 4 inches. Usually sells elsewhere at considerably higher price. We pay the postage.

Postpaid **18R2402**
79c
Beautiful back comb. Attractively set with 43 white brilliants and enamel dots. Brown, shell color only. Length, 4 1/2 inches. A high quality polished comb for all full hair dressings. We pay the postage.

DRESS COMBS

Set of Three Pieces Postpaid **55c**
18R2016
Choice of Brown shell or Yellow amber color. State choice. Great offering of popular back and side comb set. Set with 22 imitation diamonds and white enameled dots. Length of back comb, 4 inches; side comb, 3 1/2 inches. We pay the postage.

STYLISH BELTS

Postpaid **18R707**—2-inch. **29c**
Width, 1 1/2 inches. **15c**
Colors: Black, Red, Brown or Navy Blue. Size, 32 to 46 inches. State color and size. Suspend belt (receptacles made) with fiber buckles to match. We pay postage.

Patent Leather Postpaid **18R711**—Colors: Black or Red. Size, 30 to 46 inches. State color and size. Unusual value in genuine patent leather belt in popular 1 1/2-inch width. (No perforations.) Metal buckle. We pay the postage.

Patent Leather Postpaid **18R722**—Colors: Black or Red. Size, 30 to 46 inches. State color and size. Special offering. Genuine patent leather belt in 1 1/2-inch width. Metal buckle. We pay the postage.

White Kid Postpaid **18R713**—Size, 30 to 46 inches. State size. Wonderful value tailored white kid (sheepskin) belt. Neat fiber buckle to match. Serviceable and good looking. Width, 1 1/2 inches. We pay the postage.

White Kid Postpaid **18R724**—Size, 30 to 46 inches. State size. Wonderful value tailored white kid (sheepskin) belt. Fiber buckle to match. Very neat. We pay the postage.

Sport Belt Postpaid **18R714**—Colors: Red, Blue or Green. Size, 30 to 46 inches. State color and size. New 1 1/2-inch sports belt of glossy leather with edging to harmonize. Just the belt for wear with that suit. We pay the postage.

White Kid Postpaid **18R713**—Size, 30 to 46 inches. State size. Wonderful value tailored white kid (sheepskin) belt. Neat fiber buckle to match. Serviceable and good looking. Width, 1 1/2 inches. We pay the postage.

White Kid Postpaid **18R724**—Size, 30 to 46 inches. State size. Wonderful value tailored white kid (sheepskin) belt. Fiber buckle to match. Very neat. We pay the postage.

Sport Belt Postpaid **18R714**—Colors: Red, Blue or Green. Size, 30 to 46 inches. State color and size. New 1 1/2-inch sports belt of glossy leather with edging to harmonize. Just the belt for wear with that suit. We pay the postage.

White Kid Postpaid **18R713**—Size, 30 to 46 inches. State size. Wonderful value tailored white kid (sheepskin) belt. Neat fiber buckle to match. Serviceable and good looking. Width, 1 1/2 inches. We pay the postage.

White Kid Postpaid **18R724**—Size, 30 to 46 inches. State size. Wonderful value tailored white kid (sheepskin) belt. Fiber buckle to match. Very neat. We pay the postage.

Sport Belt Postpaid **18R714**—Colors: Red, Blue or Green. Size, 30 to 46 inches. State color and size. New 1 1/2-inch sports belt of glossy leather with edging to harmonize. Just the belt for wear with that suit. We pay the postage.

Postpaid **18R2404**—Favorite side combs in Brown shell color. Length, 2 1/2 inches. Unusually good value. We pay the postage.

Postpaid **18R2400**—Colors: Brown shell or Yellow Amber. Postpaid **21c**
Set of three pieces. Attractive set with 18 white brilliants in pairs. We pay the postage.

CHILDREN'S UMBRELLAS

Postpaid **18R70**—For Misses 4 to 14 years. Colors: Red or Blue. State color. Newest Luson shape umbrella, styled to give more protection. ATTRACTIVE Scotch plaid showerproof cotton, strong 7-rib steel frame. Amber color handle tips and ring end to match. Spreads about 27 inches. This value cannot be equaled elsewhere at this low price. We pay the postage.

Postpaid **18R67**
\$1.65
For Girls 9 to 12 years. Colors: Navy Blue, Red or Black. State color. No umbrella will equal our outstanding value of this well made parasol of durable rainproof cotton, mounted on a strong 7-rib steel frame. Amber color tips and ring end to match. Neat enameled wood handle. Spreads about 31 inches. We pay the postage.

VERY SMALL SIZE For little tots 2 to 5 years. Not a Toy. Colors: Red or Navy. State color. Special quality showerproof cotton umbrellas with Mother Hubbard design neatly stenciled on cover, enameled loop cord wood handle. 7-rib steel frame spreads about 22 inches. We pay the postage.

EVERYDAY SCHOOL UMBRELLAS **18R2**—Girls' Style, with cord. **18R3**—Boys' Style. Exceptional value for umbrellas of this quality. Postpaid **\$1.00**
Each. Not to be confused with lower grade umbrellas usually sold at this price. Spreads about 31 inches. Neat handles. We pay the postage.

POPULAR SHELL FRAME BAGS



STYLE A Post-paid
CHOICE OF 3 STYLES \$2.98 each



STYLE B Post-paid
OUR finest GENUINE CALF GORGEOUS SHELL FRAME \$6.95



CHOICE OF EITHER, TOP OR BACK STYLE HANDLE \$6.95

The New Shell Frame Bags
 18R763—Color: Black or new brown. State color. Also state choice of style by letter. Smart of exceptional style are these new bags of "Shell" (imitated) frames. We offer the most popular styles of the day. Smart enough to carry with your best costume. Genuine leathers in popular grades. Each bag neatly lined, and lined with pure and correct. Style "A" measures 7 1/2 x 5 1/2. Styles "B" and "C" 6 1/2 x 5 1/2 inches. Be sure to order style by letter and state color. We pay the postage.

18R765—Top handle style, as in large view.
 18R766—Back strap style, as in small view.
 Color: Black or brown. State color. The richness of the genuine high grade calf leather used in this bag, the style and beauty of the "Shell" (imitated) frame will appeal to you. Usually found only in exclusive shops at high prices. Beautifully lined. Large beveled mirror and coin purse. Size, 7 1/2 x 5 1/2 inches. Postpaid \$6.95



WASHABLE PATENT LEATHER
 18R770—Color: Black with red; Navy with champagne; sand with champagne; or all white. State color. Smart flat frameless bag of washable glossy patent leather for spring and summer wear. Made lined. Mirror and coin purse. Back strap, handkerchief pocket at back. Size, 7 1/2 x 5 1/2 inches. Postpaid \$2.98



New Shell Frame Popular Shape
 18R772—Color: Black or dark brown. State color. Soft pouch style of genuine calf leather. Large size, 10 1/2 x 10. Triple frame. Separate compartments. Made lined. Mirror and coin purse. We pay the postage. \$5.39



18R741—Color: Brown or black. State color. Rich looking back strap pouch with "Shell" (imitated) frame. Bag Postpaid of high quality smooth grained genuine leather. Made lined. Mirror and coin purse. Size, 8 1/2 x 5 1/2 inches. We pay postage. \$4.98



GORGEOUS SHELL FRAME
 18R790—Color: Brown or black. State color. High grade large back strap pouch of grained high quality leather. Rich looking "Shell" (imitated) frame. Silk moire lined. Mirror, coin purse. Size, 7 1/2 x 5 1/2 inches. Postpaid \$6.95



Smart Pouch
 New Grained Leather
 18R795—Color: Brown, Postpaid black, navy blue, green or red. State color. Top strap pouch. New grained genuine leather. Novel ornament. Neatly lined. Inner swinging change purse, mirror. Size, 7 1/2 x 5 1/2 inches. We pay the postage. \$2.98



SILK and TAPESTRY BAGS
 18R809—Color: Black or navy blue. State color. Medium size, silk moire pouch. Novel ornaments. Neatly lined. Mirror and inner swinging change purse. Size, 7 1/2 x 5 1/2 inches. Postpaid \$2.98
 18R812—Tapestry Postpaid pouch bag. Floral embossed pattern over sand color background. Inner swinging change purse. Mirror. Neat lining. Size, 8 1/2 x 5 1/2 inches. Remember We Pay the Postage \$2.98



Multiple Frame
 18R817—Color: Tan, black or gray. State color. Top strap pouch, good quality grained leather. Good color frame, three separate pockets. Mirror and coin purse. Size, 9 1/2 x 5 1/2 inches. Postpaid \$2.95



18R805—Brown only. Top flap of good quality leather. Embossed design. Three pockets. Tongue frame. Mirror. Durable lining. Size, 8 1/2 x 5 1/2 inches. Postpaid \$1.55



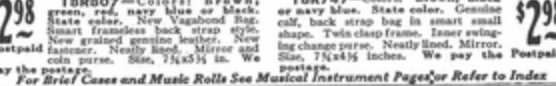
Choice Each Post-paid 98c
 18R831—Color: black, brown or navy blue. State color, and choice of style by letter. Special offering of latest styles. Best quality durable glossy leatherette. (Do not confuse with cheaper grade.) Strong frames, good quality linings. Mirrors and coin purses. Style "A"—Top strap pouch style, 8 1/2 x 5 1/2 inches. Style "B"—Underarm back strap style, 7 1/2 x 5 1/2 inches. Style "C"—New tailored back strap style, 7 1/2 x 5 1/2 inches. Be sure to order style by letter and state color. We pay the postage.



Genuine Cowhide—Hand Laced
 18R774—Color: Black or brown. State color. Colored effect genuine cowhide with hand lacing. Serviceable and long wearing. Back strap style, strong gold color lift lock. Size, 8 1/2 x 5 1/2 inches. Good quality lining. Inner swinging change purse and mirror. Postpaid \$3.45



18R807—Color: Brown, green, red, navy blue or black. State color. New Vagabond Bag. Smart frameless back strap style. New grained genuine leather. Neatly lined. Mirror and coin purse. Size, 7 1/2 x 5 1/2 in. We pay the postage. \$2.98



18R747—Color: Brown, black or navy blue. State color. Genuine calf, back strap bag in smart small shape. Twin clasp frame. Inner swinging change purse. Neatly lined. Mirror. Size, 7 1/2 x 5 1/2 inches. We pay the Postpaid \$2.98



18R747—Color: Brown, black or navy blue. State color. Genuine calf, back strap bag in smart small shape. Twin clasp frame. Inner swinging change purse. Neatly lined. Mirror. Size, 7 1/2 x 5 1/2 inches. We pay the Postpaid \$2.98

Your Orders Shipped Within 24 Hours!

LAST MINUTE STYLES - EVERLASTING QUALITIES

Broadway's Favorite—All Wool Flannel

Choice of Brownish Tan or Blue Gray

A sporty suit with style, class and high quality fabric. It's so individually modeled that it's sure to win the instant admiration of your friends. A big value at the low price of \$24.50.

Cost: Soft roll peak lapels. Half lined with silk. Novelty welt breast pocket with buckle and imitation handkerchief sewed in. Fashionable and dressy lines.

Vest: 2-in-1 Vest. Can be worn either side out. One side is same as suit. Other side is All Wool Fancy Vesting.

Trousers: Wide bottoms with black bottom cut effect if desired or with self cloth cuffs, or plain bottoms in self material. Side which. Two button set-on waistband; wide belt loops.

For Sizes, See Scale at Bottom of Page.

4 R A781 Brownish Tan Flannel
4 R A782 Blue Gray (London Smoke) Flannel

OUR PRICE..... \$24.50 Postage, The Suit..... 20c Extra



New Handsome Double-Breasted Model
All Wool Dark or Medium Gray Casimere!

Double fabric carefully selected from the products of the country's leading woolen mills, and fine custom tailoring according to our own specifications, are outstanding features of these handsome suits. Made of All Wool Casimere in medium Gray or Dark Oxford Gray Herringbone design. This model is a great favorite with fashionably dressed men.

Cost: Three-button double-breasted style with only two buttons to fasten. Half lined with wool alpaca. Broad, soft-rolling lapels.

Vest: Herringbone style.

Trousers: Wide, 19-inch cuff bottoms.

For Sizes: See Scale at bottom of Page.
4 R A770 Dark Oxford Gray
OUR PRICE..... \$22.50
4 R A838 Medium Gray
OUR PRICE..... \$21.75

Postage, each suit, 20c Extra.



THAT DURABLE NEW TWIST FABRIC IN GRAY OR BROWN

\$21.50

"THE BROADWAY"

THIS SUIT IS FURNISHED WITH EITHER BLACK BOTTOM CUFFS OR CUFFS OF SAME MATERIALS AS THE SUIT

DARK OXFORD GRAY \$22.50

MEDIUM GRAY \$21.75



ALL WOOL \$12.75

The Latest Style for Young Men

The new Three-Button Collegiate Model that has found favor with smartly dressed young men. The fine quality material and careful tailoring are such as are found in suits selling for \$28.00 and more. Our great buying power, and our painstaking efforts to give a record-breaking value enable us to price this suit several dollars less than it would ordinarily sell for.

Custom tailored of sturdy woven All Wool College Striped Dark Oxford Casimere or new Double Twisted Gray or Brown Herringbone with Twist. Wool alpaca half lined coat. Regular style vest. Wide bottom trousers.

For Sizes, See Scale at Bottom of Page.
4 R A761 Dark Oxford Gray Casimere with Stripes
4 R A762 Brown Twist
4 R A764 Medium Gray Twist

OUR PRICE..... \$21.50 Postage, The Suit..... 20c Extra

Double-Breasted Suits in Two Popular Fabrics

Navy Blue Worsted or Marine Blue Casimere
This value demonstrates our leadership in clothing bargains. Very latest wide waist, diagonal, unfinished, Navy Blue All Wool Worsted, or Dark Blue All Wool Casimere with neat harmonizing stripe effect—fabrics of unusual style and splendid wearing qualities. Both suits are skillfully tailored; offered at a price hard to duplicate. It will pay you to take advantage of this offering.

Cost: Three-button, double-breasted coat with long peaked lapels and good quality durable lining.

Vest: Regular two-button model with usual fittings.

Trousers: Two-button waistband; wide belt loops, straight or cut wide bottoms. Side which.

For Sizes, See Scale at Bottom of Page.
4 R A712 Dark Navy Blue Worsted
4 R A713 Marine (Frascan) Blue Casimere

OUR PRICE..... \$14.50 Postage, The Suit..... 20c Extra

NAVY BLUE UNFINISHED WORSTED \$14.50

IMPROVED TAILORING
CORRECT STYLES
NEWEST FABRICS
REAL VALUES

THE LATEST MODEL IN GRAY OR BROWN \$21.95

All Wool Casimere Suits

All Wool New Chevron Woven Casimere Suits. Carefully tailored in latest shades of Medium Gray, British Gray or Rich Herringbone Tan.

Cost: Two-button, English style, with flap-cuffed side pockets. Half lined with durable lining.

Vest: Usual collarless model.

Trousers: Wide, two-button waistband; wide belt loops and wide, straight or cut bottoms. Side which.

For Sizes, See Scale at Bottom of Page.
4 R A770 Light Gray
4 R A771 Blue Gray
4 R A772 Brownish Tan

OUR PRICE..... \$12.75 Postage, The Suit..... 20c Extra

Smart and Snappy Models

This smart Collegiate Style Suit is made of high quality All Wool Chevron Striped Casimere in choice of Medium Gray or new Forest Brown. The sweater, easy fitting two-button coat, with peaked lapels, double-breasted vest, and shawl collar are new and popular features. Straight hanging wide bottom trousers, with slants at the waistband.

For Sizes, See Scale at Bottom of Page.
4 R A844 Medium Gray
4 R A846 New Forest Brown

OUR PRICE..... \$21.95 Postage, The Suit..... 20c Extra

Size of Suits on this Page

Neck Measure	33	34	35	36	37	38	39	40	42
Waist Measure	32	33	34	35	36	37	38	39	40
Length	70	71	72	73	74	75	76	77	78
Trousers, 38 to 34 in.	Cuffs or plain bottoms.								

WE Pay the Postage

RIGHT FOOT
OUR OWN
TRADE MARK

Canvas Footwear Cuts

Top Favorites—Bottom Prices



\$1.20

Men's and Big Boys' Sizes

"All Sport" for All Boys

76R9564—Men's and Big Boys' Sizes, 6 to 12.....	\$1.20
76R9565—Boys' Sizes, 1 to 5½.....	1.10
76R9566—Small Boys' Sizes, 11 to 13½.....	1.05

Wide widths only. Be sure to state size.

We Pay the Postage.

Every boy will want a pair of these canvas shoes this summer. With their printed designs lettered and drawn all over the uppers, they are just his idea of what his shoes should look like. In addition to their good looks they are made of good quality materials which will stand an amazing amount of wear from hard play and all active summer sports. Come in high grade white canvas with sturdy corrugated rubber soles strongly vulcanized to uppers so they won't come loose. Made over the popular lace to toe pattern, for firm support from top to toe. The toe cap, reinforced scuff strip and ankle patch are features which insure extra wear. The small cost and the long service will show you just how greatly canvas footwear cuts your summer shoe bill.



Heavy Mail Bag Canvas

"Built Like a Tire"

76R9632—Men's and Big Boys' Sizes, 6 to 12.....	\$1.95	76R9633—Boys' Sizes, 1 to 5½.....	\$1.85
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Wide widths only. Be sure to state size.

Throughout the nation men and boys look for this "Old Reliable" canvas work or play shoe when selecting their summer footwear. Comfortable and unusually rugged, it is one of the finest combination work and play shoes ever sold. Not another shoe of its kind has so many features of construction and material in its favor. Look at the way it is built, (see cutout view at right and explanation of each feature). That explains its increasing popularity and its sure footed dependability in every job or game. With sole and extra tap sole of genuine tire tread rubber, it piles up miles and miles of toughest wear. They outlasted all other canvas work shoes in their class for real value. Comparisons with the best sold anywhere prove it. Boys' sizes come in ball pattern only. Men's and boys' are blucher pattern only.



FEATURES

- 1—Fiber Counter Fits the Heel.
- 2—High Grade Duck Lining.
- 3—Half Bellows Tongue Keeps Dust Out.
- 4—Finest Quality Heavy Mail Bag Duck Uppers.
- 5—Double Toe Box Keeps Its Shape.
- 6—Heavy Foxing Joins Sole to Uppers.
- 7—Extra Heavy Composition Filler.
- 8—Sole and Tap Sole of Tire Tread Rubber.
- 9—Shockproof Rubber Heel.
- 10—High Grade Fiber Insole.
- 11—Leather Sock Lining.



Latest Sport Shoe

WHITE OR BROWN

You Can Always Depend on This New Moulded Sole

White Canvas	Brown Canvas
76R9607—Men's and Big Boys' Sizes, 6 to 11.....	76R9610—Men's and Big Boys' Sizes, 6 to 11.....
\$1.43	\$1.43
76R9608—Boys' Sizes, 1 to 5½.....	76R9611—Boys' Sizes, 1 to 5½.....
1.33	1.33
76R9609—Small Boys' Sizes, 11 to 13½.....	76R9612—Small Boys' Sizes, 11 to 13½.....
1.23	1.23

Wide widths only. Be sure to state size.

We Pay the Postage.

Whatever sport or game you are engaged in, out of doors or in the gymnasium, on wet grass or slippery floors, you can be sure of your footwear at all times in a pair of these very latest Sport Shoes. They are the best shoes of their kind that you can buy at any price. Their moulded sole and heel are made doubly thick at the points where a shoe gets the most wear and their cutout pattern serves as a vacuum which clings securely to all surfaces. They are made of good grade white or brown canvas, black trimmed with a red and black double foxing which strongly fastens the soles to the uppers. Reinforced toe cap, ankle patch and ribbed bumper toe furnish added wear and protection. Lace to toe feature produces snug fit all the way up the foot, giving real support to your arches and ankles—you know how important that is in active sports.

Women's Canvas Work Shoe

76R9634—Black.	\$1.45
76R9635—Brown.	\$1.45

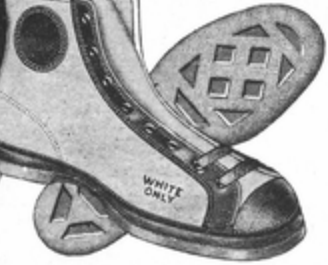
Women's. Sizes, 3 to 8. Wide widths. Be sure to state size.

We Pay the Postage.

We are introducing these new Canvas Work Shoes for women to fill the need for a shoe a little stronger than the average—one durable enough to use for outdoor work as well as for inside wear. We know there is a demand for just this type of shoe for warm weather. You can now buy it here in either brown or black sturdy good grade canvas at a money-saving price. Has durable smooth and flexible rubber soles and a shockproof rubber heel.



Popular Moulded Sole



76R9614—Men's and Big Boys' Sizes, 6 to 11.....	93c
76R9615—Boys' Sizes, 1 to 5½.....	88c
76R9616—Small Boys' Sizes, 11 to 13½.....	83c

Wide widths only. Be sure to state size.

We Pay the Postage.

Men and boys everywhere are making Moulded Sole Sport Shoes their leading choice for summer sports and gym work. They choose it because it's a sole that can be depended upon for longer service because it is double thickness at the points where a shoe naturally gets the most wear. They also know that, because of its special construction, the cutouts create a vacuum which makes the shoe "hold its own" on the most slippery or wet surfaces. This gives you a confidence of sure footing all the time in the most energetic sports where canvas footwear is used. These shoes are made of good quality white canvas with black trimming. With lace to toe pattern they can be firmly adjusted to fit snugly from top to toe insuring proper support at ankle, at arch and at the ball of the foot. The ankle patch and extra toe cap give added reinforcement where needed. Try a pair of these shoes this summer. Get them for your boy, too. He's sure to tell others about them. You'll be more than satisfied with their long wear and the saving you make.

FANCY TWEED COATING
[THREE-FOURTHS WOOL]

\$6.98
POSTPAID

17V8675—Tan
CONTRASTING piping on the collar matched with narrow inserts on the pockets, lend an attractive note of trimming to this tailored sports model of fancy, small weave tweed (three-fourths wool, balance Rayon, and cotton). It is a sturdy wearing coat of swaggar lines—a finer and better made garment than one would imagine judging it by price. Has wide, button trimmed cuffs. Lined with strong Satene.

Misses' and Junior Sizes—14 to 20 years. Corresponding lengths, 41 to 44 inches. State size.



THE NEW SILHOUETTE EXPRESSES ITS HIGHEST CHARM IN THESE COATS FOR MISSES

Sizes for Misses and Juniors

Misses' Sizes.....	14	16	18	20 years
Junior Sizes.....	15	17	19	years
Lengths.....	41	42	43	44 inches
Bust Measures.....	32	34	36	38 inches

Smart
Lapin
Coney
Fur

Genuine
Squirrel
Fur
Collar



FINE
ALL WOOL
BROADCLOTH
ALL SILK
WEARWEAVE
SATIN LINING

17V8670—Tan
17V8671—Black
17V8672—Burgundy

MODEL at left. A stunning new coat with graceful low placed flare fulness at each side. As fine in quality as it is smart in style—and the expert tailoring of the garment also stresses the fact that it is a wonderful value for the money. Has a stitched and bow trimmed collar; the sides and back show strap inserts; the sleeves have button finished folds. Richly lined with All Silk Wearweave Satin.

Misses' and Junior Sizes—14 to 20 years. Corresponding lengths, 41 to 44 inches. State bust measure.

\$16.98
POSTPAID

\$22.50
POSTPAID

\$26.95
POSTPAID

Our Two
Finest Coats
for Misses

THE NEW AND
FASHIONABLE
CELANESE
MOIRE

\$12.98
POSTPAID

17V8685—Black

A LOVELY graceful drossy coat of that fabric marvel of the age—rich Celanese Moire—the only moire that will not lose its smart pattern in dampness, pressing or cleaning. The coat is made with a wrapover draped front, slightly dipped back and flowing scarf throws pulled through a button trimmed tab at back of the collar. Trimmed with black silk strap inserts. Has guaranteed lining of Rayon and Cotton—interlined for extra wear.

Misses' and Junior Sizes—14 to 20 years. Corresponding lengths, 41 to 44 inches. State bust measure.

RAM'S HEAD ALL WOOL
BROADLOOM DOWNE-TEX
ALL SILK
WEARWEAVE SATIN LINING

17V8680—Tan
17V8681—Light Green
17V8682—Light Navy Blue

THE fabric is a fine basket weave All Wool coating, of soft downy finish and supple texture. Observe the circular flounce treatment of the lower back and sides—and the charming frame collar of the new Lapin Coney fur. The back of the collar, the smartly shaped cuffs and sash tabs, show patterned stitchings. Has All Silk Wearweave Satin lining.

Misses' and Junior Sizes—14 to 20 years. Corresponding lengths, 41 to 44 inches. State bust measure.

BOTANY ALL WOOL
REPBLOOM
ALL SILK
CREPE SATIN LINING

17V8690—Navy Blue
17V8691—Tan

OUR finest coat for Misses! A beautiful creation, inviting slim tailored lines with the swaying fulness of tapered circular godet inserts that lend it grace at the lower sides and dipping back. A fashion perfect, fabric perfect coat—exquisitely tailored—adorned with a fastening collar of genuine Squirrel Fur and further smartened with dashing cavalier style, stitch trimmed, flare cuffs. The back is slit seamed. Lined with rich All Silk Crepe Satin.

Misses' and Junior Sizes—14 to 20 years. Corresponding lengths, 41 to 44 inches. State bust measure.

"HOW TO ORDER" AND OTHER INFORMATION - SEE INDEX FOR PAGE

DESIGNED in the NEW SPIRIT of the MODE
GRACEFUL · FEMININE · CHIC

For Measuring Instructions, See Page 19

WE PAY THE POSTAGE



TWO-PIECE ESEMBLE
WASHABLE COTTON PIQUE

\$4.98
POSTPAID

31V7066—White with Blue Print
31V7067—White with Tan and Brown Print

JOY to possess—it is so smart and useful. The coat of attractive print has white trimmings; the charming sleeveless white pique frock is piped with the print. A sterling value!
Women's and Misses' Sizes—34 to 42 inches bust measure. Corresponding lengths about 43 to 46 inches. State size.

ALL SILK FLAT CREPE
\$7.98
POSTPAID

31V7069—Navy Blue
31V7070—Black

DESIGNED on graceful elongated lines with flaring godet inserts. Feminine but classic in its graceful simplicity . . . smart yet not at all extreme. Collar and streamers have light tone facings to match vestee. Skirt has circular godet inserts. The new nipped in normal waistline is accented with shirring.

Women's and Misses' Sizes—34 to 40 inches bust measure. Corresponding lengths about 43 to 46 inches. State size.



PRINTED ALL SILK
FLAT CREPE

\$8.98
POSTPAID

31V7075—Tan Fancy Print
31V7076—Navy Blue Fancy Print

DON'T you just see yourself in it? Your mirror will show a flattering picture, for this attractive frock with its graceful new silhouette, charming details and colorful print fabric, is the type of a frock that enhances every figure—be it tall or short, slender or not so slender. It has a softly draped streamer, the collar of lustrous plain tone satin; banded on top with the print. Soft shirrings accent the moulded hip-line, and the circular flare cut skirt shows the smart uneven hemline. The straight line back is finished with a narrow belt.

Women's and Misses' Sizes—34 to 42 inches bust measure. Its length may be judged by the illustration. State size.

MISSSES
SIZES
ONLY

PARTY DRESS OF
ALL SILK TAFFETA

\$9.98
POSTPAID

31V7078—Nile Green
31V7079—Rose France (Light Rose)

IT WILL make you look your loveliest—this adorable frock for summer dances and parties—those delightful evenings of romance—fun—and laughter. Has corsage trimmed triple flounce tiered skirt gracefully dipping at the back. The whole effect is adorable. (Cap sleeves are furnished with each frock.)
Misses' Sizes—14 to 20 years; bust measure 32 to 35 inches. Its length may be judged by the illustration. State size.



EXTRA QUALITY
ALL SILK FLAT CREPE

\$9.98
POSTPAID

31V7072—Waikiki (Marron Glace)
31V7073—Navy Blue

IT HAS a flattering new silhouette which accents grace with a moulded hip yoke, low placed circular flared side inserts and irregular hemline. Lapels on the bodice outline a vestee of exquisite new shade Alencon type lace, a trimming also used for edging the pleated georgette jabot and sleeve ruffles.

Women's and Misses' Sizes—34 to 44 inches bust measure. Uneven hemline length may be judged by the illustration. State size.



THESE
COLORFUL
DAYTIME
FROCKS
FOLLOW
THE NEW
MODE

FOR DESCRIPTIONS
SEE OPPOSITE PAGE

WE PAY THE
POSTAGE



YOUR CHOICE
98¢
EACH
POSTPAID
VAT DYE GUARANTEES
FAST COLOR COTTON PONGETTE PRINTS

298
FANCY FIGURED
COTTON VOILE
198
FANCY FIGURED
COTTON PRINT
POSTPAID



F
SILK AND COTTON
CREPE
REGULAR SIZES
\$4.48
POSTPAID
STOUT SIZES
\$4.98
POSTPAID

G
RAYON AND
COTTON CREPE
REGULAR SIZES
\$2.98
POSTPAID
STOUT SIZES
\$3.29
POSTPAID

H
RAYON AND
COTTON CREPE
\$3.98
POSTPAID

K
COTTON
MARCELLA
BROADCLOTH

YOUR CHOICE
\$1.98
POSTPAID
EACH

J
COTTON
PONGETTE
AND
ORGANDIE

OUTSTANDING VALUE

ORDER BLANKS ARE IN BACK OF THIS CATALOG

P153 B-C-K-MN 33

FASHIONS MODERNS

THE YOUNGER SET
CHOSES THIS
"GOB OUTFIT"
FOR SPORTS

Swagger Sailor Pants

27V8322-White \$1.59

MADE of strong Lonsdale Jean with elastic at back.

Cotton Duvety Jacket

27V8325-Navy Blue

27V8326-Red \$1.49

Trimmed with gay bias-striped cotton duvety.

Lonsdale Jean Middy

27V8337-White \$1.00

Has jaunty contrasting tie. Pants, jacket and middie come in sizes 10 to 18 years. State age size. We pay the postage.



BLouses - NEW AND SMART FOR YOUR SUIT OR ENSEMBLE LONG OR SLEEVELESS STYLES



COTTON BROADCLOTH
27V8304—Long Sleeved \$1.29

27V8305—Sleeveless \$1.00

SMART vestee style blouse. Fastens at front with small pearl buttons and loops. Trimmed with cluster tuck-ing. Comes in Tan or White. State color. We pay postage.

ALL SILK PONGEE

27V8306—Long Sleeved \$2.95

27V8307—Sleeveless \$1.98

Same style as blouse described above. Color Tan. Both models come in sizes 34 to 44 inches bust measure. State size.



ALL SILK CREPE de CHINE
31V8300—Long Sleeved \$5.98

31V8301—Sleeveless \$4.98

COPY of a French blouse with perky bows and diamond shaped inserts. Colors: Medium Green or Eggshell. State color.

ALL SILK PONGEE

27V8302—Long Sleeved \$2.95

27V8303—Sleeveless \$1.98

Same style as blouse described above. Color Tan. Both models come in sizes 34 to 44 inches bust measure. State size.



ALL SILK CREPE de CHINE

31V8308—Sleeveless \$4.98

31V8309—Long Sleeved \$5.98

NEW tuck-in blouse with shirred graceful frill. Colors: Medium Blue or Rose Beige. State color.

TAN ALL SILK PONGEE

27V8310—Sleeveless \$1.98

27V8311—Long Sleeved \$2.95

Both models come in 34 to 44 inches bust. State size.



OVERALLS The Modern Costume for Beach or Country

27V8319—White and Fancy Print

POSTPAID \$1.98

ATTRACTIVE

two-piece sports set. Blouse of white cotton Broadcloth with ribbon bow. Colorful Cotton Pongee Print overall with buttoned suspender straps. Washable! Sizes—18 to 40 years. State size.



WOOL AND RAYON TWO-PIECE SPORTS COSTUME

31V8334—Medium Green

31V8335—Medium Blue

POSTPAID \$4.98

JAUNTY—youthful—smart! Useful, not only for sports, but for any daytime summer event. And so modestly priced! The sweater blouse has an attractive diamond pattern knitted weave. It is laced at the neck and has contrasting trimmings. The bodice top skirt is of a stripe effect ribbed weave. Misses' Sizes—14 to 20 years. State size.



THE VELVETEEN JACKET

31V8331—Black \$4.98 POSTPAID

31V8332—Red

SMART for sports and general wear

Misses' Sizes—38 to 40 inches bust State size.

THE SKIRT IN ALL WOOL FLANNEL OR TWEED

27V8328—Gray Tweed \$2.98

27V8329—Navy Flannel POSTPAID

27V8330—Tan Flannel

Yoke topped, side pleated and trimmed with pearl buttons. Misses' Sizes—40 to 48 in. waist. State waist measure

SMARTLY TAILORED KNICKERS

27V8315—Khaki Cloth 98c

27V8316—Tan Cotton Crash 98c

27V8317—Gray Cotton Crash 98c

27V8318—Tan or Gray Wool and Rayon Tweed. State Color. \$2.79

STURDY wearing fabrics with inset pockets and adjustable buttoned knee cuffs. Women's and Misses' Sizes—34 to 34 inches waist measure. State exact waist measure

COTTON BROADCLOTH BLOUSE

27V8312—White \$1.00 POSTPAID

27V8313—Tan

Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

FOR INDEX AND GENERAL INFORMATION, SEE PINK PAGES IN CENTER OF BOOK

ENSEMBLED *in the new modern manner*



Fashionable Women assemble their costumes carefully today and this catalog has been planned to help you do it

WE planned together with definite, complete costumes for you in mind. We bought together. We studied together your preferences in coats, in dresses, in hats, in shoes, in gloves, in hosiery, in all the smart things that go into the assembling of a complete costume.

The Result: every coat, every frock, every fashion in this entire Catalog—may be correctly combined with all of the other parts of a costume.



These SMARTLY CORRECT ACCESSORIES can easily be found in this Catalog by referring to the PINK INDEX pages in center of Catalog.



It's so simple to assemble an outfit with **A BLACK COAT**

. . . because any color is correct with Black. Choose a Black dress trimmed in color if possible—or select your favorite shade. Wear a Black hat. As for handbag and shoes both should be Black. Hose and gloves should harmonize with each other and the entire outfit. ALL BLACK COSTUMES WITH BLACK ACCESSORIES ARE VERY SMART.

For complete description and price of this Smart Black Coat, see page 6
Dress described on page 43
Hat described on page 82



These CORRECT ACCESSORIES are priced very low at Sears.

A MARRON GLACE COSTUME

Seems like several with different accessories

. . . and this is why it seems so! For instance, your hat, shoes and handbag can be a Dark Brown to make a dark contrast—or you can acquire a striking costume by choosing jewelry—a necklace—a bracelet in brilliant shades of Green or Red or Blue keeping hat, shoes and handbag in Dark Brown. So you see how many different moods your Marron Glace costume can have!

For complete description and price of this BOLERO DRESS ENSEMBLE, see page 38

Hat described on page 82
Shoes, Gloves, Handbag and Jewelry to harmonize with this dress ensemble can easily be found in their respective departments by referring to PINK INDEX pages.

LEATHERETTE OR RUBBERIZED COTTON TWILL GABARDINE →

LEATHERETTE →
27V9007—Blue
27V9008—Red
27V9009—Green

GUARANTEED windproof and rainproof. A rubberized fabric coat of silky lightness. Not cumbersome over other wraps on account of the sheeting back. Soundly made with cemented front facings, ventilated underarms, double-stitched seams. Matching esp has elastic back.

TWILL GABARDINE →
27V9005—Tan
27V9006—Blue

POSTPAID \$2.98 Per Set
Good substantial cotton gabardine with rubber inner surface. Guaranteed windproof and rainproof. Clever ring fastenings; cemented facings, big deep slanted pockets that open from inside or out. Matching hat has elastic back.

Sizes for both of these Coats—6 to 16 years. Corresponding lengths, 30 to 41 inches. State size.

COAT AND HAT \$2.98 POSTPAID FOR SET

SWAGGER ALL WEATHER SPORT COATS

RAINPROOF — WINDPROOF

HATS TO MATCH SOLD SEPARATELY

COAT AND HAT \$3.48 POSTPAID FOR SET



RUBBERIZED COTTON TWEED \$3.48 POSTPAID FOR SET

27V9000—Gray 27V9001—Tan
27V9002—Red

WINDPROOF, rainproof. Cotton tweed rubberized inner face. Cemented at armholes and facings. Elastic back esp to match. Sizes—6 to 16 yrs. Corresponding lengths, 30 to 41 in. State size.

SUEDE LINED LEATHERETTE \$3.95 POSTPAID FOR SET

27V9010—Black
27V9011—Red
27V9012—Blue
27V9013—Brown

Windproof, rainproof, leatherette lined with warm fleecy cotton suede cloth. Cemented facings and armholes. Hat to match. Sizes—6 to 16 yrs. Corresponding lengths, 30 to 41 in. State size.



CHOICE \$3.95 EACH POSTPAID

SUEDE LINED LEATHERETTE

27V9020—Black
27V9021—Blue
27V9022—Brown
27V9023—Red

RAINPROOF windproof; warmly cotton suede-lined. High quality, pliable, calendar coated leatherette. Women's, Misses' and Junior Sizes—32 to 44 in. bust measure. Length, 48 inches. State size.

HAT TO MATCH \$1.29
27V9049—Leatherette
Headsize—up to 23 1/4 inches. State size and color.

← OUR FINEST RAINCOAT

27V9035—Tan 27V9037—Green
27V9036—Gray 27V9038—Blue

JERSEY the latest things in raincoats! Soft and pleasant to the touch! Excellent quality—the interlining is pure rubber, coat is cemented at facings, armholes and shoulders. Women's, Misses' and Junior Sizes—32 to 48 inches bust measure. Length, 48 inches. State size.

PLAID LINED RUBBERIZED COTTON JERSEY \$4.95 POSTPAID

RUBBERIZED COTTON TWILL GABARDINE \$3.75 POSTPAID

EXCEPTIONALLY LOW-PRICED COTTON GABARDINE COAT OF RUBBERIZED TWILL

27V9025—Tan
27V9026—Blue

THE very popular gabardine all weather coat, much lower in price than we have offered it before! This is a good substantial coat of comfortable light weight. The sturdy cotton gabardine is made windproof and rainproof by an attractive inner surface of printed rubber. Facings are cemented. Pockets can open through to inner wrap. Double stitched seams.

Women's and Misses' Sizes—32 to 40 inches bust measure. Junior Sizes—15, 17 and 19 years. Length, 48 inches. State size.

GUARANTEED RAINPROOF

OUR raincoats may look as unsuspecting and as optimistic as regular sunny day coats, but they mean business just the same. Raindrops are sealed out, by an unbroken sheet of rubber in each of these coats. Armholes and facings are firmly cemented; openings are flap-covered, slanted strapped, or buttoned high. There is simply no opening for raindrops in our coats... and we positively guarantee they are windproof and rainproof.

WE GUARANTEE TO SATISFY YOU AND SAVE YOU MONEY

F112 C-K-MN 63

THE TREND IS TOWARD FEMININITY

Our Women's Regular Dresses
Come in

Bust Measures.....34-36-38-40-42-44
Lengths.....42-43-43-44-45-45

BE SURE to give ACTUAL bust and hip measure over largest part.



AFTERNOON DRESS WITH SLEEVES

EVENING DRESS WITHOUT SLEEVES

ALL WOOL CREPE
\$6.98
POSTPAID

\$6.98
POSTPAID

\$3.98
POSTPAID

NEW COAT EFFECT

SMART and gloriously different. Circular cut skirt with gay polka dot insert peeking beneath inverted pleat. Moulded effect hip-yoke and normal waist line. You will adore the ripped-in tapering lines of blouse with its polka dot vestee, side jabot, and deep "V" revers.
Misses and Women's Sizes—34 to 44 inches bust measure. State size.
31D6009—Navy Blue

HORIZONTAL pin tucks, notched lapels and surplice vestee give the new tailored lines. Slenderizing up and down pin tucks in the skirt yoke. Feather-weight jersey with dainty white flecks. Warm, delightfully smart, a revelation in value.
Misses and Women's Sizes—34 to 44 inches bust measure. State size.
31D6042—Dark Green
31D6043—Medium Brown

PRICED way low, saving you money because it is devoid of fussy details. Neat, becomingly styled, well made... just as you would like it. Dainty beige lace vestee and soft roll collar. Fine tucks give the flat-hip-line effect to flared skirt.
Misses and Women's Sizes—34 to 44 in. bust. State size.
31D6046—Black
31D6046—Marron/Glaze
31D6047—Navy Blue

THE NEW PEPLUM MAKES ITS BOW

JABOT... PEPLUM... and LACE... fashion highlights all combined in this delightful frock. Note the "feminine touch"—dainty acru applique lace at neck and on jabot. Flared skirt with peplum all around. Our finest all silk flat crepe, beautifully styled and worthy of being your best frock.
Misses and Women's Sizes—34 to 44 inches bust measure. State size.
31D6036—Black
31D6037—French Beige

ALL SILK FLAT CREPE
\$10.98
POSTPAID

SEPARATE SLEEVES—ATTACHED SLIP

LONG-SLEEVED in the daytime... sleeveless at night! Fluttery feminine style. Soft lace collar edged with the fine all silk georgette of the dress. Shirring moulds the hips smartly. New peplum tier; graceful flared skirt. Seco slip to match.
Women's and Misses' Sizes—34 to 42 inches bust measure. State size.

SLEEVES AND SLIP INCLUDED
ALL SILK GEORGETTE
\$10.98
POSTPAID

.....THIS IS THE THRIFT and STYLE BOOK OF A NATION.....



YOUR *smart new* THRIFT FASHIONS

Now, You may easily assemble complete costumes from this catalog . . .

MORE and more consideration is being given by smartly dressed women to the careful selection of harmonizing costumes. This new way of dressing is called the ENSEMBLE. The hat, the coat, the frock, the accessories all "go" together.

To help you choose your ensemble we have completely changed our methods of buying and cataloging.



Your HAT, GLOVES, HANDBAG, HOSIERY, and JEWELRY must be right. Buy them at Sears and save money.

The New AUTUMN BROWN COAT and PRINT DRESS - - - can be worn with any color you like

IF YOU decide on Autumn Brown as your "basic color" this Fall, you're lucky, for you can assemble a dozen different color combinations with it—HARMONIZING or CONTRASTING. You may match your dress to your coat; your hat to your dress; and brighten up with accessories—or, wear a contrasting dress and have hat, handbag and shoes to match your coat. Green, Blue, Brown, Tan, Henna—all go well with an Autumn Brown coat.

*This Autumn Brown Coat trimmed with the new LADIN French Coney fur is fully described on page .39
Print dress described on page39
Hat described on page54 A
Shoes, Gloves, Handbag and Hosiery can easily be found by referring to PINK INDEX SECTION.*



These and other SMART ACCESSORIES to HARMONIZE with this NAVY BLUE SUIT can easily be found in this Catalog by referring to PINK INDEX section.

Here's one way to be smart in A NAVY SUIT

CLOSE fitting Black hat—Black shoes—Black bag—smart Beige Suede gloves—flattering, fluffy Black fur scarf. Can't you picture yourself, smart and lovely, in this becoming outfit? It's just one example of the many effective outfits you can assemble from Sears "Fashion-rite" catalog. CHOOSE A "BASIC COLOR" AND THEN HARMONIZE YOUR SMART ACCESSORIES.

*For description and price of this Navy Blue Suit, see page40
Hat described on page52
Fur Scarf described on page16*



WELL KNOWN "Treo" UNDERFASHIONS AT SPECIAL SAVING PRICES

*Feminine Grace and
Beauty
The Mode of 1930*

The charming new silhouette is here. Waistlines are indented, and quite definitely higher. Skirts are lower and the hipline has a longer, more tapering appearance. The new silhouette suggests without over accentuating the figure. It is adaptable to large as well as slender women. To be of the mode you must wear a form fitting foundation or corset, one that moulds the figure into long slender lines, accentuates the waist and gives the natural upward curves to the bust. Charming femininity, the Mode of 1930, is admirably interpreted in these smart "Treo" under-fashions.

DO NOT GUESS YOUR SIZE

Always use a tape for measuring. Stand before a mirror and see that the tape is straight all around. State clearly all measurements asked for. We guarantee to please and save you money.



DAINTY "Treo" SLENDER MODEL
\$339
Postpaid

For Figures A and B. Refer to Figure Chart on Opposite Page.
A LOVELY model for the slender, youthful figure. Beautiful Rayon figured poplin with knitted elastic side sections. Uplift bust of Rayon jersey, low cut back. Fancy ruffle of pink silk Georgette with edging of lace. Side closing. Rayon elastic shoulder straps. No boning. 4 garters.
18V117—Sizes 30, 32, 34, 36, 38 and 40 inches bust measure. Measure bust over fullest part and state size; also give hip measure taken about 7½ inches below waist.



"Treo" GIRDE WITH KNITTED ELASTIC SIDES
\$298
Postpaid

For Figures B and C. Refer to Figure Chart on Opposite Page.
MAKES YOU look more slender and up to date. High grade, Rayon striped, pink material, 12-inch Rayon knitted elastic side sections and fancy two-inch elastic across top, back and sides. Garment is well boned throughout, and has cloth reinforcement at front, a broad end clasp and six good garters. Entire length, 14 inches. We pay the Postage.
18V136—Sizes 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 38 and 40 inches waist measure. Order actual waist measure taken over dress; also give hip measure taken about 7½ inches below waist.



"Treo" PRINCESS FOUNDATION
\$498
Postpaid

For Figures A and B. See Figure Chart on Opposite Page.
SMART fashion success, of Rayon brocade, saten lined, Rayon jersey uplift bust. Tailored to give the new silhouette. Sections of knitted elastic at front, and back. Moderately boned, waist down. Side closing. Jiffy-join (detachable) silk ribbon straps, elastic tabs.
18V123—Even bust sizes: 32 to 44 inches. Measure bust over fullest part and state size; also give hip measure taken 7½ inches below waist.



Treo SIDE HOOK GIRDE WITH SEMI ELASTIC TOP

For Figures A and B. Refer to Figure Chart on Opposite Page.
BEAUTIFUL Rayon brocade, knitted elastic side sections and "V" insert at bottom front. A 2-inch fancy Rayon elastic band from front to back panel at top. Moderately boned. Four garters. Side length, 14 inches.
18V127—Waist sizes: 26, 27, 28, 29, 30, 32, 34 and 36 inches. Give actual waist measure over dress; also state hip measure taken about 7½ in. below waist.
\$298
Postpaid



NEW "Treo" STEP-IN HIGHER WAISTLINE MODEL
\$469
Postpaid

For Figures A and B. See Figure Chart on Opposite Page.
SMART 1930 model. Front and back of handsome Rayon brocade, sides of fine knitted elastic. It fits 2½ inches above the normal waist. "Treo" patented waistline band and short lacing at back to confine waist and diaphragm. Light boning over diaphragm and back. Length, 15 inches.
18V129—All waist sizes: 26 to 30; also 32, 34 and 36. Order actual waist measure taken without corset; also give hip measure.

For Index and General Information, See Pink Pages in Center of Book

ALSO STOUT SIZES

WEAR OUR SHAKERS FOR COMFORT AND DURABILITY

ALL WOOL

KNIT OF GUARANTEED ALL WOOL YARNS

Reinforced non-sagging shoulders for trim fit.

All Seams Carefully hand finished and hand looped.

A \$598 POSTPAID

E \$479 POSTPAID

J \$698 POSTPAID

THE SMART MODE FOR SMART WOMEN

B \$289 POSTPAID

C \$279 POSTPAID

D \$100 POSTPAID

SEE OPPOSITE PAGE FOR DESCRIPTIONS AND OTHER COLORS

F \$198 POSTPAID

G \$198 POSTPAID

H \$198 POSTPAID

WOOL WORSTED AND RAYON

K 98¢ POSTPAID

L 89¢ POSTPAID

M 89¢ POSTPAID

N 75¢ POSTPAID

FOUR EXTREMELY SUCCESSFUL MODELS

148: CH12P-31 K-M-N Items on These Pages Shipped POSTAGE PAID by Sears, Roebuck and CO.

NEW-GAY-USEFUL NEGLIGEE FASHIONS PRICED FOR WORTH-WHILE SAVINGS



VAT
DYE
FABRIC

**COOL
SMART
KITCHENETTE
PAJAMA**

NO HOSE
NO SKIRTS
NO EXTRA
GARMENTS

\$1.98
POSTPAID

27V7780—Blue Fancy
27V7781—Green Fancy

A NEW concept of fashion. An attractive two-piece kitchenette pajama suit of flowered washable Cotton Print with solid tone trimmings and pipings. Women's and Misses' Sizes—34 to 44 inches bust measure. State size.



\$1.98
POSTPAID

**VIVID GLOWING COLORS
SERPENTINE COTTON CREPE!**

27V7790—Black Ground with Red Trim

27V7791—Black Ground with Green Trim

SO GAY and attractive—and it will serve as a swagger beach wrap as well as a charming negligee. The material is fast color.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

**CHARMING APRON FROCKSI
DAINTY-REVERSIBLE-COOL**

(A) SHEER DIMITY
COLORFUL APPLIQUE

27V7789—White 95c

WHITE Dimity, wrap-around apron with colored Or-gandy applique and print bindings. Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

(B) FAST COLOR
COTTON PONGETTE

27V7787—White with Fancy Figure 95c

ATTRACTIVE reversible front apron of a pretty, washable print. Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

**CHOICE
95c**
EACH
POSTPAID



HAND
EMBROIDERED
WASHABLE
SERPENTINE
COTTON
CREPE

\$1.98
POSTPAID

27V7785—Rose
27V7786—Copenhagen Blue

POSTPAID \$1.98

A JOY to possess—comfortable—practical—attractive—practical. Of washable, Serpentine Cotton Crepe; exquisitely hand embroidered and ruffe trimmed.

Women's and Misses' Sizes—34 to 44 bust. State size.



\$2.98
POSTPAID

JUST THE
THING FOR
MORNING
WEAR

RAYON SATIN!

27V7784—Black with Fancy Figures

A STRIKING coat negligee for your leisure hours—temptingly lovely—intriguingly low priced—so that it is easily within the means of the most limited budget. Flowers of rich color blendings stand out with brilliance against the black ground of the lustrous Rayon and added color and charm are lent by wide bandings of contrasting shimmering Rayon. It is adjusted with a cord girdle. Guaranteed washable.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

The VAGABOND
BRIGHT CRETONNE GARDEN FROCK

27V7782—Tan with Fancy Figures

WE CALL it "the Vagabond garden frock" because of its carefree, nonchalant, comfortable style and brilliantly gay modernistic flower patterned Cretonne fabric. You, too, will be charmed with this adorable wrap-around model—it is so alluringly attractive—and such a cheerful, flattering work and negligee costume. Solid tone bandings and pipings effectively outline its details and the flounces at the lower sweep not only add grace of line but also allows freedom of movement.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size.

\$1.98
POSTPAID

ORDER BLANKS ARE IN BACK OF THIS CATALOG

P157B
C-K-MN 29

THE VERY LATEST FASHIONS IN CHIC GLOVES

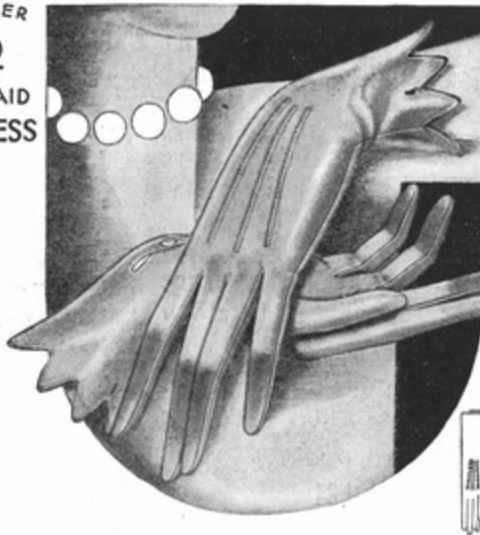
THE LEADER
\$1.00
POSTPAID
PARISIAN SMARTNESS

FINE QUALITY SILK

33V3215—Ponge color.
33V3216—Mode.
33V3217—Gray.
33V3218—White.

Sizes, 6 to 8½. Half sizes. Be sure to state size.

Fashion dictates the swagger Mousquetaire style for Gloves to correctly accompany spring and summer costumes. Made of a good quality enduring silk, of about four-button length, these meet approval with the style-wise woman! Undeniably smart, with their graceful scalloped cuffs bound in contrasting color, and Paris point backs. Furnished in the most seasonably smart colors! Recommended for service, too, with double tipped fingers for special durability. Conveniently washable. Excellent quality at this low price.



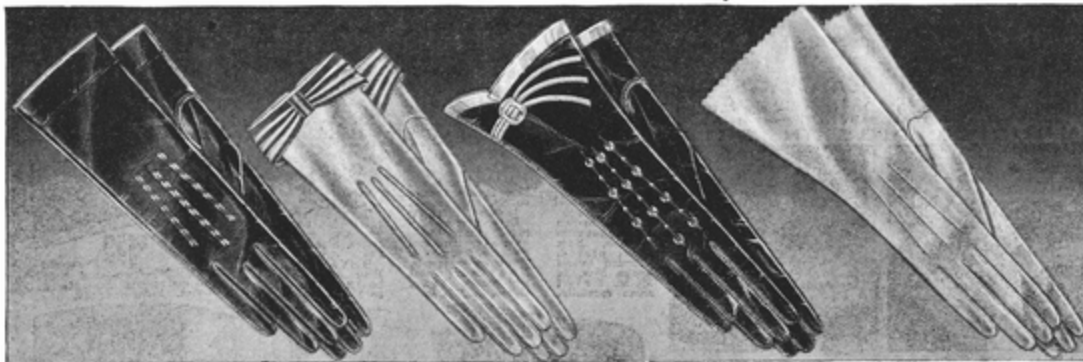
79c
POSTPAID
FOREMOST FASHIONS

Imported
Chamoisuede
Fabric

33V3305—Sand.
33V3306—Gray.
33V3307—Mode.
33V3308—Nutmeg.

Sizes, 6 to 8½. Half sizes. Be sure to state size.

Unusually clever styling distinguishes this new Imported Glove creation. Gloves can be worn with cuffs turned up to show plain slip-on style (as in small illustration), or cuff turned back to show the cutout patterns, in harmonizing colors! Faultlessly tailored of a good quality washable chamoisuede fabric. Two-tone hairline stitching decorates the backs. Distinctive glove quality—priced so low!



\$1.98
POSTPAID

REAL
CHARM

33V3050—Black.
33V3051—Mode.
33V3052—Gray.
33V3054—Brown.

Sizes, 6 to 8. Quarter sizes. State size. Simplicity marks the fashion of these clever European Glove creations. When worn in the turnover cuff style, the cuff is in beautiful contrast to the color of the glove, and matched by the two-tone embroidery on the back. Very smart looking when worn with cuff turned up. Selected lambskin (usually called kid) is the material used in their fine making. The seams are full pique sewed.

\$1.00
POSTPAID

STYLE AND
QUALITY

33V3360—Sand.
33V3361—Gray.
33V3362—Mode.

Sizes, 6 to 8½. Half sizes. Be sure to state size. Strikingly beautiful imported Gloves of very fine quality pre-shrunk, washable chamoisuede fabric. Every one likes the modern touch of the two-tone horizontal striped turnover cuffs. Neat contrasting color edging in the hands single clasp wrist opening and fine stitching on the backs. Kid-knot sewed seams. Bolton thumbs are marks of character.

\$2.98
POSTPAID

FASHIONED OF
REAL KID

33V3070—Black.
33V3071—Mode.
33V3072—Gray.
33V3073—Beaver.

Sizes, 6 to 8. Quarter sizes. Be sure to state size. Modern design and select quality contributes to this exceptional value! Ultra fashionable slip-on style! Made of imported, real French washable kid, with flaring cuffs having inverted curved rucks and hem of contrasting color. Trimmed with mother of pearl buckle and two-tone embroidered backs. Bolton thumbs and full pique sewed seams.

\$1.98
POSTPAID

FINE QUALITY
DOESKIN

33V3040—Beige.
33V3041—Natural.
33V3042—White.

Sizes, 6 to 8. Quarter sizes. Be sure to state size. Doeskin leather, soft and supple, is ingeniously fashioned into these perfect fitting accessories to every woman's ensemble. Approved slip-on Biarritz style of about 4-button length. Neat backs. Tailored and very fashionable; chosen for their dressy simplicity. Remember We Pay the Postage.

FOR THE MISS

33V3790—Sand.
33V3791—Gray.
33V3792—Mode.

Ages, 5 to 12 years. State age.

Our stylists know the dash of style demanded by the modern misses. These Imported Washable Chamoisuede Fabric Gloves are just for them. Designed with intriguing scalloped turnover cuffs. The backs and cuffs are beautifully embroidered in the latest mode. One clasp fastener closes the wrists. Remember, they're easily washable.



50c
POSTPAID

HOW TO MEASURE
YOUR HAND FOR SIZE

Give Glove Size

HOLD HAND OUT FLAT WITH FINGERS TOUCHING, THUMB RAISED; draw ordinary tape measure close but not tight, all around hand, as shown in illustration (do not include thumb). The number of inches shown by this measurement is your correct glove size.

Women's Sizes in Silk and Fabric Gloves: 6, 6½, 7, 7½, 8 and 8½.

Women's Sizes in Unlined Kid Gloves: 6, 6¼, 6½, 6¾, 7, 7¼, 7½, 7¾, 8.

For Glove Sizes for Children 5 to 12 Years of Age: GIVE AGE OF CHILD.



96, P51B
C-A
MN

Order Blanks Are in Back of This Catalog

SMARTLY SHOD FEET

Explanation of Widths
 A Very Narrow B Narrow C Medium D Wide E Very Wide

Footline
 FOOTWEAR
\$3.00 THE PAIR
 POSTPAID

We Pay Postage



ARE Fashion's Foundation

Perfect Fit Assured

All we need to fit you satisfactorily is the following simple information:

- 1—Copy all numbers printed inside a shoe that fits you, or
- 2—Send us the size you usually wear, or
- 3—Send us an outline of the socked foot drawn with pencil on plain paper.

MODERN WOMAN does more than dress well—and in good taste. She dresses now for the occasion, even the time of day, where formerly she chose for the season. Is such a plan of harmonious "ensemble" selection—the Right Shoe for the Right Dress for the Right Time costly? Not if she is Thrift-Wise as well as Style-Wise or shops here!

Every smart looking, friendly fitting Shoe Style we present for your approval simplifies your problem of correct footwear. Lower prices accompany accepted styles, to make wardrobes and savings both larger.



SPORT—Means "Snap"

\$3.00
 POSTPAID

Liberal use of black lizard embossed leather trim at tip as well as on the One-Strap itself easily puts this Marcelle last model in the "prep" or "sports ensemble" group. Rubber top lifts on 1 3/4-inch heel.

15D2147—Black Leather.
 C-D-E width. Sizes, 2 1/2 to 4.
 State size. We Pay Postage..... \$3.00



EVENING—In "High" Society

\$3.00
 POSTPAID

Spike heels, 2 1/2 inches high, dominate these courtly Regent D'Orsay Pumps on appropriate Vogue last. Suit the occasion or ensemble, as well as your own taste, with the new, eagerly accepted "mat" (dull) kid uppers, or with the time honored shining patent leather. For any Shoe Row.

15D2391—Black Mat (dull) Kid.
 15D2392—Black Patent Leather.
 C-D-E width. Sizes, 2 1/2 to 4.
 State size. We Pay Postage..... \$3.00



AFTERNOON—Put "Style" in Your Stroll

\$3.00
 POSTPAID

While you make sure that you have the right shoe or oxford for your particular needs, or for particular occasions, why not make sure about the savings that are possible through careful buying? FOOTLINE gives you all—at one established low price. This pretty and busy looking Four-Eyelet Oxford of gleaming black patent leather has dressy black calf for tongue and trim, with 1 1/4-inch military heels with rubber top lifts and Vanity last for poise and ease.

15D2143—Black Patent Leather.
 C-D-E width. Sizes, 2 1/2 to 4.
 Be sure to state size. We Pay the Postage. **\$3.00** POSTPAID





THE THREE-PIECE SPORTS ENSEMBLE
AS WORN BY THE YOUNGER SET

EACH GARMENT \$1.00 POSTPAID



THE IMPORTED ALL SILK PONGEE BLOUSE
27V8363—*Tan and Green*
27V8364—*Tan and Red*
POSTPAID \$1.00

THIS is the blouse of the smart ensemble shown at left. Trimmed with checked woven Rayon, solid tone piping and pearl buttons. Washable! Ages—7 to 14 years. State age size.



THE WAFFLE PLEATED COTTON DUVETYNE SKIRT
27V8366—*Navy Blue*
27V8367—*Red*
POSTPAID \$1.00

A NOVELTY, permanent pleated yoke topped and button trimmed skirt, with pocket tabs on the yoke. Buckled belt. Ages—7 to 14 years. State age size.

THE BLAZER STRIPED COTTON DUVETYNE JACKET

27V8369—*Navy and Green* POSTPAID \$1.00
27V8370—*Navy and Red*

TO COMPLETE the ensemble—choose this attractive, swagger cut double breasted jacket. It is so jaunty and gay—so youthfully dashing. And like the other items selected for this costume—it can be had for the bargain price of \$1.00. Ages—7 to 14 years. State age size.



SPORTS FOR YOUTHFUL
WHITE LONSDALE JEAN MIDDY

27V8337—*Women's and Misses' Sizes*
27V8338—*Girls' Sizes*
POSTPAID \$1.00

EVER popular and smart for sports or general wear. Strong and serviceable! Low priced! *Women's and Misses' Sizes—34 to 44 inches bust measure. Girls' Sizes—7 to 14 years. State size.*

GIRL'S BODICE TOP SKIRT OF ALL WOOL FLANNEL OR FANCY PLAID

POSTPAID \$1.98
27V8340—*Red Flannel*
27V8341—*Tan Flannel*
27V8342—*Fancy Plaid*

ALL around pleated; has a buttoned waistband and a detachable cambrie bodice top. Ages—7 to 14 years. State age size.



COTTON BROADCLOTH BLOUSE
27V8343—*Light Blue*
27V8344—*Med. Tan*
POSTPAID \$1.00

A DARLING new blouse! You'll love its style! Tubfast and washable! Has collar, vestee and cuffs of gay cotton pongette print. Sizes—8 to 16 years. State size.

SHORTS! IN CRASH OR KHAKI

27V8346—*Khaki Cloth*
27V8347—*Gray Cotton Crash*
POSTPAID \$1.00

YOU no longer have to envy brother for the comfort and smartness of his shorts. All smart young girls are wearing them now. This one comes in two sturdy fabrics. Has novelty stripe adjustable belt. Sizes—8 to 16 years. State exact waist measure.



TWO-PIECE PLAY SUIT AT RIGHT
27V8356
Tan Khaki
27V8357
Blue Cotton Crash
27V8358
Rose Linene

12.00
PRACTICAL and economical clothes saver! Knickers have buttoned waist and buttoned knee cuffs. Ages—7 to 14 years. State age and waist measure.

SPORTS COSTUME AT LEFT
27V8360
Tan and Rose

12.00
GIRLS everywhere are wearing these swagger new play suits. The blouse is of washable Tan cotton Broadcloth. The belted shorts of wool and Silk Noile Tweed. Ages—7 to 14 years. State age size.



COTTON BROADCLOTH BLOUSE
27V8349—*White* 27V8350—*Tan*
POSTPAID \$1.00

A SMART companion to knickers—skirts—or shorts. Of good quality and well made! Trimmed with tucking and a contrasting tie. Has buttoned waistband. Can be worn tucked in or outside. Ages—7 to 14 years. State age size.

STURDY WEARING TAILORED KNICKERS

27V8352—*Khaki Cloth*, 98c
27V8353—*Tan or Gray Cotton Crash*, 98c
27V8354—*Tan or Gray Wool and Rayon Tweed*, \$2.49

TRIM looking knickers with side pockets, adjustable belt and buttoned knee cuffs. Ages—7 to 14 years. Waist measures, 85 to 20 inches. State exact waist measure. We pay the postage.

FOR WOMEN
Give Exact Bust Measurement.

Style Sun Back of these Two Suits



ONE PIECE SUN BACK STYLE

TWO PIECE SUN BACK STYLE

BATHING APPAREL OF REAL WORTH

WE PAY POSTAGE



MEN AND BOYS STRIPED SPEED MODEL SUIT



MEN AND BOYS PLAIN SPEED MODEL SUIT

FOR MEN
Give Exact Chest Measurement for Shirts, and Waist for Trunks.

Fine—All Wool Worsted Heavy Two-Ply Elastic Rib Stitch
Give Exact Bust Measurement.
Women's Suits
Size, 34 to 42 inches bust
GV2215—Jockey red, white stripes...
GV2216—Harding blue, white stripes...
GV2217—Jade green, buff stripes...
GV2218—Black with white stripes...
Misses' Suits as Above
Size, 28 to 34 inches bust.
GV2276—Jockey red, white stripes...
GV2277—Harding blue, white stripes...
GV2278—Jade green, buff stripes...
Wool Worsted Medium Weight Jersey Knit Women's Suits
Size, 34 to 42 inches bust.
GV2219—Jockey red, white stripes...
GV2220—Harding blue, white stripes...
Misses' Suits
Size, 28 to 34 inches bust.
GV2281—Jockey red, white stripes...
GV2282—Harding blue, white stripes...
Postpaid

Fine All Wool Worsted Heavy Two-Ply Elastic Rib Stitch
Give Exact Bust Measurement
Chest striped supporter style shirt, with trimmed elastic trunks and belt.
Women's Suits
Size, 32 to 40 in. bust
GV2211—Jockey red with white stripes and trim...
GV2212—Harding blue, white stripes, trim...
GV2213—Jade green, buff stripes and trim...
GV2214—Black, white stripes and trim...
Postpaid
Fine Quality All Wool Worsted Shirts and Trunks
Medium weight Jersey Knit Speed Shirts
Plain white, supporter style shirt. Cannot pull out. Postpaid.
GV2120—Men's size, 34 to 44 inches chest... \$1.98
GV2121—Men's size, 28 to 32 inches chest... \$1.79
All Wool Flannel Trunks
Navy blue, 5y front, fast color, white web belt. Postpaid.
GV2122—\$1.98
GV2123—\$1.98
Heavy Wool Worsted Elastic Rib Shirts
Plain white, supporter style, speed model. Size, 36 to 42 inches chest. Postpaid.
GV2124—\$2.49
All Wool Heavy Elastic Rib Knit Trunk
Navy blue, 5y front trunk with white web belt. Size, 28 to 46 inches waist. Postpaid.
GV2127—\$2.49

Latest Style Clustered Chest Stripes
All wool, worsted two-ply yarn. Elastic ribbed. Give exact chest measurement.
Men's Heavy Suits
Size, 34 to 42 inches chest.
GV2102—Navy blue, jockey red stripes... \$3.98
GV2103—Cardinal, oxford gray stripes...
GV2104—Black with Postcard gray stripes...
Boys' Heavyweight Suits
Size, 28 to 34 inches chest.
GV2150—Plain navy blue... \$3.39
GV2151—Plain cardinal red...
GV2152—Plain Postcard gray stripes...
Jersey Knit Medium Weight Men's Suits
Size, 36 to 42 inches chest.
GV2153—Navy blue, jockey red stripes... \$2.89
GV2106—Cardinal, oxford gray stripes...
Boys' Suits as Above
Size, 28 to 34 inches chest.
GV2154—Navy blue, jockey red stripes... \$2.45
GV2155—Cardinal, oxford gray stripes...
Ribbed Cotton Suits
Style like the better quality. Postpaid.
Men's Suits
Size, 34 to 44 inches chest.
GV2110—Plain black. 79c
Boys' Suits
Size, 28 to 34 inches chest.
GV2161—Plain navy blue... 59c

Heavy Athletic Style Wool Worsted Two-Ply Yarn
Correct Fitting Series Suits
Men's Suits
Size, 34 to 46 inches. Give exact chest measurement.
GV2107—Plain navy blue... \$3.69
GV2108—Plain cardinal red...
GV2109—Plain Postcard gray stripes...
Boys' Suits
Size, 28 to 34 inches chest.
GV2156—Plain navy blue... \$3.19
GV2157—Plain cardinal red...
GV2158—Plain Postcard gray stripes...
Jersey Knit—Medium Weight Men's Suits
Size, 36 to 42 inches chest.
GV2159—Navy blue, jockey red stripes... \$2.89
GV2106—Cardinal, oxford gray stripes...
Boys' Suits as Above
Size, 28 to 34 inches chest.
GV2154—Navy blue, jockey red stripes... \$2.45
GV2155—Cardinal, oxford gray stripes...
Ribbed Cotton Suits
Style like the better quality. Postpaid.
Men's Suits
Size, 34 to 44 inches chest.
GV2110—Plain black. 79c
Boys' Suits
Size, 28 to 34 inches chest.
GV2161—Plain navy blue... 59c

California Style Plain Colors
Semi-Sun Back Style
Heavy Elastic Rib Stitch All Wool Worsted Two-Ply Yarn
A popular conservative cut suit which insures a graceful fit.
Give exact bust measurement.
Women's Suits
Size, 34 to 46 inches bust.
GV2204—Plain Jade green... \$3.69
GV2205—Plain Jockey red...
GV2206—Plain Peacock blue...
GV2207—Plain black...
Misses' Suits
Size, 28 to 34 inches bust.
GV2254—Plain Jockey red... \$3.19
GV2255—Plain Harding blue...
GV2256—Plain Jade green...
Postpaid

California Semi SUN BACK STYLE Jersey Knit Medium Weight

Women's Sunback Style Suit
High Quality Heavy Elastic Ribbed All Wool Worsted
A popular, stylish tailored suit in attractive color combinations. All suit has sewed-on collars of contrasting color which harmonize with the body color of the suit. This is a new 1930 model and will insure the wearer an up to the minute suit. Size, 34 to 42 in. bust measurement. State bust measurement.
GV2221—Harding blue with trim. Postpaid... \$4.95
GV2222—Jockey red with trim. Postpaid... \$4.95
GV2223—Jade green with trim. Postpaid... \$4.95
GV2224—Black with trim. Postpaid... \$4.95

Juvenile Suits
All Wool Worsted Striped uppers and plain color bottoms. Ages, 2, 4, 6, 8 years. State age. Postpaid.
GV2336—Jockey red, white stripes \$1.19
GV2337—Peacock blue, white stripes... 99c
Ribbed Cotton Suit
GV2338—Plain Jockey red... 39c
Cotton mesh front and snapover back straps. White trim. Ages, 2, 4 and 6 years. State age. Postpaid.
Wool Worsted
GV2333—Jockey red... 99c
GV2334—Peacock blue... 99c
GV2335—Jade green... 99c
GV2339—Jockey red... 45c
GV2340—Peacock blue... 45c
GV2341—Jade green... 45c

Be Sure to State Size and Color

California Style Plain Colors
Semi-Sun Back Style
Heavy Elastic Rib Stitch All Wool Worsted Two-Ply Yarn
A popular conservative cut suit which insures a graceful fit.
Give exact bust measurement.
Women's Suits
Size, 34 to 46 inches bust.
GV2204—Plain Jade green... \$3.69
GV2205—Plain Jockey red...
GV2206—Plain Peacock blue...
GV2207—Plain black...
Misses' Suits
Size, 28 to 34 inches bust.
GV2254—Plain Jockey red... \$3.19
GV2255—Plain Harding blue...
GV2256—Plain Jade green...
Postpaid

All Wool Worsted Jersey Knit Medium Weight Women's Suits
Size, 34 to 46 inches bust. Give exact bust measurement.
GV2200—Peacock blue, black and white skirt stripes... \$2.69
GV2201—Navy blue with white skirt stripes...
GV2202—Jockey red, black and white skirt stripes...
GV2203—Jade green, black and white skirt stripes...
Misses' Suits
Size, 28 to 34 inches bust.
GV2290—Jade green, black and white skirt stripes... \$2.19
GV2291—Jockey red, black and white skirt stripes...
GV2292—Peacock blue, black and white skirt stripes...
Women's Extra Large Suits
Size, 46 to 54 inches bust.
GV2210—Navy blue with white skirt stripes... \$3.98
Ribbed Cotton Suits
Women's Suits
Size, 34 to 46 inches bust. Postpaid
GV2208—Plain navy blue... 89c
GV2209—Plain jockey red... 89c
Misses' Suits
Size, 28 to 34 inches bust. Postpaid
GV2253—Plain jockey red... 69c

"Ear Pucker" Bathing Cap
Molded Aviator Style for men and women. Keeps the water out of ears and the hair dry. Postpaid.
GV2370—Red. 65c
GV2371—Blue. 65c
GV2372—Green. 65c
GV2373—White. 65c
White Web Belt
Nickel plated, non-adjustable buckle. Size, 26 to 44 in. waist measure. State size.
GV2395—Postpaid | 5c

Bathing Caps and Slippers
Buy these sets to match your suit. Fancy sideseam design with decorated color trim. If you want cap and slippers to match order both items. Postpaid.
Rubber Slippers
Genuine crepe sole. Size, 3 to 7. No half sizes. State size.
GV2380—Red... 67c
GV2381—Blue... 67c
GV2382—Green... 67c
GV2383—Suntan... 67c
Aviator Bathing Cap
Frayed and Stylish.
GV2366—Red... 49c
GV2367—Blue... 49c
GV2368—Green... 49c
GV2369—Suntan... 49c

Plain Aviator Cape
White Fringing
For men and women. Postpaid.
GV2364—Blue... 29c
GV2365—Green... 29c
GV2366—Red... 29c
Will support for swimming 100 pounds. Postpaid
GV2396... 39c
For girl... 39c

California Style Plain Colors
Semi-Sun Back Style
Heavy Elastic Rib Stitch All Wool Worsted Two-Ply Yarn
A popular conservative cut suit which insures a graceful fit.
Give exact bust measurement.
Women's Suits
Size, 34 to 46 inches bust.
GV2204—Plain Jade green... \$3.69
GV2205—Plain Jockey red...
GV2206—Plain Peacock blue...
GV2207—Plain black...
Misses' Suits
Size, 28 to 34 inches bust.
GV2254—Plain Jockey red... \$3.19
GV2255—Plain Harding blue...
GV2256—Plain Jade green...
Postpaid

We Guarantee Safe Delivery of All Our Shipments

FREE HOME TRY-ON OFFER

LIKE BUYING WHOLESALE

DON'T FORGET OUR GUARANTEE

WE PAY THE POSTAGE

A
One-Pant \$15.85
Two-Pants \$19.95
Postpaid

B
\$16.45
Postpaid

C
\$13.95
Postpaid

D
\$21.50
Postpaid

E
\$9.95
Postpaid

F
\$12.95
Postpaid

G
\$18.95
Postpaid

For Descriptions of These Suits See Opposite Page

Order Blanks Are in Back of This Catalog

C133
P-B-K
MN 431



A
ONE PANTS \$9.50
POSTPAID
TWO PANTS \$11.95
POSTPAID

B
ONE PANTS \$12.95
POSTPAID
TWO PANTS \$16.50
POSTPAID

C
\$7.50
POST PAID

D
\$6.95
POST PAID

E
ONE PANTS \$7.50
POSTPAID
TWO PANTS \$9.50
POSTPAID

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WE PAY THE POSTAGE

Certified Wear TRADE MARK Laboratory Tested



GENUINE FAMOUS
Boyville
250-332

F
ONE PANTS \$8.95
POSTPAID
TWO PANTS \$11.50
POSTPAID

G
ONE PANTS \$6.35
POSTPAID
TWO PANTS \$8.35
POSTPAID



H
ONE PANTS \$6.95
POSTPAID
TWO PANTS \$8.95
POSTPAID

I
ONE PANTS \$5.95
POSTPAID
TWO PANTS \$7.95
POSTPAID

Items on These Pages Shipped POSTAGE PAID BY SEARS, ROEBUCK AND CO. The World's Largest Store



BOUND EDGE BRIM



PLAIN EDGE BRIM



WELT EDGE BRIM

Newest Styling
\$398 03V6236-Medium gray with black band
 03V6236-Black band
 03V6237-Sand tan with brown band
POSTPAID

Men's style dictates features the hats with bound edge curled brims that are narrow in front and slightly wider on the sides. These hats were designed by a foremost hatter with the curled brim about 2 1/2 inches in front and about 2 1/2 inches on the sides. The trim tapered crown is about 5 1/2 inches high. This stylish hat is made of our Seerose de Luxe quality fur felt and fitted with leather sweatband and neat silk faced lining. Truly a surpassing value. High quality and new style at a Sears-Roebuck saving price.

Neat Tapered Crown
\$500 03V6340-Medium gray with black band
 03V6342-Sand tan with contrast band
 03V6343-Black band
 03V6345-Dark gray with black band
POSTPAID

Men who desire the snap brim style hat with a narrower brim will choose this one of carefully styling and beautiful finish. The well matted fur felt in our Crest de Luxe Quality. The crown is about 5 1/2 inches high and the plain edge snap brim is about 2 1/2 inches wide. Higher quality is readily seen in the embossed and pleated silk faced lining and the grosgrain ribbon band. Leather sweatband. This is typical of the great values that can be found at Sears-Roebuck.

Brisk Spring Model
\$398 03V6330-Med. gray, black band
 03V6332-Med. tan, brown band
 03V6333-Dk. gray, black band
 03V6334-Med. brown, brown band
POSTPAID

The combination of our Seerose de Luxe quality fur felt and the season's most fashionable style makes this high grade men's hat an outstanding value. The welt edge brim is about 2 1/2 inches wide and the correctly tapered crown is only 5 1/2 inches high. For fine finishing this hat has a good quality silk faced lining and leather sweatband. It is neatly trimmed with a grosgrain ribbon band of contrasting shade. A stylish hat for you.

Silk Faced Lining
\$219 03V6120 Med. gray, black band
 03V6121 Dk. gray, black band
POSTPAID

03V6122-Medium tan, brown band.
 Sizes, 6 1/2 to 7 1/2. State size.
 Style has been a first consideration in designing this inexpensive, but very good quality Wool Felt Men's Hat. You'll like its shape. The trim tapered crown is about 5 1/2 inches high and the smooth curved welt edge brim is about 2 1/2 inches wide. It is complete with a silk faced lining and leather sweatband. This hat will be a favorite because of the reasonable price and the long satisfactory service you'll get.

Here's Quality
\$698 03V6375 Med. gray, black band
 03V6376 Dk. gray, black band
POSTPAID

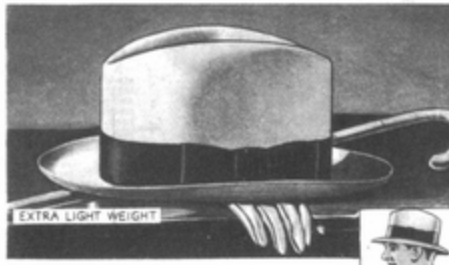
03V6377-Nutria tan, brown band.
 03V6378-Medium brown, brown band.
 Sizes, 6 1/2 to 7 1/2. State size.
 This, our finest quality snap brim hat, is designed by one of America's best hatters. At our price you will be more than pleased with the great value. A duplicate of this hat should sell for a much higher price in leading hat stores. Fashioned of perfect finish fur felt. Crown, about 5 1/2 in. high. Plain edge brim, about 2 1/2 in. wide. Heavy silk faced satin lining, leather sweatband and ribbon band.

Here's Swagger
\$300 03V6150 Med. gray, black band
 03V6151 Dk. gray, black band
POSTPAID

03V6153-Medium brown, brown band.
 03V6154-Black.
 Sizes, 6 1/2 to 7 1/2. State size.
 Correct style in the leading spring colors. We have reproduced one of our new higher priced snap brim hats in our the newest style at a lower price. Fashioned with a plain edge snap brim about 2 1/2 inches wide and a trim tapered crown about 5 1/2 inches high. Has a leather sweatband and finished with a grosgrain ribbon band.



WE PAY POSTAGE



New Lightweight Felt!
\$379 03V6214-Light pearl with black band.
 03V6215-Medium gray with black band.
 03V6216-Light tan with brown band.
POSTPAID Sizes, 6 1/2 to 7 1/2. Be sure to state size.

A new lightweight hat of our Seerose Felt quality for the man who wants a soft hat, comfort combined with the newest style at a popular price. Smooth finish fur felt in the beautiful light shades, generally reproduced in higher priced hats. Well shaped crown, about 5 1/2 inches high, and plain edge brim is about 2 1/2 inches wide. Finished with a medium width ribbon band and leather sweatband.



Lightweight Spring and Summer Sport Crusher Hats

\$249 03V6176-Black.
 03V6177-Gray.
 03V6178-Brown.
 03V6179-Med. tan.
POSTPAID

03V6184-Black.
 03V6185-Gray.
 03V6186-Med. tan.
98¢ **POSTPAID**
 Sizes, 6 1/2 to 7 1/2. State size.
 Crushers are the style for spring and summer wear. Buy one! Excellent for motorcycling, golfing or other sports wear. Can be worn in any shape. Fine quality fur felt. Crown, about 5 1/2 in. high; plain edge brim, about 2 1/2 inches wide.

See Measuring Chart on Opposite Page

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