

Virginia Shannon



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. Widetucks 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, 1 1/4 pounds.

31V5015—Black.
31V5016—Taupe.
31V5017—Navy blue.

EACH
\$45.95

VERY GOOD TASTE HAS BEEN DISPLAYED BY THE DESIGNER in this very smart SILK CHARMEUSE 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 continues from sides to back, forming the girde which can be looped over at side, showing the dainty contrasting color Georgette crepe lining. Close fitting sleeves are also trimmed with self 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., 1 1/4 lbs.

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, sleeves, wide girdle and narrow ruffles trimming the collar, 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, 1 1/4 pounds.

Sears, Roebuck and Co.
Chicago 94V

*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

27L6050
Voile
\$1⁹⁸

27L6055
All Silk
Crepe de Chine
\$4⁴⁸

27L6060
All Silk
Paisley Crepe
\$4³⁹

27L6065
Tricolette
\$3²⁹

27L6075
All Silk
Canton Crepe
\$5⁴⁸

27L6070
All Silk
Crepe de Chine
\$6⁹⁵

31L79600
All Wool
Eponge
\$6⁴⁸

31L79400
Prunella
Cloth
\$4⁷⁹

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

Blouses
Superb in Style

Irreproachable in Quality
and Workmanship

For Descriptions and Other
Colors See Opposite Page

SEARS, ROEBUCK AND CO. 15L 247

SMART TAILORED SUITS FOR WOMEN AND MISSES



31E8435
All Wool Serge

31E8445
Misses'
Shepherd Check

31E8450
Men's Wear Serge

31E8455
All Wool
Poplin

31E8440
All Wool Serge

For Prices, Descriptions and
Other Colors
See Opposite Page



Homestead
PAT. OFF.

Porch and Morning Dresses

31L3460
Gingham
Regular
Sizes
\$2.48
Stout
\$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

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**



31R 8425
*Wool and Silk
Fancy Crepe*
\$5.98



31R8430
*Genuine Silk
and Wool
"Crepe Pasha"*

\$7.95

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

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 flounce, 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



31R 8435
*All Wool
Canton Crepe*
\$6.98



31R8440
*Wool and
Silk Novelty
Crepe*
\$5.98

An extremely fashionable novelty stripe skirt made of **all wool crepe** with bright vari-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**

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

SEARS ROEBUCK AND CO. 23R

61

THE VERY LATEST MODELS
Direct From New York
Aren't They Attractive?



31K4043
Dress Weight
All Wool
Flannel
\$9⁹⁵

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

ALL SILK
FLAT CREPE

31R5430

Navigator Blue

31R5431—Marron

Glaze (Cocoa)

31R5432—Black

This stunning frock is outstanding for its exquisite tailored simplicity—its bloused bodice, youthfully belted with a wide crushed girdle; its collar cut in a flattering line; its fabric of lovely All Silk Flat Crepe.

The embroidery on the jabot and the pipings are of a lighter shade.

Misses' and Junior Sizes—14, 16, 18, 20 and 22 inches. Wide basted hem. State size. See page 5 for measuring instructions.

We pay the postage.

\$6.98
Postpaid

FOR MISSSES
Youthful.
CHIC
Low
Priced

We pay
the postage

\$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 girdle. Pippings 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 FROCKWITH
HANDSOME
LACE\$12.95
POSTPAID\$10.95
PostpaidWE
PAY
the
POSTAGEALL SILK CREPE SATIN
WITH EXQUISITE LACE
TRIMMING\$10.95
POSTPAID31R5450—Marron Glaze
(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 Ecru 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 achievements!

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.

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 bouffant 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 Juniors Sizes—Ages, 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 captivating frock imaginable! You can see the delightfully feminine style, but unfortunately you cannot visualize the enticing colors of its airy bubbly print. Fashioned of Excellent Quality All Silk Georgette Crepe and made with a fluttering kerchief collar, a crushed girdle, and a skirt of Sunburst box pleats. Pippings are of solid color Georgette. Comes with a separate Seco 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 Beige

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 pleats. The V yoke and cuffs are of lovely Ecru lace. Comes with a Seco 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.

We Pay the Postage

PAGE 17



THESE
COLORFUL
DAYTIME
FROCKS
FOLLOW
THE NEW
MODE

FOR DESCRIPTIONS
SEE OPPOSITE PAGE

WE PAY THE
POSTAGE

YOUR CHOICE
98¢
EACH
POSTPAID
VAT DYE **GUARANTEED** **FAST COLOR** **COTTON PONGETTE PRINTS**



2⁹⁸
POSTPAID

1⁹⁸
POSTPAID

FANCY FIGURED **COTTON VOILE** **FANCY FIGURED** **COTTON PRINT**



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
EACH
POSTPAID

J
COTTON
PONGETTE
AND
ORGANDIE

OUTSTANDING VALUE

ORDER BLANKS ARE IN BACK OF THIS CATALOG

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

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 nipped-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.
31D6045—Black
31D6046—Marron Glace
31D6047—Navy Blue

EVENING
DRESS
WITHOUT
SLEEVES

ALL SILK FLAT CREPE
\$10.98
POSTPAID

THE NEW PEPLUM MAKES ITS BOW
JABOT... PEPLUM... and LACE... fashion highlights all combined in this delightful frock. Note the "feminine touch"—dainty *ecru 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

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

MODERN FROCKS IN THE NEW SILHOUETTE—

AS NEW YORK
WEARS
THEM



EXTRA
FINE
QUALITY

↑
A
RAYON AND
COTTON
FLAT CREPE
\$5.98
POSTPAID

↑
B
ENSEMBLE OF
RAYON AND
COTTON
FLAT CREPE
\$6.98
POSTPAID

EXTRA
FINE
QUALITY

↑
C
ALL SILK
FLAT CREPE
\$8.98
POSTPAID

↑
D
"GEM-O-SHEER"
RAYON CHIFFON
\$8.98
POSTPAID

↑
E
ALL SILK
FLAT CREPE
\$9.98
POSTPAID

↑
G
PRINTED
ALL SILK
FLAT CREPE
\$9.98
POSTPAID

↑
F
"TWIN PRINT"
ENSEMBLE
\$7.98
POSTPAID

WE PAY THE POSTAGE

FROCKS FOR MISSES DISPLAY NEW LINES OF SMARTNESS

←(A)
"TWIN-PRINT"
ENSEMBLE
\$**6.98**
POSTPAID

(B)→
IMPORTED
ALL SILK
JAPANESE
PONGEE
\$**4.98**
POSTPAID



(D)
ALL SILK
FLAT CREPE
\$**7.98**
POSTPAID

(E)
"GEM-O-SHEER"
RAYON CHIFFON
\$**7.98**
POSTPAID

(F)
RAYON AND COTTON
FLAT CREPE
\$**4.98**
POSTPAID

(C)
ALL SILK
FLAT CREPE
\$**10.95**
POSTPAID

(G)
ALL SILK
GEORGETTE
CREPE
\$**10.95**
POSTPAID

WE PAY THE POSTAGE

WE GUARANTEE TO SATISFY YOU AND SAVE YOU MONEY

LOOK AT THIS CHIC ECONOMY

MISSSES' SIZES
14 TO 20
YEARS

© 1934
\$798
POSTPAID

RAYON
FLECKED
ALL WOOL
TWEED

\$698
POSTPAID

B
ALL
SILK
FLAT
CREPE

NOTE
THIS
CHARMING
COLLAR

EXTRA
FINE
QUALITY

A
ALL SILK
FLAT
CREPE
\$898
POSTPAID

D
HALF
RAYON
FLAT
CREPE
\$498
POSTPAID

Excellent
Quality

E
ALL SILK
FLAT
CREPE
\$798
POSTPAID

F
ALL SILK
CREPE
SATIN
\$998
POSTPAID

ONE OF
OUR
FINEST
MISSSES'
FROCKS

Fancy
Tweed
Design

G
\$598
POSTPAID
FRENCH
SPUN
ALL WOOL
JERSEY



Excellent Quality
ALL SILK
PLAIN OR PRINT
\$8.98
EACH
POSTPAID



RAYON and
COTTON
FLAT
CREPE
\$3.98
POSTPAID



\$5.98
POSTPAID

ALL SILK
FLAT CREPE



Smart
Styles
for
WOMEN and
MISSSES..

New

PRINT
E

2-PIECE ENSEMBLE
\$6.98
POSTPAID



Excellent
Quality
ALL SILK
CHIFFON
with
FOUNDATION
SLIP

YOUR CHOICE
\$7.98
EACH
POSTPAID

Our
Finest
Fantan
CREPE



FINE
ALL SILK
FLAT CREPE
3-Piece
Ensemble

H

\$8.98
POSTPAID



J

FINE
ALL SILK
FLAT CREPE

\$6.98
POSTPAID



K

THREE-PIECE SUIT
FOR STREET OR SPORTS
ALL WOOL
KNIT
JERSEY
\$6.98
POSTPAID





Extra! **\$1.00** Each POSTPAID Extra!
 Vot Dye COTTON PONGETTE
 Vot Dye FINE COTTON PRINT
 ALL COTTON Princess MULL

Anne Williams' SELECTION
 for SPRING



Saving is easier than you think! SEE THESE LOW PRICES



2-PIECE
RAYON and
COTTON
CREPE
FROCK
\$2.00
POSTPAID

F
VAT DYE
ALL COTTON
BATISTE

G
HAND-DRAWN
HANDKERCHIEF
LAWN

H
RAYON
and COTTON
CREPE

K
EYELET
EMBROIDERED
COTTON LINENE
\$1.59

Only \$1.19 Each
BUY 2 AND SAVE POSTAGE
WE PAY POSTAGE on Orders of \$2.00 or more



\$2.
POSTPAID

\$2.
POSTPAID

\$2.
POSTPAID

\$2.
POSTPAID

\$2.
POSTPAID

L
ALL
COTTON
VOILE

M
Finer
RAYON and
COTTON
FLAT CREPE

N
ALL COTTON LINENE
HAT VACKET and FROCK—ALL FOR
\$2.00
POSTPAID

P
FINER
RAYON and
COTTON
CREPE

R
HIGH
LUSTERED
Vat Dye
COTTON
PONGEE

C-104 P-B
K-M-N

styles worn at Hollywood
"First Nights"



Exotic
Paramount Star
See her in—
"DEATH TAKES
A HOLIDAY"

"Sun Down"
FROCK
Of Luxurious
SILK
CANTON CREPE
with
Graceful
Shoulder Bows
of
Transparent Velvet
\$4.74



We've gone
Romantic
in this

Paris Styled
"Tray Shoulder"
Frock

\$4.98



\$2.98

HERE is the "Swanky Sister" of the famous Pique Mess Jacket. Made for colder weather of course — of luxurious Pique Wale "Marvel Cord" Corduroy. It will keep you warm as toast and looks both smart and charming. An endlessly useful little thing because you can wear it with practically anything. State actual bust measure.

Sizes: 14-16-18-20 years.
Bust: 32-34-36-38 inches.
31 D 4295—Black
31 D 4296—White

Sent direct from New York to you... but you pay the postage only from our nearest Mail Order Store. Shipping Weight, 1 lb., 4 oz.

(A) You'll look far to find a party dress with more charm than this! The type you see worn by your favorite Movie Stars. Simple in line but enchantingly styled of Silk Canton Crepe (weighted). Great bows of lustrous Silk Backed, Rayon Faced Transparent Velvet fall softly over the adorably puffed sleeves. A tie back sash snugs the waistline, emphasizes the fitted bust line and accents the long, slim skirt that ripples softly about the ankles. State actual bust measure.

Sizes: 14-16-18-20 years.
Bust: 32-34-36-38 inches.
Lengths, about 52 inches.
31 D 4290—Chona (deep rich) Brown
31 D 4291—Black
31 D 4292—Mulberry (deep rich wine) \$4.74

Sent direct from New York to you... but you pay the postage only from our nearest Mail Order Store. Shipping Weight, 1 lb., 6 oz.

(B) Enticing! Flattering! New! An all-round cape fashions the stunning "Tray effect" shoulder line and the pleated sleeve accent. A flower corsage to match the flattering shoulder yoke, accents the exquisite beauty of this Silk Canton Crepe (weighted) frock. A two-tone sash enhances the charm of the slim, fitted ankle length skirt. No wonder Hollywood adores this dress! It's so enchantingly slim, so gloriously lovely. State actual bust measure.

Sizes: 14-16-18-20 years.
Bust: 32-34-36-38 inches.
Lengths, about 52 inches.
31 D 4300—Cruise (deep bright) Blue with petal-pink yoke
31 D 4301—Black with petal-pink yoke \$4.98

Sent direct from New York to you... but you pay the postage only from our nearest Mail Order Store. Shipping Weight, 1 lb., 10 oz.

House Wear and Uniforms

Designed for *Comfort and Utility*
General Service Frock in
Choice of *Two Fabrics*

94¢

EACH

© Expertly tailored uni-
forms, made in two fine
qualities of cotton. Open
to the waist. *State size.*
Sizes: 32 to 44 in. bust.
27 F 9539—White 94¢
Broadcloth.....
27 F 9540—Navy and White
Striped Percalé.... 94¢

Shipping wgt., 12 oz. each

(A) Sears-ette, the perfect
fitting house dress. Made
of a famous cotton print.
Button fastening at shoulder.
Ric-Rac trim. Length, about
48 inches. Easy to iron. *State*
actual bust measure.
Sizes: 32 to 42 in. bust.

27 F 4789—Copen and White
Check.
27 F 4790—Red and White
Check.....

Shipping weight, 12 oz.

(B) Furnished in choice of
two fabrics, fine quality,
pre-shrunk two-ply cotton
poplin, and nurses' uni-
form cloth. Opens to the waist
with ocean pearl buttons.
Non-rip cuffs. Lengths, about
48 inches.

Sizes: 32 to 44 in. bust.
State bust measure.

WHITE POPLIN \$1.98

27 F 9535.....

Shipping weight, 1 lb. 8 oz.

NURSES' CLOTH \$1.19

27 F 9537—White.....

Shipping weight, 1 lb. 6 oz.

NURSES' CAP 25¢

27 F 9538—White.....

Shipping weight, 6 oz.

(D) Our finest quality Cotton
Broadcloth makes
this two-piece, two-tone
waitress' uniform. The apron
is separate. The dress has re-
inforced pockets in the skirt.
Double stitched seams. *State*
actual bust measure.

Sizes: 32 to 44 in. bust.

27 F 3065 — Medium Green
with Tan trimming.

27 F 3066 — Medium Tan
with Brown trimming.

Apron and Dress.....

Shipping weight, 1 lb. 6 oz.

(E) Neat, sturdy, and ex-
cellently made dress of
finest Cotton Broad-
cloth. Service cloth, detach-
able cuffs and collar. Double
stitched seams. Two re-
inforced patch pockets.

Sizes: 34 to 44 in. bust
measure. *State size.*

27 F 9500—Black... \$1.98

Shipping weight, 1 lb. 6 oz.

WHITE APRON

Service Cloth. All around
belt.

27 F 9503..... 35¢

Shipping weight, 6 oz.

WHITE CAP

Cap of good quality organdy
with black all silk satin
ribbon.

27 F 9504..... 23¢

Shipping weight, 3 oz.

(F) Made of nationally
known, durable and
long-wearing Fruit-of-
the-Loom Percalé. Sizes to
fit 32 to 44 in. bust measure.

27 F 9565 — Fancy 35¢

Print Slip-over Apron.

FANCY PRINT COVERALL

27 F 9567—To fit Regu-
lar Sizes: 38 to 44 35¢

in. bust.....

27 F 9569—To fit Stout Sizes:
45 to 53 in. bust 45¢

measure.....
Shipping weight, each 6 oz

An
Established
Winner—

Sears-ette
the perfect house frock

♦ EASY-ON
♦ PRE-SHRUNK
♦ COLORFAST

\$1.39

*Authentic
Uniforms*
For Maids
and
Waitresses

COTTON
BROADCLOTH
DRESS AND
APRON

\$1.98

DRESS
WITH COLLAR
AND CUFFS

\$1.98

APRON

35¢

CAP

23¢

For
BEAUTICIANS
MAIDS
NURSES AND
HOUSE WEAR

SMOOTH
FITTING
NO-GAP
BACK

Approved

Regulation
Nurses
Uniform

PRE-
SHRUNK
COTTON
POPLIN **\$1.98**

NURSES
CLOTH **\$1.19**

NURSES
CAP **25¢**

Page 66

*Famous
Fruit-of-
the-Loom*

WASHABLE
PERCALE
APRONS

Regular Sizes

35¢

Stout
Sizes

45¢

Evening Glamour IN TWO FABRICS

Transparent
Velvet 8⁹⁸
Also in White

Sparkle
Celanese 5⁹⁸



Nine O'clock and All is Swell!

A It's a rapturous Party Frock—and in white velvet is perfect for a lovely bride! A long, slim affair set off with jeweled buttons and belt buckle. . . . White and Silver metallic cloth at the neck. . . . Soft stirring at the shoulders! Your choice of two fabrics: Deep, luscious Velvet—or Celanese Crepe woven with Cellophane!

SIZES: 14-16-18-20.
BUST: 32-34-36-38 inches.
LENGTHS: 53-54-54-54 inches.
State bust measure and color.

Silk Back Rayon Face Velvet 8⁹⁸
31 D 8230—Black, Wine or White.

Cellophane Flecked Satin Back Crepe
31 D 8232—Royal Blue 211, or Black 5⁹⁸
Shipping weight, each, 1 lb. 12 oz.

D Dress-up frock in *Crepe Amigo*—one of the loveliest and finest of all Sears Crepes! Just feel the sample on Page 400. And it's woven of genuine Celanese yarns! Scalloped Rayon Net inserts dyed to match run "sunburst" fashion all around shoulders and down full length of sleeves. (Lastex cuff holds sleeves snug to wrist.)

SIZES: 16-18-20.
BUST: 34-36-38-40-42-44.
LENGTHS: 49-49-49-49-49 inches.
State bust measure.

31 D 8245—Spice Brown 611.
31 D 8246—Navy Blue.
31 D 8247—Wine 514. 5⁹⁸
Shipping weight, 1 pound 12 ounces.

B The last word! A gleaming Silver Embroidered Rayon Lace Tunic of firm fine quality that flares out gracefully. Neck dips down to low soft V, front and back, with a silver flower in front. The skirt and underbodice of fine Celanese Pebble Crepe is really a finished sleeveless dress that can be worn alone with jeweled clips or used as a foundation for other evening blouses.

COLORS: Royal Blue 211, Black or Amethyst 412.

SIZES: 14-16-18-20.
BUST: 32-34-36-38 inches.
LENGTHS: 53-54-54-54 inches.

State bust measure and color.
31 D 8235. 5⁹⁸
Shipping weight, 1 pound 12 ounces.

C One of the most heart-melting frocks that ever came our way! Young and slim and romantic, with lots of emphasis on the feminine! Follows the line of the figure; flattering the bust, slimming the waist, and hips! Fine Pebble Crepe of Celanese! Capel sleeves lined with white Moire Rayon Taffeta. White gardenias at cowl neck!

SIZES: 14-16-18-20.
BUST: 32-34-36-38 inches.
LENGTHS: 53-54-54-54 inches.
State bust measure.

31 D 8240—National Blue 212.
31 D 8241—Med. Bright Green 311.
31 D 8242—Cocktail Red 508. 2⁹⁸
31 D 8243—Coral Rose 504.
Shipping weight, 1 pound 8 ounces.

GLAMOROUS SATIN OF

Celanese
in Rich PASTELS
for Dancing Maids
and Bridesmaids
... in WHITE for
the Lovely Bride



5.98 AS A BRIDE OR BRIDES-
MAID you'll be a vision your
friends will remember for years!
Gorgeous glistening Panoie
Satin of Celanese with puff
sleeves, flaring corded peplum, full
swirling skirt. Beautiful satin flowers.
White frock only comes with detachable
long sleeves. For bridal veillings, see
index. For bridesmaid hat, see hat
section.
Misses' Sizes: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 inches.
Lengths: 57-57-57-57-57 inches.
State bust measure and color.
31 E 9345—White, Light Blue 201,
Pink 501 or Maize 705.
Shipping weight, 1 pound 8 ounces.

2.98 EXQUISITE LACE
with a rippling flared
peplum and full shirred
sleeves. Smart grosgrain
tie-back belt. Grand for
dances or Graduation Day (can easily
be shortened if your class wears day-
time length frocks). Special value at
this very low price.
Misses' Sizes: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 inches.
Junior Sizes: 13-15-17-19.
To Fit Bust: 31-33-35-37 inches.
Lengths: 53-54-55-55-55 inches.
State bust measure and color.
31 E 9350—White, Aqua Blue 216 or
Pink 501.
Shipping weight, 1 pound.

Designed FOR DANCING

(B) "HOLLYWOOD NIGHTS" ...
a glamorous movie-star style we
brought straight from Hollywood!
Of sleek, crisp, rustling Rayon Moire
Taffeta. Bright novelty buttons. You'll
love the swish of the full billowy skirt!
Misses' Sizes: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 inches.
Junior Sizes: 13-15-17-19.
To Fit Bust: 31-33-35-37 inches.
Lengths: 53-54-55-55-55 inches.
State bust measure and color.
31 E 9340—Pink 501, Aqua Blue 216 or Royal Blue 211.
Shipping weight, 1 lb. 4 oz.

(A) BE A "GLAMOUR GIRL" at
the party in this glorious Pebble
Creme of Celanese yarns! Dyed-to-
match lace yoke and "Queen Elizabeth"
ruff collar! Novelty Keyhole buttons,
with metal keys-to-your-heart dangling
from the belt. Full, flaring skirt!
Gorgeous colors!
Sizes: 14-16-18-20.
Bust: 32-34-36-38 inches. \$2.98
Lengths: 54-55-55-55 inches.
State bust measure and color.
31 E 9335—Coral Rose 510, Aqua
Blue 216, Powder Blue 205 or White.
Shipping weight, 1 lb. 6 oz.

Choose Your
Favorite

2.98
each

TAKE A SEARS BASIC "Many-Way" DRESS

CHANGE
ACCESSORIES!

.. You have a
different dress
for every day
in the week!

"SEARS FOR THE RIGHT ACCESSORY"

You always get the Most For Your Money
MOST VALUE... MOST STYLE



SUNDAY
BE GLAMOROUS—in this lovely
"Stardust" bolero and sash set of
Acetate Rayon Crepe. Bust Sizes:
Small (32), Medium (34-36),
Large (38). Colors: Royal Blue,
Black or Wine Red with Silver
"Stardust." State size and color.
18 K 4457—Shipping wt., 10 oz. **169**



MONDAY

BE PERT AND GAY in this young-looking collar and cuff set of embroidered Venise type lace. Frilly jabot at the front caught by a small black ribbon bow. Bewitching on a simple dress! Easy to launder. Colors: White or Ecru. State color. **18 K 4458—Shipping weight, 5 ounces. 59c**



TUESDAY

BE STRIKING—genuine "Topette". State rhinestone initial wanted. **18 K 4459—In Celanese Rayon Satin. Colors: Gold or White. 94c**
18 K 4490—In Rayon Crepe. Colors: Rust 517, Green 321 or Norse Blue 911. Shpg. wt., ea., 8 oz. 94c



WEDNESDAY

BE SOPHISTICATED—**18 K 2103—Belt. Genuine Suede; 4-in. wide. WAIST SIZES: 26 to 36. Colors: Black or Copper Brown 913. Shpg. wt., 5 oz. 94c**
4 K 3809—Pearl Necklace (Simulated). 3-strand. Color: White. Shipping wt., 5 oz. 59c
4 K 3810—Pearl Earrings (Simulated). Screw style. Color: White. Shpg. wt., 3 oz. 59c



THURSDAY

BE THRILLINGLY FEMINE—in this collar and cuff set of embroidered Rayon Satin. Gorgeous metal brocade effect. Colors: Gold or Silver. **18 K 4460—State color. 59c**
Shipping weight, 6 oz. SET



FRIDAY

BESTUNNING—in a flower and sash set of lustrous Celanese Panné Satin (Rayon). Sash measures 8 x 56 in. Colors: Gold, Red 330 or Green 321. **18 K 4461—State color. 79c**
Shipping weight 6 oz.



SATURDAY

BE A GOLDEN GIRL in gold colored belt, metal bracelet and clip. **18 K 2104—Belt. Braided belt material. Sizes: 26 to 36 in. waist. 4 K 3504—Bracelet. 59c**
4 K 3503—Clip to match. Shipping wt., each, 4 oz. EACH



"Many-Way" DRESSES

2⁹⁸

LOVELY
AMIGO
CREPE

① A beautifully styled dress of superior quality Satin-back CREPE AMIGO in Celanese Rayon. Notice the rich-looking shirring at the shoulders—the tucks that drape the waistline so gracefully—the five gore skirt front—the puffed, short sleeves—and Crown Zip placket! All go to make this an exceptional basic dress. Convertible high-low neckline. SIZES: 14 to 22 (see table below). Colors: Black or Navy Blue. State size and color.

18 K 4455—Shipping weight, 1 lb. 2 oz.

EXQUISITE
RAYON
ALPACA

3⁹⁸

② An unusually fine material, plus expert workmanship! Of Celanese Rayon Alpaca, a flat, basket-weave that falls softly, wears splendidly. Lastex cuffs fit snugly above or below the elbow. Skirt flares with 5 gores in back as well as in front. Graceful shirring at the shoulder and sleeve-tops. Crown Zip placket. Convertible high or low neckline. SIZES: 14 to 44 (see table below). Colors: Black or Navy Blue. State size and color.

18 K 4456—Shipping weight, 1 lb. 5 oz.

SIZE: 14 - 16 - 18 - 20 22 42 - 44
BUST: 32 - 34 - 36 - 38 - 40 - 42 - 44 inches
LENGTHS: 43 - 46 - 48 - 47 - 48 - 48 inches

Numbers after Color names refer to Sears COLOR-GRAPH following index pages in back of book.

...is Fashion Right



Fashion's Highest Honors Go to These Adaptations of
THE VIONNET DRAPE

Featuring two of the season's "top" fashions: the lovely Vionnet draped bust lines and glorious two-tone color contrast! Inspired by a famous French designer, especially famous for her deftness in draping materials to the body! In this, the darker color sash flows down from the neck—crosses under bosom to back—and ties at side in a superb cascade of color! Beautiful... in keeping with the fine DeLuxe Celanese Rayon Pebble Crepe! Deep-toned double flower! An unusual value at this economy price!

398

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure and color.

31 H 6270 Venetian Vicer dms. with Purple, Powder Blue 20's with Navy or Navy with Powder Blue.
Shipping weight, 1 lb. 4 oz.

One of the most important dresses of this season! The Vionnet draped line does simply grand things to your figure, gives you that slim look about the waist and hips, with a delicately up-curving line about the bosom! Notice how the cloth is twisted and draped at the "midriff"—with one enormous glittering scimitar pin for dramatic contrast. All of it—including the half-sash that buckles in the back and self covered buttons—is DeLuxe Celanese Rayon Pebble Crepe. Looks every cent of twice its low price!

498

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure and color.

31 H 6265 Venetian Violet 90's, Adriatic Laser 90's, Chinese Peacock 22's or Clquot Rouge 63.
Shipping weight, 1 lb. 4 oz.

398

CHIC AND COOL!

Ultra-Smart Embroidered Rayon Marquisette... in the new dark background that is so popular for summer! Embroidered with white threads for contrast! Made crisp and full, with double organdy collar, white underneath, and puff sleeves trimmed with organdy. Rustling Rayon Tulle slip included—dark, of course, to match the dress! All this glory for the low price of only \$3.98!

398

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure and color.

31 H 6275 Wine, Black or Navy.
Shipping weight, 1 lb. 6 oz.

398

RIC RAC TRIM IS NEW!

Look twice at this dress—for it's well on its way to being a big summer success! It features a dark color fabric "striped" with white Ric Rac braid from top to bottom. Very new and very slenderizing! Fabric is the big summer hit, SILKSHIAN—the stunning spun rayon in shimmering effect that washes so beautifully! Detachable cuffs, collar-and-laps of white Cotton Pique. Real value!

398

SIZES: 14-16-18-20-22.
BUST: 32-34-36-38-40 inches.
LENGTHS: 45-46-46-47-47 inches.
State bust measure and color.

31 H 6280 Black or Navy.
Shipping weight, 1 lb. 4 oz.

American Beauties...



All Wool Jersey, long sleeves and a rippling rhythm skirt make this classic dress exciting. Buttons trim the front from neck to deep hem; any age can wear it with glory. Placket closing. White collar casts lovely light on your face.

Colors: Heckey Green 321, Skipper Blue 218, Scarlet Red 511, Henna Rust 645. **Misses' Size Range:** 12, 14, 16, 18, 20, 22. **State size, color;** see Size Scale at right. **Shpg. wt.,** 1 lb. 4 oz.

31 D 7403 All Wool Jersey... \$3.98

In Spun Rayon Feather Flannel

31 D 7404 New wool-effect fabric. Tailors beautifully. Misty surface enhances its colors.

31 D 7404... \$4.98

\$3.98

Fashion says: "Wear a dressy wool-type frock this winter." We echo the cry and give you this pretty winner in Sears wonderful new wool-like Crown Tested Spun Rayon **Duo-Spun**. Luscious light-hearted colors are enriched by contrasting embroidery on both sleeves and belt.

Your waist is softly emphasized, hips neatly minimized, by fan-stitched tucks at the waist. Crown zip placket. A parade of style points at a low Sears price!

Colors: Henna Rust 645, Rancho Rose 517, Limegreen 339 or Gold 720.

Misses' Size Range: 12, 14, 16, 18, 20, 22. **State size and color;** see Size Scale at right.

31 D 7406—Shpg. wt., 1 lb. 2 oz. \$3.98

\$3.98

Misses' Size Scale

Measure yourself as directed on Page F in back of book, then find your size in your size range. Don't guess your size. Make no allowance—just order size indicated by your measurements. If your measurements are in between two sizes, order the larger size.

Size	12	14	16	18	20	22
Bust	30	32	34	36	38	40 in.
Waist	26	28	27	29	31	33 in.
Hips	34	35	37	39	41	43 in.
Length	42 by	42 by	44	44	45 by	45 by in.

FOR YOUR MOST GLAMOROUS EVENINGS

...in This Romantic Era



Waltz Song

YOU—a dream of romance in a gown of rustling Moore Rayon Taffeta! A trilly little Rayon Taffeta evening hat included! A most becoming heart-shaped neckline and crisp flower. Gay Nineties puffed sleeves and a sweeping skirt to float you through any dance! Length, 59 inches. For long, evening slip see Slip pages.

Sizes: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
State size and color.

Shipping weight, 1 pound 6 ounces.
31 L 2046—Petal Rose 534, Romance Aqua 918, White or Orchid 416.

\$2.98



Moonlight Sonata

YOU—winsome and desirable in clouds of Rayon Net, your tiny waist sashed with whispering Rayon Taffeta! Contrasting flowers at a ruffled neckline. The puffed sleeves, the softly gathered bodice are fashion's last word. A rustling rayon taffeta slip shimmers through the filmy sweeping skirt. Dance your way to glory in this romantic gown! It's perfect for graduation, too!

Length, about 59 inches.
Size: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
State size and color. Shipping weight, 1 pound 6 ounces.

31 L 2049—Petal Pink 501, Sky Blue 202, White or Orchid 416.

\$3.98



Whispers in the Dark

YOU—pretty as a picture in a formal of misty Celanese Rayon Ninon admet with rayon satin stripes! Proud puffed sleeves, softly starred bodice slashed in a V, a gay flower. High Princess waistline nipped by debauch belt. In street length, too!

Sizes: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
State size and color.
Shipping weight, 1 lb. 4 oz.

Formal Length—about 59 in.
31 L 2052—Petal Rose 504, Romance Aqua 918 or White.
Street Length—about 45 in.
31 L 2053—Navy Blue or White.

\$3.98

CUDDLE-PUFF BOLERO

Thrill of the moment! Cuddly bolero, softly knitted of fine Zephyr Wool and 15% fluffy Angora rabbit hair. You can dress-up anything with it! Wear it on big evenings when glamour reigns, or with any of your daytime clothes.

Sizes: 12-14-16-18-20.
To Fit Bust: 30-32-34-36-38 in.
State size and color.
Shipping weight, 1 pound.

31 L 2055—White, Sky Blue 202, Petal Pink 501.

\$2.98

Dresses on these two pages are sent direct from New York to you. Pay postage only from our nearest Mail Order House. Numbers after colors refer to Sears Color-Graph facing first index page in back of book.

Mix-Ups!

Blouse in
Icing White
\$1.29

Spun Rayon
Skirt

\$1.98

All Wool
Crepe Skirt

\$2.98



These Three Skirts
in All Wool

\$1.98
Each



The Skirt—Pleated all around! Anne Williams selects it because it is so new, so graceful in motion, so slim-hanging, straight-lined. Precisely tailored, stitched pleats. Crown zip placket.

Even Sizes: 24 to 34-in. waist. **State size and color.** Shipping weight, 1 lb.
Spun Rayon Herringbone Weave
A fine quality fabric; so soft and supple.
77 L 2531—Lt. Gray or Navy. \$1.98

Fine Quality All Wool Crepe
77 L 2530—Lt. Navy, Black, Strawberry Rose 515. \$2.98

The Blouse—with new fashion features and one of the prettiest we've ever seen. Becoming collar, square vestee front, dainty lace edgings and fagoting inserts. Little glass ball buttons. Little quality Rayon Pique; washfast.
Even Sizes: 30 to 40-in. bust. **State size.** Shpg. wt., 8 oz.
77 L 2547—White. \$1.29

Fine quality All Wool Flannel or good quality Sanforized Shrink Cotton Twill skirt with Crown zip-up pockets.... a bright idea! Young and smart and fun to wear! Slenderizing tucks, front and back. Crown zip placket.
Even Sizes: 24 to 34-in. waist. **State size, color.** Size Scale, left. Shpg. wt., 14 oz.
\$1.98

All Wool Flannel
77 L 2532—Light Navy or Sparkling Burgundy 916. \$1.98

Sanforized Cotton Twill
Fabric shrinkage not more than 1%.
77 L 2533—Navy Blue, or White. \$1.00

Juniors love, suspender skirts—this new version offers choice of two fabrics.
Note the clever laced corselette effect, with tiny pocket, the smart flare of the six-gored skirt. Suspenders cross in back, button in front.
Junior sizes: 11 to 19 years to fit waist 24 to 32 inches. See Size Scale, left. **State size, color.** Shpg. wt., 1 lb.
\$1.98

Fine All Wool Flannel
77 L 2534—Royal Blue 917, Romance Aqua 918. \$1.98

Good Quality Half Wool Flannel, Balance Rayon and Cotton.
77 L 2535—Navy or Wine. \$1.29

Ten-gored, dramatically flared, tailored to a T in two chic fabrics. Skirts with this much style usually cost so much more! Marvelous at creating a wasp waisted, long limbed effect. Goes with any type of blouse, dressy or tailored. Crown zip placket.
Even Sizes: 24 to 34-in. waist. See Size Scale, left. **State size, color.** Shpg. wt., 14 oz.
\$1.98

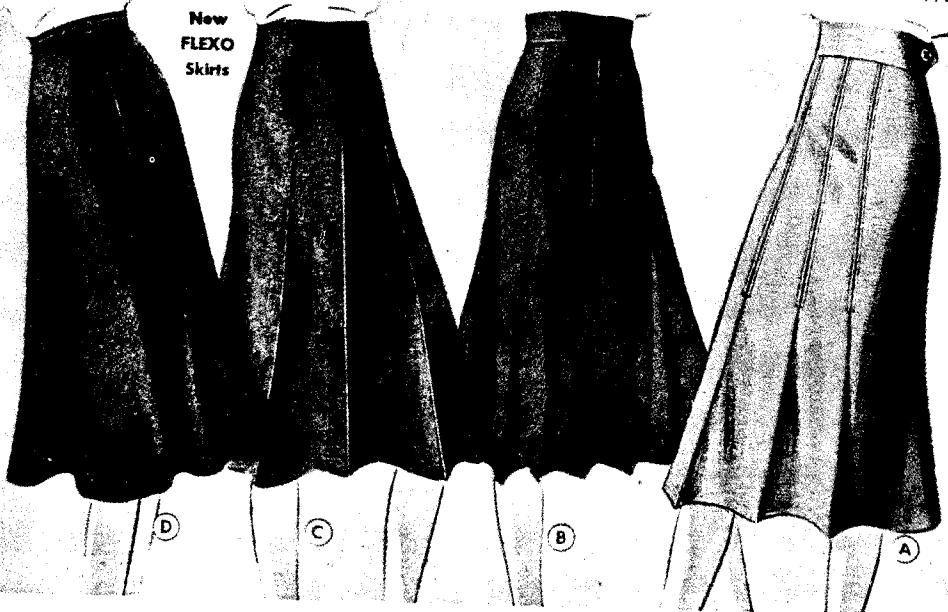
Fine All Wool Flannel
77 L 2536—Navy or Rust-Brown 611. \$1.98

Good Rayon Sharkskin
77 L 2537—White or Pink. Each. \$1.59

SIZE SCALE. These are body measurements. Sears make all necessary allowances for size to give perfect fit.

Waist:	24	25	26	27	28	29	30	31	32	34	36	38	40 in.
Hip:	32	34	35	36	37	38	39	40	41	43	45	47	49 in.
Lengths:	29	29	30	30	30	30	31	31	31	32	32	32	32 in.

New
FLEXO
Skirts



Three \$1.00

Good quality fabrics for regular and larger figures. **Even Sizes:** 26 to 40-in. waist. **State size, color.** Shpg. wt., 1 lb.

All Wool Crepe
77 L 2544—Lt. Navy or Woodrose 533. \$1.98
Half-Wool Flannel, Balance Rayon and Cotton.
77 L 2545—Navy, Wine, Brown. \$1.29
Imported Belgian Linen Oyster White.
77 L 2546. \$1.00

FAMOUS FLEXO SKIRTS

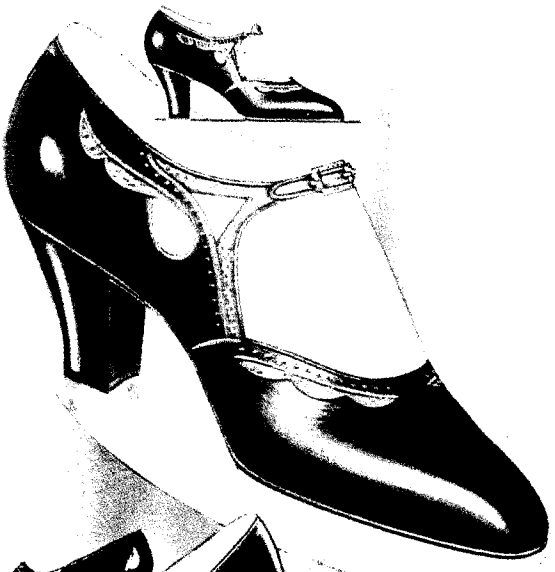
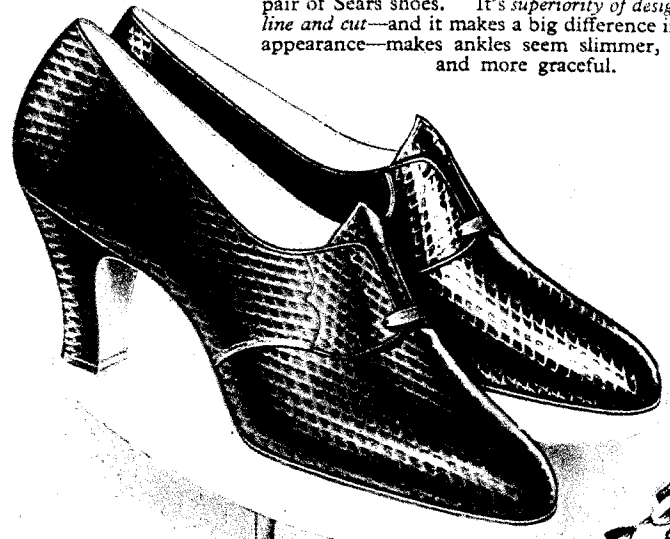
Flexo skirts fit any figure! Bias cut, hidden elastic waistband; Crown zip placket. Shipping weight, 1 pound.

© Tweed, 55% rayon, 45% wool. Tucked, front, back. Larger sizes, too. **Colors:** Fr. Blue, Lt. Gray, or Tan. **State size, color.**
77 L 2539—Reg. **Sizes:** Small to fit waist (25-27); Med. (28-30); Large (31-33) inches. Each. \$2.59
77 L 2540—Stout (34-36); Extra Stout (37-39) inches. Each. \$2.98

④ Our very finest All Wool Flannel Skirt—flared all around. Narrow leather-like belt. Fits smoothly; no gaping.

Sizes: Small to fit waist (25-27); Med. (28-30); Large (31-33) inches. **State size, color.** See Size Scale, left.
77 L 2538—Black or Navy. Each. \$2.98

When you buy shoes at Sears, you just naturally expect *quality* and *fit* and *style*. But there's something else, something very important, that goes along with each pair of Sears shoes. It's *superiority of design, artistry in line and cut*—and it makes a big difference in a woman's appearance—makes ankles seem slimmer, feet smaller and more graceful.



REAL Honest-to-Goodness SNAKE-SKIN! The swanky shoe leather that keeps its shape so well! That stays new-looking so long and usually costs so much more! In the three-eyelet tie you'll see everywhere this year—morning, afternoon, and even evenings! Graceful two-inch continental heels, snakeskin covered. Not Prepaid. Shpg. wt., 1 lb. 8 oz.

PAIR \$2.98

15 D 2740—Brown.
15 D 2741—Black.

Sizes, 3½ to 8. Medium wide widths. Be sure to state size.

A STYLE any foot can wear... and look the prettier for it! It's a Fine, Dressy, Almost Silk-Like KID—looks smart with the new wools and silks. Reptile Grain Leather Trim. Center buckle on slim strap; dainty cut-outs. 1¼-inch covered military heels.

Not Prepaid. Shipping weight, 1 pound 2 ounces.

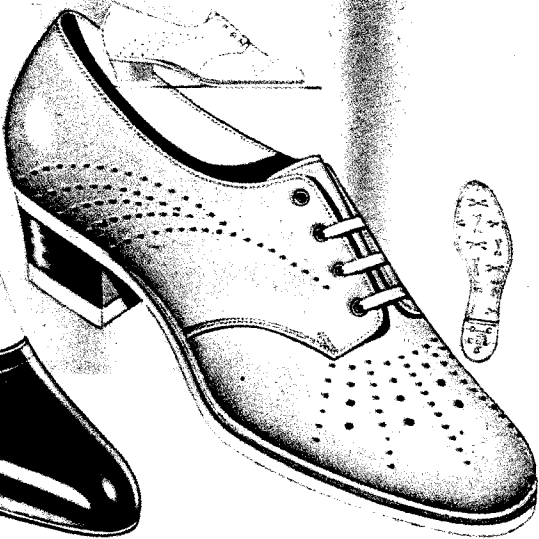
15 D 2644—Brown Kid.
15 D 2645—Black Kid.

Sizes, 3½ to 8. Medium wide widths only. State size. Pair... **\$1.98**

BLACK Kid or Patent Leather. 1¼-inch covered military heel. Not Prepaid. Shpg. wt., 1 lb. 2 oz.

15 D 2636—Black Kid.
15 D 2637—Patent Leather.

Sizes, 3½ to 8. Medium wide widths. Per State size, Pair... **\$1.49**



SAME style they're selling right now for dollars more in New York and Chicago. Fine Leather. 2-inch covered military heel. Not Prepaid.

Shipping weight, 1 pound 2 ounces.

15 D 2700—White. **PAIR \$1.89**
15 D 2701—Beige.
15 D 2702—Black.

Sizes, 3½ to 8. Medium wide widths. Be sure to state size.

PRICED low, but don't expect to get cheap shoes! These are good; the leathers, soft; the fit, snug and neat; the tailoring and style. NEW! Marcelle last; 1¼-inch covered military heel. Not Prepaid. Shipping weight, one pound two ounces.

15 D 2534—Black Kid.
15 D 2535—Patent Leather. **PAIR \$1.49**

Sizes 2½ to 8. Medium wide widths only. Be sure to state size.

EASY on your feet, they're so airy-light! Good to look at, too, and easy to keep that way. Elk Grained Leather, Perforated. Wear-resistant, sport rubber soles; 1¼-inch heels with rubber lifts. Not Prepaid. Shipping weight, one pound twelve ounces.

15 D 2948—White.
15 D 2949—Light Smoke Color.

Sizes 2½ to 8. Medium wide widths. State size. Pair... **\$1.69**

If in Doubt About SIZE, Give ALL NUMBERS in Old Shoe C117P-B K-MN 2255

Summer Chic

Genuine Goodyear Welt

- ◆ Choice quality glowing black patent leather with black lizard grain leather trim.
 - ◆ 1½-inch heel. Rubber top lift.
 - ◆ GENUINE GOODYEAR WELT.
- 15L2673—Sizes, 2½ to 8. Medium wide widths. State size. Postpaid.....\$2.00

The New "Roughie" All the Rage

- ◆ Natural Rough finish leather uppers.
 - ◆ Exceptionally serviceable leather soles.
 - ◆ Approved 1½-inch leather heel.
 - ◆ GENUINE GOODYEAR WELTS.
- 15L2674—Sizes, 2½ to 8. Medium wide widths. Postpaid.....\$2.00
Be sure to state size.

Genuine Goodyear Welt

- ◆ Fine grade black calfskin leather.
 - ◆ Brisk 1½-inch heel. Rubber top lift.
 - ◆ GENUINE GOODYEAR WELT construction—greater flexibility, inside smoothness.
- 15L2675—Sizes, 2½ to 8. Medium wide widths. Postpaid.....\$2.00
Be sure to state size.

Smoke Color or Black

- Sporty, two-tone chrome tanned, elk grained leather—choice of smoke color with brown trim or black with pin seal design leather trim. Fancy perforations.
 - Tough and durable rubber sport sole.
 - Active 1-inch heel with rubber top lift.
- 15L2375—Smoke Color, Brown Trim.
15L2376—Black, Pin Seal Trim.
- Sizes, 2½ to 8. Medium wide widths. State size. Per Pair.....\$1.49
When not included in a \$2 order or more, send 10¢ for postage.

- Neat black leather Four-Eyelet Tie.
- Long wearing soles. Alert 1½-inch heel with springy rubber top lift.

Youthful yet sophisticated—a lot of fashion for a very small price and no skimping in quality either. One of our Peak Values!

15L2638—Sizes, 2½ to 8. Medium wide widths. Pair.....\$1.49
State size. When not included in a \$2 order or more, send 10¢ for postage.

Genuine Goodyear Welt

- Swanky, Sport-Type Oxford of soft but tough, two-tone smoke color, chrome tanned elk grain leather.
 - Nationally-known Goodyear Wingfoot sport rubber sole and heel (heel, popular 1½-inch height).
 - GENUINE GOODYEAR WELT Construction—smooth inside, flexible.
- Out in front for everywhere, anytime.
15L2597—Two-Tone Smoke Color. Size 2½ to 8. Medium wide widths. State size. Postpaid.....\$2.00

15 L 3207

A

15 L 3210

B

15 L 3211

C

15 L 3213

D

15 L 3215

F

15 L 3235

E

15 L 3153

G

SEARS
Sandal
SHOP
\$1.98
pair

Ⓐ Sandals are the SHOE OF THE SEASON. We feature "RESORT"—the snow white leather T-strap with cut-out vamp. Leather sole. WOMEN'S SIZES $3\frac{1}{4}$ to 8. C (medium wide) width. State size. Shipping weight, 1 pound.
15 L 3207— $2\frac{1}{2}$ -in. Spike Heel.
15 L 3208—2-in. Cuban Heel.
Pair.....\$1.98

Ⓒ "BOARDWALK"—the toeless sandal with cut-out heel and perforations. Leather sole. $1\frac{1}{4}$ -inch heel. WOMEN'S SIZES $3\frac{1}{4}$ to 8. C (medium wide) width. State size. Shipping weight, 14 ounces.
15 L 3211—White Leather.
15 L 3212—Chamois Yellow Leather.....Pair \$1.98

Ⓔ "SUN DECK"—the pretty T-strap sandal. Beautiful cut-outs. Leather sole. $1\frac{1}{4}$ -inch covered heel. WOMEN'S SIZES $2\frac{1}{4}$ to 8. C (medium wide) width. State size. Shipping weight, 1 lb. 2 oz.
15 L 3235—White Leather.
15 L 3236—Patent Leather.
Pair.....\$1.98

Ⓖ "GRECIAN" sandals inspired by the lovely new flowing styles! Silver kidskin... gleams as you dance. One of the most important styles in our Sandal Shop—Sears bring you this \$3.00 value for only \$1.98! Leather sole. Covered heel. WOMEN'S SIZES $3\frac{1}{4}$ to 8. C (medium wide) width. State size. Shipping weight, 1 pound 1 ounce.
15 L 3153— $\frac{1}{4}$ -inch Heel.
15 L 3154—2-inch Spike Heel. Pair.....\$1.98

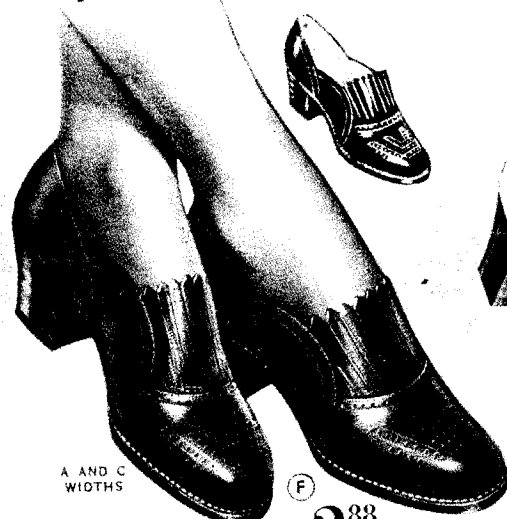
Ⓑ The support of a Tie with the style of a sandal! Smooth white leather with cut-out strips across the toe. Flexible leather sole. WOMEN'S SIZES $3\frac{1}{4}$ to 8. C (medium wide) width. State size. Shipping weight, 1 pound.
15 L 3209— $2\frac{1}{2}$ -in. Spike Heel.
15 L 3210—2-in. Cuban Heel.
Pair.....\$1.98

Ⓓ "NATIVE"... the charming toeless tie! Belongs under a tropical sun. Leather sole. $1\frac{1}{4}$ -inch heel. WOMEN'S SIZES $3\frac{1}{4}$ to 8. C (medium wide) width. State size. Shipping weight, 15 oz.
15 L 3213—White Leather.
15 L 3214—Blue Leather.
Pair.....\$1.98

Ⓕ "PROMENADE"—the wide T-strap sandal. Airy cut-outs. Leather sole. 2-inch covered Cuban heel. WOMEN'S SIZES $3\frac{1}{4}$ to 8. C (medium wide) width. State size. Shipping weight, 15 oz.
15 L 3215—White Leather.
15 L 3216—Patent Leather.
Pair.....\$1.98

Voted Most Popular

NAILHEADS
VOTED MOST
SENSATIONAL



A AND C
WIDTHS

\$2.88
PR.

Gored Slip-on

⑤ You'll adore this soft calf-skin shoe. Leather sole. Goodyear Welt construction. 1½-in. heel, rubber lift.

Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 9 in A (narrow) width. Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9 in C (medium) width. State size and width. Shpg. wt., 1 lb. 8 oz.

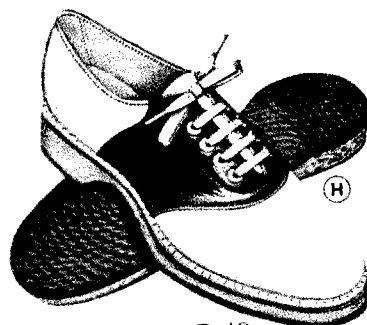
15 D 2682—Brown.
15 D 2683—Black, Pair.....\$2.88

Classic Saddle

⑥ Beloved on campus. White leather, brown saddle. Goodyear Welt. Red rope and natural crepe rubber sole and heel.

Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 9 in A (narrow) width. Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9 in C (medium) width. State size and width. see Page J in back of book. Shpg. wt., 1 lb. 12 oz.

15 D 2103—White, Pair.....\$2.49



\$2.49
PR.
A AND C
WIDTHS

Cossack Boot

⑦ Smacking of the "Old World" in the smartest young American way—a boot of fine leather. Goodyear Welt. Contrasting cuff. Leather sole. 1½-in. heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium) width. State size. Shpg. wt., 1 lb. 10 oz.

15 D 2124—White, Brown Cuff.
15 D 2125—Beige, Brown Cuff.
Pair.....\$2.98

Debonair Dutchees

⑧ Your feet will sparkle with tiny lights from the nail-heads on the soles of these oxfords. Burnt toast (light tan color) leather uppers. Goodyear Welt. Crepe rubber soles and heels.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9 in C (medium) width. State size, see Page J in back of book. Shpg. wt., 1 lb. 14 oz.

15 D 2117—Pair.....\$2.88



\$2.88
PR.



DUTCHEES
VOTED THE
SWEETEST



\$1.98
PR.

Collegiate Monk

Bound all around with "cramsole" lacing through the top, this high throated tie ranks first in the fashion class. Brown crushed leather with interlacing on vamp. Springy crepe rubber sole and heel for cushioned steps.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium) width. State size, see Page J in back of book. Shipping weight, 1 pound 12 ounces.

15 D 2678—Brown, Pair.....\$1.98



\$1.88
PR.

Roomy Square Toe

It looks like a studded season! Nail-heads accent the shawl tongue of this popular shoe. Foot-conforming wall fast.... plenty comfortable. Quality leather upper, leather sole. 1½-inch heel with rubber lift.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium) width. State size. Shipping weight, 1 pound 8 ounces.

15 D 2139—Brown.
15 D 2140—Black, Pair.....\$1.88



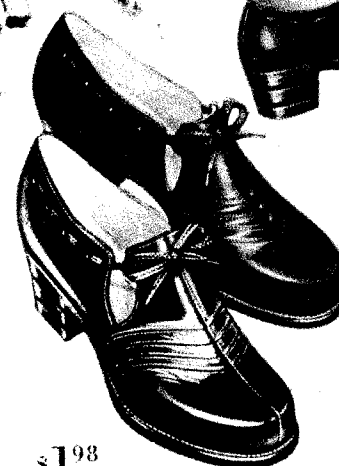
\$1.98
PR.

Lit Up With Studs

Choose this in two tones of brown or in all black leather for campus chic. It borrows the snow last from brother and adds studs for educational charm. Crepe rubber sole, heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium) width. State size, see Page J in back of book. Shipping weight, 1 pound 12 ounces.

15 D 2142—Black.
15 D 2141—Two-Tone Brown, Pr. \$1.98



\$1.98
PR.

Square Grooved Heel

This shoe takes fashion by the heel and there's no question of its popularity. Monk tie of smooth leather. "Dutch girl" walled fast. Leather sole. 1½-inch heel.

Women's Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium) width. State size, see Page J in back of book. Shipping weight, 1 lb. 12 oz.

15 D 2149—Brown
15 D 2150—Black

Pair
\$1.98

SEARS PAGE 231

1890 to 1900

"saucer bonnet"
gray felt-
gray satin
ribbon-red
roses and
buds-
American
1891



taupe gray
felt and
satin ribbon-
French-
1891

"Spanish toque"
pale blue
velvet-blue
ostrich-pink
satin roses-
silver band-
French-1891

evening hat-
all yellow-
felt-satin
ribbon and
ostrich-
French-1891



yellow
straw-
pink satin
ribbon-pink
ostrich-
1892



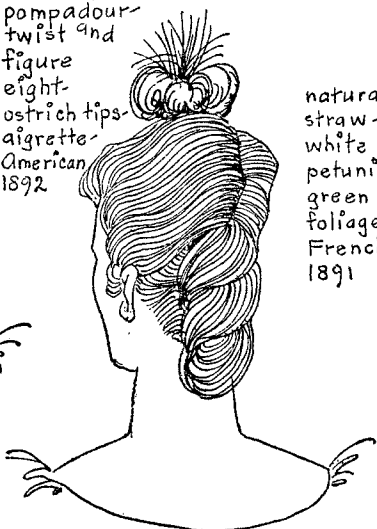
tricorne-
navy blue
felt, grosgrain
ribbon, pompons-
black paradise-
hair in cadogan-
black taffeta ribbon-
American-1891



evening coiffure-
pompadour-
twist and
figure
eight-
ostrich tips-
aigrette-
American
1892



natural
straw-
white
petunias-
green
foliage-
French-
1891



French roll in
back-topknot
and puffs-
French-
1890

ATW

1890 to 1900



small
toque-
violet velvet-
gray ostrich
and gaura-
New York-
1895

white woolen
tam-o'-shanter-
red pompon-
hair in
marcel wave-
French-
1896

bridal
headdress-
marcel wave-
topknot-
long white
tulle veil over
cluster of
orange blossoms-
French-
1897

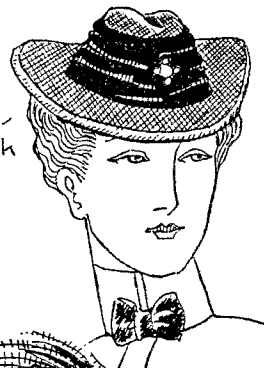


black straw-
red and white
geranium blossoms-
red taffeta loops-
New York-
1894

toque of
shirred velvet
frills with
paradise-
French-
1898



felt fedora-
crushed silk
band with
jeweled
brooch-
Newport-
1896



yachting cap-white linen-
black leather band and visor-
New York-
1895



sailor hat
for yachting-
black
straw
white
ribbon-
white spotted
veil-
New York-
1898



evening coiffure
with
black wings-
French-
1895

1890 to 1900
English-Fren

felt hat-
ribbon
band
and
feathers



boy's
straw
sailor-
navy blue
band

straw
bonnet-
shirred-
facing-
satin rib



FTW

1890 to 1900



sailor of
white straw - pale blue
ribbon - white wings -
French - 1892



bonnet of pleated
black lace -
beige ribbon -
pink flowers
in crown -
French -
1892

ice hat
ite felt -
satin
athers -
French -
1892



riding
hat -
black silk -
New York -
1896



ram-o'-shanter
for "cycling" -
plaid woolen - steel
buckle - black quills -
black taffeta
bow in hair -
American -
1895



beige straw
faced with
black velvet -
black wings - green
ribbon bow knots -
New York -
1895

velvet hat
with
paradise -
satin
chou -
New York



evening coiffure -
side part -
figure eight in
back - ostrich tip -
French -
1893



-black velvet with
black and royal
blue ostrich plumes -
spotted veil -
French 1893



brown felt
fedora or
Alpine hat -
wings -
spotted
veil - worn
"cycling" -
Newport



brown
velvet -
turned up
brim -
brown and
white
ostrich -
French -
1894



sailor hat
for yachting -
white straw
with blue and
white ribbon -
French -
1893

1890 to 1900

toque-gray felt
and Persian
lamb-black
velvet bow-
yellow
paradise-
French-
1892



sailor of yellow
felt-orange
velvet
ribbon-
black
ostrich-
gilt buckle-
French-
1892



vanilla
straw-
peacock
blue
velvet-
black
wings-pink rose-
spotted black veil-
French-1892



yachting costume-
blue straw
hat-white
ribbon-
white
quills-white
gauze veil-
French-
1892



sailor of
white straw-pale blue
ribbon-white wings-
French-1892



evening coiffure
marcel wave-
topknot-silver
ribbon bow-pale
blue ostrich-
French-
1892



evening coiffure
side part-
rose velvet-
bow knot-
French-
1892



saucer hat
of white felt-
black satin
bows-black feathers-
French-
1892



bonnet of pleated
black lace-
beige ribbon-
pink flowers
in crown-
French-
1892

1890 to 1900



riding
hat-
black silk-
new York-
1896



tam-o'-shanter
for "cycling"-
plaid woolen-steel
buckle-black quills-
black taffeta
bow in hair-
American-
1895



beige straw
faced with
black velvet-
black wings-green
ribbon bow knots-
New York-
1895

1900 to 1910



the
"Merry Widow"
straw
sailor-
black,
white or
natural-
New York-
1904

white felt faced
with black
velvet-black and
yellow paradise-
French-
1906



white straw faced
with black
taffeta-bright
green bird-
French-
1905



white straw
with pink
roses-white
aigrette-
French-
1905



beige felt-
violet-
draped
with beige
chiffon
veil-
French-
1906



riding hat
black felt
derby-taffeta
ribbon bow-
New York-1904

day or evening
coiffure-side
part-figure
eight in back-
French-
1907



evening coiffure-
tea roses-
brown and
yellow
paradise-
French-
1907

RTW

1900 to

the
marcel
wave &
puffs-
French
1907

black
black
hair
close
Fre
190

1900 to 1910



panama
in
"pork pie"
fashion

cap of
herring bone
weave



"pork pie" felt
with
college band

evening
coiffure-
pompadour-
braid-
figure eight-
pink rose-
American-
1902



pleated chiffon
over wire frame-
roses and
ribbon bowknots-
French-
1903



black silk
riding hat-
broad cloth
band-
English-
1903



the ends of
the hair
twisted into
a puff on
top-
French-
1904



toque of
pleated
magenta
chiffon-
pink rose-
French-
1901



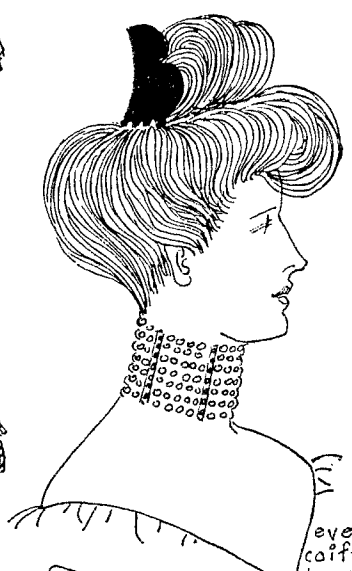
evening coiffure-
pompadour
in marcel wave-
puffs in back-
French-
1903



coral-batin
hat-green
weeping
ostrich
plumes-
French-
1904



yellow straw
sailor hat-
black velvet
band-
French-
1902



evening
coiffure-
top knot-
pompadour-
tortoise
shell comb-
French-
1901

RTW

to straw faced
with black
affeta-bright
green bird-
French-
1905



beige felt-
violets-
draped
with beige
chiffon
veil-
French-
1906



1900 to 1910

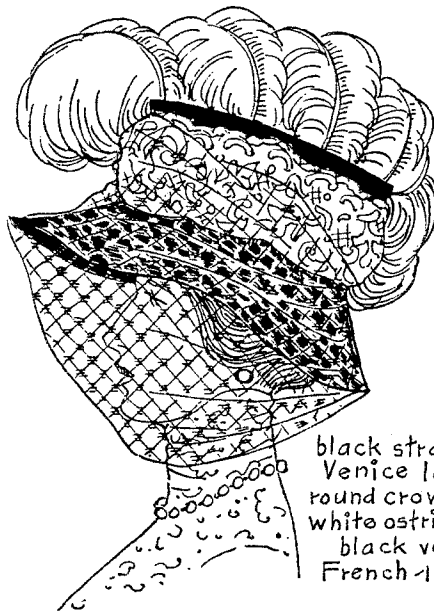


the
marcel
wave with
puffs-
French-
1907

"burnt orange"
straw- emerald
green velvet band-
green wings-
amber ball
pin-
English-
1907



black velvet-
weeping ostrich plumes
shaded blue and cerise-
French-
1908



black straw-
Venice lace
round crown-
white ostrich-
black veil-
French-1909



white straw-
white tulle
and white
paradise-
French-
1909



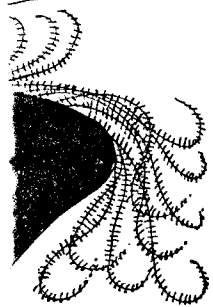
black velvet-
black paradise-
hair wrapped
close to head-
French-
1909

hair brushed
to top of
head-ends
held by shell
comb with
knobs-
French-
1909



RTW

1910 to 1920



ck taffeta
hat with
black
feathers-
French-
1914



batting
headpiece
rubberized
black and
striped
rubber
New

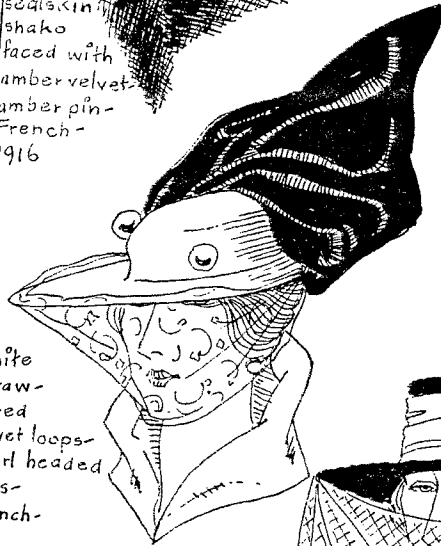


sealskin
shako
faced with
amber velvet-
amber pin-
French-
1916

evening coiffure-
rhinestone fillet-
jeweled disc-
black enameled
wire and rhinestones-
French-
1916



riding hat-
black silk
topper-
broadcloth
band-
English-
1916



white
straw-
wired
velvet loops-
pearl headed
pins-
French-
1916



navy blue
beaver wings
and satin
fold-
New York-
1918



black straw
sailor-white
silk puggree-
harem veil-net
with chiffon border-
New York-1918



evening coiffure-
rose silk
turban-
French-
1918



shaped
turban-
French-



draped
black taffeta
toque
with black
feathers-
French-
1918

1910 to 1920



greenish gray felt-green feather-Italian Alpine soldier



khaki cloth-British aviator



khaki cover over turban-East Indian



"blue cap" black ribbon band-sailor U.S. Navy



khaki felt puggree of light shades-Australian soldier



natural straw-moss green velvet band-wired ecru lace bowknot-New York-1910



white beaver-black aigrette-black satin bowknot-French-1912



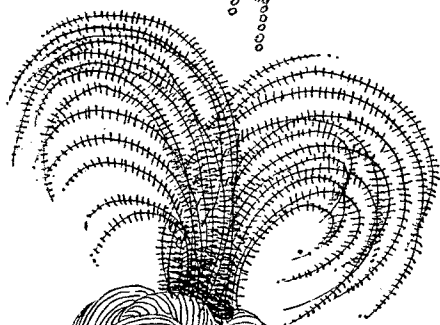
riding hat-black felt derby-black taffeta bowknot-Baltimore-1910



black velvet-black aigrette-black ribbon rosette-French-1912



toque of chinchilla-white aigrettes-French-1912



felt hat-silk band with pleated edge-willow plume-French-1912



riding hat-gray felt-black ribbon-Piping Rock-1913



evening coiffure-diamond tiara and paradise-French-1913



hair wrapped round head-held by circle barettes-French-1914

1910 to 1920



classic evening headdress of lame - jewel over forehead - French - 1913



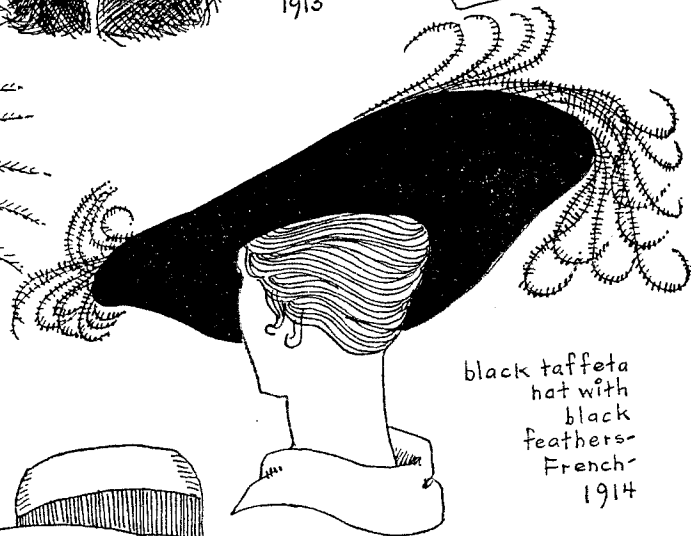
black velvet cloche - wired black satin loops - French - 1914



evening headdress - Russian tiara of pearls and jewels - 1913



evening headdress - hair in French rolls - black aligrettes - French - 1914



black taffeta hat with black feathers - French - 1914



sports hat - panama - ribbon band - New York - 1915



straw hat with wings - French - 1916



wired organdy - ribbon band - dagger shell hairpins - New York - 1915



bathing headdress - rubberized satin black and white striped kerchief tied over rubber cap - New York - 1915

1910 to 1920



sealskin shako faced with amber velvet - amber pin - French - 1916



white straw-wired velvet loops - pearl headpins - French - 1916



draped silk turban - French - 1918

side Fror ban. top - Fro - 1918

1910 to 1920

navy blue
beaver
or felt
for winter-
navy blue
straw sailor
for summer-
Navy or
Army Nurse-
U.S.
1918

steel helmet-
London
ambulance
driver-
1918

the
bobbed
coiffure-
1919

long square
bridal veil-
lace edged
tulle-orange
blossoms-
pearl tiara-
Worth-
1919

black felt
faced with
shirred
cerise velvet-
French-
1920

Red Cross Service-
square of
cotton
cloth
pinned
round
head-
1918

slate gray
felt hat-
overseas
American
Red Cross-
1918

overseas
cap in
British
aviator
khaki
cloth
Motor Corps
U.S. 1918

beaver hat-
white cock
feathers-
French-
1919

sailor cap-
blue serge-
black ribbon
name band-
1919

felt hat
faced with
taffeta-
velvet
ribbon-
wings-
1918

turban of
draped
beige silk
crêpe-
black plumage-
French-
1919

to 1920

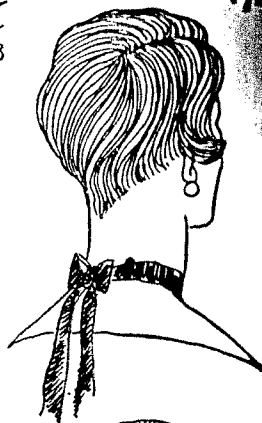
1920 to 1930
French



day or evening
coiffure-
shingle
cut-
side
part-
1923



formal hat-
black velvet-
black uncurled
ostrich-
Maria Guy-
1923



day or evening
coiffure-
shingle
cut-
1923



white felt
for summer-
felt band-
Reboux-
1924



evening
headress-
colored bead
embroidery on
silver lame-
pearl strings
1923



straw
cloche
with velvet-
1923



cloche of
brown picot
straw-shaded
brown birds-
Maria Guy-
1924



toque of black
cock
plumage-
Agnès-
1924



"bonnet
Phrygien"
cobalt blue
felt-ring of
brilliant-
Agnès-
1927



soft beige
felt-tucked
crown-beige
grosgrain
ribbon-
Saby Monor-
1927



dark blue
felt with
felt
wings-
Agnès-
1927

1920 to 1930
Sports



informal
riding
hat of
felt, panama
or leghorn-
American
1925

polo
helmet-
reinforce
white co
pugree
Americ



the
dark blue
Basque
beret

RTW



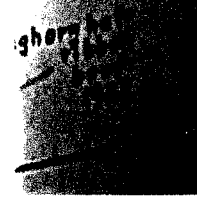
straw sombrero-
colored cord
chin strap
with
beads-
Mexican



cloth cap-
Tilt-worn by
so of Wales-



skullcap
of the
American
men-
1926

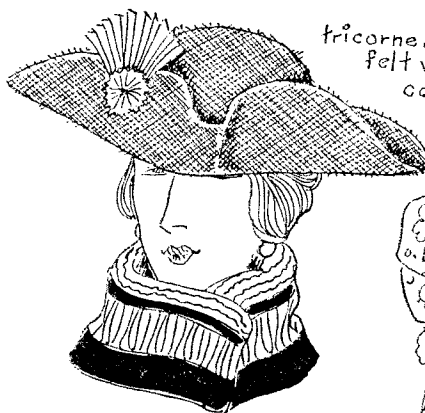


shawl
-
ostrich-
brooch-

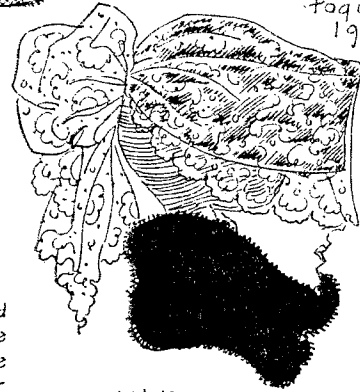
1920 to 1930
French



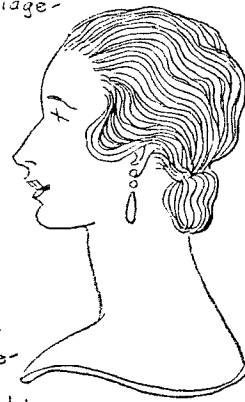
boudoir
cap-lace-
chiffon-
silk roses
and foliage-
1920



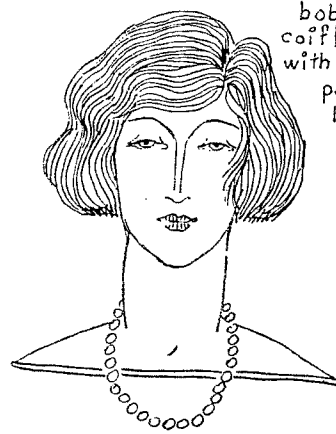
tricorne of beaver
felt with silk
cockade-
1920



lace veil
tied over
draped velvet
toque-
1920



evening
coiffure-
hair
cut shoulder
length-small
chignon-
1921



bobbed
coiffure
with side
part-
1921



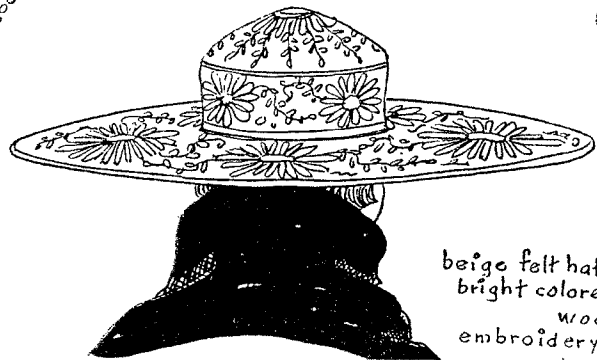
wind-blown
bob-
1922



bridal coiffure-
pearl and
diamond tiara-
tulle veil-
1923



beige felt hat-
bright colored
wool
embroidery-



beige satin hat
with padded
rolls-
1922

\$369
78N9168



\$565
78N9173



\$375
78N9161



\$375
78N9186



\$450
78N9191



\$489
78N9196



\$348
78N9201



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

\$645
78N9208



This Lovely Bag with
your initials or your
name in 22-karat gold
letters. Special at
\$4.45. See page 141.



\$475
78N9214

New



1930 to 1940

bridal headdress-
short circular veil-
pale smoke-blue
tulle and birds-
Mainbocher-
1937



"burnt-
toast"
straw sailor-silk
scarf red, white
and blue-
Bruyère-
1939



toque of
Persian lamb-
black georgette
wimple-
1938



"doll's hat"
black ostrich-
pink cabbage
rose-black
velvet ribbon-
Schiaparelli-
1938



Cossack
cap of
black Persian
lamb with
gold bead
necklace-
Rose Valois-
1939



stiff red
felt-black
grosgrain
ribbon-
Rose Valois-
1939

red plush-
toque-black
silk cords
and tassels-
black
quill-
Suzy-
1939



black velvet
shako-black
cock feathers-
Patou-
1939



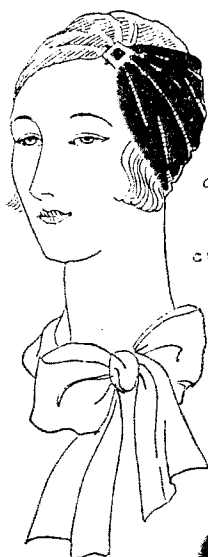
modern "snood"
red velvet-
day or evening-
Suzy-
1939



self-tied
turban-
silk or
wool-
1937



1930 to 1940



draped turban
in two colors-
jersey or
crêpe de chine-
Reboux-
1930



black knitted
skullcap-
flaring
top-
Schiaparelli-
1932



"Eugénie" hat of
black velvet
with rolled brim-
black ostrich-
1931



shallow-crowned
felt sailor-
pearl pin-
Marie Christiane-
1932



cap of mink
and black
mesh net-
Schiaparelli-
1935



evening hood
and short
cape-black
tulle-black
satin
ribbon-
Mainbocher-
1935



black velvet
toque attached
to black
chenille snood-
Schiaparelli-
1935



country hat-
soft gray felt-
dark red
flower fashioned
of small feathers-
1936



black felt baret
attached to
mesh stocking
cap with
tassels-
Schiaparelli-
1936



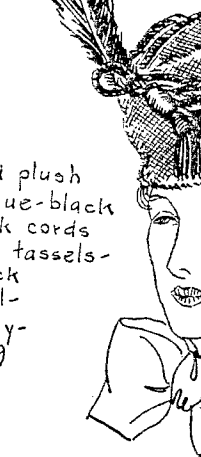
black felt
bowler worn
with tailored
costume-
coarse black
mesh velvet-
Schiaparelli-
1936



"burnt
toast"
straw sailor-si-
scarf red, white
and blue-
Bruyère-
1939



"doll's
black
pink
rose-b
velvet
Schiap.
1938



red plush
toque-black
silk cords
and tassels-
black
quill-
Suzy-
1939



RTW

1930 to 1940



side part
with roll
round
back
1930

short hair
curled in
back-
Antoine-
1933



curled
bangs
and
chignon-
1935

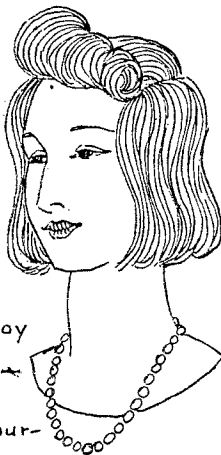


modern
"snood" of
cord, ribbon,
or chenille-
day or
evening-
1938

short hair
dressed in
"up hair-do"-
curled ends-
1938



heart-shaped
coiffure-
short and
rolled-
1938



"page-boy
bob" with
rolled
pompadour-
1937



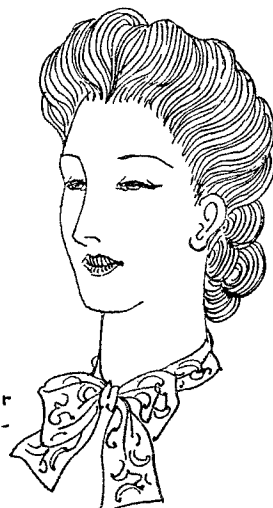
"infanta
coiffure"
satin loops-
Balenciaga-
1939



short hair
parted
and
rolled-
1939



short
coiffure
parted
and rolled-
1939



short
coiffure
with
pompadour
and puffs-
1939

"page-boy
bob"-
ends rolled
under-
1939



1900 to 1910

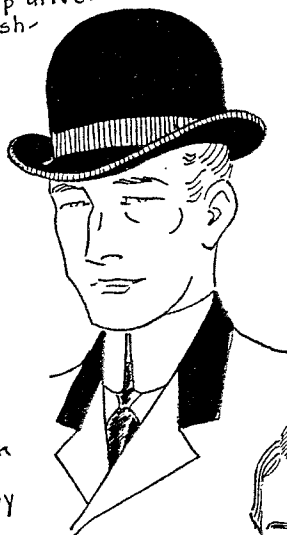


leather hood over padded helmet worn by an "aeroplane or airship driver" - English - 1910

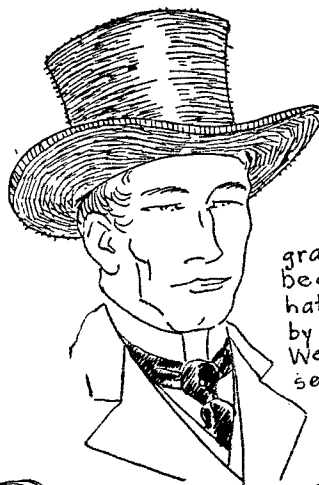
gibus or opera hat - black grosgrain silk



pearl gray felt Homburg ribbon edge and band



black felt derby

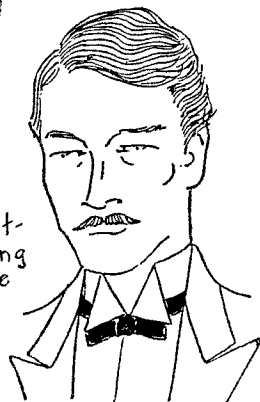


gray beaver hat worn by a Western senator



panama in "pork pie" fashion

side part - prevailing coiffure



cap of herring bone tweed



straw boater with college band



black silk topper - broadcloth band



"pork pie" felt with college band

RTW

1900 to 1910



evening coiffure - pompadour braid - figure eight - pink rose - American - 1902



pleated over willow ribbon French - 1903



black silk riding habit - broadcloth band - English - 1903

RTW

Girls! It's the Genuine French Beret

35¢ EACH

OR
THREE for \$1.00



Lowest Price in America
for Genuine All Wool
French Berets!

- Imported from France
- Evenly Knitted of the Finest Wool Yarns
- Made with the inimitable furry felted finish
- Fits snugly, smartly, comfortably
- Washes beautifully!

YOU might be able to buy other berets around this price, it's true, but they may not be French, and they *will* not be this quality! Sears purchased over half a million berets in order to get them at this startlingly low price!

ALL were made in the Basque country of France. They have a firm, snug elasticity that fits smoothly and never grows limp or slack. They have a rich, close, furry felted finish. They're more full-bodied, more even textured than ordinary berets.

AND they're harder to get! With present high rates of foreign exchange, French berets are going to be pretty expensive elsewhere.

78 D 7228—Fits 21 1/2 to 22 1/2 inches headsize.

78 D 7229—Fits smaller heads.

Colors: White, Sand, Red, Royal Blue, Navy Blue, Copen Blue, Orange, Light Green, Dark Green, Brown, Rubytone (dark wine red), or Black. *State color.*

Not prepaid. Shipping Weight, each 4 oz.

So **NEW!**

they give you
a headstart
in style!



79¢

(A) The Jolly Crest Hat

FIRST in this row of headliners comes the Crest hat! A jolly, crushable pull-on hat of soft All Wool Zephyr yarn! Knitted like the French beret cloth! It merits its tip top place because of the tuck that gives it new height. Colorful ball pin. Stitched adjustable brim. 78 D 6688—Fits 21 1/4 to 22 1/2 inches headsize.

Colors: Chamois (med. It.) Beige, Royal Blue, Burnt (med.) Brown, Rubytone (dark wine red), Hindu (med.) Green, or Black. *Measure and state color.* Not prepaid. Shipping Weight, 8 oz.



(B) "Ruffles"—a new madcap!

69¢

WHO says the new high hats are haughty? "Ruffles" shows how gay and adorable they really are! It's knit of sparkling Rayon and crisp, knotty Wool Boucle, and shows a knowing tendency to dip toward the front.

78 D 6692—Fits 21 1/2 to 22 1/2 inches headsize.

Colors: Armor (med.) Gray, Chamois (med. It.) Beige, Navy Blue, Royal Blue, Friar (dark) Brown, or Black. *Measure and state color.* Not prepaid. Shipping Weight, 6 oz.



(C) The Turkish Treat

69¢

VOGUE says: "Own as many Fizes as your purse permits!" This nifty *Fiz* is knitted in waffle design, of All Wool yarn. The stitched top cuff pitches jauntily forward and fastens with a sparkling metal pin.

78 D 6680—Fits 21 1/4 to 22 1/2 inches headsize.

Colors: Armor (med.) Gray, Chamois (med. It.) Beige, Navy Blue, Friar (dark) Brown, Royal Blue, or Red. *Measure and state color.* Not prepaid. Shipping Weight 6 oz.



(D) The "Smarty" Cap

79¢

IT'S knit of soft Rabbit's Hair and Wool with Rayon backing! Crushes to nothing in your hand—but how snugly it tilts over your curls! Double tucks fold up in back, down in front! Gay tassels dance at the side.

78 D 6696—Fits 21 1/2 to 22 1/2 inches headsize.

Colors: Chamois (med. It.) Beige, Copen Blue, Friar (dark) Brown, Rubytone (dark wine red), or Bril Red. *Measure and state color.* Not prepaid. Shipping Weight, 6 oz.

At Sears You Choose From HUNDREDS OF HATS! ALL NEW, INTERESTING FASHIONS

THERE ARE OVER 650 HATS for you to choose from—at Sears! Each picture represents not one but a whole family of hats! All the new colors! Wine hats, Brown hats, Rust or Violet hats! These are only a few! Large hats, small hats! Size twenty-one's! And even up to Size twenty-four's! Ever so many colors, shapes and sizes are waiting for you in Sears large millinery department! You've never stepped into a store that offered you so many different choices.



Be Sure
to
Measure

Adrienne Ames is clever! She puts her autograph on one of the most important, best liked felt hats for Fall! And she wears it in very fine quality felt—a softer, lovelier all wool body. She knows there's nothing smarter than the casual easy lines of the brim, that turns down in front, up in back, the jaunty, soft crease in the crown! And she's right! Sears customers get the benefit of her fashion judgment! The very same hat is yours, at a price far lower than you'd find anywhere for such quality and fashion. You save at Sears.

Colors: Lilac with Purple band, Dark Beige with Brown, Chili (dark) Brown with Beige, Dubonnet (dark wine) with deep Rose, Navy Blue with Copen, or Solid Black.

78 K 6020—Fits 21½ to 22¼ inch headsize.

78 K 6021—Fits 22½ to 23 inch headsize.

Measure your headsize! State color. Shipping weight, 1 lb.

\$169

AUTOGRAPHED FASHION

Worn in Hollywood by

Adrienne Ames

TRADE MARK

REGISTERED



It's FELT this Fall! Here are NEW FELT FASHIONS

(A) Get the gayest — jauntiest fashion! The hat with the peaked crown! All wool body felt with a 2-tone fine quality ribbon and a narrow brim, turned up in back.

Colors: Chili (dark) Brown, Navy Blue, Kent (dark) Green or Black. State color.

78 K 6175—Fits 21½ to 22¼ in. headsize. Be sure to measure.

Shipping weight, 1 lb.

(B) The dressy felt turban looks smartest of all above a big fur collar! Made of good quality, all wool body felt, banded with ribbon and jabbed with a gay feather.

Colors: Chili (dark) Brown, Dubonnet (dark wine), Navy Blue or Black. State color.

78 K 6135—Fits 21½ to 22¼ in. headsize. Please measure.

Shipping weight, 10 oz.

(C) Gracious, modern lines! New forward-swooping brim! Carefree tuck-in crown! Ribbon band. Fine all wool body felt.

Colors: Chili (dark) Brown with Beige ribbon, Navy Blue with Copen, Solid French (deep purple) Violet, or Black.

78 K 6205—Fits 21½ to 22¼ in. headsize.

Shipping weight, 1 lb.

(D) Here's the hat that "dresses up" your whole outfit! Very fine all wool body felt! A sweeping brim, set on a ribbon trimmed bandeau.

Colors: Chili (dark) Brown, Navy Blue, or Black.

78 K 6025—Fits 22 to 22½ in. headsize.

78 K 6026—Fits 22½ to 23½ in. headsize.

Measure. State color. Shipping weight, 1 lb.

(E) Rich, soft-hued ribbons, rolled into a thick cord, circle the hat and slip through the brim at the right! Inverted tucking in the crown. Finest all wool body felt. Shipping weight, 1 lb.

Colors: Chili (dark) Brown, Dubonnet (dark wine), Navy Blue or Black. Measure, state color.

78 K 6030—Fits 22 to 22½ in. headsize.

78 K 6031—Fits 22½ to 23½ in. headsize.





COLOR...COLOR... EVERYWHERE

Glowing Shades in a Hat Designed By America's Foremost Milliner

A So new and exciting, so important a fashion, for so many reasons, it's shown in full color inside the catalog cover! Created especially for Sears by one of the world's most famous milliners, a woman who makes hats for royalty, movie stars and millionaire-esses! Reproduced faithfully, priced sweet and low. Four radiant colors in subtle, sophisticated combinations, all the more lovely because they're in rich transparent rayon taffeta.

Beautifully hand draped in the shape that's the newest news from Paris... the profile hat. Sweeps dramatically forward, upward, and outward; flatters you as you've never been flattered before.

Henna Brown with Old Gold, Green, Amethyst **Black** with Burgundy, American Beauty, Olive Green **Burgundy Wine** 514 with Gold, Olive Green, Navy Blue

Wintergreen 340 with Bittersweet, Gold, Brown **Measure your headsize** (see Page 114); **state color**. Shipping weight, 1 lb.

78 D 8780—Fits 21½ to 22½-in. heads. **\$2.98**
78 D 8781—Fits 22½ to 23-in. heads.

Flaunt Your Colors Gaily—Be Bright!

B A light hearted hat, blithe, young, and beautiful! Aglow with color, because this is no year to dress like a wren; wear lively plaid; scintillate! Highly individual hat, tall, crowned, mushroom brimmed, altogether new—the making of a whole costume! Fine body felt; rayon taffeta plaid ribbon.

Colors: Black with Blue and Red plaid; Dark Brown 613 with Brown and Gold plaid; Navy with Red; Burgundy Wine 514 with Blue. **Measure; state color**. Shpg. wt., 12 oz.

78 D 8790—Fits 21½ to 23-in. headsize. **\$1.79**

All Hand Draped! Two Tone Colors

C A turban that's a work of art! The very same type that sells in Fifth Avenue stores at unbelievable prices! Wonderfully easy to wear, because it's draped the new way, to cover the ears and frame the face. Oriental, rich colors, strikingly contrasted. Luxurious suede-like bagheera (rayon) material.

Colors: Teal Blue 235 with Wine, Black with Royal Blue, Henna Rust 647 with Wintergreen, Burgundy Wine 514 with Royal Blue. **Measure** (see Page 114); **state color**. Shpg. wt., 1 lb.

78 D 8925 Fits 21½ to 22½-in. heads. **\$1.98**
78 D 8926 Fits 22½ to 23-in. heads.

COLOR...Dramatically Draped in a New and Exciting Oriental Turban



COLOR...in a Merry Plaid Bow Perched on a Gay Little Hat Perfect With Any Hair-Dol



BRINGS OUT THE SPARKLE IN YOUR EYES

(A) Transparent rayon velvet for hat. Makes your skin look radiant! Shamed bumper beam hat, dainty mit to match. Colors: Black, Brown 613, Burgundy Wine 514, Royal Blue 218. Hat fits 21½ to 23 inches. Measure your headsize (see Page 114); state color. Shipping weight, 1 lb., 3 oz. **\$1.98**
78 D 9110—2-piece set. Shipping weight, 1 lb., 3 oz. **\$1.98**
78 D 9111—Hat only. Ship. wt., 14 oz. **\$1.19**

(B) 1940 is one year you won't want to be without a turban! Get yours early! Hand draped. Colors: Black, Brown 613, Burgundy Wine 514, Navy. Measure (see Pg. 114); state color. Ship. wt., 12 oz. **\$1.00**
Transparent Rayon Velvet
78 D 8845—Fits 21½ to 22½ in. **\$1.00**
78 D 8846—Fits 22½ to 23 in. **\$1.00**
Rayon Bagheera Cloth (Napped Jersey Weave)
78 D 8847—Fits 21½ to 22½ in. **\$1.00**
78 D 8848—Fits 22½ to 23 in. **\$1.00**

(C) The new shirred transparent rayon velvet in a hat that looks like \$5, at the least! Young, gay, altogether new! Grosgrain "hats-girl" streamers. Colors: Brown 613, Burgundy Wine 514, Black, Navy. Measure your headsize (see Page 114). State color. Ship. wt., 1 lb. **\$1.89**
78 D 9015—Fits 21½ to 23 in. headsize.



Yes! YOU CAN WEAR THESE!

Different, but Definitely Flattering!

(D) High drama... for the lady who believes hats should be exciting! Drape effects the way it suits you best; the effects you can create are marvelous! Richest of colors, vivid, vibrant, in a new suede-effect rayon cloth. Goes with any hair-do. Colors: Black, American Beauty 515, Teal Blue 235, Gold 720, Bittersweet (see Page 4). Measure (see Page 114); state color. Shipping weight, 14 oz. **89c**
78 D 9175—Fits 21½ to 23 in. headsize.

(E) The snood hat, romantic Paris fashion! New, easy to wear! Has a practical purpose, too; the snood holds curls in place, anchors the hat to your head. Grosgrain ribbons in liting multi-colors; rolled bumper brim; remarkably becoming! Good body felt. Colors: Black, Navy, Henna Rust 647, Burgundy Wine 514. Measure your headsize (see Page 114); state color. Shipping weight, 12 oz. **\$1.39**
78 D 8835—Fits 21½ to 23 in. headsize.

Hats May Be Bought On Easy Terms. See Page 11.



(F) Is comely dressy, definitely new. The forward tilt, the deep back, the narrow look are advance fashion! And complimentary to most faces. Good felt body, you'll love it. Colors: Black, Navy, Burgundy Wine 514 with deer Blue veil and bow, Brown 613 with Rust veil and bow. Measure your headsize (see Page 114); state color. Shipping weight, 12 oz. **\$1.19**
78 D 9040—Fits 21½ to 22½ in.
78 D 9041—Fits 22½ to 23 in.

(G) Forward, and upward! Stunning version of the pro-tic hat with the high sweeping line that's so striking, yet so easy to wear! Cleverly placed contrasting bow accents the line of the hat. Good body felt. Looks very expensive. Colors: Black, Henna Rust 647, Navy, Burgundy Wine 514. Measure (see Page 114); state color. Shipping weight, 14 ounces. **\$1.79**
78 D 8916—Fits 21½ to 22½ in.
78 D 8917—Fits 22½ to 23 in.

(H) Huge, crown, crown, new! Dipping "differential" brim, designed to be as smart from one side as the other! Comfortable to wear, becoming to all ages. American Classic? Good body felt. Colors: Henna Rust 647, Laurel Green 315, Navy, Burgundy Wine 514, Black. Measure (see Pg. 114); state color. Shipping weight, 1 pound. **\$1.00**
78 D 9160—Fits 21½ to 22½ in.
78 D 9161—Fits 22½ to 23 in.

(J) A sparkling bonnet, if there ever was one! Glam and disarming, with enchanting flowers perched above the brow. Turn the trim back, it's out of the face! Brilliant veil bow. Good felt. Colors: Black, Teal Blue 235, Burgundy Wine 514, Bittersweet (see Page 4). Matching veil. Measure (see Page 114); state color. Ship. wt., 14 oz. **\$1.19**
78 D 8965—Fits 21½ to 22½ in.
78 D 8966—Fits 22½ to 23 in.

(K) A new, new, new! Looks so much like a face! Faces look young! Choice of 2 fabrics. Colors: Black, Burgundy Wine 514, Royal Blue 218, Henna Rust 647. Fits 21½ to 23 in. Measure (see Page 114); state color. Ship. wt., 12 oz. **\$1.00**
78 D 9115—Rayon velvet
78 D 9180—Rayon bagheera

1910 to 1920



panama
with
black
ribbon-
1911



black
felt derby-
ribbon band and
edge-eyelets-
anchor cord
round crown
for riding-
1910



checked
cloth
pork pie-
machine
stitched
brim-
1912



checked
cloth
cap-
1913



pith helmet-
white cloth-
green lining-
worn by polo
player



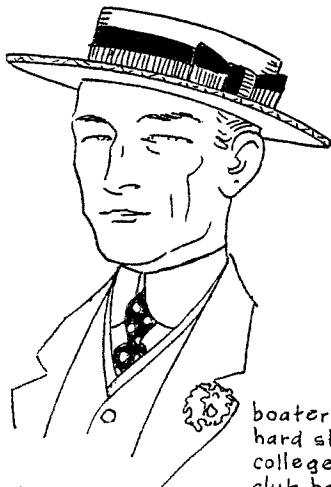
gray cloth
topper-
black ribbon
band-
English-
1914



black
silk
topper-
broadcloth
band-
1918



sports hat-
white or
natural linen-
ribbon band-
stitched brim-
1912



boater or
hard straw-
college or
club band-
1913



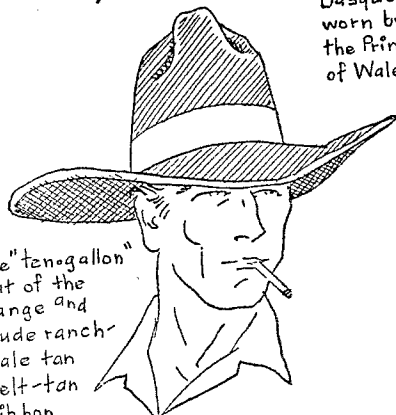
tan or gray
Hamburg-
striped
silk
puggree-
1918



riding hat-
felt pork pie-
ribbon band-
1914

RTW

1920 to 1930



the "tenogallon" hat of the range and dude ranch- pale tan felt- tan ribbon band- American



Basque beret worn by the Prince of Wales



straw sombrero colored cord chinstrap with beads- Mexican



black felt derby- ribbon band- English- 1922



polo helmet with visor- white cotton reinforced throughout- English- 1922



formal hunt cap- black velvet- reinforced crown- black ribbon bow denotes gentleman rider- 1925



checked cloth cap- "Beatty Tilt"- worn by the Prince of Wales- 1922



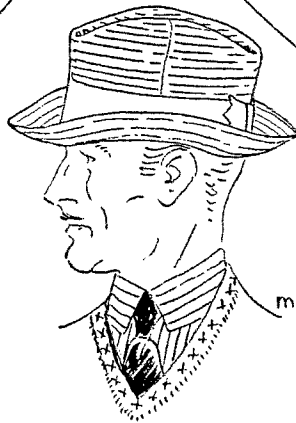
light colored snapbrim felt-ribbon band- worn by the Prince of Wales



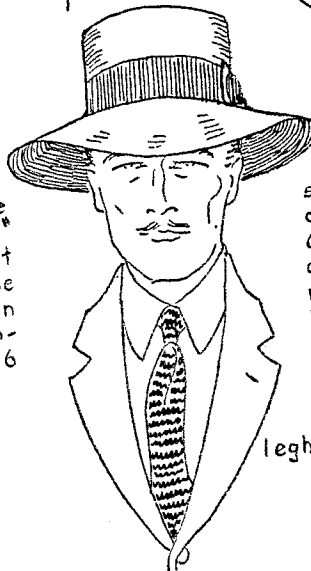
the "very smart" battered soft felt of the American college man- 1926



skullcap of the American college man- 1926



sports hat- machine stitched pongee-pinked bow in back- 1926



leghorn hat- ribbon band- 1927



boudoir cap- lace- chiffon- silk roses and foliage- 1920



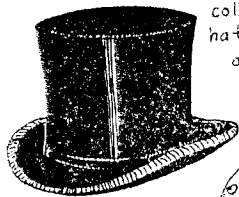
evening coiffure- hair cut shoulder length- small chignon- 1921



black sat turban- black ost gold broc alex- 1921

RTW

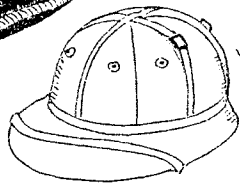
1930 to 1940



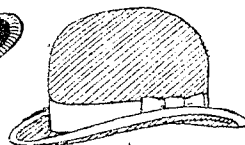
gibus, opera, or collapsible evening hat-black grosgrain or merino cloth-formal



black silk top hat-formal day or evening



polo cap-white cotton covered-reinforced

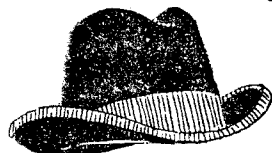
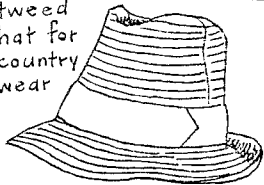


gray derby worn to the races-British

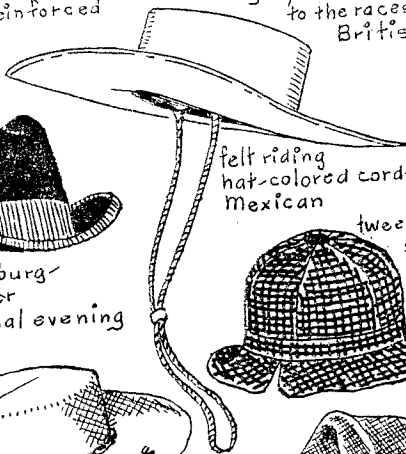


black silk hunting hat with guard

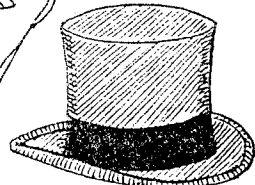
stitched tweed hat for country wear



black Homburg-business or semi-formal evening

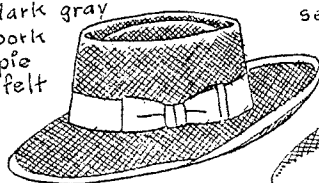


felt riding hat-colored cord-Mexican



gray felt top hat worn with cutaway coat-British

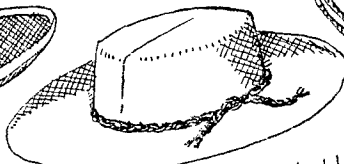
dark gray pork pie felt



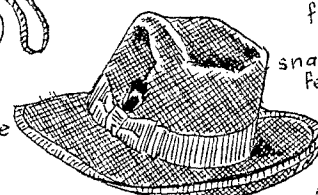
tweed grouse shooting hat



black felt derby for day wear in town



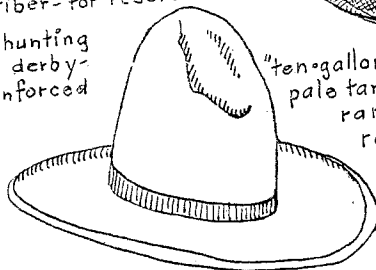
Mantego hat-vegetable fiber-for resort wear



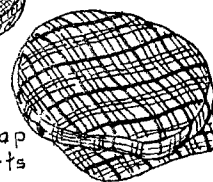
snap brim-brown felt with feather



black hunting derby-reinforced



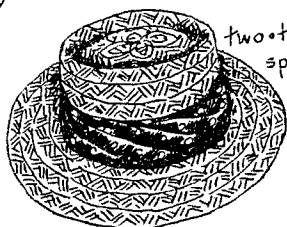
"ten-gallon hat" pale tan felt-ranch or range



tweed cap for sports



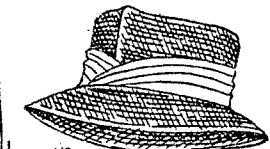
straw with dark red cotton puggree band



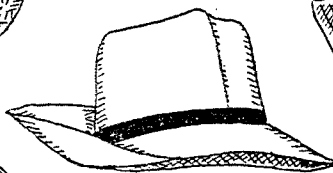
two-tone straw-spotted silk puggree band



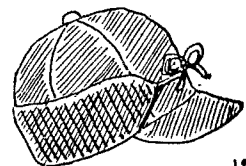
black velvet hunt cap-reinforced-worn with pink coat



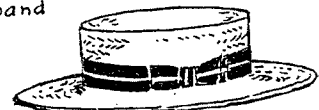
brown leghorn-white shantung puggree band



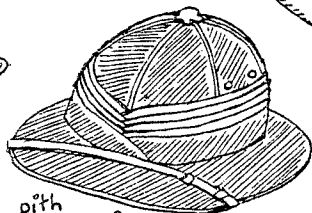
Panama with black grosgrain band



for duck shooting-tan gabardine-corduroy flaps

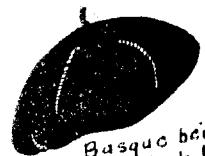


boater of sennit straw-silk club band



pith helmet for tropics-tan gabardine

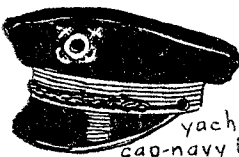
ski cap-dark blue gabardine-flaps inside-black ribbon



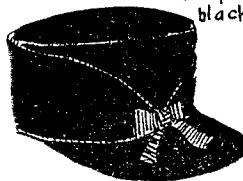
Basque beret-dark blue woolen woven in one piece



black felt Tyroler hat-cord band-feathers



yachting cap-navy blue-gold insignia



deer shooting-bright red cloth-leather visor

1930

"page-boy bob" with rolled pompadour 1937

short coiffure parted and rolled-1939

1890 to 1900

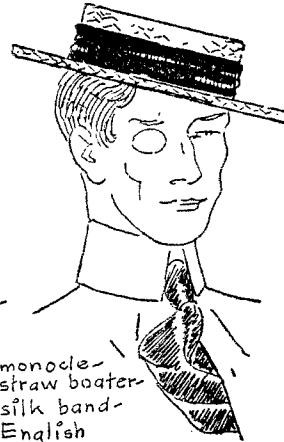
black silk
top hat-
French
1897



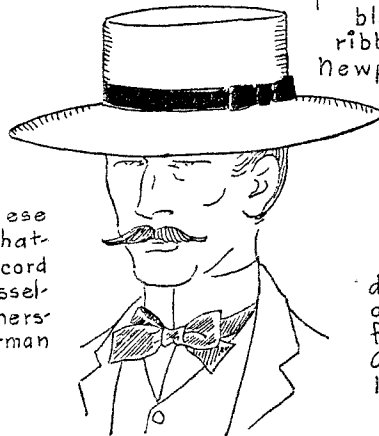
pearl gray
felt-gray
ribbon-worn
by the Prince
of Wales, later
Edward VII at
Bad Homburg-
1896



monocle-
straw boater-
silk band-
English
1898



panama-
black
ribbon-
Newport



derby-black
or brown-
felt-
American-
1890



Tyrolese
felt hat-
silk cord
and tassel-
feathers-
German



yellow
straw-
pink satin
ribbon-pink
ostrich-
1892



gray or tan
felt-four
dents-
ribbon
band-
southern
planter-
American



khaki
felt-
gold-gilt
insignia-
American
soldier

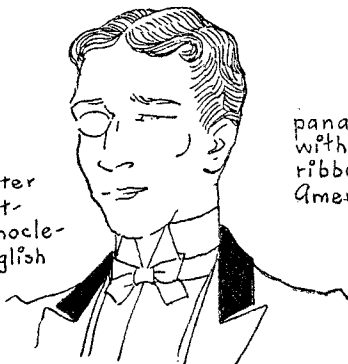


cap of
plaid
cloth-
American

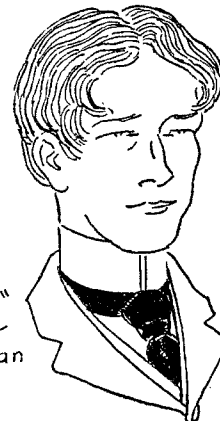


panama
with
ribbon band-
American

center
part-
monocle-
English



"football"
haircut-
American



French roll in
back-topknot
and puffs-
French-
1890



RTW



ALL WOOL

Leading the Leaders
"V" NECK **"U" NECK**

Fancy Patterns	<small>EACH</small>	Plain Colors
83D1500	\$2⁹⁸	83D1641
Fancy tan.		Black.
83D1501		83D1642
Fancy blue.		Rust tan.

POSTPAID

Sizes, 34 to 46 inches chest measure. Be sure to state size. We Pay Postage.

New throughout! Gay new fancy colors matched with the season's most outstanding patterns give these **ALL WOOL WORSTED** "V" Neck, Cricket Sweaters the snap and dash that modern young men demand. Also come in **plain colors** in the popular "U" Neck Style. Snug fitting cuffs and bottoms. Styled right—tailored right, they are fit for young kings of style and sport.

Fancy Patterns
83D1500
Fancy tan.
83D1501
Fancy blue.

EACH
\$2⁹⁸

Plain Colors
83D1641
Black.
83D1642
Rust tan.

New throughout! Gay new fancy colors matched with the season's most outstanding patterns give these **ALL WOOL WORSTED** "V" Neck, Cricket Sweaters the snap and dash that modern young men demand. Also come in **plain colors** in the popular "U" Neck **Style**. Snug fitting cuffs and bottoms. Styled right—tailored right, they are fit for young kings of style and sport.

*For
Measuring
Instructions
Refer
to Page 396*



\$3⁹⁸

83D1548
Fancy rust tan.
83D1549
Fancy brown.
Sizes, 34 to 46 inches
chest measure. Be
sure to state size.

A "V" Neck Fancy Sport Coat knit from all wool worsted yarns in a neat pattern. Six-button front. Two handy pockets. You are going to have money left to spend for other things when you make the saving on this smart new serviceable sweater in its rich colors. For general wear.

\$2⁷⁵

83D1624
Navy Blue
83D1625—Black
83D1626—Maroon
Sizes, 34 to 46 inches
chest measure. Be sure
to state size.

Another big saving for smart dressers and keen buyers. All wool yarns knit into a fine gauge shaker stitch. High-fitting "U" neck style collar. Snug fitting cuffs and bottom. Of durable medium weight in the popular pullover style. Remember, too, We Pay Postage.

Heavy All Wool Yarn

\$3⁹⁸
POST PAID

83D1583
Navy blue with trim.
83D1584
Maroon with trim.
83D1585
Black with trim.

Size: 34 to 46 inches chest measure. State size. A sweater with the air of a sportsman. Known as the champion of the campus, it's the only sweater in the field. A real sportsist priced even below the ordinary figures you are accustomed to paying elsewhere. A heavy-duty, long-wearing shaker stitch pullover knit from a high quality yarn. Around the "V" neck, cuffs and bottom is a neat trim of bright contrasting color. Exceptionally well tailored and trim fitting. Order one today on our guarantee of money back if not satisfied. We believe our sweaters price are the lowest in America. Remember, **Postage We Pay**



Write for Free Tape Measure



"U" Neck Pullover

\$3⁹⁸
POST
PAID

83D1577--Black.
83D1578--Navy
blue.
83D1579--Tan
beige.

Sizes, 34 to 46 inches chest measure.
Be sure to state size.

Slated to be a big favorite this season. Expensive looking colors with new novelty designs patterned right into the knitting; something quite new at our usual savings. Finely knit, narrow gauge **shaker stitch of finest all wool worsted yarns** in a suitable weight for Fall and Winter. The "U" Neck style is very popular.

"V" Neck Cricket

\$1.98
POST
PAID

83D1529
Fancy tan.
83D1530
Fancy blue.
Sizes, 34 to 46 in.

chest measure. State size.
Cricket sweaters are identifying smart dressers everywhere. Here is a golden opportunity to have one at low cost. In the "V" **Neck Style**. Knit from worsted wool and cotton yarns in the seasons newest colors and patterns. Knit of about one-half wool, the balance fine cotton yarns. Ribbed bottom and cuffs give neat snugness. Priced low. Sears-Roebuck always lead in Men's furnishing values.

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.

Coat: 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 cuff effect, or with self cloth cuffs, or plain bottoms in self material. State which. Two button set-on waistband; wide belt loops.

For Sizes, See Scale at Bottom of Page.
4 R A751 Brownish Tan Flannel
4 R A752 Blue Gray (London Smoke) Flannel

OUR PRICE, \$24.50 Postage.
The Suit, 20c Extra

\$24.50

New Handsome Double-Breasted Model
All Wool Dark or Medium Gray Cassimere!

Desirable fabrics 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 Cassimere in medium Gray or Dark Oxford Gray Herringbone designs. This model is a great favorite with fashionably dressed men.

Coat: Three-button double-breasted style with only two buttons to fasten. Half lined with wool alpaca. Broad, soft-rolling lapels.

Vest: Regulation style.

Trousers: Wide, 19-inch cuffed 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

DARK OXFORD GRAY
CASSIMERE

\$21.50

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 \$30.00 and more. Our great buying power, and our painstaking efforts to offer a record-breaking value enable us to price this suit several dollars less than it would ordinarily sell for.

Custom tailored of finely woven All Wool College Striped Dark Oxford Cassimere or new Double Twisted Gray or Brown Suiting known as 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 Cassimere with Stripes
4 R A763 Brown Twist
4 R A764 Medium Gray Twist

OUR PRICE, \$21.50 Postage.
20c Extra

Double-Breasted Suits in Two Popular Fabrics

Navy Blue Worsted or Marine Blue Cassimere

This value demonstrates our leadership in clothing bargains. Very latest wide waist, diagonal, unfinished. Navy Blue All Wool Worsted or Dark Blue All Wool Cassimere 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.

NAVY BLUE
UNFINISHED
WORSTED
\$14.50

DARK OXFORD
GRAY
\$22.50

MEDIUM GRAY
\$21.75

"THE BROADWAY"

THIS SUIT IS
FURNISHED
WITH EITHER
BLACK BOTTOM
CUFFS OR CUFFS
OF SAME
MATERIALS
AS THE
SUIT

IMPROVED
TAILORING
CORRECT
STYLES
NEWEST
FABRICS
REAL
VALUES

THE LATEST
MODEL IN
GRAY OR
BROWN
\$21.95

ALL WOOL
CASSIMERE
\$12.75

THE FIFTH
AVENUE
MODEL

All Wool Cassimere Suits

All Wool New Chevron Weave Cassimere Suits. Carefully tailored in latest shades of Medium Gray, Blush Gray or Rich Brownish Tan. Coat: Two-button, English style, with flap-covered side pockets. Half lined with durable lining. Vest: Usual collarless model.

Trousers: Wide, two-button, waistband; wide belt loops and wide, straight or cuffed bottoms. State which.

For Sizes, See Scale at Bottom of Page.
4 R A779 Light Gray OUR PRICE, \$12.75
4 R A714 Blue Gray Postage, 20c Extra
4 R A715 Brownish Tan

Smart and Snappy Models

This smart Collegiate Style Suit is made of high quality All Wool Chevron Striped Cassimere in choice of Medium Gray or new Forest Brown. The swagger, 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 pleats at the waistband.

For Sizes, See Scale at Bottom of Page.
4 R A845 Medium Gray
4 R A846 New Forest Brown \$21.95 Postage.
OUR PRICE, 20c Extra

Size of Suits on this Page



ONE PANTS
\$9.50
POSTPAID
TWO PANTS
\$11.95
POSTPAID



ONE PANTS
\$12.95
POSTPAID
TWO PANTS
\$16.50
POSTPAID



ONE PANTS
\$7.50
POST PAID



ONE PANTS
\$6.95
POST PAID



ONE PANTS
\$7.50
POSTPAID
TWO PANTS
\$9.50
POSTPAID

SEE OPPOSITE PAGE
FOR DESCRIPTIONS

WE PAY THE
POSTAGE

Certified Wear **Laboratory Tested**

TRADE MARK



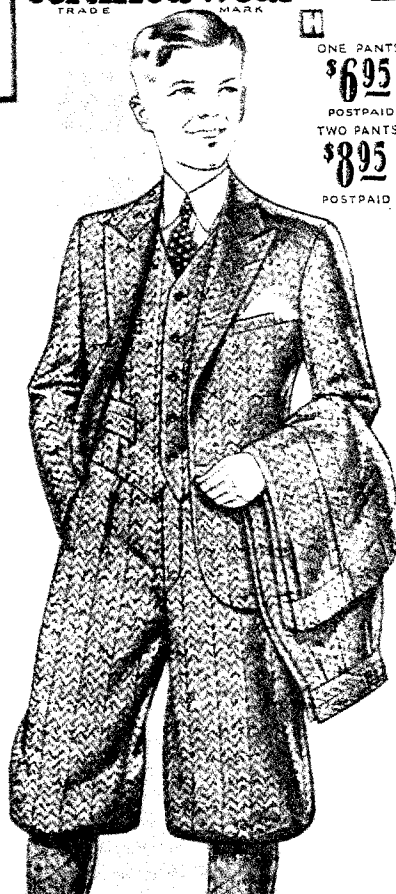
ONE PANTS
\$6.95
POSTPAID
TWO PANTS
\$8.95
POSTPAID



**GENUINE
FAMOUS**
Boyville
TRADE MARK
OUR OWN
MADE IN
U.S.A.

ONE PANTS
\$8.95
POSTPAID
TWO PANTS
\$11.50
POSTPAID

ONE PANTS
\$6.35
POSTPAID
TWO PANTS
\$8.35
POSTPAID



ONE PANTS
\$5.95
POSTPAID
TWO PANTS
\$7.95
POST PAID

Items on These Pages Shipped POSTAGE PAID BY SEARS, ROEBUCK AND CO. The World's Largest Store

Golf, Hiking and Riding Suits



SIZES.

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

- 41T361—Norfolk Coat. \$12.50**
41T362—Hiking Breeches. 6.25
41T363—Long, Cuff Bottom Pants. 5.50
 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; lacings at calves. Long pants are well made with cuff bottoms, belt loops, side and hip pockets. Average shipping weight of coat, 3½ pounds; breeches, 2¼ pounds; long pants, 2¾ pounds.
- 41T366—Golf Coat (Gray). \$27.00**
41T367—Golf Knickerbockers (Gray). 10.00
41T368—Long, Cuff Bottom Pants (Gray). 10.00
41T370—Golf Coat (Brown). 27.00
41T371—Golf Knickerbockers (Brown). 10.00
41T372—Long, Cuff Bottom Pants (Brown). 10.00
 Material, all wool gray or brown mixed tweed. Coat, skeleton lined with guaranteed brilliantine, 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, 1½ pounds; long pants, 2½ pounds.

- 41T374—Golf Coat (Brown Mixed). \$31.50**
41T375—Golf Knickerbockers (Brown Mixed). 10.35
41T376—Long, Cuff Bottom Pants (Brown Mixed). 10.35
41T378—Golf Coat (Olive Green Mixed). 31.50
41T379—Golf Knickerbockers (Olive Green Mixed). 10.35
41T380—Long, Cuff Bottom Pants (Olive Green Mixed). 10.35
 Material, all wool brown or olive green mixed tweed. Coat, skeleton lined with guaranteed brilliantine, 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, 2¾ pounds; knickerbockers, 1½ pounds; long pants, 2 pounds.

- 41T386—Corduroy Coat. \$15.75**
41T387—Riding Breeches. 9.25
41T388—Long Pants. 7.25

Material, good quality heavy weight olive drab narrow wale thickset corduroy. Norfolk style coat lined with moleskin cloth. Riding breeches have reinforced seat and lacings at calves. Cut large and roomy. Long pants have cuff bottoms, usual number of pockets and belt loops. Average shipping weight of coat, 4½ pounds; riding breeches, 2¾ pounds; long pants, 2¾ pounds.

- 41T381—Brown predominating. \$3.60**
41T384—Green predominating. 3.60
41T395—Oxford Gray predominating. 3.60
 Sizes, 9½ to 11. Average shipping weight, 12 ounces.



40V131

40V135

Palm Beach
REGISTERED U.S. PATENT OFFICE
THE GENUINE CLOTH

40V343

40V133

40V345

40V347

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. Tunnel 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 shipping weight, 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—economy especially when the high cost of woollens 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. shpg. 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.**

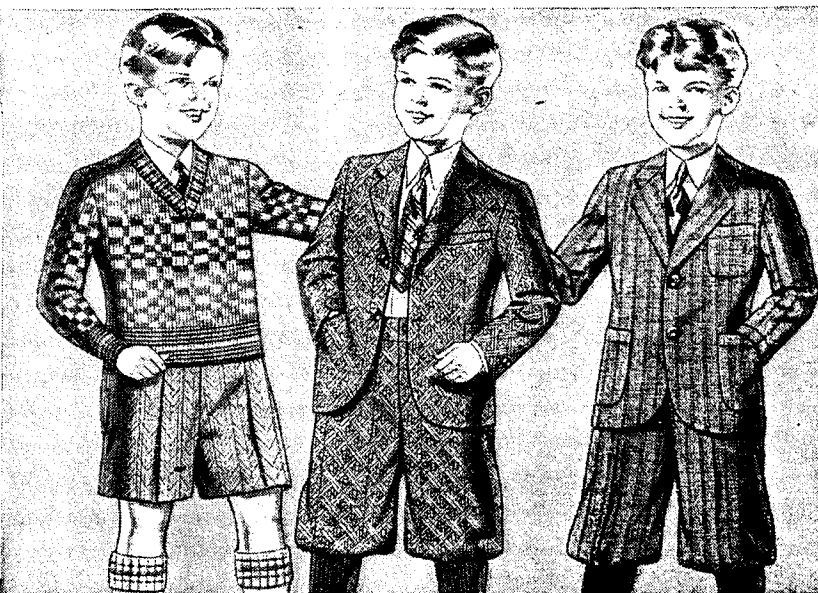
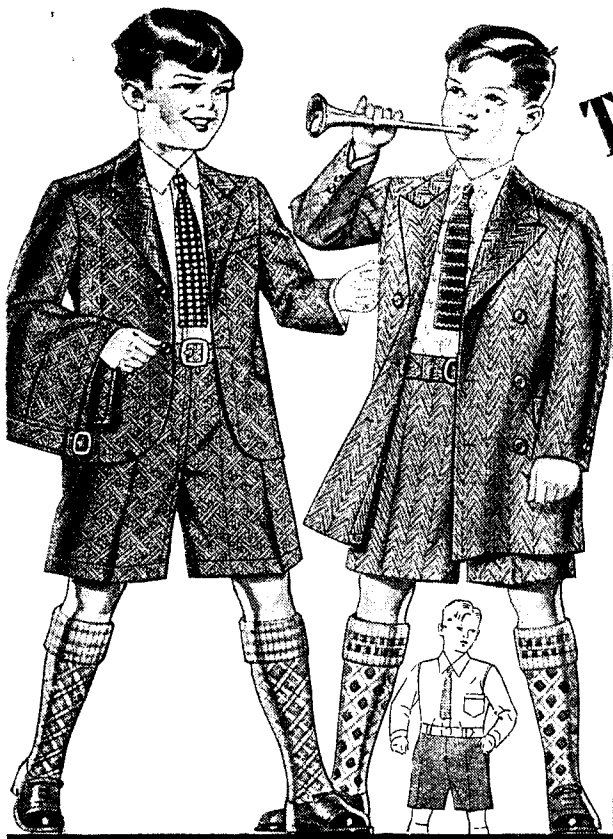
40V347 \$12.50

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.

The Newest Vogue for Little Men

Certified Wear - Greater Values

WE PAY POSTAGE

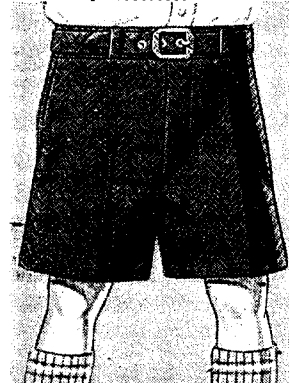


All Wool and Silk

A medium brown all wool and silk cassimere in a neat diamond weave with Rayon decorations. Coat is a two-button model with notched lapels. Lined with fancy durable lining. English shorts style pants are full lined and have self belt with buckle. SIZES-4 to 9 years. State age size.

40V3319-Brown All Wool and Silk Cassimere Suit with Extra Pants. Postpaid. **\$5.45**

40V3323-Suit as Above, with Only One Pair of Extra Pants. Postpaid. **\$3.95**



English Shorts

Ideal shorts for active little boys. They are made in the extremely popular English short style, roomy, comfortable and convenient. Will wear well and keep at through long, hard service. Made of self material with a buckle. Sizes, 8, 9 and 10 have front, as illustrated. Other sizes have side openings. Two side pockets and one back pocket. SIZES-4 to 10 years. State age size.

40V3402-All Wool Blue Denim Shorts. Postpaid. **\$1.39**

40V3405-All Wool and Silk Brown Cassimere With Overlaid Decoration Shorts. **\$1.39**

40V3454-All Wool and Silk Gray Cassimere With Overlaid Decoration Shorts. **\$1.39**

Ensemble Suit

A very attractive suit consisting of English short style pants which button to a figured madras waist. Harmonizing mercerized tie. The full lined pants have self belt with buckle. Coat listed separately. SIZES-3 to 8 years. State age size.

40V3326-Suit Consisting of Blueish Gray, All Wool and Silk Cassimere Pants With Rayon Decorations, Figured Waist and Tie. Postpaid. **\$1.79**

40V3837-Reefer Coat to Match Suit Above, Fully Lined. Sizes, 3 to 8 years. State age size. **\$3.50**



Washable Shorts

The new and very popular English Shorts. All the little fellows are wearing them. Three serviceable materials as listed below. Pants are made to button to waist and have belt loops and belt of same material with attractive belt buckle. Bar tacked. Hip pocket and two side pockets. Sizes, 8, 9 and 10 made with fly front. SIZES-4 to 10 years. State age size. We Pay the Postage.

40V3450-Tan Check Washable Cotton Crash. **69c**

40V3409-Assorted Striped Patterns, Imported Linen Shorts. Postpaid. **79c**

40V3421-White Duck Shorts. Postpaid. **69c**

Stylish Combination

A new and stylish outfit the boys will like. Mothers, too, will like it because it is really surprisingly low priced. The pants are the popular straight style with self belt and buckle. They are full lined and have two manly side pockets. The pants are made of a medium tan all wool and silk cassimere with attractive and stylish Rayon stripes. The sweater is rib knit of two-ply all wool worsted yarn in a Jacquard weave of tan and blue. SIZES-3 to 9 years. State age size.

40V3338-Sweater and Pants. Postpaid. **\$2.98**



Elastic Waist Band

Attractive, elastic waistband shorts for hard playing youngsters. Practical latest style; popular. The elastic waistband does away with all buckles, belts and buttons and keeps the waist tucked in no matter how strenuous the boy may play. Fully lined. Strongly finished, with bar tacking at all strain points. Has two side pockets and one hip pocket. Either of the fine fabrics will give a world of long wear and satisfaction, and at outstanding values. SIZES-4 to 9 years. State age size.

40V3419-Gray Cassimere Elastic Waistband Shorts About Four-Fifths Wool and Silk. **\$1.00**

40V3420-Brown All Wool and Silk Cassimere Elastic Waistband Shorts With Rayon Decorations. Postpaid. **\$1.19**

Handsome Suit

A handsome long wearing suit of all wool and silk gray novelty weave cassimere with Rayon decorations. The coat is an attractive two-button single breasted model, as illustrated, and fully lined with durable fancy lining. Golf knickers are full lined and have buckle bottoms and usual pockets. SIZES-4 to 9 years. State age size.

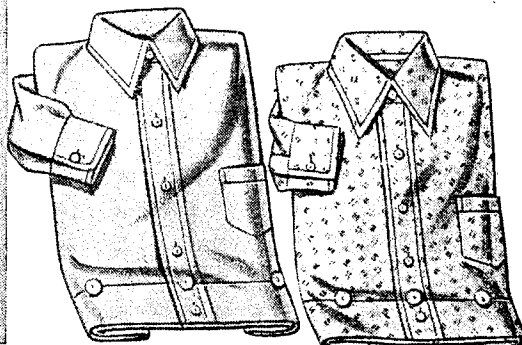
40V3306-Gray All Wool and Silk Cassimere Suit. Postpaid. **\$4.35**

40V3310-Same Suit With Extra Golf Knickers. Postpaid. **\$5.85**

Washable Cloth

A marvelously low priced suit that will keep the boy cool and comfortable in trying warm weather. He will like the style of this garment—it is quite mannish in cut. Mother will appreciate the fact that the material is easy to wash and launder. Made of Blue-gray cotton crash suiting with contrasting stripes. Both the coat and the knickers are unlined. The coat is two-button style with three patch pockets. A very attractive value. SIZES-5 to 10 years. State age size.

40V3327-Washable Cotton Crash Suit. Postpaid. **\$1.98**



Button-On Style

Very practical waists with large buttons at the bottom to button to the little pants. All fast color cotton broadcloth materials. Lined collars and cuffs, sleeve facings. Open cuffs to button. Long sleeves and regular style collar. Good quality buttons. They launder well. SIZES-4 to 10 years. State age size.

40V3524-Tan Pastel Shade Broadcloth. Postpaid. **69c**

40V3523-Blue Pastel Shade Broadcloth. Postpaid. **69c**

40V3526-Plain White Broadcloth. Postpaid. **69c**

Popular Style

An extraordinary opportunity to save on little fellows' waists. Button-on style with large buttons at bottom to button to pants. Will wash and launder well. Open cuffs to button. Lined collar. SIZES-4 to 10 years. State age size.

40V3518-Novely Pattern Dobby Weave Cotton Broadcloth. Postpaid. **67c**

40V3522-Dressy Rayon Stripe Woven Cotton Broadcloth. Postpaid. **85c**

40V3501-Plain Blue Chambray. Postpaid. **65c**



412 C 82
\$349



412 C 84
\$298



412 C 88
\$498



412 C 90
\$339



Two
Head Sizes
Average and
Large

412 C 92
\$298



412 C 86
\$249



412 C 94
\$329



412 C 96
\$198



412 C 98
\$265



412 C 100
\$298



412 C 102
\$329



412 C 104
\$398



412 C 106
\$459



412 C 108
\$298



412 C 114
\$179



What Shall We Tell You About Hats?

IS IT good news to you that Fashion has said, "Large or small hats for this season"? It means that you can have exactly the hat you want—the hat that makes you look your best.

We have large dress hats, flowered or feathered, of Silk and Velvet, or entirely made of Silk Velvet. For general wear or sports wear there are small, soft brimmed hats of silk—light and lovely.

All varieties of Felts and Velvets are here in all colors.

There are hats for children, for misses, women and matrons. All are beautiful. And the price makes each a real bargain.

412 C 10
\$1.88



412 C 14
\$1.98



412 C 12
\$3.98



412 C 16
\$2.98



Two
Head Sizes
Average and
Large

412 C 18
\$1.49

412 C 18 Medium size straight brim sailor of good quality Velvet. Fashioned with a soft crown which matches the under brim in color. Top brim of contrasting color. Has Grosgrain ribbon band and short side streamers. COLORS: Peacock blue and black; sand and brown; brown and tangerine; red and navy, or navy and sand.

State color wanted.

412 C 18—Average Head Size.
412 C 19—Extra Large Head Size.

PRICE, \$1.49
Postage, 12¢ extra



412 C 20
\$3.98



412 C 22
\$3.49



412 C 24
\$2.49

412 C 20 Attractive mushroom hat of Silk Velvet. Soft crown and narrow ribbon band. Narrow rolled cushion brim. Beautiful Ostrich feather trims front. COLORS: Black; red; pheasant brown; sand; brown, or navy. State color wanted.

PRICE, \$3.98
Postage, 12¢ extra

412 C 10 Beautiful large dress hat of excellent quality Velvet. Soft full crown and tucked flange around the brim. Richly trimmed with a fine uncurled Ostrich feather. COLORS: Black; purple; brown, or navy, each with feather trimming of contrasting color. State color wanted.

PRICE, \$4.88
Postage, 12¢ extra

412 C 12 Something new and exceedingly smart in a roll hat of fine quality Silk Velvet. Outer brim of Silk Taffeta with four rows of cushion cording. Silk berries add a chic touch. COLORS: Black; Copenhagen blue; brown; jade green; or red. State color wanted.

412 C 22 Chic, close fitting Silk Velvet turban, artfully fashioned in a new and becoming shape. Made with a soft, full top crown and prettily trimmed with a wreath of colored Velvet flowers and foliage. COLORS: Black; sand; Copenhagen; red; brown, or navy. State color wanted.

PRICE, \$3.49
Postage, 12¢ extra

412 C 24 Almost every type of woman can wear this popular style on-the-face hat, for it is a universally becoming shape. Made of good quality Silk Velvet with rich Ostrich pompon trimming at one side. COLORS: Black; sand; peacock blue; red; brown, or navy. State color wanted.

PRICE, \$2.49
Postage, 12¢ extra



012
fixed
alla
18

r the always
say skirt.
d model of
nella Cloth
le selection.
ombination
plaits with
ren in the
a rich trim
ZES: 23 to
33 to 41
th.
waist and
also front
n.
Blue.
\$5.48
ney saving
y tailored
ew flaring
uality All
ient pock-
ly butto-
able belt
Exception-
ES. 22 23



10 C 1022
All Wool Serge
\$4.29

10 C 1022 Handsome all wool serge skirt, the sides and front all gracefully arranged in narrow and wide box plaits as illustrated. Buttons lend a neat trimming touch. Detachable belt self of material. A serviceable, smart looking skirt at a Ward money saving low price.

WOMEN'S SIZES: 23 to 32 waist; 33 to 41 front length. State actual waist and hip measurement and front skirt length wanted.

10 C 1022—Navy Blue.
10 C 1024—Black.

PRICE, \$4.29

Postage, 10¢ extra

10 C 1040 Attractive All Wool Plaid of an exceedingly good quality is used in this skirt, a model you will enjoy wearing for sports or general use.

It is a smart and graceful



10C1026
Striped
Bedford
Cord
\$3.37

10 C 1026 Cleverly styled Skirt of Striped Bedford Cord Wool Mixed skirting.

Effectively box plaited, showing the solid color on top and the stripes in the folds.

WOMEN'S SIZES: 23 to 32 waist; 33 to 41 front length. State actual waist and hip measurement and front skirt length wanted.

10 C 1026—Brown and Tan.
10 C 1028—Navy Blue and Tan.
10 C 1030—Black and White.

PRICE, \$3.37

Postage, 10¢ extra

The handmade waist shown here is No. 15 C 100 on Page 58.

10 C 1032 Smartly plaited, correctly tailored skirt in Navy All Wool Serge or in Navy Wool Mixed Panama. Trimmed with contrasting color stitching as illustrated. Self material belt.

WOMEN'S SIZES: 23 to 32 waist; 33 to 41 front length. State actual waist and hip measurement and front skirt length wanted.

10 C 1032—All Wool Serge.

PRICE, \$4.98

10 C 1034—Wool Mixed Panama.

PRICE, \$4.45

Postage, 10¢ extra



10 C 1032
All Wool Serge
\$4.98

10 C 1034
Wool Mixed
Panama
\$4.45

10 C 1036
Wool Mixed
Panama
\$3.24



Bargain Offer
All Wool Serge Skirt
at a Money-Saving
Price

10 C 1044 Just think of it! Only \$3.39 for a skirt of handsome All Wool Serge; the biggest skirt bargain of the season! Carefully tailored on trim fitting lines, slightly gathered at the waist. Two pockets with novel shaped, button-trimmed tabs. All-around belt. A smart skirt that will wear

For Misses and Small Women



10 C 1200
All Wool
Serge
\$3.98



10 C 1202
All Wool
Plaid
\$3.98



10 C 1214
Bedford
Cord
\$2.24

10 C 1200 Especially designed for women of small stature, a handsome high grade All Wool Serge Skirt. Effectively trimmed with stitched braid and tassels of contrasting color. Belt of self material.

MISSES' SIZES: 23 to 28 waist; 33 to 38 front length. State actual waist and hip measure, also front length.

10 C 1200—Navy Blue only.

PRICE, **\$3.98**
Postage, 10¢ extra

10 C 1202 Particularly attractive Skirt for sports or general wear. Made of All Wool Plaid. Self fringe trims the side front in newest style. Fancy button trimmed pocket. All around belt.

MISSES' SIZES: 23 to 28 waist; 31 to 38 front length. State actual waist and hip measure, also front length wanted.

10 C 1202—Copper Brown.

10 C 1204—Royal Blue.

PRICE, **\$3.98**
Postage, 10¢ extra

10 C 1206 This smart Skirt of beautiful All Wool Plaid, displays an attractive arrangement of alternating box and side plaits. All around belt is drawn through buckle trimmed tabs. An irresistibly chic, youthful model.

MISSES' SIZES: 23 to 28 waist; 31 to 38 front length. State actual waist and hip measure, also front length wanted.

10 C 1206—Copper Brown.

10 C 1208—Royal Blue.

PRICE, **\$4.98**
Postage, 10¢ extra

10 C 1210 This exceptionally fine Skirt you may choose either in All Wool Serge or Wool Mixed Panama. Fashioned with alternating knife and box plaits all around and trimmed with white Soutache braid. Button trimmed belt.

MISSES' SIZES: 23 to 28 waist; 33 to 38 front length. State actual waist and hip measure, also front length.

10 C 1210—Navy Blue Serge.

PRICE **\$4.75**

10 C 1212—Navy Blue Panama.

PRICE, **\$3.75**
Postage, 10¢ extra

10 C 1214 Especially smart for you of small figure is this box plaited Skirt of richly striped Bedford Cord skirting. Buttons lend a touch of trimming in front. Self material belt.

MISSES' SIZES: 23 to 28 waist; 33 to 38 front length. State actual waist and hip measure, also front length.

10 C 1214—Brown and Tan.

10 C 1216—Navy Blue and Tan.

PRICE, **\$3.24**
Postage, 10¢ extra

10 C 1218 Distinctively new and very smart box plaited Skirt of high grade All Wool Stripe skirting. The newest trimming, leather fringe, provides a chic trimming touch and buttons finish effectively; self material belt.

MISSES' SIZES: 23 to 28 waist; 33 to 38 front length. State actual waist and hip measure, also front length.

10 C 1218—Brown and Tan.

10 C 1220—Navy Blue and Tan.

PRICE, **\$5.29**
Postage, 10¢ extra

The handmade blouse shown here is No. 15 C 100. See Page 68.

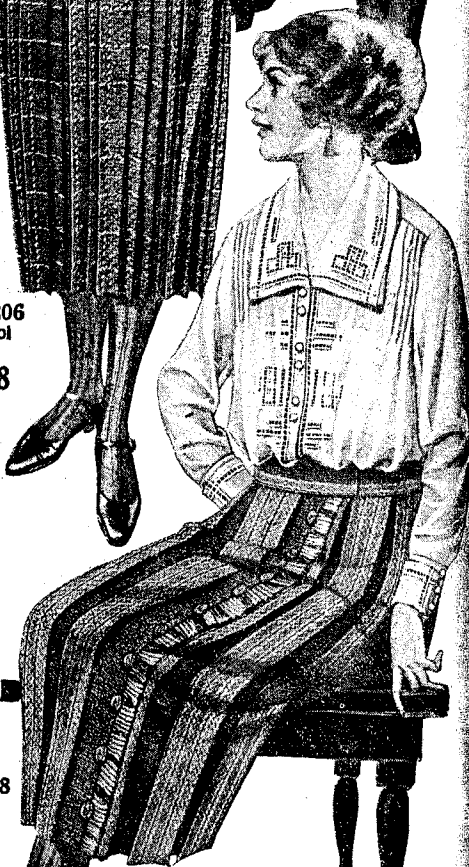
Prompt Service
and Pleasing Goods
"The Skirt fits Perfectly."

10 C 1210
All Wool
Serge
\$4.75

10 C 1212
Wool Mixed
Panama
\$3.75



10 C 1206
All Wool
Plaid
\$4.98



10 C 1218
All Wool
Skirting
\$5.29

Specially Designed for Extra Sizes 39 to 53 Bust



14 C 200
All Wool
Serge

\$11.98

14 C 200 The long, straight lines of this All Wool Serge Coat Dress, are cleverly fashioned to give a slenderizing effect to the stout figure. The full length Tuxedo fold is smartly embroidered and the vest and sleeves are trimmed to match. Tailored braid piping finishes the neck and sleeves. Narrow belt of self material.

STOUT SIZES: 39 to 53 bust. State your actual bust measure and front skirt length wanted.

14 C 200—Navy Blue.
14 C 202—Black.

PRICE, **\$11.98**
Postage, 10¢ extra

14 C 212 Beautiful Satin Charmeuse Dress made on the lines most suitable and becoming to the stout figure.

Has the fashionable Tuxedo collar, three-quarter length sleeves and a vestee trimmed with White Satin insertions and buttons. Plaited side

14 C 212
Satin Charmeuse

\$19.75

14 C 204
Silk and Cotton
Poplin

\$6.98



14 C 216
All Wool



14 C 208
All Wool
French Serge

\$15.00

14 C 208 A particularly handsome dress made of fine quality All Wool French Serge, the latest style for stout figures.

The bodice and overskirt are richly hand embroidered and are cut in one piece, giving the slenderizing long coat effect. The overskirt is slashed to the waist at intervals forming loose panels which are outlined with braid edging. Braid also finishes the collar, vest and cuffs. Narrow belt.

STOUT SIZES: 39 to 53 bust. State your actual bust measure and front skirt length wanted.

14 C 208—Navy Blue.
14 C 210—Black.

PRICE, **\$15.00**
Postage, 10¢ extra

14 C 204 This inexpensive Dress of good quality Silk and Cotton Poplin is especially designed to be becoming to stout women.

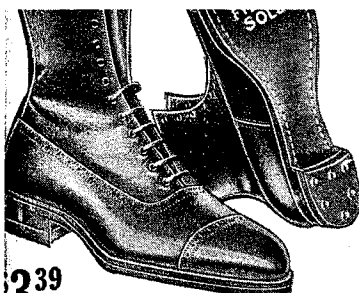
The inserted front panel is effectively embroidered in self and contrasting colors. Tuxedo collar finishes the bodice and the skirt has a narrow button trimmed fold on either side of the panel. The bell shaped cuffs and wide girdle are of self material.

STOUT SIZES: 39 to 53 bust. State your actual bust measure and front skirt length wanted.

14 C 204—Navy Blue.
14 C 206—Black.

PRICE, **\$6.98**
Postage, 10¢ extra

14 C 216 Only \$12.98 for this very new and exception-



339 Walking Shoes with Rubber Heels

There is unusual comfort in these stylish walking shoes. The well wearing fiber soles and good quality rubber heels make walking a real pleasure. Splendid workmanship throughout.

SIZES: 2 1/2 to 8. Widths D, E, EE.
State size wanted.
24 C 1244—Fine Brown Side Leather.....\$3.39
24 C 1240—Fine Black Gunmetal Leather.....3.39
Postage, 10¢ extra



\$2.98

\$2.98

Soft Brown Leather An Extra Value

An excellent model with stylish high heel. Smartly stitched tip. Well wearing leather sole. The uppers are select quality brown kid finished leather. A genuine bargain price.

SIZES: 2 1/2 to 8. Widths D, E, EE.
State size wanted.
24 C 990.....\$2.98
Postage, 10¢ extra

Soft Black Leather Priced Very Low

A pair of these shoes at this unusually moderate price should convince you that we lead in footwear values. Excellent grade black kid finished leather. Stylish high heel.

SIZES: 2 1/2 to 8. Widths D, E, EE.
State size wanted.
24 C 1385.....\$2.98
Postage, 10¢ extra

We Use Better Quality Soles, Insoles, Counters In All Our Shoes



\$2.98

Soft, Easy, Glove Fitting Black Genuine Kid Walking Shoe

This genuine Kid Leather Walking Shoe is a telling example of the foot wear value giving supremacy of Montgomery Ward & Co. Note the low price—then see the graceful lines, the neat perforations and stitching. If you are looking for a shoe of this style you could not make a wiser choice. The well wearing leather soles are neatly finished. Military walking heel.

SIZES: 2 1/2 to 8. Widths D, E, EE.
State size wanted.
24 C 960.....\$2.98
Postage, 10¢ extra



This Is a Greatly Reduced Price For These Fine Shoes

Brown or Black \$3.98

Women's and Big Girls' Goodyear Welt, Low Heel Walking Shoes

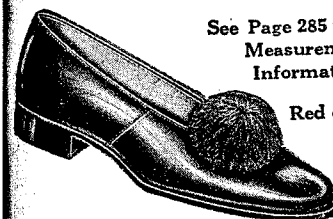
Finest Sole Construction

You will be more than satisfied with the quality workmanship and style of these shoes. Stylish toe and low walking heel. Durable, select leather soles are Goodyear welt sewed.

SIZES: 2 1/2 to 8. Widths D, E, EE. State size wanted.
24 C 1149—Fine Brown Side Leather.....\$3.98
24 C 1128—Fine Black Gunmetal Leather.....3.98
Postage, 10¢ extra

See Page 285 for Shoe Measurement Information

Red or Black



\$1.75

Very pretty Boudoir Slipper for women. Red or black soft kid finished leather. Hand turned leather sole. SIZES: 2 1/2 to 8. Wide width. State size wanted.
24 C 4075—Red.....\$1.75
24 C 4078—Black.....1.75
Postage, 8¢ extra

The "Roamer" Black Kid Oxford

—for Comfort
—for Service
—for Style

Notice the Smartly Stitched and Perforated Toe. Also the Neatly Fringed Patent Leather Collar—

A Pair

\$3.15

Rubber Heels Attached



A strikingly smart and new Walking Oxford for fall and winter. It has the new sunburst effect stitched and perforated toe. Popular low walking heel; rubber heels attached. The little patent leather collar, neatly fringed, is quite distinctive. Black genuine kid leather. Moderately priced.

SIZES: 2 1/2 to 8. Widths D, E, EE. State size wanted.
24 C 67.....\$3.15
Postage, 8¢ extra

Fine White Satin Slipper \$3.69



A fine quality White Satin Pump especially suitable and popular for evening wear. Flexible, hand turned leather sole. Satin covered high heel.

SIZES: 2 1/2 to 7. Widths D, E, EE. State size wanted.
24 C 143.....\$3.69
Postage, 8¢ extra

Brown or Black Oxford



The stylish high heel Oxford shown here is priced unusually low. Good quality kid finished leather with neat perforations. Durable leather sole.

SIZES: 2 1/2 to 8. Widths D, E, EE.
State size wanted.
24 C 263—Brown.....\$2.59
24 C 263—Black.....2.59
Postage, 8¢ extra

\$2.59

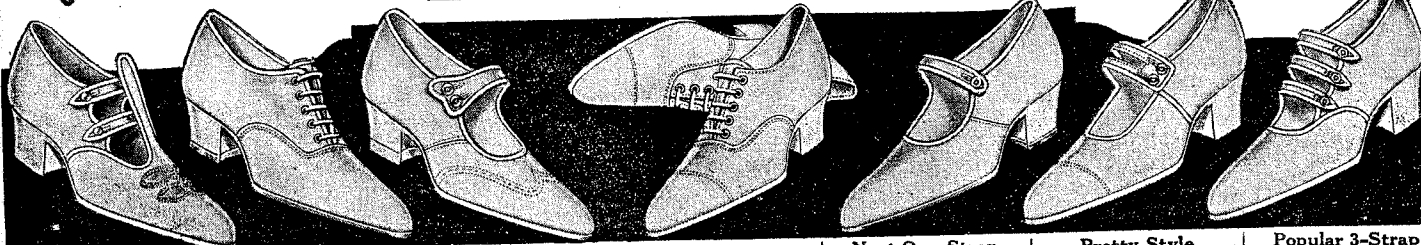


Gunmetal Oxford Rubber Heel

Women who favor low priced footwear for everyday use will receive excellent satisfaction from this neat style Oxford. Durable gunmetal leather. Well wearing leather sole. Rubber heels attached.

SIZES: 2 1/2 to 8. Wide width.
State size wanted.
24 C 66.....\$2.29
Postage, 8¢ extra

\$2.29



"Grecian" Sandal \$1.95

New, smart Two-Strap Button style. Sturdy white canvas. Durable leather sole. Military

Fine Oxford \$1.95

Extremely good quality white Sea Island Duck Oxford. Canvas covered military walking heel.

Very Smart \$1.79

Neatness, comfort, quality and low price combined. Stitched wing tip. Rubber heel, military style.

A Big Bargain \$1.49

An unusually low price for this White Canvas Walking Oxford. Leather sole. Military walking heel. Smartly stitched tip.

Neat One-Strap \$1.95

Attractive, fine fitting One-Strap Slipper with canvas covered military walking heel. Leather sole. Durable leather sole. SIZES: 2 1/2 to 8. Widths

Pretty Style \$1.65

The Two-Button Twin Strap Slipper is a very pleasing style. Fine white canvas. Military walking heel. Durable leather sole. SIZES: 2 1/2 to 8. Widths

Popular 3-Strap \$1.89

A good quality, firmly woven white canvas smart three-strap, button style. Military walking heel. SIZES: 2 1/2 to 8. Widths



Young America High School Suits

TRADE MARK

\$13⁹⁵

**All Wool
Navy Blue Serge**

SIZES: Chest, 31 to 35 inches.

The great popularity of this model is due to its comfort and practicability. It is clean cut and quietly distinctive. Extreme styles are not always the most popular. Often, a richly quiet style is most becoming to the wearer. All Wool navy blue serge, in a two-button single breasted style, suitable for every occasion. Serge lined coat; cuff bottom trousers, regulation four-pocket vest.

State size wanted.

39 C 1953—Navy Blue only.

PRICE, **\$13.95**
Postage, 15¢ extra

**"Young America"
Superiority**

We have no hesitancy in guaranteeing satisfaction from these splendid suits for youths of high school age. Many years' experience has taught us the requirements of good suits for active youths. To assure ourselves that our Young America Suits meet these requirements, we tailor them in our own factories where our rigid and high standard specifications may be fully maintained. We invite a comparison of our prices and qualities with those offered elsewhere. You will find lower prices, all right, but you WON'T find lower prices for the same quality.

\$16⁵⁰

**All Worsted
Navy Blue Cheviot**

SIZES: Chest, 31 to 35 inches.

The superior quality of "Young America" Suits is plainly evident in this stylish heavy weight All Wool navy blue worsted cheviot suit. Its youthful lines are enhanced by the all around belt and the patch flap pockets. The workmanship is far above the average. Every strain point is reinforced. Pockets are stayed to prevent sagging and ripping. Haircloth and canvas interlining assure a lasting neat appearance. Fine alpaca lining. Five-button vest; cuff bottom trousers.

State size wanted.

39 C 1957—Navy Blue only.

PRICE, **\$16.50**
Postage, 15¢ extra



*We are Always
Improving Quality
We will not sacrifice it for price!*

*You Will Need
An Overcoat, Too*

See Page 257



\$11⁹⁵

**Low Priced
Part Wool Blue Serge**

SIZES: Chest, 31 to 35 inches.

The wardrobe of every youth should include a serge suit, either All Wool or part wool. For a part wool serge we recommend the wearing qualities and clean cut appearance of this suit. Fabric is 50 per cent



\$12⁵⁰

**Brown Striped
Cassimere**

SIZES: Chest, 31 to 35 inches.

Splendid smooth finished cassimere. Suits usually sell at a higher price than we quote here. It is about 75 per cent wool. The two-button, single breasted style is favored by young men. Durable full lining of strong twill. Regular five-button vest. Trousers are strongly constructed and are cut full forward.



**\$15⁰⁰ All
Wool
Brown Cassimere**

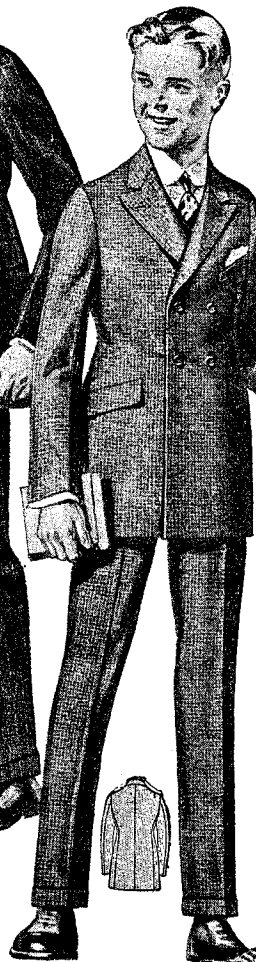
SIZES: Chest, 31 to 35 inches.

Many young men prefer the belted style. The youthful lines of this pleasing model will appeal to most youths. Fabric is an All Wool dark brown cassimere, with neat pencil stripes about one-half inch apart. Strongly reinforced and twill lined coat assures a lasting neat appearance. Cuff bottom trousers; regular vest. State size wanted. 39 C 1909—

**\$14⁷⁵ All
Wool
Blue Gray Mixture**

SIZES: Chest, 31 to 35 inches.

For those who like a little more style than the average, we offer this trim stylish double breasted suit. An All Wool fabric in a pattern of dark blue and gray mixture, with harmonizing pencil stripes. Coat is lined with strong twill and is strengthened to retain its shape. Vest and trousers are correctly cut and will fit perfectly. State size wanted. 39 C 1913—



\$13⁵⁰

**Fancy Olive
Mixture**

SIZES: Chest, 31 to 35 inches.

The striking fancy pattern of dark olive has a mixture of varicolored decorations. Fabric is more than half wool. The coat is in the popular double breasted



\$16⁵⁰

**Dark Brown Check
All Wool**

SIZES: Chest, 31 to 35 inches.

Conservative, but smartly so. The draped lines of this coat with its sloping, athletic style shoulders, and the pattern of dark brown with



\$2⁹⁵



Hand Made
\$1⁹⁵



Hand
\$2

15 C 102
Dimity
\$1⁹⁸



15 C 104
Voile
\$1⁷⁵



15 C 106
Linene
95¢

15 C 106 A neat, well made tailored Blouse of this type is a practical addition to your wardrobe for you can wear it for sports as well as general service. In good quality Linene with an embroidered "Peter Pan" collar and pin back cuffs of self material. Front closing. SIZES: 34 to 44 bust. State actual bust measure. 15 C 106—White only. PRICE, Postage, 5¢ extra 95¢

15 C 108 Very sheer and t White Voile Waist showing the latest trimming in the banding of r garian embroidery, as illustrated. Newest collar with pretty hems and fronts effectively tucked. 1 front closing. WOMEN'S SIZES: 34 to 44 bus State actual bust measure. 15 C 108—White only. PRICE, Postage, 5¢ extra \$

15 C 116 \$2⁹⁸
Silk Pongee
and Gingham



15 C 96 Dimity, handmade Porto Rican Blouse of finest quality Batiste. The pretty drawnwork and embroidery, as well as every seam on the blouse, are made by hand. Real Fillet lace edging finishes the becoming collar, cuffs and vest. Priced far below its actual value. SIZES: 34 to 44 bust. State actual bust measure. 15 C 96—White only. PRICE, Postage, 5¢ extra \$2.95

15 C 102 You will want one of charming gingham trimmed tailored blouse. Made of fine quality Dimity with a "Pan" collar and long sleeves with link cuffs. Checked Gingham effectively finishes the collar, cuffs and closing. clusters of tucks in front. Ribbon Excellent value. SIZES: 34 to 44 bust. State actual bust measure. 15 C 102—White only. PRICE, Postage, 5¢ extra \$1

15 C 98 If you appreciate handmade garments, you will be charmed with this Porto Rican Blouse of fine quality Batiste. Every stitch on this model, including the dainty drawnwork and embroidery, is made by hand. The blouse has a turn-down collar and long sleeves; it fastens in the back. SIZES: 34 to 44 bust. State actual bust measure. 15 C 98—White only. PRICE, Postage, 5¢ extra \$1.95

15 C 104 A fine White Voile Blouse which will delight you with its dainty and low price. The collar is prettily embroidered like the cuffs, it is trimmed with Valenciennes lace. Pin tucks on each side of front closing and hemstitching let neat finishing touch. SIZES: 34 to 44 bust. State actual bust measure. 15 C 104—White only. PRICE, Postage, 5¢ extra \$1.

15 C 100 Another lovely handmade Porto Rican Blouse—the daintiest wash blouse you could choose. Made of finest quality, sheer Batiste. The pretty drawnwork, the tucks and every seam in the garment are made by hand and yet the price we ask for it is exceedingly modest. SIZES: 34 to 44 bust. State actual bust measure. 15 C 100—White only. PRICE, Postage, 5¢ extra \$2.33

15 C 112 Although inexpensive, Blouse of Silk and Cotton Mixed Tulle is neatly made and will give excellent service. Has "Peter Pan" collar and sleeves. Checked Gingham edges collar and cuffs and forms the nobby neck tie. SIZES: 34 to 44 bust. State actual bust measure. 15 C 112—Tan. 15 C 114—Black. PRICE, Postage, 5¢ extra \$2.

15 C 112 \$2¹⁹
Tussah

15 C 116 The delightfully unique combination of Silk Pongee and checked Gingham in this attractive Slip-on Blouse will appeal to you.

collar and cuffs are of Checked Gingham SIZES: 34 to 44 bust. State actual bust measure.

Extra Size Waists

42 to 54
Bust

15 C 200
Dimity
Voile
\$2.29

15 C 202
Silk
Creme de Chine
\$5.79

15 C 212
Silk
Tricotee
\$5.88

15 C 210
Silk Pongee
\$4.59

15 C 208
Voile
\$2.28

15 C 200 Especially designed on long lines for the full figure, a very dainty and effective blouse of fine White Voile. Marked at an amazingly low price.

It is made with a square neck vest trimmed with a lace medallion, embroidery and pin tucks. The Tuxedo collar and pretty sleeves are also pin tucked and have edging of lace. The hemline adds a smart finishing touch.

STOUT SIZES: 42 to 54 bust.

State actual bust measure wanted.

15 C 200—White only.

PRICE, \$2.28
Postage, 5¢ extra

15 C 208 This simple but smart Blouse is made of quality Dimity Voile is especially designed for the full figure and will give you the appearance of being becomingly and correctly measured.

It is made with a pretty collar and long sleeves with turnback cuffs of self material. The collar and cuffs are piped with contrasting colored material. Front closing with pearl buttons.

STOUT SIZES: 42 to 54 bust.

State actual bust measure wanted.

15 C 208—White only.

PRICE, \$2.29
Postage, 5¢ extra

15 C 210 Dressy, slip-on Overblouse at a very low price. Fashioned of hand-made, fine quality Silk Tricotee in becoming design. The long sleeves have graceful, fitted cuffs.

It is elaborately embroidered with a wide band of lace across the chest and the back is also elaborately embroidered with a sash.

STOUT SIZES: 42 to 54 bust.

State actual bust measure wanted.

15 C 210—Gold.

15 C 210 In style, material and workmanship you will find this tailored blouse of Natural Silk Pongee an excellent value. Pongee is a most satisfactory, dependable fabric, and the workmanship equals that usually found only in the higher priced blouses.

The smart, semi-tailored design of the model is especially well suited to the woman of full figure. Fine plaiting outlines the becoming collar and the front has a group of pin tucks on either side of the closing. Long sleeves with buttoned cuffs.

STOUT SIZES: 42 to 54 bust.

State actual bust measure wanted.

15 C 210—Natural tan only.

PRICE, \$4.59
Postage, 5¢ extra

15 C 202 The soft, graceful folds of crepe de chine are especially becoming to the full figure. You cannot but feel neat, well dressed and at your best in this trim model, of rich, serviceable crepe de chine. An excellent, inexpensive blouse material. The model is fashioned on semi-tailored lines and has a sailor collar, pin tucked front and long sleeves with turn back cuffs. Hemstitching trims the collar, cuffs and front closing.

STOUT SIZES: 42 to 54 bust.

State actual bust measure wanted.

15 C 202—White.

15 C 204—Flesh.

15 C 206—Black.

PRICE, \$5.79
Postage, 5¢ extra

15 C 218 There is almost no garment which so lends the wearer its dainty freshness as does this handsome Porto Rican Blouse of finest quality, sheer Batiste. It will launder splendidly.

Designed with the becoming semi-Tuxedo collar, square neck vest and long sleeves with turnback cuffs. Every stitch of this blouse is handmade, including the drawn work, embroidery, tucks and seams. Real Filet lace edging outlines the collar and vest.

STOUT SIZES: 42 to 54 bust.

State actual bust measure wanted.

5 C 100
Batiste
and Made
233

15 C 100
Voile
\$2.98

beer and beer
showing the
banding of rich
illustrated.
a pretty home
ly tucked.

: 34 to 44 bust
measure.
PRICE, \$2.28
5¢, 5¢ extra

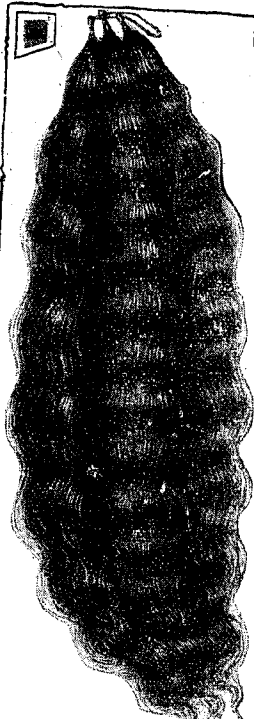
if want one of
mmed tailored blouse
Dimity with a
g sleeves with
s and closing
front. Ribbon

st.
bust measure.
PRICE, \$2.28
5¢, 5¢ extra

White Voile
ou with its dainty
tly embroidered
trimmed with
s on each side
hemstitching

bust.
bust measure.
PRICE, \$2.28
5¢, 5¢ extra

gh inexpensive
Cotton Mixed
will give excellent
7-in collar and
Gingham edges
forms the nobler
bust.



Excellent Quality Human Hair Three-Stem Switches

By the simple addition of this perfectly matching switch, many women have been able to arrange their hair in such a way as to bring out their greatest charm. Used as a single braid it gives the rich effect of an abundance of hair. Arranged in soft fluffy curls, the permanent wave is displayed to good advantage. You will find this switch a great aid in dressing your hair in the most becoming style.

Made very full from a lovely quality of human hair practically impossible to duplicate at our low price. Mounted with silk loops on short stems which are easily concealed beneath your own hair. The fine wave is permanent and greatly assists in making an attractive coiffure.

In ordering, be sure to send a fair size sample of your own hair to be matched. This switch is furnished in any shade except gray or white. Allow one week for properly matching and making.

Prices include postage

820 C 104			
Length	Weight	Each	Postpaid
Inches	Ounces		
18	1 1/4	\$1.48	
20	1 1/2	1.98	
22	1 3/4	2.48	
24	2	2.98	
26 Good	2 1/2 Size	4.75	
28	3	5.48	
30	3 1/4	6.25	
32	4	6.98	

For Your Protection Hair Goods Which Have Been Worn Are Not Returnable

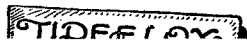
6 for 55¢



medium brown; light brown; auburn, or blonde. State color wanted.

820 C 148—Cap Shape, 6 nets. Postpaid	55¢
820 C 149—Fringe Shape, 6 nets. Postpaid	55¢
820 C 150—Cap Shape, Double Mesh, 6 nets. Postpaid	59¢
820 C 151—Gray or White, Cap Shape, 2 nets. Postpaid	39¢

6 for 30¢



Tideelox Hair Nets
Genuine Human Hair Nets which live up to their name, keeping the hair smooth and neat, while amply

820 C 109
National Bob



\$1.98

National Puff

One of the most beautiful of the fascinating new hair dressing modes may be effected by the use of this National "Puff." It is pinned to the back of the hair, where it falls in a pleasing arrangement of entwined puffs. Made from an extra quality of refined human hair, in a shade to match your own. Send a fair size sample of your hair. Prices include postage.

Allow one week for properly matching and making.
820 C 137—Any shade except gray or white. Postpaid.....\$1.98

\$4.98

New National Bob on Combs

Always Send a Fair Size Sample of Hair To Be Matched

The bobbed hair effect so becoming to youthful faces, is charmingly achieved with this new National "Bob." No need to cut your hair—no bother keeping it curled—the soft curls and puffs of the new National "Bob" fasten right over your own hair with a comb. They are of genuine first quality human hair. All the charm of bobbed hair and none of the bother. Allow one week for properly matching and making. Prices include postage.

Refined Quality
820 C 105—Any shade except gray or white. Postpaid.....\$4.98

Finest Quality
820 C 109—Any shade except gray or white. Postpaid.....\$6.48

820 C 105
National Bob



\$1.98

Ear Puffs

A soft wave of the hair over the ears makes a big difference in ones appearance. Better than ruffling your own hair, and much more attractive, are these waved ear puffs of fine quality hair. You fasten them firmly at the ears with hairpins—easily and quickly—a fair size sample of your hair. Prices include postage.

820 C 119—Any shade except gray or white. Postpaid.....\$1.98

Sprinkled Gray To All Gray Three-Stem Switches

All Switches and Special Pieces Made to Order and Require One Week to Make

Gray or white haired women usually experience considerable difficulty in obtaining switches to match the delicate shades of sprinkled gray to all gray hair. We quote below prices at which they may be had in two qualities of human hair. These switches are described in detail under Numbers 820 C 108 and 820 C 109. Send a fair size sample of your hair and we will send you a perfectly matched switch. Allow one week for properly matching and making. Prices include postage.

820 C 128
Soft, refined human hair.

Length	Weight	Each	Postpaid
Inches	Ounces		
18	1 1/4	\$2.48	
20	1 1/2	2.98	
22	1 3/4	3.48	
24	2	3.98	
26	2 1/4	4.48	
28	2 1/2	4.98	
30	3	5.48	
	3 1/4	5.98	

820 C 125
Finest quality French cut hair.

Length	Weight	Each	Postpaid
Inches	Ounces		
18	1 1/4	\$6.48	
20	1 1/2	6.98	
22	1 3/4	7.48	
24	2	7.98	
	2 1/4	8.48	

Prices include postage

Transformation

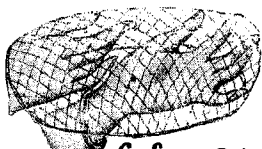


A transformation which combines your hair so cleverly with the new, that the effect is youthfully natural. You simply comb down your hair—pin the transformation in place, and comb your own hair over it. Hair to one week required to make transformations. Send sample of hair to be matched. Three days on a 18-inch band to be worn from ear to ear. Any shade except gray or white. Postpaid.....\$2.69

820 C 115—Half transformation made ear. Any shade except gray or white. Postpaid.....\$2.69
820 C 133—Sprinkled gray to all gray. Postpaid.....\$3.25
820 C 110—Entire transformation on a 23-inch band, made of the medium quality wavy hair. Any shade except gray or white. Postpaid.....\$3.29
820 C 131—Sprinkled gray to all gray. Postpaid.....\$4.98

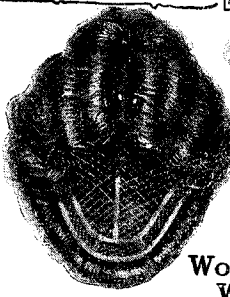
All Switches and fancy pieces are made special to your order and are not returnable after having been worn.

Hair Nets Good Quality



6 for 25¢

You will find here a splendid



Women's Wigs

These Wigs of first quality human hair are made so well that they frame your face naturally and attractively. A very special construction insures perfectly snug and comfortable fit. They cannot be pulled off accidentally. State whether you wish parting on left side, or in the center. All wigs are made to special order. Send fair size sample. Six weeks' time required to make wigs.



Virginia Shannon

Clothing from 1900-1930

A Lecture by Elizabeth Martin Gerds



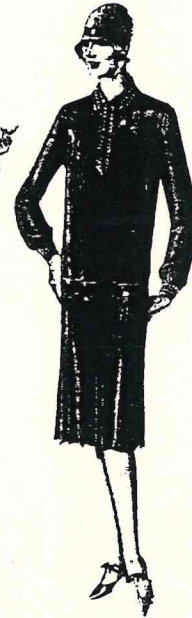
1904



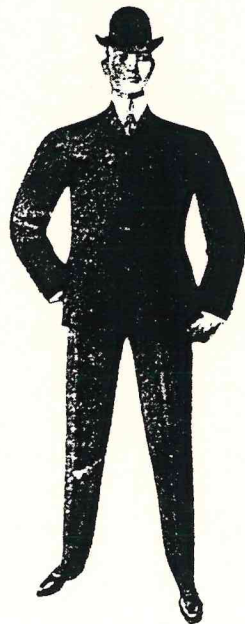
1911



1917



1927

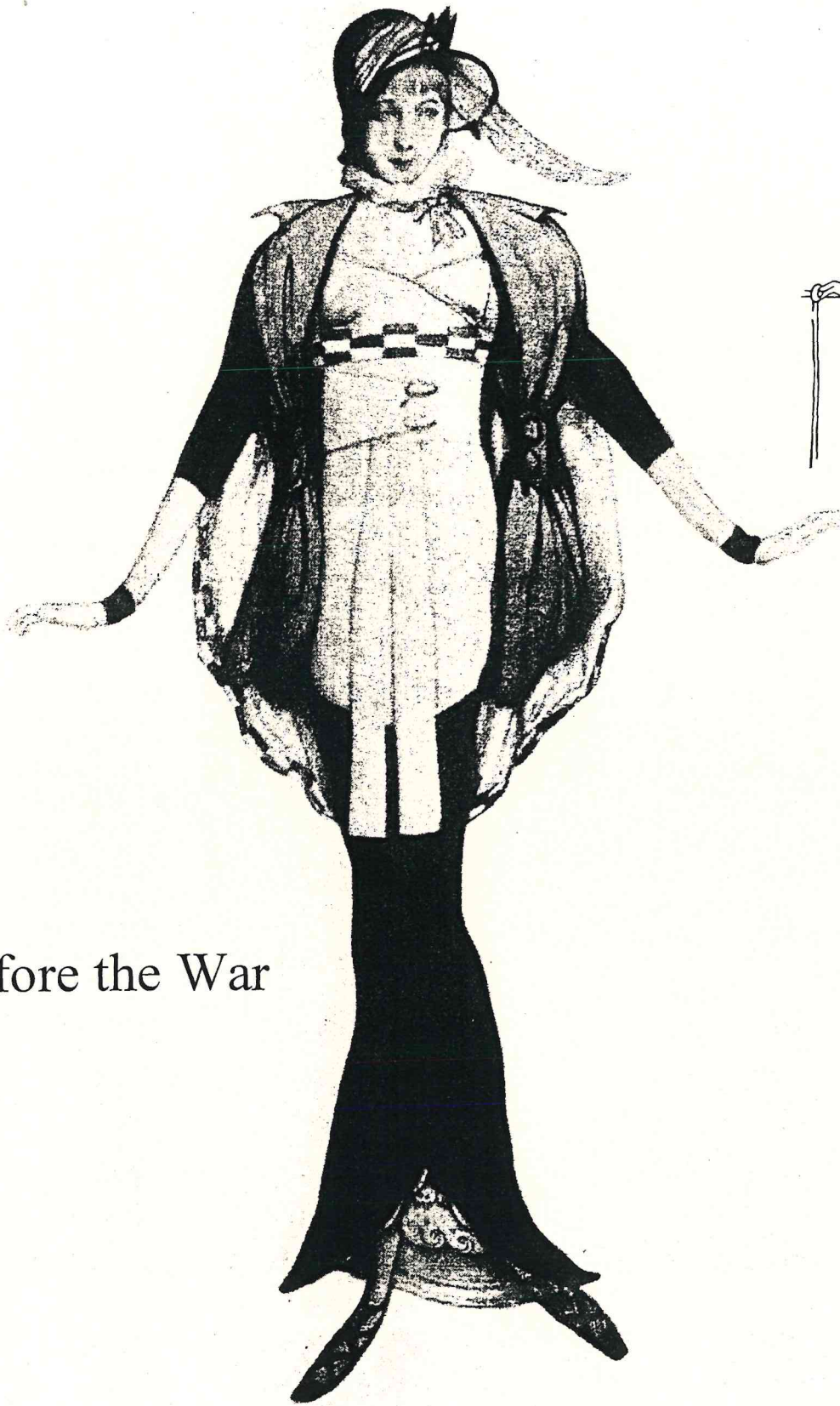


Turn of the Century



Colour Plate 144. Fashion plate 'Costume de Course'. This lady at the racecourse is the ultimate of Edwardian elegance. Proudly displayed at her side is a gold chatelaine. From *The Queen*, 1899

STATE LIBRARY, NEW SOUTH WALES, AUSTRALIA



Before the War



Although the handcuffs are only vestigial, the restriction of the hobbleskirt is very real. Drawing by Leon Bakst, 1912.

During the War

Stylish Skirts of Rich Materials



5A4
\$5.25
PANAMA
POPLIN

5A4—High Grade Tailoring and Superior Quality Wash Panama Poplin. Combines to make this skirt one of our best offerings. The belt is cut in ruche effect, trimmed with bone buttons and rows of stitching to simulate buttonholes. At either side of the front three side plaits are stitched in below the knee and there released. The center seam of the back has slight carvers beneath the belt and the side effect at one side of the panel. Color: Black or blue. Sizes: 22 to 30 waist. Length: 36 to 43 inches. **\$5.25**

5A5—Smart, Plain Tailored Skirt of Serviceable Serge. The overlapping seam at the front, beneath which the closing is effected, is trimmed at the bottom with bone buttons. The deep patch pockets are elaborately embroidered with silk thread and thread. Surged belt at waist has slight shirring at the back which ensure the fit. Color: Black or blue. Sizes: 22 to 30 waist. Length: 36 to 43 inches. **\$2.98**

5A5
5A55
\$4.39
VELVET
CORDUROY

Samples of Perry-Dame Skirt Materials will be sent you gladly, FREE.

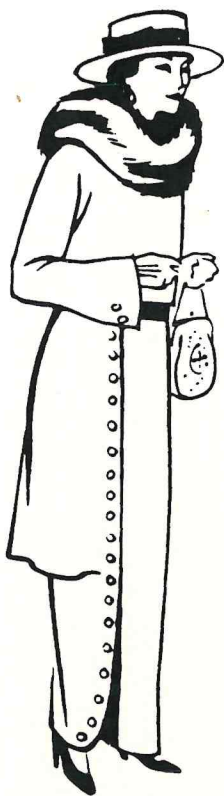
5A5—Stylish Sport Skirt of Beautiful Soft Velvet Corduroy. The front is plain, while the back is slightly gathered to gain an easy fit. The extra large patch pockets are an extremely fashionable feature. They are finished with deep pointed tabs of the material and trimmed with buttons. The neat belt is detachable and trimmed with pearl buttons. Colors: Rose, Copenhagen, white or gold. Sizes: 22 to 30 waist. Lengths: 36 to 43 inches. **\$4.39**

5A55—Same style and colors as No. 5A5, but made in Misses' and Small Women's Sizes. Waist: 22 to 28 inches. Lengths: 33 to 35 inches. **\$4.39**



5A6
\$2.98
SERGE





1949

Women's Imported Coney Fur Sets

41T7205—Taupe Coney Fur Set.....	\$18.00
41T7210—Black Coney Fur Set.....	19.75
41T7215—Brown Coney Fur Set.....	19.75
41T7206—Taupe Coney Fur Set.....	10.75
41T7211—Black Coney Fur Set.....	11.75
41T7216—Brown Coney Fur Set.....	11.75
41T7207—Taupe Coney Fur Muff.....	7.25
41T7212—Black Coney Fur Muff.....	8.00
41T7217—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 in 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.

41T7220—Black Coney Fur Set.....	\$30.00
41T7225—Brown Coney Fur Set.....	28.00
41T7230—Taupe Coney Fur Set.....	28.00
41T7221—Black Coney Fur Scarf.....	16.75
41T7226—Brown Coney Fur Scarf.....	15.50
41T7231—Taupe Coney Fur Scarf.....	15.50
41T7222—Black Coney Fur Muff.....	13.25
41T7227—Brown Coney Fur Muff.....	12.50
41T7232—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.

41T7235—Natural Tan and Gray Set.....	\$19.75
41T7240—Natural Red Set.....	19.75
41T7236—Natural Tan and Gray Scarf.....	9.00
41T7241—Natural Red Scarf.....	9.00
41T7237—Natural Tan and Gray Muff.....	10.75
41T7242—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 lined. Average shipping weight of set, 3 pounds; scarf, 1½ pounds; muff, 2 pounds.

41T7245—Black Coney Set.....	\$38.50
41T7250—Brown Coney Set.....	38.50
41T7255—Taupe Coney Set.....	38.50
41T7246—Black Coney Scarf.....	18.50
41T7251—Brown Coney Scarf.....	18.50
41T7256—Taupe Coney Scarf.....	18.50
41T7247—Black Coney Muff.....	20.00
41T7252—Brown Coney Muff.....	20.00
41T7257—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, 1½ pounds; muff, 2¼ pounds.

130.

Sears, Roebuck and Co.
Chicago

Armistice

By 1949 the interest had again shifted and the bulk was at the top of the garment. Capes were important and we find them in all lengths from short to full length models. The dolman coat is another interpretation of this same feeling. After World War I, France, whose cotton and woolen mills were badly damaged causing a scarcity of fine cottons and woolens, turned to the silks of Lyons in the south of France where pro-

duction was uninterrupted by the war. At this time silk underwear was introduced, replacing the fine batistes, nainsooks and handkerchief linens. The couture turned again to the ensemble where silk could be used for dresses.

Early 20's

[1921]

SMART TAILORED SUITS FOR WOMEN AND MISSES



31E8435
All Wool Serge

31E8445
Misses'
Shepherd Check

31E8450
Men's Wear Serge

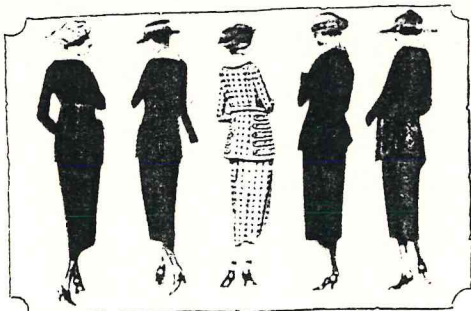
31E8455
All Wool
Poplin

For Prices, Descriptions and
Other Colors
See Opposite Page

31E8440
All Wool Serge



1923



Late 20's

[1927/28]



1926



1927



31K4045
Dress Weight
All Wool
Flannel
\$9⁹⁵

THE VERY LATEST MODELS
Direct From New York
Aren't They Attractive?

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!