

Lady, Be Laced!

Round your hips to the new silhouette

Famous Charmode Comfort Corsets

Flexible Coiled Wire Boning... bends with your every move. Boning Guaranteed Not to Break Within 6 Months or we replace corset without charge.

Also Model
For Full Hip
Figures →

Also
Mesh

Also
Mesh

Sears Better Value

\$177 Splendid control plus the comfort of coiled wire boning. Back laces. Clasp front. 6 garters. Tearose. Fits Hips 9 to 13 in. Larger than Waist. **Waist Sizes:** 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38; also 40, and 42 in. **State waist and hip measurement.** Shpg. wt., each 1 lb. 2 oz. **Med. to Tall Figures—Lgth. front, 14 in.; back, 16½ in.; clasp, 8½ in.** 18 E 233—Rayon Brocaded Coutil. 18 E 223—Strong Cotton Mesh. **Short to Med. Figures—Lgth. front, 12½ inches; side and back, 15½ inches; clasp, 8 inches.** 18 E 232—Rayon Brocaded Coutil. 18 E 222—Strong Cotton Mesh. Each.....\$1.77

Finer Quality

\$274 Reinforced front with cotton and rayon elastics at top and bottom. Extra strong coutil, well boned with coiled wire boning. Back laces. 8½-in. front clasp. Controls waist and hips. Tearose. **For Medium to Tall Figures—All Waist Sizes: 26 to 38; also 40 in. State waist, hip measure. Shpg. wt., each, 1 lb. 13 oz.** 18 E 231—Fits Hips 9 to 12 in. Larger Than Waist. Lgth. front, 14½ in.; side and back, 16 in.....\$2.74 18 E 251—Fits Hips 13 to 15 in. Larger Than Waist. Lgth. front, 15 in.; side, back, 16½ in.....\$2.74

Popular High Bust

\$223 Sears better quality. Sturdy, well reinforced. Coiled Wire Boning. Built 4 inches above waistline. Back laces. Overall lgth.; front, 16 in.; side and back, 17½ in. Broad end clasp, 10½-in. Tearose. **Medium to Tall—Fits Hips 9 to 13 inches Larger Than Waist** **Waist Sizes:** 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40 in. **State waist and hip measurement.** Shpg. wt., ea., 1 lb. 12 oz. 18 E 230—Strong Coutil. Ea. \$2.23 18 E 250—Cotton Mesh. Ea. 2.23

Guaranteed Corsets

- Fabric will not split
- Boning will not break or rust
- Will give six months satisfactory wear... or you get a new corset without charge

Back Lace Model

\$298 (A) Splendid control... remarkable wear! Sears better quality strong coutil, double thickness across front. Well boned, non-rust boning. Cotton elastics at waist, bottom. Lgth. center front, 14 in.; side and back, 17 in. Front clasp, 9 in. 6 Garters. Tearose. **For Medium to Tall Figures... Fits Hips 9 to 13 in. Larger Than Waist** **Waist Sizes:** 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38; also 40, 42, 44 in. **State waist, hip measure, read Page 182.** 18 E 228—Shpg. wt., 1 lb. 12 oz.....\$2.98

Front Lace Models

\$298 (B) Popular smooth back with front laces for control. Extra strong coutil. Well boned with non-rust boning. Reinforced front. Cotton elastics. Tearose. **Fits Hips 9 to 13 inches Larger Than Waist—Two Lengths** **Waist Sizes:** 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40; also 42 in. **State waist and hip measure; read How to Order, Page 182.** Shpg. wt., ea., 1 lb. 10 oz. 18 E 227—For Medium to Tall Figures. Length front, 13 inches; side and back, 17 in. Clasp side front, 8½ in.....\$2.98 18 E 226—For Short Figures. Length front,



Helps that
Tired Feeling

Charmode Beauty Belt

\$223

Comfortable support! Cotton and rayon elastic bands at top and lower front. Shaped to cup under abdomen and lift weak muscles; improve posture, help relieve backache. Laces each side for perfect adjustment. Well boned, front and back. Side hook. Lgth. center front, 10½ inches; back, 14½ in. Tearose.

For All Height Figures—Fits Hips 8 to 11 inches Larger Than Waist **Waist Sizes:** 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36; also 38, 40, 42 and 44 in. **State waist and hip measure.** Shpg. wt., ea., 1 lb. 3 oz. 18 E 197—Rayon Brocaded Coutil. Each.....\$2.23 18 E 195—Rayon Striped Cotton Mesh (see swatch).....\$2.23



Wash in Lux

Marvel Belts

Elastic Front

89c Strong surgical cotton and rayon elastic, boned front. Coutil back, sides. Side hook; lace back. Lgth. front, about 10 in.; side back, 11 in. Tearose.

For All Height Figures—Fits Hips 6 to 11 inches Larger Than Waist **Waist Sizes:** 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48 in. **State waist, hip measure.** Shpg. wt., 9 oz. 18 E 118.....89c

Well Designed

\$159 Special Value! Cotton and rayon elastics and boned front for support. Brocaded coutil. Side hooking; laces each side. Lgth. front, 11 in.; back, 14 in. Tearose.

For All Height Figures—Fits Hips 8 to 11 inches Larger Than Waist **Waist Sizes:** 26, 27, 28, 29, 30, 31, 32, 33, 34; also 36, 38, 40 in. **State waist, hip measure.** Shpg. wt., 1 lb. 2 oz. 18 E 213.....\$1.59

Good Support

\$198 Designed for pendulous abdomen. Boned coutil; cotton elastics. Cluster back lacings. Side hook. Length, center front, 10½ in.; back, 10½ inches. Tearose.

For All Height Figures—Fits Hips 6 to 11 inches Larger Than Waist **Waist Sizes:** 26, 28, 30, 32, 34, 36, 38, 40, 42, 44 in. **State waist and hip measure.** Shpg. wt., 1 lb. 1 oz. 18 E 582.....\$1.98



Also
Mesh



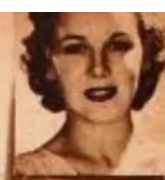


Regular Sizes
3 for \$1¹⁵
of one size and one style only

Stout Sizes
3 for \$1⁴⁹
of one size and one style only

Francine Knit Rayons

My favorite service-weight Rayon Undies further improved...and now they are



Guaranteed for 6 Months

- Finer, More Durable Multi-filament Knit Rayon
- Proved much Stronger by Laboratory Test
- Full Service Weight; Luxuriously Soft Texture
- Expertly Tailored; Cut for Perfected Fit

Francine, our own long-famous Knit Rayons, now made even stronger and more wear-resistant! Full six months' wear assured, or Sears will replace any garment without charge. Heavier multi-filament rayon; a finer softer texture. Improved details too—made entirely without seams (except shaped vest) for perfect smooth fit; elastic that last life of garments; bar-tacked at all points of strain, newer shaped "comfort-fit" double crotches. Packed three of one size and one style to a box. Shipping weight, each, 4 ounces.

Vest—Shaped for better fit. Reinforced under arms. Adjustable straps of rayon satin ribbon. Bodice top with drawstring.

Even Sizes: 34 to 44-inch bust. *State size.*

38 E 2856—Tearose.... Box of three, \$1.15

Stout Even Sizes: 46 to 52-inch bust. *State size.*

38 E 2859—Tearose.... Box of three, \$1.49

A Band-Leg Panties. Entirely Seamless. Favorite for smooth lines. Band front, elastic at back. Shaped double crotch fits better, wears better.

Regular Sizes: 2, 3, 4. *State size.*

38 E 2854—Tearose.... Box of three, \$1.15

Stout Sizes: 5, 6. *State size.*

38 E 2855—Tearose.... Box of three, \$1.49

B Roomy Flare-Leg Stepin' Panties. Wide hem bottom. Flat-fit elastic waist.

Regular Sizes: 2, 3, 4. *State size.*

38 E 2850—Tearose.... Box of three, \$1.15

Stout Sizes: 5, 6. *State size.*

38 E 2851—Tearose.... Box of three, \$1.49

C Well-cut Bloomers. Band front. Elastic at back. Double fabric crotch.

Regular Sizes: Lengths: 21, 23, 25, 27 inches. *State length.*

38 E 2852—Tearose.... Box of three, \$1.15

Stout Sizes: Lengths: 25, 27 inches. *State length.*

38 E 2853—Tearose.... Box of three, \$1.49

Use Gentle LUX for Washing All Your Fine Underthings

Swish them through gentle Lux suds after each wearing—a two-way safeguard! Keeps you fastidious, your undies new-looking longer! Lux whisks away perspiration odors, helps protect delicate colors and fine fabrics. All your dainty underthings should get daily Lux care.



If You Like Your Undies Fancy and Feminine, These Will Please You...

Dress-up
Panties **39^c** 3 for
Ea. \$1.12



Your **25^c**
Choice Ea. 3 for 73c

Extra-Good Value

Comfortable flare-style Step-ins—full, roomy cut! Good-quality Knit Rayon. Applique of ecru Cotton Lace, scalloped bottom. Flat-fit elastic waist. Double fabric crotch.

Sizes: 1, 2, 3. *State size.* Shipping weight, each, 3 oz.

38 E 2567—Tearose

Fits Like a Glove

Seamless Brief of stretchy ribbed Knit Rayon! Wrinkle-free, skin-smooth! Flat-fit elastic waist, double crotch. Cellophane wrapped.

Sizes: 1, 2, 3. *State size.* Shipping weight, each, 3 oz.

38 E 2566—Tearose

38 E 2565—White

Lustrous Stripes

Cool little Brief with bright, shining stripes, so smart! Run-resistant Tricot knit Rayon, trimly tailored. Flat-fit elastic waist, durable double-fabric crotch.

Sizes: 1, 2, 3. *State size.* Shpg. wt., each, 4 ounces.

38 E 2765—Tearose

"Satin-Striped" Streamliner

Give a wrinkle to marriage! The sleek fit of these popular Panties! Better quality Knit Rayon frothed with dainty white lace. Rayon ribbon in beading tops coquettish front ruffle. Lace edging all around bottom. Flat-fit elastic waist, double crotch.

Sizes: 1, 2, 3. *State size.* Shipping weight, each, 3 ounces.

38 E 2564—Tearose
Each 39c, 3 for \$1.12

Ribbon Drawn Ruffled Panties

Matches the new fashion mood for frilly undies! Better quality Knit Rayon frothed with dainty white lace. Rayon ribbon in beading tops coquettish front ruffle. Lace edging all around bottom. Flat-fit elastic waist, double crotch.

Sizes: 1, 2, 3. *State size.* Shipping wt., each, 3 ounces.

38 E 2562—Tearose
Each 39c, 3 for \$1.12

Captivating Fashion Brief

A mere whisper of daintiness! Better quality Knit Rayon with rayon ribboned beading and frilly edging of lace in rich ecru color. Tiny Lastex cord at bottom gives a smooth fashion line. Flat-fit elastic waist. Deep double crotch.

Sizes: 1, 2, 3. *State size.* Shipping weight, each, 3 ounces.

38 E 2563—Tearose
Each 39c, 3 for \$1.12



Reg. Sizes

44^c

Stout Sizes,
Too!

D Print Panties

Good quality Dove skin Knit Rayon, dainty print. Flat-fit elastic waist. Double crotch.

Regular Sizes: 2, 3, 4. *State size.* Shpg. wt., 3 ounces.

38 E 2787—Floral Print on White ground.

38 E 2788—Floral Print on Tearose ground..... 44c

E Plain Knit Rayon

Lace applique trim, scalloped bottom. Elastic waist. Double crotch. Shpg., wt., ea., 3 oz.

Sizes: 2, 3, 4. *State size.* 38 E 2570—Tearose..... 44c