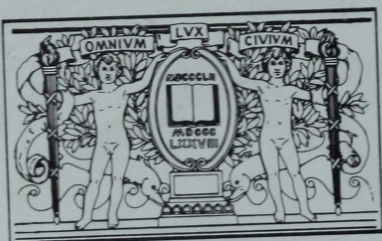


EVERYDAY FASHIONS OF THE FORTIES

As Pictured in Sears Catalogs

Edited and with an Introduction by
JoAnne Olian





**BOSTON
PUBLIC
LIBRARY**



EVERYDAY FASHIONS OF THE FORTIES

As Pictured in Sears Catalogs

Edited and with an Introduction by

JOANNE OLIAN

Curator, Costume Collection
Museum of the City of New York

Dover Publications, Inc.
New York

BRIGHTON

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Introduction

The sense of being perfectly well-dressed gives a feeling of inner tranquility which religion is powerless to bestow.

Ralph Waldo Emerson, *Journal*, 1870

The high quality and spirited style of America's clothing, at every price level, is one of the hallmarks of our society. Long before the ready-to-wear industry was introduced in Europe, it was flourishing on American soil, thanks in large measure to the genius of nineteenth-century entrepreneurs who took advantage of rapid improvements in technology and manufacturing methods to create attractive, well-made, affordable mass-produced clothing.

"We are a clothes-crazy people—. . . we boast that our shop-girls look as attractive as our social butterflies, that our jerk-water towns tilt their hats at the same angle as our big cities; we're even a little smug about being called, as we frequently are, the best-dressed women in the world," observed *Vogue* in 1938:

Actually, it isn't so much that we are the best-dressed—it is that *more* of us are well dressed. A handful of top-flight Frenchwomen easily outstrip us in creating and wearing clothes, but collectively, en masse, our 40,000,000 adult females are better dressed, more fashion-conscious than any others on the face of the earth.

But, you say, these are commonplaces. And so they are, the commonplaces of mass production and mass distribution; the ordinary week-day tale of great businesses that cater to the great mass of American women; of a nation that has grown strong because it has believed that commonplace needs were important. Perhaps the founding fathers would be surprised if they should wake to-day, to see our literal interpretation of their theories, to see a democracy of government achieve also the only democracy of fashion in the world. They might be surprised, but we do not believe that they would be displeased.

Undoubtedly, the first incarnation of the "democracy of fashion" was the Gibson Girl, who personified the American ideal of radiantly healthy femininity. Her wardrobe consisted chiefly of ready-made, mass-produced apparel worn without apology and with a great deal of panache by millions of American women of every economic level for an infinite variety of occasions. Her signature, the shirtwaist blouse, an important component in the democratization of fashion, was so popular that in 1905 the Sears catalog featured 150 models, ranging in price from one of lawn at \$.39 to a delicate silk taffeta at \$6.95. The embodiment of our national style, the handsome Gibson Girl in her sprightly shirtwaist and skirt was dressed in the earliest example of

sportswear. Invented in America, this comfortable, casual way of dressing, unlike Parisian "dressmaker" fashion, addressed the specific requirements of American life. The Gibson Girl's direct descendants can be found in the pages of the Sears, Roebuck catalog, whose clean-cut models, dressed in attractive, well-fitting, uncomplicated clothes, present a healthy, animated appearance.

The wide range of garments offered in the catalog is a chronicle of Sears's vast numbers of customers, living in diverse climates and circumstances from coast to coast. A picture story in 1941 featured "two good Sears" families. The Gees were a farm family whose son hoped for a 4-H club ribbon at the county fair while his sister fed the family flock of hens and played schoolteacher to her dolls. Mrs. Gee, pictured modeling a new Sears dress for her husband, had just put up nearly 400 quarts of fruit and vegetables for the winter. The Bollingers lived in a small town where Mr. Bollinger worked the night shift at the mill and his wife served as treasurer of the P.T.A. For recreation they played bridge, their daughter was a cheerleader at Calumet High and their son raced on ball-bearing roller skates. Both women were the purchasing agents for their families and planned their expenditures carefully. When admiring friends wondered how they managed to dress so well, Mrs. Bollinger, "with frankness born of gratitude," would bring out the "Big Book" and lay it in their laps.

To today's sophisticated eyes, the Geeses' milking chores, piano practice and Sunday dinner, and the Bollingers' church attendance on Sundays, their daughter's double dates and fudge-making depict a cliché-ridden, Norman Rockwell America, and it was, even then, an idealized portrayal of life on the threshold of World War II. The realities can be deduced from the 1940 census, which revealed that only one out of five Americans owned a car, one in seven had a telephone and a mere 15 percent of the college-age population attended college. One quarter of America's homes still had neither a refrigerator nor an icebox, 60 percent lacked central heat and three out of four farmhouses were lit with kerosene lamps. In a 1941 profile of a typical catalog customer, Sears recounted the red-letter day when power lines reached their Minnesota farmhouse: "First on their list of 'musts,' of course, was a centrifugal pump for running water. Then came the electric range. And as the months went by, other conveniences were added: vacuum cleaner, toaster, iron, radio and clock." In addition, by using a Sears electric cream separator and a Sears motor to power the fanning mill and tool grinder, all from the "Nation's Wish Book," they were able to save precious time and labor.

The merchandise advertised in the catalogs was selected in direct response to Sears customers' actual needs and desires. Hence, their pages provide an unparalleled view of the social and economic changes taking place in the 1940s. Even in the remotest farmhouse the book was avidly perused by women wanting to look their best and aware of the latest styles, choosing from clothes photographed on the same high-fashion models seen in *Vogue* and *Harper's Bazaar*. However, Sears layouts were more straightforward and less glamorous, with an emphasis on clarity and detail. With garment industry copyists capable of turning out versions of current Paris and New York fashion almost instantaneously, Sears customers were able to dress as fashionably as urban women.

Five size ranges were available, from size 9 for juniors to size 57 for "larger women" who could buy garments "scientifically designed to slenderize from neck to knee." The flirtatious young juniors, the darlings of the catalog, whose fashions were selected by a male "jury," set the style for their high-school and grade-school sisters. Clothes were made in sizes for teens, big and little girls and sometimes even in identical styles for mothers and daughters. The 1940s classics—the camel's hair boy coat, the reversible raincoat, twin shetland sweater sets, the shirtwaist dress, saddle shoes and the prized velvet-collared Chesterfield coat that even won a Coty award in 1943—were suitable for women of practically every age and size, starting with toddlers and excluding only the "gracious lady," as the silver-haired, grandmotherly, large-size woman was euphemistically termed.

Steadily increasing numbers of sportswear pages featured slacks. Originating in California, as befitting the informality of the West Coast lifestyle, they enjoyed great popularity for work as well as recreation. Denim, previously confined to men's overalls, appeared in playclothes for women and girls, perhaps through the influence of New York's Best & Company, long renowned for its casual clothes, whose vice president, Mary Lewis, became Sears's fashion director in 1943. Hollywood's influence is apparent in the square-shouldered suits created by Adrian for Joan Crawford, as well as romantic evening gowns and picture hats inspired by *Gone With the Wind*, released in 1939. Girls' hats were modeled by juvenile screen stars Deanna Durbin and Shirley Temple, while the ubiquitous turban owed its exotic appeal to Carmen Miranda and Dorothy Lamour. Even the "larger woman" could choose a Marie Dressler ensemble designed especially for her.

In the 1940s the catalog held a mirror up to life dominated overwhelmingly by the ordeal of World War II. The years immediately preceding America's entry into the war were marked by a turning inward, manifested in a dawning appreciation of native traditions and culture. Aaron Copland and Ferde Grofé interpreted America musically; Agnes deMille and Martha Graham looked to the landscape for inspiration as did an entire generation of painters including Edward Hopper, Thomas Hart Benton, John Steuart Curry and Grant Wood. A strong Latin American craze was evident in the popularity of the rumba and the conga, while an unprecedented Mexican exhibition was held in 1940 at the

Museum of Modern Art, followed by an American Indian show in 1941.

As Kate Smith belted out "God Bless America," Sears captured the prevailing mood in sailor dresses, red, white and blue outfits and captions such as, "It's the American Way . . . to Live in a Dress with Jacket," and the "Miss America" polo coat. A cotton skirt in a tropical print was a "sunny California fashion" and a two-piece playsuit featured "California styling in the Season's most famous print," a "Hawaiian-inspired design." Shoes were huaraches "inspired by Mexico," the Moc-inette, "Frontier Fashion . . . fringed like an Indian's moccasin" and the "cactus country style" tooled leather with "all the tang and dash of the romantic West."

With the fall of France in 1940, American fashion abruptly found itself dependent on its own resources. Not only were there no Paris styles to copy, but, as shipping was diverted to war goods, such items as French perfumes and Swiss watches ceased to be available. In 1941, the government took over all remaining stocks of raw silk, necessitating the substitution of other fibers, chiefly rayon, for dresses. In 1942 Sears offered a domestic rayon raincoat for women to replace the imported silk they could no longer obtain. However, rayon was soon in short supply for civilian use as it, too, was needed in the war effort. Nylon hosiery, introduced in the 1940 catalog, vanished three years later. In 1942, the War Production Board placed severe restrictions on the use of wool, dyestuffs and the amount of yardage that could be used in garments. Sears and *Vogue*, displaying a marked similarity, editorialized regarding the need to buy quality and to dress conservatively, while Stanley Marcus, apparel consultant to the War Production Board, told designers it was their patriotic duty to devise clothing that would remain fashionable for several seasons, since the materials and labor that formerly helped to create obsolescence and consumerism were crucial to the manufacture of war goods. However, this was not meant to discourage buying completely. As *Vogue* explained in February 1942:

Many a woman with the best intentions in the world thinks she is doing her bit, making a noble sacrifice, by refusing to buy any new clothes during the duration. But so complex is our economic life that this very act of self-denial may work injury to the delicately adjusted gears which must continue to mesh if that great machine is to continue to function, if that great machine is to swing into the mightiest armaments production efforts of all time.

Arms and munitions, boats and planes are made by workers, who are paid in the money that comes from defense bonds and taxes. A sizable part of these taxes comes from the clothing industry—in peacetime, the second largest of our country.

The makers of fashionable shoes and hats, gloves and bags, of dresses and coats and suits—all these makers are operating with full government approval. Whatever is on sale in a shop is there to be bought, with the Government's full permission. Refusal to buy only helps to dislocate the public economy.

The operative word was "challenge." Government, press, retailers and Sears called on the American designer to

create with ingenuity within the restrictions imposed on textiles, yardage and the lack of rubber and metal. In adherence to regulation L-85 mandated by the War Production Board, resourceful designers made sporty young suits with short, narrow skirts and jackets not exceeding 25 inches in length.

One third of the female population went to work, replacing men in factories or joining the diminished number of male civilians, whose square-shouldered suits were minus vests and pocket flaps, and whose trousers had lost both pleats and cuffs to L-85. Sears praised the American housewife for meeting the challenge on the home front, where, with the help of *McCall's* patterns, she performed feats of magic on her Sears sewing machine, transforming cast-off clothing into usable garments for her children. Lauding her for "keeping her family healthy and all its working members fit and efficient," Sears claimed, "No war job is more important," while saluting the American farmer for the "generalship it takes to run a farm short of hands, of equipment, of everything but grit and the will to do!" (Fall/Winter 1943-44).

In spite of war-imposed shortages and hardships, and "sorry, not available," stamped with increasing frequency over items in Sears wartime catalogs, the smiles of the clean-cut American women modeling in its pages never faltered. Wearing cotton stockings or leg makeup and rationed leather shoes, they took Sears's advice and saved their treasured service-weight rayon stockings for "furlough dates," conserving gasoline by walking in comfortable low heels or wedgies. They wore slacks for comfort and warmth even when pregnant. Wartime weddings and a rising birthrate (averaging a yearly increase of 29.6 percent for the decade) occasioned additional pages of maternity ensembles and baby clothes in the forties' catalogs, in direct contrast to the absence of long formal gowns after 1942. The 1944 jewelry pages even offered a 3½-carat emerald-cut diamond engagement ring for \$4,900.

Exhortations to buy good-quality merchandise and to care for it were common to high fashion and mail order. *Vogue*, *Harper's Bazaar* and Sears's Mary Lewis, introducing herself in 1943, all stressed classic clothing as a way to remain in fashion for several seasons, echoed by articles in women's magazines demonstrating the proper way to care for apparel.

This emphasis on conservatism resulted in few perceptible fashion changes between 1941 and 1946. The essential contradiction between "conservative" and "fashion" was addressed by The Fashion Group in 1942:

It is innocent to think that ingenuity on the part of our designers and producers can surmount every shortage and triumph over every curtailment. Fashion will not be "as usual," any more than life, business, transportation, or taxes. They face a two-fold responsibility. This industry has existed upon the very nature of change, and now change is limited . . . not only by Government Orders . . . not only by diminishing supplies . . . but by the need to avoid obsolescence and waste at all costs. Yet in the face of all this it is their job to keep the flame of creative ability bright, and to keep alive a respect for all we mean by quality.

Classic sportswear as it was worn on college campuses was a way of dressing that somehow managed to reconcile "conservative" and "fashion." Sold initially in department-store college shops in the thirties, its popularity inspired the launching of *Mademoiselle*, the first magazine to address the burgeoning market of young college and career women. Heavily indebted to men's British-style sportswear, requisites included the "Brooks Brothers" Shetland sweater, almost anything of menswear flannel, especially slacks and pleated skirts, fly-front mannish gabardine raincoats, double-breasted camel's-hair polo coats, tailored suits and balmacaans in rugged tweeds, brown-and-white spectator pumps and saddle shoes. Instead of watered-down copies of the French couture, style originating on American campuses enabled students and secretaries to look sporty and fashionable. Separates, sportswear components that could be combined in numerous ways to create outfits that totaled more than the sum of the parts, formed the basis for much of the "college" look amounting to 30 percent of the nation's apparel business by 1949, according to *Life* magazine. Photographed on attractive, outdoorsy-looking models, versions of these garments in every size range for all ages were featured throughout the decade.

Not until 1947, when Sears, including many items available for the first time since the war, published its largest spring catalog in 25 years, was there a pronounced difference in silhouette, with "flare," "fullness" and "soft curves" being promoted in outerwear, suits and dresses for women and girls of all sizes and ages. Sears copy read, "The new look is the long look," explaining, "Skirts are longer. Waistlines look longer. Fabrics are used lavishly." Sears "new look" was a direct result of the sensation created by French couturier Christian Dior. Dubbed the "New Look" by the fashion press, Dior's silhouette reestablished the supremacy of Paris and revolutionized the shape of fashion. Shoulders lost their padding and became rounded, as hips, newly rounded, were accentuated with pads, and waistlines were belted and cinched for even further definition, while mid-calf-length skirts swirled over rustling petticoats. A dramatic reaction to the severely man-tailored garb of the war years, the "New Look" was, in its extravagant use of fabric and curves, an expression of luxury and femininity inconceivable during the years of wartime austerity.

The first customers in Sears's catalog to adopt the "New Look" were fashion-conscious juniors, whose up-to-the-minute suits had short, nipped-in jackets, "bustle peplums" and full skirts. While misses' clothes were indeed longer, initially their skirts remained slim, shoulders were still squared, and waistlines and hips were barely emphasized. As Dior's silhouette gained acceptance in small-town America, its popular-priced translation acquired a marked resemblance to the charming shirtwaists and flared skirts of the Gibson Girl in a welcome revival of the romantic look, after years of maintaining an image of competence and assurance.

Nonetheless, as the "New Look" swept across the country, outcries against it reached a fever pitch. Women with good legs saw no reason to hide them in longer dresses, and men, equally anxious not to be deprived of this pleasurable

sight, bombarded the press with letters of protest. A Texas housewife founded the "Little Below the Knee Club," which immediately acquired 1300 members in Dallas, while the rallying cry of the San Antonio chapter was, "The Alamo fell, but our hemlines will not." In less than a month the club could boast members in all 48 states, a Georgia legislator announced plans to introduce a bill banning long skirts, and cartoons and vaudeville skits tried to laugh the "New Look" out of existence. Despite all the vocal opposition and hoopla, women were ready for a change and the "New Look" was here to stay.

Clothes once again became dressy. The crisp, efficient angularity of wartime fashion was abandoned in favor of soft drapery and feminine curves. A rayon faille junior dress and jacket with a gold belt featured a 110-inch sweep of skirt and a sophisticated moiré trimmed with real ermine tails measured 115 inches at its hem. Sequins, beads and nailheads, of newly available metals, trimmed dresses and soft "ballerina" suits. Tiers of ruffles edged girls' cotton dresses and rows of elastic thread shirred the abbreviated tops of bare-midriff playclothes with flaring skirts. Baby-doll and ballerina flat-heeled shoes complemented the new wide hemlines, with ankle-strap platform shoes worn with seamless nylon stockings the fashionable alternative.

Servicemen returning to civilian life wanted a new look, too. Weary of uniforms and uniformity, they favored suits with generous amounts of fabric in the drape of broad-shouldered jackets. Trousers sported cuffs, generous pleats and deep patch pockets. Sports coats and "loafer" jackets satisfied the desire for casual, comfortable apparel. Boys' knickers finally disappeared in favor of long pants as their clothing became identical to their fathers'.

Western-style ranch clothing and California beachwear enjoyed equal success with both sexes. Denim was firmly established as the sportswear preference for the entire family. By 1949 the cowboy influence prevailed, as Roy Rogers jeans and jackets, suspender dungarees for toddlers and rolled-up pedal pushers—the postwar suburban uniform for teens—dominated the pages of the catalog.

The decade ended on a note very different from that on which it had begun. As GIs returned, eager to get on with their interrupted lives, marriages reached record levels and women who had emerged from their homes retired to domesticity to raise families, surrounded by the latest labor-saving appliances.

Sears stood ready to supply the needs of this new lifestyle, complete with up-to-the-minute automatic washing machines and television sets, first advertised in 1949. Potential customers were cautioned that "Your distance from the station, your location in respect to hills, tall buildings, etc., are factors that limit the reception of television. This Silver-tone Television Set will give you good reception if you live within 15–20 miles of the station."

In 1950 America was well on its way to becoming a country of ardent consumers. A well-dressed, fashion-conscious people, we were about to embark on an era in which technology, prosperity and communications would combine to create yet unimaginable products for our comfort and enjoyment. Chemistry would develop synthetic fibers and textile finishes for apparel requiring minimal care. Sportswear in these new fabrics would remain the mainstay of wardrobes. Sears continued to maintain its time-honored tradition of providing Americans with well-made, affordable, attractive attire. A succinct comment by William C. Browning, a clothing manufacturer, a century earlier on the relationship between democracy and dress is a perfect definition of Sears's contribution to American society and might well have served as its credo

And if it be true . . . that the condition of a people is indicated by its clothing, America's place in the scale of civilized lands is a high one. We have provided not alone abundant clothing at a moderate cost for all classes and citizens but we have given them, at the same time the style and character in dress that is essential to the self-respect of a free, democratic people.

THESE STYLE TEAMS
COME IN
OTHER COLOR SCHEMES

It's the American Way ... to Live in a

DRESS WITH JACKET

Use Sears Easy Payment

Plan to Buy Them at This

Low Price—See Page 11

\$ **5.98**
Complete

THE JACKETS ARE SMART
WITH OTHER DRESSES
With Separate Skirts,
Sweaters, Blouses

PLAIN JACKET ... PLAID DRESS

(A) Good companions ... the dress and jacket! All-occasion one-piece shirtwaist dress in our best quality Crown Tested Woven Plaid All Spun Rayon fabric. Crown zip placket. The beautifully fitting unlined cardigan jacket is our best quality plain colored All Wool Shetland.

Juniors' Size Range: 11, 13, 15, 17, 19.

Misses' Size Range: 12, 14, 16, 18, 20 only.

State size: see Size Scales on Page 42. Shipping weight, each, 2 pounds.

31 D 7321M—Red and Green Plaid Dress; Plain Laurel Green Jacket.

31 D 7322M—Brown and Green Plaid Dress; Plain Brown Jacket.

31 D 7323M—Navy and Green Plaid Dress; Plain Navy Jacket. Each Outfit, \$5.98

The Scotty Cap comes in same color schemes as dress described above. Plain color All Wool Shetland, trimmed with plaid Spun Rayon; gros-grain streamers. **Colors:** Red and Green Plaid on Plain Laurel Green; Brown and Green Plaid on Plain Brown; Navy and Green Plaid on Plain Navy. Measure head; **state size, color.** Shpg. wt., 6 oz.

31 D 7455M—Fits 21½ to 22½-in. headsize. 98c

PLAID JACKET ... PLAIN DRESS

(B) Newest dress-and-jacket team in colors that blend perfectly. One-piece casual dress in our famous Crown Tested Duo-Spun, a rich wool-like fabric woven of finest quality Spun Rayon yarns. Crown zip placket. Man-tailored unlined tweed jacket of ½ Wool, ½ Rayon—correct weight to wear over dress, or as separate jacket.

Juniors' Size Range: 11, 13, 15, 17, 19.

Misses' Size Range: 12, 14, 16, 18, 20 only.

State size: see Size Scales on Page 42. Shipping weight, 2 pounds 4 ounces.

31 D 7318—Gold color Dress; Brown-and-Gold-Plaid Jacket.

31 D 7319—Norse Blue Dress; Norse Blue-and-Wine Plaid Jacket.

31 D 7320—Henna Rust Dress; Green-and-Rust Plaid Jacket. Each Outfit, \$5.98

Measure Every Time You Order

—at bust, waist, hips, as directed on Page F in back of book. Then find your size in your size range. *Be sure* dress you pick comes in your range. Below are Size Ranges for dresses listed on these two pages.

Juniors' Size Range: 11, 13, 15, 17, 19.
—For Size Scale see Page 42.

Misses' Size Range: 12, 14, 16, 18, 20, 22.
—For Size Scale see Page 42.

Women's Size Range: 34, 36, 38, 40, 42.
—For Size Scale see Page 64.

Shorter Women's Size Range: 16½, 18½, 20½, 22½, 24½—For Size Scale see Page 64.

Send your order to Sears nearest Mail Order House and allow postage from there. Garments on these two pages will be sent from our New York Fashion Headquarters.

NEWS FOR THE U.S.A.

The 1940 Edition of
SEARS FAMOUS

Miss America
POLO COAT

In Three
All Wool Fabrics

Here's the Wonder Coat, *Miss America*, always in fashion, always appropriate, always in good taste. It's the coat that goes everywhere, anytime, becoming to everyone who puts it on! Master tailored to our specifications to stand up under the hardest wear. Winter warm in the stadium or on the campus, battling a blizzard or driving the car. Flattering double-breasted reefer lines, moulded through the body, flaring at the hem. Square shoulders, dashing wide revers, stitched slenderizing panel back. This new *Miss America* is the best yet!

Misses' Size Range: 12, 14, 16, 18, 20 only. See Size Scale, Page 20. Shipping weight, each, 5 lbs. 10 oz.

Our Best Quality Camel's Hair and Wool
50% super warm Camel's Hair, balance All Wool in a smooth soft weave. Earl-Glo Rayon lining guaranteed for life of coat. Warmly interlined. Colors: Polo Tan 604, Black or Henna Rust 645. Sizes above. State size and color.

17 D 5470 \$12.98

Better Quality All Wool Fleece
All Wool Fleece in extra-warm diagonal weave. Earl-Glo lining guaranteed for the life of the coat. Warmly interlined. Colors: Navy Blue, Henna Rust 645, or Nuberry (Grape) Wine 514. Sizes above. State size and color.

17 D 5465 \$9.98

Good Quality All Wool Fleece
All Wool diagonal weave, warm and sturdy. Rayon Taffeta lined, warmly interlined. Colors: Henna Rust 645, Skipper Blue 218, or Hockey Green 321. Sizes above. State size, color.

17 D 5460 \$7.98

Send your order to Sears nearest Mail Order House and allow postage from there. Garments on these two pages will be sent direct from New York.

\$12.98 Best Quality
50% Camel's Hair,
50% Wool

\$9.98 Better Quality
All Wool
Fleece

\$7.98 Good Quality
All Wool
Fleece

Own this famous coat—wear and enjoy it—while you're paying for it on Sears Easy Payment Plan. See Page 11 for details.

Young America O.K.'S THESE



The hat that has won the heart of the co-ed. Soft, fluffy, brushed felt; gay feather, roll brim. **Lively Colors:** Bittersweet (see Page 4), Teal Blue 235, Gold 720, American Beauty 515, Kelly Green 321, Dark Brown 613. **Measure; state color.** Shpg. wt., 14 oz. **78 D 8980**—Fits 21½ to 21¾-in. headsize. **78 D 8981**—Fits 22 to 22¼-in. headsize.

That little tam you've wanted, made of good wool felt (not cloth) in soft fluffy finish. Stunning tall feather; adjustable headsize; self straps. Fits well. **Colors:** Signal Red 540, Bittersweet (see Page 4), Navy, Dark Brown 613. **Measure; state color.** Shpg. wt., 14 oz. **78 D 9130**—Fits up to 22¼ in.

Flattering with any hair-do. Wool body felt breton. Smart! **Colors:** Henna Rust 647 with Brown and Green ribbon trim; Burgundy Wine 514 with Wine, Deep Blue; Navy with Royal Blue, Wine; Laurel Green 313 with Green, Bittersweet. **Measure; state color.** Shpg. wt. 12 oz. **78 D 9060**—Fits up to 22¼ in.

Deanna Durbin's OWN STYLE!

\$179



When a young reigning movie star chooses a hat, you know it has style! Wool body felt with gay, multi-color stripes on the draped rayon band and streamers. New high crown; up or down brim. Deanna Durbin tag inside! **Colors:** Bittersweet (see Page 4), Navy, American Beauty 515, Teal Blue 235. **Measure; state color.** Shpg. wt., 14 oz. **78 D 9205**—Fits 21½ to 21¾ in. **78 D 9206**—Fits 22 to 22¼-in. headsize. \$1.79



Good wool felt. Classic roll brim model. Shipping weight, 14 oz. **78 D 9065**—Fits 21½ to 21¾-in. headsize. **78 D 9066**—Fits 22 to 22¼-in. headsize.

Fine fur felt. Better quality. A \$2.00 value. Shipping weight, 14 oz. **78 D 8860**—Fits 21½ to 21¾-in. headsize. **78 D 8861**—Fits 22 to 22¼-in. headsize.

Colors: Henna Rust 647, Navy, Burgundy Wine 514, Kelly Green 321, Black. **Measure; state color.**

Color numbers refer to Color-Graph.



Girls love this bonnet with its new brim. Good body felt. **Colors:** Royal Blue 218 with Navy grosgrain; Bittersweet (see Page 4) with Dark Green; Burgundy Wine 514, Deep Blue; Brown 613 with Rust. **Measure; state color.** Shpg. wt., 14 oz. **78 D 9025**—Fits 21½ to 22 in.

A veil accents the last minute smartness of this mushroom brim hat. Ribbon binding on brim match band and bow. Good body felt. Shirred elastic head band. **Colors:** Burgundy Wine 514 with Deep Blue ribbon, Navy with Royal, Bittersweet (see Page 4) with Brown, Wintergreen 340 with Rust. **Measure; state color.** Shipping weight, 13 oz. **78 D 9170**—Fits up to 22¼ in.

Imported berets! Famous quality; made in France! What a grand bargain! Brushed all wool, closely knit with a thick felted finish. Nine stunning washable colors. Sizes for women, misses, children. **Colors:** Black, Brown 613, Wine 514, Dark Green 313, Navy, Red 508, Royal Blue 212, Beige 604, White. **Measure; state color.** Shpg. wt., 4 oz.; three, 8 oz. **78 D 7228**—Fits 21½ to 23 inches. **78 D 7229**—Children's Size. Fits small-er heads. Each, 35c. 3 for \$1.00

Young Miss America For Age-Sizes 10 to 16



This coat, by actual count, is the most popular, best-beloved reefer style in the U. S. A. today. So well-liked that we offer it in three fabrics, three prices. So smart that you're one of the nation's best-dressed girls the minute you put it on. Young Miss America's clean-cut shoulders are lightly padded. Double-breasted closing has eight big smoky-tone ocean pearl buttons. High-wide-and-handsome revers and two deep pockets. Eight-gore flared skirt has knife-edged press on front and back seams. **Age-Sizes:** 10, 12, 14, 16. **State age-size and color;** Size Scale at left. Shpg. wt., each, 3 lbs. 6 oz.

20% Camel's Hair, balance Wool; our best quality. Erl-Glo Rayon lining, guaranteed for the life of the coat.

17 E 7235—Polo Tan 208 or Navy Blue 728 \$8.98

55% Wool Tweed, balance Rayon and Cotton. Rayon Taffeta lined, guaranteed 2 seasons. **17 E 7233**—Gray Mixture, Tan Mixture, Navy Blue Mixture. \$6.98

All Wool Shotland-type Tweed—good firm, durable quality. Rayon Taffeta lined, guaranteed for two seasons. **17 E 7234**—Navy Blue 728 or Rose Wine 612 \$5.98



Prettiest Hats in Years! Flowers, Feathers, Feminine Frills,

New Brims, New Crowns, New Trims...These New 1940 Hats

Make Your Face a Picture!



Dramatic Fashions by Leading Designers Reproduced for You at Modest Prices

The Deauville 'Wing-Clipper'

\$298 The exact style, the same shape, the same new color schemes and rich effect as in the fabulously expensive original! Designed exclusively for Sears by a milliner so famous and clever she sets styles for all America! Newest postilion crown and curving brim. Fine quality rough straw braid; fine feathers; rayon veiling in snood effect.

Colors: White hat with Royal Blue and Red trim (shown in color on Pg. 8); Navy Blue hat and veil with White and Navy wings; Black hat with Royal Blue veil, Red wings. **Measure** (see Pg. 78); **state color.** Shpg. wt., 1 lb. 78 E 9420—Fits 21½ to 23 in.



The Deauville 'Drama'

\$395 Prettiest picture hat in years! Dips low over the brow, sweeps dramatically skyward in a line that's sheer flattery. Authentic copy of an expensive original designed expressly for Sears. Fine quality straw braid. Daisy cluster, rayon velvet ribbon ornament. Long cloud-drift rayon veiling you may arrange to suit yourself.

Colors: White hat with Fuchsia trim (shown in color on Page 6). Black hat with Pink trim, Navy Blue hat with White trim. **Measure:** **state color.** Shpg. wt., 1 lb. 8 oz. 78 E 9425—Fits 21¾ to 22¾ inch headsize. 78 E 9426—Fits 22½ to 23 in.



The Deauville 'Parader'

\$298 Brings out all your best points! We know, because we tried it on 25 different women. New-moulded oval shape in smart, rough straw braid—created for Sears by a foremost American milliner. Rayon veiling snood, flowers, and rayon velvet ribbon bow in eye-delighting color combinations.

Colors: Patriot Red with Chartreuse trim and Royal Blue veil (shown in color on Page 8); White with Royal Blue and Red trim; Navy Blue with Rose Coral trim; Black with Blue Violet and Fuchsia trim. **Measure headsize** (see Page 78); **state color.** Shpg. wt., 14 oz. 78 E 9430—Fits 21½ to 23 in.





Fashion, always romantic, looks back
to the glamorous past for new designs for today...
This Spring, inspired by Southern Belles
and the Gay Nineties, you'll look your prettiest

Evening Gowns Are Sentimental

Filmy Net (seated)

\$5.98 "Romance." Hear them murmur "Who is SHE?" as you make a dramatic entrance in this enchanting young gown. It might have stepped right out of a Southern belle's picture. Filmy, lustrous Rayon Net envelops you like a cloud, flaring below a slim waistline. Coquettish rayon velvet bows nestle in the flounces, outlined by frilly self-ruching like the lovely neckline. There's a swishy, matching color Rayon Taffeta slip, and hair-bow to match the bow trim on dress.
Colors: Aqua Blue 570, Light Blue 616, Pink 550, all with contrasting bows; also White with White bows for weddings and graduations.
Misses' Size Range: 12, 14, 16, 18, 20, 22. Length, about 59 in. *State size and color; see Size Scale on Page 15.*

31 E 9145—Shpg. wt., 1 lb. 8 oz. \$5.98

Crisp Rayon Taffeta

\$2.98 "Moonglow." This appealing young dress of fine quality all Rayon Taffeta is shadow patterned in brocade-effect with a lovely flower design. The bodice is shirred to give flattering fullness, and a pointed set-in girdle makes your waistline look tiny. Taffeta pleats emphasize the heart-shaped neckline, the frivolous bows are Rayon Velvet. Full puffed sleeves are very new. Extra flowers to tuck in your hair come with the dress.
Colors: Aqua 570, Royal Blue 824, Sunset Rose 556, all with contrasting trimming; also White with White trimming. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. Length, about 59 inches. *State size and color; see Size Scale on Page 15.*

31 E 9150—Shpg. wt., 1 lb. 8 oz. \$2.98

Send your order to Sears nearest Mail Order House and allow postage from there. Dresses on these two pages sent direct from New York. Color numbers refer to Color-Graph following last index page in back of book.





NEW YORK-TO-YOU *Styles*

We know what knowing Juniors wear—but definitely! We watch them doing the shag, gathering at luncheon time—these smart young New Yorkers who set fashions—we see them going to business, scurrying across the campus. So naturally we can send you, direct from New York, brisk, bright Junior Fashions.

\$2⁹⁸

(C) When the Scottish Queen of England went traveling in America, Fashion went to town on plaids, and here's one of the prettiest results—a darling dress of woven Spun Rayon plaid fabric with sunburst pleats in the skirt to prove swing is here to sway, and a sweet young collar to neatly top it. Tiny buttons down the front, narrow belt, new sleeves—wear it, and your friends will say "You're looking smooth!"—what more could any one want!

Colors: Red, Navy or Laurel Green Plaids, Juniors' Size Range: 11, 13, 15, 17, 19. Misses' Size Range: 12, 14, 16, 18, 20 only. See Size Scale, Page 47. State size and color.

31 D 7342—Shpg. wt., 1 lb. 8 oz. \$2.98

(A) There's a smashing big bow on the plaid Celanese Taffeta blouse top of this gay gad-about, with simulated bolero, and skirt swirling wide from a "hold tight" waistline. Smart Juniors' figures look keen in such frocks, trim enough for school or business, dressy enough for a heavy date. The fabric is our best quality Celanese Rayon Pebble Crepe.

Colors: Navy with Red Plaid or Black with Red Plaid, Juniors' Size Range: 11, 13, 15, 17, 19. Misses' Size Range: 12, 14, 16, 18, 20 only. See Size Scale, Page 47. State size, color.

31 D 7339—Shpg. wt., 1 lb. 6 oz. \$2.98

(D) Who's got the smartest buttons in town? You have, if you have this dress, which is button trimmed all the way down the front and fastens up to a darling little collar of lace, detachable for keeping spic and span like the cuffs. Deliberately designed to make the most of a pretty slim figure with its nipped-in waistline, long, slim sleeves, square shoulders, swirling hem. Nicely tailored in Celanese Rayon Pebble Crepe.

Colors: Navy, Nuberry Wine 514, Teal Blue 238, Black, Juniors' Size Range: 11, 13, 15, 17, 19. Misses' Size Range: 12, 14, 16, 18, 20 only. See Size Scale, Page 47. State size, color.

31 D 7336—Shpg. wt., 1 lb. 4 oz. \$2.98

(B) Baby cardigan of Rayon and Cotton knit in three colors, sunburst pleated All Wool Flannel skirt. Crown zip placket. Smart two-some for town trotting or twilight twirling and (hooray!) you can wear skirt or sweater separately. Baby cardigan is a new fashion hit—the young crowd calls the costume "Terrific!"

Colors: Navy, Henna Rust 645, Black, Laurel Green 313, each with sweater in harmonizing tri-colors, Juniors' Size Range: 11, 13, 15, 17, 19. Misses' Size Range: 12, 14, 16, 18, 20 only. See Size Scale, Page 47. State size, color.

31 D 7333—Shpg. wt., 1 lb. 10 oz. \$2.98

Have these new fashions on Sears
Easy Payment Plan. See Page 11.

For the First Time in Mail Order History

Marie Dressler RAYON DRESSES... Sizes 36 to 53

\$2.48
Each



EXCLUSIVE WITH SEARS!

Dresses Famous for Fit and Fashion at a Famous Sears Low Price

A Becoming in style, becoming in fabric, this nicely fitting dress of Paisley-type print in Crown Tested Spun Rayon Challis is the sort of Marie Dressler frock that a woman can fairly live in. Flared skirt, buttons and ric-rac on bodice.

Women's Size Range: 36, 38, 40, 42, 44. Size Scale, Page 76.

Stout Size Range: 43, 45, 47, 49, 51, 53. Size Scale below. State size. Shipping weight, 1 pound 4 ounces.

7 D 6806—Navy Blue Ground
7 D 6807—Medium Brown Ground
7 D 6808—Laurel Green Ground **\$2.48**

B Famous Marie Dressler dress of fine Crown Tested *Mist-spun* Rayon that resembles wool. Softly shirred at the shoulders. V neckline is outlined with detachable white.

Women's Size Range: 36, 38, 40, 42, 44. Size Scale, Page 76.

Stout Size Range: 43, 45, 47, 49, 51, 53. Size Scale below. State size. Shpg. wt., 1 lb. 2 oz.

7 D 6812—Teal Blue 238
7 D 6814—Burgundy 514
7 D 6813—Black **\$2.48**

C Crown Tested Spun Rayon Challis in a neat tiny two-tone print, ideally suited to this smart shirtwaist dress. Soft, feminine details with the famous Marie Dressler fit and styling.

Women's Size Range: 36, 38, 40, 42, 44. Size Scale, Page 76.

Stout Size Range: 43, 45, 47, 49, 51, 53. Size Scale below. State size. Shpg. wt., 1 lb. 2 oz.

7 D 6809—Navy Blue Ground
7 D 6810—Henna Rust Ground **\$2.48**

D This Marie Dressler dress of Crown Tested Fine *Mist-spun* Rayon is a quick way to slenderizing smartness! Softly draped bodice, shirred shoulders and slimly detailed skirt.

Women's Size Range: 36, 38, 40, 42, 44. Size Scale, Page 76.

Stout Size Range: 43, 45, 47, 49, 51, 53. Size Scale at left. State size. Shpg. wt., 1 lb. 2 oz.

7 D 6817—Laurel Green 313
7 D 6815—Navy Blue
7 D 6816—Black **\$2.48**

MADE TO FIT

1. Carefully proportioned through bust and back.
2. Hips are cut to slenderize—to fit when you stand and when you sit.
3. Armholes are comfortably deep and well fitting.
4. Waistlines are designed to fit yours.
5. Plackets for smooth and slenderizing fit.
6. 2-inch hem on all dresses.

Check your bust, waist and hip measurements with this scale and order size nearest them. Measure each time you order.

Stout Size Scale						
Bust:	43	45	47	49	51	53
Waist:	39	41	43	45	47	49
Hips:	48	50	52	54	56	58
Length:	48	48	49	49	49	49

Build your order to \$10—buy on Sears Easy Payment Plan. See Page 11.

The "News" in Knicker Suits

Sears Have a Complete Selection...Suits with 1 Knicker...Suits with 2 Knickers
...or Suits with 1 Knicker and 1 Longie... All Are Priced to Save You Money



This suit comes in a complete range of sizes to fit all boys from 8 to 17.

Boyville
Reg. U. S. Pat. Off.

Our Finest

\$7.50
2-Pc. Suit

\$9.50
3-Pc. Suit

- Choice All Wool fine suiting.
- Latest style diagonal weave with attractive overplaid.
- Available with 1 or 2 pairs of knickers.



Our Finest—For Longer Wear, Better Value

The "Boyville" label in a suit means our best in fabric, style, and tailoring details and choice quality, smooth finish all wool... popular diagonal weave with overplaid. Rich shades of Dark Blue or Brown. Double breasted coat has sports back, pleated patch pockets. High luster rayon lined. Full lined, full cut knickers with wool worsted knit bottoms. No vest. For an exceptional value, buy the suit with extra knickers—they practically double the life of this stylish suit.

All Sizes: 8 to 17. State size. Shipping weight, 3 pounds 3 ounces; with extra knickers, 4 pounds 3 ounces.

Coat and Knickers

40 E 2946—Dark Brown....\$7.50
40 E 2949—Dark Blue.....7.50

Coat and 2 Pairs Knickers

40 E 2947—Dark Brown....\$9.50
40 E 2950—Dark Blue.....9.50



"Hey Fellows!

Look at the swell longies you get with these suits!

Most popular idea in years! Gives you what amounts to two different suits... and doubles the wear.

Favorite Style and Fabric

\$7.95

Striking Colors! Snappy new styles! Perfect fitting! This handsome double breasted suit is made of long wearing suiting— $\frac{1}{2}$ wool, balance cotton and rayon. Diagonal weave with smartly subdued overplaid. Coat is lined with lustrous rayon. Knickers are full lined and have knit bottoms. Drape model longies. No vest. Ideal for those who want to switch from knickers to long pants.

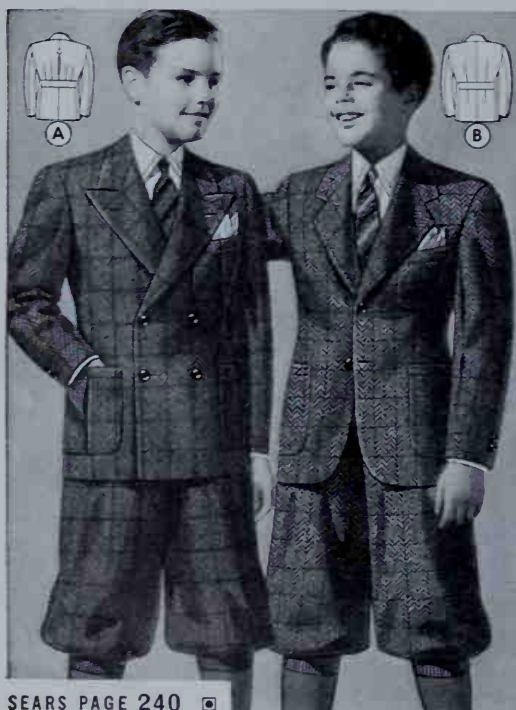
All Sizes: 8 to 17. State size. Shipping weight, 4 pounds 2 ounces. Shipped from Chicago or Philadelphia—whichever is nearer. Order and pay postage from your nearest Sears mail order house.
40 E 3093—Medium Brown.....\$7.95
40 E 3094—Medium Blue.....7.95

Diagonal Weave—All Wool

\$9.75

Tailored from a smooth finish all wool suiting—fashioned by experts who know what boys want. Double breasted model with pinch back, high luster rayon lining. Knickers full cut and full lined. Knit bottoms. Drape model longies smartly styled with 4 full pleats, dropped belt loops. Choice of rich Green or handsome Gray, diagonal weave with overplaid. No vest.

All Sizes: 8 to 17. State size. Shipping weight, 4 pounds 3 ounces. Shipped from Chicago or Philadelphia—whichever is nearer. Order and pay postage from your nearest Sears mail order house.
40 E 3005—Dark Green.....\$9.75
40 E 3074—Medium Gray.....9.75



Double Breasted

\$4.95 **\$6.95**

Good quality suiting— $\frac{1}{2}$ wool, bal. cotton, rayon. Ever becoming Herringbone with overplaid. Double breasted coat has sports back, rayon-lined, pleated patch pockets. Full cut, full lined knickers have knit bottoms. No vest. Extra knickers double the life of the suit.

All Sizes: 8 to 17. State size. Shipping weight 3 lbs. 5 oz.; with extra knickers, 4 pounds 3 ounces.

Coat and Knickers

40E2911—Med. Gray...\$4.95
40E2942—Dark Blue... 4.95

Coat and 2 Pairs Knickers

40E3011—Med. Gray...\$6.95
40E2944—Dark Blue... 6.95

Our Lowest Price

\$4.29

Despite the rise in fabric prices, this suit is still low priced. Herringbone weave overplaid... cassimere ($\frac{1}{4}$ wool, bal. cotton, rayon) or navy blue chevrot ($\frac{1}{2}$ wool, bal. cotton). Single breasted coat; pinch back. Rayon lined. Full lined knickers; knit bottoms. No vest.

All Sizes: 6 to 16. State size. Shpg. wt., 3 lbs. 2 oz.

2-Piece Cassimere Suit

40E3013—Med. Brown...\$4.29
40E3014—Med. Gray... 4.29

2-Piece Chevrot Suit

40E3015—Navy Blue...\$4.29



Complete 5-Pc. Spring Outfit—Coat, Knickers, Shirt, Belt and Tie... all included.



Rich Medium Blue

\$5.75

5-Pc. Suit

Fine suiting, $\frac{1}{2}$ wool, bal. cotton, rayon. Herringbone weave with overplaid. Complete outfit of coat, knickers, shirt, belt and tie priced lower than total cost of individual pieces! Double breasted coat; sports back, rayon lining. Full lined knickers; knit bottoms. Self belt. White cotton broadcloth shirt. Figured tie.

All Sizes: 4 to 12. State size. Shpg. wt., 3 lbs.

40 E 3004
5-Piece Suit.....\$5.75

HOW TO MEASURE FOR BOYS' KNICKER SUITS Measure chest close up under arms, over shirt or blouse. Place tape under arm and over shoulder blades. Measure waist around trousers without belt. Refer to chart, order size nearest these measurements.

Size	6	7	8	9	10	11	12	13	14	15	16	17
Chest, in.	24½	25½	26	27	27½	28¼	29	29¾	30½	31½	32	33
Waist, in.	23½	24	24½	25	25½	26	26½	27	27½	28	28½	29½

In-Between-ers Call This Wardrobe "Keen"



(A) 2-Piece Outfit
\$1.98



(B) Neck-Waist Princess
\$1.98

(C) Dress and Bag—Cute!
\$1.98

(A) Classic two-piece polka-dot dress of better quality Crown Tested Spun Rayon. Wear either piece with other jackets and skirts. Jacket has notched revers, four pocket-effect tabs. Skirt has stitched down pleats in front, detachable button-on suspenders; 2-inch hem.

Colors: Navy or Rosewine with White Dots. Age-Sizes: 12, 14, 16 only. State age-size, color; see Size Scale on Page 207. Shipping weight, 1 pound 4 ounces.

7 E 4762—Outfit; 2 Pieces.....\$1.98

(C) Floral-striped Spun Rayon dress with matching shoulder strap bag. Pleated top pretends to have pockets. White Rayon Pique collar with fagoted edge. Whirling 4-gore skirt. Better quality fabric. Crown Tested for satisfaction.

Age-Sizes: 10, 12, 14, 16. State age-size; Size Scale, Page 207. Shipping weight, 1 lb. 8 oz.

7 E 4754—Copen Blue Floral stripe

7 E 4755—Rose Floral stripe

7 E 4756—Aqua Floral stripe

Dress and Bag; Complete Outfit.....\$1.98

Change-about trio gives you keen value. Cardigan jacket has 2 deep pockets and 2 "make-believe" pocket flaps. It's unlined, 4-gore flare skirt has snap and button side closing. Blouse is the new double breasted Fireman's shirt with contrasting colored buttons. Wear all three or change-about with other jackets and skirts!

Age-Sizes: 10, 12, 14, 16. State age-size and color; see Size Scale on Page 207.

(E) Jacket—Our fine quality All Wool Flannel. Shipping weight, 1 pound 8 ounces.

7 E 4840 M—Navy Blue 728

7 E 4841 M—Rose 538.....\$2.98

(F) Skirt—Our fine quality All Wool Flannel.

Shipping weight, 1 pound.

7 E 4872 M—Navy Blue 728

7 E 4873 M—Rose 538.....\$1.98

(G) Blouse—Fine quality Chambray. Colors: Copen Blue or Dusty Rose. Shpg. wt., 6 oz.

27 E 4595—Age-Sizes: 7, 8, 10, 12, 14, 16. . .98c

(B) Beautiful Princess dress with neck-to-hem row of buttons—gored front and back. Contrasting stitching accents lovely lines from shoulder to hem. Graceful swirling, whirling skirt. Matching color zip closing at back of neck. Belt ties back in bow; gives you slim waist. Our better quality Rayon Crepe; Crown Tested.

Colors: Skipper Blue 824, Sunset Rose 556 or Topaz Gold 106. Age-Sizes: 10, 12, 14, 16. State age-size, color; see Size Scale, Page 207.

7 E 4758—Shipping wt., 1 lb. 2 oz.\$1.98

(D) Big and Little Sister two-piece jacket dress. Match-or-mix both pieces. Swing skirt with detachable suspenders. Our good quality printed plaid Cotton Pique; washfast. Wash it in Lux! Colors: Navy and Limetint Plaid, or Wine and Copen Blue plaid, State age-size and color; see Size Scale on Page 207. Shipping weight, each, 10 ounces.

27 E 4774—Growing Girl Age-Sizes: 7, 8, 10.

27 E 4778—Teen Age-Sizes: 12, 14, 16

Complete Two-Piece Outfit..... Each \$1.59

More Change-Aabouts... featuring Plaids, fashion hit of the season! Classic jacket has three patch pockets; high, wide, handsome notched revers. Skirt has stitched down pleats all around; zip placket. Cotton Knit shirt, in plain colors; has zip back-neck closing.

Age-Sizes: 10, 12, 14, 16. State age-size; see Size Scale on Page 207.

(H) Jacket—Our finest quality All Wool Plaid. Shipping weight, 2 pounds 6 ounces.

7 E 4784 M—Copen Blue, Gold and Gray Plaid

7 E 4785 M—Red, Black and Gray Plaid \$2.98

(J) Skirt—Our finest quality All Wool Plaid.

Shipping weight, 1 pound.

7 E 4792 M—Copen Blue, Gold and Gray Plaid

7 E 4793 M—Red, Black and Gray Plaid \$2.49

(K) Shirt—Fine quality Cotton Knit; washfast.

27 E 4592—Scarlet Red 508

27 E 4593—Copen Blue 722

27 E 4594—White. Shpg. wt., 8 oz.,79c

Numbers after color names refer to Color-Graph following last index page in back of book.



(E) All Wool Cardigan Jacket
\$2.98

(H) All Wool Plaid Jacket
\$2.98

(F) All Wool Skirt
\$1.98

(J) All Wool Plaid Skirt
\$2.49

(G) Chambray Blouse
98c



(K) Knit Zip Shirt
79c

For Easy Payments See Page 1038



Detachable Suspenders

Big-and-Little-Sister 2-Piece Dress

Sizes 12 to 16

\$1.59

Sizes 7 to 10

Black Suede

BLACK AS INKY VELVET—SUBTLE
—UTTERLY DEVASTATING ACCENT
FOR AUTUMN FEMININITY!

Ⓕ DRAPED
PUMP OR
STRAP

\$298
Pair



Ⓐ FEMININE SPAT SHOE \$298
Pair



Ⓜ SMART SPAT STYLE \$198
Pair

The spat shoe takes its cue
from the new dressmaker
feeling of your Fall coat—
dainty—feminine—touched
with soft, delicate detail.



Ⓒ TAILORED TIE \$298
Pair



Ⓚ EXCITING NEW MODE \$188
Pair

Send your order to Sears nearest Mail
Order House and allow postage from
there. All items marked with triangles
▲ sent from Philadelphia or Chicago.

Ⓐ Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8 in AA (extra narrow) and A (very narrow) width. Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in B (narrow) and C (medium) widths. State size, width. Shpg. wt., 1 lb. 2 oz.

2½-in. High Heel Pump, Leather Sole
▲ 15 D 8011—Black Suede.
▲ 15 D 8012—Black Patent. Pr. \$2.98

2-in. Cuban Heel Strap, Leather Sole
▲ 15 D 8013—Black Suede.
▲ 15 D 8046—Black Patent. Pr. \$2.98

Ⓜ A smart combination of youth and sophistication. Trimly tailored tie. Rich black suede with mudguard and side inserts of stitched patent leather. 2-inch Cuban heel. Leather sole.

Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in AA (extra narrow) and A (very narrow) width. Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in B (narrow) and C (medium) widths. State size and width. Shipping weight, 1 lb. 3 oz.
15 D 8010—Pair..... \$2.98

Ⓜ A spat shoe... reflecting the simple elegance of the mode. Leather sole. 2½-inch high heel.

Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in AA (extra narrow) and A (very narrow) width. Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in B (narrow) and C (medium) widths. State size and width. Shipping weight, 1 lb. 3 oz.
15 D 7015—Black Suede with Smooth Leather Trim
15 D 7016—Black Leather with Patent Trim. Pair..... \$1.98

Ⓐ Quaint suede spat shoe. Button trim. Elastic gores. Leather sole. 2-in. Cuban heel.

Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in AA (extra narrow) and A (very narrow) widths. Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9 in B (narrow) and C (medium) widths. State size and width. Shipping weight, 1 lb. 2 oz.
▲ 15 D 8020—Black, Patent Trim.
▲ 15 D 8021—Brown, Alligator Grained Trim. Pr. \$2.98

Ⓚ Sophisticated tie for street or afternoon wear. It's made of rich, velvety suede with trim of patent leather. Laced from scalloped top to toe through decorative hooks. Fine leather sole. 2-inch Cuban heel.

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. Shipping weight, 1 lb. 3 oz.
15 D 7017—Black Suede. Pair..... \$1.88

Bonnets Star in "GONE WITH the WIND"

The bonnet's back — prettiest fashion of the 19th century gets a royal welcome along with Clark Gable, Vivien Leigh and Olivia de Havilland in "Gone with the Wind," Metro-Goldwyn-Mayer's David O. Selznick production.



Ⓐ The Beau-Catcher Bonnet

\$189 "Gone With the Wind" demonstrates the charm of the style. Glossy, beautiful rough straw. Double bow of rich rayon moire ribbon.

Colors: Black, Blue Violet 820, Navy Blue, Rose Coral 456, White. Measure, state color. Shpg. wt., 14 oz. 78 E 9445—Fits 21½ to 22-inch headsize. 78 E 9446—Fits 22¼ to 22¾-inch headsize.

Ⓑ Scarlett O'Hara Bonnet

\$189 Vivien Leigh looks lovely in a style like this; so will you! Brim turns up or down; forehead band may be worn high or low. Fine rough straw hraid. Rayon velvet ribbons.

Colors: Black, Burnt Straw 204, Navy Blue, White. Measure, state color. Shpg. wt., 1 lb. 4 oz. 78 E 9440—Fits 21¾ to 22¾-inch headsize. 78 E 9441—Fits 22½ to 23-inch headsize.

Two Hats in One!

\$100 A charming bonnet! But slip back the brim and it's off-the-face. All wool spring weight felt; laced edge. Fine rayon and cotton grosgrain. Colors: Emerald Green 376, Navy Blue, Rose Coral 456, White, Tango Rust 408. Measure (see below); state color. Shpg. wt., 15 oz. 78 E 9530—Fits 21½ to 22¼ in.

The Poke Bonnet

\$100 Frames your face in a wide high sweep; the effect is bewitching! Tuscan-like braid; rayon and cotton grosgrain trim. It's a grand value! Colors: Copen 722, Natural Straw, Navy Blue or White. Measure (see below); state color. Shpg. wt., 1 lb. 78 E 9540—Fits 21½ to 22 in. 78 E 9541—Fits 22¼ to 22¾ in.

The 'Heartbreaker'

\$159 The kind of hat men like...feminine, pretty, gay! Dips low at front; rayon veil ties under chin, if you like. Fine rough straw hraid. Colors: Tea Green 274, Navy Blue, Burnt Straw 204, Patriot Red 510. Measure (see below); state color. Shpg. wt., ea., 14 oz. 78 E 9450—Fits 21½ to 22¼ in.

Choice—Braid, Felt

\$119 Colors: Blue Violet 820, Coral 456, Navy Blue, Tango Rust 408, White. State color. Shpg. wt., each, 14 oz. Pedaline Braid—Looks like Milan 78 E 9570—Fits 21¼ to 22¼ in. 78 E 9571—Fits 22½ to 23 in. Spring Weight All Wool Felt 78 E 9572—Fits 21¼ to 22¼ in. 78 E 9573—Fits 22½ to 23 in.



\$100 Shirley Temple's mandarin pillbox of Pedaline hraid. Smart, simple, in good taste. Two-tone rayon and cotton grosgrain ribbon twists over crown, ties under chin. Fruit trim. Colors: Copen Blue 722, Navy Blue, Pink 552, Patriot Red 510, White. Measure; state color. Shipping weight, 12 ounces. 78 E 9815—Fits 20½ to 21¼ in.

79c Two-way hat. Daughter can wear it off the face or bonnet style, whichever way becomes her most! Lacy Pedaline hraid, with rayon and cotton grosgrain hand and chin ties. Dainty flower wreath at tip of crown. Colors: Copen Blue 722, Navy Blue, Pink 552, White. Measure; state color. Shpg. wt., 14 oz. 78 E 9550—Fits 20¾ to 21¼ in.

79c Ripple-brim bonnet of Tuscan-like braid. A style to delight little girls! Rayon and cotton grosgrain band, chin ties. Rayon plush flower wreath, in gay colors. Colors: Copen Blue 722, Natural Yellow, Pink 552, White. Measure (see above); state color. Shipping weight, 13 ounces. 78 E 9555—Fits 20¾ to 20¾ in. 78 E 9556—Fits 21 to 21¼ in.

85c Becoming to bright young faces! Off-the-face hraid with the new high crown and gay two-tone binding. Rayon and cotton grosgrain band, bow, chin ties, and binding. Lacy Pedaline hraid. Colors: Copen Blue 722, Navy Blue, Patriot Red 510, White. Measure (see above); state color. Shipping weight, 14 ounces. 78 E 9560—Fits 20¾ to 21¼ in.

Felt or Braid; up-or-down brim. State size, color. Shpg. wt., 14 oz. Copen 722: Natural Tan, Brown Trim; Pink 552; White. 78 E 9775—Fits 20 to 20½ in. 78 E 9776—Fits 20½ to 21¼ in. 88c Good Wool Felt. Colors: Copen Blue 722; Beige 302; Rose 556; Navy Blue. 78 E 9777—Fits 20 to 20½ in. 78 E 9778—Fits 20½ to 21¼ in.

The Dionne Quints' Favorite Bonnet

\$100 Exactly the same style poke bonnet worn by the famous quintuplets! Makes little girls look their prettiest. Extra-fine Pedaline braid. Brim turns up, off the face, too. Flowers held on by a cunning bow. Rayon and cotton grosgrain ribbon headband and chinstrap. Colors: Copen Blue 722, Navy Blue, Pink 552, Patriot Red 510, White. Measure; state color. Shpg. wt., 12 oz. 78 E 9820—Fits 19¾ to 20 inch. 78 E 9821—Fits 20¼ to 20¾ inch.



Daughter's First Hat

79c A bonnet she will remember all her life, she will look so pretty in it! Lacy Hemp braid daintily trimmed with flowers. Bowband and chinstrap of rayon and cotton grosgrain. Keeps its shape. Colors: Beige 302, Copen Blue 722, Maize 104, Pink 552. Measure (see above); state color. Shipping weight, 12 ounces. 78 E 9790—Fits 19½ to 20¼ in. headsize.



Swagger Coats .. Keep You Warm and Dry



Nothing so unpredictable as the weather—but you're set for it either way with one of Sears fine quality all purpose coats. Almost protection in stylish good-looking models at money-saving prices. Easy terms, too, on orders of \$10.00 or more. See Inside Back Cover!



100% Waterproof Coat In Dapper Herringbone

\$2⁹⁸

Lowest price 100% waterproof dress raincoat we know—equal in quality to coats selling elsewhere for 15% to 20% more. A real bargain leader in Sears array of champions.

Sturdy cotton outer fabric in good looking nubbed herringbone pattern. Vulcanized with pure gum rubber to a rich cotton plaid lining by the special Rain-O-Shine process. All main seams securely strapped and cemented for positive water tightness—not a pin hole left for water to come through.

Good-looking double breasted style with raglan shoulders and an all-around belt. Wide, wind-breaking collar, storm tabs on sleeves, slash pockets that open through to trouser pockets. Average length, 48 inches.

Double purpose—and double value! Here's a big money's worth!

Sizes below: Shpg. wt., 4 lbs. 2 oz.
45 H 7436—Medium Green
45 H 7438—Medium Grey... **\$2.98**

Reversible Two-in-One All Weather Topcoat

\$3⁶⁹

A better quality economy special—gives you two-coat usefulness for the price of one. One side of fine

twill cotton gabardine in new military tan... other side of blue or gray glen plaid cotton. Rubberized together for absolute weather protection. One low price gives you a coat you can wear for any occasion and in any kind of weather—rain or shine. Unbeatable for value!

Cut in roomy proportions for ventilated comfort. Jaunty double-breasted model with all-around belt, and slash pockets with entrances through to trouser pockets. Convertible collar buttons up around neck for storm protection. Average length, 48 inches.

Two stylish coats to keep you well-dressed—a new idea in all-weather protection, and a big idea in saving.

Sizes below: Shpg. wt., 4 lbs. 3 oz.
45 H 7470—Dark Grey Plaid
45 H 7472—Medium Blue Plaid... **\$3.69**

Sold Nationally at \$6.00 "DeLuxe Buckskein"

\$4⁹⁸

Sold by mail only by Sears—this famous nationally advertised 100% waterproof all

weather coat of a saving of over \$1.00 for you. And look at the "Extras" in service and wear this low price buys!

Outstanding fabric of about 35% wool, rest sturdy cotton in a handsome woven herringbone pattern—rubberized to a colorful plaid cotton lining by the famous duPont process. 100% waterproof and will not wrinkle or crack. Smartly styled double-breasted model with all-around belt, raglan shoulders and slash pockets with inside openings to trouser pockets. 48 inches long.

Take advantage of this actual cash saving on a coat that sparkles with plus value. Order now... and be set for months of super service!

Sizes below: Shpg. wt., 4 lbs. 6 oz.
45 H 7464—Blue Herringbone
45 H 7466—Grey Herringbone... **\$4.98**

Our Finest Coat—Fine Cravenetted Gabardine in New Oxford Model

\$7⁴⁵

As well known for its superb styling as for its dependable all-weather protection. Soft, supple, superb cotton in fine twill gabardine—loose-lined (not vulcanized) to let the cloth keep its natural smoothness and drape. Has the stylish appearance of a deluxe quality topcoat. Shower-proofed by the famous Cravenette process. Complete protection against ordinary rain—and a real windbeater! We know of nowhere else where you can get a Cravenetted gabardine coat like this at a price so low.

Tailored to Sears highest standards of quality workmanship. Only the finest materials used in every part of the coat. Close, even stitching that adds to the appearance and to the admirable service.

Sheds Showers!
Repels the Wind!
Authentic Styling!
Money Saver!

Lustrous 2-Tone
Yoke—Extra
Inside Pocket

TREATED WITH
Cravenette
SHEDS SHOWERS

Yoke and sleeves lined with lustrous smooth rayon, easy to slip your arms into. Body lined with durable cotton in a sparkling plaid pattern.

Smart single breasted style with neat fly front, raglan shoulders, and military style collar. Storm tabs on sleeves. Slash pockets with inside openings through to trouser pockets. Handy inside breast pocket. Average length, 48 inches.

Rain or Shine, you'll be dressed for the occasion and looking your best in this—our finest—all weather coat.

Sizes below: Shipping weight, 3 pounds.
45 H 7444—Tan Gabardine Coat... **\$7.45**

FRIENDS IN ANY WEATHER



(A) Girls' Rain Cape

\$1.09

All-Weather Coat and Hat

\$1.98

(E) Reversible Coat

\$2.98

An astounding value; this durable cape that can go back and forth to school through many rain storms, and covers you completely. Rainproof, windproof. No sleeves so it slips off and on quick-as-a-wink. Slides over heavy coat, wooly suit or sweaters easily. Four buttons close it snugly. The attached hood in the smart parka-style that's all the rage, covers your hat, or takes the place of one. Head is elastic-shirred to frame your face and keep curls dry! Good quality gay Cotton Plaid with rubberized back.

Age-Sizes: 6, 8, 10, 12, 14. State size and color; Size Scale below. Shipping weight, 1 pound 11 ounces. 77 D 3125—Blue-and-Red Plaid only. **\$1.09**

Size Scale for Girls' Coats

Measure chest over dress, close up under arms. Measure length from base of neck in back to bottom of hem. Order size nearest measurements. Make no allowance.

Age-Sizes:	6	8	10	12	14
Chest:	25	27	29	31	32
Length:	25½	29	33	37	39

Girls'-size edition of our "Rain or Shine" coat at far right. Same waterproof and windproof construction. Matching Scotty hat.

Age-Sizes: 6, 8, 10, 12, 14. State size and color; Size Scale below. Shipping weight, 3 pounds.

(B) **Checked Cotton Jersey.** Sears good quality rubber vulcanized to gay woven Plaid Cotton lining. 17 D 5988—Navy, Wine, Brown or Green Checks. **\$1.98**

(C) **Flecked Cotton Tweed** with rubberized back. 17 D 5990—Wine-Red, Navy, Brown, each with multi-colored flecks. **\$1.98**

(D) **Woven Cotton Plaid** with rubberized back. 17 D 5995—Navy-and-Red Plaid only. **\$1.98**

Wear either the Woven Cotton plaid or the water-repellent Cotton Gabardine on the outside. This rain-or-shine coat is completely reversible. Single-breasted swagger style, convertible collar, raglan sleeves, slot pockets. Sears price is a bargain price!

Color: Navy-and-Red Plaid, with Tan Gabardine.

Misses' Size Range: 12, 14, 16, 18, 20 only. State size; see Size Scale below. Shpg. wt., 3 lbs. 12 oz. 17 D 5980. **\$2.98**

For Girls 6 to 14 Same style, fabric and coloring as above, in girls' sizes. Scotty hat is included.

Age-Sizes: 6, 8, 10, 12, 14. State age-size; Size Scale below. Shipping weight, 3 pounds 2 ounces. 17 D 5982. **\$2.89**

Size Scale for Misses' Coats

Measure yourself! If your measurements come between two sizes, order the larger

Sizes:	12	14	16	18	20	22
Bust:	30	32	34	36	38	40
Waist:	25	26	27	29	31	33
Hip:	33	35	37	39	41	43
Length:	42½	42½	44	44	45½	45½

See measuring instructions, Page F in back of book.

Send your order to Sears nearest Mail Order House; allow postage from there. These coats sent direct from our New York Fashion Headquarters. Cape sent from Sears Mail Order House nearest you.

SEARS Rain or Shine COAT

Makes You Proud
of Yourself
in Sun or Rain

\$2.98

In Plaid-Back
Cotton Tweed



Best Cotton
Gabardine **\$5.98**

Cotton
Plaid **\$1.98**

Good Cotton
Gabardine **\$3.98**

A smart all-weather coat for city or country life, travel, campus or sports events. Especially made and processed to repel wind and rain. Convertible collar, adjustable sleeve straps; double-entry slash pockets. State size, color.

Misses' Size Range: 12, 14, 16, 18, 20, 22. Size Scale at left.
Women's Size Range: 42, 44 only. Size Scale on Page 30.

(F) Handsome Herringbone Cotton Jersey Tweed vulcanized to a Cotton Plaid lining. A coat that's both rainproof and windproof.

Colors: Navy Blue, Brown or Medium Gray mixture. State size and color. Shipping weight, 3 lbs. 10 oz. 17 D 5970. **\$2.98**

(H) Woven Cotton Glen Plaid with rubberized back. Windproof, rainproof. Sturdy and good looking.

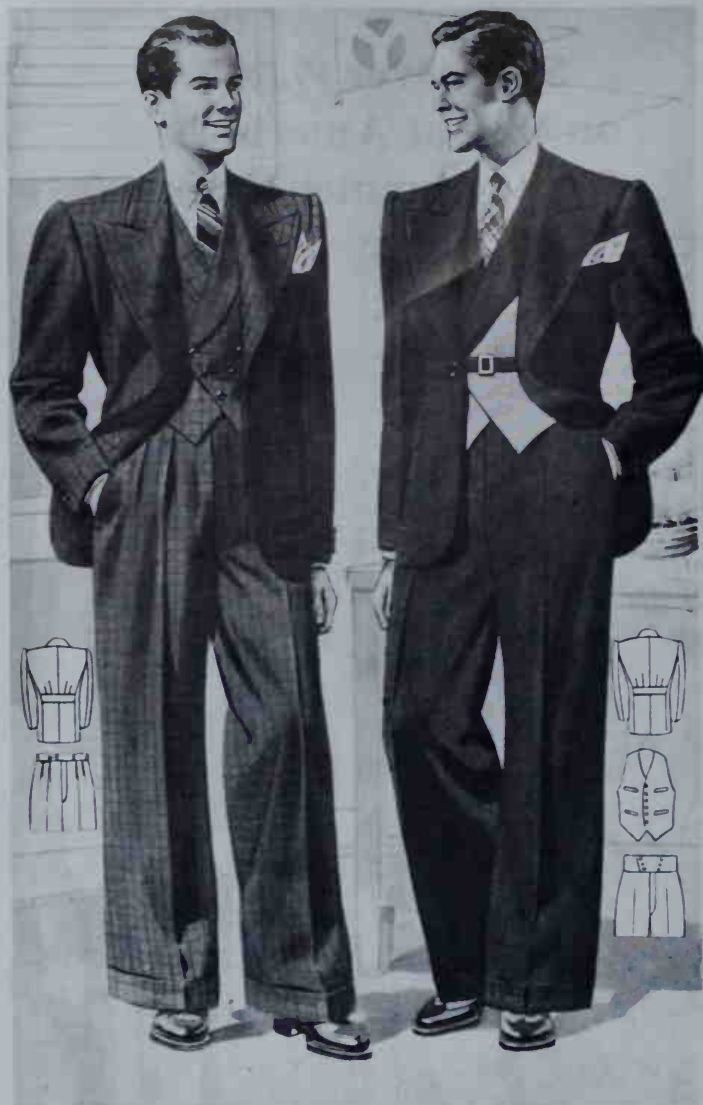
Colors: Brown, Navy or Gray Plaid. 17 D 5973. Shpg. wt., 3 lbs. **\$1.98**

(G) Our best Combed Cotton Gabardine, rubber vulcanized to make it water and wind repellent. This is an exceptional value! Equal quality coat usually costs at least \$7.95.

Colors: Tan, Navy or Brown. State size, color. Shipping wt., 3 lbs. 17 D 5978. **\$5.98**

(J) Good quality Cotton Gabardine, rubber vulcanized to Cotton Plaid lining. Wind and water repellent.

Colors: Tan, Navy or Brown. 17 D 5972. Shpg. wt., 3 lbs. **\$3.98**



Hollywood Styles

In All Wool, Tweed-Like
Fabrics . . Only \$2.00 Down



Swing Kings

Today's Styles for Tomorrow's Leaders

All Virgin Wool Worsted With Double Breasted Vest

\$16.95 3-Pc. Suit
Extreme styling makes this young men's style a smash hit wherever it is worn. The sturdy fabric is all virgin wool worsted. The sturdy tailoring insures excellent wear. And the unusual styling will definitely set you up as a fashion leader among the young bloods!

Look at the features of this brisk two-button single breasted model coat with snappy sports back. Patch pockets—a special, up-to-the-minute feature. Coat half-lined with smooth Earl-Glo rayon, guaranteed to wear the full life of the garment. Smart five-button double breasted vest has modified lapels, four pockets and accentuated points. Campus style trousers have full front pleats, extension waistband and extra wide 22-inch cuffs.

Skillfully tailored to build in all the strength needed for hard everyday wear. We guarantee to fit you perfectly—and we're sure you'll be more than satisfied when you look yourself over in this nifty new style. You can save big money with this low price—and you can pay on easy terms, too. See Inside Back Cover for Terms.

Sizes below. Shpg. wt., 5 lbs. 7 oz.

◆ 55 H 7123—Dark Brown
◆ 55 H 7125—Dark Blue \$16.95

Dapper Swagger Style with Smart Two-Way Vest!

\$14.95 3-Pc. Suit
Here's a mighty thrifty way to dress—in a smartly styled suit that fits comfortably and wears like suits costing twice as much! Alert college leaders are swinging to these low price Chevrolet Swing Kings—establishing a new high in debonair dressiness and a new low in clothing costs.

Choice of a good-looking herringbone Oxford Gray that's all wool or a dressy deep blue that's 75% wool (balance cotton). Single-breasted model with accentuated shoulders and a neat, trim looking waist, sports back.

Streamlined reversible vest—regular 6-button front on one side. Contrasting color flannel front with dark-lapels and buckle belt on the other. Full cut trousers in leading swagger style—have six-button wide waistband and extra wide 22-inch cuffs.

Tailored with expert care to insure lasting shape retention and strength enough to resist hard wear. Give yourself the treat you've always wanted—wear the style that really does things for you. We guarantee a perfect fit!

Sizes below. Shpg. wt., 5 lbs. 7 oz.

◆ 55 H 7157—Oxford Gray, All Wool \$14.95
◆ 55 H 7156—Dark Blue, 75% Wool 12.95

All Wool Herringbone In Youthful Drape Style

\$13.95 3-Pc. Suit
Planned by the leading style centers of the nations film capital as the style best suited to modern young men. A fabric that's rich—all wool, herringbone weave popped up with sparkling nubs. Firm and long wearing, in the shades voted most popular for 1941.

Specially designed semi-drape style! Popular three-button single breasted coat with smart plain back. Regular six-button vest. Full cut trousers have modified high rise, full front pleats, set-down belt loops and 20-inch bottoms. Invisible Waldes Kover-zip fly.

Skillful tailoring adds to the long life of this rich fabric. Close, even stitching, fine interlinings and first quality materials throughout insure reserve strength and superb shape retention.

Sizes below. Shpg. wt., 5 lbs. 6 oz.

◆ 55 H 7102—Mist Gray
◆ 55 H 7104—Teal Blue \$13.95

Tweed-like Herringbone with Subdued Overplaid

\$14.95 3-Pc. Suit
For wide-awake young men who know how to be first with the latest. A firmly-woven all wool tweedy suiting in the new season's colors. Blue herringbone with lighter blue nubs or green with lighter green nubs, both complimented by a subdued overplaid pattern. A rough, but firmly woven fabric with plenty of wear.

Dashing double-breasted model with tucks in front and an easy-action sports back. Regular six-button vest. Modified high rise trousers, have front pleats, drop belt-loops, 20-inch bottoms and the invisible Waldes Kover-zip fly.

Well tailored with Earl-Glo rayon half-lining, guaranteed for the life of the suit. Coat front interlined and carefully stitched to hold its shape. Distinctive in appearance—and a favorite for wear. A real buy at this low price!

Sizes below. Shpg. wt., 5 lbs. 6 oz.

◆ 55 H 7120—Teal Blue
◆ 55 H 7121—Medium Green . . . \$14.95

SIZES: 33 to 42-inch chest; 27 to 37-inch waist; 28 to 35-inch inseam. Regulars, Shorts, Longs. State all measurements as shown on Order Blank, Page C, Back of Book. All Suits on this page lined with Guaranteed Earl-Glo rayon. ◆ All suits shipped from Chicago. You order and Pay Postage from Sears nearest Mail Order House.

SLACK SUITS

Are Smarter Wherever You Go

Enjoy Spring and Summer in Carefree Shoes . . Carefree
Shirts . . Carefree Socks . . Be Comfortable Always!



The Belts . . . hand braided of four soft, folded strands of top grain cowhide. About 1-in. wide. Leather covered buckle. Colors: Black and White, Green and White, plain Tan, plain White. Sizes: 30 to 42 in. waist. Shpg. wt., 1 oz. State size and color.
33 E 8822—Each.98c

More Belts on Page 294.



The Shoes . . . walk on air in Spectator sports oxfords—Fabric and colors same as slack suit on center figure of this page. Kork Kreppe soles. Men's sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11. Wide width. State size. Shpg. wt., 2 lbs. 4 oz.
76 E 9638—Green
76 E 9639—Blue
76 E 9640—Brown. \$1.49

More Shoes on Page 344.



The Oxfords . . . Port holes for coolness. Smooth leather uppers. Red cork and rubber sole; wedge heel. Goodyear Welt smooth insoles. Men's sizes: 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11. Med. Wide width. State size. Shpg. wt., 2 lbs. 4 oz.
67 E 94139—Brown and White
67 E 94140—Brown. \$2.98

More Shoes on Page 347.



Cool Shantung Effect Poplin Sanforized-Shrunk-Vat-Dyed

A breezy slack suit in a comfortable shantung effect cool cotton poplin. Attractively styled shirt with matching buttons and button down flaps on pockets. Comfortable sports back with yoke and shirring. Wear it tucked in or out. Full cut slacks with four pleats, drop belt loops and adjustable self belt. 20-inch cuffs. Fabric won't shrink more than 1% or fade because it's Sanforized, Colorfast.

\$2¹⁵

Suit Price

Sizes: Shirt, even chest sizes 34 to 44 in. Pants, even waist sizes 28 to 38 in.; all inseam sizes 29 to 34 in. State chest, waist, inseam sizes. Shpg. wts., shirt, 12 oz.; pants, 1 lb. 4 oz.; outfit, 2 lbs.

41 E 5014M—Brown Shirt.	\$0.88
41 E 5015M—Brown Slacks.	1.27
41 E 5012M—Green Shirt.88
41 E 5013M—Green Slacks.	1.27
41 E 5016M—Blue Shirt.88
41 E 5017M—Blue Slacks.	1.27

Long Sleeves, Striped Slacks Sanforized-Shrunk

Genuine Match-Text fabric of crispy cotton and 15% rayon in lustrous deep tones. In-or-out shirt with choice of long or short sleeves, shirred yoke back. Slacks have 4 pleats, self belt, set-down belt loops, 20-inch cuffs. Try mixing your colors!

\$2⁴⁹

Suit Price

Sizes: Shirt, even chest sizes 34 to 44 in.; Pants, even waists 28 to 38 in. All inseam sizes 29 to 34 in. State chest, waist, inseam sizes. Shpg. wt., shirt, 12 oz.; pants, 1 lb. 4 oz.; outfit, 2 lbs.

41E5010M—Blue Shirt (long sleeves)	\$1.00
41E5009M—Blue Shirt (short sleeves)	1.00
41E5011M—Blue Slacks.	1.49
41E5004M—Green Shirt (long sleeves)	1.00
41E5003M—Green Shirt (short sleeves)	1.00
41E5005M—Green Slacks.	1.49
41E5007M—Brown Shirt (long sleeves)	1.00
41E5006M—Brown Shirt (short sleeves)	1.00
41E5008M—Brown Slacks.	1.49

Blazer Shirt, Plain Slacks Sanforized-Shrunk

A slack suit made twice as colorful by the shirt's bright stripes—twice as cool by the 2-ply cotton mesh weave—twice as useful by the new sport features. Worth \$5 at least! The shirt's worn in-or-out of the trousers. Has a free-fitting yoke back, sports collar that can be buttoned up to neck, inverted pleat pockets with button-down flaps. Slack type trousers with self belt, double pleats and 20-inch cuffs. Superb workmanship throughout, including turned and double stitched pockets. Wash it easily, safely—rich colors are vat dyed, fabric's Sanforized to keep shrinkage not more than 1%.

\$2⁹⁸

Suit Price

Sizes: 34 to 44-in. chest; 28 to 40-inch waist; 29 to 34-inch inseam. State sizes; also age, ht., wt. Shpg. wt., 2 lbs. 11 oz.

43E5394—Gray-Blue Complete Suit
43E5396—Gray-Green Suit. \$4.98

Turbans "Certain to Charm"

Cleverly Draped Fabrics...Fit Smooth...Look Trim... Colors to Brighten Any Wardrobe



"How To Measure" on First Hat Page

Nylon Sewn—Zelan Treated

A smart Turban that is made by hand with famous Nylon thread—this gives it elasticity... and we've Zelan processed the crush-resisting spun rayon to make it drape better... resist water and even ink stains! Wear it anytime without ever a worry about the weather! The casual styling plus Nylon sewing and the Zelan process make it a hat you'll wear and wear all year-around. So flattering you're sure to receive compliments. We've priced it much less—even with all the features—than big city shops!

Colors: Black, Brown 219, Navy Blue, Dark Persian Rose 373, Red 313, Moss Green 825. *Measure; state color wanted.* Shipping weight, each, 14 ounces.

78 F 435—Fits 21¾ to 22¼-in. headsize.
78 F 436—Fits 22½ to 23 -inch headsize.

\$159

Rayon Velvet

A beautiful Turban that looks so expensive you'll never believe it could cost so little at Sears. You'll adore it to wear with your newest frocks. A gold-colored pin in the swirl of soft rayon velvet gives accent to a style that is smart and flattering. Favorite colors.

Colors: Black, Royal 569, Red 313, Mellow Amber 173, Moss Green 825. *Measure; state color.* Shipping weight, 14 ounces.

78 F 230—Fits 21¾ to 22¼-in. head.
78 F 231—Fits 22½ to 23-in. head.

\$139

Fan-Front Turban

Fashioned in lovely Rayon Velvet... you'll wear it for "dress" and feel as elegant as the smart styling of the Turban. Snugs your head in back... soars high in front in two fan-like bows that give you height and flatter your femininity. Remarkably low priced.

Colors: Black, Dark Brown 219, Navy Blue, Harvest Blue 659, Red Wine 367. *Measure; state color wanted.* Shipping wt., each, 14 oz.

78 F 315—Fits 21¾ to 22¼-in. head.
78 F 316—Fits 22½ to 23-in. head.

\$139

Special—Big Value

Softly draped with a flower-like cluster bunch at front to give you height and add a saucy accent to the styling. It fits superbly, too, because there's an elastic insert that "gives" to fit your head. Made of soft rayon Bagheera cloth. You'll find it practical and pretty for all occasions—for all types! You can have several at this price.

Colors: Black, Royal Blue 569, Rust 265 or Moss Green 825. *Measure; state color.* Shipping wt., 14 oz.
78 F 310—Fits 21¾ to 23-in. head.

\$100



2-way Turban

\$119 Wear the bow-cluster high in front or in a chignon low at the nape of your neck. It's smart either way... and gives you two hats at the price of one! Soft Rayon Bagheera cloth of fine quality.

Colors: Black, Cadet Blue 621, Red 313, Vibrant Green 765, Mellow Amber 173. *Measure; state color.* Shpg. wt., 14 oz.

78 F 330—Fits 21¾ to 23-in. headsize.



Clever Wrap-around

69¢ Of course it's becoming because you drape it to suit yourself! Goes round-and-round and tucks in neatly at front or back. In soft suede rayon you'll wear with everything! You'll want more than one—the colors are grand!

Colors: Black, Harvest Blue 659, Dark Persian Rose 373, Brown 219, Gold, Red 313, Navy Blue, Vibrant Green 765. *State color wanted.* Shpg. wt., 4 oz.

78 F 430—Fits all headsizes.



Pert Bustle Back

\$139 Lovely rayon velvet turban mode that combines the youthfulness of a Scottie style with the sophistication of a Pillbox. Bustle back is gracefully draped to add beauty. In lovely rayon Velvet—perfect for all occasions. Priced very low.

Colors: Black, Dark Brown 219, Navy Blue or Wine Red 367. *Measure; state color.* Shipping weight, 14 ounces.

78 F 320—Fits 21¾ to 22¼-in. headsize.
78 F 321—Fits 22½ to 23-in. headsize.



Veiled Halo Style

\$100 A lovely frame for your face. Off-the-face halo style that women find so young looking... so becoming. Softly draped in wool jersey. The flowing rayon veil makes it dressy enough to wear any place—and is very flattering... as well as inexpensive although so rich-looking.

Colors: Black, Navy Blue, Rust 265. *Measure; state color.* Shpg. wt., ea., 14 oz.
78 F 325—Fits 21¾ to 22¼-in. headsize.
78 F 326—Fits 22½ to 23-in. headsize.



Glamorous *Silver Fox* Collars

The precious fur that makes you so pretty and proud
...and gives your coat a luxury air...Thrilling Values!

Ⓐ Botany All Wool Worsted

\$59⁹⁸
Cash
\$6.00 Down

Our top quality coat...for you who love fine things. The side-buttoned style, softly fitted at waistline and flared from hip-to-hem, is collared with a superb full-skin Silver Fox fur. Collar has hidden fullness that pulls up high and warm, when you wish. Coat is equally handsome open or closed, with or without belt. Pocket in lining, inside tie. Superb fabric is our best quality; Botany All Wool Worsted with new fine-nubbed, smoother surface. Lined in our best Rayon Crepe-Back Satin; interlined with Wool (cotton covered). *Misses' Size Range*: 12, 14, 16, 18, 20 only; *Size Scale*, Pg. 20. *Women's Size Range*: 40, 42, 44 only; *Size Scale*, Pg. 24. *State size*, Shpg. wt., ea., 5 lbs. 8 oz.

17 F 7436—Black only; \$6. Down; Cash **\$59.98**
With Fine Silver-dyed Russian Fox Collar
17 F 7438—Black only; \$4. Down; Cash **\$39.98**

Ⓑ Rich Beauty...Real Value

\$29⁹⁸
Cash
\$3.00 Down

Princess coat with the long line that is the biggest Fashion news of the Season! It follows the sweeping curve of your body right from bustline to hipline, then ripples away into modified fullness at the hem. A silhouette that is excitingly different, and wonderfully easy to wear. A coat that combines value, glamour and warmth! Its crowning glory is the smart collar of fine quality Silver Fox, shaped the new way with narrow back and two wide crescents of fur in front. In our warm, good quality All Wool coating, with the new smaller, flatter nubs. Warmly interlined with cozy Wool (cotton covered), and luxuriously lined in smooth Rayon Satin that is guaranteed to wear for two years.

Misses' Size Range: 12, 14, 16, 18, 20 only. *State size*, see *Size Scale*, Page 20. Shpg. wt., 4 lbs. 11 oz.
17 F 7440—Black only; \$3. Down; Cash Price **\$29.98**



For Day or Evening Wear

Smart Separates for All-Around-The-Clock

These Blouses Described on Opposite Page



Rayon
Satin \$1.98 Rayon
Chiffon \$1.98



Rayon
Satin \$2.49 Rayon
Crepe \$1.98 Rayon
Jersey \$2.49



© Rayon
Chiffon \$2.98



© Rayon
Satin \$2.98



© Rayon French
Type Crepe
\$1.69



Colorful
Stripes © Plain
Colors \$2.98 \$1.98



Be Smart—Mix your Own for Evening!

Choose this basic skirt, in two finer fabrics, and mix it with blouses or evening sweaters from our splendid assortment. Your friends will envy your wardrobe—you'll enjoy knowing you're dressed in top fashion and at such very low prices! A smart idea for daytime, too!

Skirt in Two Lengths. You'll want this very new, full, eight-gored, pointed-front waistband skirt in both lengths. Zip placket.
Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color.

- © **Formal Length Skirt.** About 42 inches long. In two finer fabrics. See Size Scale, Page 60. Shpg. wt., each, 1 lb. 3 oz.
7 F 3470—All Rayon Jersey-like Weave. Will not sag. Black, Navy, or Scarlet. \$3.98
7 F 3471—All Rayon Pebble Crepe. Bright Navy or Black. \$2.98
- © **Street Length Skirt.** About 27 in. long. In two finer fabrics. See Size Scale, Page 60. Shipping weight, each, 13 oz.
7 F 3479—All Rayon Jersey-like Weave. Will not sag. Navy or Black. \$2.49
7 F 3480—All Rayon Pebble Crepe. Bright Navy or Black. \$1.98

© **Dramatic Jacket Blouse** for day or evening. Rich gold color metallic embroidery, fastens down front with gilt buttons. Finer quality Bengaline (half rayon, balance cotton). Colors: Scarlet, Black or White. Bust Sizes: 30, 32, 34, 36, 38 in. State size, color.
7 F 3165—Shipping weight, 14 ounces. \$2.98

© **Gay Glitter Sweater**... asparkle with gold color sequins! The most dramatic and different of new evening sweaters, worn for dressy daytime, too. Fine Rayon and Cotton Bouclé. Crown zip front. Even Sizes: 32 to 38-in. bust. State size. Shpg. wt., 6 oz.
38 F 7331—White. 38 F 7330—Scarlet. \$2.98

For Other Sweaters See Pages 70 to 74





The Junior Jury says—"More Color"

"Hoods are good . . . bright shiny embroidery is exciting.

We like 2-piece dresses . . . We're happy in pastels"

©"Two Timer"

"Just look at the gilt embroidery flashing on the front of this two-piece Celanese Rayon Pebble Crepe dress! The jacket is snugly fitted with a Crown zip right up the front! The contrasting colored skirt is divinely flared. My dearest date dress! And no wonder!"

Colors: Aqua Blue top or Pastel Rose top, each with Black skirt.

Juniors' Size Range: 11, 13, 15, 17, 19. State size and color, Size Scale, Page 38. Shipping weight, 1 pound 6 ounces.

31 F 8600 \$3.98

©"Angel Baby"

"I adore this soft, not too fancy dress. It has the new long waistline, and a dancing skirt! 2 rows of buttons for fun; tie-back sash; Crown zip neck closing and placket. It's made of Tecasha—Spun Rayon and 50% fine Teca Rayon, which makes it look and feel like soft Wool." (Story on Page 50.)

Colors: Misty Rose (as shown), Misty Aqua Blue, or Royal Blue 599.

Juniors' Size Range: 11, 13, 15, 17, 19. State size, color, Size Scale, Page 38. Shpg. wt., 1 lb. 6 oz.

31 F 8602 \$3.98

©"CampusStar"

"I couldn't resist this softly tailored dress!

Just see the neat, bloused top with its pocket-like tabs. The swoopy skirt and set-in belt for smooth waistline—(half sash ties in front or back). Long sleeves for chic, gilt buttons for glitter! Blissful colors in dull Spun Rayon, 20% fine Teca Rayon" (see Page 50).

Colors: Dark Cadet Blue, Scarlet, or Henna Rust 265.

Juniors' Size Range: 11, 13, 15, 17, 19. State size, color, Size Scale, Page 38. Shpg. wt., 1 lb. 4 oz.

31 F 8604 \$2.98

©"HoodWinker"

Ernestine Cline of Little Rock, Arkansas,

sponsors a "Bright with Black" dress—like this—the hooded button-front jacket is Spun Rayon, and 20% fine Teca Rayon; the front-fulled skirt is printed Spun Rayon. Unusual contrast—bright color, tiny checks!

Colors: Scarlet or Kelly Green jacket, each with Black and White Check skirt.

Juniors' Size Range: 11, 13, 15, 17, 19. State size and color, see Size Scale on Page 38. Shipping weight, each, 1 lb. 4 oz.

31 F 8606 \$3.98

Use a Colorhelm to learn exciting new color combinations. See Page 47.

Garments on these two pages shipped from our Fashion Headquarters. Send your order to nearest Mail Order House, or, for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-Graph in How to Order section at back of book.



TWO FOOT-BELITTLING LOW

Wedges

Coquetry in Perforated Leather

A beau-bewitcher if there ever was one! Your feet will look simply cunning in this pump. Jaunty bow makes your feet look even smaller. Leather sole. Low wedge heel.

Sizes 3½ to 8 in C width
State size. Shipping weight, 1 pound 8 ounces.
54 M 2512—White Smooth Leather
54 M 2513—Black Patent Leather
Pair \$1.98

\$1.98
PAIR

Wedge Spectator Pump

White Nubuck leather—comfy and easy to clean. Elsetic gore under bow for a perfect fit. Leather sole. Low wedge heel. Very smart with all your summer clothes.

Sizes 3½ to 8 in C width
State size. Shipping weight, 1 pound 8 ounces.
54 M 2496—White Leather, Brown Trim
54 M 2497—White Leather, Black Patent Trim. Pair \$1.98

\$1.98
PAIR

Two Young-at-Heart

Spectators

For Less Than '2
A Pair

\$1.88
PAIR

Classic Pump

A shoe with definite pep-appeal! This spectator has loads of zip. You'll depend on it to take you to school—to work—to shopping. Watch what the models wear in your favorite style magazines. You'll see lots of spectators. Leather upper, sole. 1½-inch built-up heel.

Sizes 3½ to 8 in C width
State size. Shpg. wt., 1 lb. 6 oz.
54 M 2300—White Nubuck, Brown Trim. Pair \$1.88

\$1.98
PAIR

S-T-R-E-T-C-H-A-B-L-E

Just look at the liner of this spectator! See how the walled toe makes your foot look tiny. Notice that the white suede is elasticized to hug your feet. Good leather sole. 1¼-inch walking heel.

Sizes 3½ to 8 in C width
State size. Shpg. wt., 1 lb. 6 oz.
54 M 2548—White Suede, Brown Trim. Pair \$1.98

All Shoes on This Page in C (Medium) Width . . . See Page 1045

LIKE BLACK? WHITE? OR WILL YOU ANSWER THE

Call to the Colors?

WIDTH EXPLANATION

AA . . . Extra Narrow
A . . . Very Narrow
B . . . Narrow
C . . . Medium

Check Each Listing for Sizes in Above Widths. If Uncertain of Your Size, See Page 1045

\$2.98
Any Pair on This Page



HERE'S THE WEDGE THAT IS
Taking New York by Storm
Yours! . . . In Oxford or Step-in . . .
In a Choice of 4 Color Combinations

Dainty Pump

ⓕ Light as a puff of smoke and looks as delicate. Draped vamp and open toe for more foot freedom. Graceful 2½-inch heel. Durable leather sole. In blue, white, red or black leathers!

Sizes 5 to 9 in AA, A widths
State size, width. Shpg. wt., 1 lb. 2 oz.

◆ 5 M 8077—Blue Kid
◆ 5 M 8078—White Kid
◆ 5 M 8079—Red Kid
◆ 5 M 8080—Black Patent Leather
Pair \$2.98

Constantly Correct

ⓐ Draped open work vamp. Open toe. Good leather sole, of course. Choice of two heel heights. A cute shoe.

Sizes 5 to 9 in AA, A widths
State size, width. Shipping weight, 1 pound 2 ounces.

2½-inch Heels
◆ 5 M 8076—Black Patent
◆ 5 M 8075—Red Kid
◆ 5 M 8074—White Kid
◆ 5 M 8156—Blue Kid
2-inch Heels
◆ 5 M 8111—Black Patent
◆ 5 M 8157—White Kid
Pair \$2.98

Starred for Success in Patent, Suede, or Crushed Leather

Two of the smartest—most practical shoes you'll see all spring! Both styles come in either suede or crushed leather—soft as marshmallows. Contrasting leather mudguard trim shortens the appearance of your foot. Both have wedge heels. By now you know that wedges are THE thing for real walking—for proper foot support. Whether you choose the elasticized step-in or the open throat tie, you're getting a smooth-fitting, comfortable shoe—and the last word in clever styling. Fine leather soles.

Sizes 6 to 9 in AA width
State size, width. Shipping weight, 1 lb. 3 oz.

Step-in
◆ 5 M 8153—Blue Crushed Leather, Smooth Trim
◆ 5 M 8151—White and Brown Leather
◆ 5 M 8152—White and Black Patent
◆ 5 M 8154—Black Crushed Leather, Patent Trim
Oxfords
◆ 5 M 8149—Blue Crushed Leather, Smooth Trim
◆ 5 M 8148—White Suede and Brown Leather
◆ 5 M 8147—White Suede and Black Patent Leather
◆ 5 M 8150—Black Crushed Leather, Patent Trim
Pair \$2.98



New Low Price
on a Winner!

\$1.98

Value \$2.98

THE FAMOUS
CALIFORNIA

Matletex

REG. U. S. PAT. OFF.

Play Dress with
Panties Attached



Sears 4-Star Feature Because:

- ★ Famous proven-success fashion... a favorite on the playgrounds of the nation.
- ★ Exclusive with Sears! No other mail-order house sells it or can sell it.
- ★ Fits beautifully because the Latex-shirred Matletex adjusts to your figure-size.
- ★ Perfect all-in-one play dress; complete in itself; eliminates underclothes!

Whirl-skirt play dress with bodice and attached panties of patented Matletex Latex shirring; stretches whichever way you do; is guaranteed to stay shirred. Straps criss-cross in back, or tie halter-style at neck. Fine novelty Cotton; washfast.

Colors: Navy-and-Copen Blue Check with Red-centered daisies; or Wine-and-Rose Check with Green-centered daisies.
Sizes: Extra-small (fits 30 to 31-in. bust); Small (fits 33 to 35-in. bust); Medium (fits 37-in. bust). **State size, color.**

◆ 7 H 3502—Shpg. wt., 14 oz. \$1.98

Garments on these two pages marked with diamond ◆ are shipped from our Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House.

22 . . . SEARS-ROEBUCK, ☉ ☐

Two to Team-up!

69c **\$1.00**
Shirt Overall

(A) Classic Shirt. Convertible collar; yoke front and back. Patch pocket. Cut long. Cotton Slub Broadcloth. **Colors:** Scarlet or White. **Sizes:** 30, 32, 34, 36, 38-in. bust. **State size, color.** Shipping weight, 7 ounces.
77 H 3226 69c

(B) Built-up Bodice Overall. Colorful braid and lacing. Cotton Gabardine Twill. Wear with or without shirt. **Colors:** Navy, Rust 262 or Blue 559. **Juniors' Size** (Not Age) **Range:** 11, 13, 15, 17, 19. **State size, color;** Scale, Page 23. Shpg. wt., 13 oz.
77 H 3629 \$1.00

3-Pc. Sailor Suit

\$1.98 Set
Choice of 2 Fabrics

(C) Shipshape in-or-out shirt, waistband slacks, decked out with braid, buttons, stars! Hat, too! **Juniors' Size** (Not Age) **Range:** 11, 13, 15, 17, 19. **State size, color;** Scale, Page 23. Shpg. wt., ea., 1 lb. 9 oz.

Fine Cotton; novelty herringbone Weave.
◆ 7 H 3627—White or Navy.....3 Pes., \$1.98

California Type Yarn- dyed, fine woven Cotton. Sanforized Shrink. (Max. shrinkage 1%).
◆ 7 H 3631—Ensign Blue, White Trim. 3 Pes., \$1.98

2-Pc. Pinafore

\$1.69 **\$1.49**
Striped Plain
White Shorts Included

(D) Ric-rac ruffles on pinafore with shirred waist, wide skirt. Buttons down back! Separate white shorty pants make this a perfect play dress. Washfast.

Juniors' Size (Not Age) **Range:** 11, 13, 15, 17, 19. **State size, color;** Size Scale, Page 23. Shpg. wt., each, 14 oz.

Pin Wale Cotton Pique
77 H 3504—Red or Deep Copen, with White Stripes. 2 Pes. \$1.69

Plain Cotton Pique
77 H 3506—White with Red Trim. 2 Pes., \$1.49

Sports Change-arounds

\$1.00 **69c**
Blouse or Shorts 2 Halters

State size, color when ordering.

(E) Rayon Jersey Blouse—in flying flag colors. Washable.

Color: Red-White-and-Blue. **Bust Sizes:** 30, 31, 33, 35, 37 in. 77 H 3001—Shpg. wt., 6 oz., \$1.00

(F) Sanforized-Shrunk Shorts—Cotton Gabardine Twill. (Max. shrinkage 1%). **Colors:** White with Red, or Navy with White Stripes. **Juniors' Size** (Not Age) **Range:** 11, 13, 15, 17, 19. **Size Scale,** Page 23. 77 H 3507—Shpg. wt., 9 oz., \$1.00

(G) Washfast Cotton Halters; Figure-moulding bra type. **Colors:** Red-White-and-Blue Stripes, or Colorful Tropical Print. **Sizes** same as Play Dress 7 H 3502, left. 77 H 3512—Shpg. wt., 5 oz., 2 for 69c

Junior Jury Playmates

Colors gay as sunshine . . . Action-free cut and a fine figure-fit



Cold-Weather Play Clothes

Professionally correct... down to the last detail

Ⓐ Hoods On or Off!

\$5.98 This smart 3-piece, fine All Wool Flannel suit has a matching detachable hood fully lined in contrasting color flannel. The shorter length circular skirt (about two inches shorter than regular skirt) is faced with Red All Rayon Taffeta. Zip placket. The hipbone length fitted jacket, gilt-buttoned in a double-breasted effect, slims your waist. Convertible collar. Squared shoulders, pockets. All Rayon Taffeta yoke lining and bound seams. For winter fun. *Colors:* Red Jacket with Navy Skirt, as illustrated.

Juniors' Size Range: 11, 13, 15, 17, 19. *State size; Size Scale, Page 42.*
7 F 3860—Shpg. wt., 1 lb. 14 oz. . . \$5.98

Ⓒ All Wool Skirt

\$2.98 Fine Flannel. Eight gores for flare in the new shorter length (about 1 inch shorter than regular skirt). Full Rayon Taffeta lining. Zip placket. *Colors:* Copen, Bright Red 313, or Hockey Green 763, with Scarlet lining.

Misses' Size Range: 12, 14, 16, 18, 20, 22. *State size, color; see Size Scale on Page 60.*
7 F 3869—Shipping weight, 1 pound 1 ounce. . . . \$2.98

Ⓔ Quilted Jacket

\$3.98 Fine Cotton Poplin, quilted all over. Self lining. Windproof, water repellent, Sanforized-shrunk throughout (max. shrinkage 1%). Metal buttons. Adjustable sleeve tabs. Lgth, abt. 19 in. *Colors:* Scarlet or Natural, with Natural color lining. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color; Size Scale, Page 67.* Shpg. wt., 1 lb. 5 oz.

7 F 3866 \$3.98

Ⓑ With Quilted Jacket

\$7.98 It's the quilting, the silvery buttons and two handy patch pockets that make this 2-pc. suit the big favorite! Comes in two velvety fabrics, both full lined with gay color All Rayon Taffeta. 4-gore skirt (abt. 1-in. shorter than regular skirt) has zip placket. Jacket about 19 in. long. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size and color; see Size Scale, Page 22.* Shipping wt., each, 2 lbs. 5 oz.

Fine Quality Velvet
7 F 3861—Black, Scarlet lining **\$7.98**

Fine Narrow Wale Corduroy
7 F 3862—Laurel Green 767 with Scarlet lining or Sparkling Burgundy 415 with matching lining. \$6.98

Ⓒ Sold Separately

\$2.98 *Suspender Swing Skirt* (abt. 1 in. shorter than regular skirt). Fine All Wool Flannel full lined with All Rayon Taffeta. Detachable suspenders button to waistband. Zip placket. *Colors:* Bright Navy or Black, Scarlet lining. *Misses' Size Range:* 12, 14, 16, 18, 20 only. *State size, color; Size Scale, Page 60.*
7 F 3868—Shpg. wt., 1 lb. 2 oz. . . \$2.98

\$1.98 *Sport Shirt.* Fine All Wool Jersey, beautiful tailoring! Gathered yoke, front, back, 2-way collar. Fine buttons. *Colors:* Scarlet, Pastel Beige 123, Copen 607. *Bust Sizes:* 30, 32, 34, 36, 38 inches. *State size, color.*
7 F 3302—Shipping weight, 14 oz. . . \$1.98

Ⓓ Reversible Jacket

\$6.98 One side water repellent, windproof, Sanforized (max. shrink, 1%) fine Cotton Poplin. The other, fine All Wool Prince Charlie Clan Plaid Flannel (matches shirt [F]). Elastic at sides, zip front. Lgth, abt. 20 in. *Colors:* Ice Blue or Scarlet 311, with Plaid. *Misses' Size Range:* 12, 14, 16, 18, 20, 22. *State size, color. Size Scale, Page 67.* Shipping weight, 1 lb. 9 oz.
7 F 3863M—Jacket only . . . \$6.98
7 F 3864M—Jacket with matching "beanie" . . . \$7.98

Ⓔ Sports Shirt

\$2.98 Fine All Wool Flannel in beautiful Prince Charlie Clan Plaid (matches beanie 7 F 3894M, sold on Page 68 and lining of jacket [G] on this page). Expertly tailored. 2-way collar, beautifully finished cuffs, Double stitched seams. Cut long. *Bust Sizes:* 30, 32, 34, 36, 38, 40 in. *State size.* Shipping weight, 13 ounces.
7 F 3300M—Plaid as illustrated. \$2.98



With Sheepskin or Kasha Lined Jacket

With Reversible Jacket

With Embroidered Jacket



Butterball Jacket



Reversible Jacket

Warm . . Water-Repellent . . Windproof

Handsome suits and jackets . . for work, play or sports

④ Two Warm Linings!

Warm, water-repellent suit of fine All Wool Snow Cloth. Jacket, about 25 in. long; 4 roomy pockets, convertible collar, adjustable button tabs on sleeves. Expertly cut. Pants have Crown zip side closing, Cotton Kasha lining, and slip knit anklets. The fine quality and excellent workmanship make this an outstanding suit, not to be confused with cheaper types.

Colors: Green Plaid Jacket, Plain Dark Green 771 Pants; or Navy Plaid Jacket, Plain Navy Pants. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; Scale, below.

With Sheepskin Lined Jacket

7 F 3872—Shipping weight, 5 lbs. 5 oz. 2-Pc. Suit . . . \$9.98

With Cotton Kasha Lined Jacket

7 F 3873—Shipping weight, 2 lbs. 4 oz. 2-Pc. Suit . . . \$7.98

⑤ Two All Wool Fabrics!

From one of America's finest makers! Our best, expertly fitted suit, full cut, completely reversible jacket—it's windproof, water-repellent, Sanforized-Shrunk (max. shrinkage 1%) Red Cotton Poplin on one side; Navy Gabardine or Snow Cloth on other side. About 19 in. long. Latex side-inserts; zip front, welt pockets, button cuffs. Tapered professional-type pants have flap pockets, adjustable waist, zip side closing. Double elastic instep strap. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size; Size Scale below. Shpg. wt., each, 3 lbs. 11 oz.

Fine All Worsted Gabardine

Windproof, water repellent. Warm, but light in weight. Navy unlined pants.

7 F 3874—2-Piece Suit . . . \$14.95

Fine All Wool Snow Cloth. Water repellent. Navy pants, Cotton Kasha lined.

7 F 3876—2-Piece Suit . . . \$11.95

⑥ A Best Seller!

Gay ski motifs are embroidered all over the jacket of this warm, comfortable, two-piece suit of finer water-repellent All Wool Snow Cloth. Such a popular style—one of our best sellers! The Crown zip front, belted jacket, about 24 in. long, boasts two zip pockets, two flap pockets and a Cotton Kasha lining. The well-cut pants have detachable embroidered suspenders, 2 pockets, adjustable waist, button side closing, zip knit anklets and completely lined with Cotton Kasha.

Misses' Size Range: 12, 14, 16, 18, 20, 22. State size; see Size Scale below. Shipping weight, each, 4 pounds 14 ounces.

7 F 2223—Dark Brown 219

7 F 2225—Dark Green 771

7 F 2224—Navy. 2-Pc. Suit . . \$7.98

For Easy Terms See Inside Back Cover

\$798
All Wool

⑦ Slim, Longer Length Jacket

Flattering White Bunny Fur trims the attached hood of this slim waisted, longer length, completely reversible jacket. Superbly tailored by a foremost American maker—of windproof, water-repellent Cotton Poplin—Sanforized-Shrunk (max. shrinkage, 1%). Zip fastening! Elastic-shirred back (see small view). Button cuffs. Warm but light in weight. Cut full to allow for sweaters underneath, as professionals wear it. Length, about 27 in. Color: Cadet Blue 575 with Red 313. Misses' Size Range: 12, 14, 16, 18, 20, 22. Scale, left. 7 F 3870—State size; Shpg. wt., 1 lb. 15 oz. . . . \$7.98

\$798
Cash

⑧ Hooded Sheepskin Favorite

Your darling "Butterball" now may be had with or without a detachable hood! Deep furred natural color Sheepskin with leather buttons and 2 roomy pockets—full-lined in bright Plaid Cotton Flannel. Misses' Size Range: 12, 14, 16, 18, 20 only. Length, about 24 inches. State size; Size Scale at left.

7 F 3871—Hooded Jacket. Shpg. wt., 4 lbs. 3 oz. \$12.98

7 F 3880—Jacket without Hood. Shipping weight, 3 lbs. 13 oz. \$2.00 Down . . . Cash \$11.98

☐ > PAGE 67. SPORTSWEAR

SIZE SCALE for Misses' Ski Wear and Winter Jackets

Have someone else measure you. Don't guess your size. Take measurements each time you order at All figure points in Size Scale. Measure over underwear as explained on Page 44C. Order size that corresponds with your body measurements. Make no allowances; your size is determined by actual body measurements.

Size	12	14	16	18	20	22
Bust	30	32	34	36	38	40 inches
Waist	24	26	28	30	32	34 inches
Hips	33	35	37	39	41	43 inches
Outseam length of Pants, taken down side of leg, waist to ankle, as illustrated	41	41	41	42	42	42 inches

Garments on these two pages are shipped from our Fashion Headquarters in New York City. Send your order to nearest Mail Order House, or for these garments alone, you may send order directly to New York. You pay postage only from nearest Mail Order House. Color numbers refer to Color-graph in back of book.





LONG, SWEEPING FORMALS

Charmede Successes.. Sizes for Misses, Women, Juniors
Glamorous "After Dark" Styles That Flatter All Figures
In Sleek Rayon Jersey, Marquisette, Taffeta or Velvet

A

Ⓐ Dramatize yourself... **\$6.98**
and the evening, in a slender classic gown of Rayon Jersey. The snug side-zipped bodice is draped and shirred to perfection... with a flattering deep V-neck... softly folded sleeves. A lovely gilt-thread embroidered girdle hugs your waist... to show off the full sunburst-pleated skirt!
Colors: White, Black, Bright Red 311. Misses' Sizes: 12, 14, 16, 18, 20. Lengths, 58 to 59 in. State size and color.
♦ 31 NK 4070—Shpg. wt., 1 lb. 8 oz. **\$6.98**



Ⓒ Angelic party dress, in floating Rayon Marquisette and fine Rayon Taffeta... **\$4.98**
exquisitely trimmed! Perfect in white for a dreamy bride; or delicate pastels for her maids! Colors: White, or Lt. Aqua 705, Rose Pink 401. State size, color. Shipping weight, each, 1 lb. 8 oz.
♦ 31 NK 4074—Misses' Sizes: 12, 14, 16, 18, 20. Lengths, 58 to 59 in. **\$4.98**
♦ 31 NK 4075—Juniors' Sizes: 11, 13, 15, 17, 19. Lengths, 58 to 59 in. **\$4.98**

Ⓑ Gay, rustling, embossed Rayon Taffeta for parties and dances! You'll love the clever draped bodice... **\$2.98**
high slim waistline with a youthful tie-back sash... wide, wide skirt, and the matching hair bow that comes with it! Colors: Light Blue 555, Rose Pink 401, White. State size and color. Shpg. wt., ea., 1 lb. 8 oz.
♦ 31 NK 4072—Misses' Sizes: 12, 14, 16, 18, 20. Lengths, 58 to 59 in. **\$2.98**
♦ 31 NK 4073—Juniors' Sizes: 11, 13, 15, 17, 19. Lengths, 58 to 59 in. **\$2.98**

Ⓓ Distinguished Gown. **\$9.98**
In the finest crush resistant (silk-backed) Rayon Velvet. You'll love its soft figure-flattery, the cameo-like brooch of the V-neck, the deep sleeve shirring repeated at the moulded waistline. Snugly Crown-zipped bodice and sweeping skirt.
Colors: Black, Wine 417, Royal Blue 567. Women's Sizes: 34, 36, 38, 40, 42, 44. Lengths, 58 to 60 in. State size and color.
♦ 31 NK 4522—Shpg. wt., 1 lb. 14 oz. **\$9.98**
\$2.00 Down on Easy Terms. Cash \$9.98



SEARS EASY ORDERING AND NEW, FASTER SERVICE

—Check Your Size... see size measurements Page 1254. It's easy to get correct fit (we guarantee it) by mail, phone or through Sears Order Offices.
—To See The Color... whenever a number follows color name, you will find the shade illustrated on Color-Graph, Page 1248.

—Order and pay postage only from your nearest Sears Mail Order House. All garments on these two pages are now shipped from Kansas City or New York, whichever is nearer you. Faster Service.
—Available on Sears Easy Payment Plan... see the Inside Back Cover for Easy Terms.



Charmode dress-up frocks with quality fabric, finish

\$798

Tucked bodice Charmode in Rayon Crepe Romaine

A solid panel of tucking gives a look of luxury to this soft cross-over bodice. You can catch the neckline back with clips as shown . . . and wear it high or low. Slim-waisted look comes from an interesting midriff yoke that fits low over the hips. Softly shirred fullness adds swing to the skirt. Four decorative fabric loops guide the long tie-front sash. The beautiful quality Rayon fabric dry cleans . . . and takes the deep colors very well. Sizes 12 to 20 will want this dress for important occasions in spring and summer.

Colors: Red 311, Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 8 oz.

◆31 NL 4220 \$7.98



\$798

Young whirl-skirt Frock in fine Rayon Crepe Romaine

Youth and charm translated into whirling pleats for the Charmode version of a smash success! Elongated bodice and the lowered waistline give the new longer look. Figure moulding drapery is released from shoulder shirring and caught into a solid shirred triangle at the waist. The neckline drapes high or low. Contrasting-color corsage points out the interesting new side sweep. Fabric dry cleans. This dress is a marvel in styling and finest quality dressmaking detail. It proves it pays to buy the best in fashion from Sears—you save money, enough to buy all your accessories.

Colors: Cadet Blue 575 or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces.

◆31 NL 4222 \$7.98



\$798

Spaghetti loop Dress in Rayon Crepe Romaine

Double rows of self-fabric "spaghetti" loops sweeping down from the shoulders to the concealed pockets emphasize the long torso line of this Charmode date dress. The neckline is cut high, as a perfect background for your glitter jewelry. The bracelet length, push-up sleeves, the waist-defining front-tie belt, the cleverly flared skirt, all accent its youthful lines. The Rayon fabric dry cleans well. Colors: Red 311, Cadet Blue 575. Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 lb. 6 oz.

◆31 NL 4224 \$7.98



For Hats, Gloves and Bags on these two pages, see index

♡ PAGE 37 DRESSES



(B)
Blue Fox-dyed
Guanaco Fur
\$52.50
Cash
\$6 Down on
Easy Terms

Fur Jackets for Spring

Dressy Charmode-Fashions . . in Quality Furs;
Satisfaction guaranteed or your money back

Silver Fox-tail Jacket

(A) **\$74.50**
Cash \$8 Down
on Easy Terms

This 22-inch, Tuxedo-front fur jacket is made from the natural tails of pedigreed Silver Foxes, and is especially designed to look like a luxurious cape. Each tail is mounted separately on a foundation of soft, rich, black Rayon Satin. Under-side of full-length sleeves, and sides of jacket are made entirely of same rich satin. Cardigan neck is finished with rayon satin tie-strings. Fine workmanship, guaranteed lining are fully described in panel below.
Color: Silver Fox Tails. Sizes: 12, 14, 16, 18, 20. (Fit Juniors, Misses, Women.) Length, 22 in. State size. Shipping weight, 3 pounds 6 ounces.
♦17CL5266—\$8 down. . . . Cash price, \$74.50

See how well these Furs are made

Rich linings of smooth, glistening Rayon Satin are guaranteed to wear 2 years. Cardigan necklines are protected and made prettier by ruching or cording; ruching encircles all the jacket cuffs. Three hooks and eyes concealed in the fur, fasten each jacket front securely. Armshields of lining fabric prolong jacket wear . . . and add extra value to these handsome Charmode fur jackets.



(C)
Mink-dyed Kolinsky Fur
5-Skin Scarf Single Skins
\$47.50 **\$9.95**
Cash Each
\$5 Down on \$2 Down on
Easy Terms Easy Terms

(B) 24-inch Blue Fox-dyed Guanaco Fur

The soft smoky taupe color and fluffy texture of this Blue Fox-dyed Guanaco Fur are becoming to everyone. It looks rich and feels luxurious. Jacket has Tuxedo revers, ending in hidden pockets. Full-length sleeves, encircled by swirls of fur. Blue Rayon Crepe scarf and flower included. Fine workmanship, guaranteed lining, described in panel at left.

Color: Smoky Taupe. Sizes: 12, 14, 16, 18, 20. (Fit Juniors, Misses, Women.) Length, 24 in. State size.
♦17CL5262—Shpg. wt., 4 lbs. \$6 down; Cash, \$52.50

(C) Mink-dyed Kolinsky Fur Scarf

This Mink-dyed Kolinsky Fur Scarf looks right and feels right in all seasons. Smart with untrimmed coats, with dresses or suits. (See it with suit on Page 99.) Has handsome mink-brown tones of a scarf that would cost many times this moderate price. Can be worn as shown or in variety of other arrangements; fastens with matching clasp of plastic material.

♦17CL5270—5-Skin Scarf. Brown only. Shpg. wt., 1 lb. 8 oz. \$5 down on Easy Terms. . . . Cash, \$47.50

♦17CL5272—Single Skins. Brown only. Shpg. wt., each, 5 oz. \$2 down. Cash, each skin, \$9.95 (Each skin, 20 in. long; including tail. If you order 2 or more, we make them into scarf at no extra cost.)

Sears know how to handle fine furs

For 30 years women have trusted Sears word-of-honor in furs. Our workmanship has won half a million friends. Now . . . extra value; we service these jackets for one year if repairs are due to defect in garment.

Easy ordering—fast service

—Check Your Size, see size measurements, page 998.
—All furs shipped from New York. Order and pay postage only from nearest Sears Mail Order House.
—Available on Easy Terms; see inside back cover.

All prices on this page include federal tax



Ⓐ Link-button suit fabrics

Ⓑ 3-button suit fabrics

Man-Tailored Suits

Two fine Kerrybrooke versions of this classic American style Sizes 12 to 20, and Sizes 38 to 44

These truly man-tailored features add to the value, beauty, and wear of each suit...in each quality:

1. Canvas under-collar hand-felled and shrunk for better fit. This is the most important step in good tailoring; we do it right.
2. Lapels interlined with light canvas so they roll softly; hold shape.
3. Buttonholes well made; resist wear.
4. Armholes well strengthened with hand-basted tape and hand-felled.
5. Smooth shoulders, lightly padded.

Ⓐ Link-button classic

Most enduring fashion of all! The simple, beautiful link-button suit...man-tailored by experts. Smart now and for years to come. Correct for all seasons, all occasions. Becoming to everyone who wears it. This latest edition has lovely low-rolling revers and new longer length 26-inch jacket. Six-gore skirt has a graceful kick-pleat in front; zipped closing. This classic fashion comes in a choice of two splendid fabrics. Each quality with jacket fully lined with rich smooth Earl-Glo Rayon Twill; guaranteed to wear 2 years.

Colors: Navy with White stripe, or Black with White stripe. **Misses' Sizes:** 12, 14, 16, 18, 20. **Women's Sizes:** 38, 40, 42, 44. Skirts in correct lengths. **State size, color.**

Our fine Warsted Suiting (40% Wool, 60% Rayon) Lined as above. Shipping weight, 2 pounds 3 ounces. ♦ 17 NL 6919—\$2 down; \$2 a month... Cash, \$12.98

Our best Warsted Suiting All New Wool; lined as above. Shpg. wt., 3 lbs. ♦ 17 NL 6918—\$2.50 down; \$3 a month... Cash, \$16.98

Ⓑ Boyish 3-button

Popular last year; more popular now...and winning new wearers every day. This superbly smart suit, with longer jacket, was inspired by a man's fashion...and is made by men's tailors. Youthful jacket has natural shoulders, slightly fitted waist, three pockets, open vent cuffs and is 26 in. long. Skirt has two kick pleats, front and back; zipped closing. Choice of fine fabrics, each jacket lined in Earl-Glo Rayon Twill; guaranteed to wear 2 years.

Misses' Sizes: 12, 14, 16, 18, 20. **Jackets,** 26 inches. **Skirts** in correct fashion lengths.

Our fine All Wool Flannel 70% New Wool, 30% Re-used Wool. Lined as above.

Color: Menswear Gray only. **Sizes** as above. **State size.** Shipping weight, 3 pounds.

♦ 17 NL 6921—\$2 down; \$2 a month... Cash, \$12.98

Our best Wool Gabardine All New Wool. Lined as above. Finest suit we sell.

Colors: Cavalry Beige or Navy Blue. **Sizes** as above. **State size, color.** Shipping weight, 3 pounds 4 ounces.

♦ 17 NL 6920—\$2.50 down; \$3 a month... Cash, \$18.98

Fur Scarf described on page 100

Ⓐ Fine Warsted Suiting **\$12.98** Cash \$2.00 Down
Best Warsted Suiting **\$16.98** Cash \$2.50 Down

Ⓑ All Wool Flannel **\$12.98** Cash \$2.00 Down
Wool Gabardine **\$18.98** Cash \$2.50 Down

These suits styled to the minute...you can wear them for years. Buy the best quality. For Easy Terms, see inside back cover.

♥ PAGE 99. COATS AND SUITS

Saddles

Beloved Free 'n' Easy Classics
in Quality We're Proud of!



\$2.85
PAIR

4-STAR FEATURE
5 WIDTHS..50 SIZES



- ★ Extremely Flexible Because They're Goodyear Welting
- ★ Smooth Leather Insoles
- ★ Leather Quarter Linings
- ★ Fine Quality Leather Uppers

Features Seldom Found Under \$4!

Made by a famed maker of \$4 shoes—with all their fine features! Authentic saddle last that has slight toe-fullness for extra comfort! White suede-finish rubber soles wear well—and are easy to clean neatly! Wide eyelets and laces. Goodyear welt construction for superb flexibility. Elk-grained leather uppers.

Women's and Girls' Sizes $5\frac{1}{2}$ to 9 in AA (Extra Narrow) width
Sizes 5 to 9 in A (Very Narrow) width; 4 to 9 in B (Narrow)
Sizes $3\frac{1}{2}$ to 9 in C (Medium) width; $3\frac{1}{2}$ to 8 in D (Med. Wide)
All $\frac{1}{2}$ sizes included. State size, width. Shpg. wt., 1 lb. 12 oz.
15 K 2355—White and Brown Leather. Pair.....\$2.85



Our Finest Quality Saddle

\$3.85
PAIR

And we doubt if you could find finer quality at **any** price! Entire upper made of fine buck finished white leather—with brown full-grained calf saddle overlay—a more expensive, smarter-looking process! Thick red gum rubber sole and heel. Superior Goodyear welt construction. Unlined for light flexibility.

Women's and Girls' Sizes 5 to 9 in A (very narrow) width; $3\frac{1}{2}$ to 9 in C (Medium) width

All half sizes included. State size, width. See Page 1255. Shipping weight, 1 pound 12 ounces.

15 K 2069—White and Brown Leather
Pair.....\$3.85



Quality at a Special Price!

\$1.88
PAIR

Finest saddle shoe we know of at this low price! Goodyear welt construction for flexibility. Long-wearing $\frac{1}{4}$ -inch rubber sole, leather welting. Elk grained leather uppers. 4 color combinations. See Page 1255.

Women's and Girls' Sizes 5 to 9 A (Very Narrow) Sizes $3\frac{1}{2}$ to 9 in C (Medium) width

All half sizes included. State size and width. Shipping weight, 2 pounds 2 ounces.

15 K 2190—White and Brown Leather
15 K 2191—Smoke and Brown Leather

15 K 2192—White and Black Leather
15 K 2095—White and Blue Leather

Pair.....\$1.88



\$1.98
PAIR

Walled Toe for Short Look

Finest construction, materials, and workmanship possible in a shoe at this low price! Expensive Goodyear welt construction, for flexibility, comfort, and longer wear. Leather welting. Elk grained leather uppers with smooth leather saddle. And the wall toe is roomy and comfortable to wear—it gives your foot the tiny "little girl" look that's so smart! Here's an excellent buy in both quality and style! See our easy-to-use Scientific 4-Point Foot Measuring Chart, Page 1255.

Women's and Girls' Sizes 5 to 9 in A (Very Narrow) width; $3\frac{1}{2}$ to 9 in C (Med.)

All half sizes included. State size and width. Shipping weight, 2 pounds 2 ounces.

15 K 2097—White and Brown Leather
15 K 2098—Two-Tone Brown Leather

Pair.....\$1.98

Kerrybrooke
POLO COAT

THE POLO COAT that Everybody Wants

SEARS BRING IT TO YOU

AT A \$5 SAVING

\$14.98

Similar Quality Elsewhere ~~\$19.98~~

\$2 Down on
Easy Terms

- Shown on the Fashion Magazine Covers
- And worn on every street in America
- By actual count, favorite coat in U. S. A.
- In Misses' and Juniors' Sizes . . at Sears

Sears BLUE RIBBON Edition of this winning polo coat brings you authentic style and super-value savings. The rich fabric alone is worth many-a-dollar more . . Fine tailoring looks like far costlier polo coats and its accurate fit has a truly custom-made air.



LINING is rich glistening Skinner's Rayon Satin; the fabric that's been famous for two generations and today is unconditionally guaranteed to give you two years' wear.



BUTTONS are beautiful true Ocean Pearl . . smoky white and extra lovely. And the buttonholes have an equal perfection; they're sturdily made and well-finished.



COLLAR is well-cut and fitted as though made for you alone. Then stitched in back to maintain its excellent, neck-hugging shape through a long term of smart service.



REVERS have fabric reinforcement, basted in place by hand and then securely stitched by machine, so they will fit smoothly and smartly for lifetime of your coat.



One of the Finest Coat Fabrics Made, and the perfect material for this classic style, it is the famous North Star Woollen Mills' All Wool-and-Camel Hair Fleece (54% Virgin Wool, 12% Reprocessed Wool, 7% Reprocessed Camel Hair, 27% Reused Wool). Tightly textured, long wearing, yet soft and lovely to touch. Lined with long-famous Skinner's Satin, guaranteed as above, and warmly interlined.

Thoroughbred of all Polo Coats; this youthful style is top-favorite from coast to coast. Cherished by campus celebrities, work-a-day career girls, pretty brides and young-in-heart grandmothers. Because it's comfortable, becoming, and light as a cloud. Wanderfully simple . . but beautifully correct in every detail, from the open vent and belted back to the double-breasted wide-revered front. 2 huge flap pockets coddle your hands and also hold all the things you usually put in your pocketbook. Compare this masterpiece of a Kerrybrooke coat with other polo coats costing dollars more elsewhere; see what you save at Sears Roebuck. Count up all the wonderful things you can buy with the difference. Color: Polo Tan only. Misses' Sizes: 12, 14, 16, 18, 20. Length, about 42½ ins. Juniors' Sizes: 11, 13, 15, 17, 19. Length, about 42 inches. *Stote size.*

◆ 17 NK 6084—Shpg. wt., 5 lbs. \$2 Down on Easy Terms. Cash . . . \$14.98

SEARS EASY ORDERING AND NEW, FASTER SERVICE

—Check Your Size . . . see size measurements Page 1234. It's easy to get correct fit by mail, phone or through Sears Order Offices.

—To See The Color . . . whenever a number follows color name, you will find the shade illustrated on Color-Graph, Page 1248.

—Order and pay postage only from your nearest Sears Mail Order House. All garments on these two pages are now shipped from Kansas City or New York, whichever city is nearer to you.

—Available on Sears Easy Payment Plan . . . see Inside Back Cover of Catalog.





A Overall \$1.98

Overall especially cut for good fit . . . note set-in waistband, high-cut top darted snugly so you can wear it without shirt, too. Nicely detailed . . . smart-flap pocket has spic-and-span rayon braid trim. Sanforized-Shrunk Denim; won't shrink more than 1%. Strongly made throughout; neat inside finish. Color: Surf Blue. Sizes: 12, 14, 16, 18 only. 7 L 2903—Stote size. Shpg. wt., 1 lb. 4 oz. . . . \$1.98

Chintz-print Sports Shirt. Cut long; yoke back. Fine washfast Percal in sunny yellow for gay contrast or soft blue to harmonize with Denim. Nicely made. Colors: Yellow or Copen Blue Ground; Red Berry Print. 7 L 3067—Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 8 oz., \$1.39

B Sports Shirt \$1.39



(D)

(E)

Surf Blue Denim Play Togs Sanforized for lasting fit

Especially well cut and well tailored . . . rayon braid trimmed
Strong seams and neat inside finish . . . Sizes from 12 to 18

**D Jacket and Culotte
\$1.98
Each**

Well-tailored jacket in double-breasted effect. Two handy big pockets. Inside seams pinked. Length, about 23 inches. Culotte (divided skirt) Cut to look like a sports skirt; gives trouser freedom as you move. Flap pocket at waist. Popular for bicycling, bowling, all sports. Both in our sturdy Sanforized-Shrunk Denim, maximum fabric shrinkage 1%. Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to stote size. 7 L 2904—Jacket. Shpg. wt., 15 oz., \$1.98 7 L 2906—Culotte (divided skirt). Shpg. wt., 1 lb. 2 oz. . . . \$1.98

**E Popular new Shortall
\$1.98**

Cross between an overall and shorts . . . so smart and young-looking, it's first choice with the young crowd everywhere. Sears version has all the right details: cuff bottoms, well-fitted, high-cut top so you can wear it without a shirt. Real pocket, rayon braid-trimmed flap. Sanforized-Shrunk Denim; won't shrink over 1%. Strongly made, well-finished. Attractive Knit Cotton Shirt shown is described on our Active Sportswear Page 19. Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to stote size. 7 L 2907—Shpg. wt., 15 oz. . . . \$1.98

B Trim Slacks \$1.98

Cut for lasting good fit. Sanforized Denim won't shrink more than 1%. Our own expert cut for trim fit and good hang. Flap pocket, rayon braid trimmed. Well tailored button placket, 2-button waistband. Crotch seams strongly double-stitched. Inside seams pinked. (Shirt shown is described on Pg. 19.) Color: Surf Blue. Sizes: 12, 14, 16, 18 only. State size. 7 L 2905—Shpg. wt., 1 lb. 2 oz. . . . \$1.98

**C Handy Halters 59¢
Each**

Snug V front. Two-button back closing cross-over straps. Neat inside finish. Sizes: Small (fits 32-inch bust), Medium (34 to 36-inch bust), Large (38 to 40-inch bust). Stote size. Shipping weight, each, 5 ounces. 7 L 2970—Sanforized Denim (maximum shrinkage 1%). Color: Surf Blue . . . 59¢ 7 L 2971—Denim (not Sanforized). Color: Multi-color Mexican Stripes. . . . 59¢





Mother and Daughter Dirndl Dresses Charming for big or little sisters too

A winsome fashion more popular than ever

Ⓐ Percal in Gay Candy Stripes

\$398 **\$339** **\$249**

Mothers' Sizes

Growing Girls' Sizes

Little Girls' Sizes

Whirl-skirt dirndl dress over separate romper panties. Bodice has *Malletex* "Lastex" yarn shirring, guaranteed to stay shirred. Fits snugly . . . stretches. Washable Percal. Colors: Red or Copen Blue, with White Stripes. **State color.**
7 L 2922—Mothers' Sizes. Small (fits sizes 10 to 12), Medium (fits sizes 14 to 16), Large (fits sizes 18 to 20). **State size.** Shipping weight, 1 pound 2 ounces . . . **\$3.98**
77 L 7588—Growing Girls' Sizes. Small (fits 7 to 8), Medium (fits 10 to 12), Large (fits 14 to 16). **State size.** Shipping weight, 1 pound 2 ounces . . . **\$3.39**
38 L 5704—Little Girls' Sizes. Small (fits 1 to 2), Medium (fits 3 to 4), Large (fits 5 to 6). **State size.** Shipping weight, 7 ounces . . . **\$2.49**

Ⓑ Fine Cotton Pique

\$298 **\$229** **\$189**

Mothers' Sizes

Growing Girls' Sizes

Little Girls' Sizes

Cool, crisp and snowy white . . . with ric-rac in contrasting color. Perfect for mother . . . for big or little daughters. True dirndl style with beautifully fitted bodice, full skirt. Closes down back with ocean pearl buttons. Two-inch hem. Pinked seams. Washfast. Colors: White with Red ric-rac; or White with Blue ric-rac. **Be sure to state color and size.**
7 L 2901—Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 3 ounces . . . **\$2.98**
77 L 7590—Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces . . . **\$2.29**
38 L 5702—Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces . . . **\$1.89**

Ⓒ Our Front Cover Dirndl Dress . . .

Sweetest of dirndl styles with sprightly flounced skirt—flattering style for Mother, darling on big or little girls. Beautifully made in a lovely calico-patterned print on fine Percal; tested washable. Ric-rac trim. pinked seams. **State size and color.**
 Colors: Dainty Print on Yellow or Soft Blue.

\$298 **\$229** **\$189**

Growing Girls' Sizes

Little Girls' Sizes

7 L 2900—Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 1 ounce . . . **\$2.98**
77 L 7594—Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces . . . **\$2.29**
38 L 5700—Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces . . . **\$1.89**





E Bright with color

\$119

Dirndl in calico print on fine Percalé... excellent value at our thrifty price. Cut full for plenty of swing... trim two-button waistband to nip your waist. Bands in merry colors for gay accent. Washable. Colors: Yellow or Blue Ground, with Colorful Floral Print. Sizes: 10, 12, 14, 16, 18. Stote size, color. Shipping weight, 13 oz. 7 L 3202—Each... \$1.19

F Tie-around Dirndl

\$198

Clean-cut stripes on fine Cotton Pique... launders beautifully. Ties any way you like... front, back or at side, with splashy bow. Wide lap-over, deep hem. Colors: Red and White Stripes or Blue and White Stripes. Sizes: Small (fits 23 to 25 in. waist), Med. (26 to 28 in. waist), Large (29 to 30 in. waist). Stote size, color. Shipping weight, 15 ounces. 7 L 3201—Each... \$1.98

G Fiesta Dirndl

\$198

Whirls with a wide sweep like a rumba dancer's skirt. Twin print ruffles... the under one in gay color. Slim, wide waistband, tight-fitting sash. Fine calico-patterned Percalé. Washable. Colors: Gay Print on Red or Blue Ground, both with Yellow Print under ruffle. Sizes: 10, 12, 14, 16, 18. Stote size and color. Shipping weight, 15 ounces. 7 L 3203—Each... \$1.98

Buy by mail and save... everything available on Sears Easy Payment Plan... see inside back cover for details

Gay Dirndl Skirts in fine prints and the right Blouses to wear with them

Newest favorites... All washable... Sizes from 10 to 20

A Skirt in tropical print sunny California fashion

\$198

Summer-cool and softly colorful... a print of real distinction. Makes a dress-up dirndl nice enough to dance or dine in. Cut luxuriously full, made with deep hem. Two-button waistband for neat, nipped look. In better Percalé, tested washfast.

Colors: Bright Red or Bright Blue, with Contrasting Print. Sizes: 10, 12, 14, 16, 18. Stote size, color. 7 L 3205—Shipping weight, 12 ounces.... \$1.98

C Suspender Dirndl Skirt in lovely rosebud print

\$198

Sweet as Grandma's courting days... wide-skirted, tiny-waisted dirndl with eyelet embroidery frilled hem, 2 rows of ric-rac. Trim two-button waistband. Good quality Percalé in an adorable rosebud print that washes beautifully. Fine fashion value!

Colors: Copen Blue or Yellow Grounds, Rose-and-White Print. Sizes: 10, 12, 14, 16, 18. Stote size, color. 7 L 3204—Shipping weight, 12 ounces.... \$1.98

B Dirndl Blouse with low square-cut neck so popular

\$100

Sears version is a splendid value... crisp-finished, fine Cotton Batiste with eyelet embroidery trim in unusually nice quality. Full cut; well made with fine stitching, pinked inside seams, ample tuck-in.

Color: White only. Sizes: 12, 14, 16, 18, 20; see How to Measure on Page 998. Stote size. 7 L 3008—Shipping weight, 4 ounces..... \$1.00

D Button-front Dirndl Blouse with little-girl round neck

\$100

Beautifully made in our dainty, crisp-finish fine Cotton Batiste. Eyelet embroidery is fine quality, rare at this price. Deep front facing; yoke at back and front. Perfect with skirt shown... any skirt.

Color: White only. Sizes: 10, 12, 14, 16, 18; see How to Measure, Page 998. Stote size. 7 L 3011—Shipping weight, 4 ounces..... \$1.00

Buy by Mail and Save... it's easy to order from Sears

All gorments on these 2 pages are stocked in your nearest Sears Mail-Order House so we can serve promptly. This means that most shipments will arrive in a few days. Order and pay postage from your nearest Sears Mail-Order House.

—Check your size... see size measurements, Page 998. Measurements for fit used in our skirts, blouses and dresses are same as best standards used in America. It's easy to get correct fit at Sears by mail, phone or through our helpful order offices.



California styling in the Season's most famous print

Hawaiian-inspired design on luxurious Rayon Crepe . . superbly styled and finely made . . Sizes 12 to 18

Bra-Top Playsuit

2-piece set complete **\$398**
"Bra" and Shorty Skirt Set

Ⓐ Fashion a Hollywood star would choose . . the bare-waist playsuit that glorifies a fine figure, sets off your tan. Brief shorty skirt has side zip, fine Rayon jersey underpants with snug elastic legs. Fitted, lined halter bra. Order Shirt, too . . wear it over Playsuit, the ultra-smart way. Fine Rayon Crepe, tested hand washable. Use gentle Lux to keep it fresh and new-looking longer.

Colors: White Print on Sun Red or Blue. Sizes: 12, 14, 16, 18. State size, color, Shpg. wt., set, 11 oz.

♦ 7 NL 2921M 2-piece \$3.98

Shirt and Dirndl Skirt

Both sold **\$339**
separately Each

Ⓑ Softly Tailored Shirt . . cut long like a man's, slit at sides. Yoke back. Casual style, perfect in soft, cool Rayon Crepe. Finely finished.

Ⓒ Swirling Dirndl Skirt shows off superb print proudly; is full gathered onto wide, two-button waistband for nipped look. Two-inch hem.

Both hand washable; we recommend Lux for ideal results.

Colors: White Print on Sun Red or Blue. Sizes: 12, 14, 16, 18. State size, color. Shipping weight, each, 12 oz.

♦ 7 NL 2919M—Shirt \$3.39
♦ 7 NL 2920M—Skirt \$3.39

Sears easy ordering

—Check your size, see Page 998.
—Easy Terms available, see inside back cover.

—Garments on these 2 pages marked ♦ shipped from Kansas City or New York; others from Sears nearest Mail Order House. Order all from nearest Mail Order House and pay postage from there.

4-pc. Set **\$10.00**
Complete Cash . . \$2 Down

Save on complete 4-pc. set. Shirt, Skirt and 2-pc. Playsuit. Colors and sizes as above. State size, color. Shipping weight, set, 1 lb. 8 oz.

♦ 7NL2924M—4-pc Set. Cash \$10.00
\$2 down . . \$2 month on Easy Terms



Special Playclothes for larger women

Youthful styles in sizes 38 to 46

- Scientifically cut to slenderize... to fit comfortably
- Roomy hips and armholes... easy fullness you like at bust

Both in Sizes
48 to 52, too

2-piece Slack Suit

\$2⁹⁸
Set

Thrifty slack suit, especially well tailored in durable Cotton Suiting, tested washable. Long in-or-out shirt with double-stitched yoke back. Cuff-bottom slacks have 2-button waistband, buttoned placket. Inside seams pinked. Color: Lt. Navy with White Stripes. State size. Shipping weight, each, 1 pound 5 ounces. 7L2956—Larger Women's Sizes: 38, 40, 42, 44, 46. 2-pc. suit. \$2.98 7L2957—Larger Women's Sizes: 48, 50, 52. . . . \$2.98

Denim separates

\$1²⁹ Jacket **\$1⁶⁹** Overall

Overall. Wear with or without shirt. Buttons at back. Color: Surf Blue. State size. Shipping weight, ea., 13 oz. 7L2952—Larger Women's Sizes: 38, 40, 42, 44, 46. Each. \$1.69 7L2953—Larger Women's Sizes: 48, 50, 52. Ea. . . \$1.69

Jacket. Makes a handy all-around separate. Well tailored. Color: Multi-color stripes. State size. Shpg. wt., ea., 9 oz. 7L2954—Larger Women's Sizes: 38, 40, 42, 44, 46. \$1.29 7L2955—Larger Women's Sizes: 48, 50, 52. . . . \$1.29

2-piece Playsuit

\$3²⁹
Set

Neat, slenderizing print in smart fashion fabric (95% durable cotton, 5% Rayon). 1-pc. playsuit has yoke-back shirt, shorts with front pleats. May be worn with or without belt. Well-cut 7-gore skirt buttons down front... easy on, easy to iron. Washable.

Colors: White Print on Copen Blue or Rose. Larger Women's Sizes: 38, 40, 42, 44, 46. State size and color. Shipping weight, 1 pound 2 ounces. 7L2958—2 Pcs. . . \$3.29

Culotte Dress

\$3⁹⁸

Divided skirt in newest most expert cut... looks just like a dress when you stand, gives trouser freedom when you walk. Undersection has smooth zip closing. Our better washfast Cotton Seersucker in smart narrow stripes. One-piece style; set-in belt.

Colors: Red-and-White or Copen Blue-and-White stripes. Larger Women's Sizes: 38, 40, 42, 44, 46. State size and color. Shipping weight, 1 pound 2 ounces. ♦ 7NL2959—1 Pc. . \$3.98

Jacket Slack Suit in Spun Rayon Gabardine

The season's most popular slack suit adapted for larger women... with all the good style you admire in smaller sizes. Slenderizing long jacket baset-in belt at back, easily adjusted front ties. Slacks have soft front pleats, trim two-button waistband, well-tailored button placket. Fabric is smooth and smart... a fine quality, beautifully tailored to add to slenderizing effect. Inside seams neatly pinked. Dry cleaning recommended. Colors: Copen Blue or Navy. Larger Women's Sizes: 38, 40, 42, 44, 46. State size, color. Shpg. wt., 1 lb. 7 oz. ♦ 7NL2960—2-Pc. Suit. . . . \$4.98

\$4⁹⁸
Set

Buy by Mail and Save... it's easy to order from Sears

- Check Your Size... see size measurements, Page 998. It's easy to get correct fit by mail, 'phone or through Sears helpful Order Offices.
- Available on Sears Easy Terms... payments may be budgeted over months ahead. See inside back cover.

Garments marked ♦ on these 2 pages are shipped from Kansas City or New York, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order all garments from your nearest Sears Mail Order House and pay postage from there.

You'll want Play Shoes too... styles shown here are described on pages 136, 137, 138



Charmode Dresses for a Gracious Lady

Specially designed . . . painstakingly styled . . . carefully proportioned for the poised matron. Softly tucked or gathered bodices . . . graceful gored skirts give you the lines you love! Easy to slip-on button-fronts, side plackets, long sleeves, and hems that can be let out make these frocks completely wearable and Sears-guaranteed for correct fit.

(A) CROWN TESTED RAYON

\$1.98

The coat-dress everyone loves. Buttons up the front to white cotton lace bow and becoming round collar. Styled to flatter and cut for comfort and fit with tailored shoulder yoke, long sleeves, and snap cuffs. 1-inch hem.

Women's Sizes: 34, 36, 38, 40, 42, 44, 46. State size, color. Lengths, 47 to 49 inches. Shipping weight, each, 1 lb. 6 oz.

31 K 4600—Plain Navy or Black. **\$1.98**

31 K 4601—White Palka Dots on Navy or Black ground. **\$1.98**

(B) PRINTED OR PLAIN RAYONS

\$2.98

Eyelet organdy and cotton lace for the dicker of this charming dress . . . with V neckline, full sleeves and a lovely six-gore skirt. 2-inch hem.

Women's Sizes: 34, 36, 38, 40, 42, 44, 46. State size, color. Lengths, 47 to 49 in. Shpg. wt., each, 1 lb. 6 oz.

Washable Rayon French-type Crepe

◆ 31 NK 4604—White Print on a Navy or Black ground. **\$2.98**

Celanese Rayon Crepe Serene
◆ 31 NK 4605—Plain Navy, Black. **\$2.98**

(C) THE SHIRTWAIST FROCK

\$5.98

57% Spun Rayon, 33% Wool with 10% rabbit hair added . . . a favorite for warmth and beauty! Detachable and washable white cotton eyelet collar, cuffs, hanky. Dress buttons to the waist . . . there are soft pleats and gares in skirt. . . 2-inch hem . . . Crown zip Placket.

Colors: Navy, Black, Gray. State size, color. Women's Sizes: 34, 36, 38, 40, 42, 44, 46. Lengths, 47 to 49 inches. Shipping weight, 1 pound, 10 ounces.

◆ 31 NK 4606. **\$5.98**

A Gracious Lady Selects a

SUCCESS STYLE

With Convertible Neckline and a Generous 3-inch Adjustable Hem

Very Specially **\$4.98**
Priced at

The ever-popular shirtwaist frock tailored to a queen's taste! Fine Celanese Rayon Crepe Serene shows up the workmanship of the tucked bodice . . . drapes beautifully for the amply-cut back and front shoulder yoke . . . hangs straight and slim for the smart gored skirt! Note the washable white cotton eyelet over-collar, the dainty buttons on the blouse, the Crown zip placket! 3-inch hem.

Colors: Navy or Black. Women's Sizes: 34, 36, 38, 40, 42, 44, 46. State size, color. Lgths., 47 to 49 in.
◆ 31 NK 4608—Shipping weight, 1 lb. 8 oz. **\$4.98**

SEARS EASY ORDERING . . . SEARS EASY PAYMENT PLAN

—Check Your Size . . . see Page 1254. It's easy to get correct fit by Mail, phone or through Sears Order Offices now that our measurements-for-fit are the same as the best standards everywhere. Sears guarantee correct fit or your money refunded! —Available on Sears Easy Payment Plan—see Inside Back Cover.

—Order and pay postage only from your nearest Sears Mail Order House. Garments with diamond ♦ before catalog numbers on these two pages are now shipped from Kansas City or New York, whichever is nearer you. All other garments are shipped from your nearest Sears Mail Order House.

FOR FURLOUGH DATES and all your dress occasions

Cleverly cut, beautifully fitting, easy-to-wear dresses in fine quality rayons
Plains, prints, basic types and 2-pc. dresses: all the 1943 success styles are here



RAYON CREPE Romaine in a jacket dress you can wear for best or everyday. Flattering trim of fine white rayon organdy and lace is detachable. Composition buttons close the softly shirred jacket. Front goared skirt has plain back. Dry cleanable.
Colors: Navy or black. **Misses' sizes:** 12, 14, 16, 18, 20. See size scale on page 18. *State size and color.*
♦ 31E4042-Shpg. wt., 1 lb. 8 oz. \$5.98

RAYON JERSEY sleek, smooth-fitting in a splashy print . . . a beautiful wrinkle-resistant fabric that drapes so gracefully. New, easy to wear cross over bodice. Modified peg-top skirt has curved set-in pockets, self belt. Dry cleanable.
Colors: White ground floral print. **Misses' sizes:** 12, 14, 16, 18, 20. See size scale, page 18. *State size, color.*
♦ 31E4043-Shpg. wt., 1 lb. 8 oz. \$6.98



RAYON CREPE Romaine coat dress has dainty lingerie collar and cuffs of fine rayon marquisette. Unpressed pleats in front and goared back skirt for easy fit. A favorite style becoming to all types.
Colors: Navy or black with pale pink collar and cuffs. **Misses' sizes:** 12, 14, 16, 18, 20. See size scale on page 18. *State size and color.*
♦ 31E4040-Shpg. wt., 1 lb. 8 oz. \$5.98

A BASIC DRESS to dress up or down, as you wish. Wear either the plain self fabric belt or simulated jewel trimmed self belt. Note the new shoulder treatment on this basic dress. Good quality rayon crepe Romaine. Dry cleanable.
Colors: Black or navy. **Misses' sizes:** 12, 14, 16, 18, 20. See size scale on page 18. *State size and color.*
♦ 31E4041-Shpg. wt., 1 lb. 8 oz. \$5.98

14 . . . SEARS, ROEBUCK AND CO. 2

Garments on these 2 pages shipped from New York. Order, pay postage from mail order house which sent you this catalog.

Platforms are high fashion for Spring



High soles are
high fashion

\$3.69

J Exciting version of a favorite South American fashion note. Bow makes your foot look smaller. Fine crushed kid or patent leather. 2½-in. Cuban heels.

• A (very narrow) width in sizes 5 to 9. C (med.) width in women's sizes 4 to 9. All half sizes, too. State size and width.

◆ 5 E 8027—White crushed kid

◆ 5 E 8026—Black patent leather

Shipping weight, 1 lb. 3 oz. Pair \$3.69



Port hole
perforations

\$3.69

H Fine, sleek patent or soft crushed kid. Neat bow. Cushiony platform. Leather soles, 2½-in. Cuban heels.

• A (very narrow) only in sizes 5 to 9. C (medium) in women's sizes 4 to 9. Half sizes, too. State size, width.

◆ 5 E 8024—Beige crushed kid

◆ 5 E 8025—White crushed kid

◆ 5 E 8023—Black patent leather

Shipping weight, 1 lb. 3 oz. Pair \$3.69

◆ Means sent from Chicago. Order, pay postage from nearest mail order house.



Leg Make-up for that silk stocking glamour

Ann Barton Leg Make-up—Lotion type

Save precious hose—wear liquid make-up in place of stockings. Easily, quickly applied with powder puff, cotton, sponge, or smoothed on with the hands. Gives legs a smooth sheen, stocking-like finish; does not rub off on clothes. May be removed with soap and warm water. State shade: Light Suntan or Dark Suntan. 8 E 5774—4-ounce bottle. Postpaid 39c

Horriet Hubbard Ayer Stocking Lotion

Lasting. Easily applied—goes on without streaking—dries rapidly—gives legs a golden sun-tan finish. 8 E 5141—4-ounce bottle. Postpaid \$1.10

Patrick's Leg Art—Liquid Dye type

Use Patrick's Leg Art. Three popular shades: Beige (light), Copper (medium), Rust (dark). State shade. 8 E 5986—3-ounce bottle. Shpg. wt., 12 oz. 41c

Leg Charm—Cream type

For a smooth silk stocking effect. Applies just like cold cream. Run-proof, wrinkle-free "sheer-silk" leg make-up. State shade: Nude or Sun Tan. 8 E 3152—3½ ounces. Postpaid 52c

Helena Rubinstein—Leg Stick

Easy to apply. Gives legs a sun tan appearance. 8 E 5963—Postpaid \$1.10

Ann Barton Cake Make-up (not shown)

Stays on a long time—easily applied with moistened puff or sponge. Convenient to carry in cosmetic bag or purse. Comes in Tulle Mist (light), Ivory Satin (medium), or Heirloom Lace (dark). State shade. 8 E 5988—½-ounce, Plastic Case. Postpaid 39c

Max Factor Pan-Cake make-up

Used by the stars in Hollywood for greater leg appeal. Lends a smooth, silky appearance to your legs. Easy, quick to apply. Natural No. 1, Natural-Rose, Cream No. 1, Tan No. 1. State shade wanted. 8 E 4215—1¼ ounces. Postpaid \$1.65

Elmo Photo-Finish Make-up (not shown)

Sponges on in a jiffy—gives a sheer stocking-like appearance... lasts for hours. Nude (light), Peach (medium), and Copper (dark). State shade. 8 E 5505—1¼ ounces. Postpaid \$1.65

Solitaire—by Compara (not shown)

Filmy loveliness for your legs. Contains lanolin. Natural (lgt.), Rachel, Peach Bloom, Brunette, Golden Tan (med.), Bronze (dk.). State shade. 8 E 3608—1½ ounces. Postpaid 66c

Large Puffs... for leg or cake make-up (not shown)

Double thick cotton puffs, especially absorbent. 8 E 4174—Shpg. wt., 3 oz. 10 puffs for 10c



Double-duty Playsuits in washable cottons

Two outfits in one . . . wear them as go-everywhere dresses, wear the cool one-piece suits for sports, sun and fun

\$3.98

A) PINAFORE playsuit . . . pretty pinafore makes a perfect separate. Washfast check percale print, ric-rac trim. Dutch boy pockets, sash at back. Playsuit in cotton pique has convenient drop seat held in place with belt that ties firmly at front. *Colors:* Pinafore in red-and-white or blue-and-white checks; white playsuit. *Sizes:* 12, 14, 16, 18, 20. *Scale, page 18. State size, color.* Shipping weight, 1 lb. 8 oz.
♦ 7 E 2858—2 pieces. . . . \$3.98

\$2.98

B) SUSPENDER SKIRT over classic 1-piece playsuit. Both in better quality chambray that wears, washes well. Skirt is newest dirndl style with swagger pockets; opens all the way down back (with lapover) to slip on easily over playsuit. *Colors:* Red-and-white, brown-and-white or green-and-white stripes. *Sizes:* 12, 14, 16, 18, 20. *Scale on page 18. State size and color.* Shipping weight, 1 pound 2 ounces.
♦ 7 E 2859—2 pieces. . . . \$2.98

\$1.98

C) BUTTON FRONT SKIRT over classic 1-pc. playsuit, Sears good value in a budget priced play outfit. Serviceable percale in colorful stripes stays bright, colors are tested washfast. Skirt is well made with dress-up bow tie at waist and gores to give a becoming flare. *Color:* Red-white-and-blue stripes. *Sizes:* 12, 14, 16, 18, 20; measure, see size scale on page 18. *State size.* Shipping weight, 14 ounces.
♦ 7 E 976—2 pieces. . . . \$1.98



Playsuit in cotton pique to go with pinafore (A)

Playsuit to go with suspender dirndl skirt (B)

Playsuit to go with classic button front skirt (C)



SIZE SCALE FOR SEPARATE SLACKS

Order Size	12	14	16	18	20
If waist is	25½	27	28½	30	32 in.
If hips are	35	36½	38	39½	41 in.

DON'T GUESS . . MEASURE TO INSURE PROPER FIT. Check your size before you order. Measure hips and waist—page 37A tells you how to take measurements. Check these against scale above; order the size that most nearly corresponds. All Sears slacks measure about 41 inches long, from bottom of waistband.

Cotton twill slack marked ♦ shipped from New York. Order and pay postage from mail order house that sent you this catalog.

76 . . SEARS, ROEBUCK AND CO. ●

COTTON SLACKS . . washables for work or everyday

\$1.59

A) SANFORIZED DENIM slacks, with western style pockets. Good fit lasts; fabric shrinks only 1%. Well made; important seams double stitched. Work-or-play slacks that are both smart and serviceable.

Color: Medium blue.

Sizes: 12, 14, 16, 18, 20. Measure, see scale at left. State size, 47 E 2842—Shpg. wt., 1 lb. . . \$1.59

\$1.59

B) SEERSUCKER, in woven stripes, menswear weave that takes hard service . . looks smart anywhere. Two deep pockets. Slacks you don't have to iron, ideal for summer.

Colors: Red-and-white, blue-and-white or brown-and-white stripes. Sizes: 12, 14, 16, 18, 20. See scale. Shpg. wt., 12 oz. 47 E 2841—State size, color . . \$1.59

\$1.98

C) SANFORIZED COTTON TWILL, shrinks only 1%. Toughies for work; won't soil easily. Side pocket. Navy or brown. Sizes: 12, 14, 16, 18, 20. State size, color. ♦ 7 E 2816—Shipping wt., 1 lb. . . . \$1.98

STRIPED KNIT COTTON pullover. Washable. Blue-and-white or red-and-white stripes. Small (30–32 in. bust), Medium (34–36 in.), Large (38–40 in.). State size, color.

47 E 3168—Shipping wt., 8 oz. 94c





NAVY WITH WHITE for your Spring Suit Dress

You'll wear it now; you'll wear it right through the summer. It's made of fashionable rayon fabrics, splendidly tailored with fine stitched seams, generous hems, and neat shoulder pads.

FLARING PEPLUM jacket dress in alpaca-type rayon crepe. Copy of a higher priced fashion favorite, it's a first choice for furlough dates or service weddings. Dainty lingerie trim is detachable. Note the expensive detailing of self fabric buttons and tie belt. Easy to wear gored skirt. Two wonderful colors for your first spring dress. Dry cleanable.

Colors: Navy or emerald green.

Misses' sizes: 10, 12, 14, 16, 18. To measure, see size scale on page 18. State size and color.

◆ 31 E 4001—Shipping weight, 1 lb. 8 oz. . . . \$5.98

SOFT CARTRIDGE TUCKING joins the pockets of this alpaca-type rayon crepe suit dress. The detachable white over-collar covers notched revers. Belt is bright red patent-like leather. Favorite type skirt has 6-gore front, 3-gore back. A good choice in navy for your first spring costume. Wear it under a coat now and all through summer without one. Dry clean. Color: Navy only.

Misses' sizes: 12, 14, 16, 18, 20. To measure, see size scale on page 18. State size.

◆ 31 E 4000—Shipping weight, 1 lb. 8 oz. . . . \$6.98

SNOWY POLKA DOTS on rayon French-type crepe are accented by the popular sailor-type collar and contrast buttons. The shirred jacket waistline gives it a slim fitting line. Popular 3-gore skirt. Come in your favorite navy and popular new shade. Hand wash separately. Use Lux.

Colors: Navy or luggage brown each with white polka dots.

Misses' sizes: 12, 14, 16, 18, 20. State size and color. See size scale on page 18.

◆ 31 E 4002—Shipping weight, 1 lb. 8 oz. . . . \$4.98



MACOMBA CLOTH CASUALS

Crisp, tailored sportswear in nationally famous Macomba Cloth... the smooth Rayon-with-Teca fabric that spells summer smartness and coolness. Keeps its freshly-pressed look through hours of active wear because of the care and attention we've given to its making. Buy a whole outfit as the basis of a spring and summer wardrobe... or order individual items as smart separates.

SOLID COLOR 2-PIECE SUIT. Can be worn with or without a blouse. Skirt pleated front and back. Wear either piece with other outfits too. *Colors:* Sunset red, forest green, navy or pecan beige. Shipping weight, 1 pound 15 oz. **\$8.95**
◆ 7 E 2847.....

CONTRASTING COLOR jacket, slacks, and skirt... mix them as you like.

JACKET ONLY. *Colors:* Forest green, sunset red, navy, pecan beige.
◆ 7 E 2848 Shpg. wt., 1 lb. 3 oz. **\$4.98**

SKIRT ONLY. *Colors:* Sunset red, copen or navy blue.
◆ 7 E 3406 Shpg. wt., 12 oz. **\$3.98**

MAN-TAILORED SLACKS, see preceding page for description. *Colors:* Clove brown, pecan beige or navy.
◆ 7 E 2843 Shpg. wt., 1 lb. 4 oz. **\$3.98**

All in Sizes: 12, 14, 16, 18 and 20. State size, color. (Dry clean for longest service.) Shipped from New York. Order, pay postage from the Mail Order House from which you received this Catalog.



Work cap 89c

Sturdy, comfortable clothes . . .

Sanforized cotton work cloth . . . guaranteed maximum shrinkage 1%

Utility and safety features . . . factory-tested

Smooth button closings Adjustable tabs at ankles
Pockets built into seams No gapping, no loose ends

Better workmanship insures better wear

Bar-tacked at strain points Buttons strongly sewn on
Main seams double-stitched Cleanly finished throughout

Streamlined Coverall

Roomy one-piece suit features cleverly concealed drop seat adjustable by side buttons. Neat fly-front, button closing. Convertible collar, 4 handy work pockets. Button tabs adjust at ankles. Action back; button cuffs on sleeves. Sanforized cotton work cloth—wash separately. Misses' sizes: 12, 14, 16, 18, 20. Women's sizes: 40, 42, 44. State size. Shipping weight, 1 pound 8 ounces. 27 D 9702—medium blue . . . \$3.98

Work Cap—adjustable, fits everyone. Hair can be tucked under it easily. Navy blue cotton gabardine. 78 D 42—Shipping wt., 9 oz. . . 89c

Fly-front Coverall

Serviceable one-piece suit with concealed button-front closing . . . easy to slip on and off! Designed for comfort and efficiency . . . notched convertible collar, set-in belt and long button-band sleeves. Well-fitted trousers with adjustable tabs at ankles. Handy breast pocket; two trouser pockets are set in carefully to avoid catching. Back hip pocket, too. Our sturdy Sanforized-Shrunk cotton work cloth . . . wears well. Wash separately. Grand Sears value. Misses' sizes: 12, 14, 16, 18, 20. Women's sizes: 40, 42, 44. State size. Shipping weight, 1 pound 8 ounces. 27 D 9690—medium blue . . . \$2.69

Work cloth or corduroy

Jacket and slack set, specially made for hard work! Easy fitting, button-front jacket has convertible collar, two work pockets. Wear in or out of well tailored slacks which have snug waistband, side-button placket and side pocket. Both fabrics are famous for wear. Misses' sizes: 12, 14, 16, 18, 20. Women's sizes: 40, 42, 44. State size, color. Shipping wt., ea., 1 lb. 12 oz. Sanforized-shrunk cotton work cloth . . . long wearing, wash separately. 27 D 9697—medium blue . . . \$3.69 Fine Wale Corduroy—wash separately. ♦27 ND 9052—dark green or wine . . . \$5.98

Work cloth or corduroy

The perfect all-purpose slacks! Built-up waistband with button placket closing at the side. Trimly tailored with plenty of room in the seat. Handy side pocket. Two popular, long-wearing fabrics! Misses' sizes: 12, 14, 16, 18, 20. Women's sizes: 40, 42, 44. State size, color. Shipping wt., each, 1 lb. Sanforized cotton work cloth Max. shrinkage 1%, wash separately. 27 D 9698—med. blue slacks, \$1.98 Fine wale corduroy—wash separately. ♦27 ND 9053—dark green or wine slacks . . . \$3.98 27 D 9706—Chambray Shirt shown above at \$1.59 . . . see page 71.



Maternity Dresses and Slacks

Easy to put on . . . easy to adjust . . . always smart and trim
Careful study of your needs resulted in these features:

- Pleats or gothers for bust fullness
- Straight hanging skirts . . . 2-inch hems
- Pleats or snaps for waist expansion
- Sleeves allow for full upper arms

\$2.98
Percalé

Storkette Slack Suit

Concealing outfit in Spun Rayon or Percalé with a pleated back blouse. The roomy slacks have an 8-button waistband for adjustment. Short sleeves, convertible collar. Buy one for everyday, one for best. Sizes: 12, 14, 16, 18, 20.

State size, color. Shipping weight, each, 1 lb. 7 oz.

♦7 NL 2949—Fine Spun Rayon in Luggage Brown 212 or Lt. Navy Blue (Dry cleans) \$4.98

♦7 NL 2950—Washable Percalé in Copen Blue or Wine with White Line Check. \$2.98

\$4.98
Rayon

\$2.98
Spun Rayon

Popular Smocked Dress

Fresh spring print in two qualities of Rayon, hand washable in Lux. This one-piece maternity frock has fine smocking that releases front fullness, a long belt controls the fullness at waistline. Colors: Dusty Rose, Navy or Teal with White Print. State size, color. Shpg. wt., ea., 1 lb. 4 oz.

Rayon French-type Crepe

♦31 NL 4800—Sizes: 12 to 20

♦31 NL 4801—Sizes: 34 to 44, Each \$4.49

Buy onother in Spun Rayon

♦31 NL 4802—Sizes: 12-20, \$2.98

♦31 NL 4803—Sizes: 34-44, \$2.98

\$4.49 **\$6.98**
Rayon Crepe Rayon Romaine

Rayon Smock Dress

Boxy jacket with shoulder yoke that releases pleats. Skirt on bodice top has adjustable snaps. Detachable pique trims. Misses' Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., ea., 1 lb. 6 oz.

♦31 NL 4805—Rayon Romaine in Navy or Copen Blue 607 (Dry cleans) \$6.98

♦31 NL 4806—Polka Dot on Rayon in Navy or Copen Blue (Dry cleans) \$4.49

♦31 NL 4807—Washable Cotton in Navy or Dusty Rose, each with White Dots \$2.98

Redingote Dress in Print or Plain Rayon

\$5.49

Choose printed or Plain Rayon for a redingote-effect dress with tie-front covering the front release snaps. Its features are the panel front to give you long slimming lines and a detachable white rayon bengaline collar.

Misses' Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., ea., 1 lb. 4 oz.

♦31 NL 4810—Washable Print Rayon French-type Crepe with Navy or Teal Ground. \$5.49

♦31 NL 4811—Rayon Crepe in Solid Navy or Teal 672 \$5.49

Important: Order your regular dress size. Make no allowances. Slips to wear with these new Maternity Dresses...page 179.

□, PAGE 213B . . . MATERNITY WEAR

—Check your size . . . see Measurements, Page 998.
—Order your regular size . . . make no allowances.
—For explanation of washing terms, see Page 1001.
—Color numbers refer to the Color-Graph facing first green page in the back of the catalog.

—Garments marked ♦ on this page are shipped from Kansas City or New York, whichever is nearer. Order garments and pay postage from your nearest Sears Mail Order House. Your orders usually arrive in a few days.



Kerrybrooke® is Sears own name for casual clothes... styles of the minute ... fashions wearable for years

↖ The Seven-button suit

The Cardigan suit

The Three-button suit

♡ PAGE 33 SUITS



REEFER and BOY COAT in three fine woollens

Cash, each **\$9.98** On Easy Terms $\frac{1}{2}$ down

GOOD QUALITY in both styles . . . is made of our fine Herringbone tweed, 40% new wool and 60% reprocessed wool. Unusually good colors and nice texture for this moderate price. Lined with Earl-Glo rayon twill; lining guaranteed to wear for two years.

CLASSIC REEFER with smart London drape; easy fullness through the bust and smooth line at hips. New narrower revers. Back is four-gored; has pleat at back hem. *Colors:* Herringbone in oatmeal tan or powder blue. *Misses' sizes:* 12, 14, 16, 18, 20. See size scale, page 95. *State size, color.* Shpg. wt., 3 lbs. 8 oz.
 ♦17E6530—Good. \$9.98 ♦17E6529—Better. \$12.98 ♦17E6528—Our best. \$16.98

Cash, each **\$12.98** On Easy Terms $\frac{1}{2}$ down

BETTER QUALITY in both styles . . . is made of our superior Herringbone tweed, 100% new wool. Extra sturdy; with beauty of color and texture that is well worth the difference in price. Earl-Glo rayon crepe lining guaranteed to wear two years.

CLASSIC BOY COAT with roomy shoulders, deep armholes, wide sleeves. Slips on easily over suits, sportswear or dresses. Flap-top pockets are good size. *Colors:* Herringbone in oatmeal tan or powder blue. *Misses' sizes:* 12, 14, 16, 18, 20, 22. See size scale on page 95. *State size and color.* Shpg. wt., 3 lbs. 8 oz.
 ♦17E6527—Good. \$9.98 ♦17E6526—Better. \$12.98 ♦17E6525—Our best. \$16.98

Cash, each **\$16.98** On Easy Terms $\frac{1}{2}$ down

OUR BEST QUALITY in both styles . . . features our best Herringbone tweed, 100% new wool . . . superbly soft and strong. Lining is of our best rayon crepe; guaranteed to wear two years. Best tailoring; collar and fronts canvas interlined to keep shape.



No ration stamp required for these smart desk-to-date styles

ENDURA-FLEX SOLES . . . featured on Sears non-rationed women's footwear, are guaranteed to wear as long as leather . . . if not perfectly satisfied your money will be returned. They are either synthetic soles of rubber-like compound . . . plastic coated soles . . . or soles of a strong heavy belting-like material, impregnated with compounds to resist moisture and wear. They have been doubly tested. . . rigidly tested by Sears own laboratory and wear-tested on hundreds of feet. We know you will be more than satisfied with their long wearing qualities.



"Baby doll" ankle strap in a premiere appearance

\$2.98

This new little number is a real eye catcher with its provocative, new anklet strap and its rounded little girl vamp. Packed with prettiness, it will be seen all around town—from offices to dance-floors, because it's so much fun to wear. You can have these shoes and your stamp, too, because they're non-rationed. The endura-flex soles are specially treated to give resistance to wear and weather.

• C (medium) width in women's sizes 3½ to 9. All half sizes are included, too.

No ration stamp required for these shoes

54 H 7826—Black gabardine . . . 2½ inch heels . . . 54 H 7828—White sail cloth
54 H 7827—Black gabardine . . . 1½ inch heels . . . 54 H 7829—White sail cloth
State size. Shipping weight, 1 pound 2 ounces. . . . Pair \$2.98



D'Orsay pump . . . thrillingly beautiful' . . . truly outstanding

\$3.98

Charming salute to a new spring with a flattering version of the inimitable D'Orsay . . . its graceful open back, open toe styling and accordion pleated circle bow give it a height of smartness that puts the world at your feet. Made with endura-flex soles . . . wear tested and specially treated to resist weather.

• A (very narrow) width in all women's sizes 5 to 8. All half sizes are included, too.
C (medium) width in all women's sizes 4 to 8. All half sizes are included, too.

No ration stamp required for these shoes

♦ 5 H 8212—Black gabardine . . . 2½ inch heel . . . ♦ 5 H 8213—Wheat; cotton shantung
♦ 5 H 8233—Black gabardine . . . 2 inch heel . . . ♦ 5 H 8234—Wheat; cotton shantung
State size and width. Shipping weight, 1 pound 2 ounces. . . . Pair \$3.98



B

Drapes well \$1.98



D

Big and beautiful \$2.49



F

Glamorous veiled Beret \$2.49



A

Flattering style \$2.39



C

Wear it many ways \$1.98



E

Lovely laced Beret \$2.49

Kerrybrooke Berets . . . Fashion's Favorites

REG. U. S. PAT. OFF.

A) Hand-stitched Pompadour Beret—combines your favorite beret mode with the beloved pompadour! You can perch it above your curls or wear it tilted forward . . . it's equally as smart either way. Wool felt with expensive hand work on top of crown. Made for Sears by one of the world's best millinery makers.

Colors: black, bright red or navy blue. **Measure;** state color wanted. Shipping weight, 1 pound.
78 F 1558—Fits 21 3/4 to 22 1/4-inch heads.
78 F 1559—Fits 22 1/2 to 23 -inch heads . . . \$2.39

B) Popular oblong Beret—wool felt with stitched design on top. Grosgrain bandeau hugs your forehead comfortably; bows at the side. Unusual styling makes it drape more easily and look more distinctive. Wear it in side-tilt or off-the-face fashion. Elastic in back makes it stay on. A hat that goes with everything . . . and its fine quality assures long wear. Shipping weight, 1 pound.
Colors: black, bright red, flying (soldier) blue or coffee (med.) brown. **Measure;** state color.
78 F 1561—Fits 21 3/4 to 22 3/4-inch heads . . . \$1.98

C) Hand Crocheted Band Beret—no matter what you do these busy days you'll find our Many-way Kerrybrooke beret the answer to what to wear! It drapes beautifully on your head and is so comfortable. Fine quality wool felt. Hand crocheted yarn band assures that "stay-on" satisfaction. Drape it to suit yourself. A nation-wide favorite.

Colors: dark beige with brown; solid navy blue, bright red or flying (soldier) blue with navy blue. **Measure;** state color. Shipping weight, 1 lb.
78 F 1680—Fits 21 1/2 to 23-inch heads . . . \$1.98

D) Large Beret—it's fascinating to wear this big, attractive beret; for you can drape it to make it look new and different. Wool felt cloth with yarn crocheted headband to keep it snugly on your head in spite of winds. The quality and styling have the master-touch of a famous maker—looks much more expensive.

Colors: harvest (rust) tan with brown; solid black, navy blue or dark brown. **Measure;** state color wanted. Shipping weight, each, 1 pound.
78 F 1681—Fits 21 3/4 to 23-inch heads . . . \$2.49

E) Laced and Bow-trimmed Beret—a large beret gone glamorous with self lacing at both sides ending in tiny bows. Fine quality wool felt has narrow self bandeau and adjusting back for stay-on satisfaction. The rayon veil is draped across the top and caught on either side with self bows. **Colors:** black, dark brown or navy blue. **Measure;** state color. Shipping weight, 1 pound.

78 F 1560—Fits 21 3/4 to 23-inch heads . . . \$2.49

F) "Dress-Up" Beret . . . your favorite beret style gone sophisticated. Fine wool felt with bandeau to snug your head . . . and extra deep back for stay-on satisfaction. The rayon veil is draped across the top and caught on either side with self bows.

Colors: black, coffee (medium) brown or navy blue. **Measure;** state color. Shipping weight, 1 pound.
78 F 1547—Fits 21 3/4 to 22 3/4-inch heads.
78 F 1548—Fits 22 1/2 to 23 3/4-inch heads . . . \$2.49



All wool tweed Balmacaan; welt-seams, 2 pockets

Shirt-collar neckline buttons up warmly or rolls open. Sleeves are raglan style in front, set-in at the back. Buttoned vent at back hemline. Our warmest, best all-new wool tweed in soft herringbone pattern is faintly blurred, like a fine quality menswear fabric. Skinner's rayon satin lining; tailoring and quality features as described on left side of opposite page. *Colors: Herringbone in rust brown or medium blue. Misses' sizes: 12, 14, 16, 18, 20. Size scale, page 62.*

◆17 F 6027—*State size, color. Shpg. wt., 5 lbs.*Cash, \$27.50



All wool Chesterfield with silk velvet collar

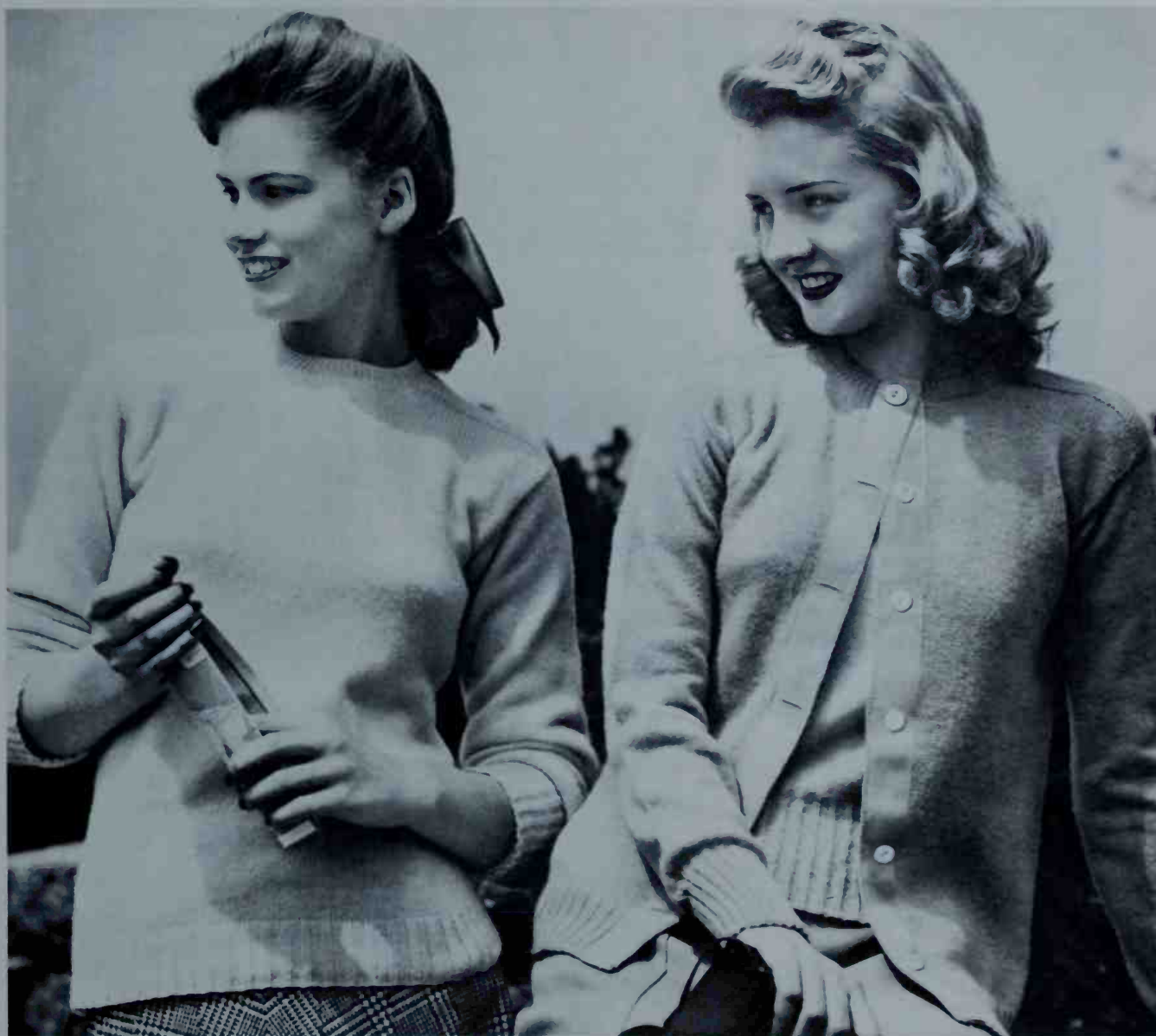
Always a favorite with the men, now a first choice style for the gals. Richest quality, handsomest Chesterfield of all has silk velvet collar; raglan sleeves that slip on easily over suits. Coat is welt-seamed throughout; huge pockets. Warm all-new wool coating with firm weave, fleecy surface. Skinner's rayon satin lining; tailoring and quality features as described on left side of opposite page. *Colors: Brown or black. Misses' sizes: 12, 14, 16, 18, 20. Size scale, page 62.*

◆17 F 6025—*State size, color. Shpg. wt., 4 lbs. 8 oz.*Cash, \$27.50

Classics . . in three casual styles each in three qualities

BETTER . . 100% Fine Wool (64% virgin wool, 36% kid mohair). For you who love all virgin wool sweaters, this is a lovely blend. It combines the warmth and durability of fine wool, with the powder-puff softness of baby kid mohair. Firmer, closer knit . . with finer details and workmanship. Necks are smoothly looped to lie flat . . shaped armholes for freedom. Hand washable in Lux.

OUR BEST . . 100% Imported Virgin Zephyr Wool. You have to feel the luxurious softness . . to see the luscious beauty of the colors to appreciate how much finer this imported all wool zephyr is. Lovelier in texture, each sweater is hand washed after finishing, a feature found only in finest sweaters. Has flat-lying hand looped crew necks . . shaped armholes for freedom . . tapered sleeves for better fit. Hand washable in Lux.



Long Sleeve Boxy Pullover in three qualities

GOOD . . \$1.20 BETTER . . \$2.50 BEST . . \$3.45

100% soft spun cotton. See full description top of opposite page. Longer boxy style. Long sleeves you can wear pushed up or down. Colors: Red, yellow, baby blue. State size and color.
38 E 7007 \$1.20

100% fine wool (64% virgin wool, 36% kid mohair) . . . see full description at top of page. Popular longer boxy style. Colors: Baby blue, red, yellow, white, baby pink. State size and color.
38 E 7020 \$2.50

100% imported virgin zephyr wool . . see full description at top of page. Sweater girl's favorite longer length pullover. Hand washed yarns. Colors: Pink, yellow, ice blue, light green. State size and color.
38 E 7023 \$3.45

Long Boxy Cardigan in three qualities

GOOD . . \$1.35 BETTER . . \$2.85 BEST . . \$3.95

100% soft spun cotton. See full description at top of opposite page. Rayon and cotton grosgrain button band. Plastic buttons. Cardigan only. Colors: Red, yellow, baby blue. State size and color.
38 E 7008M \$1.35

100% fine wool (64% virgin wool, 36% kid mohair); see full description at top of page. Favorite boxy style. Cardigan only. Colors: Copen, red, yellow, white, lt. green. State size and color.
38 E 7021M \$2.85

100% imported virgin zephyr wool . . see full description at top of page. Finer rayon and cotton grosgrain button band. Fine ocean pearl buttons. Mix or match your own twin set. Cardigan only. Colors: Pink, yellow, ice blue. State size and color.
38 E 7025M \$3.95

Even sizes: 32 to 40-inch bust. State bust size and color. Shipping weight, each, 1 lb. 2 oz.

☐ PAGE 67 . . . SWEATERS



The Look-Alike Coat Fashion is bigger than ever this year

Big and little sister can look alike and still have top-fashion coats. Special care has been taken in their sizing and cutting. Care that means good fit, fine making, more for your money in value.

\$9.98 Sizes 7 to 9 **\$10.98** Sizes 10 to 14

Available on Easy Terms, $\frac{1}{3}$ down

The boy coat, a favorite look-alike classic. Has the "overcoat" cut, welt seaming, pleated vent back that means special tailoring. Extra value details like padded shoulders, rayon lining, ocean pearl buttons. Warmly interlined. *State size, color.* Shpg. wt., ea., 4 lbs. Scale, page 249.

Soft furry-napped fleece (37% new wool, 15% reused wool, 48% rayon) in polo tan or red.

♦77 F 7326—*Sizes: 7, 8, 9* \$9.98

♦77 F 7336—*Sizes: 10, 12, 14* \$10.98

Herringbone tweed (32% reused wool, 60% rayon, 8% Aralac) in blue or brown.

♦77 F 7325—*Sizes: 7, 8, 9* \$9.98

♦77 F 7335—*Sizes: 10, 12, 14* \$10.98

The wrap coat, special look-alike version of a screen-star favorite in soft, warm part wool fleece (37% new, 15% reused wools, 48% rayon). Double-breasted style with the handsome pearl buttons girls love. Set-in belt in the back unbuttons at the sides for a smart change. Lined with silky rayon, warmly interlined. The tailoring is superb . . . padded shoulders, careful seaming detail make it look more expensive.

Two big hit colors: Red or polo tan. *State size and color.* See size scale on page 249. Shipping weight, each, 4 pounds.

♦77 F 7327—*Sizes: 7, 8, 9* \$9.98

♦77 F 7337—*Sizes: 10, 12, 14* \$10.98

The Chesterfield coat, newest look-alike to match mother's favorite. Smart fly-front button closing, rich velvet collar. Inverted walking-pleat in back. Rayon twill lining, warm interlining. Two fine fabrics . . . both extremely good value. *State size, color.* Scale, pg. 249. Shpg. wt., ea., 4 lbs.

Soft, furry-napped fleece (sturdy 37% new, 15% reused wools, 48% rayon) in red or polo tan.

♦77 F 7330—*Sizes: 7, 8, 9* \$9.98

♦77 F 7340—*Sizes: 10, 12, 14* \$10.98

Herringbone tweed (sturdy 32% reused wool, 60% rayon, 8% Aralac) in brown or blue.

♦77 F 7329—*Sizes: 7, 8, 9* \$9.98

♦77 F 7339—*Sizes: 10, 12, 14* \$10.98

Look-Alike Coats are easy to buy and pay for . . . they're available on Sears Easy Terms, see inside back cover.

⊗ **PAGE 251** **GIRLS' WEAR**



Aridex-treated SNOW SUITS

Sizes 7 to 16, fully lined

Keep the cold and wind out—keep the body heat in . . . that's the secret of keeping warm. Sears snowsuits do just that. Aridex-treated means they shed water like a duck. Wind can't get through the sturdy, tightly woven fabrics. Fine features plus plenty of good looks.



Your best buy because:

Jackets have:

- Fly-front closings doubly reinforced . . . specially sturdy buttons and buttonholes.
- Pockets firmly tacked, strongly lined to resist wear. Deep enough for "gadgets".
- Action armholes, strongly double-seamed.
- Action-shirred waistlines for snug trim fit.
- Knit wristlets are reinforced to sleeve.

Regulation pants have:

- Zip knit anklets are reinforced to pants.
- Side-button plackets are doubly faced.
- Adjustable button waistbands are lined.
- Crotch cut full; double seam reinforcing.
- Back hip pocket, nice and deep, lined.

A "Snowflower" blossoms on warm all wool

100% reprocessed wool suit with wonderful figure-fitted jacket. Smart piping and embroidered wool flowers. Slash pockets. Regulation pants. Colors: Navy or wine. Sizes: 7, 8, 10, 12, 14, 16. Size scale below. State size and color.

♦77 F 7350—Cotton plaid lined. Shpg. wt., 4 lbs. 8 oz. . . 1/3 down Easy Terms—cash **\$10.98**

♦77 F 7351—Toast-warm, deeply piled sheepskin lining. Shpg. wt., 5 lbs. 6 oz. . . **\$12.98**

B "Snow Pixie"—with Lambskin fur-trimmed hood

Two versions of this knockout snowsuit . . . a gabardine twill jacket suit or one in all wool! Contrasting piping, deep waist shirring. Sizes: 7, 8, 10, 12, 14, 16. Scale below. State size and color.

Cotton gabardine twill jacket with special Zelan waterproof finish. Lined with deep furry cotton pile. 100% reprocessed wool pants. Colors: Red jacket with navy or red jacket with green pants.

♦77 F 7096—Shpg. wt., 4 lbs. . . 1/3 down on easy terms—cash . . . **\$10.98**

Same suit in teal blue with wine in 100% reprocessed wool or gray with green in 30% reprocessed, 70% reused wool. Cotton plaid lined.

♦77 F 7090—Shpg. wt., 4 lbs. 12 oz. . . **\$10.98**

Size scale for girls' Snow Wear

She wears size:	7	8	10	12	14	16
If her chest measures:	26	27	29	30½	32	34 in.
Jacket length:	19	20	21	21½	22	22½ in.
Outseam(waist to ankle):	32	33	36	38	40	42 in.

Zipper made previous to regulations restricting their use.

Boyville Jr.
OUR OWN TRADE MARK

Smart Military Uniforms, the delight of every youngster

Your choice of these three fine outfits at right, what all boys want, only

\$5.98

Each

Not available until August 1. Please do not order before this date.



Deluxe tailoring

All are fine dressy, part wool flannel, 50% reused wool, 50% cotton. Coats have taped fronts to retain shape; full linings of lustrous, easy-fitting rayon.



Sears finest Junior Military Styles

2-tone Officer's Suit

Like a real officer's. Dark brown coat has brass color buttons; 2 lower flapped pockets; 2 imitation chest pockets; epaulets. Sam Browne belt. Tan, fly-front longies; 2 side pockets. Shpg. wt., 2 lbs. 12 oz.

State size: 4, 5, 6, 7, 8, 9, 10.
40 F 3238—Two-tone...\$5.98

Smart, Admiral's Suit

Authentic navy blue color. Coat has 2 set-in lower pockets with flaps; gold color buttons; 3 rows gold color braid and star on cuffs; epaulets. Fly-front longies; 2 side pockets; belt loops. Shpg. wt., 2 lbs. 12 oz.

State size: 4, 5, 6, 7, 8, 9, 10.
40 F 3239—Navy blue...\$5.98

Aviator's style

Coat has 2 lower pockets with flaps; welt chest pocket; flyer's emblem; 2 rows braid on cuffs; brass color buttons; epaulets. Sam Browne belt. Fly-front longies; 2 side pockets. Shpg. wt., 2 lbs. 12 oz.

State size: 4, 5, 6, 7, 8, 9, 10.
40 F 3240—Copen blue...\$5.98

Army Twill Officer's Suit

\$4.98

4 Pieces Outstanding value! Sanforized, washfast tan Army twill of fine combed cotton yarns, max. shrinkage 1%; weighs 8 oz. a sq. yard—a heavyweight for lasting wear. Sam Browne belt. Coat has double stitched seams; 4 pockets; "service ribbon"; metal insignia; epaulets. Fly-front longies. Visored cap. Wt., 2 lbs. 10 oz.

Sizes: 4, 6, 8, 10, 12, 14. State size.
40 F 4510—Available after Aug. 1, \$4.98



Naval Officer Uniform

\$2.98

4 Pieces Medium weight navy blue cotton twill for active playtime wear. Four pieces include: Coat with gold color braid trim and insignia; epaulets; 4 pockets. Sturdy, all-around white belt. Fly-front longies with braid stripe down legs. Visored officer's type cap. Shipping weight, 2 lbs. 10 oz.

Sizes: 4, 6, 8, 10, 12, 14.
State size wanted.
40 F 4502—4 pieces...\$2.98



Jr. "WAAC"

\$2.79

4 Pieces Medium weight olive drab cotton twill. An ideal playtime outfit for little girls. Four pieces include: coat with gold color buttons, braid and gold color insignia; sleeve emblem. Matching all-around belt. Military style, flair skirt; hip pocket. Visored WAAC type cap. Shpg. wt., 2 lbs. 2 oz.

Sizes: 4, 6, 8, 10, 12, 14.
State size wanted.
40 F 4501—4 pieces...\$2.79



Army Officer Uniform

\$3.40

5 Pieces Olive drab cotton twill outfit, medium weight and slow to show soil. Five pieces include: coat with 4 pockets; metal lapel pins; shoulder epaulets. Fly-front longies. Visored officer's type cap. French helmet of cotton twill with stiff buckram backing. Sam Browne belt. Shipping weight, 2 lbs. 14 oz.

State size: 4, 6, 8, 10, 12, 14.
Available after August 1
40 F 4508—5 pieces...\$3.40



Jr. "WAVE"

\$2.79

4 Pieces Navy blue cotton twill in a medium weight for little girls' play-time comfort. 4 pieces include: coat with gold color buttons, braid, and metal insignia; "service ribbon"; lapel pins, realistic emblem on sleeve; 2 rows of braid on cuffs. Matching skirt, all-around belt, and WAVE type hat. Shpg. wt., 2 lbs. 2 oz.

State size: 4, 6, 8, 10, 12, 14.
Available after August 1
40 F 4507—4 pieces...\$2.79



4-piece Marine Suit

\$2.39

4 Pieces Lightweight cotton drill and a dandy outfit for his make-believe play. Four pieces: navy blue coat with gold color buttons, insignia; stand-up collar; "service ribbon"; sleeve chevron; braid trimmed cuffs. Copen blue fly-front longies, hip pocket. White all-around belt; navy blue visored cap. Wt., 2 lbs.

State size: 4, 6, 8, 10, 12, 14.
Available after August 1
40 F 4506—4 pieces...\$2.39



Jr. Raincoats

Two popular styles for boys
Both of waterproof fabric



Available after Aug. 15

Brown and white striped cotton button-on blouse. Herringbone longies of heavy Sanforized brown cotton suiting, maximum fabric shrinkage 1%; cuffs, 2 pockets; self-belt. Tie. Wash separately. Shipping weight, 1 pound.
Sizes: 3, 4, 5, 6, 7, 8, 9, 10. State size. See chart B, page 398.
40 F 3213—3 pieces . . . \$1.95

Available after Sept. 1

Navy blue, Sanforized cotton drill longies, fabric shrinkage 1%. Suspenders, 2 pockets, side openings. Blue striped cotton knit, button-on blouse with 3-button neck. Wash separately. Shpg. wt., 1 lb.
Sizes: 3, 4, 5, 6, 7, 8, 9, 10. State size. See chart B, page 398.
40 F 3306—2 pieces . . . \$1.98

Dressy 4-piece Suit

Dark brown cheviot longies, 40% reused wool, 60% cotton; imitation fly front; 2 pockets. Artificial leather belt. Tan cotton broadcloth button-on blouse, button-down collar. Tie. Shipping wt., 1 lb. 6 oz.
Sizes: 3, 4, 5, 6, 7, 8, 9, 10. State size. See chart B, page 398.
40 F 3216—4 pieces . . . \$2.64



Available after Sept. 1

He'll be all dressed up and ready to "put to sea" in this inexpensive sailor style suit. Made of strong, Sanforized-shrunk navy blue cotton drill; fabric won't shrink over 1%, so order exact size. Blouse has white braid trim on collar and cuffs, emblem on sleeve. Button-on sailor longies. "Bosun's" whistle included. Wash separately. Shipping weight, 9 ounces.
Sizes: 3, 4, 5, 6, 7, 8, 9, 10. Be sure to state size.
40 F 3226—Sailor suit . . . \$1.77

Button-on Sailor

Made of smart, navy blue flannel, 15% reprocessed wool, 45% reused wool, 40% cotton. Will give him that wanted nautical appearance, and will keep him warm, too; an ideal chilly weather dress-up suit. Blouse has white braid trim and sleeve emblem; button cuffs; sailor tie. Broad fall front sailor longies. Shipping weight, 1 pound 4 ounces.
State size: 3, 4, 5, 6, 7, 8, 9, 10.
Available after August 1.
40 F 3225—Sailor suit . . . \$3.49

Available after Sept. 1

Fabric is long-wearing, warm navy blue flannel consisting of 15% reprocessed wool, 45% reused wool, 40% cotton. It's the realistic middy model that's just about regulation. Blouse has white braid trim on collar; sleeve emblem; braid trimmed button cuffs. Black sailor tie. Broad fall front sailor style longies. Shipping wt., 1 lb. 4 oz.
Sizes: 3, 4, 5, 6, 7, 8, 9, 10. Be sure to state size.
40 F 3228—Middy suit . . . \$3.49

2-piece olive green
"Commando" Set

\$298

This snug raincoat will keep him dry because it's made of tightly woven cotton fabric, impregnated with a waterproof plastic substance. Single breasted style. Like a real Commando's raincoat with brass buttons, raglan sleeves and slash pockets. Strongly stitched seams. "Commando" emblem on chest. Officer's cap of same material with visor and military pin. Neck protecting rain cape attached to hat. Shipping weight, 3 pounds.
State size: 4, 6, 8, 10.
Available after August 1.
40 F 7615—2 pieces . . . \$2.98

Artificial leather
Junior Raincoat

\$219 Hat 47c

This sturdy black coat is fine protection for rainy days. Roomy raglan shoulders, 2 slash pockets. Strong double stitched seams. Shipping weight, 2 lbs. 6 oz.
Sizes: 4, 5, 6, 7, 8, 9, 10. Be sure to state size wanted.
40 F 7609—Raincoat . . . \$2.19

Matching Rain Hat

Black artificial leather with protective cape. Shipping weight, 8 ounces.
State size: Small (4.5), Med. (6.7), Large (8.9, 10).
40 F 809—Rain Hat . . . 47c

How To Order Jr. Boys' Military Outfits, Overcoats, Overcoat Sets, Outdoor Suits, Mackinaws, Jackets, and Raincoats
Measure height from floor to top of child's head, without shoes.
Measure chest over shirt or underwear, well up under the arms.

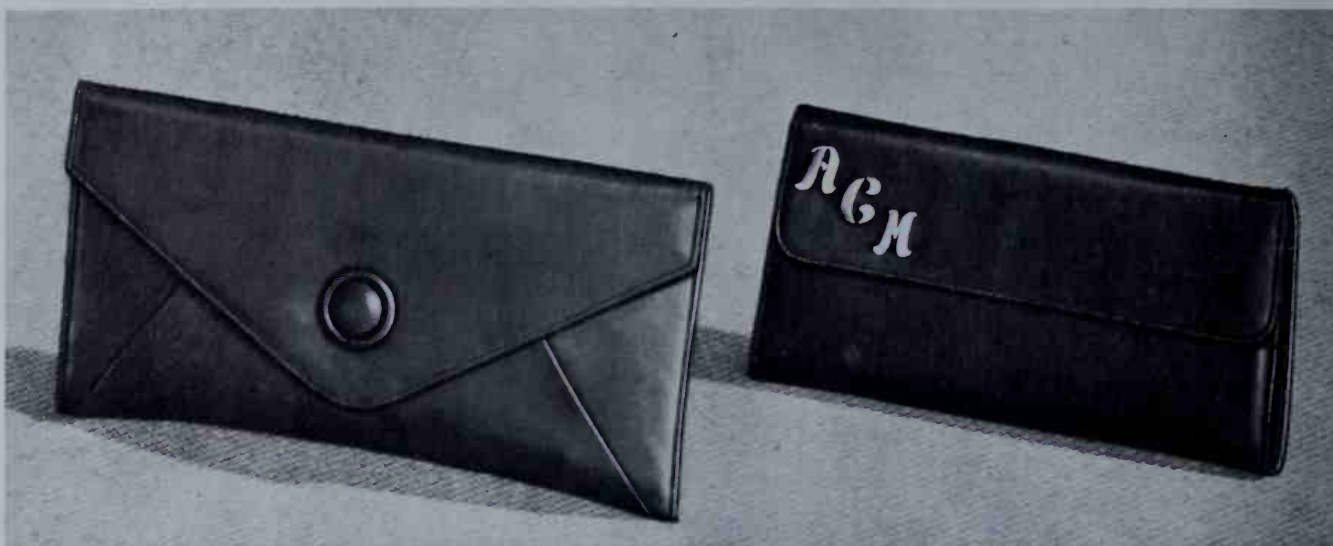
If boy's height is	And his chest measure is	ORDER THIS SIZE
29 to 33 inches	19 to 21 inches	2
34 to 36 inches	20 to 22 inches	3
37 to 39 inches	21 to 23 inches	4
40 to 41 inches	22 to 24 inches	5
42 to 44 inches	22½ to 24½ inches	6
45 to 46 inches	23½ to 24½ inches	7
47 to 49 inches	24 to 26 inches	8
50 to 51 inches	24½ to 26½ inches	9
52 to 53 inches	25½ to 27½ inches	10
56 to 57 inches	27 to 29 inches	12
58 to 61 inches	29 to 30½ inches	14



B COLLAR BOX BAG . . . \$2.29

C VANITY BOX BAG . . . \$3.49

D BAR BOX BAG \$3.49



F TRIANGLE FLAP BAG \$2.29

G FITTED BAG \$3.49



J LONG OR SHORT \$2.29

K QUICK CHANGE \$3.49

For descriptions of bags illustrated above, see opposite page

You can buy the latest fashions at Sears. Easy Terms available if order totals \$10 or more. See inside back cover



Lapel "Pin-ups" in gay hand-painted ceramics

12 styles **85^c** Each

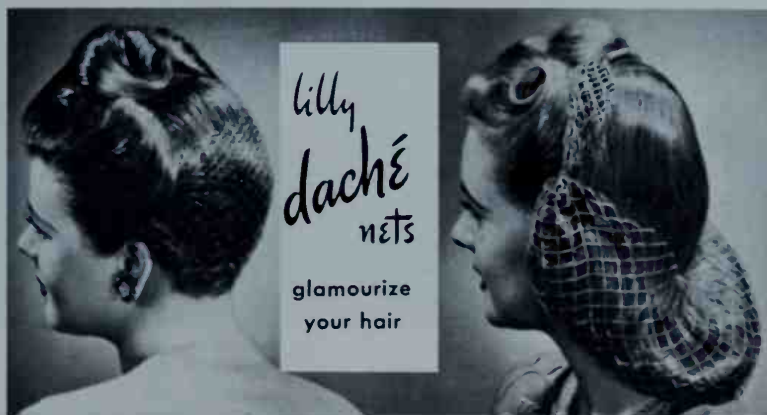
For your lapel . . . whimsical animals, shy fawns, impish monkeys and many other pets in fun-provoking poses. Bizarre masks, too! They're conversation makers wherever worn, and so low priced you'll want several. Made of ceramic with hand painted colors: luscious reds, vivid greens, soft blues, yellow and white. Trimmed with bits of leather, plastic Lucite, yarn and beads. Make grand gifts. Clever pin-ups for bedroom or kitchen curtains too. Individually gift boxed. Shpg. wt., each, 4 oz.

- [A] 4 K 3777E—HOBBY. Prancing thoroughbred with flying green mane and tail. Brown body. 3 inches high. . . . 85c
- [B] 4 K 3774E—BAMBI. Dear little fawn with soft-blue body and white spots. Pink Lucite ears. 2 3/4 in. high. . . . 85c
- [C] 4 K 3773E—ELIZA. A belle with clear Lucite hat tilted over her eye. Orange color flower trim. 3 1/2 in. high. . . . 85c
- [D] 4 K 3764E—BUNKY. Mischievous little white monkey with tiny button cap. Purple Lucite tail. 2 3/4 in. high. . . . 85c
- [E] 4 K 3772E—WUMPIE. Whimsical giraffe with nodding head. Red Lucite spring neck. Yellow body with green spots. 3 1/2 inches high. Smart on sweaters. . . . 85c
- [F] 4 K 3763E—SHEIK. Arabian chieftain. Head swathed in yarn turban (variegated colors). 3 3/4 inches high. . . . 85c
- [G] 4 K 3779E—MADAME X. Mysterious lady with yellow braid and red yarn pompon hat. Red Lucite bow tied under her chin. 3 1/4 inches high. . . . 85c
- [H] 4 K 3775E—MARY'S LAMB wears pink bonnet tied under her chin, carries purple leather purse. 4 in. high. . . . 85c
- [J] 4 K 3770E—PEGASUS. Mythical flying horse with wings of clear Lucite. Green body. 3 3/4 inches high. . . . 85c
- [K] 4 K 3778E—CAROL ANN. Shy little miss with red felt hat, green dress, yellow pigtailed. 2 1/2 in. high. . . . 85c
- [L] 4 K 3769E—TEXAS STEER. Outthrust green Lucite horns. Brown leather ears. Brown wood face. 3 in. high. . . . 85c
- [M] 4 K 3768E—BONNIE. Demure little lamb wears orange pompon bonnet with blue bead trim. 2 3/4 inches high. . . . 85c

Smart, flattering Hair-do fashions

LILLY DACHÉ SNOODS AND NETS. The one great sensation in all style centers . . . created in a rainbow of colors. Designed to flatter your hair-do. Wear them with any costume, any hair style, any hour of the day. Wear them with flowers, with hats or head bands.

- [A] DACHÉ FINE MESH RAYON NET. *State colors:* Chinese green, Chinese red, tiger lily pink, turq. blue, lavender; also lt. brown, med. brown, dk. brown, black, blonde, auburn or gray. 25 K 9073—Postpaid. . . . 3 for \$1.00 Each **35^c**
- [B] DACHÉ SNOOD MESH RAYON NET. *State colors:* Chinese green, Chinese red, tiger lily pink, turquoise blue, lavender, white, black or brown. The smartest style in hair fashions. 25 K 9072—Postpaid. . . . 3 for \$2.00 Each **70^c**
- [C] GARDENIAS AND VEILING ON TIARA. Two artificial gardenias with face flattering black rayon veiling. A glamorous style for day or evening wear. *State color:* white or pink gardenias. 25 K 9006—Shipping weight, 6 ounces. . . . Each **98^c**
- [D] RAYON VELVET HEAD BAND WITH SNOOD NET. Multi-color chenille-dotted black rayon net attached to head band in a smart fashion. *State band color:* medium red, black, kelly green. 25 K 9008—Shipping weight, 3 ounces. . . . Each **59^c**
- [E] SMART CROCHETED SNOOD. Hand-made, of cotton chenille. Extra full. *State colors:* white, yellow, black. 25 K 9095—Shipping weight, 4 ounces. . . . Each **98^c**



[A] Lilly Daché Fine Mesh Net. Each 35c 3 for \$1.00

[B] Lilly Daché Snood Mesh Net Each 70c 3 for \$2.00



[C] Gardenias and Veiling . . . 98c

[D] Head Band with Snood Net 59c

[E] Crocheted Snood . . . 98c



Furred Tuxedos on Botany's All Wool Coats

\$49⁹⁸
each, cash
1/3 down on Easy Terms

There's nothing like a big splurge of fur on your winter coat. It makes for beauty and warmth as well as good fashion. Popular boxy coats in fine, rich suede-like "Karasham", the famous fabric with a faint diagonal weave. The wear and long-lasting loveliness only a famous mill like Botany can produce.

SKUNK-DYED OPOSSUM, at left, rich glossy fur in a deep glossy black. Set-in sleeves for easy shoulders. Stitched slash pockets; swingy gored back. Hook-and-eye closing. Lovely rayon satin lining; warm interlining. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 48. *State size.* Shpg. wt., 5 lbs. 3 oz.
◆ 17 K 6179—Evergreen
◆ 17 K 6180—Black. Cash, \$49.98

PERSIAN DYED TINGONA LAMB, at right (processed broadtail), in the silvery gray tones that are so flattering. Full-cut box coat with set-in shoulders, swingy gored back. Slash pockets. Rayon satin lining; interlining. *Sizes:* 10, 12, 14, 16, 18, 20; scale, page 48. *State size.* Shpg. wt., 5 lbs. 3 oz.
◆ 17 K 6181—Cranberry red
◆ 17 K 6182—Slate blue. Cash, \$49.98

Actual colors: Evergreen, Slate blue, Cranberry red shown on page 43



Shining examples of Sears value-giving in fashion. The glamor-glitter of sequins on costly Mallinson's "Whirlaway" for two charming dine-and-dance dresses. Have you ever bought this fabric by the yard? Then you know finding it in such carefully detailed dresses . . . with sequins . . . at only \$9.98 is truly amazing. It's a rayon crepe with a rich nubby texture that doesn't sag . . . that drapes superbly to show off a fine figure. Dry clean. Shipping weight, each, 1 pound 8 ounces.

CLUSTERS OF SEQUINS sparkle on molded bodice of basque dress at left and also outline sweetheart neck. Self bows add softness; skirt full in front, gored in back. *Sizes:* 10, 12, 14, 16, 18, size scale on page 11. *State size.*

- ◆31 K 5073—Royal blue
- ◆31 K 5074—Black
- ◆31 K 5075—Gold. Each, cash . . . \$9.98

Color Gold shown in actual color on page 9.

Does your order total \$10 or more? Sears Easy Terms available—for complete details, see inside back cover.

SEQUIN SPRAY gleams on pastel insert of two-piece dress, at right. Button-front top molded to figure; gored skirt has slight ripple; Contour Closure. *Sizes:* 10, 12, 14, 16, 18, 20; size scale on page 11. *State size.*

- ◆31 K 5070—Brown with pastel blue
- ◆31 K 5071—Black with pastel rose
- Each, cash \$9.98

Sequins on Mallinson's "Whirlaway" Rayon Crepe

\$9.98

each, cash
On Easy Terms, $\frac{1}{3}$ down



Head Kerchiefs are a warm fashion necessity for fall and winter

Plaid or plain head square 59^c

Softer, more exquisitely colored than you'd expect at this low price . . . because it's made of spun rayon and Aralac . . . science's new, wool-like fiber (made from milk). *Size:* About 26 x 26 inches, including self-fringe.

Plain colors: White, red, copen blue; or multi-color plaid. *State color.*

88 F 4407—Shpg. wt., 4 oz. 59^c

Colorful conga kerchief 79^c

Picturesque triangle, darling of the campus crowd. Rayon serge, fringed on two sides with virgin wool . . . a gay salute to the "South American Way." *Large size:* 28 x 28 x 44 in. drapes gracefully across shoulders and back. *Colors:* Bright red, white fringe; copen blue, white fringe; or med. green, dark brown fringe.

88 F 4326—*State color.* Shpg. wt., 5 oz. 79^c

Larger multi-color square 95^c

A huge square to keep head, ears and throat cozy on nippy days. It's soft and wool-like, made of spun rayon and Aralac fiber (made from milk) in a plaid whose colors are as soft as a rainbow-mist. *Size:* Aht. 30 x 30 in. incl. self-fringe. Multi-color plaids on ground of white, copen, yellow. *State ground color.*

88 F 4402—Shpg. wt., 4 oz. 95^c



FLUFF-MITTS are tops in comfort, for fashion and fun

Gay angora-like fluff mitts 48^c

Fleecy and fluffy . . . they feel almost like real angora at a small fraction of angora's cost. The fluff-knit fabric is 58% rayon, with 42% cotton added for sturdiness . . . brushed thick and lustrous . . . soft as a kitten's ear. *Length,* about 9 inches.

Sizes: Small (6-6½), Medium (7-7½), Large (8-8½ in.). *State size;* see how to measure below. *Shipping weight,* pair, 5 oz.

88 F 5130—Red

88 F 5131—White

88 F 5132—Royal blue

Pair, 48^c

White bunny fur back mitts \$1.00^{pr}

Bunny lucks and fabric palms, a combination to bring color and coziness down to your fingertips. Snuggly hunny backs are snowy white, soft as a cloud. Cotton palms treated specially to resist wind and water. Fully lined with fleeced cotton for extra warmth. Fits snugly at wrist. *Length,* aht. 9 in. *Sizes:* Small (6-6½), Med. (7-7½), Large (8-8½ in.). *State size.* Shpg. wt., 7 oz.

88 F 5045—White with royal blue palm

88 F 5046—White with red palm

Federal excise tax included. Pair, \$1.00

Buriny fur, front and back \$1.98^{pr}

Softest white bunny fur from long wrist top to fingertip . . . keep your fingers at the constant glowing warmth of your own hearth-fire. They're so lusciously pretty, you'll want to give them as gifts . . . to have a pair for yourself. Gift boxed, ready to wrap. Every inch lined with fleeced cotton for extra comfort. Neatly finished at cuff. *Length,* aht. 9½ in. Shpg. wt., pr., 9 oz.

Sizes: Small (6-6½ in.), Medium (7-7½ in.)

Large (8-8½ in.). *State size.* White only

88 F 5047—Fed. excise tax incl. Pair, \$1.98



Top fashion SEA-HO Swim Suits, youthful, dashing

Reg. U. S. Pat. Off.

\$2.98

Rayon taffeta 2-pc. style

Stunning floral print rayon taffeta in a suit that's gay, colorful, dramatic. Popular 2-piece open midriff style . . . ideal for sunning or swimming. Adorable flare-out skirt buttons in back . . . beautifully made up-lift bra is figure molding and flattering. Ties in back for perfect adjustment. Knit cotton lining throughout.

Sizes: 32, 34, 36-inch bust. *State bust size.* Shipping weight, 10 ounces.

38 L 1731—White ground, floral print

38 L 1732—Med. blue ground, floral print

38 L 1733—Yellow ground, floral print

Each **\$2.98**

\$3.69

Satin-like 1-piece, daisy chain trim

A lustrous new fabric to put glamour in your swimming hours. Knit of satin-smooth rayon (with cotton back) in a smart diagonal weave . . . that does flattering things for your figure. Pretty princess style . . . accented by daisy chain applique at bra top and full flared skirt. Knit cotton lining throughout.

Sizes: 32, 34, 36, 38, 40-inch bust. *State bust size.* Shipping weight, 14 oz.

38 L 1700—Royal (bright blue)

38 L 1701—Red

38 L 1702—Black

38 L 1730—Medium blue

Each **\$3.69**

\$3.69

Print 'n plain half-skirt style

Beauty of line and color make this a stunning suit. Front is rayon jersey in a ravishing print . . . back is Velvee-sheen, (velvet-like knit rayon and cotton). One-piece, half skirt style . . . it's the glamour suit for active swimming. Softly gathered bra top has adjustable tie. "Lastex" yarn in back of leg for snug, trim fit. Knit cotton lining.

Sizes: 32, 34, 36, 38-inch bust. *State bust size.* Shipping weight, 12 ounces.

38 L 1734—Black with fuchsia red print

38 L 1735—Black with bright blue print

38 L 1736—black with gold print

Each **\$3.69**

Measure for Bathing Suits this way: Check your weight carefully and order corresponding bust size. Give hip measurement, too, placing tape around fullest part.

Weight—pounds . . . 80-95
Order bust size . . . 32

96-115	116-130	131-145	146-160
34	36	38	40



Comfortable cotton tee Shirt

Just the shirt for active sports! Knit in a stitch that "gives" easily, keeps its shape . . . and it soaks up perspiration like a sponge, dries quickly. Easy to wash, too . . . needs no ironing. Round neck. Short sleeves. One pocket.

Sizes: small (34-36 inch chest), medium (38-40), large (42-44). Shipping wt., each, 6 oz.

83 L 1871—White only. State size wanted.

59c

Sanforized white gabardine Slacks

Available after February 15, 1945.

Just the slacks the summer sportsman has always wanted . . . ideal for tennis wear or golf or for any other sport where good looks and cool comfort are wanted. High quality, firm textured white cotton and rayon gabardine woven for coolness and excellently tailored to give you correct style and ease of action. Sanforized so fabric will shrink a mere 1%. Sturdy trimmings throughout for longer wear. Dropped belt loops. Four smart pleats in front. Neatly tapered cuff bottoms.

All sizes: 28 to 40-inch waist; 29 to 35-inch inseam. State waist, inseam; tell which is waist. How-to-measure on page 392. Shipping weight, 1 pound 10 ounces.

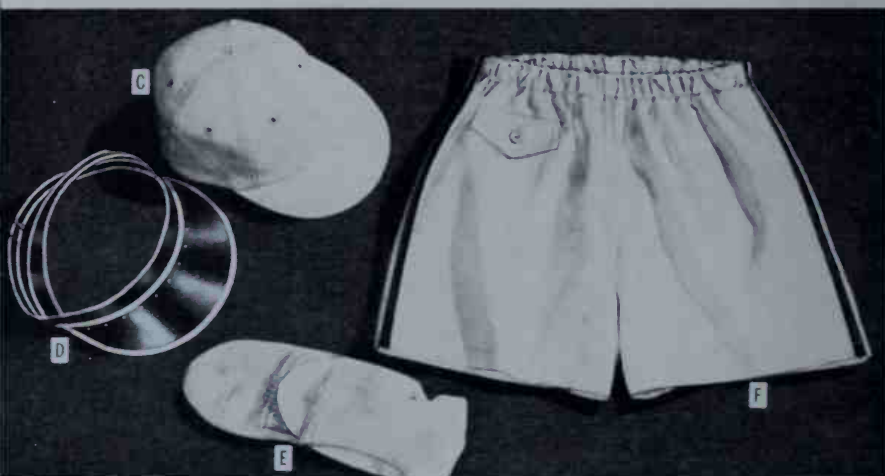
45 L 7503—White gabardine slacks. . . . \$3.98

\$3.98



A Virgin Wool pullover without sleeves \$3.88

B Virgin Wool pullover with sleeves \$6.94



C Tennis Cap 50c

D Tennis Visor . . . 23c

E Cotton Socks . . . 20c

F Shorts . . . \$1.97

Play a better game in Sears fine Tennis Wear

Designed for action and comfort . . . Styled-to-match accessories

Virgin Wool Pullover without sleeves

A Rich-looking cable stitch with hand-woven appearance, gives this sweater its thick, luxurious feel, its smart effect. Then too, it's actually knit of worsted . . . the finest, longest strands of virgin wool. Snug fitting bottom. Wash separately by hand.

Sizes: small (34-36 inch chest), medium (38-40), large (42-44). Shipping weight, each, 12 ounces.

83 L 2295—White only. Be sure to state size wanted.

\$3.88

C Tennis cap. White cotton gabardine. Green under peak; felt sweatband; ventilated crown. Sizes: small 6¾ to 7; med., 7 to 7½; large 7¼ to 7¾. 6 L 1259—State size. Shpg. wt., 6 oz. . . . 50c

D Tennis visor. Cotton mesh. strap with green celluloid visor and adjustable headband. 6 L 1266—Fits all sizes. Shpg. wt., 6 oz. . . . 23c

E Athletic socks. 100% pure American cotton. Ribbed tops for snug fit. White. Sizes: 10, 11, 12. 6 L 2070—State size. Shpg. wt., 6 oz. . . . Pair 20c

HOW TO MEASURE FOR SWEATERS AND TEE SHIRTS
Measure around chest under arms and over shoulder blades. Number of inches is your correct size. If measurement is between sizes, order the larger size.

Virgin Wool Pullover with sleeves

B Fine quality virgin wool—the soft, long fibered, "worsted" kind—knit in the twisted cable stitch that has a luxurious hand knitted look. V-neck style. Close fitting cuffs and bottom. Wash separately by hand.

Sizes: small (34-36 inch chest), medium (38-40), large (42-44). See "How to Measure" below. Shipping weight, each, 1 pound 3 ounces.

83 L 2292—White only. Be sure to state size wanted.

\$6.94

Elastic top cotton twill tennis Shorts

F Designed-for-fast-action tennis shorts. Washfast and sanforized cotton twill; elastic top; built in supporter. Button flap change pocket; larger hip pocket. Maximum shrinkage, 1%.

Waist sizes: small (32-34); medium (36-38); large (40-42 inches.) State size. Shipping weight, 1 pound. 6 L 1925—White with navy blue side stripes. . . . \$1.97 6 L 1926—Navy blue with white side stripes. . . . 1.97

\$1.97

MORE SPORTSWEAR ON THE FOLLOWING PAGES

T-Shirts	Page 414
Sweaters	Page 400
Socks	Page 456
Sports Slacks	Pages 390 to 395

**A ACTIVE SPORTS JACKET \$4.98****C SMART POLO SHIRT 98c****B CLASSIC PULLOVER \$4.98****D CLASSIC CARDIGAN \$5.89**

Golf and Tennis Classics . . . full cut for freedom of action

Complete ensembles for the sport of your choice . . . styled as you like them

A ACTIVE SPORTS JACKETS, in Sanforized (max. shrinkage, 1%), Zelanized cotton. Water, stain resistant (except grease). Deep armholes. Shoulders full-cut for action. Fly front; convertible collar. 2 saddle-type pockets. Adjustable tabs at back. Washfast, sunfast. *Sizes:* 12, 14, 16, 18, 20; *scale, page 48. State size. Shpg. wt., 1 lb. 4 oz.*
♦ 713919—Light tan. \$4.98

B CLASSIC PULLOVER knit of 100% imported virgin wool worsted yarns. Long and boxy, with quality tailored into every detail. Crew neck and armholes are hand fashioned to lie flat without bulkiness. Washed to enhance its beauty and superb fit. Hand washable. *Colors:* Medium blue, bright red, light green, yellow. *Sizes:* 32, 34, 36, 38, 40-in. bust. *State bust size, color.*
3817056—Shpg. wt., 15 oz. \$4.98

C SMART POLO SHIRT knit of snow white, quality combed cotton yarns. . . delightfully soft, smooth and comfortable . . . easy to hand wash, never needs ironing. Styled with cool, action-free short sleeves . . . fine ribbed knit crew neck that lies flat and snug. Wash in Lux. *Sizes: Small* (32-in. bust). *Medium* (34, 36-in. bust). *Large* (38-in. bust). *State bust size. Shipping weight, 6 ounces.*
3817328—White. 98c

D CLASSIC CARDIGAN in 100% imported virgin wool worsted. Beautifully tailored, with these expensive features . . . hand fashioned crew neck and armholes that lie flat and smooth . . . washed to insure perfect fit . . . fresh water pearl buttons . . . ribbon lined button band. Hand washable. *Colors:* Red, medium blue, light green. *Sizes:* 32, 34, 36, 38, 40-in. bust. *State bust size and color.*
3817060—Shipping weight, 1 lb. \$5.89

MISSSES' ACTIVE TENNIS BLOUSE, good quality cotton, cut extra long (about 23 in.) so it won't pull out. Deep armholes, action back. Breast pocket. Hand washable. *Sizes:* 12, 14, 16, 18, 20; *scale, page 58. State size. Shipping weight, 9 ounces.*
♦ 713257—White. \$2.38

MISSSES' TENNIS SHORTS in durable, close-woven cotton with 2 knife pleats each side, front and back to permit free action. Pocket on left side. Hand washable in Lux. *Sizes:* 12, 14, 16, 18, 20; *see size scale on opposite page. State size. Shpg. wt., 9 oz.*
♦ 712947—White. \$2.38

TENNIS VISOR with adjustable headband. fits any size head. All white cotton drill cloth; comfortable felt sweatband.
611258—Shpg. wt., 6 oz. 55c

JUNIORS

*Count on cotton for
that spic-span look
the summer long . . for
noon or moon activities . .
brief sleeved to show
off a smooth sun tan . .
taut waisted to show off
your fine figure . .
they revive in
a jiffy with a Lux
sudsing . . a small
Sears price to pay
for so much flattery*

\$3.98
Each

Everything about you will look fresh and clean and alive if you wear Cotton—the queen of summer fabrics. Sears has here a prize collection in popular materials, sun-gay patterns and colors. Styled especially for Juniors and featuring 2-piece and full-skirted dresses with no skimping on your pet ruffle, pocket or button decorations. Sears fine sewing insures clean finish inside as well as out, the steady stitching that holds up after countless washings; we recommend Lux suds.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Buy now . . buy the best . . Sears Easy Terms are available if your order totals \$10 or more . . see inside back cover for details.



\$3.98

The tablecloth check, a new 2-piecer in fine woven cotton gingham ("woven" means pattern is there to stay). Heart-high pockets sprout foamy white cotton pique bands. Button-front cardigan tops a classic kick-pleated skirt. Washfast. *Sizes:* 11, 13, 15, 17; *scale,* page 28. *State size.* Shpg. wt., 1 lb. 8 oz.
♦27 E 8312—Green-and-white check . . . \$3.98
♦27 E 8313—Red-and-white check . . . \$3.98
♦27 E 8314—Brown-and-white check . . . \$3.98

\$3.98

The striped 2-piecer comes in crisp Sanforized cotton pique (max. shrinkage 1%). Its collar is taken from a gob's suit. There is fashion news in its flip-back cuff sleeves and muff pockets . . all touched off with buttons. Skirt has a pleat trio in front. Hand wash; use Lux. *Sizes:* 9, 11, 13, 15; *size scale,* page 28. *Please state size.* Shpg. wt., 1 lb. 8 oz.
♦27 E 8315—Red-and-white stripe . . . \$3.98
♦27 E 8316—Navy blue-and-whitestripe \$3.98

**\$3.98**

The pinafore dress, a pre-shrunk cotton gingham special (max. shrinkage, 3%) in a bright plaid on white ground. See how generous we've been with those flutter-ruffles edged in ric-rac. Gathers below the waist-hugging midriff to give you a dancewide skirt. Buttons to waist in back. Pattern woven to stay. Hand wash. *Sizes:* 9, 11, 13, 15; *scale,* page 28. *State size.* Shpg. wt., 1 lb.
 ♦27 E 8318—Red-and-blue plaid \$3.98

\$3.98

The petticoat-ruffle dress in Sanforized cotton chambray (max. shrink. 1%) is "on the square" with its neckline and pockets. Fitted bodice; gathered skirt billows out from waistline. Perky striped ruffles, finished with ric-rac. Button back closing. Washable. *Sizes:* 9, 11, 13, 15; *scale,* page 28. *State size.* Shpg. wt., 1 lb.
 ♦27 E 8320—Med. rose, rose-and-white trim
 ♦27 E 8321—Med. blue, blue-and-white trim
 Each \$3.98

\$3.98

The window-pane check in crinkly printed seersucker has newest shoulder-into-sleeve treatment. Wonderful neckline and huge pockets trimmed with bias check and ric-rac. Set-in bias belt with white trim nips waistline. Button back closing to waist. Washable. *Sizes:* 9, 11, 13, 15, 17; *size scale,* page 28. *State size.* Shpg. wt., 1 lb.
 ♦27 E 8323—Brown-and-white check . . . \$3.98
 ♦27 E 8324—Red-and-white check . . . \$3.98
 Available after Feb. 1, 1946



It's Sears for your jewelry

Designed especially for you . . . the prettiest, newest jewelry . . . the kind girls love to wear. There are classic locket, crosses, and rings . . . jewelry you'll cherish for years and years. Sizes are the right proportion . . . quality and designs as fine as our women's styles. For fun, for loveliness select barrettes, bracelets, pearls, and compacts and you'll have a jewelry wardrobe the envy of the neighborhood. Before selecting these styles Sears buyers asked juniors themselves what styles they preferred: The results . . . a new Junior Miss Shop with just-what-you-like jewelry.



Pearl Choker

It's sweet, swoony, glamorous . . . star of the fashion parade of 1946. Worn high at the neckline on date dresses, sweaters. Simulated pearl choker, 15 inches long. Shpg. wt., 3 oz. 4 E 4631E \$1.14

Lustrous Pearl Necklace

Take a tip from the smooth dressers. Wear fine quality pearls with everything and be ready to meet your world — coke time, school time, or any time. Gleaming, iridescent simulated pearls, 16 inches long. Sterling filigree clasp. 4 E 4612E—Shpg. wt., 5 oz. . . . \$3.25



Happy pickin's for Bracelet and Charm collectors

And who isn't wearing bracelets by the armful these days? Make yours the talk of the town . . . it's easy on the budget when you buy at Sears. For super fun select the new CHARM-BEL set or intriguing charm bracelets. All are sterling silver. In gift box. Shpg. wt., each, 3 oz.

Charm-Bel match-ups. Boost your style rating and wear a set. Each piece has bells that ring out merrily. Made of shining sterling silver.

A Friendship ring with bell. 1/4-inch wide. Sizes 4 to 7. 4 E 4816E—State size. . . \$1.14

B Necklace with three bells. 4 E 4630E—18-in. long. \$1.68

C Earrings. Screw backs. 4 E 4034E—3/4-in. . . \$1.48

D Charm-Bel bracelet. 5 bells on a sterling chain. 4 E 4586E—6 3/4 in. . . \$2.28

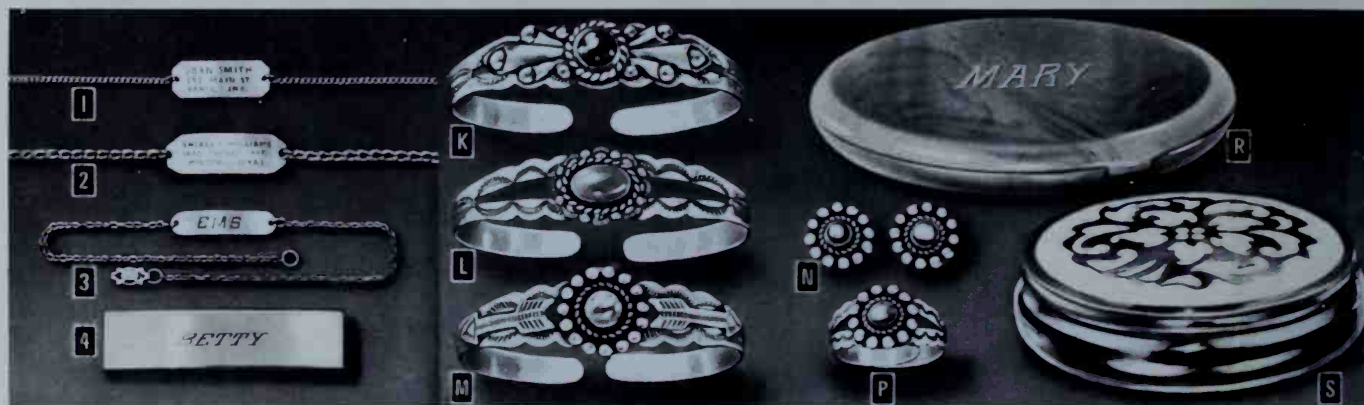
E Good Luck bracelet with four-leaf clover, wishing ring, good luck coin, horse shoe, and wish bone. 4 E 4587E—6 3/4 in. . . \$1.18

F Sterling starter bracelet. Inches of room to add many favorite charms. 4 E 4533E—6 3/4 in. . . \$1.10

G Conversation pieces: horse shoe, 2 mark, and scissors. 4 E 4588E—3 charms for . . . 78c

H For luck, fun: heart with 4-leaf clover center, musical clef, and wagon. 4 E 4589E—3 charms for. . \$1.14

J Each one works. Come-to-you concertina moves in and out, barrow wheels go round, hanging dish swings. 4 E 4590E—3 charms for \$1.68



Identification Jewelry . . . Barrettes

Identification bracelets in sterling or 1/20 12K yellow gold filled. 6 1/2 inches long. Shpg. wt., 3 oz. Print engraving.

I With 3 line name, address. 4 E 5943E—Sterling. . . \$1.49
4 E 5952E—Gold filled. \$1.89

2 Heavy weight links and disc. 1/20 12K yellow gold filled. 4 E 5956E—3 initials. . . \$2.19
4 E 5955E—With 3 line name and address. . . \$2.59

3 Anklets in sterling silver. 9 inches long. Print 2 or 3 initials. Shpg. wt., ea. 3 oz. 4 E 4823E \$1.10

4 Silver plated barrette for your hair. With 3 initials or first name engraved. 1 7/8 in. long. Print engraving. Shpg. wt., 4 oz. 4 E 4805E 59c

Heap on Indian-style Jewelry

Coin silver with Indian good luck symbols, some set with genuine blue green turquoise matrix stones. Rings, bracelet adjustable in size. Shipping weight, each, 4 ounces.

K 4 E 4583E—Set with turquoise stone. \$2.68

L 4 E 4584E—Set with turquoise stone. \$2.68

M 4 E 4582E—All silver. \$1.68

N 4 E 4033ME—Silver earrings with turquoise 1/2 inch. Screw backs. Pair. \$1.68

P 4 E 4939ME—Silver ring set with turquoise stone. \$1.68

Just for you

R Compact with your name. Gay red or blue plastic case. Sifter style. 4 1/2 inches. Print name, state color. 4 E 4702—Shpg. wt., 5 oz. . . . 85c

S Pouch compact, plump as a tiny pouch handbag. Jewel-toned or white top with lacy design. State color. Gold color metal case. 2 3/4 in. 4 E 4706—Shpg. wt., 5 oz. . . . \$1.59

T Jitterbug pin, loose in all her joints. 3-inch. Gold plated metal. 4 E 3626E—Shpg. wt., 3 oz. . . . \$1.14





A \$1.19

B \$1.19

C \$1.19

D \$1.19

E \$1.79
setG \$3.29
set

F 87c



H 49c

**Your little miss will love
a bag with a grown-up look**

A Glitter is Gay — small scale version of mother's bag. Nail-heads in front, on grained artificial leather. Snap fastener. Fabric lined, mirror. Size: abt. 6 x 4 in. Shpg. wt., 5 oz.
88 E 1845E—Bright red 88 E 1847E—Navy blue
88 E 1846E—Bright green. 20% Fed. Ex. Tax incl. Each \$1.19

B Scallops are Smart—in gleaming white plastic sheeting. Trim, linings are red felt (70% wool, 30% cotton). Plastic chain handle, snap fastener. Mirror. Size: 6½ x 4 in. Shpg. wt., 4 oz.
88 E 1843E—White with bright red.
88 E 1848E—White with navy. 20% Fed. Ex. Tax incl. \$1.19

C Fringe is Fun on a bag—specially this zip-topped style in soft sheep leather grained like pigskin. Wide carrying loop. Fabric lined. Size: about 7½ x 4½ inches. Shipping weight, 4 ounces. 20% Federal Excise Tax included.
88 E 1848E—Bright red 88 E 1849E—Med. Brown Each \$1.19

D Folds add a Flourish to this frame bag in pique-ribbed artificial leather. Prystal clasp. Fabric lined, mirror. Size: about 9½ x 4½ in. Shpg. wt., 10 oz. 20% Fed. Ex. Tax incl.
88 E 1839E—Bright red 88 E 1840E—Dark brown
88 E 1841E—Navy 88 E 1842E—Bright green... Each \$1.19

**Eye-catching Accessories for the small set
give a lively touch of flattering color**

E Little Girls Love Match-up Sets and this one's brightly tricked out with pretty applique and gay stitching. The acorn-shaped 4-section drawstring bag has rayon cords that pull through small loops. Size: about 6¾ in. deep. Soft felt (70% wool, 30% cotton) with contrasting trim. Matching Scotch cap in felt (70% wool, 30% cotton) flaunts jaunty back streamers. Adjustable; fits all headsizes. Shpg. wt., 8 oz. Price includes 20c Federal Ex. Tax on bag.
88 E 1850—Bright red Set \$1.79
88 E 1851—Navy blue Set \$1.79
88 E 1852—Bright green Set \$1.79

F Bright Suspenders that add a nice touch of color, worn with a skirt over a sweater or blouse. Bright red felt (70% wool, 30% cotton) with center panel of white cotton tape decorated with contrasting flowers and leaves in a Tyrolean-like design. A nice gift idea. Metal clip-on ends. Adjustable. Shpg. wt., 3 ounces.
88 E 4444—Bright red 87c

G Swiss Miss Vest and Hat Set, so bright and gay, any little girl will be thrilled to wear it. Darling little vest shows off applied flowers, ric-rac effect borders, smart stitching. In soft felt (70% wool, 30% cotton). Fastens with rayon cords laced through four metal eyelets down front. Saucy little cap to match is adjustable; fits all headsizes. Vest comes in Sizes: Small (fits chest 25-27½ in.). Large (fits 28-29½ in.). State size. Shipping weight, 10 oz.
88 E 4515—Bright red with navy blue. Set \$3.29
88 E 4516—Bright green with red... Set \$3.29
88 E 4517—Navy blue with white... Set \$3.29

H Flowered Rainkerchief gives pretty protection for rainy or snowy weather. Spun rayon, treated to shed water, resist stains. Size: About 27 in. square. Easily kept fresh—just wash by hand; use LUX suds. Colors: White, bright red or medium blue background. Please state color. Shipping weight, 3 ounces.
88 E 4442—Multi-color floral 49c

Add your little girl's accessories to your order . . and pay the Easy Terms way. See inside back cover.

PD CMBLSKMN PAGE 219 . . ACCESSORIES



Sports Outfits for the little fellow

Rugged longwearing fabrics in smart combinations like Dad's

Dressy cotton gabardine

Available after February 15th

A Handsome sturdily woven gabardine is comfortably cool. Perfect for summer—in all white or navy and white. Sanforized—maximum fabric shrinkage 1%. Double breasted coat has sports back, 2 patch pockets. Fly front longies have cuff bottoms, 2 pockets. Self belt. Washable. Shipping weight, 2 pounds.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See page 385.
40 E 3156—Navy blue coat with white slacks \$4.40
40 E 3157—All white suit \$4.40

All wool Coat, smart Slacks

Available after February 15th

D 100% all wool Casual Coat. Front is Copen blue suede cloth; harmonizing medium blue glen plaid back, sleeves and collar. 2 set-in pockets, full rayon lining, padded shoulders. Inner lined fronts and collar. Coat only

Please state size: 4, 5, 6, 7, 8, 9, 10. See page 385. Shpg. wt., 1 lb. 12 oz.
40 E 3341—Copen (deep) blue coat. \$6.73

Gabardine Slacks... blend of 68% rayon, 32% cotton. Has fly front, pleats, cuff bottoms, 3 pockets, belt loops. Seam outlet in back. No belt.

Please state size: 4, 5, 6, 7, 8, 9, 10. See page 385. Shipping wt., 1 pound.
40 E 3998—Dork blue slacks. \$3.19

Corduroy and wool outfit

Available after February 15th

B Snappy 2-tone sports style he will love. Single breasted coat is fully lined with sateen. Fine pinwale brown corduroy front; back, sleeves and trim of harmonizing brown check suiting (12% new wool, 38% reused wool, 50% rayon). 2 lower set-in pockets, 1 chest pocket. Matching corduroy longies have fly front, 2 side pockets and tabs inside waistband. No belt.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See page 385. Shpg. wt., 3 lbs.
40 E 3324—Brown 2-tone suit. \$7.50

Nifty sport Coat and Slacks

Available after February 15th

E All wool cassimere Coat. Goodlooking check weave with overplaid. 47 1/2% new wool, 15% reprocessed wool, 37 1/2% reused wool. Rayon lined. 3 pockets; also inside chest pocket. Padded shoulders, inner lined fronts. Coat only

Please state size: 4, 5, 6, 7, 8, 9, 10. See page 385. Shpg. wt., 1 lb. 12 oz.
40 E 3340—Ton check coat. \$6.98

Gabardine Slacks... blend of 68% rayon and 32% cotton. Has belt loops, pleats, fly front, 3 pockets and cuff bottoms. Seam outlet in back. No belt.

Please state size: 4, 5, 6, 7, 8, 9, 10. See page 385. Shipping weight, 1 pound.
40 E 3997—Dork brown slacks. \$3.19

Gabardine and plaid two-tone

Available after February 15th

C Casual suit with plenty of style appeal. Coat has plaid front and back (65% reprocessed wool, 35% cotton). Collar and sleeves are of gabardine (68% rayon, 32% cotton). Rayon lining; padded shoulders, inner lined fronts and collar, 2 set-in pockets. Fly front longies in matching gabardine have pleats, cuff bottoms, 3 pockets. Seam outlet in back. No belt.

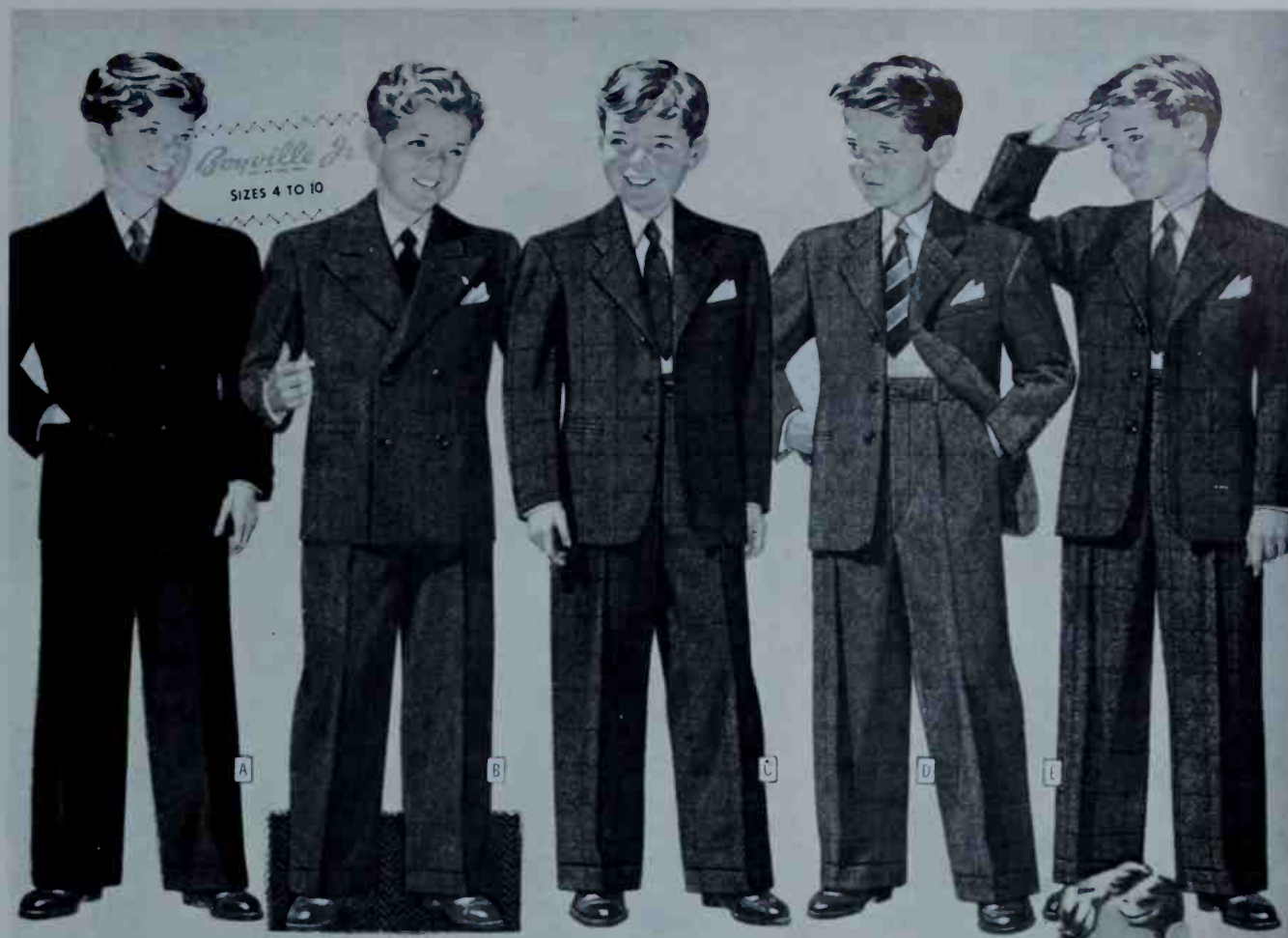
Sizes: 4, 5, 6, 7, 8, 9, 10. State size. See page 385. Shpg. wt., 2 lbs. 12 oz.
40 E 3334—Brown 2-piece suit. \$9.80

Our Finest all wool Sport Suit

Available after February 15th

F Luxurious 100% virgin wool means added wear, better looks. Popular loafer 2-tone style copied after big brother's... does double duty for dress or school. The bright check front is in handsome contrast to the solid medium brown sleeves, collar and back. BOYVILLE tailored with shape retaining 'Hymo' inner linings in fronts. Better fitting padded shoulders. Full rayon lining. 3 pockets. Button fly front longies in plain color that matches coat sleeves. Front pleats, 3 pockets, cuff bottoms, seam outlet in back. No belt. Shpg. wt., 2 lbs. 12 oz.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See page 385.
40 E 3110—Brown 2-tone suit. \$11.00



Dress him up for Spring in a smart 2-pc. Suit

Fully rayon lined coats . . . better tailoring than ever before

Serviceable, navy blue cheviot

Available after February 1

A Grown up double breasted suit like Dad's. Practical, firmly woven cheviot—52% reused wool, 48% cotton. Double breasted coat has full rayon lining; shape retaining inner linings in fronts; good fitting padded shoulders. 2 lower set in pockets. Fly front longies with pleats, cuff bottoms, 2 side pockets, 1 hip pocket. Seam outlet in back—adjust as he grows. Shpg. wt., 2 lbs. 12 oz.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See "How to Order," page 385.
40 E 3335—Navy blue. \$7.45

Sturdy herringbone cassimere

Available after February 15

B Long wearing suit at this low price—popular herringbone weave cassimere, 50% reused wool and 50% rayon. Double breasted coat, full rayon lining, 3 pockets. Inner lined fronts retain shape. Smooth padded shoulders. Fly front longies with pleats, cuff bottoms, 2 side pockets, 1 hip pocket. Seam outlet in back. Shpg. wt., 2 lbs. 12 oz.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See "How to Order," page 385.
40 E 3374—Medium brown \$8.75
40 E 3375—Medium blue. \$8.75

Part wool diagonal weave

Available after January 20

C There's a smart diagonal weave and colorful overplaid in this sturdy cassimere suit—27% new wool, 35% reused wool, 38% rayon. Fine quality BOYVILLE tailoring in the rayon lined single breasted coat, padded shoulders and shape retaining canvas lined fronts. Pleated longies have fly front, 3 pockets, cuff bottoms, back seam outlet. No belt. Shpg. wt., 2 lbs. 12 oz.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See chart on page 385.
40 E 3371—Medium blue. \$9.95

D E Virgin wool Longie Suits, our finest BOYVILLE Jr. quality

Available after February 15th

- Rich 100% virgin wool in a choice of two popular Spring colors
- Coats fully lined with easy fitting, lustrous, long wearing rayon
- Longies have seam outlets in back . . . easy to adjust as he grows

D Firmly woven all wool cassimere with attractive brown herringbone weave and subdued overplaid. Parents will appreciate this suit's fine fabric, its careful BOYVILLE tailoring. Single breasted style with manly broad padded shoulders and canvas inner lined fronts. Has 3 pockets, also a handy inside chest pocket. Button fly front longies with pleats, 4 pockets, neat cuff bottoms. No belt. Shpg. wt., 2 lbs. 12 oz.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See "How to Order," page 385.
40 E 3122—Medium brown \$11.95

E Smooth finish, all wool cassimere suiting in rich blue herringbone weave with overplaid—remarkable for long wear and lasting fine appearance. Finest quality BOYVILLE tailoring including shape retaining, canvas inner lined fronts . . . padded shoulders that fit well. Single breasted with 3 pockets plus an inside chest pocket. Fly front longies have pleats, 4 pockets, cuff bottoms. No belt. Shpg. wt., 2 lbs. 12 oz.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See "How to Order," page 385.
40 E 3121—Medium blue. \$11.95

Rich all wool herringbone

Available after February 1st

F Fine quality smooth finish cassimere—60% new wool, 40% reused wool. In an attractive herringbone pattern all boys like. Manly double breasted coat is fully lined with lustrous rayon. Expert BOYVILLE tailoring—padded shoulders for better fit; firm, shape-retaining inner lined fronts. Welt chest pocket, 2 lower set in pockets. Longies have button fly front, pleats, 3 pockets, cuff bottoms. Seam outlet in seat that can be let out as he grows. Shpg. wt., 2 lbs. 12 oz.

Sizes: 4, 5, 6, 7, 8, 9, 10. Please state size. See "How to Order," page 385.
40 E 3370—Medium brown. \$10.60



Shop the easy, economical way—buy all your needs from the large selection in Sears big General Catalog



100% virgin wool worsted Suits
Keep you well dressed... at Sears low prices

A well tailored suit with quality interlinings assures permanently smooth form and good fit. Latest styles will flatter you and give you that well tailored look. A suit that will provide satisfactory service

Fashion Tailored
REG. U.S. PAT. OFF.

\$23⁹⁵
Each suit

All suits on this page available after February 15

Attractive subdued stripe

Handsome, well tailored 2-button model with dignified alternating stripe. Semi-conservative style. Good quality interlinings assure good fit. Hard finished fabric will resist wrinkles, give longer wear. Coat lined with Earl-Glo rayon. Full cut, well styled trousers have neat cuff bottoms. 6-button vest. *Sizes below.* Shpg. wt., 5 lbs. 8 oz.
 ♦55 E 5119—Medium brown
 ♦55 E 5121—Medium gray
 ♦55 E 5123—Medium blue.....\$23.95

Double-breasted chalk stripe

100% virgin wool worsted fabric... richly patterned, well tailored with stylish lines that will flatter most men—give a dressy, distinctive appearance. Hard finished fabric will give longer wear. Good quality interlinings. Coat lined with Earl-Glo rayon. Well tailored trousers, cuff bottoms. No vest. *Sizes below.* Shpg. wt., 5 lbs. 8 oz.
 ♦55 E 5125—Medium gray
 ♦55 E 5127—Medium blue
 ♦55 E 5129—Medium brown.....\$23.95

Popular Hollywood model

Plenty of zip, dash and dressy smartness in this Hollywood styled young men's 2-button model. 100% virgin wool worsted fabric has bold cluster stripe. **FASHION TAILORED** with full chest, broad shoulders, rolling peak lapels, piped lower pockets. Quality interlinings. Earl-Glo rayon lining in coat. Pleated trousers. Cuffed bottoms. 6-button vest. *Sizes below.* Shpg. wt., 5 lbs. 8 oz.
 ♦55 E 5131—Medium blue
 ♦55 E 5133—Medium brown.....\$23.95

SIZES: All sizes 34 to 44-inch chest; 28 to 41-inch waist; 28 to 35-inch inseam. Regulars, shorts and longs. *State chest, waist, inseam, sleeve length; also age, height, weight.* Use Order Blank, page E, back of book. ♦Suits shipped from Chicago. Order, pay postage from Sears nearest mail order house. Easy Terms on inside back cover





Plaid 'n' Plain Sports Coats and Slacks

Solid color Coat, Glen Plaid Slacks

Available after August 1

Sports Coat... 100% virgin wool in smooth, solid colors you'll like. Single breasted, three-button style tailored with firm interlinings, sporty patch pockets, Earl-Glo rayon lining.

Slacks... 50% wool, 50% rayon in a colorful glen plaid pattern. Youthfully styled with dropped belt loops, 4 front pleats, zip fly, cuff bottoms.

Sizes below. Colors: medium blue; medium brown. State size, color. Shipping wt., 5 lbs. 7 oz.

♠55 D 8296—Coat and Slacks.....\$18.95

Sports Coat only (described above). *Sizes below. State size. Shipping weight, 3 pounds 8 ounces.*

♠55 D 8208—Med. blue Sports Coat only...\$13.95

♠55 D 8210—Med. brown Sports Coat only...13.95

Glen Plaid Coat, solid color Slacks

Available after August 1

Sports Coat... 100% virgin wool in a "big yarn," bold glen plaid that's youthfully smart. Three-button style with three welt pockets, smooth, lustrous Earl-Glo rayon lining.

Slacks... 100% virgin wool in rich solid colors. Youthful dropped belt loops, 4 front pleats, zipper fly, neat cuff bottoms. Shpg. wt., 5 lbs. 7 oz.

Sizes below. Colors: med. blue coat and slacks, or tan coat and med. brown slacks. State size, color.

♠55 D 8294—Coat and Slacks.....\$21.50

Sports Coat only (described above). *Sizes below. State size. Shipping weight, 3 pounds 8 ounces.*

♠55 D 8204—Tan Sports Coat only.....\$14.95

♠55 D 8206—Med. blue Sports Coat only...14.95



Loafer Coat... 2-tone 100% virgin wool

Tailored for casual comfort. Fine quality rich virgin wool worsted gabardine front, novelty weave virgin wool back, sleeves and collar. Body and sleeves lined with Earl-Glo rayon.

Even Sizes: 32 to 46-inch chest. State chest measure taken over vest. Shipping weight, 1 pound 15 ounces.

♠55 D 8268—Tan 2-tone Loafer Coat.....\$14.95

♠55 D 8270—Blue 2-tone Loafer Coat.....14.95

All merchandise marked (♠) shipped from Chicago. Order and pay postage from your nearest Sears mail order house.



2-button Sports Coat... 100% virgin wool

Broad-shouldered, trim-waisted... a youthful drape style that's handsome and comfortable. Long wearing, tweedy, heringbone weave 100% virgin wool with good quality interlining to hold it in shape for lasting fit; smooth rolling notched lapels and patch pockets for sporty good looks. Earl-Glo rayon lined.

Sizes below. Shipping weight, 3 pounds 8 ounces.

♠55 D 8200—Medium blue.....\$13.95

♠55 D 8202—Medium brown.....13.95



\$26.98 cash, \$5 monthly, Easy Terms

GRAY FLANNEL, a smooth-textured pure wool, for the exciting new suit with buttons marching two by two. Rayon lined jacket is superbly fitted with flap pockets placed just so at hips. Skirt is newly slim, has fashionable fly front detail. *Sizes 10, 12, 14, 16, 18, 20; scale on opposite page. Please state size.* Shipping wt. 3 lbs. 2 oz.
 ♦ 17 G 5158—Gray flannel..... 26.98

\$19.98 cash, \$5 monthly, Easy Terms

THE YOKED SUIT in all wool crepe has wonderful shoulders, belts its gathered waistline for the new look. Rayon lined jacket. Slimming fly front skirt. *Sizes 10, 12, 14, 16, 18, 20; scale, opposite page. State size.* Shipping weight 3 pounds.
 ♦ 17 G 5160—Gold ♦ 17 G 5162—Med. blue
 ♦ 17 G 5161—Med. brown ♦ 17 G 5163—Black
 Each..... 19.98

\$19.98 cash, \$5 monthly, Easy Terms

TIED-IN TIGHT SUIT in fine-textured all wool crepe yokes its shoulders in clever scallops. Rayon lined jacket. Pleats to the side on a slim-hipped skirt. *Sizes 10, 12, 14, 16, 18, 20; scale, opposite page. State size.* Shpg. wt. 3 lbs. 4 oz.
 ♦ 17 G 5165—Royal (bright blue)
 ♦ 17 G 5166—Rosy red ♦ 17 G 5168—Med. brown
 ♦ 17 G 5167—Med. green Each..... 19.98



\$89.00 plus \$17.80 tax . . . total cash price \$106.80
 \$37.00 down; \$7.00 monthly on Sears convenient Easy Terms

DARK OCELOT MARKINGS distinguish this sheared **ALPINE LAMB** with the rich velvety finish. Swingy tuxedo style with cardigan neckline, well-set flange shoulders. Exciting new pouch sleeves caught tight at your wrists. Grand toss-over-everything coat. 36 inches long. Rayon lining. Sizes 12, 14, 16, 18, 20, see size scale, page 48. Please state size. Shpg. wt. 7 lbs.
 ♦ 74 G 0422E—Black and gold ocelot markings 89.00
 Plus 20% Federal Excise Tax 17.80
 Total cash price 106.80

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Buy now . . . buy the best . . . Sears Easy Terms are available. See inside back cover for complete details on Easy Payment Plan.

\$125.00 plus \$25.00 tax . . . total cash price \$150.00
 \$51.50 down; \$10.00 monthly on Sears convenient Easy Terms

RED FOX GREATCOAT, with fur worked vertically to make it full-blown and beautiful, mounted on narrow tapes to give it easy fluid lines. New set-in cape collar, deep suit-accommodating armholes. Rayon lined. Underarm of sleeves rayon lined to conform to smart silhouette. 36 inches long. Sizes 12, 14, 16, 18, 20; see scale, page 48. Please state size.
 ♦ 74 G 0423E—Red fox. Shpg. wt. 7 lbs. 125.00
 Plus 20% Federal Excise Tax 25.00
 Total cash price 150.00



Flare for 1947

Our little black gabardine suit is so smart from every angle that we show you two views. It's so new and exciting it's the talk of the town. It goes everywhere . . . stands out in every crowd.

Misses sizes 12 to 20

\$12.98

BEAUTIFUL RAYON GABARDINE . . . rich black, superior quality . . . dramatizes a suit that does wonders for your figure . . . makes you feel equal to any occasion. It has a slim little curved-in waist, big billowing push-up sleeves and a wonderful jacket that flares at the sides, ripples in back. You can wear it with a pretty blouse or as a dress . . . you'll probably do both because it's as useful as it is smart . . . perfect for every important event from Easter to Fall. The expert cut and fine tailoring are in the best Kerrybrooke tradition. Dry clean. *Sizes* 12, 14, 16, 18, 20; *scale*, page 7. *State size*. Shpg. wt. 1 lb. 8 oz.

♦31 H 9245—Black \$12.98

THE HAT . . . lacy, straw-like braid with a rayon velvet band. *Colors* Black, white, navy blue; *toast* (golden tan) with brown. Fits 21¼–22½ inch head-size. *Measure, state size, color*. Shipped from Chicago or Philadelphia.

78 H 2000—Shipping wt. 1 lb.. \$4.98

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Please order and pay postage from Sears nearest mail order house. Sears Easy Terms are available on orders of \$10 or more. See inside back cover.

Kerrybrooke
FASHIONS



Junior Coats and Suits **shape up smartly**



A
\$22.98 cash
 All wool crepe

B
\$22.98 cash
 Suede soft wool

C
\$19.98 cash
 Shetland-type wool

Buy your Coat or Suit now . . \$5.00 monthly on Sears Easy Terms.
 See inside back cover of this catalog for complete details.

Teens' Style Parade of wonderful, wearable all wool coats



They're news . . shortcoats over suits . .



A \$16.98 each, cash
Checked Wool Coat or Suit
\$5.00 monthly on Easy Terms



B \$16.98 each, cash
Striped Menswear Flannel Coat or Suit
\$5.00 monthly on Easy Terms

Nailhead-studded Kerrybrooke Platforms

Fashion swings to platforms; you'll see these Kerrybrookes everywhere



F \$5.50 Without Bow
Black Gabardine



G \$5.50 Without Bow
Black Gabardine



H \$5.50
Black Plastic



J \$6.45



K \$6.45

Please do not order shoes on this page before August 15

F SLING SIREN... triple rows of nailheads twinkle from the high platform. Made the flexible California way. Leather sole, 2¾-in. heel.

• C (medium) sizes 4 to 8. Half sizes, too. Please state size. Shpg. wt. 1 lb. 2 oz.

♦ 5 G 8036—Black plastic \$6.45

♦ 5 G 8037—Black cotton gabardine (without bow). Pair \$5.50

♦ 5 G 8012—Black rayon faille bow, nailhead trim. Pair 69c

G BLACK BEAUTY... high platform a-glitter with nailheads in contrasting patterns. Easy-flex California construction. Leather sole, 2½-inch heel.

• C (medium) sizes 4 to 9. Half sizes, too. Please state size. Shpg. wt. 1 lb. 2 oz.

♦ 5 G 8032—Black plastic \$6.45

♦ 5 G 8033—Black cotton gabardine (without bow). Pair \$5.50

♦ 5 G 8013—Black rayon faille bow nailhead trim. Pair 69c

H DRAMATIC CHARM; for gay evenings ahead. Vivid contrast of gleaming nailheads on rich black high platform. California-type construction. Leather sole, 2¾-inch heel.

• C (medium) sizes 4 to 8. Half sizes, too. Please state size. Shpg. wt. 1 lb. 2 oz.

♦ 5 G 8034—Sparkling bright black plastic Pair \$5.50

♦ 5 G 8035—Black cotton gabardine Pair \$5.35

J BEAUTIFUL CHERRY COKE . . . new color sensation, or transparent Vinylite sandal. High platform with green, red and gold color nailheads. Leather sole, 2¾-in. heel.

• C (medium) sizes 4 to 9. Half sizes, too. Please state size. Shpg. wt. 1 lb. 2 oz.

♦ 5 G 8085—Cherry coke (brownish red shiny plastic)

♦ 5 G 8086—Transparent Vinylite plastic Pair \$6.45

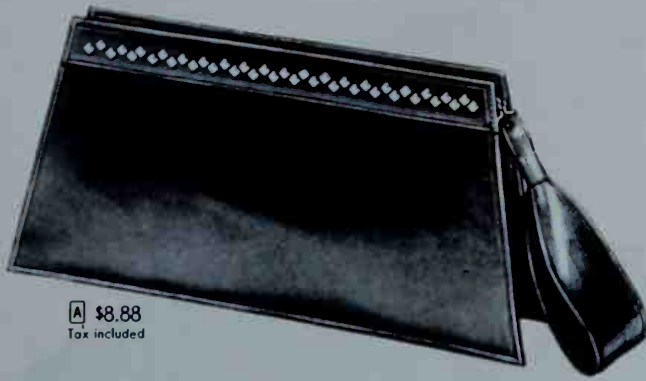
K YOUR FAVORITE SHANKS MARE...boasts a new high platform with rows of gleaming nailheads, a new squared vamp. Alligator-grained leather shines up to your dressiest clothes. Easy-flex California-type construction. Leather sole, 2¾-in. heel.

• C (medium) sizes 4 to 9. Half sizes, too. Please state size. Shpg. wt. 1 lb. 2 oz.

♦ 5 G 8039—Brown
♦ 5 G 8038—Black . . . Pair \$6.45

METAL NAILHEADS in gleaming gold-color

are the favorite trimming for Fall



A \$8.88
Tax included



B \$3.49
Tax included



C \$3.49
Tax included



D \$2.34
Tax included



E \$2.34
Tax included

A POLISHED SADDLE LEATHER, in a fine, rugged zip-top with gold color metal nailheads in front. Fabric lined, coin case, mirror. *Size* about 12 $\frac{3}{4}$ x 6 $\frac{1}{2}$. Shpg. wt. 15 oz.
88 G 1907E-Rust brown .8.88
88 G 1908E-Black8.88

B LEATHER-LIKE PLASTIC—zip-top with gold color nailheads for front interest. Roomy, rounded gussets. Fabric lined, coin case, mirror. *Size* about 14 $\frac{1}{2}$ x 7 $\frac{1}{4}$ in. Shpg. wt. 14 oz.
88 G 1918E-Black3.49
88 G 1919E-Dk. brown . . .3.49

C DURABLE PLASTIC, looks like leather. Gold color nailheads at front. Zip-top. Fabric lined, coin case, mirror. *Size* abt. 7 x 6 $\frac{1}{2}$ in. Shpg. wt. 14 oz.
88 G 1909E-Black3.49
88 G 1910E-Dk. brown . . .3.49
88 G 1911E-Rust tan . . .3.49

D FINE RAYON FAILLE, even prettier set off with gold color nailheads at front of this gay flower-pot drawstring. Fabric lined, mirror. *Size* about 6 $\frac{3}{4}$ x 6 $\frac{1}{4}$ in. Shpg. wt. 10 oz.
88 G 1912E-Black2.34
88 G 1913E-Dk. brown . . .2.34

E SOFT FELT, with gold color nailheads. Felt is 70% wool, 30% cotton. Abt. 10 x 10 $\frac{1}{2}$ in. Fabric lined. Shpg. wt. 8 oz.
88 G 1914E-Red2.34
88 G 1915E-Bright green .2.34
88 G 1916E-Black2.34
88 G 1917E-Dk. brown . . .2.34

F PATENT-LIKE PLASTIC, has four rows of gold color nailheads, down the sides. New cushiony square zip-top with adjustable shoulder strap. Fabric lined, mirror. *Size* about 9 $\frac{1}{4}$ x 8 $\frac{1}{2}$ in. Shpg. wt. 13 oz.
88 G 1904E-Black5.89



F \$5.89
Tax included

Prices of all bags illustrated include 20% Federal Excise Tax. Why not use Sears Easy Payment Plan . . see inside back cover.



Bemberg

rayon sheer . . lovely and cool . . perfect for Spring and Summer

pretty new dresses with slim waists and full skirts . . hand wash separately

\$6.98

Each

Sizes 12 to 20

[A] THE CAPE COLLAR is cool and flattering. The print is charming . . . little sailor hats with bright-colored streamers and white scatter dots. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale, page 7. State size. Shpg. wt. 1 lb. 8 oz.*

♦ 31 H 9295—Light gray ground. . . \$6.98
♦ 31 H 9296—Light coral red ground. 6.98
♦ 31 H 9297—Light lime green ground 6.98

[B] STRIPED BUTTON-FRONT CASUAL with a smart new look . . . perfect to wear right now because it has long sleeves, comes in dark colors. The collar can be worn open. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. State size. Shipping weight 1 lb. 8 oz.*

♦ 31 H 9290—Navy blue and white. \$6.98
♦ 31 H 9291—Brown and white. . . . 6.98

[C] DOLL PRINT, button-front style, with expensive loop trimming and the new deep neckline that's so becoming. A perfect dress for warm days. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see scale, page 7. State size. Shpg. wt. 1 lb. 8 oz.*

♦ 31 H 9300—Med. green and white. \$6.98
♦ 31 H 9301—Light gray and white. . 6.98
♦ 31 H 9302—Navy blue and white. . 6.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Easy Terms, see inside back cover.



Crown Tested French-type rayon crepe . . soft, flattering, colorful

Smart new fashions to dress up or wear casually . . hand wash separately

A LITTLE CHECKS and frilly ruffles . . a pretty little dress you'll love because it always looks so fresh and neat. You'll look very slim and smart in it too . . the smooth fitting bodice and big peg pockets see to that. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale, page 7. State size.* Shipping weight 1 lb. 8 oz.

Please do not order before Feb. 1, 1947.
 ♦ 31 H 9305—Black and white checks \$5.49

B "SUNDAY IN THE PARK" PRINT . . tiny trees and people . . pretty bright colors a charming new design. The dress is very feminine with its full bodice, slim midriff and front peplum. Hand wash separately. *Sizes 12, 14, 16, 18, 20; scale, page 7. State size.* Shpg. wt. 1 lb. 8 oz.

Please do not order before Feb. 1, 1947.
 ♦ 31 H 9310—Light pink ground . . \$5.49
 ♦ 31 H 9311—Aqua blue ground . . 5.49

C CHAIN-LINK PRINT . . alternating lines of black and bright green make a very smart new design for this button-front casual with its smooth fitting bodice, full skirt and pretty peg pockets. Hand wash separately. *Sizes 12, 14, 16, 18, 20; see size scale on page 7. Please state size.* Shipping weight 1 pound 8 ounces.

Please do not order before Feb. 1, 1947.
 ♦ 31 H 9315—White ground print . . \$5.49

\$5.49

Each
 Sizes 12 to 20

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.



Newest "Shut-Eye" Fashions are Charmode Sleep Sets briefed for comfort

\$2.98

SLUMBER COAT. Here's a glamorous version of grandfather's nightshirt in floral printed rayon flat crepe. Wonderful wardrobe idea . . . sleeps cool and comfortable, looks so smart ensembled with matching pajamas at right. Man-tailored notched collar style with short sleeves, pocket, plastic buttons. Hand wash. Length about 32 in. Sizes 32, 34, 36, 38-inch bust. Please state bust size. Shipping weight 6 ounces.

38 H 1640M—Dusty rose ground
38 H 1641M—Aqua blue ground
38 H 1642M—Pale yellow ground. . . . Each \$2.98

\$3.98

SHORTIE PAJAMA. Lovely floral printed rayon flat crepe fashions this clever team-up of tie top bra and shorts. A perfect companion to our slumber coat and long pajama. All major seams are double stitched, ripproof. Tailored shorts have 2 front pleats, 2 back gores. Button closing waistband and placket. Short sleeves. Hand washable. Sizes 32, 34, 36, 38-inch bust. Please state bust size. Shipping weight 6 ounces.

38 H 1638M—Dusty rose ground
38 H 1639M—Aqua blue ground
38 H 1654M—Pale yellow ground. . . . Each \$3.98

\$3.98

MIDRIFF PAJAMA. Sleeping's easy in this bare midriff pajama that's ensemble-minded too. Top it with the trim slumber coat and you have a style-right set. All major seams are double stitched, rip-proof. The floral printed rayon flat crepe is hand washable. Adjustable tie front. Short sleeves. Trousers have 2 front pleats, 2 back gores. Button waistband and placket. Shipping weight 8 ounces. Sizes 32, 34, 36, 38-inch. Please state bust size.

38 H 1635M—Dusty rose ground
38 H 1636M—Aqua blue ground
38 H 1637M—Pale yellow ground. . . . Each \$3.98

rugged, and washable . . Erwin Mills

Blue Denims

•SANFORIZED•

(Max. Fabric Shrink. 1%)

Slacks **\$2.79** Shirt **\$1.98**

DENIM SLACKS with front pleats, darts in back. All leg seams double needlestitched. 1 pocket. Buttoned side closing. Washable. *Sizes* 12, 14, 16, 18, 20; *size scale*, page 65. *State size*. Shpg. wt. 14 oz.

♦ 7 H 938—Light blue \$2.79
♦ 7 H 939—Navy blue 2.79

DENIM SHIRT with patch pocket. *Sizes* 12, 14, 16, 18, 20; *scale*, page 72. *State size*. Shpg. wt. 11 oz.

♦ 7 H 1589—Light blue \$1.98
♦ 7 H 1599—Navy blue 1.98

Overalls **\$3.79**

LIGHT BLUE OR NAVY one-piece overalls with wide contrasting color band at square neck, down to a deep V in back, and on pockets. Buttons in back. Set-in belt. Skillfully cut and smartly tailored, fun to wear at home, at work or for all kinds of sports. Washable. *Sizes* 12, 14, 16, 18, 20; *see size scale*, page 60. *Please state size*. Shipping weight 1 pound.

♦ 7 H 726—Lt. blue, navy trim \$3.79
♦ 7 H 727—Navy blue, red trim 3.79

Dungarees **\$2.98** Jacket **\$3.89**

DENIM DUNGAREES, red double stitching, copper rivets. 2 pockets, back yoke. Metal riveted buttons at side. *Sizes* 10, 12, 14, 16, 18; *scale*, page 65. *State size*. Shipping weight 1 lb. 1 oz.

♦ 7 H 942—Light blue \$2.98
♦ 7 H 937—Navy blue 2.98

DENIM JACKET, red double needle stitched. 2 pockets. Back yoke. *Sizes* 10, 12, 14, 16, 18; *size scale*, page 64. *Please state size*. Shipping wt. 14 oz.

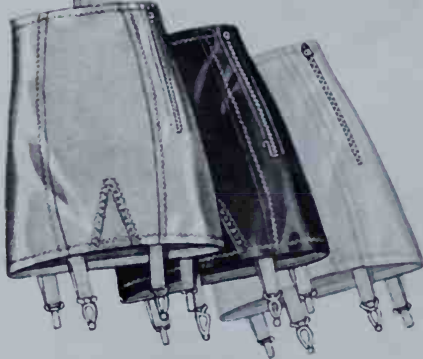
♦ 7 H 1146—Light blue \$3.89
♦ 7 H 1169—Navy blue 3.89

Catalog numbers marked ♦ shipped from Kansas City or Philadelphia. Order and pay postage from Sears nearest mail order house.

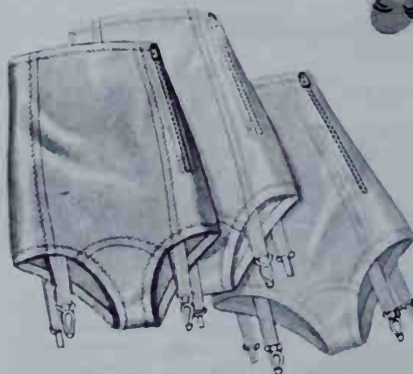
PCSLA PAGE 63 . . . SPORTSWEAR



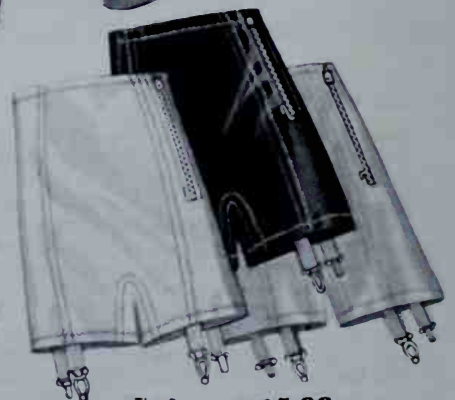
Charmode
THE RIGHT WAY
TO SAY
WOMEN'S
INTIMATE
APPAREL



The Girdle . . . \$5.88



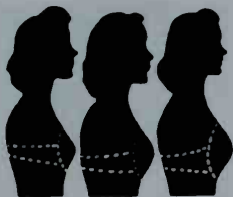
The Brief . . . \$5.88



The Panty . . . \$5.88

It's easy to order Charmode Corsetry — or anything else at Sears — on Easy Terms. See inside back cover

ALL PAGE 179 . . CORSETRY



Charmode Wired Bras . . the daring new fashion sensation!

Give you wonderful uplift with comfort and fine fit

Wired Bras—now out of the luxury class—are not "just another fad." The revolutionary use of wire has very definite advantage . . .

- Takes the weight off shoulders . . . leaves you free, unrestrained
- Gives you youthful lines plus comfortable uplift.
- Gives smart separation demanded by today's fashion world

Both styles—with and without straps—are smooth fitting and comfortable. Order yours today.

CHARMODE STRAPLESS WIRED BRA. You, too, can join the fashion parade in this lovely, budget-priced bra. Feel perfectly secure in bare shoulder formals, day-time dresses, play clothes, etc. Stitched lower bust-cups; lace edged top. Covered stainless steel wire around entire bust-cups gives wonderful uplift support. Elastic inserts between cups and at adjustable back closing give comfortable release.

For the Medium bust-cup type

Bust sizes 32, 34, 36, 38 inches. Please state bust size. Shpg. wt. 5 oz.

18 H 822—Nude rayon satin . . . **\$3.39**

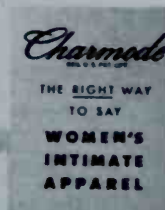
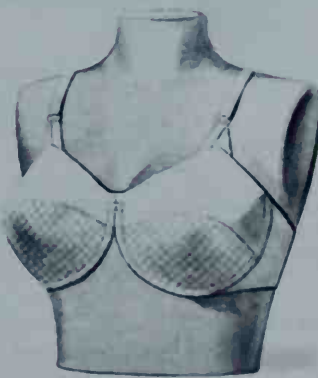
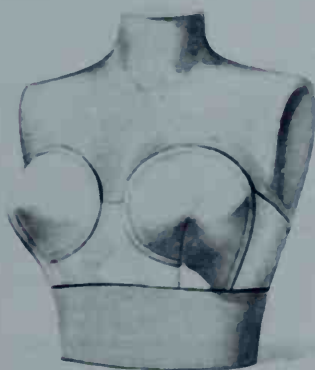
18 H 823—White nylon marquisette. **\$3.39**

18 H 824—Black nylon marquisette. **\$3.39**

For the Small bust-cup type

Bust sizes 32, 34, 36 inches. Please state bust sizes. Shipping weight 5 ounces.

18 H 815—White nylon marquisette . . . **\$3.39**



OUR BEST STRAPLESS WIRED BRA. Nationally advertised *Quest-shon Mark* patented design. Made of shimmering rayon satin. Two softly padded wires are cleverly curved like question marks in each bust-cup to give smart separation and uplift without pressure. Give you wonderful freedom . . . plus smooth, comfortable fit. Double elastic adjustment at back closing for fine fit.

For the Medium bust-cup type

Bust sizes 32, 34, 36, 38 inches. Please state bust size. Postpaid.

18 H 748—White. **\$6.79** 18 H 803—Black. **\$6.79**

WIRED BRA WITH SHOULDER STRAPS. Plush covered removable wiring gives firm uplift. Stitched lower bust-cups. Adjustable elastic back closing.

For the Medium bust-cup type

Bust sizes 32, 34, 36, 38 inches. Please state bust size. Shipping weight 5 ounces.

Rayon satin; matching adjustable straps.

18 H 826—Nude. **\$3.50** 18 H 827—White. **\$3.39**

For the Large bust-cup type

Bust sizes 34, 36, 38, 40 inches. State bust size. Fine quality rayon and cotton twill; straps.

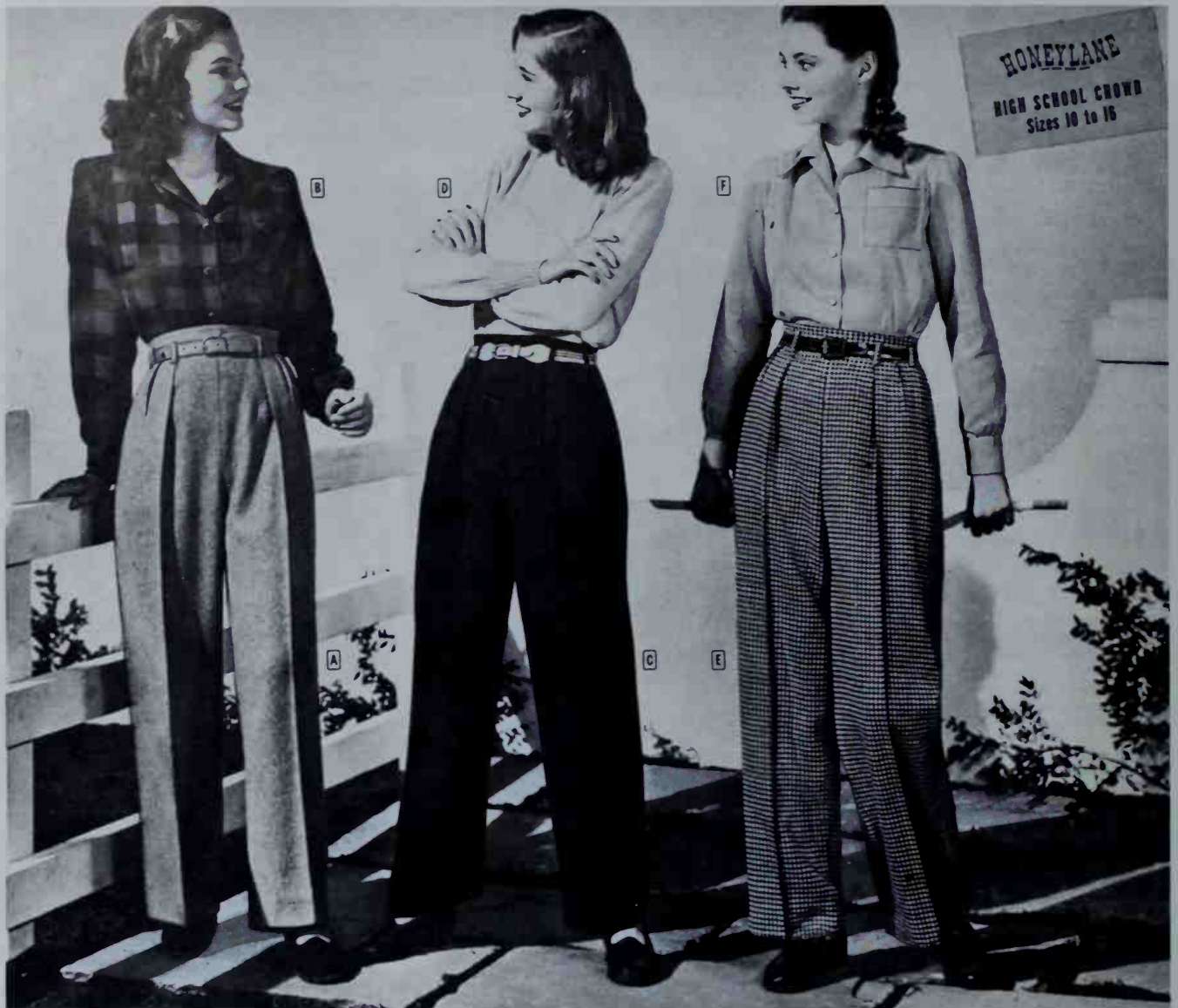
18 H 866—Nude. Shipping weight 5 oz. . . **\$3.39**

SPIRAL WIRED BRA. Lovely "princess-style" that gives a smooth, rounded contour. Proportioned to give a wonderful, youthful uplift to the average bust. Comfortably boned throughout. Wiring is very flexible—bends easily with your body. Made of fine nylon fabric with dainty lace edging. Darted for smart accentuation. Adjustable back hook closing.

For the Medium bust-cup type

Bust sizes 32, 34, 36, 38, 40 inches. Please state bust size. Shipping weight 5 ounces.

18 H 853—Nude. **\$5.79** 18 H 855—White. **\$5.79**



SEARS HONEYLANES are the most popular slacks in America for Teens

Man-tailored for the young figure . . made to Sears own specifications

- Stitched-in trouser creases to keep their crisp, well-tailored good looks.
- Concealed placket zipper for sleek fit.
- Two roomy pockets, sturdily lined.

- Waistband firmly stitched . . lined to hug waist; has concealed gripper snap.
- Back vent for adjustable trim fit.
- Spaced belt loops, firmly stitched.

- Double stitched leg seams for wear.
- Bar-tacked at points of strain.
- All seams firmly, neatly overcast.
- Two-inch trouser hems for adjustment.

\$4.19

A MENSWEAR GRAY SLACKS in 27% new wool, 20% reprocessed wool, 15% reused wool, 23% rayon, 10% nylon, 5% cotton. Tailored with specifications above. Dry clean. *Sizes 10, 12, 14, 16. Please state size.* Shipping weight 1 pound 4 ounces.
 ♦ 77 G 6310-Gray 4.19

B PART WOOL BUFFALO CHECK SHIRT in 25% new wool, 20% reused wool, 55% rayon. Convertible collar; button cuffs. Pocket. Dry clean. *Sizes 10, 12, 14, 16. Please state size.* Shipping weight 1 pound.
 ♦ 77 G 5911-Red and black 3.98
 ♦ 77 G 5912-Black and white 3.98

\$4.98

C OUR FINEST FLANNEL SLACKS are all virgin wool and number one favorite. Tailored with all the fine specifications listed above. Dry clean. *Sizes 10, 12, 14, 16. State size.* Shpg. wt. 1 lb. 4 oz.
 ♦ 77 G 6313-Dark brown 4.98
 ♦ 77 G 6314-Navy blue 4.98

D 100% VIRGIN WOOL SWEATER (pictured in color on page 269). Hand washable; use Lux. *Sizes 10, 12, 14, 16. State size.* Shipping weight 11 ounces.
 98 G 4643-Yellow 2.66 98 G 4641-Med. blue 2.66
 98 G 4644-White 2.66 98 G 4650-Bright red 2.66
 98 G 4651-Gray 2.66 98 G 4652-Dk. brown 2.66

\$4.19

E CHECKED SLACKS in 25% new wool, 20% reused wool, 55% rayon. Made with specifications above. Dry clean. *Sizes 10, 12, 14, 16. Please state size.* Shipping weight 1 pound 4 ounces.
 ♦ 77 G 6311-Brown and white check 4.19
 ♦ 77 G 6312-Black and white check 4.19

F COTTON STRIPED CLASSIC SHIRT has action back yoke. Patch pocket. Cuffs on long sleeves. Wash separately. *Sizes 10, 12, 14, 16. Please state size.* Shipping weight 8 ounces.
 98 G 5758-Red and white stripe 1.40
 98 G 5759-Blue and white stripe 1.40

SIZE SCALE
for Teen Slacks,
Skirts, Blouses,
Sizes 10 to 16

Order size:	10	12	14	16
If bust is:	30	31½	33	34 in.
If waist is:	24	25	26	27 in.
If hips are:	33	34½	36	37 in.
Skirt length, including band	22	23	24	24½ in.
Slack length, including band	38½	39½	40½	41½ in.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms are available, see inside back cover.



N \$5.45



P \$5.45



Kerrybrooke Teenright Smoothies . . . styles
to "go steady" with season-in, season-out
Low-down comfort, high-rating fashion . . .
Use Easy Terms . . . see inside back cover

N EVERYONE'S "THAT WAY" ABOUT THIS TEENWISE SLIP-ON . . . its as casual 'n' carefree as a coke session, as smooth as your pet date dress . . . simply "out of this world" with your tailored sports togs or sweater 'n' skirt outfits. Upper is of super-soft vegetable tanned leather . . . antique finished to give it that mellow, worn look you'd expect from any well-behaved slip-on. Genuine Goodyear welt construction . . . no nails come through to irritate the feet, greater flexibility and inner smoothness. Room for good luck penny in vamp saddle. Firm binding around the collar helps shoe retain its shape. Easy-bending leather sole, heel. Order your pair today.

• A (very narrow) girls', women's sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.
C (medium) girls', women's sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.
Please state size and width. Shipping weight 1 pound 8 ounces.

15 H 2836—Brown leather Pair \$5.45

P HARD-TO-DO-WITHOUT SLIP-ON . . . strictly "on the beam" for Teen-time funtime. As fashion-right with your sportiest casuals as with your most glamour-wise dresses . . . on the solid side for classes, for picnics, for sports events, for dates. Supple brown leather upper accented by "Kitten whiskers" and center seam smartly stitched in white for the "something new and different." High-peaked vamp . . . gives you a snugger, smoother fit over the instep. Wall toe last . . . more room-to-move-around-in for your toes. Comfortable genuine Goodyear welt construction . . . one of the finest, most flexible ways of making shoes. Durable leather sole, heel.

• A (very narrow) girls', women's sizes 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.
C (medium) girls', women's sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9.
Please state size and width. Shipping weight 1 pound 8 ounces.

15 H 2842—Brown leather Pair \$5.45

the Long look

Skirts are longer. Waistlines look longer. Fabrics are used lavishly. Trimmings are brilliant. Sears price is less than you'd expect for such elegance. Misses' sizes

\$12.98 each

OUR BEST QUALITY rayon crepe is used in these three dresses. It's Mallinson's Whirlaway . . . a fine, moss-textured fabric that drapes beautifully, holds pleats, wears wonderfully.

A SIDE DRAPERY and front peplum for the long look that makes you seem taller, thinner, more graceful. Glittering sequins for brilliance. A dress you'll love and everyone will admire. Dry clean. *Sizes* 12, 14, 16, 18, 20; *size scale*, page 228. *Please state size.* Shpg. wt. 1 lb. 8 oz.

♦ 31 K 8300—Black with green, gold color sequins. . . \$12.98
Bow CLOCHE, wool felt. *Colors* Black, brown. Dark green with brown; winter white with black. *State color.* Shpg. wt. 1 lb. Shipped from Chicago or Philadelphia.

78 K 6130—Fits sizes 21½-23½ in. *Measure* \$3.98

B LONG TORSO TOP to give you a new streamlined silhouette. Pleats all around to flutter when you walk, swirl when you dance. Gold-color ornaments to accent your smooth, slim waistline. A handsome dress that will look smart and new for several seasons. Dry clean. *Sizes* 12, 14, 16, 18, 20; *size scale*, page 228. *State size.* Shpg. wt. 1 lb. 8 oz.

♦ 31 K 8305—Black. ♦ 31 K 8307—Pine (dark) green
♦ 31 K 8306—Bright rose Each. \$12.98

C THE TUNIC DRESS is bound to bring you compliments.

Nailheads sparkle on the front of the bodice. The long peplum ripples and dips in back . . . a wonderful style for slender or full figures. Dry clean. *Sizes* 12, 14, 16, 18, 20; *scale*, page 228. *Please state size.* Shpg. wt. 1 lb. 8 oz.

♦ 31 K 8310—Black with silver-color nailheads. \$12.98

♦ 31 K 8311—Moss (med.) green; silver-color nailheads. 12.98

♦ 31 K 8312—Dark brown with gold-color nailheads. . . . 12.98

Kerrybrooke

THE RIGHT WAY
TO SAY

FASHIONS

What's in a label?

This label is your assurance of smart fashion, good taste and real value. It means good quality pre-tested fabric, good fit, expert tailoring and finishing: fine, firm stitching . . . zipper side closing . . . smart shoulder pads . . . ⅞ in.

side seams . . . 2 in. hem . . . taped or double-stitched waistline, yoke and shoulders . . . blind-stitched sleeve and skirt hem.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Use Sears Easy Terms, see inside back cover





THE NEW LOOK is the long look in wool suits

Sears dressy suits own it . . . are beautifully tailored in wonderful fabrics . . . money-saving prices

A IN WOMEN'S SIZES, TOO . . . soft, feminine version of the mannish suit, exquisitely tailored in rich, lustrous all wool broadcloth, neatly bound in shimmering rayon satin. New longer jacket tapers wide lapels to trim, link-button waist, is rayon lined. Front-pleated skirt with TALON zipper. *State size.* Misses' sizes 12, 14, 16, 18, 20; scale below.

♦17 K 5466—Black. Shpg. wt. 3 lbs. 8 oz. . . . \$22.98

Women's sizes 34, 36, 38, 40, 42, 44; scale, page 214.

♦17 K 5581—Black. Shpg. wt. 3 lbs. 10 oz. . . . \$24.98

B IN WOMEN'S SIZES, TOO . . . the virgin wool worsted suit, tailored in the mannish manner, is faintly, slimly striped. A rayon lined jacket turns a lapel-collar neatly, links its waistline sleekly. Well-cut skirt with freedom front-pleat, TALON zipper. *State size.* Misses' sizes 12, 14, 16, 18, 20; scale below.

♦17 K 5464—Navy blue. Shpg. wt. 3 lbs. 8 oz. \$19.98

♦17 K 5465—Black. Shpg. wt. 3 lbs. 8 oz. . . . 19.98

Women's sizes 34, 36, 38, 40, 42, 44; scale, page 214.

♦17 K 5579—Navy blue. Shpg. wt. 3 lbs. 10 oz. \$21.98

♦17 K 5580—Black. Shpg. wt. 3 lbs. 10 oz. . . . 21.98

Pages 210 and 211 show more women's suits

C THE TRIPLE-TIERED SUIT in fine-textured all wool crepe is full of fashion excitement. Rayon lined jacket ripples its peplum below a new rounded hip-line, an indented waistline. Beautiful buttons close it. Tape-slim skirt is smartly slit at sides, closes in a wink with TALON zipper. Super tailored throughout.

Sizes 12, 14, 16, 18, 20. *State size.* Shpg. wt. 3 lbs. 6 oz.

♦17 K 5468 Medium gray | ♦17 K 5469—Medium blue

♦17 K 5470—Black | Each \$24.98

D BIG-HEARTED LAPELS sprout smartly on a cardigan-necked suit of dressy all wool crepe. Rayon lined jacket is softened with gentle flare below a nipped waistline. Slender skirt is gored for good line, smoothly closed with a TALON zipper. Sizes 12, 14, 16, 18, 20. *State size.* Shpg. wt. 3 lbs. 2 oz.

♦17 K 5472—Medium gray | ♦17 K 5473—Medium brown

♦17 K 5474—Black | Each \$16.98

E SOFT-DRAPING ALL WOOL tailors richly into the exciting new cuff-sleeved suit. Wonderful jacket is rayon lined. Its gentle cutaway turns back into stunning muff-effect. Well-cut skirt is hip-slim, has new short-stop pleat in front. TALON zipper. Sizes 12, 14, 16, 18, 20. *State size.* Shpg. wt. 3 lbs. 6 oz.

♦17 K 5476—Medium green | ♦17 K 5477—Medium gray

♦17 K 5478—Black | Each \$24.98

Size Scale for Misses' Suits and Coats

Order size	10	12	14	16	18	20
If hips are	34	35	36½	38	39½	41 in.
If waist is	24	25½	27	28½	30	32 in.
If bust is	31	32½	34	35½	37	39 in.
Skirt length (below band at center back)	26¾	27	27¼	27½	27¾	28 in.
Coat length	42	42½	43	43½	44	44½ in.

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A Sizes 12 to 20 **\$22.98** cash
\$2.50 down, \$5 monthly on Sears Easy Terms

Sizes 34 to 44 **\$24.98** cash
\$2.50 down, \$5 monthly on Sears Easy Terms

B Sizes 12 to 20 **\$19.98** cash
\$2 down, \$5 monthly on Sears Easy Terms

Sizes 34 to 44 **\$21.98** cash
\$2.50 down, \$5 monthly on Sears Easy Terms



HOODS ARE NEWEST FASHION ADDITIONS TO ANY-WEATHER COATS

Hooded Coats **C** and **D** illustrated above, in 3 fine fabrics

Rayon Gabardine **\$19.98** Cash
\$2 down, \$5 monthly, Easy Terms

Woven Twill **\$14.98**

Cotton Gabardine **\$9.98**

E The Cloak Coat

\$19.98 Cash
\$2 down, \$5 monthly, Easy Terms

JUNIORS'
Sizes 9 to 17



\$13.49 The Ballerina Dress and Jacket . .
 two smart new outfits for the price of one . . rayon
 faille in black, dark green or aqua blue



\$11.98 Black Rayon Faille
 this little suit goes everywhere . .
 it's worn with or without a blouse

\$9.98 Plaid Rayon Taffeta,
 puffed out to belittle your waist . .
 slim black skirt of rayon alpaca

[A] When you find a suit that's as smart and versatile and sensibly priced as this one, you've really found something. The broad lapel collar is so flattering, the snug little jacket makes your waist look so small, the skirt is the kind you dream about. It's very full in front and subtly flared in back to give you the new forward-swept silhouette. It's wonderful with Gibson Girl or any dressy blouses. Gold-color metal buttons on the jacket. Tissue rayon faille; dry clean. *Sizes 9, 11, 13, 15, 17; scale, page 143. Shpg. wt. 1 lb. 8 oz.*
 #31 L 9045—Black. *State size* \$11.98

[B] Never underestimate the power of these new hip-accenting puffs. They make a not-so-slim waist look little, and a little waist look like a mere wisp . . . especially when they're done in crisp taffeta like this with a soft, slim skirt for contrast. The taffeta top is a beautiful plaid with cross-bars of silvery white and tiny checks of brilliant green, yellow, blue and red against a black background. Sparkling mirror-like buttons. Dry clean. *Sizes 9, 11, 13, 15, 17; size scale, page 143. Please state size. Shipping weight 1 pound 8 ounces.*
 #31 L 9050—Plaid top, black skirt . . . \$9.98

[C] The ballerina dress . . . very little waist, very big skirt . . . graceful and glamorous as a dancer's costume. Add flowers or jewelry to make it a wonderful semi-formal party dress. Wear it with the jacket to make a smart little suit. The dress has a deep neckline in front and back. The skirt is the new longer length . . . full all around, about 130 inches wide with a one-inch taped hem. The jacket has tiny mirror-like buttons. Rayon faille; dry clean. *Sizes 9, 11, 13, 15; see size scale, page 143. State size. Shipping weight 1 lb. 8 oz.*
 #31 L 9055—Black
 #31 L 9057—Aqua blue
 #31 L 9056—Dark green
 Each \$13.49

Catalog numbers marked # shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Use Sears Easy Terms . . . see inside back cover

MISSES'

Sizes 10 to 16

Kerrybrooke

THE RIGHT WAY
TO SAY

FASHIONS

*Ballerina
Silhouettes*

D

All Wool Crepe **\$22.50** Cash
\$2.50 down \$5 monthly

Part Wool Gabardine

\$22.50 Cash
\$2.50 down \$5 monthly

C



A

B

NIPPED WAISTS . . . ROUNDED HIPLINES

All Wool
Creme Suit **\$16.50**Double-stripe
All Wool Flannel **\$16.50**

A SOFT ROUNDED COLLAR SUIT sweepingly styled in beautiful all wool crepe. Smart new length jacket with dainty cutaway front, simulated pockets, little waist and rounded hip-line, rayon lined. Full skirt with TALON zipper. Sizes 10, 12, 14, 16. Please state size. Shipping weight 3 pounds.

♦17 L 5758—Bright red \$16.50
 ♦17 L 5759—Medium gray 16.50
 ♦17 L 5760—Medium blue 16.50
 ♦17 L 5761—Black 16.50

B THE DOUBLE STRIPE SUIT in luscious all wool flannel, brim full of new ballerina swing. Wear it everywhere. Short rayon lined jacket has wide spread lapels, nipped in waist. Swirling skirt has TALON zipper closing. Sizes 10, 12, 14, 16. State size. Shipping weight 3 pounds 2 ounces.

♦17 L 5762—Gray ground, red and white stripes \$16.50
 ♦17 L 5763—Beige ground, brown and white stripes \$16.50

C THE COACHMAN, beautifully carved along new ballerina lines, is part wool gabardine. (60% rayon, 40% worsted). New length jacket allows skirt to swing in wide circles, nipped in waist, rayon lined. Longer skirt has TALON zipper. Sizes 10, 12, 14, 16. Please state size. Shipping weight 3 pounds.

♦17 L 5754—Jade bright green \$22.50
 ♦17 L 5755—Medium blue 22.50
 ♦17 L 5756—Navy blue 22.50
 ♦17 L 5757—Black 22.50

D THE NEW CAPE-COLLAR SUIT will swirl itself right to your heart. Fine textured all wool crepe. Dramatic short jacket with tiny waist, rounded cut away front, rayon lined. Swinging new look skirt has TALON zipper closing. Sizes 10, 12, 14, 16. Please state size. Shipping weight 3 pounds.

♦17 L 5750—Jade bright green \$22.50
 ♦17 L 5751—Medium gray 22.50
 ♦17 L 5752—Bright red 22.50
 ♦17 L 5753—Navy blue 22.50

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. For Sears Easy Terms, see inside back cover.

Size Scale for Misses' Suits

Order size	10	12	14	16	18	20
If hips are	34	35	36½	38	40½	41½
If waist is	24	25½	27	28½	30	32
If bust is	31	32½	34	35½	37	38½
Skirt length below hand at center back	29½	29½	29½	30	30	30½

SWIRLING SKIRTS in new longer lengths

Huge purchase makes possible Tremendous Bargains!

Blue Jeans

SPECIALLY CUT FOR
THE FEMINE FIGURE

\$1.98
A PAIR



COVERT



DENIM



DRILL



TWILL

- ★ Sturdy Sanforized cottons.. long wearing and washable
- ★ Shiny copper riveted and stitched with bright orange thread
- ★ Comfortable side opening style . . four big patch pockets
- ★ And, at Sears low price—A GRAND VALUE

Blue Jeans . . . the casual style, sturdy Sanforized washability (won't shrink over 1%) that have made *Blue Jeans* so popular, plus special styling for the feminine figure. That means no bunching at the waist, no binding at the hips. Wear them to work or to school, at home or in the garden. Side opening at left side fastens with buttons. Two front and two hip patch pockets. Belt loops. Strongly stitched and copper riveted. At Sears low price, a Big, Big Bargain. Belts not included.

Waist sizes 22, 24, 26, 28, 30, 32 and 34 inches in one average length. *Please state waist size and give catalog number of fabric.* Choice of four Sanforized cottons. Shipping weight each 1 pound 9 ounces.

41 K 5—Dark blue denim.

41 K 1—Medium blue herringbone drill

41 K 2—Medium blue twill

41 K 3—Medium blue covert \$1.98

Smart new Shirts

Colorful Ploids. Man-styled to Hercules exacting specifications of one of the finest cotton flannels we've ever seen. Sanforized (won't shrink over 1%), sunfast and washfast. Action-back yoke, sports collar, chest pocket. Long sleeves with 2-button adjustable cuffs. Long shirt tail. *Please state bust size 30, 32, 34, 36, 38, 40, 42 and 44 inches.* Shipping weight each 12 ounces.

41 K 9036A—Red and black

41 K 9037A—Green and black \$2.79

Chambray Shirt. Same style as above in Sanforized washable cotton chambray. *Sizes above. State size. Shpg. wt. 12 oz.*

41 K 9020A—Blue chambray \$1.49

SIZES 6 TO 18

SEE OUR LOW PRICED
TEE SHIRTS ON PAGE 107

YIPPEE!

Cowboy-style
Blue denim
**SADDLE
PANTS**

- copper riveted
- orange stitched



8-oz. denim—Western style \$1.95

- Sears famous sunfast—Sanforized 8 oz. blue denim
- Copper riveted in front; narrow thread bar-tacked back
- Narrow legs, 3-in. turn-up
- 5 pockets; yoke back



They have that slick-fitting, Western look young Americans want! Copper riveted in front; thread bar-tacked in back; double stitched with strong orange thread. 2 front swing pockets of heavy drill; 2 back patch pockets; watch pocket. Snap fastener waist. Western-style yoke back. Rustproof buttons riveted on to stay. Sanforized, fabric shrinkage 1%. Wash separately.

State size 6, 8, 10, 12, 14, 16. See Chart A at right, below. Shipping weight 1 lb. 7 oz. Belt not included. 50 t 9140—Deep tone blue Saddle Pants \$1.95



Sears sunfast-Sanforized 8-oz. blue denim

Gabardine Outfit

Full-cut Bib Overalls \$1.88

- Full size bib compartment
- Special full-cut, roomy sizes
- 4 pockets (2 front swing type)

Save your boy's dress-up clothes . . . let these super-tough bib overalls take the hard knocks. Same heavy quality, same strong construction as men's. Sunfast—Sanforized, fabric won't shrink over 1%. Bib compartment has watch pocket, pencil slot and utility pocket. 2 front, 2 back pockets. Rustproof riveted buttons. Double stitched Bar-tacked. Sears full cut sizes allow greater crotch-to-shoulder length. Wash separately.

State size 6, 8, 10, 12, 14, 16. See chart B. Shpg. wt. 1 lb. 10 oz. 50 t 9119 \$1.88

Copper riveted Jeans \$1.77

- Copper riveted strain points
- Double-needle orange stitching
- 5 handy pockets (2 swing type)

Our best sellers! Extra heavy for extra wear. Sunfast—Sanforized, fabric won't shrink over 1%. All points of strain reinforced with tough copper rivets or heavy thread bar-tacks. Western-style front swing pockets; 2 back patch pockets; watch pocket. Rustproof buttons riveted on. Comfortable yoke back. Well turned double stitched seams—no raw edges. Wash separately. Belt not included. Order 2 pairs—then you'll have a spare.

State size 6, 8, 10, 12, 14, 16. See chart B. Shpg. wt. 1 lb. 6 oz. 50 t 9120 \$1.77

Shirt \$1.98 Pants \$2.69

- Washfast—Sanforized for fit
- Buy shirt and pants as outfit

Army-type cotton gabardine twill in washfast tan color. Sanforized, fabric won't shrink over 1%. Comfortable shirt in 6-oz. cloth has dress collar, 2 handy pockets. Pants in heavier 8.2-oz. fabric; 5 pockets. Easy-to-alter outlet seam in back. Double stitched; bar-tack reinforcements at strain points.

State size 8, 10, 12, 14, 16, 18. See size charts on opposite page. Belt not included. 40 t 307M—Shirt. Shipping weight 14 ounces. \$1.98 40 t 507M—Pants. Shipping weight 1 pound 8 ounces. \$2.69

CHART A—HOW TO ORDER SADDLE PANTS

(50L9140) Measure waist around body over trousers without belt. Extra long inseam lengths allow for cowboy style turn-up. Order nearest size.

SIZE	6	8	10	12	14	16
Waist, inches	23½	24½	25½	26½	27½	28½
Actual inseam, inches	21½	24½	27	29½	32	34

CHART B—HOW TO ORDER BLUE DENIMS

(50L9119 and 50L9120) Measure waist over trousers without belt. Measure leg inseam from crotch to heel. Order nearest size from chart below.

SIZE	6	8	10	12	14	16
Waist, inches	23½	24½	25½	26½	27½	28½
Inseam, inches	19	22	24	27	29	30

GRADE SCHOOL CROWD

SIZES 7 TO 14

COOL-OFF COTTONS look pretty . . play-hard Playsuits
and a smart Jumper in gay prints and plain . . some have snug-hug
elastic shirred waistbands . . all washable . . all Sears low priced

SEARS VALUE
Sanforized Chambray
1-Piece Playsuit
\$1.89

- Rich-looking multicolor stripes
 - Neat adjustable shoulder straps
 - Plenty of spicy red ric-rac trimming
 - Shorts deeply pleated for action
 - Has sleek-fitting, set-in waistband
- This playsuit has everything, including a Sears easy-to-buy low price. The sturdy fabric is crisp, Sanforized chambray (max. fabric shrinkage 1%), in a gay, multicolor stripe. The stripes are wisely used to show off its good lines. Cute bow sash in back. Washable. *Sizes 7, 8, 10, 12, 14. Please state size.* Shipping weight 14 ounces.
98 L 5534—Yellow and green stripes
Each.....\$1.89

\$2.49**Midriff Set**

A Midriff two-piecer in a colorful cotton print. Fashionable big bertha collar, trimmed with ric-rac and snowy white eyelet embroidery. Elastic shirring hugs full-gathered skirt to waistline. Buttons down back. Washable. A wonderful value. *Sizes 7, 8, 10, 12, 14. Please state size.* Shpg. wt. 1 lb.
98 L 5537—Yellow print
98 L 5538—Rose pink print
98 L 5539—Blue print
Each, set.....\$2.49

\$1.98**2-Pc. Playsuit**

B Bra and short print playsuit is made for cool comfort as well as flattery. Bra has wonderful elastic shirring on top and bottom for snug fit. Can be worn with or without the neck ties. Shorts have elastic shirred waistband. Washable cotton, wears beautifully. *Sizes 7, 8, 10, 12, 14. Please state size.* Shpg. wt. 14 oz.
98 L 5535—Yellow print
98 L 5536—Blue print
2-piece playsuit....\$1.98

\$2.98**2-Pc. Playsuit**

C Sanforized chambray classic two-piecer (max. fabric shrink. 1%). Trim, all-in-one playsuit has notched collar, patch pocket, button front to below waistline. Shorts are front-pleated for action. Full gathered skirt with wide elastic-shirred waistband. Washable. A grand buy. *Sizes 7, 8, 10, 12, 14. State size.* Shpg. wt. 1 lb. 2 oz.
98 L 5540—Medium blue
98 L 5541—Light green
2-piece playsuit....\$2.98

\$2.29**Cotton Jumper**

D Cotton poplin jumper will team beautifully with blouses and polo-shirts. Deep V-neckline, smart cap sleeves edged with gay contrasting looped braid. More braid on full-gathered dirndl skirt, 2 patch pockets. Washable. (Blouse sold on page 61.) *Sizes 7, 8, 10, 12, 14. State size.* Shpg. wt. 6 oz.
98 L 5452—Medium blue
98 L 5453—Pink
98 L 5454—Light green
Each.....\$2.29

Size Scale for Sizes 7 to 14

Order size.....	7	8	10	12	14
If chest is.....	26	27	29	30½	32 in.
If waist is.....	23	23½	24½	25½	26½ in.
If hips are.....	27½	28½	31	33	35 in.
Slack length.....	31	32½	35½	37	38½ in.
(incl. waistband)					

Sears Easy Terms Are Available

Time to select your daughter's summer wardrobe. Add all her new things to your Easy Terms order... available on amount of \$10.00 or more. Once you have an open account on our books, you'll find it a real convenience. As you need new things, add them to your present account. See inside back cover of this catalog for complete details.



A \$2.29

B \$1.98 \$1.79
Pedal Jeans Shirt

C \$2.29

D \$1.98

E \$2.98
Suit

F \$1.69

G \$1.39

"BLU SURF SPORT DENIM" . . a famous Joshua L. Bailey fabric
 . . Sanforized (maximum fabric shrinkage 1%) . . extra
 sturdy, made into a sun-fun wardrobe for sizes 7 to 14

A RIC-RAC PLAYSUIT, is smartly cuffed, neatly nipped at waist by a set-in band. Back-buttoning, darts for good line, good fit. 2 patch pockets, built up bib top, sun back. Full cut for action, well stitched for wear. Wash separately. *Sizes 7, 8, 10, 12, 14; scale on opposite page. Please state size. Shpg. weight 1 pound.*
 98 L 5532—Light blue. \$2.29
 98 L 5533—Barn red. . . 2.29

B PEDAL JEANS with colorful "boy-meets-girl" printing on pockets. Red-button side placket. Wash separately. *Sizes 7, 8, 10, 12, 14; scale, opposite page. State size. Shpg. wt. 8 oz.*
 98 L 5318—Light blue. \$1.98
 98 L 5319—Barn red. . . 1.98
Woven Cotton Gingham check shirt. Washable. Sizes above. State size. Shpg. wt. 8 oz.
 98 L 5780—Blue, white. \$1.79
 98 L 5781—Red, white. . 1.79

C BUILT-UP OVERALLS you wear with or without shirt, has easy-adjusting suspenders, button back closing. Nicely fitted with pointy set-in waistband, tucked back for smooth fit. Two patch pockets. Wash separately. Sturdy-stitched for long wear. *Sizes 7, 8, 10, 12, 14; scale, opposite page. State size. Shpg. wt. 13 oz.*
 98 L 5205—Lt. blue. . . \$2.29
 98 L 5206—Barn red. . . 2.29

D BRONCO-BUSTERS, newest thing in dungaree slacks, have colorful printing of the "Wild West" all over front. Red buttons at side, red stitching finish, handy back patch pocket. They are cut for action, made for hard wear. Wash separately. (Shirt sold on page 66.) *Sizes 7, 8, 10, 12, 14; see size scale, opposite page. State size. Shipping weight 11 ounces.*
 98 L 5332—Navy blue. . . \$1.98

F RED-STITCHED CUFF SHORTS take tailoring touches from the boys'. Waistband loops, 2 pockets, button placket. Wash separately. (For Polo shirt, see page 66. For belt, see page 252.) *Sizes 7, 8, 10, 12, 14, scale, opposite page. State size. Shpg. wt. 6 oz.*
 98 L 5626—Light blue. . . \$1.69
 98 L 5627—Barn red. . . 1.69

E SUPER SLACK SUIT has a classic tailored shirt of striped chambray. Teamed with slacks of sturdy denim, front-pleated, side buttoned, with pocket in back. Wash separately. *Sizes 7, 8, 10, 12, 14; size scale, opposite page. State size. Shpg. wt. 1 lb. 4 oz.*
 98 L 5408—Light blue slacks, multi-stripped shirt. . . \$2.98
 98 L 5409—Barn red slacks, multi-stripped shirt. . . \$2.98

G ACTION-CUT SHORTS with stitched-to-stay pleats in front. Side-button placket-closing, darts in back for smooth fit. Wash separately. Wonderful with all your shirts and halters. *Sizes 7, 8, 10, 12, 14; size scale, opposite page. State size. Shpg. wt. 6 oz.*
 98 L 5624—Light blue. . . \$1.39
 98 L 5625—Barn red. . . 1.39

PCBKMN 59 . . GIRLS' WEAR

SIZES 10 TO 16

FOR THE HIGH SCHOOL CROWD

Sears has a
reputation for knowing
the kind of fashions
Teens like to wear



Teens love to dance in pleats \$7.98

Swingy sunburst dress, pretty when you walk, heavenly when you dance. Sweet high neck with embroidered motif; leather-like belt to make your waistline slender. Just the dress for dating. Zipper. Spun rayon; dry clean. *Sizes* 10, 12, 14, 16; see page 1363. *State size.* Shpg. wt. 12 oz.
 ♦77 K 2730—Rose pink ♦77 K 2731—Med. blue
 ♦77 K 2732—Kelly green Each.....\$7.98



It's a date . . and you want to look smooth and dreamy . .

Sears has the kind of dresses that turn Teens into glamour-queens . .
at prices that are unbelievably modest for such out-of-this-world smartness

\$5.98

COKE-DATER in two colors. Wide leather-like belt. Gored skirt. Spun rayon dress; dry clean. *Sizes* 10, 12, 14, 16; see page 1363. *Please state size.* Shipping weight 12 ounces.
 ♦77 K 2727—Rose pink and navy blue. . . \$5.98
 ♦77 K 2728—Medium blue and navy blue . . . \$5.98
 ♦77 K 2729—Aqua green and navy blue. . . \$5.98

\$5.98

GLITTER DRESS for a glamour girl, with gold color metal nailheads at neckline; gold color metal belt buckle. Collar ties in back. Spun rayon; dry clean. *Sizes* 10, 12, 14, 16; see page 1363. *Please state size.* Shpg. wt. 12 oz.
 ♦77 K 2724—Kelly green
 ♦77 K 2725—Royal blue
 ♦77 K 2726—Bright red
 Each.....\$5.98

\$5.98

PLAID CUTIE, 50% wool, 50% rayon. White collar detachable for washing; push-up sleeves, silver color metal buttons down the front. Wide leather-like belt. Full skirt; dry clean. *Sizes* 10, 12, 14, 16; see page 1363. *State size.* Shpg. wt. 12 oz.
 ♦77 K 2718—Red plaid
 ♦77 K 2719—Brown and green plaid. . Each \$5.98

\$4.98

STRIPED SWEETIE to make you look slim and willowy. Definitely a dress to dazzle your date. Back of skirt has diagonal stripes too. Spun rayon; dry clean. *Sizes* 10, 12, 14, 16; see page 1363. *Please state size.* Shipping weight 12 oz.
 ♦77 K 2720—Navy blue and coral rose. . . \$4.98
 ♦77 K 2721—Navy blue and aqua green. . . \$4.98

Numbers marked ♦ shipped from Chicago, Philadelphia, Kansas City or Atlanta, whichever is nearer. Order, pay postage from Sears nearest mail order house.



HONEYMOON
THE RIGHT WAY
TO SAY
CHILDREN'S
WEAR

C

D

E

F

G

SEE PAGE 5 GIRLS' WEAR

MISSSES'

Sizes 12 to 20

D
\$4.84F
\$2.94

A \$3.34

B \$3.44

C \$4.14

E
\$3.34

Kerrybrooke
THE RIGHT WAY
TO SAY
FASHIONS

THE GIBSON GIRL was a famous charmer . .

you'll be one, too, in a Kerrybrooke a la Gibson Girl

A GIBSON GIRL SHIRTWAIST has a big fluffy bow of black rayon chiffon. White rayon crepe with unusually deep points on collar. Yoke front with gathers. It's a gem at this Sears low price. Hand washable (remove bow). Sizes 12, 14, 16, 18; size scale on page 193. Please state size. Shipping weight 10 ounces.

¶7 L 1872—White \$3.34

B WOVEN RAYON TAFFETA right out of a Gibson Girl drawing with its rustle, its tiny checks, its puffy ruffled sleeves and narrow black bows. At a price that'll make you hurry to get it. Dry clean. Sizes 12, 14, 16, 18; size scale on page 193. Please state size. Shipping weight 10 ounces.

¶7 L 1875—Red and white checks . . \$3.44

¶7 L 1876—Black and white checks 3.44

C DEEP ROUND YOKE follows the flattering line of the bertha that the Gibson Girl wore. Rayon crepe with wide tucks and scalloped stitching from shoulder to shoulder in front. Pointed collar with black ribbon bow. Buttons in back. Hand wash. Sizes 12, 14, 16, 18, 20; scale, page 193. Shpg. wt. 10 oz.

¶7 L 1877—White. State size . . . \$4.14

¶7 L 1878—Pink. State size . . . \$4.14

D BIG SLEEVES, BIG BOW for the 1948 Gibson Girl. Especially fine rayon with deep rounded collar, detachable bow of black rayon. Full sleeves, buttoned cuffs. Self covered shoulder pads. Hand wash (remove bow). Sizes 12, 14, 16, 18, 20; scale, page 193. State size. Shpg. wt. 13 oz.

¶7 L 1880—Pink with black bow \$4.84

¶7 L 1881—White with black bow 4.84

E POINTED BERTHA effect is adapted from a charming Gibson Girl fashion. The cotton lace looks like Irish crochet, but Sears price is down to earth. Rayon crepe blouse has round neckline and small bow. Buttons in back. Hand wash. Sizes 12, 14, 16, 18; scale page 193. Shpg. wt. 9 oz.

¶7 L 1882—White. State size . . . \$3.34

¶7 L 1883—Pink. State size . . . 3.34

F MULTICOLOR STRIPES will go with everything. Lovely shades . . aqua blue, and white . . combine in the stunning pattern. Excellent rayon crepe. Cap sleeves, deep shirring at shoulders, bow tie. Hand wash. Sizes 12, 14, 16, 18, 20; see size scale on page 193. Please state size. Shipping weight 8 ounces.

¶7 L 1879—Multicolor stripes \$2.94

BLOUSES PRICED FOR THRIFT

and completely charming with spring skirts

190 . . SEARS, ROEBUCK AND CO. SALL

Catalog numbers marked ¶ are shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house

MISSSES' SIZES



A
\$6.94

B \$6.94

Kerrybrooke
THE RIGHT WAY
TO SAY
FASHIONS

C \$6.34

D \$4.94 \$4.64
Wool Rayon

EVERYTHING IS NEWS in these stunning Kerrybrooke costume skirts

Hiplines, waistlines, hemlines so new you'll want them all

A THREE-TONE PLAID WITH UNPRESSED PLEATS made in one of the new lightweight woolens that drapes with soft flattery. Unpressed pleats across the front give the smart hipline interest so important now in costume skirts. Zipper side placket and taped hem. An outstanding Kerrybrooke fashion in quality and good looks. Dry clean. Sizes 10, 12, 14, 16, 18. Please state size. Shipping weight 1 lb. 4 oz.
07 D 2875—Brown, aqua blue and beige plaid... \$6.94
07 D 2876—Navy blue, red and white plaid... 6.94

C HEMLINE TUCKS ON DRESSY BLACK, a skirt with new interest from waist to hem. Made of Romaine-type rayon crepe, a heavy sheer that drapes softly. Unpressed pleats on each side start at front and continue around the sides. Zipper placket and neatly taped two-inch hem. Add one of our lovely new dressy Kerrybrooke blouses and you're ready for a special date. Dry clean. Sizes 12, 14, 16, 18. Please state size. Shipping weight 1 pound 7 ounces.
07 D 2880—Black... \$6.34

E THE WASP WAIST WITH BONED GIRDLE and a skirt so wide it seems to spin even when you stand still. Rayon faille gives it crispness. The diamond shaped girdle rises high in front, a single bone underneath to hold it there. This, with the great fullness of the skirt, gives you a wasp-waisted look. Add a Kerrybrooke blouse and wear it everywhere. Zipper at center back. Dry clean. Sizes 10, 12, 14, 16, 18. Please state size. Shipping weight 1 lb. 5 oz.
07 D 2874—Black... \$6.94

B THE CUMMERBUND SKIRT in lightweight all wool flannel with the wide draped girdle you've admired in the fashion magazines. Cummerbund is shirred at left side only, so you can pull it high or crush it low as you please. Four gores give a graceful swing. Side placket zips to top of shirring. Taped hem. Dry clean. Sizes 12, 14, 16, 18. Please state size. Shipping weight 1 pound 5 ounces.
07 D 2877—Menswear gray 07 D 2879—Spice brown
07 D 2878—Black Each... \$6.94

D SLIM WITH SCALLOPED TIERS, so wearable we've had it made in two fabrics. Scalloped tiers in front with a deep slit at center hemline. Hipline darts at back for fit. Zipper placket, two-inch taped hem. Dry clean. Sizes 12, 14, 16, 18, 20. State size. In All Wool Flannel. Shipping weight 1 lb. 3 oz.
07 D 2881—Light gray 07 D 2883—Black
07 D 2882—Dark brown Each... \$4.94
Firm Black Rayon. Shipping weight 1 pound 3 ounces.
07 D 2884—Black... \$4.64

Sears Measurements for Misses' Skirts . . . Order the same size whether you buy one of our low priced skirts or our best quality . . . check your measurements below.

Order size	10	12	14	16	18	20
If hips are	34	35	36½	38	39½	41 in.
If waist is	24	25½	27	28½	30	32 in.
Length (below band)	29½	30	30	30	30½	30½

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JUNIORS' SIZES



\$12.98

DRESS AND BOLERO . . rayon faille

two smart outfits for the price of one

For very special dates . . an adorable dress with a big 110-inch skirt and a little nipped waist accented by a gold-color belt. For afternoons and street wear . . a wonderful bolero ensemble. Scallops all around the bolero and the neckline of the dress. 1-inch taped skirt hem. Rayon faille; dry clean. *Sizes 9, 11, 13, 15, 17; scale, page 189. State size. Shpg. wt. 1 lb. 12 oz.* 031 D 8000—Black 031 D 8001—Dark green 031 D 8002—Turquoise blue Each . . . \$12.98



\$12.98

REAL ERMINE TAILS on rayon moire

. . regal elegance for sophisticates

A dress that makes you feel decidedly glamorous . . one you'll always remember. Big 115-inch skirt . . slim, smooth-fitting waist . . pretty neckline set off by genuine white ermine tails with black tips. Crisp, handsomely self-patterned rayon moire with the fine details and tailoring described below. One-inch taped skirt hem. Dry clean. *Sizes 9, 11, 13, 15, 17; size scale, page 189. State size. Shpg. wt. 1 lb. 8 oz.* 031 D 8003—Black with ermine tails. . . \$12.98 031 D 8004—Dark brown with ermine tails. 12.98



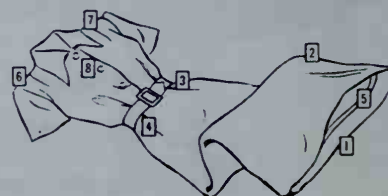
\$13.98

TWINKLING SEQUINS and the new back-swept silhouette . . rayon crepe

A dress of great charm, skillfully designed to flatter you from every angle. Turquoise and gold-color sequins sparkle on the front. The scalloped peplum dips and flares to give you one of the most exciting new silhouettes in many seasons. Expensive looking mossy-textured rayon crepe. Back bow-tie belt and zipper closing. Dry clean. *Sizes 9, 11, 13, 15, 17; scale, page 189. State size. Shpg. wt. 1 lb. 8 oz.* 031 D 8005—Black with sequins. . . \$13.98 031 D 8006—Dark brown with sequins. . . 13.98

THE 6 KERRYBROOKES

shown on these 2 pages are expertly cut and tailored, carefully and evenly stitched, MADE BETTER 8 WAYS.



**JUNIORS' SIZES
9 TO 15**

Kerrybrooke

FASHIONS



A casual cordigan suit
with its own smart cape
that ties on . . . or slips off

\$21.50 cash
\$2 50 down, \$5 monthly

STUNNING TWO-WAY SUIT

Caped or capeless . . . it flatters

A dream of a suit that leads a double life . . . the cape with its softly rolled collar makes it headline news . . . and it's only tied on. Whip it off and you have a cardigan suit. Makes Juniors look glamorous because it's new and smart. Expertly tailored in all wool crepe. Novelty buttons down the front and at the hips. The jacket is tucked at the waist to make it curvy . . . has a good quality rayon lining. The longer flared skirt has a side zipper. *Sizes 9, 11, 13, 15. See size scale on page 179. Please state size.* Shipping weight 3 pounds 2 ounces.

017 D 5120—Medium gray	\$21.50
017 D 5121—Emerald green	21.50
017 D 5122—Black	21.50

ALL WOOL CREPE . . has worsted warp for quality . .
curves and flares worth a whistle . . prices are low

\$19.50

THE TIERED HIPLINE makes your waist look small . . . shows that you know what's smart for Juniors. The pert shorter jacket is the perfect partner for the longer flared skirt. Softly rolled collar with small lapels; four attractive buttons. Tucks at the waist make the jacket fit as neat as a glove. Good quality rayon lining. Rippling skirt has a side zipper. *Sizes 9, 11, 13, 15. See size scale on page 179. Please state size.* Shipping weight 3 pounds.

017 D 5124—Medium blue	\$19.50
017 D 5125—Medium gray	19.50
017 D 5126—Cocoa brown	19.50

\$18.50

THE EMBROIDERED SUIT has shiny black jet-like buttons set in two's all the way down to give it a date-time sparkle. Whittled waistline sets off a Junior's figure. Especially pretty in this soft draping all wool crepe that curves and flares in the new lines. Neat club collar is embroidered with black rayon braid. Good quality rayon lining. Longer swingy skirt, side zipper. *Sizes 9, 11, 13, 15. See size scale on page 179. State size.* Shpg. wt. 3 lbs.

017 D 5128—Medium gray	\$18.50
017 D 5129—Emerald green	18.50
017 D 5130—All black	18.50

Important Customer Information

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FOR JUNIORS
AND MISSES

\$10.98
Juniors'
Sizes only

NEW BUSTLE BACK SUIT

in our best rayon faille

Simply wonderful, any way you look at it. Straight, slim front . . . rippling, bustle back . . . marvelous profile. One-piece skirt, seamed and zipped in back, smooth as can be over the hips. Unlined jacket with back-dipping peplum, gold-color metal buttons. Dry clean. *Juniors' sizes 9, 11, 13, 15; see size chart, page 130. Please state correct size. Shpg. wt. 1 lb. 12 oz.*

031 E 8200—Black \$10.98
031 E 8201—Taupe gray 10.98
031 E 8202—Dark brown 10.98



\$11.98



\$10.98



THE "BACK LOOK" IS THE NEWEST LOOK, dramatic and different . . . accented with lace and scallops . . . both dresses in our best rayon romaine crepe

New butterfly peplum to inspire a backward glance . . . flattering front yoke of fine matching lace, lined in flesh color nylon. Moderately full 4-gore skirt. All around peplum, softly draped in front. Zipper down back. Dry clean. *Juniors' sizes 9, 11, 13, 15, 17; see size chart page 130. Also misses' sizes 10, 12, 14, 16, 18; see size chart on page 130. State size. Shpg. wt. 1 lb. 8 oz.*
031 E 8203—Black 031 E 8204—Dusty pink
031 E 8205—Aqua blue Each \$11.98

New backswept skirt with pointed back yoke and rippling fullness . . . graceful and sophisticated. Triple tiered scalloped collar; slim skirt front with softly draped peg top. Zipper down the back; fabric belt. Dry clean. *Juniors' sizes 9, 11, 13, 15, 17; see size chart on page 130. Also misses' sizes 10, 12, 14, 16, 18; see size chart on page 131. Please state correct size. Shpg. wt. 1 lb. 8 oz.*
031 E 8206—Black 031 E 8207—Medium gray
031 E 8208—Navy blue Each \$10.98

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THE 6 KERRYBROOKES

shown on these 2 pages are expertly cut and tailored, carefully and evenly stitched, **MADE BETTER 8 WAYS**





\$12.98
Rayon crepe
\$10.98
Rayon sheer

\$13.49
Rayon crepe
\$11.49
Rayon sheer
Misses' sizes only

\$10.49

EXTRA FINE QUALITY RAYON CREPE . . that looks and feels and drapes like expensive silk . . same styles and prints in easy-to-wash sheer rayon crepe

New backswept skirt, draped peplum . . flattering from every angle. Beautiful pink and white flower print on dark backgrounds. *Misses' sizes* 10, 12, 14, 16, 18, 20; also *Juniors' sizes* 9, 11, 13, 15, 17. Check measurements with size charts on pages 142 and 143. *State correct size.* Shpg. wt. 1 lb. 8 oz.

In extra fine quality rayon crepe . . dry clean
031E9139-Black 031E9140-Navy blue
031E9141-Dark brown Each \$12.98
In cool rayon sheer crepe . . hand wash separately
031E9142-Black 031E9143-Navy blue
031E9144-Dark brown Each \$10.98

The new square neckline, softly draped . . full skirt in front and back. Bright multicolor bouquet print on dark or medium grounds. A dress that's equal to the most special occasions. Patent-like plastic belt. *Misses' sizes* 12, 14, 16, 18, 20; see size chart, page 143. *State size.* Shpg. wt. 1 lb. 8 oz.

In extra fine quality rayon crepe . . dry clean
031E9133-Black 031E9134-Turquoise blue
031E9135-Medium brown Each \$13.49
In cool rayon sheer crepe . . hand wash separately
031E9136-Navy blue 031E9137-Medium green
031E9138-Medium gray Each \$11.49

CRISP RAYON TAFFETA expertly tailored the Kerrybrooke way

Two-piece outfit in sophisticated black with white plaid . . wonderfully flattering, extremely versatile. The front flaring peplum fits smoothly in back. The 6-gore skirt is beautifully cut, looks smart with other blouses. Sparkling gold-color metal buttons down the jacket front and on the cuff pockets. Black patent-like plastic belt. Fine quality rayon taffeta; dry clean. *Misses' sizes* 10, 12, 14, 16, 18, 20; also *Juniors' sizes* 9, 11, 13, 15, 17. See size charts on pages 142 and 143. Please check your measurements (see page 123). *State your correct size.* Shpg. wt. 1 lb. 12 oz.
031E9145-Black and white plaid taffeta top, plain black taffeta skirt. \$10.49

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Kerrybrooke

THE SURE WAY
TO BUY

FASHIONS

1. 2-inch skirt hems
2. 1/8-in. side seams
3. Zipper plackets
4. Reinforced belts
5. Hems are carefully blind stitched, seams are pinked
6. Waist, shoulders, yokes are taped or double stitched
7. Good shoulder pads . . neatly tacked, easy to detach
8. Buttonholes are closely stitched, evenly spaced

JUNIORS' SIZES

**BEAUTIFUL RAYON CREPE**

finely ribbed, silk-like texture
.. same style in rayon alpaca

\$14.98 \$12.98

Our best rayon crepe Rayon Alpaca

Two-piece and terrific... taffeta-lined peplum, tab collar with handsome gold-color ornament. Dry clean. Sizes 9, 11, 13, 15, 17; see size scale, page 189. Please state size. Shipping weight 1 pound 12 ounces.

In our most beautiful rayon crepe

031 D 8015—Black..... \$14.98
031 D 8016—Purple wine..... 14.98
031 D 8017—Deep blue..... 14.98

In our best quality rayon alpaca

031 D 8018—Black..... \$12.98
031 D 8019—Sapphire blue... 12.98
031 D 8020—Cocoa brown... 12.98

**THE PETTICOAT DRESS**

is flirtatious and romantic
in rustling rayon taffeta

\$11.98

Smooth princess silhouette with a 120-inch sweep of skirt accented by a bright woven plaid ruffle of rayon taffeta. Fabric binding at the neckline ties in a bow to match the band around the skirt. Zipper down back. Dry clean. Sizes 9, 11, 13, 15. Please state size. Shpg. wt. 1 lb. 8 oz.
031 D 8021—Black..... \$11.98
031 D 8022—Dark brown..... 11.98

Catalog numbers beginning with "O" are shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. You can order anything in this catalog on Sears Easy Terms. See inside back cover.

Please check your measurements with the size scale on page 189. The same size will fit you whether you buy a low priced dress or our best quality.

**IMPORTANT LITTLE SUIT**

that's always on the go..
crisp black rayon faille

\$13.98

Brief fitted jacket... 8-gore, 92-inch skirt... a suit that knows no season, looks smart with a blouse or without. The scallops go all around the cape collar and the bottom of the jacket. Plastic and gold-color metal buttons. Unlined jacket. Dry clean. Sizes 9, 11, 13, 15, 17; scale, page 189. State size. Shpg. wt. 1 lb. 12 oz.
031 D 8025—Black..... \$13.98

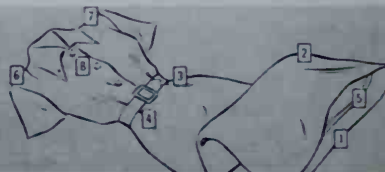
**SWISHY RAYON TAFFETA**

in black with silvery-white
checks... 100-inch bias skirt

\$8.98

You'll love the slimness of the waist, the sweep of the skirt, the rustle of the tissue-crisp taffeta. Rhinestone and jet like buttons. Smooth fitting midriff of black taffeta. 1 inch taped hem. Dry clean. Sizes 9, 11, 13, 15, 17; size scale, page 189. State size. Shpg. wt. 1 lb. 8 oz.
031 D 8027—Black rayon taffeta with silvery-white checks..... \$8.98

THE 8 KERRYBROOKES
shown on these pages are
expertly cut and tailored..
carefully, evenly stitched,
MADE BETTER 8 WAYS





A Polka Dot Poplin
with peplum

Cotton with a new fall look. Fine poplin with a collar that gives the new rounded shoulders, divided front peplum, white piping, contrasting bow and buttons. Buttons to waist in back. Artificial leather belt. Skirt flares with a swirly look. Wash separately. Sizes 9, 11, 13, 15; scale, opposite page. State size. Shpg. wt. 1 lb. 3 oz.
027 D 7030—Navy blue and white. \$4.84
027 D 7031—Red and white. 4.84

B Two-piece Gingham
ballerina suit

A ballerina flare in the stunning woven plaid gingham skirt topped by a ballerina jacket in solid color cotton trimmed with plaid. Its waist nips in, its peplum ripples. Plaid-covered buttons. Washable. Sizes 9, 11, 13, 15; size scale on opposite page. State size. Shpg. wt. 1 lb. 5 oz.
027 D 7028—Blue plaid with blue. \$5.84
027 D 7029—Yellow plaid with black. \$5.84

C Sanforized Chambray
shirtwaist dress

The long sleeves are news, the matching stripes and solid combination is news. . . quality is typically Kerrybrooke. Sanforized chambray (won't shrink more than 1%). Gold color buttons, wide artificial leather belt, zipper placket at side. Washable. Sizes 9, 11, 13, 15; scale, opposite page. State size. Shpg. wt. 1 lb. 6 oz.
027 D 7020—Light navy blue
027 D 7021—Light brown
Each. \$5.54

D Woven Rainbow Plaid Gingham
with flirty ruffles

Ruffled hipline with white cotton embroidery at sleeves. Skirt gathered all around. Buttons in back. Washable. Sizes 9, 11, 13, 15; scale, opposite page. Shpg. wt. 1 lb. 2 oz.
027 D 7025—Rainbow plaid. State size \$5.54

E Bright Navy on a curve with
whirling red petticoat frill

Flashing red cotton print accents the new look in navy cotton with linen like finish. Buttons in back. Wash separately. Sizes 9, 11, 13, 15; scale, opposite page. State size. Shpg. wt. 1 lb.
027 D 7022—Bright navy blue with red. \$5.84

D
\$5.54



E
\$5.84

Catalog numbers beginning with "0" are shipped from Kansas City or Philadelphia. Order and pay postage from your nearest Sears mail order house.

FOR
JUNIORS

JUNIOR COTTONS SPARKED WITH EXCITEMENT... gay run styles...

Kerrybrooke quality in fine fabrics... all wonderfully tubbable

A SANFORIZED WITH DOUBLE PEPLUM that flounces all around the jacket of this colorfully striped two-piecer. It's made of washable woven chambray that won't shrink more than 1%. Peter Pan collar, turn-back cuffs, double tie-back sash, deep horizontally striped yoke make a big-hit combination of softness and sophistication. Gored skirt, zip placket. *Sizes 9, 11, 13, 15. See size chart on opposite page. Please state size.* Shipping weight 1 lb. 3 oz.
027E7042—Brown background... \$5.84
027E7043—Blue background... 5.84

B SWISS MISS DREAM DRESS of Sanforized broadcloth (max. fab. shrink. 1%) makes you look as pretty as an old fashioned portrait. Blouse effect of white dotted swiss, embroidery trim. Self lacing criss-crosses through white plastic eyelets to waist. Skirt gathered all around. No tuck-in problem; it's one-piece. And so low-priced, too! Washable. *Sizes 9, 11, 13, 15. Size chart, opposite page. State size.* Shpg. wt. 1 lb. 2 oz.
027 E 7047—Yellow... \$3.94
027 E 7048—Blue... 3.94
027 E 7049—Pink... 3.94

C SANFORIZED WOVEN SEER-SUCKER SUIT has lots of attention-winning details yet needs very little attention from you to keep it neat. Washes beautifully, needs no ironing. Jacket has 2 smart slits at waist in front; ties snugly in back, showing up inverted box pleat. Jaunty cap sleeves are slit to shoulder. Gored skirt, snap placket. Washable; maximum fab. shrink. 1%. *Sizes 9, 11, 13, 15, 17. Size chart on opposite page. Please state size.* Shpg. wt. 1 lb. 5 oz.
027 E 7044—Brown... \$5.46
027 E 7045—Aqua green... 5.46

D
Saucy
Back Talk
in a dress up
cotton
\$5.77

D SAUCY BACK TALK in broadcloth and plaid gingham makes this the junior dress sensation of the year. They'll say that YOU are something special, too, when you show off its breathtaking ruffles, its deep-necked gingham bodice, its big tie-back sash, its softly gathered broadcloth skirt. Washable. *Sizes 9, 11, 13, 15. Size chart, opposite page. State size.* Shipping weight 1 lb. 3 oz.
027 E 7040—Yellow and black... \$5.77
027 E 7041—Red and blue... 5.77

Catalog numbers beginning with "0" are shipped from Kansas City or Philadelphia. Order and pay postage only from your Sears nearest mail order house. Pay for your complete spring and summer outfit on Sears Easy Terms. See inside back cover for complete details.



A
\$3.98
Sheer
Gingham

B \$3.98
80-sq. Percale

C
\$7.95
Rayon Taffeta

D
\$5.98
Rayon Taffeta

DRESSY-LOOKING WASHABLE COTTONS with those lovable wide sweeping skirts and feminine frills that you find on more expensive dresses **\$3.98** Each

A CHECKED SHEER TISSUE GINGHAM has square ruffled yoke of white permanent finish organdy and medallion applique. Tiered dirndl skirt; tie-back sash. Washable. *Sizes* 7, 8, 10, 12, 14; see size chart, page 48. *State size.* Shpg. wt. 14 oz. 077 E 2110—Green and white check 077 E 2111—Red and white check Each.....\$3.98

B VESTEE-EFFECT black bodice joins aqua plaid in washable 80-square percale. Cotton eyelet on bodice front and black petticoat flounce. Button back to waist. Tie-back sash. *Sizes* 7, 8, 10, 12, 14; see size chart on page 48. *State size.* Shpg. wt. 1 lb. 1 oz. 077 E 2112—Aqua blue plaid with black.....\$3.98

VERSATILE RAYONS for daytime wear or parties

C PRETTY PARTY DRESS in lustrous rayon taffeta. Four-tier ruffle skirt and self fold yoke with bow. Elastic ruffle edge sleeves. Dressy tie-back sash. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart on page 48. *State size.* Shpg. wt. 1 lb. 2 oz. 077 E 2118—Blue 077 E 2120—Pink 077 E 2119—White Each... \$7.95

E MULTICOLOR STRIPED SHIRRED RUFFLE sweeps around front and up back into provocative bustle. Full skirt. Bertha collar. Back buttons to waist. Spun rayon. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart, page 48. *State size.* Shipping weight 1 lb. 2 oz. 077 E 2113—Copen blue.....\$3.98 077 E 2114—Rose.....3.98

D MULTICOLOR PLAID RAYON TAFFETA with crisp, cool-frosting white cotton embroidered eyelet ruffle on yoke and "peek-a-boo" petticoat ruffle. Circular skirt; tie-back sash. Back buttons to waist. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart, page 48. *State size.* Shpg. wt. 15 oz. 077 E 2115—Multicolor plaid.....\$5.98

F PASTEL RAYON FAILE. Demure ruffled white cotton embroidered eyelet for front insert and puff sleeves. Bow at neck; self covered belt. Full shirred skirt. Back opening. Dry clean. *Sizes* 7, 8, 10, 12, 14; see chart, page 48. *State size.* Shpg. wt. 1 lb. 2 oz. 077 E 2116—Yellow.....\$5.98 077 E 2117—Aqua blue.....5.98



E
\$3.98
Spun Rayon

F
\$5.98
Rayon Faile

ADORABLE RAYONS with novel front and back treatments for eye appeal from all angles

FOR PAGE 49 GIRLS' WEAR

Numbers beginning with "0" shipped from Chicago, Philadelphia, or Atlanta. Order and pay postage from Sears nearest mail order house. See inside back cover for Sears Easy Terms.

FOR
MISSSESA
\$4.97B
\$5.58C
\$3.94D
\$7.84E
\$2.97

COLORFUL COTTON PLAY CLOTHES . . . they're Kerrybrooke quality and fun to wear
Each one is an important new fashion, and you can count on them to wash beautifully

A PRINTED PLAYSUIT with skirt to match in fine, crisp colorful cotton. Sunback playsuit with white "cuff" and ruffle at top, buttons in back. Stitched pleats in front. Button-front skirt with gathers all around has one pocket trimmed like the top. The wholesmart washable outfit at a low price! Sizes 10, 12, 14, 16, 18; Please state size. Shpg. wt. 1 lb. 2 oz.
07 E 652—Aqua blue ground
07 E 653—Rose background
Each outfit . . . \$4.97

B SANFORIZED 80-Sq. COTTON Shirred midriff playsuit in one of the new calico prints. Ruffled bra top with elastic at midriff (ties in back). Matching shorts button in back. Ruffled skirt slips over the head, with deep rows of firm elastic shirring to make it fit your waistline. Washable (max. fab. shrinkage 1%). Sizes 10, 12, 14, 16, 18. Please state size. Shpg. wt. 1 lb. 2 oz.
07 E 655—Red print . . . \$5.58
07 E 656—Yellow print . . . 5.58
07 E 657—Black print . . . 5.58

C SANFORIZED DENIM outfit shows how smart and feminine this sturdy cotton can be. 4-gore swing skirt has white ric-rac bands, zip placket. Cap sleeved top has elastic shirring at bare midriff. Wash separately. (Max. fab. shrink. 1%.) Sizes 12, 14, 16, 18. State size. Shpg. wt. 15 oz.
07 E 658—Red . . . \$3.94
07 E 659—Light blue . . . 3.94
07 E 660—Gray . . . 3.94
Skirt only. Shpg. wt. 11 oz.
07 E 2594—Red . . . \$2.94
07 E 2595—Light blue . . . 2.94

D SANFORIZED DENIM slack suit in the ranch style fashion that smart Westerners made famous. Tuck-in shirt top can be worn jacket style. Trimmed with rayon soutache braid, simulated pockets. Slacks have zipper at back. 2 pockets. (Max. fab. shrink. 1%.) Wash separately. Sizes 12, 14, 16, 18. Please state size. Shipping weight 7 lb. 12 oz.
07 E 882—Red with white
07 E 883—Lt. blue, white
07 E 884—Gold with black
Each outfit . . . \$7.84

SHIRRED TOP 2-piece sun dress in gay cotton \$2.97

E MULTICOLOR STRIPED cotton, in beautiful colors combined with solid color cotton. The top is completely shirred all around with elastic, fits like your skin. Ruffle at top and below waistline. A narrow halter of self fabric ties at back of neck. Solid color skirt gathered all around. Washable. Sizes 10, 12, 14, 16. Please state correct size. Outfit shipping weight 10 ounces.
07 E 661—Medium green with stripes . . . \$2.97
07 E 662—Yellow with stripes . . . 2.97
07 E 663—Black with stripes . . . 2.97

Size Chart for Misses' Sportswear

Order size:	10	12	14	16	18	20
If hips are . . .	34	35	36½	38	39½	41 in.
If waist is . . .	24	25½	27	28½	30	32 in.
If bust is . . .	31	32½	34	35½	37	39 in.

Whether you buy our low priced merchandise or our best quality the same size will fit you. Measure carefully, be sure to order your correct size. See measuring instructions on page 123. Use Easy Terms, for details see inside back cover.

Pick **BRIGHT, COLORFUL** leather play shoes for sun-filled hours

Easy-comfort platforms . . sizes for girls of any age

\$4.98
ANY
PAIR

N Play-minded wedgie. California-style platform, wedge heel. Adjustable instep strap, air-conditioned vamp. Searo-sole (rubber composition).

• C (medium) women's, misses' sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb. 2 oz.
54 E 7297—Red smooth leather
54 E 7298—White smooth leather
54 E 7296—Black patent leather Pair \$4.98

R Leather tie for your busy summer schedule. Open toe, closed back. California-style platform, wedge heel. Searo-sole (rubber composition).

• B (narrow) women's, misses' 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. *State size.* Shpg. wt. 1 lb. 2 oz.
54 E 7352—Black smooth leather
54 E 7354—White smooth leather
54 E 7353—Brown smooth leather Pair \$4.98

P Smoothie Tie. Covered toe and back. California-cushion platform, wedge heel and leather sole.

• C (medium) women's, misses' sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb. 2 oz.
54 E 7928—White smooth leather
54 E 7925—Black smooth leather
54 E 7926—Brown smooth leather
54 E 7927—Red smooth leather Pair \$4.98

T Fine company for your cool cottons, your pretty sheers. Pool-cool bracelet sandal, raised high above hot-pavements on a flexible California-style platform. Your favorite wedge heel, leather sole.

• B (narrow) women's, misses' sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. *State size.* Shpg. wt. 1 lb. 2 oz.
54 E 7328—Red smooth leather
54 E 7329—White smooth leather Pair \$4.98

V Bracelet Siren. Slenderizing diagonal straps, foot-shortening bow. California-type platform, wedge heel. Searo-sole (rubber composition).

• C (medium) women's, misses' sizes 5, 5½, 6, 6½, 7, 7½, 8. *State size.* Shpg. wt. 1 lb. 2 oz.
54 E 7464—Red suede leather
54 E 7444—Black suede leather
54 E 7484—White suede leather Pair \$4.98

X Haiti-inspired sandal. Sisal (raffia-like weave) upper and sole. 3-inch wedge heel. Wear it for all summer activities; choose a bag to match.

• B (narrow) width in women's and misses' sizes 4½, 5, 5½, 6, 6½, 7, 7½, 8. *Please state size.* Shipping weight 1 pound 2 ounces.
05 E 8074M—Red sisal, natural tan trim
05 E 8075M—Natural tan, brown trim
05 E 8073M—Black sisal, gold color trim Pair \$4.98



W Summer standby. U-throated leather tie; right for all daytime activities. California-style ½-inch platform; wedge heel, leather sole.

• C (medium) 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. *State size.* Shpg. wt. 1 lb. 2 oz.
54 E 7341—White leather
54 E 7340—Black leather
54 E 7300—Brown leather Pair \$4.98

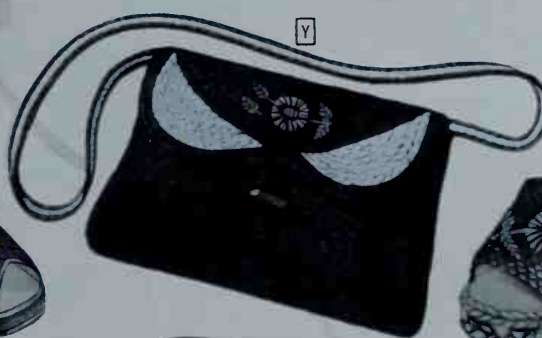
Y Sisal (raffia-weave) shoulder bag. About 12x 7½-in. Shpg. wt. 1 lb. 2 oz. 20% Fed. Tax included.

05 E 1780ME—Red and natural tan sisal \$3.53
05 E 1781ME—Natural tan with brown sisal \$3.53
05 E 1782ME—Black, gold . . . 3.53

Kerrybrooke

THE RIGHT WAY
TO SAY

**WOMEN'S
SHOES**



Don't take a chance on your shoe size. Measure your feet before ordering. See Sears 4-point measuring plan, page 1173

Now... a
SPECIAL LOW PRICE
 for America's favorite
 Western sport shirt

- Sanforized novelty print design
- 2-way open-or-close collar
- In-or-out sport bottom

WAS ~~\$1.94~~ **\$1.55** ^{3 for} **\$4.50**
 Each



For extra thrift, buy 3 and save even more!

We were just swamped with orders for this smart novelty shirt! So we bought more—plenty more—to get a sensationally low price. Now we can offer the same shirt made of fine Pacific cotton fabric at over 20% below the original price! It's a honey of a pattern—"Coca-Cola" bottles and crowns in sparkling color "roped" by twirling lariats. Cool, comfortable short sleeve style with top quality Fraternity Prep workmanship. 2-way collar may be worn open or closed. Square-cut bottom—good looking in or out. Sanforized to keep its fit—shrinkage not over 1%. Clear, fast-to-washing colors. Double stitched. *Save more—buy 3!* Shipping weight ea. 8 oz.

State size 8, 10, 12, 14, 16, 18. Size chart opposite page.

43 E 3300—Blue

43 E 3301—Tan

43 E 3302—Maize..... \$1.55 each 3 for \$4.50

"Coca-Cola" is the registered trademark which distinguishes the product of The Coca-Cola Company.

Roy Rogers Trigger

A Wool felt rodeo hat \$1.98

B Rayon scarf with slide \$1.15

C 2-tone Western style Sanforized poplin shirt \$2.87

See page 106 for Roy Rogers denim dungarees to complete your outfit

D Better quality shirt knit of blended yarns 69c

E Sanforized broadcloth 2-piece pajamas \$2.59

F Colorful sweatshirt with thick inside fleecing 97c

G Trigger pistol and leather holster set \$2.79

H Western style belt of embossed steerhide 94c

J Embossed saddle leather boots \$9.85

Other Western style belts on page 96

SWIMWEAR styled in the California manner

. . choose matched beach set or trunks alone

Jr. sizes 4 to 10

A 4-COLOR PRINT SET. \$1.10
 Sanforized, vat-dyed cotton twill—shrinkage 1%. Trunks have elastic drawstring waist and full cotton support. Matching 1-pocket shirt. An ideal beach and swim twosome.

State size 4, 6, 8, 10. See chart. Shipping wt. for the set 14 oz.
 43 E 2830—Set, blue combination
 43 E 2831—Set, tan comb. . . \$2.98

TRUNKS SEPARATELY. Shipping wt. 7 oz. Sizes above. State size.
 43 E 2822—Trunks, blue comb.
 43 E 2823—Trunks, tan comb. . . \$1.10

B BOXER STYLE SHORTS 98c
 for that trim, neat look on the beach. Sturdy, durable cotton twill in bright vat-dyed colors. Sanforized—won't shrink over 1%. Elastic waistband with drawstring; cotton support.

State size 4, 6, 8, 10. See size chart below. Shpg. wt. 7 oz.
 43 E 2814—Tan
 43 E 2816—Powder blue. . . 98c

C PART WOOL TRUNKS in 98c
 popular stretchy rib knit stitch that fits the body snugly and smoothly. Made of 40% new wool, 60% long-wearing cotton. Strongly stitched seams throughout. White web belt with rust-proof metal slide buckle.

State size 4, 6, 8, 10. See size chart below. Shpg. wt. 5 oz.
 43 E 2804—Navy blue
 43 E 2805—Maroon. . . 98c

Boys' sizes 8 to 18

D 4-COLOR SWIM SET. \$1.59
 Well made of Sanforized, vat-dyed cotton twill—shrinkage 1%. Elastic drawstring trunks with handy flap pocket and sturdy built-in cotton support. Matching 1-pocket shirt.

State size 10, 12, 14, 16, 18. See chart. Shpg. wt. for set 15 oz.
 43 E 2928—Set, blue combination
 43 E 2929—Set, tan comb. . . \$3.98

TRUNKS SEPARATELY. Shipping weight 8 oz. Sizes above. State size.
 43 E 2911—Trunks, blue comb.
 43 E 2912—Trunks, tan comb. . . \$1.59

E BOXER SHORTS—can \$1.59
 also double as camp shorts. Carefully made of Sanforized cotton twill—shrinkage 1%. Vat-dyed colors. All-around elastic waist with drawstring; full cotton support. Flap pocket.

State size 10, 12, 14, 16, 18. See chart below. Shpg. wt. 7 oz.
 43 E 2920—Tan
 43 E 2922—Blue. . . \$1.59

F 100% WORSTED \$1.59
 TRUNKS—give good service year after year. Knit of twisted wool worsted yarns in snug-fitting rib stitch. Comfortable built-in support of sturdy cotton. All around elastic waist for trim fit. Button flap pocket.

State size 8, 10, 12, 14, 16. See chart below. Shpg. wt. 7 oz.
 43 E 2913—Royal blue
 43 E 2914—Maroon. . . \$1.59

D
 2-pc. set
\$3.98
 Trunks alone
\$1.59

A
 2-pc. set
\$2.98
 Trunks alone
\$1.10

**B 98c****C 98c****F \$1.59****\$1.89****\$1.89****\$1.39**

Last Fall
 Price was
~~\$1.29~~ **NOW 98c**

WALT DISNEY'S collection of cartoon characters

All your favorites . . including Mickey Mouse, Donald Duck, Pluto and others in bright colors on sturdy, washable cotton playwear

**\$1.55****TOOTSIE ROLL SHIRT**

- The Tootsie Roll shirt is made of sturdy, washable, cotton, and is available in a variety of colors.
- Short-sleeved shirt style is girls' all-time favorite.



A Was \$4.89
\$4.69 2 for \$9.19
Each

B Was \$4.89
\$4.69 2 for \$9.19
Each

Shopcoat
\$3.98 2 for \$7.79
Each

C Was \$4.89
\$4.69 2 for \$9.19
Each

D Was \$4.89
\$4.69 2 for \$9.19
Each

Shopcoat
\$3.98 2 for \$7.79
Each



E Was \$4.89
\$4.49 2 for \$8.79
Each

F Was \$4.89
\$4.69 2 for \$9.19
Each

Shopcoat
\$5.45
\$4.69 each
2 for \$9.19

Shopcoat
\$3.98 2 for \$7.79
Each

H Was \$4.48
\$4.29 2 for \$8.39
Each

Shopcoat
\$3.39 2 for \$6.59
Each

**Fashion
Tailored**
THE RIGHT WAY
MEN'S
CLOTHING



Same Quality
was \$14.95
\$12.95

\$9.75 **\$8.69**

LEISURE COATS for carefree hours . .
designed for complete ease of action
with the tailoring you expect in suits

A Handsome ranch-style . . masculine as a brier pipe, good-looking as a hand-tooled saddle. **\$12.95**
100% virgin wool . . tough and rugged, yet luxuriously soft. Four rodeo-style pockets; lower pockets reinforced with genuine leather. Careful FASHION TAILORED workmanship. Padded shoulders. Full rayon lining. Shpg. wt. 3 lbs. 2 oz.
Even sizes 34-46-in. chest. Shipped from Chicago; see below.
055 K 8275—Gray and maroon combination
055 K 8276—Palomino (tan) and brown combination . . . \$12.95

B All-rayon gabardine in rich, deep solid colors. **\$9.75**
A crease-resistant, extra-tough fabric in a style as modern as television! Smart two-button jacket-style cuffs; two patch pockets. Padded shoulders give better fit and a husky, athletic look. Expertly FASHION TAILORED throughout. Unlined . . all seams carefully finished. Shpg. wt. 1 lb. 10 oz.
Even sizes 34-46-in. chest. Shipped from Philadelphia; see below.
45 K 8266—Cocoa brown 45 K 8268—Maroon
45 K 8270—Gray . . . \$9.75

C Our lowest-priced leisure coat . . 100% wool. **\$8.69**
A good-looking model that gives you a lot for your money . . in fabric, in workmanship, in appearance. Rich, suede-like all virgin wool solid color front. 100% virgin wool collar, sleeves, and back in lively glen plaid pattern. FASHION TAILORED to fit and look right. Two patch pockets. Rayon lined yoke; rayon piped sleeve seams. Shpg. wt. 2 lbs. 11 oz.
Even sizes 34-46-in. chest. Shipped from Philadelphia; see below.
45 K 8263—Blue 45 K 8261—Tan . . . \$8.69

Our 'San Fernando' model
in rich, all-rayon gabardine

\$15.95

Top choice for comfort and style. Smooth all-rayon gabardine . . crease-resistant, long-wearing. Cut for action with fullness and side gussets in back. Front knife pleats. 3-pc. belt, stitched in back; side pieces detachable. Saddle-bag pockets. Padded shoulders. Full rayon lined. Shpg. wt. 2 lbs. 12 oz. See at right.
Even sizes 34-46-in. chest. Shipped from Chicago.
055 K 8272—Gray-green 055 K 8273—Gray-blue
055 K 8274—Maroon . . . \$15.95

476 . . SEARS, ROEBUCK AND CO. P

PERFECT FIT GUARANTEED



HOW TO ORDER: State chest measurement taken over vest. For all Leisure Jackets, order and pay postage from your nearest Sears mail order house, regardless of shipping point. Use Sears Easy Terms when you buy . . . see inside back cover for complete details.

Our new 'Santa Cruz' style
in fine pinwale corduroy

\$14.95

The season's most popular jacket . . styled and made in California, the sport style center of the world. Designed for your casual moods, yet smart enough for all informal occasions. Narrow pinwale corduroy; has a soft, velvet-like finish but takes 'kneading about' in stride. Shirred yoke, front and back. Padded shoulders; saddle-bag pockets; removable tie belt. Full rayon lining. Really looks like dollar brand! Shpg. wt. 2 lbs. 6 oz. See at left.
Even sizes 34-46-in. chest. Shipped from Chicago.
055 K 8277—Maroon 055 K 8278—Green
055 K 8279—Gray . . . \$14.95



B Narrow Wale Corduroy **\$7.96** **\$8.96**
Misses' Women's



C Sanforized Cotton **\$4.96** **\$5.64**
Misses' Women's



D Dotted Spun Rayon **\$4.96** **\$5.56**
Misses' Women's



All-Time Classic

PRICES ARE DOWN
Famous Kerrybrooke Robe
in 4 superior fabrics

- **Sears rigid specifications** assure fine workmanship and good fit
- **Generous overlap** with wide facings
- **Full length seams** double stitched
- **Shoulder pads** self-fabric covered
- **Trimming** . . smart piping and tassels
- **Belt loops** firmly sewed to stay on
- **Collar contour** shaped for smart fit

A **WOOL FLANNEL** **\$8.96** ^{misses' sizes}

Beautiful warm wool flannel in glowing colors at our lowest price in years. White rayon piping and tassels. Armholes neatly overcast. Big pocket. Dry clean. Shpg. wt. 2 lbs. 6 oz. *State size*. Size charts, page 163. *Misses' sizes* 12, 14, 16, 18, 20.

027 K7795—Royal blue. \$8.96
027 K7796—Dark red. 8.96
027 K7797—Navy blue. 8.96
Women's sizes 38, 40, 42, 44.
027 K7800—Royal blue. \$9.96
027 K7801—Wine red. 9.96
027 K7802—Navy blue. 9.96

B **CORDUROY** **\$7.96** ^{misses' sizes}

Warm, durable velvet-like cotton now lower priced. White piping and tassels. Overlock finish at armholes. Big pocket. Dry clean. Shpg. wt. 2 lbs. 4 oz. *State size*. Size charts on page 163.

Misses' sizes 12, 14, 16, 18, 20.
027 K7805—Royal blue. \$7.96
027 K7806—Bright red. 7.96
Women's sizes 38, 40, 42, 44.
027 K7810—Royal blue. \$8.96
027 K7811—Bright red. 8.96

C **SANFORIZED** **\$4.96** ^{misses' sizes}

Cord-striped in white, tailored superbly, washable cotton (max. fab. shrink. 1%). Piping and tassels are bright red. *State size*. Size chart on page 163. *Misses' sizes* 12, 14, 16, 18, 20.

027K7700—Med. red 027K7702—Med. green
027K7701—Med. blue 027K7703—Med. brown
Shpg. wt. 1 lb. 4 oz. Each \$4.96
Women's sizes 38, 40, 42, 44.
027K7705—Med. red 027K7707—Med. green
027K7706—Med. blue 027K7708—Med. brown
Shpg. wt. 1 lb. 4 oz. Each \$5.64

D **SPUN RAYON** **\$4.96** ^{misses' sizes}

A real budget-priced value. Fabric is crease-resistant, ideal for home, travel or dormitory. White dots on colorful background. White rayon piping and tassels. Hand wash separately. Shipping weight 1 lb. 10 oz. *State size*. Size chart on page 163. *Misses' sizes* 12, 14, 16, 18, 20.

027K7815—Navy blue 027K7816—Deep red
027K7817—Aqua green Each. \$4.96
Women's sizes 38, 40, 42, 44.
027K7820—Navy blue 027K7821—Deep red
027K7822—Aqua green Each. \$5.56

A
100% Wool
Flannel
\$8.96
Misses'
\$9.96
Women's

Numbers beginning "0" shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

Knit Nylon

LINGERIE YOU'LL

TREASURE FOR YEARS

DESCRIBED ON OPPOSITE PAGE



A \$6.89

B \$4.89

D \$7.89

C \$8.89

G \$8.89

F \$4.49

E \$5.49

H \$6.89

Charmade
FOR TIGHT, SLIM
FITTING
WOMEN'S
INTIMATE
APPAREL



GOLD BOND CASUALS . . Easy-on-the-eye with their bold lines . . Wear anyplace, anytime; with blue-jeans or suits



PILGRIM CELANESE* RAYON TIES give you distinctive patterns in a riot of brilliant colors

SPORTSWEAR

4-season combinations . . put you
at your casual best, year 'round



A
Coat
\$17.50

C
Coat
\$14.95

E
Coat
\$17.95

G
Coat
\$18.95

D
Slacks
\$4.98

F
Slacks
\$9.94

B
Slacks
\$7.90

H
Slacks
\$13.95

↑ **C D** 2-piece Outfit
\$1950 \$2.00
Cash DOWN

↑ **E F** 2-piece Outfit
\$2740 \$3.00
Cash DOWN

← **A B** 2-piece Outfit
\$2495 \$2.50
Cash DOWN

→ **G H** 2-piece Outfit
\$3240 \$3.50
Cash DOWN

Descriptions on opposite page . . Easy Terms details inside back cover

CORREL PAGE 475 . . MEN'S WEAR

NEW AWARD COAT SWEATER

Heavy, warm outdoor weight . .

all fine new wool worsted

\$4.98

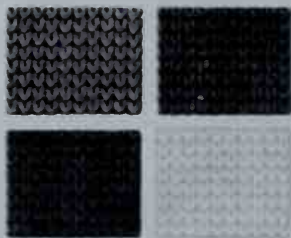
- Grand for school, sports wear.
- Tops in warmth . . knit of the heaviest 2-ply worsted yarns.
- 5-inch felt letter included . . your choice of gold or white.

The handsome award sweater every boy wants for showing off his school or club letter. Firmly knitted of virgin wool that keeps its spring . . holds its shape. Wonderfully warm. Takes plenty of rugged wear, because it's knit of tightly twisted, strong new wool yarns. Neck and shoulder seams taped to assure proper fit; will not sag. Tubular trim at collar, front, and two lower set-in pockets.

Heavy, continuous ribbed cuffs. Wide turn-up hemmed bottom. Your choice of a white or gold colored 5-inch felt letter included at no extra charge. Letter is easy to press on. Hand wash separately.

State color kelly green, royal blue, maroon, jockey red, white. State initial letter wanted, and initial color gold or white. State size 10, 12, 14, 16, 18. See size chart on opposite page. Measure . . . to be sure.

43 KR 2553—Shpg. wt. 1 lb. \$4.98



CLOTH FRONT COAT SWEATERS

CHECKED WOOL CLOTH FRONT, WITH ZIPPER. \$1.94

Attractive checked front of all wool cloth, closely woven for longer wear. Lightly brushed panel-rib cotton back and sleeves are sturdy, allow plenty of s-t-r-e-t-c-h. Full length, easy-sliding zipper. Shoulders are set-in for smooth fit. Tightly ribbed cuffs and bottom. Ribbed trim at two lower set-in pockets. Lots of warmth and wear for such a thrifty price. Grand for school, sports. Hand wash separately. State size 8, 10, 12, 14, 16. See size chart on opposite page. Shpg. wt. 14 oz.

43K2511—Luggage brown combination

43 K 2510—Blue combination. \$1.94

WESTERN-STYLED WOOL FRONT, BUTTON \$2.98

Coat. Vigorous, exciting Western design with lots of snap 'n' dash! Tailored just like jackets cowboys wear for dress-up! 2-tone front of all wool suede cloth—soft-textured, yet rugged. Sturdy back and sleeves are lightly brushed ray-fleece (rayon-cotton mix) in firm panel rib knit. Smart whipstitching at front panels and set-in pockets. Ribbed cuffs, bottom. Comfortable . . . cut roomy for active boys. Hand wash separately. State size 8, 10, 12, 14, 16, 18. Size chart on opposite page. Shipping weight 15 ounces.

43 K 2550—Blue combination

43 K 2551—Maroon and gray \$2.98



Rodeo Pants

- colorful 2-tone
- "cowboy" legs
- Western-pockets
- "Jeweled" trim

\$4.49
Pants

\$4.49

Yippee! Your pal Roy corralled 'em just for you . . . Rodeo-style pants. Sold by mail by Sears only! Heavy cotton cavalry twill, with narrow rider-style legs. Sanforized and vat-dyed. 2 "jewel" trim front pockets. 1 back pocket. No belt.

State size 4, 6, 8, 10, 12. See size chart, facing page. Shipping wt. 1 lb. 7 oz.

40K4001—Gray, green trim.

40K4002—Tan, brown trim Roy Rogers Pants. \$4.49



Boxer-style

\$2.39

Rugged part wool longies at a price you'll find hard to match for this quality. Tightly-woven fabric contains 40% wool, 40% rayon, 20% nylon. All-around elastic waist for snug fit. 2 pockets, serged seams, fly opening. State size 4, 6, 8, 10. See size chart, facing page. Shipping wt. 1 lb. 5 oz. 40K3989—Med. blue \$2.39



Roy Rogers

VIRGIN WOOL PULLOVER

\$3.77

Heavy outdoor weight . . cozy-warm! Sizes 4 to 12

Exceptionally warm, rugged Roy Rogers sweater he can be mighty proud of! Jacquard-knit design of Roy Rogers on prancing Trigger, on both front and back. Closely knit of finest, springiest worsted yarns which have been tightly twisted for extra strength. Keeps its shape through lots of hard rough 'n' tumble wear. Attractive Western-style shoulders and sleeves. Tightly ribbed cuffs and bottom fit snugly, keep him well protected from the cold. Hand wash separately. State size 4, 6, 8, 10, 12. Size chart at right above.

43 K 2266—Gray and maroon combination

43 K 2267—Pine green combination

43 K 2268—Rust combination. Shipping weight 10 oz. \$3.77

112 . . SEARS, ROEBUCK AND CO. CFBKMN

Check these cushion-arch comfort-plus features

- 1 Sponge rubber arch cushion fits your natural arch . . gives restful support, buoyant comfort
- 2 Sponge rubber heel cushion . . helps take the shocks out of pounding stop and go action
- 3 Sponge rubber cushion insole . . full heel-to-toe foot ease . . helps guard against foot fatigue



F \$2.49



G \$2.59



H \$2.69

J \$2.89

Jeebers
THE SIGHT WAY
TO SAY
TERRIFIC SHOES

STURDY FOR SMALL BOYS

Cushion-arch heel-to-toe ease

F A sport champion. Takes toughest wear, gives lasting comfort. Wear-resisting black canvas. Durable spot cut, molded-type rubber sole; deep cleated for sure footed action. Shape-retaining counter, webbing backstay. Rubber foxing, toe guard.

• Small boys' sizes 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2. Wide width. See how to order high shoes below. Please state size. Shpg. wt. 1 lb. 14 oz.
76 K 9562—Black Pair \$2.49



EASY-ACTION JEEPERS

For small boys, children

K Brown canvas, brown sole, foxing or black canvas, gray sole, foxing. Non-skid rubber sole. No cushion-arch.

• Small boys' 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2. Wide width. How to order below. Please state size. Shpg. wt. 1 lb. 10 oz.
76 K 9549—Brown Pair \$1.79
76 K 9553—Black Pair 1.79
• Children's 8, 8½, 9, 9½, 10, 10½. Wide width. How to order high shoes below. Please state size. Shpg. wt. 1 lb. 5 oz.
76 K 9550—Brown Pair \$1.69
76 K 9554—Black Pair 1.69

How to Order High Shoes: If you wear A width or narrower shoes, order your Jeepers a half size smaller. (Example: for size 6 shoe, order Jeepers size 5½). For B width or wider shoes order Jeepers the same size as your regular shoe.

WOMEN'S, MISSES' CUSHION-ARCH JEEPERS

Shock-absorbing triple cushions, amazingly comfortable, a new thrill for play hours; extra durable

G Plain Toe Oxford. Cushion-arch built-in features give you playing ease supreme. Durable, porous white canvas; easy fitting. White rubber foxing, blue trim. White rubber toe guard reinforcement. Non-marking genuine crepe rubber sole.

• Women's, misses' 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Wide width. How to order oxfords below. State size. Shpg. wt. 1 lb. 14 oz.
76 K 9543—White Pair \$2.59

H Lace-to-toe Oxford. Snug, easy-to-adjust fit plus Cushion-arch Jeepers triple-cushion comfort. Helps you get more fun out of active sports. Strong white canvas. White rubber foxing, toe guard; blue trim. Non-mark crepe rubber sole.

• Women's, misses' 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Wide width. How to order oxfords below. State size. Shpg. wt. 1 lb. 14 oz.
76 K 9546—White Pair \$2.69

J Our Finest Cushion-arch Shoe. Snug-fitting lace-to-toe style combined with firm ankle support and grand Cushion-arch shock-softening ease. Sturdy white canvas; white rubber foxing, blue trim. White toe guard. Non-mark crepe rubber sole.

• Women's, misses' 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Wide width. How to order high shoes below. Please state size. Shpg. wt. 2 lbs.
76 K 9557—White Pair \$2.89



SURE-FOOTED JEEPERS . . for women, misses, girls and children

Lightweight, yet built for action . . sturdy canvas uppers, durable rubber soles

L Action-loving, right for gym classes, indoor and outdoor sports. White rubber foxing, protective toe guard. Lace-to-toe for snug fit. White canvas. Non-mark rubber sole. No cushion-arch. See how to order high shoes below.

• Women's, misses' 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. Wide width. State size. Shpg. wt. 1 lb. 12 oz.
76 K 9539—White Pair \$1.98
• Girls' 12½, 13, 13½, 1, 1½, 2, 2½, 3. Please state size. Shpg. wt. 1 lb. 7 oz.
76 K 9540—White Pair \$1.89

M Durable, easy-fitting white canvas oxford. White rubber foxing, toe guard reinforcement. Strong non-marking rubber sole. No cushion-arch features. See how to order oxfords below.

• Women's, misses' 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Wide width. State size. Shpg. wt. 1 lb. 11 oz.
76 K 9529—White Pair \$1.89
• Girls' sizes 12½, 13, 13½, 1, 1½, 2, 2½, 3. Wide width. Please state size. Shpg. wt. 1 lb. 5 oz.
76 K 9530—White Pair \$1.79
• Children's 8, 8½, 9, 9½, 10, 10½, 11, 11½, 12. Wide width. Please state size. Shpg. wt. 1 lb. 2 oz.
76 K 9531—White Pair \$1.69

N Sneaker Oxford . . one of the most practical styles you could want! Trim 'o' tidy of woven cotton you can clean with soap and water. White rubber sole, 1½ in. molded rubber heel. Order same size as your shoe.

• C (medium) women's, misses' 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Please state size. Shpg. wt. 1 lb.
76 K 9580—Brown Pair \$2.29
76 K 9581—Blue Pair 2.29
76 K 9582—Black Pair 2.29

How to Order Oxfords: All except 76K9580, 76K9581, 76K9582. For B width or narrower shoes, order Jeepers half size smaller (Example: size 6, order size 5½). If you wear C width or wider shoe, order your Jeepers same size as your regular shoe.



\$7.98

Juniors' sizes
only



\$9.98

Juniors' and
Misses' sizes



NEW PETIT-POINT PRINT

hand screened on our finest quality rayon romaine crepe

EMPIRE MIDRIFF DRESS

in our most beautiful rayon crepe that looks like silk

Soft shirring and bustles do marvelous things for a Junior figure. Duco printed design resembles fine needlepoint embroidery . . . fuchsia pink and white bow knots on navy, sapphire blue and white on black. Zipper down back. Dry clean. *Juniors' sizes 9, 11, 13, 15, 17; see size chart, page 163. Measure; state size. Shpg. wt. 1 lb. 8 oz.*

031 K 9009—Navy blue ground . . . \$7.98
031 K 9010—Black ground . . . 7.98

This is the new Empire style that gives you an extremely flattering bustline and a wonderfully slim looking waist. Midriff band, full skirt all around. Soft, finely ribbed rayon crepe; dry clean. *Sizes 9, 11, 13, 15, 17; also sizes 10, 12, 14, 16, 18. Please state size. Shipping weight 1 lb. 8 oz.*

031 K 9012—Black . . . \$9.98
031 K 9013—Lime green . . . 9.98
031 K 9014—Sapphire blue . . . 9.98

Measure . . . to be sure; see page 163. Numbers beginning with "0" are shipped from Philadelphia or Kansas City. Order, and pay postage from Sears nearest mail order house. Everything in Sears catalog is available on Easy Terms. See inside back cover.

Complete outfit **ONLY \$998** Juniors' and Misses' sizes

DRESS AND JACKET ENSEMBLE

in moire-patterned rayon faille

Practically a whole dress-up wardrobe at one sensible Sears price. The dress has a rayon crepe top with a sequin collar, a 4-gore bias skirt. The collarless jacket has fabric buttons and bows, all-around peplum. Black with white top, silver-color sequins; brown with aqua top, aqua sequins; green with pink top, pink sequins. Dry clean. *Sizes 9, 11, 13, 15, 17; also sizes 10, 12, 14, 16, 18. See size charts, page 163. State size. Shpg. wt. 1 lb. 8 oz.*

031 K 9015—Black with white top . . . \$9.98
031 K 9016—Dark brown with aqua blue. 9.98
031 K 9017—Dark green with light pink. 9.98

1. 2-inch skirt hems
2. Wide side seams
3. Zipper plackets
4. Reinforced belts
5. Hems are carefully blind stitched, seams are pinked
6. Waist, shoulders, yokes are taped or double-stitched
7. Good shoulder pads . . . neatly tacked, easy to detach
8. Buttonholes are closely stitched, evenly spaced

FOR JUNIORS
AND MISSES\$8.98
Juniors' sizes only\$7.98
Juniors' sizes only

MENSWEAR SUITING

woven pinchecks in crisp, crease-resistant rayon . . looks and tailors like worsted sharkskin

New contrast color suitdress to wear with or without a blouse. Brief, nipped-in jacket accented with darker color rayon gabardine undercollar, pocket flaps and buttons. Slim 6-gore skirt. Dry clean. Juniors' sizes 9, 11, 13, 15, 17 only. See page 163. Measure; state your correct size. Shpg. wt. 1 lb. 12 oz. 031 K 9106—Med. gray with black 031 K 9107—Med. brown with dark brown. Each \$8.98

Coachman dress with shining metal buttons, overcollar and cuffs of crisp white pique. 4-gore bias skirt has side pleat and gathers in front. Back bodice dips to a V. Remove overcollar and cuffs; hand wash dress separately. Silver-color buttons on gray; gold-color on brown. Sizes 9, 11, 13, 15. State size. Shpg. wt. 1 lb. 8 oz. 031 K 9109—Medium gray. . . \$7.98 031 K 9110—Medium brown. 7.98

\$5.98
Juniors' and Misses' sizes\$6.98
Juniors' and Misses' sizes

PLAID GINGHAM..WASHFAST, PRE-SHRUNK

Dark, handsome colors for year 'round wear

Black top of butcher rayon; cotton skirt

Beautiful multicolor plaid with a sophisticated bustle back and the long basque bodice that does such nice things for your figure. Won't shrink more than 1%. Juniors' sizes 9, 11, 13, 15, 17; also Misses' sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 8 oz. 031 K 9112—Colorful violet plaid 031 K 9113—Colorful brown plaid 031 K 9114—Colorful green plaid Each \$5.98

Choice of three multicolor cotton plaids . . 4-gore skirt, won't shrink more than 2½%. Black butcher rayon jacket, hand wash separately. Waistline dips in back, triple peplum goes all around. Sizes 9, 11, 13, 15, 17; also sizes 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 12 oz. 031 K 9115—Black with red plaid 031 K 9116—Black with green plaid 031 K 9117—Black with royal blue plaid Each \$6.98

Numbers beginning with "0" are shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.

Measure to be sure

Measure your bust, waist and hips every time you order. See page 163 for instructions and size charts. Be sure the style you want comes in your size. Order same size whether you buy a low priced dress or our best quality.

174 . . SEARS, ROEBUCK AND CO. CPB:KAR:AG

THE 8 KERRYBROOKES

shown on these two pages are expertly cut, finished with fine dressmaker details
MADE BETTER 8 WAYS



Fashions that feminine America loves
Gay Ballerinas, sweet Baby Dolls
Sears money-saving prices



N Red, green, or black. Youthful ballerina. Concealed wedge for greater comfort. Rayon faille collar binding; draw string bow. Panolene (composition) sole. Three colors.

• B (narrow) sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. Please state size. Shpg. wt. 1 lb. 2 oz.
54 K 7248—Black leather..... Pair \$2.88
54 K 7247—Black suede..... Pair 2.88
54 K 7591—Red leather..... Pair 2.88
54 K 7592—Green leather..... Pair 2.88

V Suede or leather. Fashion's darling in a charming anklet for round-the-clock wear. Narrow straps cross in front to make your foot look slender. Low-cut V-line throat, pointed back, wedge heel. Searo-sole.
• B (narrow) sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. Please state size. Shipping weight 1 lb. 2 oz.
54 K 7600—Black suede..... Pair \$3.88
54 K 7620—Black leather..... Pair 3.88
54 K 7621—Brown leather..... Pair 3.88

P Merry ballerina, scooped low at the sides. Rayon faille band runs around the collar to meet a coquettish bow perched at the top of the quaint peaked back. Concealed wedge for underfoot comfort. Searo-sole and heel lift.

• B (narrow) in sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Please state size. Shipping weight 1 lb. 2 oz.
54 K 7610—Black suede..... Pair \$2.88
54 K 7633—Black patent..... Pair 2.88

W Baby doll pump; black patent or suede, bright green or red leather. Slender straps, lateral and diagonal cross the open vamp. Low wedge heel, strong Searo-sole.
• C (medium) in sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. Please state size. Shpg. wt. 1 lb. 2 oz.
54 K 7585—Black patent..... Pair \$3.88
54 K 7580—Black suede..... Pair 3.88
54 K 7587—Green leather..... Pair 3.88
54 K 7586—Red leather..... Pair 3.88

R Party-going ballerina dressed up with rayon ribbon lacing, a perky bow at the side. The scalloped collar is bound with rayon faille. Concealed wedge to raise your foot for greater walking comfort. Soft black suede with Searo-sole and heel lift. You'll love it with feminine party clothes.

• B (narrow) width in sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½ and 9. Please state size. Shpg. wt. 1 lb. 2 oz.
54 K 7609—Black suede..... Pair \$2.88

X Brown, black, red, or green. Impish baby doll pump. Pointed back topped with a perky leather loop. Ridged moc vamp, low wedge heel, Searo-sole (rubber composition).
• B (narrow) sizes 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. Please state size. Shipping weight 1 lb. 2 oz.
54 K 7602—Brown leather..... Pair \$3.88
54 K 7601—Black suede..... Pair 3.88
54 K 7603—Red leather..... Pair 3.88
54 K 7604—Green leather..... Pair 3.88

T Ballerina beauty for daytime or evening. Flattering V-line vamp; slender straps cross your instep, buckle at the side. Inside wedge for comfort, Searo-sole, heel lift.

• B (narrow) sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10. State size. Shpg. wt. 1 lb. 2 oz.
54 K 7605—Black suede..... Pair \$2.88
54 K 7606—Black leather..... Pair 2.88
54 K 7607—Red leather..... Pair 2.88
54 K 7608—Green leather..... Pair 2.88

Y Baby doll pump of Norzon wonder fabric looks like suede, feels like suede, soap and water washable. Low wedge heel, Searo-sole.
• C (med.) 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 8½, 9. State size. Shpg. wt. 1 lb. 2 oz.
54 K 7539—Black Norzon..... Pair \$2.88

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EVERYDAY FASHIONS OF —THE FORTIES— As Pictured in Sears Catalogs

Edited and with an Introduction by
JoAnne Olian

Few publications illustrate so comprehensively what American men, women and children wore in the 1940s than the Sears catalogs of those years, when the company's fashions typified the tastes of the American mainstream. This book is a compilation of 122 fully illustrated and captioned pages selected and reproduced from rare copies of Sears catalogs of the World War II era.

Over 120 large-format pages have been carefully reprinted on high-quality glossy stock. They reveal in sharp detail the broad range of clothing fashions available during a period when wartime gasoline rationing made mail-order shopping reach new heights of popularity.

Hundreds of accurately detailed drawings depict articles of clothing and personal accessories, including hats, overcoats and shoes, suits and dresses, sportswear, undergarments, corsetry, neckties, rainwear and more. Styles for children range from play clothes to "Sunday best." Men's clothing reflects the conservatism in male fashions during the period. Women's wear ranges from slacks, newly popular with women in the work force, to dresses with plenty of "Oomph"!

Here is a richly revealing document that historians of costume and readers interested in fashion, social history and Americana will find endlessly fascinating. JoAnne Olian, curator of the Costume Collection at the Museum of the City of New York, has written an introduction that appraises the fashions of the 1940s and the many ways in which they reflected the times.

Original Dover (1991) publication. 122pp. of illustrations. Introduction. vi + 122pp. 9 x 12. Paperbound.

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