

# Cost Comparison of Fashions 1928-29

By Sharon Johnson

We have had articles on what to wear for judging fashions but no one looked at what the articles of clothing actually cost and who had the best value for the money in our era. I have used Sears Roebuck and Montgomery Ward's Catalogs from 1928-1929 as my documentation.

Here is what I found:

A coat from Sears on the far right was \$25.50

**PAUL POIRET**  
Noted French Designer  
Created This Lovely Coat

Trimmed with  
**MENDOZA FUR**  
(DYED CONEY)

Each Coat Bears This  
World Famous  
Label

REPLICA OF  
**PAUL POIRET MODEL**  
TRIMMED WITH  
**MENDOZA FUR**

**17K3041**  
All Wool  
VELANA Suede  
All Silk  
Creme Lining  
**\$39.75**

**17K3045**  
All Wool  
Broadcloth  
Satin  
de Chine  
Lining  
**\$24.75**

**17K3050**  
All Wool  
Suede  
Velour  
Satin de  
Chine Lining  
**\$25.50**

*Belgian  
Lynx  
Coney Fur  
Trimming*

*Mandal  
Fur  
Trimming*

**Coat of Fine Quality**  
It requires the "best" in the matter of fabric, tailoring and every little detail to make a coat of such simple design give such an effect of elegance, as is the case in this handsome model. Developed in silky lustrous fine quality All Wool Broadcloth, a warm, winter weight dressy fabric of guaranteed durability. It is cut on straight, becoming lines; expertly tailored and made with strap insets at the sides, that are finished on top with hand embroidered, large silk screw-heads. Imported Black Belgian Lynx Coney was used for the fastening large collar and deep cuffs. Coat is warmly interlined and lined throughout with guaranteed Satin de Chine. Average length, 47 inches. It is offered at a very modest price.

**Direct From New York  
A Splendid Value**  
Fashioned of warm, winterweight All Wool Suede Velour, this coat has the rich advantage of a large fastening collar and deep cuffs, in selected grade, beautiful Mandal fur. It gains a decided note of chic by having rows of corded buckling at the lower back, finished on each side with lustrous rayon stitched across bands. The sleeves also depart from the ordinary, by featuring novel cut insets and button trimming.

**Never before has such an offer been made in America. Think of it! A coat of lovely All Wool Velour Suede—trimmed with fine Mendoza Fur, lined with lustrous quality All Silk Crepe and designed by the world's most famous fashion creator, Monsieur Paul Poiret of Paris.**  
The model features a wide flared trimmed collar, deep cuffs and wide band around lower back and sides of Mendoza Suede (slipped and dyed imported coney) and has an original trimming of buckling on the back. In every detail it is a replica of the original Paul Poiret model and each one bears the label every where.

Women's and Misses' Sizes—34, 36, 38, 40, and 42 inches bust measure.  
Average length, 47 inches. See page 14 for measuring instructions. Suede also. Shipping weight, 6 pounds. **\$39.75**

Women's and Misses' Sizes—34, 36, 38, 40, 42, 44 and 46 inches bust measure. For measuring instructions see page 15. Suede also. Shipping weight, 6 lbs. **\$24.75**

Women's and Misses' Sizes—34, 36, 38, 40, 42, 44 and 46 inches bust measure. For measuring instructions see page 15. Suede also. Shipping weight, 6 pounds. **\$25.50**

**17K3048—Black \$24.75**  
**17K3050—Brown \$25.50**

12: 11 **SEARS, ROEBUCK AND CO. W.L.S. The World's Largest Store**

Montgomery Ward's similar coat, in the middle, was \$18.98



Sears hat on the far left top is \$2.48

## Approved Styles



**\$2.48** **78K200** — Fits 21 1/2 to 22 1/4 inches head size.  
**Colors:** Wild honey (light brown), pearl gray, Copenhagen blue or black. Measure and state color. Shipping weight, 1 1/2 pounds.  
 Popular trend for buckle leather trims is smartly expressed in this charming little shape. Striking crown, softly draped in tan fashion of good quality millinery fabric. Gray varicolored insertion of narrow ribbon. Becoming brim laid in folds of soft faced velvet. Silk lining. Well made hat and excellent value.



**\$2.75** **78K211** — Large size. Fits 22 1/2 to 23 1/4 inches head size.  
**Colors:** Claret (dark) red, wild honey (light brown), Copenhagen blue, or black. Measure and state color. Shipping weight, 1 1/2 pounds.  
 You'll love this clever trimmed felt model. Shape is smart and sensationally becoming to a full face. Blocked off of very fine. Full body felt. Attractive plush pony appliques over wide grosgrain ribbon crown band having extra narrow border of metallic braid on top. Full silk lining. Compare this hat with \$5.00 values elsewhere.



**Two-Tone Brim— A Remarkable Value**  
**\$1.75** **78K219** — Fits 21 1/2 to 22 inches head size.  
**Colors:** French beige (sandy) and oakwood brown combination; almond green with hough (dark) green; or luster rose color with claret (dark) red. Measure and state color. Shipping weight, 1 1/2 pounds.  
 As smart and attractive as hats of this type offered at much higher prices elsewhere. Made of good quality full body felt. Two-tone effect on this clever wavy brim is the season's new feature. Tall, semi-tulle crown can be folded lower if desired. Novel, tailored ribbon arrangement.



**\$2.39** **78K225** — Fits 21 1/2 to 22 1/4 inches head size.  
**Colors:** Monkey skin (sandy), almond green, grays (bright), red, Copenhagen blue, or black. Measure and state color. Shipping weight, 1 1/2 pounds.  
 High grade, artistic designing is displayed in every line of this adorable soft style. Made of extra fine quality full body felt. Brim has stitched border of lovely ribbon. Novel stitched trim arrangement across back. Finished with soft loops extending at either side. Pearl-like ornament. Silk lining. Truly exceptional value.



**Two Head Sizes**  
**\$2.85** **78K226** — Smart fitting. Fits 21 to 21 3/4 inches head size.  
**78K227** — Fits 21 1/2 to 22 1/4 inches head size.  
**Colors:** Monkey skin (sandy), almond green, orchid color, pearl gray, or black. Measure and state color. Shipping weight, 1 1/2 pounds.  
 Stylish trimming and smart lines were never more charmingly combined. Clever, snug fitting, hand draped turban of very soft, extra fine quality chiffon Esch felt. Smart, machine stitched tucks set through crown. Graceful, ostrich pendant. Silk lining.



**\$1.95** **78K230** — Fits 21 to 21 3/4 inches head size.  
**Colors:** Oakwood brown, claret (dark) red, sand color, or black. Measure and state color. Shipping weight, 1 1/2 pounds.  
 With smart hats at this low price who could resist this clever little model! Late, tan style blocked of good quality full body felt. Attractive trimmed idea in stitched bands of lustrous ribbon set off with felt ribbon-like band and pricker love on top. Best buckle ornament. Silk lining.



**\$2.85** **78K240** — Fits 21 1/2 to 22 inches head size.  
**Colors:** Wild honey (light brown), almond green, pearl gray, or black. Measure and state color. Shipping weight, 1 1/2 pounds.  
 Smart, plated ribbon brim is an important style factor this season. Here on a crown of softly draped full body felt it is most adorable. Richly trimmed with novelty gold color discs to match metallic ribbon band. Very dressy and distinctly novel.



**\$1.95** **Two Head Sizes**  
**78K246** — Fits 21 to 21 3/4 inches head size.  
**78K247** — Fits 22 1/2 to 23 1/4 inches head size.  
**Colors:** Sand with dark brown ribbon; Copenhagen blue with sand color; almond green with dark green; solid oakwood brown or black. Measure and state color. Shipping weight, 1 lb.  
 This new "Vagabond" has a new wide crown, especially becoming to full faces. Soft, wide, pliable brim. Made of good quality full body felt. Handsome tailored ribbon trim. Very special at this low price.



Montgomery Ward's hat at the top of the page is \$4.98

**NEW IDEA Hat Shop Now Offers REPLICATES OF EXCLUSIVE PARIS ORIGINALS from the Studios of Foremost Parisian Designers**

...this season exhibit so much loveliness, that to change them just so much effectiveness is lost . . . So we have original originals—every model the finest of its kind—and . . . Skilled hat makers, under the direction of experts, faithfully every line, every trimming, every color, exactly as . . . No matter where you live, true Parisian chic is yours . . . from the NEW IDEA Hat Shop.

**512 C 40**  
HOTEL  
SHERRY-NETHERLAND-N.Y.

**512 C 38**  
Two Head Sizes

**512 C 42**

**512 C 46**  
Two Head Sizes  
EXACT HEAD

**512 C 4**

**"Coronet"—A "New Idea" of Beauty**  
Heavy Slipper Satin With Lyons Velvet  
512 C 40 Will fit heads 22 to 22½ inches. Shipping weight, 2 pounds 4 ounces. **\$4.98**  
COLORS: Black; monkeyskin (over top); rich satin brown. Same color.  
Fifth Avenue's newest "Coronet" style in smart, distinctive millinery. A very handsome model, developed in a heavy, lustrous slipper satin, enriched with beautiful Lyons velvet—the latest authentic style.  
The sectional crown fits the head snugly to accentuate the stitched satin backed coronet flange of Lyons velvet, during its new chic above the rich satin brim. Striking burn leather fancy at smart angle. Cutaway back band with satin ribbon. "New Idea" smartness and value.

**"Parisian"—The New Larger Felt**  
512 C 38 Will fit heads 22¼ to 23 inches.  
512 C 39 Will fit heads 21½ to 22 inches.  
Shipping weight, 2 pounds 10 ounces. **\$1.98**  
COLORS: Black; monkeyskin (over top); Lucerne (over Crown) blue; meadow rose; also sand with brown ribbon. Same color.  
Latest word in imported sports styles from Paris. Copied in a soft, pleasing wool felt for a surprisingly low price. Smart, casual in the style, with swagger deep side drooping at new angle and front brim folded away from the eye with a strap of metallic faced grosgrain; bands of grosgrain ribbon encircle crown. Cut close at back for most comfort and attractive appearance.

**"Paris Bound"—Very Smart Fine Wool Felt**  
512 C 42 Will fit heads 21¾ to 22¼ inches. Shipping weight, 1 pound 14 ounces. **\$3.39**  
COLORS: Black; monkeyskin (over top); Canton (over) blue; Atholite (over); each with a leather to harmonize. Same color.  
Entirely captivating—not only in its Parisian chic, but also in its fine handling and superior quality, soft, pliant, crushable wool felt. New York calls it "Paris Bound." Snug, close-fitting, with elongated brim slanted and sewed in wing effect at center front. Sassy swirl of coque feathers. Short back brim.

**"Admiration"—Lyons Velvet With Taffeta**  
512 C 46 Will fit heads 22½ to 23 inches.  
512 C 54 Will fit heads 21½ to 22 inches. Shipping weight, 2 pounds 14 ounces. **\$3.98**  
COLORS: Black with Lucerne (over Crown) Mer facing; black with zebra-like calf eyes (light tassels brown) with sand. Same color.  
Fashion's big Dress Hat, stitched all over in row on now-effect, with wide flattering poke brim measuring about 4½ inches at side, graduating toward front, and narrowing at back. Very rich in lovely Lyons velvet with contrasting taffeta brim facing. Grosgrain ribbon binds the brim and bands the crown. And over the right brim rests a harmonizing gardenia. Chic, and low priced.

**"Riviera"—From a Chic French Import**  
512 C 48 Will fit heads 21½ to 22 inches. Shipping weight, 1 pound 14 ounces. **\$3.59**  
COLORS: Monkeyskin (over top) Hat with wide honey tone; navy blue with pearl gray; wood with dark brown; pearl gray with Copon blue; wild black. Same color.  
Flattering "New Idea" copy of a winsome French import. Made with fine care from beautiful soft, crushable wool felt. New flange brim wrapped snugly around the snug crown, overlapping a clever cut-ribbon fancy at side. Smart new stitching.

**"Coquette"—Eyebrow Favorite—Fine Felt**  
512 C 50 Will fit heads 21½ to 22 inches. Shipping weight, 1 lb. 12 oz. **\$2.59**  
COLORS: Black; navy; same.

# PRESENTING TO YOU!

## The Most Beautiful of the New York Dress Styles



**31K4000**  
Light Weight All Wool French Repp  
**\$10.95**

**Tailored Model of Smart Design**

This chic frock gives the effect of a wrap-around in front, the illusion being created by the clever treatment of the blouse, which is made with a tailored collar, an insert waist and a wide hip fold; the latter showing a piped buttonhole trimmed with near these buttons.

The model is fashioned of handsome, fine quality, dress weight All Wool French Repp, smart in appearance and very serviceable. It was adapted on a becoming silhouette, the skirt having a panel of graceful pleating across front, while the back of the garment is cut on straight, loose lines and finished with a such belt. Effective trimming is provided by harmonizing Rayon chain-stitch embroidery and a self material flower ornament.

Women's and Misses' Sizes—34, 36, 38, and 40 inches bust measure. Dress comes in length 43 inches only, with deep 3-inch busted hem. State your exact bust measure. See measuring instructions above. Shipping wt., 1 1/2 lbs.

31K4000—Forest Green. **\$10.95**  
31K4001—Navy Blue.



**Only 3 Simple Measurements**

To Give You a Perfect Fitting Dress

1—Give your ACTUAL bust measure over largest part of bust. Be sure tape measure runs across shoulder blades in back.

2—Give your ACTUAL waist measure.

3—Give your ACTUAL hip measure over largest part of hips.

**Draw Tape Close but Not Tight**

Give your ACTUAL measurements, do not allow extra inches for fullness as we have already made this allowance. You will find that our dresses are scientifically cut and designed to fit your size correctly.



**31K4010**  
All Silk Flat Crepe  
**\$8.98**

**Featuring Chic New Style Themes**

In this frock of good quality All Silk flat Crepe smartness is achieved by a distinctive treatment of pin tucking on the blouse and by the graceful effect lent by groups of pleating on the skirt. It is typical of the latest models shown in the New York shops; slender, yet animated in silhouette and having those clever, pleasing details of design that combine in making it exceedingly chic.

The collar and opening at the neck, as well as the cuffs are trimmed with novelty Rayon ribbon, and the double belt straps at the waistline are enhanced with pretty loop ornaments. It is really amazingly low priced for a frock of such attractive style, lovely fabric and good workmanship.

Women's and Misses' Sizes—34, 36, 38, 40, 42 and 44 inches bust measure. Dress comes in length 44 inches only, with deep 3-inch busted hem. State your exact bust measure. See measuring instructions above. Shipping wt., 1 1/2 lbs.

31K4010—Navy Blue.  
31K4011—Black. **\$8.98**  
31K4012—Palmetto Green.

**31K4005**  
All Silk Crepe Satin  
**\$13.75**

**Be Sure to State Your Height and Weight**

**Adapted in a Lovely Fabric**

We offer here a gracefully styled frock of extra quality All Silk Crepe Satin. This charming model will serve with equal smartness for formal or informal wear.

It features a becoming, collarless neckline, chic draped side panel on the blouse and a deep inverted pleat on the skirt. The insert bands and sash bows at the waistline, as well as the underlay of the pleat on the skirt, are of the dull crepe side of the fabric. Trimming of contrasting color silk Georgian, attractive rhinestone studded buttons and rhinestone loop ornaments.

Women's and Misses' Sizes—34, 36, 38, 40, 42, and 44 inches bust measure. Dress comes in length 44 inches with deep 3-inch busted hem. State your exact bust measure. See measuring instructions above. Shipping weight, 1 1/2 lbs.

31K4005—Black With Pink Trimming. **\$13.75**

Send Sufficient Money for Postage on Parcel Post Shipments. Any Surplus Will Be Returned

Similar Montgomery Ward's dresses \$7.98 each

*Two for Misses*

ACTUAL \$12 to \$15  
THE SAME STYLES - THE SAME

14 C 274  
ALL WOOL  
FLANNEL

14 C 280  
ALL SILK  
FLAT CREPE

14 C 286  
ALL SILK  
FLAT CREPE

14 C 292  
ALL SILK  
CREPE  
SATIN

ALL DRESSES  
On This Page  
**\$7.98**  
EACH

14 C 310  
ALL SILK  
FLAT CREPE

14 C 316  
ALL SILK  
CREPE  
SATIN

(To Be Sure Of)



Sears Leather purses from \$4.95 to \$7.95

**Quality Gives Service**



**\$7.95** Our Finest Spanish Steerhide  
Very high grade Pouch Bag of extra quality imported steerhide in rich tri-tone brown shade. Hand tooled effect. Commercial quality "Turn-Lo" safety frame. Smooth leather lined. Externally bevel faced with leather all lining. Externally bevel faced with leather all lining. Bag and handle. Practical, roomy pouch. Steerhide change purse and bevelled mirror in separate pockets. Leather gussets. Made to give long wear. An ideal gift.  
18K750—Size, 7x11 inches. Shipping weight, 1 1/4 pounds..... **\$7.95**

**Fine Spanish Steerhide**  
*Longest Wearing Leather Known*



**\$6.45** Arm Bag, genuine imported steerhide, tooled design. Rich tri-tone brown shade. Bevel hand lined. Contoured pocket. Three compartments. Gold color frame has settings coin purse. Bevelled mirror. Mirror lining. Outside handkerchief pocket. Top strap handle. Leather gussets.  
18K752—4 1/2x7 inches. Shipping wt., 1 1/4 lbs. **\$6.45**



**\$6.75** New Steerhide Pouch  
Smart Pouch Bag of fine quality, genuine steerhide in a soft, pliable finish. Hand tooled design. Hand lined. New leather covered triple frame. Long bevelled mirror and change purse on gold color frame. Silk moire lining. Adjustable handle. Leather gussets.  
18K753—Color: Dark brown or tan. State color. Size, 9x11 in. Shipping wt., 1 1/4 lbs. .... **\$6.75**

---

**Stylish, Practical Gift**



**\$4.95** Frameless, Paris Style  
18K754—Color: Brown, tan, gray, green or red. State color. Size, 9 1/2x11 1/2 inches. Shipping weight, 1 1/4 pounds.  
New style, frameless Arm Bag of very good quality imported glossy leather in smart alligator grain. Bag full with strip of contrasting snake leather. Lustrous moire lining. Large framed change purse to match lining. Extra long bevelled mirror in pocket, also other inside pockets. Convenient outside handkerchief pocket. Buckle strap handle.



**\$5.95** Very Special Value  
Wide Bordered Gorgeous Silk  
An outstanding feature of this stunning Parasol-Umbrella is the rich new Parisian two-tone border used only on the finest silks. Graceful, 16-rib, parasol steel frame with high grade light-weight wooden rod. Each color silk has a special distinctive loop cord handle to harmonize. Pearl-like stud ends and tips. Guaranteed rainproof. Spreads about 55 inches. Makes a most acceptable gift. Packed in an attractive gift box.  
18K21—Color: Navy blue, purple, red, green or black. State color. Shipping weight, 3 pounds..... **\$5.95**



**\$4.95** All Leather Lined  
18K736—Color: Light brown with tan or black with gray. State color. Size, 9 1/2x11 in. Shipping wt., 1 1/4 lbs. Colored Bag. Silhouette leather with trim in new lined grain effect. Leather covered frame. Strapping change purse has two separate compartments. Mirror. Leather gussets.

---

**CHILDREN'S BAGS**



**57c** Movable Gusset Eyes  
18K758  
Size, 7 1/4x10 1/2x2 1/4 in. Shipping weight, 1 lb.  
Looks like mother's hat box. Red, glossy leatherette trimmed with tan. Kidlike design in bright colors, has movable gusset eyes. Strapping handle. Ideal for the many things carried by children. Locally made. Fine gift.

**GIFT BOXES FOR PARASOL-UMBRELLAS**  
Special Low Price  
Attractive Parasol-Umbrella Boxes with beautiful floral designs, suitable for gifts at any time of the year. Length, about 26 inches. Made to fit all our 16-rib "stud" size parasol-umbrellas.  
18K23—Shipping weight, 1 1/2 pounds..... **17c** Each

**CHILDREN'S UMBRELLAS**  
FOR GIRLS



**\$1.79** Usually Sold Elsewhere for \$2.50  
"LUZON"  
in Gay Colors  
18K48—Color: Blue, red, green or black. State color. Size, 7 lbs. "Luzon" Umbrella give girls a chance to see where they are going. Guaranteed rainproof custom tailored, graceful 16-rib shape. Light weight steel frame. Amber trim. Stud end and handle to match. Spreads 24 in.

---

**79c** Imported Beaded Bag  
18K759  
Size, 7 1/2x11 1/2 in. Shipping wt., 1 1/4 lbs. Cute kiddies bag of small bright colored beads. Change pocket. Beaded handle.

**29c** Kiddies' Beason Bag  
18K761  
Size, 7 1/2x11 1/2 inches. Shipping wt., 1 1/4 lbs. Glossy black & leatherette. Change pocket. Bright color frame. Metal mirror.

**48c** 18K763  
3 1/2x7 inches. Shipping wt., 1 lb. Children's Arm Bag of bright color leatherette. Handkerchief in pocket. Metal frame. Mirror.

**39c** 18K764  
5 1/2x11 in. Shipping wt., 1 1/4 lbs. Kidlike design. Bright color or leather with contrasting buckle and trim. Metal frame. Mirror.

**98c** EACH  
Amazing Values  
18K82 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K83 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K84 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K85 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K86 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K87 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K88 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K89 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K90 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K91 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K92 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K93 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K94 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K95 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K96 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K97 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K98 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K99 Boys' style. Shipping wt., 1 1/4 lbs. Metal mirror. 18K00 Girls' style. Shipping wt., 1 1/4 lbs. Metal mirror.

---

**For Little Tots**  
**\$1.45**  
18K81—Color: Red, blue or black. State color. Shipping wt., 1 1/4 lbs. Novel Parasol-Umbrella has design in bright colorings of Jack and Jill on cover. Good quality rainproof custom material. Lined handle. Beveled steel frame. Small size, 24-inch spread.

**106**

Montgomery Ward's purses at various prices.

# Quality Approved! Style Approved! Yet Prices Amazingly Low




**\$385 The "Kathryne"**  
47 C 1925—Size 5 1/2 by 10 inches. Ship. wt. 1 lb. 4 oz. COLORS: Tan, brown or black. State color wanted.

Right up to the minute in smartness of line and color! Another fashion triumph in the fashionable Gaiuschi grained goatskin. Attractively styled with an extra calfskin flap that covers a secret pocket. Front flap—leather lined. Adjustable hand-arched pocket. Adjustable handle. Inside metal frame; coin purse and beveled mirror. Rayon moire lining.



**\$295 The "Elinore"**  
47 C 1914—Size 5 1/2 by 9 1/2 inches. Ship. wt. 1 lb. COLORS: Tan or black. State color.

Of genuine calf! Its charming simplicity emphasizes the beauty of the soft, smooth leather—and is effectively set off by a pretty gold colored frame with shell colored front panel and clasp. An inexpensive bag for all-round service. Lined thoroughly with a good quality rayon moire, inside mirror and swinging coin purse. Leather pull tab.




**The "Debutante" \$**  
47 C 1928—Size 5 1/2 by 9 1/2 inches. Ship. wt. 1 lb. COLORS: Tan or brown. State color.

Just what the smart debutant for an afternoon outing! Dress grade leather in alligator or grain—in a trim tailored effect. In a sparkling gold colored frame of line. Decorative enameled leather gussets. Adjustable hand-arched, swinging coin purse; beveled mirror.




**\$698 Quality Steerhide** Safety Turn-Loc  
47 C 1910—Size 6 1/2 by 6 1/2 inches. Ship. wt. 1 lb. 8 oz. Brown only.

The ultimate in feminine elegance! Excellent quality heavy steerhide with a rich tri-tone finish and an embossed design. Hand leather facing around edges and inside of bag. Gunmetal "Turn-loc" safety frame—no turn and the bag is securely closed. Serviceable suede leather lining. Beveled mirror and coin purse.



**\$295 "La Parisienne"**  
47 C 1927—Size 5 1/2 by 9 1/2 inches. Ship. wt. 1 lb. COLORS: Taelgray; black. State color.

Charming back-strap style—recommended by Parisian fashion experts. Front fabric grained leather, soft and pliable; gold colored frame and rose quartz colored ornament. Swinging coin purse. Beveled mirror. Rayon moire lined.



**The "Marcelle" \$329**  
47 C 1912—Size 6 1/2 by 8 1/2 inches. Ship. wt. 1 lb. COLORS: Tan, gray or black. State color wanted.

Ultra smart! Stylish Pouch Bag in a new pearl fabric, embossed leather. Gold colored frame; rose quartz colored ornament. Rayon moire lining. Swinging coin purse; beveled mirror.



**\$635 Excellent Quality**  
47 C 1929—Size 6 1/2 by 8 1/2 inches. Ship. wt. 1 lb. 8 oz. COLORS: Tan or brown. State color wanted.

New, beautiful, clever! Fine quality steerhide—splendid for wear. Unique embossed design on suede lined front flap. Inner flap with beveled mirror conceals secret pocket. Handkerchief pocket in back. Individual coin purse. Metal frame. Inside swinging coin purse. Rayon moire lining that gives good service.



**\$289 The "Ramona"** Hand Laced Edges  
47 C 1931—Size 5 1/2 by 10 inches. Ship. wt. 1 lb. 4 oz.

Rich color harmony that tones up the chic ensemble with smart effect! Underarm Purse of genuine leather embossed to resemble Spanish steerhide. Leather lined front flap enclosed in harmonizing colors and finished with hand lacing; rest of purse moire lined. Individual coin purse and mirror. Inside metal frame. Handkerchief pocket on back.



**\$289 American Girl**  
47 C 1916—Size 4 1/2 by 5 1/2 inches. Ship. wt. 1 lb. Tan only.

A wonderful sports note in the new fall fashions in this jaunty little oval shaped bag! Good quality grained leather with beautiful tri-tone finish. Harmonizing embossed design. Adjustable handle. Attractively fitted with powder box, lipstick holder, mirror and coin purse. Leather covered frame; moire lining.




**\$398 Steerhide Hand Laced**  
47 C 1930—Size 5 by 5 1/2 inches. Ship. wt. 1 lb. Brown only.

Jaunty Steerhide Pouch bag in a fashionable tri-tone effect! Equipped with a "Turn-loc" safety frame—one turn of the small metal tab closes it securely. Embossed design and hand lacing around edges and handle. Gunmetal frame. Suede leather lining. Beveled mirror; coin purse.



**Genuine Steerhide Hand Laced Edges \$4**  
47 C 1923—Size 5 by 9 1/2 inches. Ship. wt. 1 lb. 4 oz. COLORS: Tan or brown. State color.

A perfect gem of a bag—anywhere. Latest fashion trimmings—size available that wears recognized priced far below the usual for its quality. Suede lined front flap has embossed in shades of brown and finished with hand lacing. Outside beveled pocket. Individual coin purse; beveled mirror. Attractive rayon moire lining.



**\$259 Rayon Moire**  
47 C 1937—Size 5 by 7 1/2 inches. Ship. wt. 1 lb.

COLORS: Beige, gray, navy blue or black. State color.

Charming back-strap pouch of silk and rayon moire. Three separate compartments, individual mirror and coin purse. Beautiful moire lining.



**\$405 The "Fantasy"**



**Your Choice \$495**



**The "Louise" \$405**



# Undergarments from Sears

## Charming Underthings

Descriptions and Other Colors May Be Found on Opposite Page

**A** Shadowproof Hem  
 Full Silk \$2.98  
 Washproof Silk \$3.98

**B** Mercerized Jersey  
 Dress \$85¢  
 Skirt \$75¢

**C** Silk Pique  
 \$1.69

**D** Jersey Silk  
 \$2.95  
 Rayon \$1.95

**E** Silk  
 Crepe de Chine \$2.98

**F** Double Fabric  
 Crepe  
 Rayon Quality  
 Dress Silk \$1.98  
 Blouse \$2.69  
 Skirt \$2.48

**G** Shadowproof  
 Shorts \$75¢

**H** Shadowproof  
 Undergarment  
 Silk Dress \$2.79

## Exquisite Rayon Garments

**J** Shadowproof  
 Underlay  
 Excellent  
 Quality  
 Rayon \$2.95

**K** Fine Quality  
 Rayon  
 Blouse \$1.95  
 Skirt \$2.48

**L** Fine Knit  
 Rayon \$1.65

**M** Fine Quality  
 Rayon \$2.95

**N** Shadowproof  
 Hem

**O** Shadowproof  
 Hem

**P** Shadowproof  
 Hem

**Q** Shadowproof  
 Hem

**R** Rayon Jersey  
 Long Skirt \$1.69  
 Short \$1.49

**S** Fine Quality  
 Rayon \$1.89

**T** Fine Quality  
 Rayon 98¢

132 SEARS, ROEBUCK AND CO. W. L. S. The World's Largest Store

# Undergarments from Montgomery Ward's

**Beautifully Applied**  
 32 C 1035—Peach.  
 32 C 1036—Nile green.  
 32 C 1037—Nile green.  
 32 C 1038—Nile green.  
 32 C 1039—Nile green.  
 32 C 1040—Nile green.  
 32 C 1041—Nile green.  
 32 C 1042—Nile green.  
 32 C 1043—Nile green.  
 32 C 1044—Nile green.  
 32 C 1045—Nile green.  
 32 C 1046—Nile green.  
 32 C 1047—Nile green.  
 32 C 1048—Nile green.  
 32 C 1049—Nile green.  
 32 C 1050—Nile green.  
 32 C 1051—Nile green.  
 32 C 1052—Nile green.  
 32 C 1053—Nile green.  
 32 C 1054—Nile green.  
 32 C 1055—Nile green.  
 32 C 1056—Nile green.  
 32 C 1057—Nile green.  
 32 C 1058—Nile green.  
 32 C 1059—Nile green.  
 32 C 1060—Nile green.  
 32 C 1061—Nile green.  
 32 C 1062—Nile green.  
 32 C 1063—Nile green.  
 32 C 1064—Nile green.  
 32 C 1065—Nile green.  
 32 C 1066—Nile green.  
 32 C 1067—Nile green.  
 32 C 1068—Nile green.  
 32 C 1069—Nile green.  
 32 C 1070—Nile green.  
 32 C 1071—Nile green.  
 32 C 1072—Nile green.  
 32 C 1073—Nile green.  
 32 C 1074—Nile green.  
 32 C 1075—Nile green.  
 32 C 1076—Nile green.  
 32 C 1077—Nile green.  
 32 C 1078—Nile green.  
 32 C 1079—Nile green.  
 32 C 1080—Nile green.  
 32 C 1081—Nile green.  
 32 C 1082—Nile green.  
 32 C 1083—Nile green.  
 32 C 1084—Nile green.  
 32 C 1085—Nile green.  
 32 C 1086—Nile green.  
 32 C 1087—Nile green.  
 32 C 1088—Nile green.  
 32 C 1089—Nile green.  
 32 C 1090—Nile green.  
 32 C 1091—Nile green.  
 32 C 1092—Nile green.  
 32 C 1093—Nile green.  
 32 C 1094—Nile green.  
 32 C 1095—Nile green.  
 32 C 1096—Nile green.  
 32 C 1097—Nile green.  
 32 C 1098—Nile green.  
 32 C 1099—Nile green.  
 32 C 1100—Nile green.

**Soft—LUXURIOUS**  
 32 C 661—Flesh pink. 32 C 662—Peach.  
 32 C 663—Nile green.  
 32 C 664—Nile green.  
 32 C 665—Nile green.  
 32 C 666—Nile green.  
 32 C 667—Nile green.  
 32 C 668—Nile green.  
 32 C 669—Nile green.  
 32 C 670—Nile green.  
 32 C 671—Nile green.  
 32 C 672—Nile green.  
 32 C 673—Nile green.  
 32 C 674—Nile green.  
 32 C 675—Nile green.  
 32 C 676—Nile green.  
 32 C 677—Nile green.  
 32 C 678—Nile green.  
 32 C 679—Nile green.  
 32 C 680—Nile green.  
 32 C 681—Nile green.  
 32 C 682—Nile green.  
 32 C 683—Nile green.  
 32 C 684—Nile green.  
 32 C 685—Nile green.  
 32 C 686—Nile green.  
 32 C 687—Nile green.  
 32 C 688—Nile green.  
 32 C 689—Nile green.  
 32 C 690—Nile green.  
 32 C 691—Nile green.  
 32 C 692—Nile green.  
 32 C 693—Nile green.  
 32 C 694—Nile green.  
 32 C 695—Nile green.  
 32 C 696—Nile green.  
 32 C 697—Nile green.  
 32 C 698—Nile green.  
 32 C 699—Nile green.  
 32 C 700—Nile green.

**Tailored Chemise** \$295  
 32 C 803—Flesh pink. 32 C 804—Peach.  
 32 C 805—Nile green.  
 32 C 806—Nile green.  
 32 C 807—Nile green.  
 32 C 808—Nile green.  
 32 C 809—Nile green.  
 32 C 810—Nile green.  
 32 C 811—Nile green.  
 32 C 812—Nile green.  
 32 C 813—Nile green.  
 32 C 814—Nile green.  
 32 C 815—Nile green.  
 32 C 816—Nile green.  
 32 C 817—Nile green.  
 32 C 818—Nile green.  
 32 C 819—Nile green.  
 32 C 820—Nile green.  
 32 C 821—Nile green.  
 32 C 822—Nile green.  
 32 C 823—Nile green.  
 32 C 824—Nile green.  
 32 C 825—Nile green.  
 32 C 826—Nile green.  
 32 C 827—Nile green.  
 32 C 828—Nile green.  
 32 C 829—Nile green.  
 32 C 830—Nile green.  
 32 C 831—Nile green.  
 32 C 832—Nile green.  
 32 C 833—Nile green.  
 32 C 834—Nile green.  
 32 C 835—Nile green.  
 32 C 836—Nile green.  
 32 C 837—Nile green.  
 32 C 838—Nile green.  
 32 C 839—Nile green.  
 32 C 840—Nile green.

those who love dainty underthings.  
 Rayons that are richer and far more lasting than most rayons at even higher prices. Lovely, petal-soft, knit of the finest "A" quality yarns on improved spring needle machines. Made as few rayons are made—knit (not stretched) to their elastic shape. Favorite of fastidious women who choose lingerie thriftily—getting the best in service and style at lowest prices.  
 Styles that have won fast friendships in past seasons; modern garments, indispensable for wear with the new frocks. Each garment a supreme fashion value. Each bringing you the very best for the price in lowlier fabrics, newer styles.



All Silk Crepe de Chine

**Dainty Chemise** \$195  
 Exceptional Value  
 32 C 806—Flesh pink. 32 C 807—Peach.  
 32 C 808—Nile green.  
 32 C 809—Nile green.  
 32 C 810—Nile green.  
 32 C 811—Nile green.  
 32 C 812—Nile green.  
 32 C 813—Nile green.  
 32 C 814—Nile green.  
 32 C 815—Nile green.  
 32 C 816—Nile green.  
 32 C 817—Nile green.  
 32 C 818—Nile green.  
 32 C 819—Nile green.  
 32 C 820—Nile green.  
 32 C 821—Nile green.  
 32 C 822—Nile green.  
 32 C 823—Nile green.  
 32 C 824—Nile green.  
 32 C 825—Nile green.  
 32 C 826—Nile green.  
 32 C 827—Nile green.  
 32 C 828—Nile green.  
 32 C 829—Nile green.  
 32 C 830—Nile green.  
 32 C 831—Nile green.  
 32 C 832—Nile green.  
 32 C 833—Nile green.  
 32 C 834—Nile green.  
 32 C 835—Nile green.  
 32 C 836—Nile green.  
 32 C 837—Nile green.  
 32 C 838—Nile green.  
 32 C 839—Nile green.  
 32 C 840—Nile green.



Good Quality Knitted Rayon

**Step-in Chemise** 98¢  
 Lace Trimmed  
 32 C 808—Flesh pink. 32 C 810—Peach.  
 32 C 811—Nile green.  
 32 C 812—Nile green.  
 32 C 813—Nile green.  
 32 C 814—Nile green.  
 32 C 815—Nile green.  
 32 C 816—Nile green.  
 32 C 817—Nile green.  
 32 C 818—Nile green.  
 32 C 819—Nile green.  
 32 C 820—Nile green.  
 32 C 821—Nile green.  
 32 C 822—Nile green.  
 32 C 823—Nile green.  
 32 C 824—Nile green.  
 32 C 825—Nile green.  
 32 C 826—Nile green.  
 32 C 827—Nile green.  
 32 C 828—Nile green.  
 32 C 829—Nile green.  
 32 C 830—Nile green.  
 32 C 831—Nile green.  
 32 C 832—Nile green.  
 32 C 833—Nile green.  
 32 C 834—Nile green.  
 32 C 835—Nile green.  
 32 C 836—Nile green.  
 32 C 837—Nile green.  
 32 C 838—Nile green.  
 32 C 839—Nile green.  
 32 C 840—Nile green.

**Genuine Fairy Spun** 89¢  
 Fine Rayon Vests  
 32 C 1081—Nile green.  
 32 C 1082—Nile green.  
 32 C 1083—Nile green.  
 32 C 1084—Nile green.  
 32 C 1085—Nile green.  
 32 C 1086—Nile green.  
 32 C 1087—Nile green.  
 32 C 1088—Nile green.  
 32 C 1089—Nile green.  
 32 C 1090—Nile green.  
 32 C 1091—Nile green.  
 32 C 1092—Nile green.  
 32 C 1093—Nile green.  
 32 C 1094—Nile green.  
 32 C 1095—Nile green.  
 32 C 1096—Nile green.  
 32 C 1097—Nile green.  
 32 C 1098—Nile green.  
 32 C 1099—Nile green.  
 32 C 1100—Nile green.

**Genuine Lustersheen Slip** \$198  
 32 C 661—Flesh pink. 32 C 662—Peach.  
 32 C 663—Nile green.  
 32 C 664—Nile green.  
 32 C 665—Nile green.  
 32 C 666—Nile green.  
 32 C 667—Nile green.  
 32 C 668—Nile green.  
 32 C 669—Nile green.  
 32 C 670—Nile green.  
 32 C 671—Nile green.  
 32 C 672—Nile green.  
 32 C 673—Nile green.  
 32 C 674—Nile green.  
 32 C 675—Nile green.  
 32 C 676—Nile green.  
 32 C 677—Nile green.  
 32 C 678—Nile green.  
 32 C 679—Nile green.  
 32 C 680—Nile green.  
 32 C 681—Nile green.  
 32 C 682—Nile green.  
 32 C 683—Nile green.  
 32 C 684—Nile green.  
 32 C 685—Nile green.  
 32 C 686—Nile green.  
 32 C 687—Nile green.  
 32 C 688—Nile green.  
 32 C 689—Nile green.  
 32 C 690—Nile green.  
 32 C 691—Nile green.  
 32 C 692—Nile green.  
 32 C 693—Nile green.  
 32 C 694—Nile green.  
 32 C 695—Nile green.  
 32 C 696—Nile green.  
 32 C 697—Nile green.  
 32 C 698—Nile green.  
 32 C 699—Nile green.  
 32 C 700—Nile green.

**Amoskeag Flannelette** \$159  
 Warm Nightgown  
 32 C 115—Flesh pink. 32 C 116—Peach.  
 32 C 117—Nile green.  
 32 C 118—Nile green.  
 32 C 119—Nile green.  
 32 C 120—Nile green.  
 32 C 121—Nile green.  
 32 C 122—Nile green.  
 32 C 123—Nile green.  
 32 C 124—Nile green.  
 32 C 125—Nile green.  
 32 C 126—Nile green.  
 32 C 127—Nile green.  
 32 C 128—Nile green.  
 32 C 129—Nile green.  
 32 C 130—Nile green.  
 32 C 131—Nile green.  
 32 C 132—Nile green.  
 32 C 133—Nile green.  
 32 C 134—Nile green.  
 32 C 135—Nile green.  
 32 C 136—Nile green.  
 32 C 137—Nile green.  
 32 C 138—Nile green.  
 32 C 139—Nile green.  
 32 C 140—Nile green.

**Fine Rayon Pajamas** \$295  
 32 C 115—Flesh pink. 32 C 116—Peach.  
 32 C 117—Nile green.  
 32 C 118—Nile green.  
 32 C 119—Nile green.  
 32 C 120—Nile green.  
 32 C 121—Nile green.  
 32 C 122—Nile green.  
 32 C 123—Nile green.  
 32 C 124—Nile green.  
 32 C 125—Nile green.  
 32 C 126—Nile green.  
 32 C 127—Nile green.  
 32 C 128—Nile green.  
 32 C 129—Nile green.  
 32 C 130—Nile green.  
 32 C 131—Nile green.  
 32 C 132—Nile green.  
 32 C 133—Nile green.  
 32 C 134—Nile green.  
 32 C 135—Nile green.  
 32 C 136—Nile green.  
 32 C 137—Nile green.  
 32 C 138—Nile green.  
 32 C 139—Nile green.  
 32 C 140—Nile green.

**Silk Vests** \$149  
 32 C 526—Peach.  
 32 C 527—Nile green.  
 32 C 528—Nile green.  
 32 C 529—Nile green.  
 32 C 530—Nile green.  
 32 C 531—Nile green.  
 32 C 532—Nile green.  
 32 C 533—Nile green.  
 32 C 534—Nile green.  
 32 C 535—Nile green.  
 32 C 536—Nile green.  
 32 C 537—Nile green.  
 32 C 538—Nile green.  
 32 C 539—Nile green.  
 32 C 540—Nile green.

**Dainty Printed Rayon Dance Set** \$198  
 32 C 816—Flesh pink with contrast.  
 32 C 817—Nile green with floral design.  
 32 C 818—Nile green with floral design.  
 32 C 819—Nile green with floral design.  
 32 C 820—Nile green with floral design.  
 32 C 821—Nile green with floral design.  
 32 C 822—Nile green with floral design.  
 32 C 823—Nile green with floral design.  
 32 C 824—Nile green with floral design.  
 32 C 825—Nile green with floral design.  
 32 C 826—Nile green with floral design.  
 32 C 827—Nile green with floral design.  
 32 C 828—Nile green with floral design.  
 32 C 829—Nile green with floral design.  
 32 C 830—Nile green with floral design.  
 32 C 831—Nile green with floral design.  
 32 C 832—Nile green with floral design.  
 32 C 833—Nile green with floral design.  
 32 C 834—Nile green with floral design.  
 32 C 835—Nile green with floral design.  
 32 C 836—Nile green with floral design.  
 32 C 837—Nile green with floral design.  
 32 C 838—Nile green with floral design.  
 32 C 839—Nile green with floral design.  
 32 C 840—Nile green with floral design.

**Rayon Nightgown Beautifully Applied** \$269  
 32 C 803—Flesh pink. 32 C 804—Peach.  
 32 C 805—Nile green.  
 32 C 806—Nile green.  
 32 C 807—Nile green.  
 32 C 808—Nile green.  
 32 C 809—Nile green.  
 32 C 810—Nile green.  
 32 C 811—Nile green.  
 32 C 812—Nile green.  
 32 C 813—Nile green.  
 32 C 814—Nile green.  
 32 C 815—Nile green.  
 32 C 816—Nile green.  
 32 C 817—Nile green.  
 32 C 818—Nile green.  
 32 C 819—Nile green.  
 32 C 820—Nile green.  
 32 C 821—Nile green.  
 32 C 822—Nile green.  
 32 C 823—Nile green.  
 32 C 824—Nile green.  
 32 C 825—Nile green.  
 32 C 826—Nile green.  
 32 C 827—Nile green.  
 32 C 828—Nile green.  
 32 C 829—Nile green.  
 32 C 830—Nile green.  
 32 C 831—Nile green.  
 32 C 832—Nile green.  
 32 C 833—Nile green.  
 32 C 834—Nile green.  
 32 C 835—Nile green.  
 32 C 836—Nile green.  
 32 C 837—Nile green.  
 32 C 838—Nile green.  
 32 C 839—Nile green.  
 32 C 840—Nile green.

**Knitted Rayon Tailored Nightgown** \$195  
 32 C 276—Flesh pink. 32 C 277—Peach.  
 32 C 278—Nile green.  
 32 C 279—Nile green.  
 32 C 280—Nile green.  
 32 C 281—Nile green.  
 32 C 282—Nile green.  
 32 C 283—Nile green.  
 32 C 284—Nile green.  
 32 C 285—Nile green.  
 32 C 286—Nile green.  
 32 C 287—Nile green.  
 32 C 288—Nile green.  
 32 C 289—Nile green.  
 32 C 290—Nile green.  
 32 C 291—Nile green.  
 32 C 292—Nile green.  
 32 C 293—Nile green.  
 32 C 294—Nile green.  
 32 C 295—Nile green.  
 32 C 296—Nile green.  
 32 C 297—Nile green.  
 32 C 298—Nile green.  
 32 C 299—Nile green.  
 32 C 300—Nile green.



# Shoes from Sears

Is It Attractive?  
C-D-E width. **\$398**  
A-B width.  
Size and width.  
Shipping wt., 1 1/2 lb.

Patent leather being in made up in a front strap model over the instep you may be sure becoming to the most critical and white leather enhances the and side straps. Shapely new 1/2-inch covered wood military with favor.

*Trim—Dainty*  
**15K2707—C - D - E**  
width. Sizes, 2 1/2 to 8. **\$248**  
Be sure to state size and width.  
Shipping wt., 1 1/2 lb.

Black patent leather One-Strap Slipper with decorative underlay on vamp. 1 1/2-inch heel with rubber top lift. The toe, built over the favored new Parisian last, offers style that is authentic, daintiness and walking comfort. A model to be proud of.

*Of Foremost Style*  
**\$439**

**15K3230—C-D-E width. Sizes, 2 1/2 to 8.**  
**15K3231—A-B width. Sizes, 3 to 8.**  
State size and width. Shipping wt., 1 1/2 lb. Last 1/2 inch. Size and strap stitching is wrought into the saddle, tip and quarter of the tan calfskin Four-Eyelet Oxford here illustrated. Fashioned over the new boulevard last. 1-inch, rubber topped walking heel. Soles are GENUINE GOODYEAR WELT.

**\$369**

*Always Appropriate*  
**15K2688—C-D-E width. Sizes, 2 1/2 to 8.**  
Be sure to state size and width.  
Shipping wt., 1 1/2 lb.

There's a lot of Paisley on so many of the models this season because it blends in so harmoniously with all leathers. How well it shows up with black patent leather as on this One-Strap slipper, strap and quarter. Dainty costume on sides emphasize the completeness of design, while other style features are the new Parisian modeled toe, and covered wood military heel, 1 1/2 inches high.

Are in Doubt  
out the Size  
You Require  
Page 300

*Novel and Stylish*  
**\$459**

**15K2746—C-D-E width. Sizes, 2 1/2 to 8.**  
**15K2747—A-B width. Sizes, 3 to 8.**  
Patent Leather  
**15K2748—C-D-E width. Sizes, 2 1/2 to 8.**  
**15K2749—A-B width. Sizes, 3 to 8.**  
State size and width. Shipping wt., 1 1/2 lb.

All the style of the well lined three-eyes let and softness of genuine black kid or patent leather are embodied in this alluring Oxford. Add to that a stylish cut-out vamp, fancy stitching on quarter and a shield tip. Comfortable medium toe and a rubber top lift on the 1 1/2-inch heel make walking a pleasure. The soles are HAND TURNED—flexible and easy bending.

*Portrays Grace and Beauty*

**15K2702**  
C-D-E width. **\$398**  
Sizes, 2 1/2 to 8.  
**15K2703**  
A-B width. **\$398**  
Sizes, 3 to 8.

Be sure to state size and width.  
Shipping wt., 1 1/2 lb.

Wear this two-eyelid Oxford with confidence that it embraces all the best style of today. Black patent leather with Paisley trimmed cutouts on the quarter, a 2-inch covered wood spike heel and the new Parisian shape toe will be sure signs that you show good taste in the selection of your dress footwear.

**Shoes Shipped Within 24 Hours!** 303

# Montgomery Ward's Shoes

**Imported Steel Buckle**  
**\$4<sup>98</sup>** 24 C 503—SIZES: 2½ to 8. Widths B, C, D. Also A width in sizes 4 to 8. State size and width. Ship. wt., 1 lb. 8 oz. Stunning Regent Pump of fine black patent leather with exquisite steel buckles imported from France. 2½ inch spike covered heels. Light leather linings. A \$6 to \$7 value.

**Black Patent With Beige Kid**  
**\$4<sup>98</sup>** 24 C 510—SIZES: 2½ to 8. Widths B, C, D. Also A width in sizes 4 to 8. State size and width. Shipping weight, 1 pound 8 ounces. Slender, beautifully designed straps of delicate beige kid applied on black patent leather of low-cut pump design. One of the striking style-successors of the season! Short vamp, French last with youthful square toe. Slender, covered spike heel, 2½ inches high. Slide buckle fastening. Light leather lining for wear with delicate hose.

**Rich Suede Oxfords—Newest Cut-Outs**  
**\$4<sup>98</sup>** 24 C 508—Woodland, brown suede. 24 C 507—Black suede. SIZES: 2½ to 8. Widths B, C, D, E. Also A width in sizes 4 to 8. State size and width. Ship. weight, 1 lb. 8 oz. Tailored chic for the fashionable foot. Beautiful quality suede. Light leather lined; graceful 2¼-inch covered heel. One of the most pleasing Cut-Out oxford effects designed this season—and priced very low.

**New "Watersnake" Calf With Patent**  
**\$5<sup>49</sup>** 24 C 520—SIZES: 2½ to 8. Widths B, C, D. Also A width in sizes 4 to 8. State size and width. Ship. wt., 1 lb. 8 oz. Nothing newer or smarter in Fifth Avenue's best shops—but Fifth Avenue would charge at least \$10 for these ultra-voguish Cut-Outs! The new, fashionable "watersnake" calf in fascinating shades of beige, combined with fine black patent leather—the final touch of chic for the fashionable costume. Cut over the new French last that makes the foot look so attractively petite. 2½-inch covered spike heels. Light leather lining. An \$8 to \$10 style leader.

**Patent Leather With Pin-Seal Trim**  
**\$3<sup>98</sup>** 24 C 516—SIZES: 2½ to 8. Widths B, C, D, E. State size and width. Ship. weight, 1 lb. 8 oz. A charmingly simple One-Strap slipper that embodies the vogue for two leathers combined. Black patent leather with deftly cut collar and strap of fine quality black pin-seal. Covered Cuban Heel—1½ inch high—comfortable for walking and dressy enough for any hour in the day. Light leather lining.

**Two of the Season's Smartest Dress Ties**  
**\$4<sup>49</sup>** Tan Calf, Light Trim or Black Patent, Pin-Seal Trim

**Black Patent With New Strap**  
**\$3<sup>98</sup>** 24 C 506—SIZES: 2½ to 8. Widths

*Strikingly Individual*  
 ~the New Reptile Trims  
 ~the New Lasts!

Find Your Shoe Size  
 See Page 177



# Gloves from Sears

## Latest Novelties



**Beautiful Petit Point Embroidery**

Black, Champagne, Gray, Beaver. State size. Shipping weight, 4 ounces.

The latest Petit Point Design Gloves in the most beautiful color combinations. Made of a fine quality real Melolin with a turnover cuff of a popular design. Cuffs and back are smartly embroidered. Straps are full.



**The Smart Embroidered Cuffs**

Black, Champagne, Gray, Beaver. State size. Shipping weight, 4 ounces.



**Very Chic Imported Chamoisuede**

89c PER PAIR

Sizes, 6 to 8 1/2. Half sizes. Shipping weight, 2 ounces.

Smartly styled and very chic are these latest French Model Gloves. Made of a fine quality imported washable chamoisuede fabric. Attractively embroidered turnover cuff of exclusive design. Rip-knot sewed under and button thumb. High grade quality gloves reasonably priced.



**Leather Gloves for Sport Wear**

\$1.77 PER PAIR

Sizes, 6 to 8 1/2. Half sizes. State size. Shipping weight, 6 ounces.

Women's Fleece Lined Good Quality Capeskin Soft Cuff Style Gloves. Just the thing for motor-riding or sport wear. An excellent value at this low price.



**Fur Lined Imported Capeskin**

\$3.75 PER PAIR

Sizes, 6 to 8 1/2. Half sizes. State size. Shipping weight, 8 ounces.

These Women's Fine Quality Rabbit Fur Lined Gloves—made of imported chrome tanned capeskin are very smart and stylish, besides being warm and durable. Strap wrists. Outseam sewed.



**Of Smart Design**

\$1.00 PER PAIR

Sizes, 6 to 8 1/2. Half sizes. State size. Shipping weight, 4 ounces.

Smart and Attractive Newest Sport Novelty Flare Cuff Style Gloves for women. Fully shrunk and seamless knit. A most wonderful assortment of this season's newest color effects. Suitable for all outdoor sports. Made of a fine quality all wool yarn.



**Brush Grade Fifth Avenue Style**

89c PER PAIR

Sizes, 6 to 8 1/2. State size. Shipping weight, 3 ounces.

Smart and stylish are these Girls' or Boys' Brushed Wool Seamless Knit Turn-over Cuff Gloves. Newest design of cuff and season's latest color effects. Ideal gloves for school or play.



**For Children and Misses**

69c PER PAIR

Ages, 5 to 14 years. State size. Shipping weight, 3 ounces.

The newest and smartest Collegiate Style Novelty Cuff, Brushed Wool, Seamless Knit Gloves for girls. Fully shrunk. This season's newest colors. Remarkable value in gloves of merit. Will give warmth and service.



**Smart and Attractive Newest Sport Novelty Flare Cuff Style**

49c PER PAIR

Ages, 5 to 14 years. State size. Shipping weight, 3 ounces.



**Gloves for Children and Misses**

69c PER PAIR

Ages, 5 to 14 years. State size. Shipping weight, 3 ounces.

**W. L. ROEBUCK AND CO. W.L.S. The World's Largest Store**

Gloves from Montgomery Ward's

Paris Sends Her Newest To Match Each Costume

Smartly Styled Quality Kid Gloves

Chamois Fabrics / Latest Styles~Lined Leather Gloves

Wool SPORTS Gloves

The advertisement displays a variety of gloves with the following price tags: B (269), C (298), D (279), E (369), G (100), H (100), I (100), J (100), K (98), L (89), M (89), N (98), O (479), P (189), Q (389), R (389), S (179), T (289), U (149), V (398), W (298), X (98), Y (59), Z (73), AA (229), and BB (98).



Sears has a variety of Stockings to choose from

Pilgrim Positive Wear

# GUARANTEED Hosiery

**Our Guarantee**  
 Guarantees four pairs of Men's and Women's  
 Positive-Wear Combed Cotton Socks or  
 Combed Cotton Socks or Stockings or three pairs  
 of Women's Silk Plated Stockings to wear three  
 months. If they do not we will replace them  
 without any expense to you. It is understood  
 that in each case the socks or stockings will be  
 made up for the same person.  
**SEARS, ROEBUCK AND CO.**

**Women's Combed Cotton Stockings**  
**4 Pairs for 85¢**  
 Guaranteed to Wear Four Months

86K432—Black.  
 86K433—White.  
 86K438—French tan.  
 Sizes, 9, 9½, 10 and 10½. State sizes.  
 Shipping weight, 4 pairs, ¼ lb.  
 Made of a very fine combed cotton yarn. An extra  
 thread of combed cotton is knit into the soles, heels  
 and toes and adds greatly to the life of the stockings.  
 Elastic garter tops. These stockings are of medium  
 weight. Very neat appearing. Fully seamless feet.

**Combed Cotton**  
**4 Pairs for 85¢**  
 Guaranteed to Wear 4 Months

**Men's Combed Cotton Socks**  
**4 Pairs for 85¢**  
 Guaranteed to Wear Four Months

86K401—Black.  
 86K403—Dark brown.  
 86K405—Navy blue.  
 86K407—Light gray.  
 86K409—French tan.  
 Sizes, 9½, 10, 10½, 11, 11½ and 12. State sizes. Shipping weight, four pairs, ¾ pound.  
 Medium heavy weight, fine combed cotton socks that are soft and durable. The soles, heels and toes are reinforced with an extra thread of selected combed cotton. Elastic ribbed tops. Fully seamless.

**Women's Mercerized Cotton Stockings**  
**3 Pairs for \$1.00**  
 Guaranteed to Wear 3 Months

86K452—Black.  
 86K453—French tan.  
 86K459—Medium gray.  
 Sizes, 9½, 9, 9½ and 10. State sizes. Shipping weight, three pairs, ¼ pound.  
 Very fine gauge neat appearing stocking, knit with exceptionally high grade mercerized cotton yarn. A seam in the back of the leg gives the appearance of a fashioned stocking. Have double heels and high spliced heels. Extra reinforced soles and toes. Double garter tops. Seamless feet. Medium weight.

**Extra Wide Tops for Stout Women**  
**4 Pairs for \$1.08**  
 Guaranteed to Wear Four Months

86K487—Black.  
 86K488—White.  
 86K489—Nude.  
 Sizes, 9½ to 10½. State sizes. Shipping weight, four pairs, ¼ pound.  
 Knit of the same very fine quality combed cotton yarn as our 86K412. Full, wide double garter tops mean comfort and service for stout women. Fully seamless feet. Reinforced heels, toes and double soles.

**Women's Mercerized Cotton Stockings**  
**3 Pairs for \$2.25**  
 Guaranteed to Wear Three Months

86K475—Black, Dove gray, Blonde satin, Rose blonde, Champagne or Ereglow.  
 Sizes, 8½, 9, 9½ and 10. State sizes. Shipping weight, three pairs, ¾ pound.  
 Practical hose that lends smartness to your appearance. They look like all silk, yet they cost much less and are very serviceable. From top to toe the silk is knit on the outer surface and reinforced with Rayon on the inside, a wonderful combination for style and service. The matted back has fashioned markings. Seamless feet for comfort. Mercerized cotton heels and toes. Ravel stop to prevent runs. These are exceptionally serviceable stockings and you make considerable saving by buying three pairs. Besides, we guarantee three pairs to wear three months.

**Men's Mercerized Socks**  
**3 Pairs for 78¢**  
 Guaranteed for Three Months

86K414—Black. 86K415—Gray.  
 86K416—Dark brown.  
 Sizes, 9½, 10, 10½, 11 and 11½. State sizes. Shipping weight, three pairs, ¼ pound.  
 Medium heavy weight, fine gauge mercerized cotton socks. The heels, toes and soles are reinforced with a two-thread mercerized cotton yarn. There is also an extra reinforcement in the toe to give extra wear. Fully seamless. Elastic ribbed tops.

**Silk Reinforced With Rayon From Top to Toe**  
**3 Pairs for \$2.25**  
 Guaranteed to Wear Three Months

**Parcel Post, Express and Freight Rates Are on Pages 542 to 545**

259

Montgomery Ward's also had a variety of stockings in different materials

The shades are new and fashionable. In every respect Golden-Crest Hosiery represent perfection in quality and the utmost in value.

**Golden-Crest Nu-point STYLE HEEL**

Silk to Top \$1.65  
 30 C 978—SIZES: 8½, 9, 9½, 10. COLORS: See chart at right. Ship. wt. per pair, 3 oz. State size and color. Now, see these heels which interpret the mode of the hour, together with all the sheer, shimmering beauty of lovely chiffon weight. Preferred by the discriminating woman. Finely full fashioned Golden-Crest hose of all pure silk, top to toe; pure silk hem inside and out with dainty blue striped edge. Graceful silk covered foot reinforced with lisle and side toe guard.

Silk to Hem Service Weight \$1.49  
 30 C 979—SIZES: 8½, 9, 9½, 10. COLORS: See chart at right. Ship. wt. per pair, 3 oz. State size and color. Strikingly distinctive—beautifully styled—this service weight Golden-Crest hose with Nu-point heel is the latest vogue. Full fashioned from fine pure Japanese silk all the way from the mercerized garter hem top to the toe. Self color pure silk Nu-point heel, lisle sole and side toe guard add wear.

Blue Stripe Edge Adds Touch of Smartness  
**Chiffon Weight All Pure Silk Top to Toe**  
 30 C 983—COLORS: As shown in color chart above. SIZES: 8½, 9, 9½, 10. State size and color. Ship. wt. 3 oz. Every stitch from top to toe, exquisitely clear, flawless Japanese thread silk. Full fashioned Golden-Crest, and oh! how lovely is the filmy chiffon weight—ideal for wear with the shorter skirts. The hem top is all pure silk inside and out—with a pretty contrasting color stripe at top. Pure silk narrow heel is highly applied. Foot has special side toe guards and is reinforced inside with highly mercerized lisle, invisible even in lowest cut pumps. We firmly believe that never before have stockings of similar quality and finish been offered by any other store at such a low price.

You Can Secure No Greater Values Than These  
**Our Most Popular Service Weight**  
 Silk to Top \$1.49  
 30 C 982—COLORS: As shown in color chart above. SIZES: 8½, 9, 9½, 10. State size and color. Ship. wt. per pair, 3 oz. So extremely modish—yet so serviceable—these all pure silk Golden-Crest stockings in a service weight. They are four gauge and improved at every point to add to their quality and fine appearance. Full fashioned to cling tightly to the ankle and mold softly to the knee. The silk hem is reinforced inside with highly mercerized lisle for welcome strength. Foot is all silk covered for wear with low cut slippers and reinforced on inner side with fine mercerized lisle.

Pure Silk to Hem \$1.35  
 30 C 981—COLORS: See chart above. SIZES: 8½, 9, 9½, 10. State size and color. Ship. wt. per pair, 3 oz. Appropriate for all occasions—at home—business—or even for evening wear. A Golden-Crest stocking of flawless Japanese silk extending from the toe to the hem. A fashionable service weight which combines all the style with neatness. Full fashioned to fit the ankle with trim, smooth perfection. The mercerized lisle hem gives additional strength. Mercerized foot and reinforced heel and toe. Narrow high applied heel is all pure silk.

De Luxe Quality Pure Silk Top to Toe \$1.99  
**Service Weight Square Heel \$1.95**  
 30 C 985—COLORS: As shown in color chart above. SIZES: 8½, 9, 9½, 10. State size and color. Ship. wt. per pair, 3 oz. What flawless, lovely silk is in them! What smartness is there! What service they give! Everything to be desired is found in these—our best quality full fashioned De Luxe Service weight Golden-Crest Hose. Slapely silk covered foot and silk-covered hem reinforced with mercerized lisle. Reinforced heel and toe; side toe guard; high applied silk covered heel. This stocking represents the maximum in quality, style and fine appearance.

**Our Own Special TRADE MARK**  
**All Pure Silk Service Weight \$1.78**  
 30 C 980—COLORS: As shown in color chart. SIZES: 8½, 9, 9½, 10. State size and color. Ship. wt. per pair, 3 oz. The tapered heels in "Our Own Special" Hosiery express the outstanding trend in style. Service weight, with the silk extending well above the knee to the mercerized garter hem. Beamed back gives the appearance of full fashioned hose. Heels and toes firmly reinforced.

**Juliette**  
 All Pure Silk Top to Toe—Medium Weight Choice of Square or Pointed Heel 87¢  
 30 C 947—Chic New 87¢ Square Heel. 30 C 946—Latest Nacre 87¢ Pointed Heel. COLORS: As shown in color chart above. SIZES: 8½, 9, 9½, 10, 10½. State size and color. Ship. wt. per pair, 3 oz. Beauty—durability—economy—you'll find all three in Juliette—the magic word in all pure silk service hosiery. Improved with a four texture of weave—greater length to conform to fashion's demands—first quality flawless Japanese silk. Offered in a new pointed heel style as well as the narrow square heel. Hemmed top reinforced on the inside with highly mercerized lisle gives welcome strength where needed. Invisible ravelstop stripe is added insurance against garter runs. Seam and fashion markings up back give the appearance of full fashioned hose. Silk covered reinforced slimmer sole for wear with low cut pumps.

214

It seems that shopping for clothes was just as competitive years ago as it is today. Most of the clothes were made in the USA and a few designs in France. As you go through the catalogs you will be astounded at the similarity of clothing and the difference in price. Oh how I wish I could order an outfit from one of these catalogs and pay the price they were asking then.

#####