

RESOURCE INFORMATION FOR TEACHERS

1890

Fashion of the 1890's had a sense of exaggeration. The silhouette of the decade could be called the exaggerated hourglass. Shoulders were wide, waists were cinched in unmercifully by corsets and the hips were incredibly increased by the bustle. The hair was piled high on the head in a "pompadour" style, and atop the mountain of hair (which usually included a bit of someone else's hair and called a "rat"), sat a very large hat topped with feathers, bows and ribbons.

In this decade there also existed a sense of exaggerated social propriety. Social mores of the times were a reflection of the widowed Queen Victoria, standards were quite ridged, and conformity to them was very important. There was a dress standard for the "respectable" men and women. In this case, the word "respectable" seemed to take on the connotation of a class division. The Queen at one end of the spectrum, and no lower than the bottom of the middle class for the other end.

To conform meant to be properly dressed for any occasion whether it be for a picnic, a boating party, the theater, the opera, or to visit friends. With everyone trying so hard to do the right thing at the right time, many authors of the day found writing books on "proper deportment" the thing to do. One author, Mrs. John Sherwood, in her book Manners and Social Usages explains it this way: "one can always tell a real lady from an imitation one by her style of dress. Vulgarity is readily seen even under a costly garment" and "no woman should overdress in her own house, it is the worst taste". Such statements can help set the stage for the general feelings of the day.

To describe the fashions during the 1890's, we have already used the word exaggerated, another insight could be the line of a song popular at the time - "I'm only a bird in a gilded cage". Fashions made women look beautiful but were very restrictive, uncomfortable, and in some cases physically harmful. The two main ingredients in this recipe are the corset and the bustle.

The corset was worn to cinch in the waistline. It was made with whale bone or wires, and laced up the back. One would need help to be "cinched up" in one, and it was not impossible to shrink the waist size 6-9 inches. After all, if a gentleman could not fit his hands around a young ladies waist, how could he be interested in her at all?

"More than one determined woman achieved a 16-18 inch waist by the surgical removal of the lowest ribs." (Fashion a

Mirror of History) It seems comfort was so important, that even if it meant having surgery (1900 style) to remove the lowest 2 ribs, that was not too much to ask.

An American Sociologist, Thorstein Veblen, famous at the time, saw women's fashion as a social statement of wealth and position. He saw the corset as "substantially a mutilation undergone for the purpose of lowering the subjects vitality and rendering her permanently and obviously unfit for work".

The bustle was not physically painful but must have been quite restrictive. It was "engineered" in 1869, and was still very respectable in 1890. The bustle was similar to a half cage fashioned of bone or wire, sometimes stuffed with horse hair, and fitted around the waist with a buckle or tie. It's purpose was to enlarge the size of the ladies backside, in doing so it made the waist look very small (especially with the help of the corset). It's popularity continued for almost 40 years, some years the bustles were larger than others, but its demise came from an unlikely foe, the bicycle. The bicycle craze of the 1900's caused women to toss their bustles so they could sit on and ride a bike.

Design details found on the beautiful dresses included: balloon and leg-o-mutton sleeves, large full skirts, usually draped with yards and yards of fabric, that would include trains on most dresses, ruffles, evening wear was heavily embroidered and or beaded.

By the turn of the century, bustles were smaller (dimity bustles) pleated skirts began to replace the heavily draped skirts. The fullness moved from the bustle to the sleeves. Sleeve caps were enormous and tapered down at the elbow, fitting tightly around the wrist. These were later replaced with a smaller puff at the shoulder.

Trend setters of the day included royal figures, fashion designers of Paris, and entertainers. King Edward of England, and his "serenely lovely Danish wife Queen Alexandra were considered to have flawless fashion sense. She is credited with popularizing tailored suits for women, and wide, pearled neckbands (called by some "dog collars").

An artist sketch of a young woman by Charles Dana Gibson, and called the "Gibson Girl", was published in a newspaper, and set the "all American girl" standard.

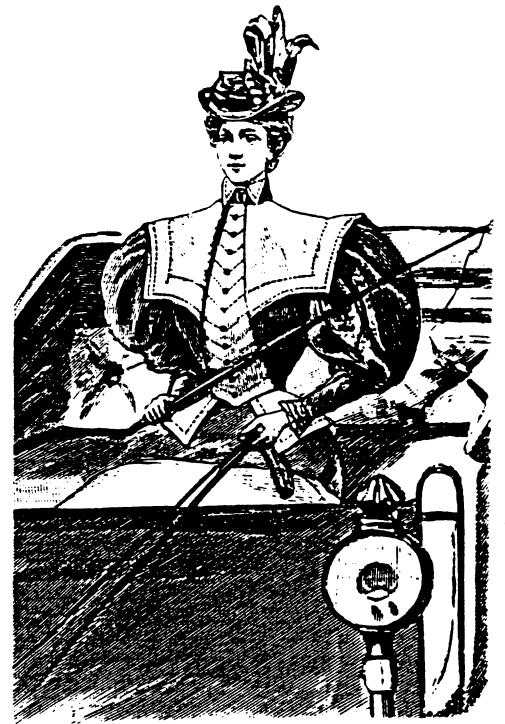
(See 1900-1910 for illustration of Gibson Girl)







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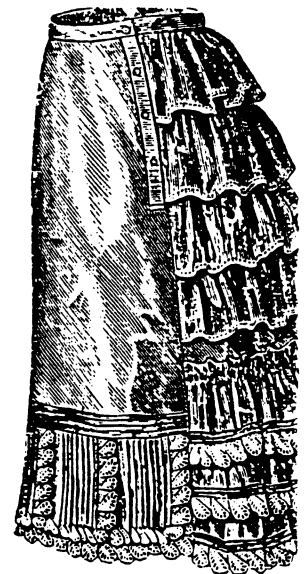
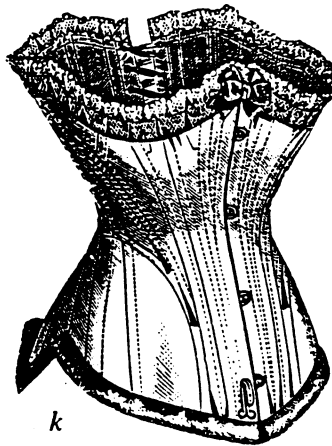
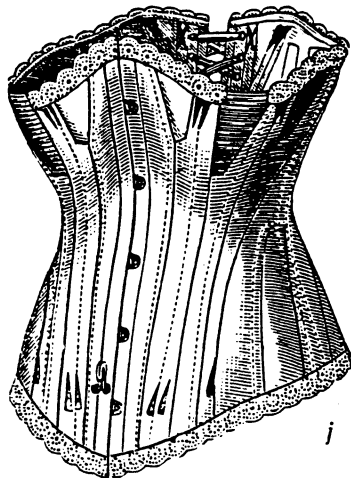
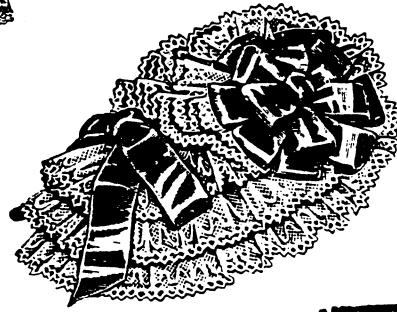
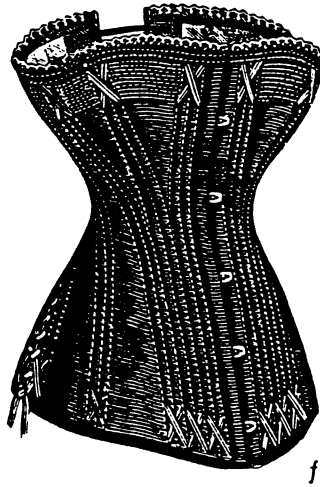
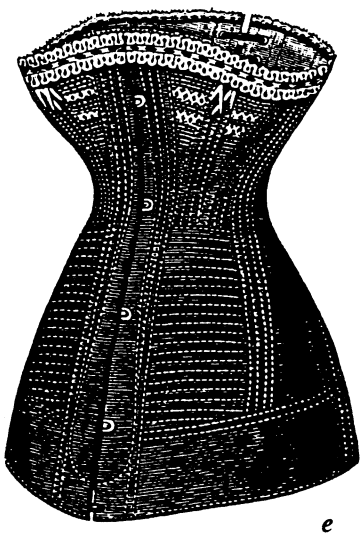
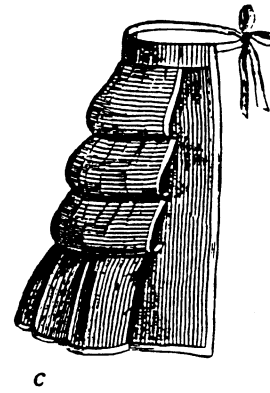
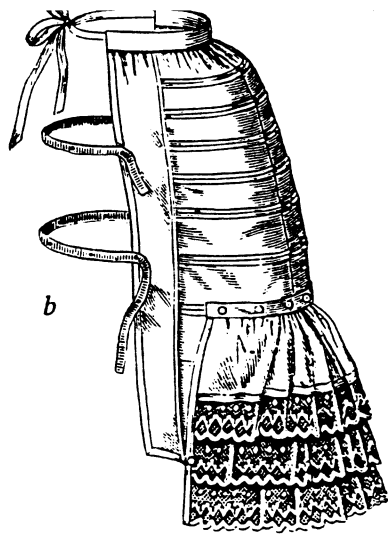
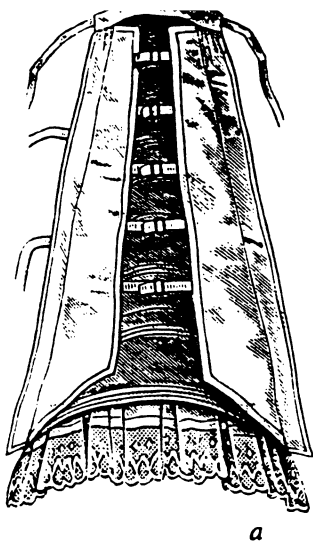
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g

SPORTING COSTUMES (5.30. 1896, p.
 Fig. a: gown with bolero jacket.
 Fig. b: tailor costume for driving.
 Fig. c: gymnasium suit.
 Fig. d: shirt-waist and tweed skirt.
 Fig. e: outing gown.
 Fig. f: bathing suit.
 Fig. g: mountain costume.





BUSTLES (2.4.1881, p. 68).
 Fig. a: dimity bustle, front.
 Fig. b: dimity bustle, back.
 Fig. c: hair-cloth bustle.
 Fig. d: dimity bustle.

CORSETS AND CAPS (2.18.1882, p. 101).
 Fig. e: black sateen corset.
 Fig. f: gray coutil corset.
 Fig. g: lace and ribbon cap.
 Fig. h: lace and ribbon cap.

BLACK MOTHER HUBBARD COLLAR
 (2.18.1882, p. 101). Fig. i.

CORSETS (10.21.1882, p. 661).
 Fig. j: spoon-bill corset.
 Fig. k: lady's corset, front.
 Fig. l: lady's corset, back.

FOULARD PETTICOAT (10.21.1882, p. 661).
 Fig. m.



POINT LACE FAN (2.11.1882, p. 85). Fig. a.

FANS AND JEWELRY (11.18.1882, pp. 728-729). Fig. e: the square fan has an ebonized frame with silver ornamentation. The leaf is of pale olive satin, with a spray of flowers in natural colors painted on it, and a plain black satin lining. The necklace is composed of links in combined gold and platina, with a lapis lazuli at the center. The pendant, of gold and lapis lazuli, bears a Roman silver coin. The bangle bracelet is of gold and silver

hoops from which three owl heads hang. Fig. f: the fan has ivory sticks and a white gros grain leaf decorated with large roses and foliage in hand-painting. The silver necklace has a large pendant at the center of which a sapphire is set.

BROOCHES (2.11.1881, p. 85).

Fig. b: a pendulum or bar and ball pin.
 Fig. c: represent a group of ancient coins and emblems.
 Fig. d: a variation of the familiar horseshoe.

LADY'S WALKING BOOTS (7.1881, p. 437). Figs. g and h.

BOOTS, SHOES AND SLIPPERS (p. 36).

Fig. i: satin slipper.
 Fig. j: Turkish slipper.
 Fig. k: embroidered kid slipper.
 Fig. l: cloth walking boot.
 Fig. m: kid carriage shoe.
 Fig. n: cloth walking boot.





1900-1910

At the beginning of the 20th century, the silhouette softened into an "S-shaped" curve. The shoulders softened and became less severe; the waist was still corsetted, but in a new, less restrictive manner. The bustle was a memory, never to be revived in this century. In essence, fashion softened and became more practical.

Life in the early century was moving at a faster pace and new inventions were giving people the luxury of freedom. The telephone, the electric light, and the automobile were all labor saving devices that changed people's lives. Much of this showed up in the fashion world.

A bicycle craze swept the country, putting an end to the bustle. Skirts worn past the ground with a train had to be revised. Mrs. Amelia Bloomer had earlier designed a "rational costume" that she considered to be much more practical for women. It seemed perfect for the avid cyclist. It consisted of a tunic dress worn over loose trousers gathered harem fashion at the ankle. Later Mrs. Bloomer revised further to a simple split skirt gathered under the knee. These were called bloomers and were very practical for many women who were becoming more active outdoors.

One exception to the new rule of freedom and movement came from the French designer, Paul Poiret; the Hobble skirt of 1910. The hemline was just large enough to allow tiny steps. Women seemed to "hobble" in them and hence the name. The Pope came to the defense of women everywhere by decreeing his concern over the disablement of women. So Poiret worked out a way to free women. He slit the skirt to the knee. The response was one of outrage and very negative expressions. But sooner than later, the style showed up on respectable women everywhere.

In 1906 the permanent wave was developed that would withstand "water, shampoo, and all atmospheric influences." The permanent wave was here. In 1907 Annette Kellerman shocked the world with her one-piece bathing suit.

There was also a women's movement going on. The Suffragettes were demanding the right to vote, wearing makeup, cutting their hair short for the first time in a "bobbed" style, and even wearing skirts that showed their ankles. They wanted liberation from the corset, Victorian styles, and "classiest mores". By 1919 hems were mid-calf by day and floor-length by night.

World War I, 1914-1919, saw fashion come to a standstill. Patriotism was all important; everyone wanted to help. Leisure time was considered unpatriotic and fussy clothes were out. Even in France women lost interest in fashion as they watched the disaster of war in Europe.

Below: Veblen's "conspicuous consumption" on the rampage: Mrs. Jay Gould, trussed, chokered and bestrapped, provides a suitable background for her \$500,000 pearl necklace.

Below right, top to bottom: Icing on the provocative hour-

glass shape. Osiren ribbon and rose-trimmed straw hat. A bonnet similarly adorned. From Harper's Bazaar. June 1889. Evening slippers of beaded bronze kid, left and right, and bowed and beaded black patent leather. From Harper's Bazaar. February 1887.

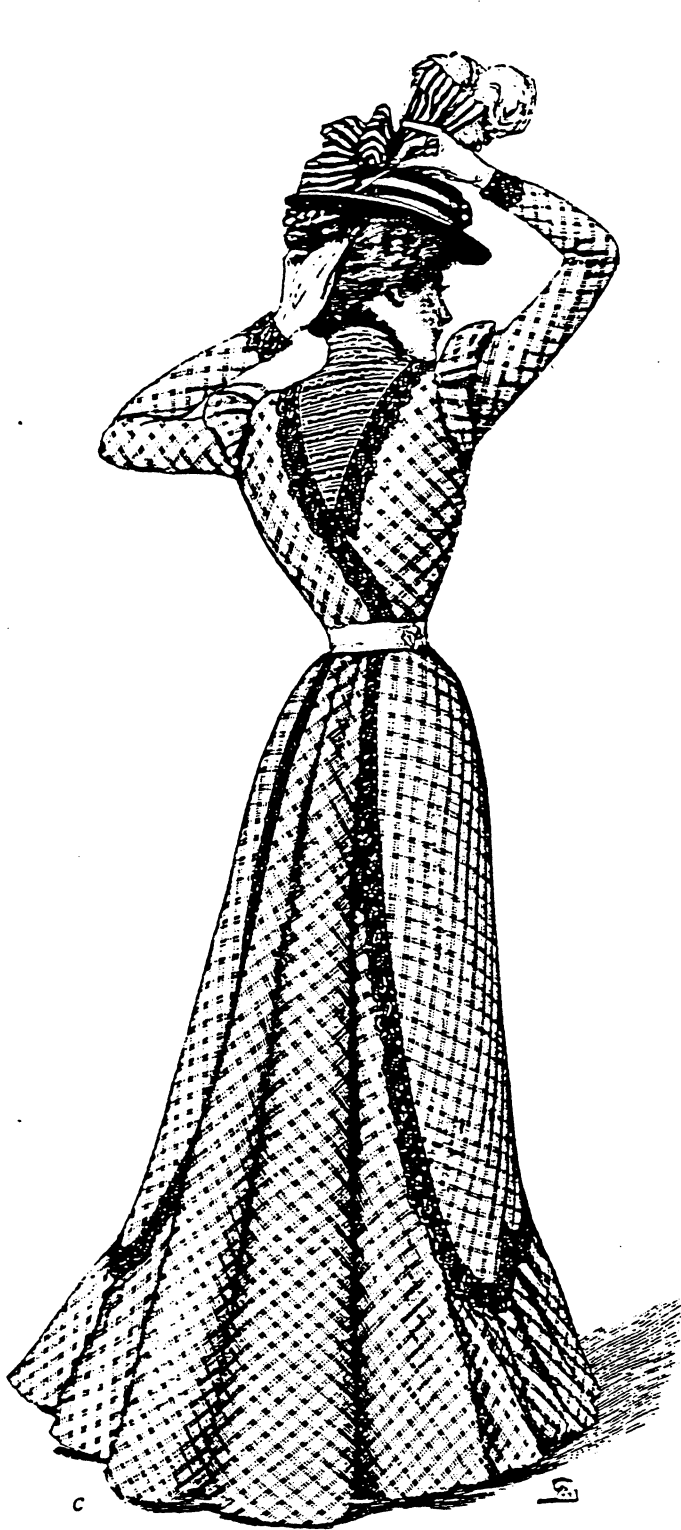


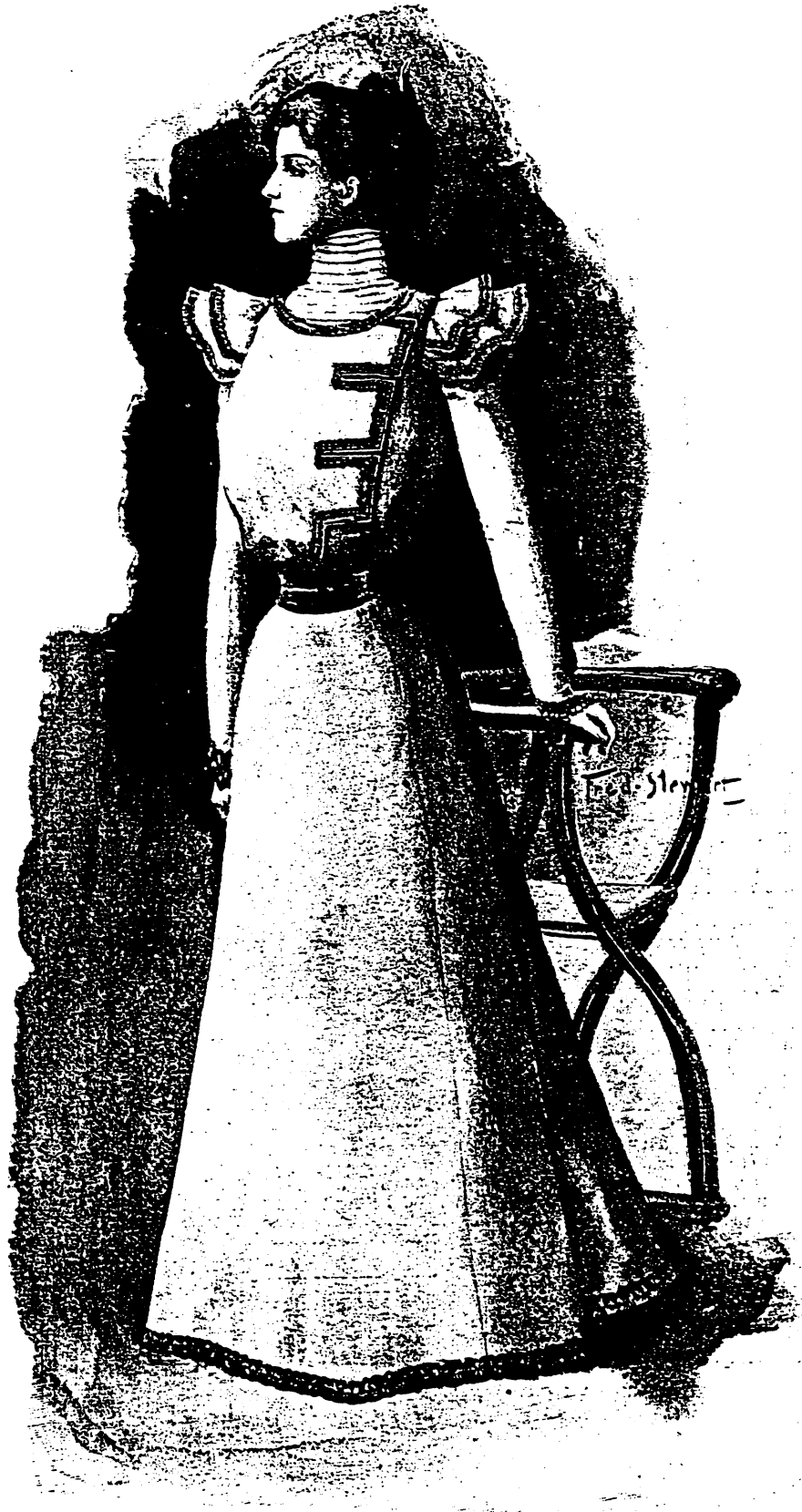


*Top: The tyranny of the corset.
c. 1910.*

*Above: More than one deter-
mined woman achieved an
eighteen-inch waist by the sur-
gical removal of the lowest
ribs. 1900.*



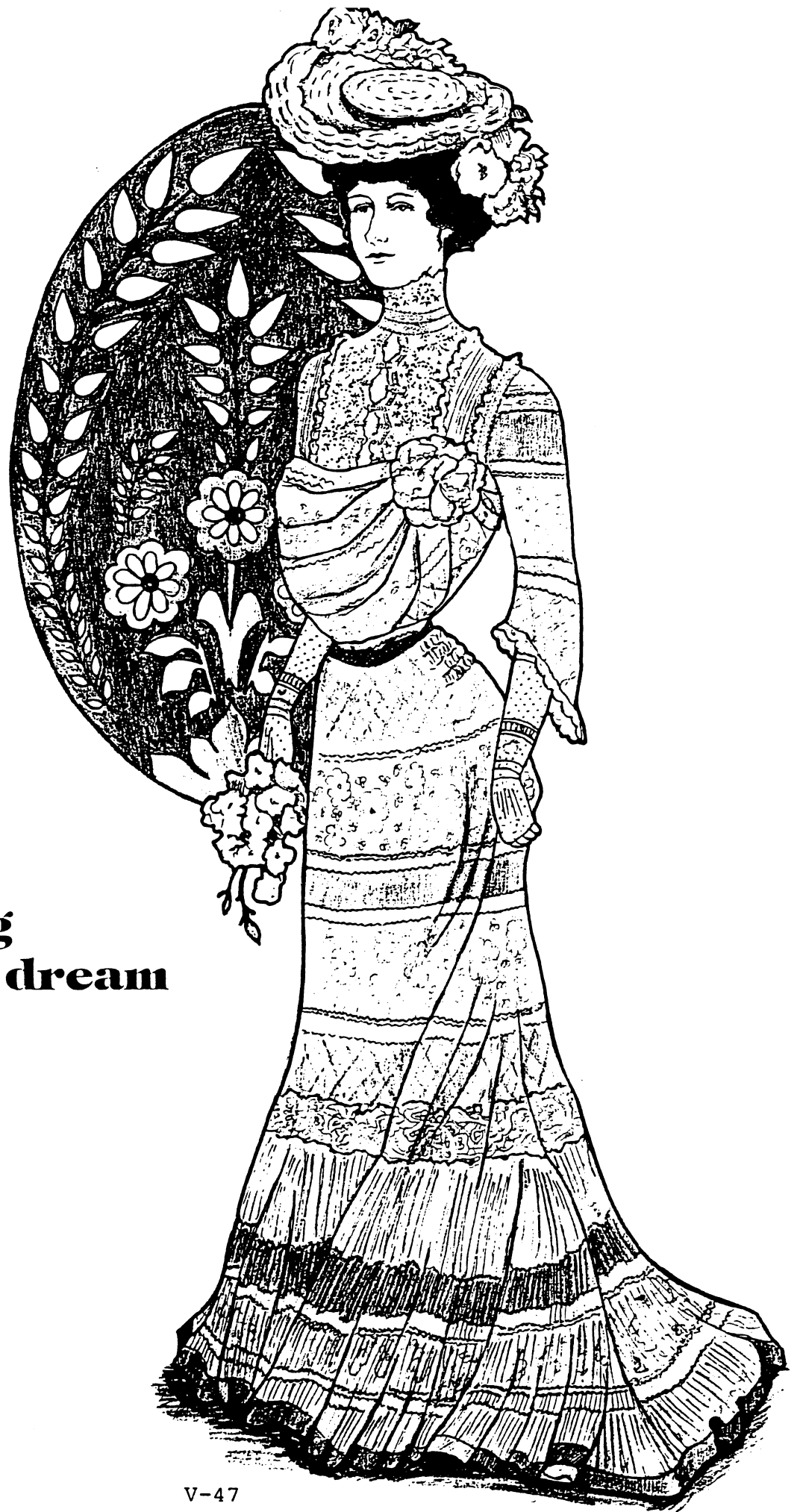




Past Patterns

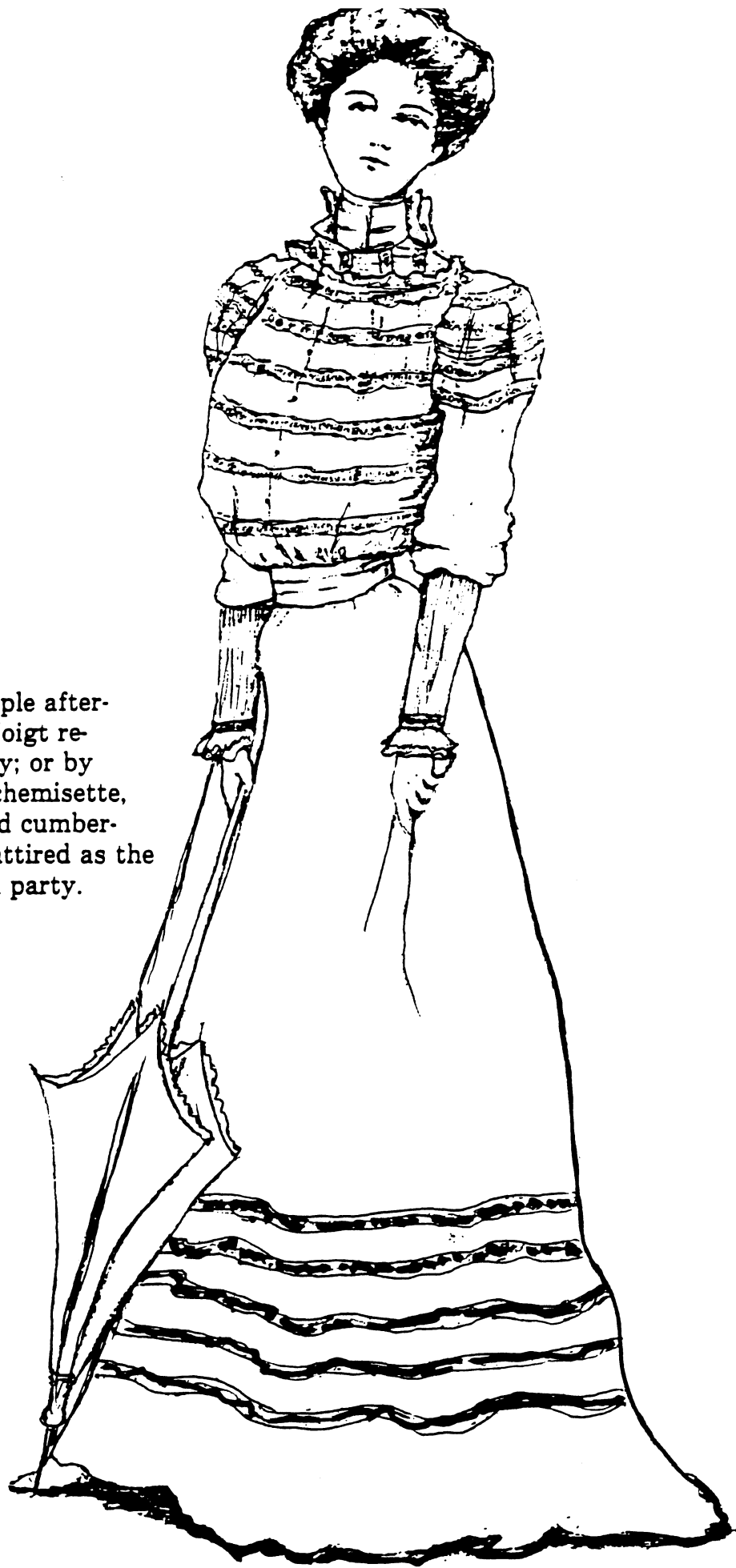


THE SUMMERS OF 1902-1905



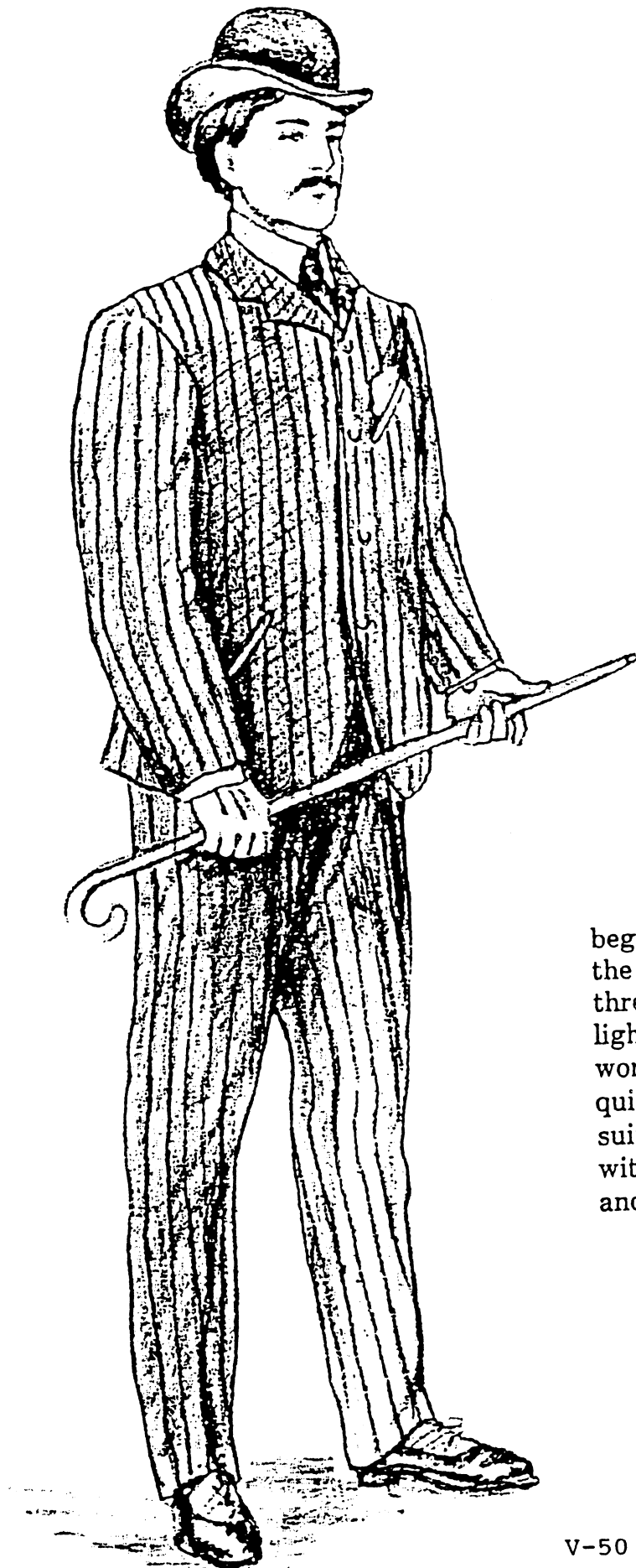
**captivating
designer's dream**

In this simple afternoon dress Emma Voigt relaxed with the family; or by adding a matching chemisette, pink moire collar and cummerbund she would be attired as the hostess for a garden party.





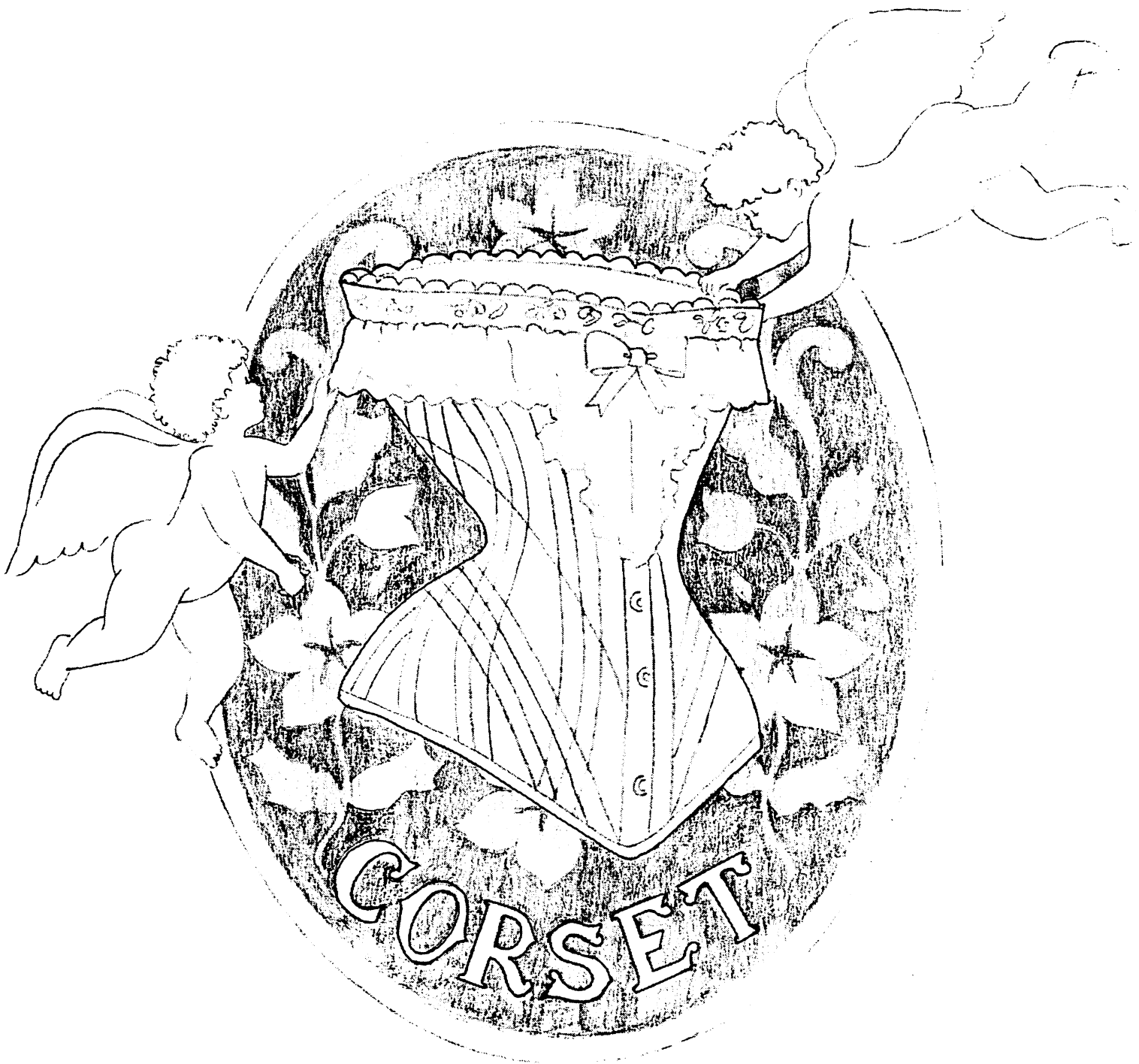
Mrs. Voigt probably wore a similar suit to tour Europe. In Paris the ladies shopped for unusual fabrics and trims to be made into fashionable gowns by skilled couturieres in Grand Rapids and Muskegon.



An excellent suit to begin the gentleman's turn-of-the century wardrobe, this three-piece suit was popular in light weight wool, wool-and-silk worsted mixtures, or, for an exquisite suit, in white linen. The suit is relatively unconstructed with a sack coat, simple vest, and pleated trousers. 5



No fashionable woman was without a tea-gown. Only married women wore tea-gowns when they were first introduced in the 1870's. By the turn of the century a young woman wore a tea-gown as modishly as an afternoon or evening dress.



The corset featured in this brochure is a development of the straight-front design invented by Mme. Gaches-Sarrautes at the turn of the century. Mme. Gaches-Sarrautes' design did not compress the waist as did earlier corsets.

combination underwear



Fig. 107 — Combination Underwear. Lingerie created of soft china silk, Valenciennes lace, and satin ribbons was made popular by the Edwardians. According to some books, the word lingerie was coined by the Edwardians. Our Fig. 107 is an

example of combining the chemise and drawers into a garment called combination underwear. It is less bulky and more appropriate to wear under smooth fitting bias cut skirts.

corset cover and petticoat



Fig. 108 — Corset Cover. Corset covers were a necessity to help achieve the fullfronted mature figure Edwardians considered beautiful. There appear to have been two styles of corset covers: those for the full figure and those for the slim figure. The corset cover we feature is for the slim figure and adds body at the front and hip areas.

Fig. 109 — Petticoat. This petticoat was worn directly under the skirt and was generally made of rustle taffeta or polished lawn. The volume of material adds needed structure to the skirt and the sweep, created by two large pleats at center back, gives a drape and swing to the skirt which adds grace to your movements.

The Gibson Girl: An American Ideal

From the mid-1890s to the early 1920s, the Gibson Girl symbolized the ideal American woman. Her creator was illustrator, Charles Dana Gibson (1867-1944), whose pen and ink drawings portrayed the "emerging woman" at the turn of the century: attractive, athletic, poised and intelligent. The Gibson Girl served as the model for a generation of American women--urban and rural--who attempted to copy the Gibson Girl's dress and character.

Gibson's drawings were first published in Life in 1892, but it was not until 1894 that the Gibson Girl became the rage of New York. In that year, the illustrator's first collection of Gibson Girls was published. His drawings reflected various situations in American life and involved seven distinct types of females: the Beauty, the Boy-Girl, the Flirt, the Sentimental, the Convinced, the Ambitious, and the Well-Balanced.

Each of the Gibson Girls had a strong, independent personality. Gibson thought of the Boy-Girl as a "good-fellow" sort, who was a sport and enjoyed the excitement of nearly losing her life on a runaway horse more than the attention of a love-sick man. He described the Convinced as the Gibson Girl who set a certain goal and pursued it without taking a single side-step. Gibson's favorite type, the Well-Balanced, illustrated the female who was all harmony and easily balanced all aspects of contemporary life. This type came nearest to a romantic bachelor's "ideal of young American womanhood."

Gibson's cartoons, as he called his drawings, were satires of American society at the turn of the century. The Gibson Girl's appearance was a breath of fresh air and was met with overwhelming acceptance. Her popularity spread quickly across the country. She was a regular feature in such widely read publications as Collier's Weekly, Century, and Harper's. By 1900, Gibson Girls were included in Leslie's

Weekly, the forerunner of today's picture magazines, and in the avant-garde Ladies Home Journal, whose writers exposed social injustices and promoted worthy civic causes. The beginning of the new century also found Gibson Girls in major European periodicals, and the illustrator's works soon were collected in several books, including The American (1900), The Social Ladder (1902), and The Gibson Book (1906).

The public popularity of the Gibson Girl was totally unexpected by artist Charles Dana Gibson. His motive in creating the unique character had been to offer humorous comments on American life, and he was surprised when the Gibson Girl became a national fad. Artists all over the



country began to imitate Gibson's drawing, and copies of the Gibson Girl soon appeared on silk handkerchiefs, china plates, hardwood easels, and leather items. The Gibson Girl was included in the cast of early vaudeville shows, and her name was given to the shirtwaist, the pompadour, and a type of riding crop.

The Gibson Girl's success was a reflection of the times. America was rapidly changing as women entered the public work force, and women were eager for a new image. The Gibson Girl conveyed the message that women could have freedom and individuality while remaining feminine. Her casual costume was evidence of new-found freedom, since the cotton shirtwaist and skirt were less hampering than the established fashion of elaborate silk dresses with frills and uncomfortable bustles.

As the shirtwaist and skirt caught the fancy of American women, those garments joined cotton underwear and kimonos to become the first mass-produced women's clothing. Workers in middle Atlantic factories produced shirtwaists and skirts patterned after the Gibson Girl costume. New York City, where the costumes were designed and marketed, became one of the world's major clothing centers.

During the first decade of the 20th Century, shirtwaists took on new dimensions. From humble beginnings as simple blouses with little decoration, shirtwaists were expanded to offer a variety of styles which were tucked, beribboned, lace-trimmed, or wide-cuffed, with a pointed collar or high neckband. White cotton fabric was dyed bright colors and many embroidered designs were added. Tiny pearl buttons marched down the front or back plackets and accented the cuffs. Accessories usually worn with the shirtwaist included a delicate cameo broach or a tiny ladies' watch suspended on a thin gold chain.

When World War I (1914-1918) ushered shortages into America, the Gibson Girl shirtwaists and skirts--which had become



almost as elaborate as the earlier silk and taffeta dresses--became too expensive to manufacture. Less expensive and simpler apparel was needed for the country's working women. As the second decade of the 20th Century drew to a close, the "boyish" look became the fashion. Dresses were made of minimal fabric yardage, hanging straight and unfitted, with hemlines at or just above the knees. Pompadour hairstyles were replaced by short, curly styles, and waist-length strings of pearls replaced the old-fashioned cameos. The Roaring Twenties ushered in the Flapper and brought an abrupt end to the Gibson Girl era.

Although the work of Gibson appeared in many books and magazines, and he was in great demand as a portrait painter the last 20 years of his life, he remains best known for his Gibson Girl. The Gibson Girl's national popularity and imitation were outstanding examples of life copying art, and Charles Dana Gibson was one of the few persons who enjoyed the accomplishment of having created an American ideal.

Ilene J. Cornwell



1920

Life was moving ahead, and so was fashion!

The silhouette of the 20's was straight up and down. A greater contrast between the ideal silhouette of the 20's and the 1890-1910's would be hard to imagine!

Tubular is one name given to this silhouette. Another comes from the designer credited with the drastic change in women's fashion. His name was Paul Poiret and he called it "Hellenic", taken from the narrow columns of a temple built to the Goddess Helen of Troy.

There was an attitude of change during the early 20's. World War I was over; women had worked hard in volunteer positions during the war. The right to vote, that women (suffragettes) had been fighting for with such vigor before the war, was granted to them without hesitation after the war.

Women were ready for a major change in fashion and it was given to them by Paul Poiret, a French designer who vowed, "I will strive for omission, not addition", and he did. His dresses hung from the shoulders, passing the waistline by for the first time in decades.

The heavy fabrics of past decades did not seem to fit with the new tubular styling. New fabrics were softer, silkier, and flowing; some were very sheer. Gauze, chiffon, silk, and crepe de chine were popular.

Dress styles included the tunic top over a straight skirt, sack dresses, and a simple sheath. The empire line made a comeback; fabrics were gathered softly beneath the bustline.

Colors were also soft, but brilliant. Lilac, sky blue, straw (pale yellow), along with red, oranges, lemons and "burning blues" were popular. Poiret wrote, "My sunburst of pastels brought a new dawn."

Another up-and-coming strong designer of the times had another view of fashion chic. Coco Chanel made a hit with black, navy blue, and other subtle tones of grey, tweed, green, and browns.

The designs of Chanel were simple and "frill-free". She was determined to "rid women of their frills from head to toe". "Each frill discarded makes one look younger", she said.

Chanel like the lean, chic look; simple and elegant. She helped launch the bobbed hair, the twin sweater set, crocheted lace, the leather belt for women, and even sailor pants. She is credited with invading haute couture with the "style of the working girl"; a deluxe poor look, one designer

observed. Chanel also revolutionized jewelry. Her costume jewelry brought styles to jewelry for the average woman that had previously only been available to the wealthy. It is interesting to note that her most famous perfume was packed in a simple square container and named No. 5. She considered five her lucky number, as she was born on the 5th day of the month.

Chanel was very important to the 1920's. Her understated suits in tweed, the cardigan jacket, the jersey blouse, and the single string of pearls dominated fashion in Europe and the United States.

The French designers felt the new silhouette required a "small head". Hair was cropped and worn close to the head. Fingerwaves and spit curls were stylish.

Hats were very important to complete the new fashion of the 1920's; they were also worn close to the head. The Cloche was a very popular hat style. It was generally made of undecorated felt with a small brim. It encased the head like a helmet from eye level in front to low on the back of the head. Other hats were turban style, often worn with a single feather, or a bandeau worn to give a youthful appearance to the wearer. The bandeau was simply a band of fabric wrapped around the head and either knotted or pinned to secure the ends.

Underwear of the day followed the tubular silhouette. Corsets and bustles were gone. The brassiere was introduced and in the 1920's, it was used to flatten the figure, not to uplift it. Some women used a simple bandeau, a stretchy band worn to flatten the figure and help create the "youthful" look of the day.

THE WOMEN'S MOVEMENT OF THE 1920'S brought several versions of the "new woman". One was the **FLAPPER**. She was characterized by short marcel-waved or spit curled hair. The lips were heavily colored in what was called "bee stung" lips. She wore a headband around her forehead, usually with a feather in front. Her face was powdered, her skirt was the shortest in history, and her knees were rouged! Silk stockings were very much the rage; they were rolled down just above the knee.

Another modern woman of the 20's was the "THINKING WOMAN". She was college educated and considered herself to be the opposite of the flapper. Her dress was emancipated but not extreme. Smocks in bright colors like henna and chartreuse were worn over simple skirts that ended just above the ankle. Edna St. Vincent Milay expressed the liberation of the 20's intellectual woman by wearing a man's shirt and jacket much of the time.

MEN'S FASHION was also changing during this time. Just like ladies of the day, men were demanding their fashion to be more comfortable and practical. The shirt softened, from heavy fabrics with stiff starch. The long tie with a sailor's knit gave men a choice even though the butterfly bow tie was still a standard.

High button shoes were replaced with the lace or oxford shoe. The wrist watch replaced the pocket watch and chain.

The Prince of Wales was the ultimate trend setter of the 1920's. He brought back shoulder padding to suits. He liked the wide shoulder, narrow hip look with loose fitting trousers. He was the essence of classic taste.

His counterpart may have been the escort of the flapper. He was wearing a slicked-do in hair, a raccoon coat, and Oxford bags. These were extremely wide trousers, often reaching 25 inches at the knee and cuffed at the bottom.

The Silver Screen was the popular entertainment of the day. Movies provided stars who were glamorous and close to American royalty. They provided instant new looks and fashions for the average person.

By the 1920's, there was a great demand for safe make-up. Burnt matches, as a means of darkening eyebrows, seemed outdated. Elizabeth Arden and Helena Rubenstein each were pioneers in the cosmetic industry with revolutionary products such as moisturizers, colored creams of rouge, eye shadows, and lipsticks.

Suntans became fashionable by 1927, thanks again to Coco Chanel.

The good times of the 1920's came to an abrupt end with the crash of the stock market in 1929. The gaiety of the twenties gave way to the grim reality of the Great Depression.



9400
\$1.65
Formerly
\$3.25

9400 Modish overblouse in Linene, the lower part and the three-quarter sleeves effectively embroidered in white chain-stitch. Colors: Copenhagen Blue, Jade Green or All White. Price \$1.65

9401
95¢
Formerly
\$1.50

9401 Dainty blouse of White Washable Voile, closing at the left side of the embroidered front panel. Venice lace edges the square neck and sailor collar. Price..... 95¢

9403 Youthful overblouse of White Washable Voile, allover embroidered in dainty pattern. Hemstitched neck caught with black silk ribbon. Price \$1.65

All Waists on this page come in sizes 34 to 46 inches

9402
89¢
Formerly
\$1.50

9402 Practical waist of White Washable Voile for tailored wear. Front and collar neatly trimmed with hemstitched tucks. Price 89¢

9403
\$1.65
Formerly
\$3.25

9405 Panels of embroidery inset with hemstitching trim the Tuxedo revers of this White Washable Voile waist. The vestee is cluster-tucked. Price 89¢

89¢

9406 89¢
Formerly \$1.50

9404
89¢
Formerly
\$1.50

9404 Charming blouse of White Washable Voile, with sprays of delicate embroidery on the wide scalloped collar. The tucked front is neatly hemstitched. Price 89¢

9406 Effective blouse of White Washable Voile with vestee and semi-Tuxedo collar of wide embroidery. Collar finished with Venice lace. Price... 89¢

\$1.50 Waists for 89 cents!

A Fashion Review of Unusual Interest

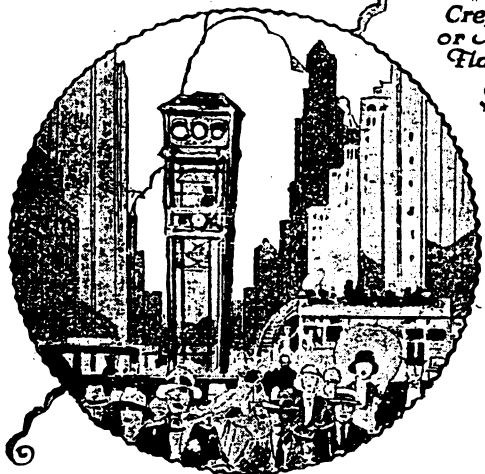
On the Pages to Follow
You'll Find the Latest
and Smartest Spring
and Summer Apparel
Direct From New York

What an assurance of authentic designing—
what a guarantee of quality and what a sav-
ing that represents to you.

For truly these models are direct from
New York—in styling—in selection—in
making.

Furthermore, there is no premium for
New York style or tailoring when you buy
from us, but merely one small profit added
to the maker's cost.

Thus, our low prices permit you to pur-
chase more apparel and more stylish apparel
for your money than you can buy else-
where.



31H6000
All Silk
Crepe Satin
or All Silk
Flat Crepe
\$1475

A Stunning New York Style Frock

This lovely frock is offered in your choice of lustrous *All Silk Crepe Satin* or in lovely *All Silk Flat Crepe*; both enhanced with contrasting color self material used for a chic pleated jabot frill and attractive cuffs. The skirt has a double tier of pleated flouncing at front, trimmed on top with clusters of contrasting chain stitching; matching the adornment on the cuffs. A bow finish on one side of the bodice, novelty buttons on the jabot and a girle with a handsome buckle adornment, all unite in making this frock exceedingly smart and appealing.

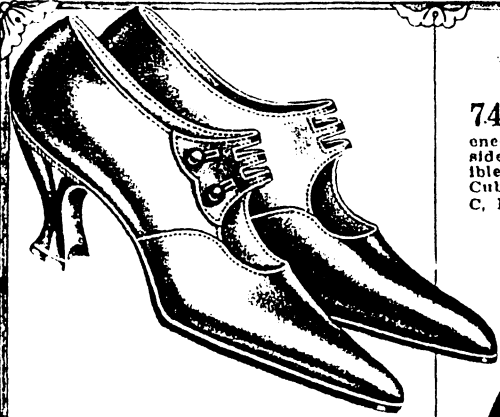
Women's and Misses' Sizes—34, 36, 38, 40, 42 and 44 inches bust measure. Length from back of neck to hem 44 inches only, with deep basted hem (about 5 inches) so dress can easily be made longer or shorter. State size. Shipping wt. 1½ lbs.

Crepe Satin
31H6000—Navy. \$1475
31H6001—Black.

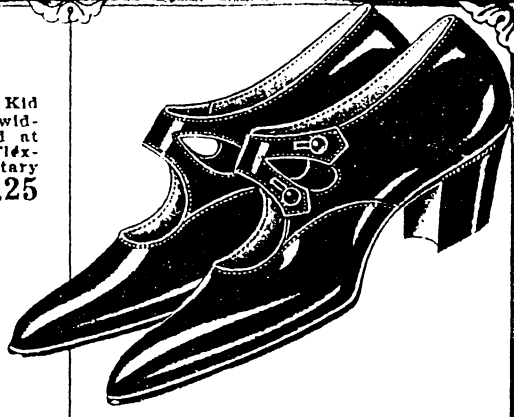
Flat Crepe
31H6002—Claret Red. \$1475
31H6003—Queen Blue.
31H6004—Black.

See Index and Information Pages 459 to 485

1921



7401 Smart tailored effect Brown Kid finished strap pump gradually widened strap square cut, corners fastened at side with two buttons neatly spaced. Flexible leather close edge sole. Leather military Cuban heel. Sizes 2½-8. Widths C, D, E. Price..... **\$4.25**
Former Value **\$6.45**



7400 Dainty Black Kid finished leather instep pump. Three cut out straps prettily attached with two buttons at side. Flexible leather closely trimmed sole. Leather Louis aluminum plate heel. Sizes 2½-8. Widths C, D, E. Price **\$4.35**
Former Value **\$6.75**

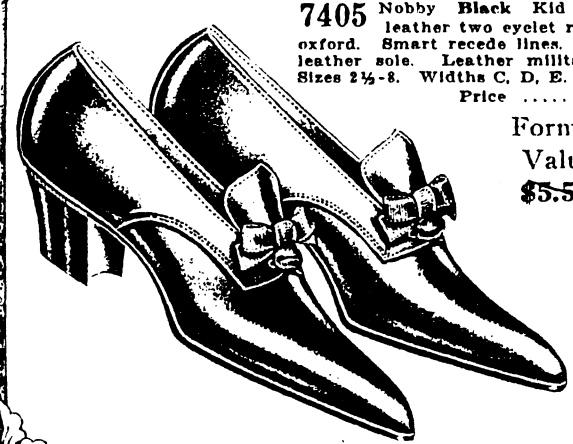
7402 Very pretty model Patent leather cross strap effect pump. Cut out matches on both sides, widely spaced button fastening. Flexible leather sole. Leather military heel. Sizes 2½-8. Widths C, D, E. Price..... **\$4.25**
Former Value **\$6.45**



Our Price Guarantee
We guarantee the prices of our shoes for Spring to be lower than you can buy the same or similar shoes for anywhere in America! If, at any time before June 1st, you are offered the same shoes for less money we will refund the difference! And we will let you be the JUDGE!

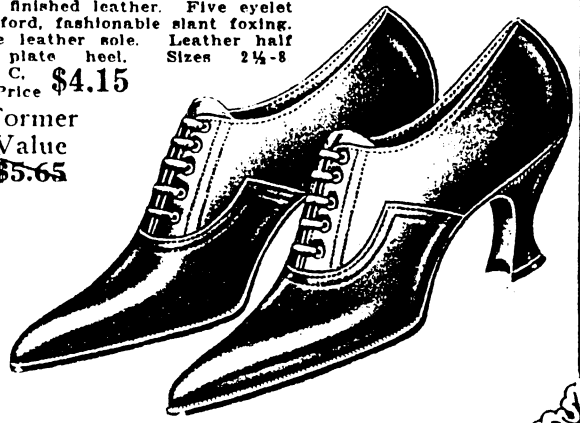
7403 Charming—this Black Kid finished leather seamless pump, prettily perforated point wing tip. Flexible leather sole. Leather military heel. Sizes 2½-8. Widths C, D, E. Price **\$3.85**
Former Value **\$4.95**

7404 Mahogany genuine Calf-Skin lace oxford. Very smart, neatly perforated. A model of tone and refinement. Straight tip. Flexible leather sole. Leather military heel. Sizes 2½-8. Widths C, D, E. Price **\$4.65**
Former Value **\$6.95**



7405 Nobby Black Kid finished leather two eyelet ribbon tie oxford. Smart recede lines. Flexible leather sole. Leather military heel. Sizes 2½-8. Widths C, D, E. Price..... **\$4.10**
Former Value **\$5.50**

7406 Exclusive design Black Kid finished leather. Five eyelet lace oxford, fashionable slant foxing. Flexible leather sole. Leather half Louis plate heel. Sizes 2½-8. Widths C, D, E. Price **\$4.15**
Former Value **\$5.65**



Prices lower than anywhere else in America!

THE HAMILTON GARMENT CO.



6433
\$4.95
 Formerly
~~\$8.25~~

6434
\$6.95
 Formerly
~~\$10.25~~

6435
\$5.50
 Formerly
~~\$9.25~~

6433 Fine Gingham.
 Colors: Copen, Rose or Green.
 Just the thing for warm weather is this cool little frock of Gingham in a small check design. Three wide bands of white Voile are inserted on the full side tunics, giving the skirt a touch of real originality. The pointed collar, the cuffs on the short sleeves, and the little vestee are also of white Voile trimmed with bias bands of self material. The sash ties in a dashing bow at the back. Price..... **\$4.95**

6434 Fine Figured Voile.
 Colors: Navy, Copen or Grey.
 Every woman needs a dark Voile dress like this for warm weather wear, for its all-over design does not soil readily, and its dainty white Organdy collar and cuffs, and the black velvet ribbon tie make it dressy enough for almost any occasion. The skirt is made with a tunic pointed in front and shorter in the back, giving very graceful lines to the figure. The wide sash ties becomingly at the back. Waist is made over a lawn lining. Price..... **\$6.95**

6435 Fine Figured Voile.
 Colors: Navy, Copen or Grey.
 Here is something quite new in Cotton Voile dresses, the skirt made with three very full ruffles at the sides, giving a modified pannier effect, and leaving the center panels back and front quite plain. The waist is slashed at either side of the front giving a suggestion of a vestee, and effectively piped all round the neck. Covered buttons add an attractive finish. The three-quarter sleeves end in a frill. The waist has a lining of net. Price..... **\$5.50**

Above dresses come in Ladies' and Misses' sizes. Be sure to give bust, waist and hip measures; also height, weight and color desired.



6439
\$7.95
Formerly \$12.95

6440
\$9.95
Formerly \$14.95

6441
\$8.95
Formerly \$13.95

6439 Fine Voile. Colors: Rose-Pink, Copen Blue or Orchid (Lavender).
This delightfully smart frock of fine quality Voile in the favored summer colorings is stunningly embroidered in white on the loose side panels of the skirt and on the front and back panels of the waist. The V-shape neck has revers opening over a little vestee of lace ruffles. The short sleeves are finished with tucked cuffs and the dress is completed by a soft drush girdle. The waist is made over a net foundation. Price... **\$7.95**

6440 Fine filmy Net. White only.
The daintiest possible frock for commencement or confirmation wear is this charming style in fine filmy White Net. Three rows of Valenciennes lace border the skirt and two appear on the full tunic which falls in a deep point at each side. The waist has a deep pointed collar, to match both front and back, trimmed with a lace-edged ruffle. Clusters of pink rosebuds appear at the throat, on the white satin girdle and on the lace-trimmed elbow sleeves. Price... **\$9.95**

6441 Fine Organdie. Colors: Navy with White or Brown with White.
This dressy afternoon frock features a striking combination of plain white Organdie with a dark shade embroidered in white dots. The full tunic of the dotted organdie opens in front to show the white organdie foundation giving a panel effect. The blouse is of the dotted material, with white vestee. The cuffs and the dainty surplice collar which extends into a sash in the back, are edged with beautiful filet pattern lace. Waist lined with net. Price... **\$8.95**

Above dresses come in Ladies' and Misses' sizes. Be sure to give bust, waist and hip measures; also height, weight and color desired.



9407
\$1.65
Formerly
\$2.95

9407 Chic waist of White Washable Voile with collar edged with Venise lace and cluster-tucked fronts fastening over tiny tucked vestee with black silk bow. Price..... **\$1.65**

9408 Satin Stripe Washable Voile, all-white with beautiful hemstitch effect; makes this smart tailored waist. Set off with handsome pearl buttons and black silk tie. Price..... **\$1.65**

9410 Boxpleats hemstitched through the center, and an effective embroidered collar with black ribbon bow make this waist of White Washable Voile attractive. Price..... **\$1.50**

All Waists on this page come in sizes 34 to 46 inches

9410
\$1.50
Formerly
\$2.50

9409
\$1.50
Formerly
\$2.50

9411
\$2.95
Formerly
\$4.50

9409 Very new Voile overblouse, either in All White, or with back, fronts, tucked cuffs and lower section in Rose-Pink. Pearl buttons edge narrow white vestee. Price **\$1.50**

9412 Becoming blouse of Silk Crepe de Chine, with front panel beautifully silk-embroidered. Sailor collar in back. Colors: Flesh, Navy, or Black. Price **\$2.95**

9411 For sport or business wear choose this smart, comfortable blouse of Natural Tan Silk Pongee, with collar and tie of self material. Price **\$2.95**

9413 Stunning tailored blouse of Silk Broadcloth. Large handsome pearl buttons fasten the front and trim the square tabs on the collar. Colors: White or Flesh. Price **\$3.50**

8401 Well-tailored skirt of fine quality All Wool Serge with round pockets, silk stitched and button trimmed. Navy or Black. Sizes: Waist 24 to 32 inches; length 35 to 41 inches with deep hems. Price **\$4.95**

Waists illustrated on these pages are fully described on pages 20 to 23.

8402 Novel inset pockets, bordered with buttons and tucked and silk stitched horizontally to match the belt are the features of this good-looking skirt of fine All Wool Serge. Navy or Black. Sizes: Waist 24 to 32 inches; length 36 to 41 inches with deep hems. Price **\$4.95**



8400
\$6⁹⁵
Formerly **\$9⁹⁵**



8401 **\$4⁹⁵**
Formerly **\$7⁹⁵**

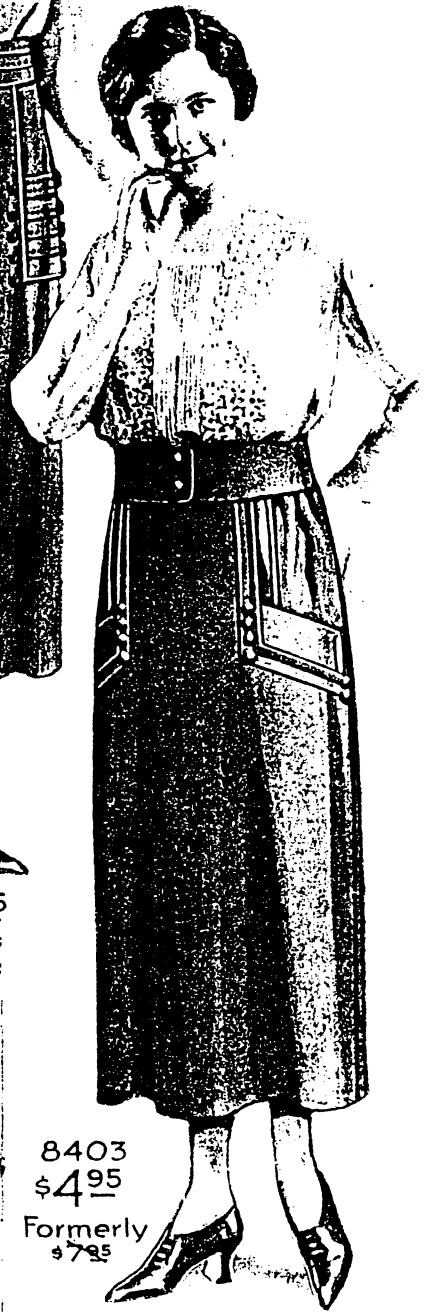


8402 **\$4⁹⁵**
Formerly **\$7⁹⁵**

These Skirts Beautifully Tailored of All Wool Materials

8400 Distinctive skirt of fine All Wool Serge, with ample fulness pressed into knife pleats alternating with the box pleats that mark center back, front and sides. The side pleats are trimmed with silk stitching and buttons. Navy or Black. Sizes: Waist 24 to 32 inches; length 36 to 41 inches with deep hems. Price **\$6.95**

8403 Fine quality All Wool Serge skirt smartened by diagonally set pockets trimmed with small self-covered buttons to match the larger ones on the belt. Navy or Black. Sizes: Waist 24 to 32 inches; length 36 to 41 inches with deep hems. Price **\$4.95**



8403
\$4⁹⁵
Formerly **\$7⁹⁵**

Smartly Styled Spring and Summer Frocks for Misses

31H6320
Silk Warp
Crepe
Adora
\$5.95



31H6325
All Silk
Flat
Crepe
\$8.98



31H6330
All Silk
Georgette
Crepe
\$15.98



31H6335
Good Quality
All Silk
Flat Crepe
\$13.95



31H6345
All Silk
Flat Crepe
\$9.98



31H6350
Woven
Rayon
Crepe
\$4.98



31H6355
Novelty Printed
All Silk
Crepe de Chine
\$8.95

These Frocks Are Fully Described on Opposite Page

31H6340
Rayon Warp
Crepe
\$6.48

Low Priced — Well Made Sports Wear

27H8015
Fancy
Knitted
Sport
Blouse
\$1.98



Womens
and
Misses'
Sizes

27H8005
Khaki Jean
Sport Shirt
\$1.39

Womens
and
Misses'
Sizes



How to Order

In ordering any of the Sport Apparel shown on pages 60, 61, 62, 63 and 64, be sure to give your exact waist measure, drawing tape firmly around waist above hips. Do not "allow" as these garments are cut over full standard patterns and are not skimped in any way.

In ordering Waists or Middies, give exact bust measure.



Womens
and
Misses'
Sizes

27H8250
Corduroy Knickers \$2.98

Sturdy and Durable

These good looking knickers are fashioned of strong, sturdy quality Velour Corduroy. They have buttoned knee cuffs and an adjustable belt.

Women's and Misses' Regular Sizes—24 to 34 inches waist measure. State exact waist measure. Shipping weight, 2 pounds.

27H8250—Tobacco Brown. \$2.98

27H8270
All Wool
Knitted
Worsted
Two-Piece
"TOM-BOY"
Sport
Suit
\$5.98



Misses
Sizes

27H8020
Mercerized
English
Broadcloth
Blouse
98c



Misses
Sizes

27H8220
Imported
Linen
Sport Outfit
\$4.98
Knickers Alone
\$2.98

27H8215
All Wool
Fancy
Tweed
Knickers
\$2.98



Ages
7 to 14
Years

27H8200
Khaki
Cloth or
Cotton
Tweed
Knickers
98c

Correct Sport Garments

Mannish tailored sport shirt of sturdy Khaki Jean Cloth. Tie included.

Women's and Misses' Sizes—34 to 44 inches bust measure. State size. Shipping weight, 3/4 pound.

27H8005—Khaki Tan. \$1.39

Smartly styled, comfortable knickers, in your choice of strongly woven Khaki Cloth or cotton Tweed. Made with adjustable belt and buttoned knee cuffs.

Women's and Misses' Regular Sizes—24 to 34 inches waist measure. State exact waist measure. Shipping weight, 2 pounds.

27H8200—Tan Khaki. 98c
27H8201—Gray Tweed.

Smart for Outdoors

Attractive knitted blouse (one-third wool, balance cotton) with fancy pattern of lustrous Rayon (artificial silk).

Women's and Misses' Sizes—34 to 44 inches bust measure. State size. Shipping weight, 3/4 pound.

27H8016—Buff, Tan and Blue Combination. \$1.98

Correctly styled knickers of sturdy quality All Wool Fancy Tweed. With fitted knee cuffs and an adjustable belt.

Women's and Misses' Regular Sizes—24 to 34 inches waist measure. State exact waist measure. Shipping weight, 2 lbs.

27H8215—Tan. \$2.98
27H8216—Gray.

Girls' Practical Outfit

This two-piece "Tom Boy" outfit of sturdy quality, Tan Khaki Jean Cloth, consists of a separate sport shirt, and "Tom Boy" style skirt which has fancy belt finished with leather ends and a buckle.

Ages—7, 8, 10, 12 and 14 years. State age and exact waist measure. Shpg. wt., 1 1/2 lbs.

27H8205—Khaki Tan \$1.98

Two-Piece Outfit. 27H8210 \$1.00

Shirt Alone... 27H8210 \$1.00
Skirt Alone.

"Tom Boy" Knitted Suit

A swagger "Tom Boy" sport suit of fine quality knitted All Worsted yarn. Made in clever two-piece style, it consists of a slip-on blouse with a smart woven stripe pattern, while the skirt is of harmonizing solid color. Has attractive adjustable belt, with leather ends and a buckle.

Misses' Sizes—34, 36, 38 and 40 inches bust measure. State size. Shipping weight, 2 pounds.

27H8270—Robinhood Green. \$5.98

27H8271—Tan.

Fashion's Very Latest

Two-piece sport outfit of woven check, Imported White Linen. Consists of sleeveless jacket and well tailored knickers.

Misses' Sizes—34, 36, 38 and 40 inches bust measure. Knickers, 24 to 34 inches waist measure. State bust and exact waist measure. Shipping weight of outfit, 3 lbs.; knickers, 1 1/2 lbs.

27H8220—Two-Piece Outfit. White with black check. \$4.98

27H8221—Knickers. 2.98
Alone. White with black check.

Tailored blouse of English Broadcloth show with above outfit.

Size—34 to 44 inches bust measure. State size. Shipping weight, 10 ounces. 98c

27H8020—White.

Practical and Inexpensive

An ideal play costume for young girls. Consists of a separate blouse and knickers fashioned of durable Hill's Tan Khaki, Jean Cloth. The blouse has embroidered ornament; knickers have separate belt and buttoned knee cuffs.

Ages—7, 8, 10, 12 and 14 years. State age and waist measure. Shpg. wt., 2 lbs. \$1.98

31H6650—Two-Piece Outfit. \$1.98

31H6651—Knickers Alone. 1.00



Ages
7 to 14
Years

31H6650
Hill's
Khaki
Jean
Play
Suit
\$1.98

Knickers
Alone
\$1.00

CHARMING STYLE and Priced so Low!

I know you will all be delighted with this 1927 spring and summer line I have selected for you. These new hats are beautiful, the smartest assortment I have ever assembled. And the prices! You will hardly believe your eyes! You, no doubt, have impressions of values in millinery, but when you see the stunning latest style hats we are offering you this season you will be really amazed. Only Sears, Roebuck and Co. could give such high quality materials and full selections of fashionable colors in the many head sizes at the low prices you will find quoted in these 17 pages. From the vast offerings of the world's greatest makers, I selected models for all types, from the very little girls to women of mature years, so every one of you will be immensely pleased, I am sure.



— and only **\$3⁴⁸!**

Makes a charming picture, does it not? And we guarantee that the quality, workmanship and materials throughout will satisfy the most discriminating.

We invite comparisons with hats selling elsewhere at prices far, far above our price. The graceful wide brim shape (14 1/2 inches across) is of fine quality imported piping straw braid. This braid makes that very rich looking glossy hat. Trimmed handsomely with wide, high grade cire satin ribbon, expertly draped. Stunning, huge, flat rose of novelty pattern made of sheer organdy and shaded Rayon plush. Trim is finished by a clever double strand silverlike cord across the front. Fitted with attractive silk lining. Especially designed for the stylish young woman and miss. In two head sizes.

Colors: Black with shaded tiger lily (new salmon shade) flower or black with shaded rose-pink color flower. Measure and state color. Shipping weight, 2 1/2 pounds.

78H9002—This fits 21 1/4 to 22 inches head size. **\$3.48**

78H9003—This fits 22 1/4 to 23 inches head size. **3.48**

It Is Easy to Measure Your Headsize—See Page 72

78H8005

\$2⁹⁸ This fits from 21 1/4 to 21 3/4 inches head size.

Colors: French beige (sand), Copenhagen blue, gooseberry (light) green or black. Measure and state color. Shipping wt., 1 1/4 lbs.

Draped toque crown is a popular style this season. Very smart and unusually becoming to small features. Made of fine quality Rayon faille. Several rows of rich looking ribbon, having metallic border, give a striking two-tone effect. Ribbon also binds brim and sets off odd, self wing design at side. Brilliant, brooch style trimming pin. Silk lined.

Rayon is the Trade Name for Artificial Silk



78H9007—Medium size. Fits 21 1/2 to 22 inches head size. **\$2⁹⁸**

Colors: Orchid (lavender), cameo pink (light), Copenhagen blue or wild honey (light brown). Measure and state color. Shipping weight, 1 1/4 pounds.

Daintiest of this summer's styles are made of transparent braid. This lovely new shape is of very fine genuine Swiss hair braid. Stylish, close fitting brim, with close roll at back, has facing of good quality silk crepe de chine. Fine, novelty flower appliques form an attractive trimming across front. Note clever dent across crown, 'tis very smart indeed.

78H8009—Small size. Fits from 21 to 21 1/4 inches head size. **\$1⁹⁸**

Colors: Gooseberry (light) green, French beige (sand), briar rose (new rose color), bright red or black. Measure and state color. Shipping weight, 1 1/4 pounds.

One of our smartest tailored models and a feature value. Chic New Yorkers are wearing this new tam style, which adapts itself handsomely in this fine soft quality Jap Swiss hemp straw braid. Good looking trimming of grosgrain ribbon, set off with odd little straw ornaments. Neat, tailored binding along brim edge. Silk lined.



We Guarantee to Satisfy You and Save You Money

31H6075
Good Quality
All Silk
Crepe Satin
\$16⁹⁸

31H6065
Printed
All Silk
Crepe
de Chine
\$9⁹⁸

31H6070
Good
Quality
All Silk
Flat Crepe
\$16⁹⁵

31H6080
Silk Warp
Crepe Adora
\$5⁹⁸

31H6085
All Silk
Flat Crepe
\$9⁹⁸

31H6060
All Silk
Flat Crepe
\$8⁹⁸

For Descriptions of These
Dresses See Opposite Page

New Fabrics - Chic Designs Selected in New York for the Well Dressed Miss

Dresses on this and the opposite page, except 31H6300, come with deep 5-inch basted hem, making length easy to alter.

Descriptions of Dresses Shown on Opposite Page

Fancy check silk warp *Crepe Adora* is offered here. Contrasting solid color silk warp *Crepe* was used for the front tying sash belt and as a loose fold on the gracefully pleated skirt. Handsomely trimmed with fancy embroidered net collar and cuffs.

Misses' and Small Women's Sizes—14 to 22 years. Bust measure, 32 to 40. Length, from back of neck to hem, 43 inches, with deep 5-inch basted hem. State age size and bust measure. See size scale. Shipping weight, 1½ pounds.

31H6320—Red Fancy. \$5.95
31H6321—Green Fancy.

This one has been fashioned of lustrous *All Silk Flat Crepe* and attractively trimmed with banding of multicolored *Rayon* (artificial silk) embroidered net. The skirt shows box pleating on either side, and the frock is further enhanced with a silk flower at one shoulder.

Misses' and Small Women's Sizes—14 to 22 years. Bust measure, 32 to 40. Length, from back of neck to hem, 43 inches, with deep 5-inch basted hem. State age size and bust measure. See size scale. Shipping weight, 1½ pounds.

31H6325—French Blue. \$8.98
31H6326—Rosewood.
31H6327—Navy.

We offer this lovely frock of sheer dainty *All Silk Georgette Crepe* at a great saving. It has an attractive yoke and cuffs of lustrous crepe satin cut in uneven points and outlined with fancy *Rayon* (artificial silk) stitching. The skirt has rows of shirring and a chic note is lent by a wide girde with flower ornament. *Tub Silk Slip* included.

Misses' and Small Women's Sizes—14 to 22 years. Bust measure, 32 to 40 inches. Length, from back of neck to hem, 43 inches, with deep 5-inch basted hem. State age size and bust measure. See size scale. Shipping weight, 1½ pounds.

31H6330—Nile Green. \$15.98
31H6331—Rosewood.

It is fashioned of good quality *All Silk Flat Crepe* with a double inverted kick pleat on sides and a sash tie belt at the waistline. Trimming is provided by contrasting silk *Crepe* and multicolored embroidered bands on the collar and cuffs, and smartly placed pin tuckings.

Misses' and Small Women's Sizes—16 to 22 years. Bust measure, 34 to 40 inches. Length, from back of neck to hem, 42 and 44 inches, with deep 5-inch basted hem. State age size, bust measure and length. See size scale. Shipping weight, 1½ lbs.

31H6335—Oak Buff. \$13.95
31H6336—Rosewood.
31H6337—Black.

Adapted in good looking *Rayon* (artificial silk) *Warp Crepe*, it has a V shaped neck bodice with pin tucking at either side. The frock shows chic trimming of three-tone silk and velvet ribbon and has a pretty flower ornament.

Misses' and Small Women's Sizes—14 to 22 years. Bust measure, 32 to 40 inches. Length, from back of neck to hem, 43 inches, with deep 5-inch basted hem. State age size and bust measure. See size scale. Shipping weight, 1½ pounds.

31H6340—Leaf Green. \$6.48
31H6341—Tan.

It is fashioned in youthful two-piece effect of *All Silk Flat Crepe*; a combination that makes this frock smart and desirable. The bodice shows adornment and *Rayon* (artificial silk) embroidery. Box pleating on the skirt. Collar and cuffs are finished with two-tone silk piping.

Misses' and Small Women's Sizes—16 to 22 years. Bust measure, 34 to 40 inches. Length, from back of neck to hem, 43 inches, with deep 5-inch basted hem. State age size and bust measure. See size scale. Shipping weight, 1½ pounds.

31H6345—Briar Rose. \$9.98
31H6346—Queen Blue.

This good looking frock is designed in the popular two-piece effect of lustrous, washable woven check *Rayon* (artificial silk) *Crepe* with smart trimming of contrasting silk *Crepe de Chine*.

Misses' and Small Women's Sizes—14 to 22 years. Bust measure, 32 to 40 inches. Length, from back of neck to hem, 43 inches only, with 5-inch hem, making length easy to alter. State age size and bust measure. See size scale. Shpg. wt., 1½ lbs.

31H6350—Medium Blue Check. \$4.98
31H6351—Red Check.

All Silk Printed Crepe de Chine is the fabric that fashions this graceful frock. The model is also made youthful and charming by having a lovely ecru lace vestee outlined with net frilling and a "Pierrot" double ruffle collar of matching net.

Misses' and Small Women's Sizes—14 to 20 years. Bust measure, 32 to 38 inches. Length, from back of neck to hem, 43 inches, with deep 5-inch basted hem. State age, size and bust measure. See size scale. Shpg. wt., 1½ lbs.

31H6355—Tan Fancy. \$8.95

All *Silk Washable Broadcloth*, so practical and smart for summer frocks, fashions this good looking two-piece effect model. The bodice has a ribbon tie and adornment of attractive embroidery, while the skirt shows pleating at front. Frock comes with a buckle trimmed sash tie belt.

Misses' and Small Women's Sizes—16 to 22 years. Bust measure, 34 to 40 inches. Length, from back of neck to hem, 43 inches only, with deep 5-inch basted hem, making length easy to alter. State age size and bust measure. See size scale. Shipping weight, 1½ pounds.

31H6310—Powder Blue. \$7.39
31H6311—Salmon.

This inexpensive washable frock is fashioned of linen finished *Printed Kotolin*, which is both good looking and serviceable. The style is appealingly youthful, showing *Rayon* (artificial silk) braided edge, pointed folds at front and rows of shirring below the waistline. Has trimming of solid color mercerized cotton *Pongee* and a fancy ribbon tie.

Misses' and Small Women's Sizes—14 to 22 years. Bust measure, 32 to 40 inches. Length, from back of neck to hem, 44 inches only, with deep 5-inch hem, making length easy to alter. State age size and bust measure. See size scale. Shpg. wt., 1½ lbs.

31H6315—Blue Fancy. \$2.98
31H6316—Tan Fancy.



31H6310
All Silk Washable Broadcloth \$7.39

31H6315
Guaranteed Washable Fast Color Kotolin \$2.98

Fashioned of sheer dainty *All Silk Georgette Crepe*. Made with a basque bodice and a scalloped edge full cut skirt, it shows lavish adornment of pearl and silver bead embroidery in combination with studded brilliants, and has a fancy *Georgette* and feather rosette on the shoulder. Comes with an extra pair of detachable sleeves and a slip of *All Silk Crepe de Chine*.

Misses' and Small Women's Sizes—14 to 22 years. Bust measure, 32 to 40. Lengths, from back of neck to hem, 41 and 43 inches. State age size, bust measure and length. See size scale. Shipping weight, 1½ pounds.

31H6300—Coral Blush. \$16.95
31H6301—Light Green.

This frock is made of lustrous *All Silk Crepe Satin* in a style that is smart and youthful. It portrays popular fashion themes, in the form of double tiered, scalloped edged flounces on the skirt, and a graceful streamer sash tie on the bodice. Contrasting color silk *Georgette* was used as trimming. Has all around fancy metal buckled belt.

Misses' and Small Women's Sizes—16 to 22 years. Bust measure, 34 to 40. Length, from back of neck to hem, 42 inches. Has deep 5-inch basted hem, making length easy to alter. State age size and bust measure. See size scale. Shpg. wt., 1½ lbs.

31H6305—Claret Red. \$12.75
31H6306—Black.



31H6300
All Silk Georgette Crepe Party Dress \$16.95

31H6305
All Silk Crepe Satin \$12.75

Misses' Sizes 14-16-18-20-22 Years
Bust Measures 32-34-36-38-40 Inches

Charming New Frocks for the Summer Season

Descriptions of Dresses Shown on Opposite Page

Tailored—Yet Dressy in Effect

A new and individual treatment of tucking and pleating is featured in the design of this handsome frock. Although the style is of tailored inspiration, the model is quite dressy and lovely, due to its fabric of richly lustrous *All Silk Flat Crepe* and trimming of contrasting color ribbon. The belt is adorned with a novelty clasp buckle.

Women's and Misses' Sizes—34, 36, 38, 40, 42 and 44 inches bust measure. Length from back of neck to hem, 44 inches only, with deep 5-inch hem, making length easy to alter. State size. Shipping weight, 1½ pounds.

31H6060—Cedarwood.
31H6061—Queen Blue.
31H6062—Black.

\$8.98

Fashioned of an Attractive Fabric

Such charm and smartness are seldom found in a frock so moderately priced, and for this reason we especially recommend this attractive model for your selection. Gracefully fashioned of pleasing quality *Printed All Silk Crepe de Chine* it features front pleats on the skirt and a chic, double tiered button enhanced jabot frill on the bodice. Has trimming of solid color silk *Crepe* and the belt shows an ornamental buckle.

Women's and Misses' Sizes—34, 36, 38 and 40 inches bust measure. Length from back of neck to hem, 43 inches only, with deep 5-inch hem, making length easy to alter. State size. Shipping weight, 1½ lbs.

31H6065—Rose Fancy. \$9.98

One of New York's Very Latest

This beautiful frock is artfully fashioned of extra good quality *All Silk Flat Crepe*. It has an attractive bodice with diamond shaped tucking, front and back; a cascade drape frill at one side and an ornamental flower at the shoulder. Box pleating on the skirt achieves a silhouette of graceful animation, and a final smart note is lent by a gypsy sash enhanced with a jeweled pin.

Women's and Misses' Sizes—34, 36, 38 and 40 inches bust measure. Length from back of neck to hem, 43 inches only, with deep 5-inch hem, making length easy to alter. State size. Shipping weight, 1½ pounds.

31H6070—Queen Blue. \$16.95
31H6071—Rose Beige (Pinkish Tan).

New and Decidedly Smart

Richly lustrous *All Silk Crepe Satin* in chic combination with contrasting color *All Silk Flat Crepe* fashions this stunning frock. Graceful overdrape panels and a wide girdle are new and interesting features in its design. Effectively trimmed with beautiful embroidered braid bandings, novelty metal buttons and a handsome ornamental buckle.

Women's and Misses' Sizes—36, 38, 40, 42 and 44 inches bust measure. Length from back of neck to hem, 42 and 44 inches only, with deep 5-inch hem, making length easy to alter. State size and length. Shipping weight, 1½ pounds.

31H6075—Rose Beige (Pinkish Tan). \$16.98

Practical for Many Occasions

For general everyday service, when you need a good looking, neatly styled frock, you will be pleased to have this practical, inexpensive model. The material is attractive *Silk Warp Crepe Adora*, adapted on becoming lines and enhanced with solid color silk warp crepe. Smartness is lent to the bodice by a jaunty tie, and to the skirt by shirring in the center and graceful pleats on either side. Composition buttons and a novelty buckle are pleasing finishing details.

Women's and Misses' Sizes—36, 38, 40, 42 and 44 inches bust measure. Length from back of neck to hem, 44 inches only, with deep 5-inch hem, making length easy to alter. State size. Shipping weight, 1½ pounds.

31H6080—Tan Fancy. \$5.98

Trimmed With Dainty Net Frilling

This charming frock portrays the popular mode of the day, having a softly bloused bodice with puffed, long sleeves; a skirt showing graceful pleats at front and a sash tie belt at the waistline. It is smartly adapted in a pleasing quality *All Silk Flat Crepe*, and has adornment of self covered buttons on the skirt, while the bodice is enhanced with ecru *Venise* pattern lace and fluted, dainty net frilling piped with the silk.

Women's and Misses' Sizes—34, 36, 38 and 40 inches bust measure. Length from back of neck to hem, 42 inches only, with deep 5-inch hem, making length easy to alter. State size. Shipping weight, 1½ pounds.

31H6085—American Beauty. \$9.98
31H6086—Queen Blue.



31H6050
All Wool
Light Weight
Summer
Flannel
\$9.98

The Latest Tailored Mode

More pleasing than ever are the tailored frocks this season, having assumed a more feminine and graceful silhouette, such as you see in the smart model, shown above. This frock is fashioned of *All Wool Flannel*, and has a prettily trimmed bodice, and a swagger, pleated skirt. Contrasting two-tone *Flannel* was used for the collar, vestee and attractive undersleeves. Has chic trimming of novelty metal ball buttons and a buckle adjusted leather belt.

Women's and Misses' Sizes—34, 36, 38 and 40 inches bust measure. Length from back of neck to hem, 42 inches only, with deep 5-inch hem, making length easy to alter. State size. Shpg. wt., 1½ lbs.
31H6050—Light Green. \$9.98

31H6055
Printed
Washable
"Gloria" Voile
\$3.89

Surprisingly Low in Price

That one can't judge the merits of a frock by its price is well proved by this attractive model, which boasts a smart style, neat workmanship, a fabric of pleasing quality, yet for all that, costs only \$3.89.

Made of washable "*Gloria*" *Cotton Voile*, of a charming new pattern; the frock is gracefully fashioned with scalloped border tunic panels and is effectively trimmed with pin tucked solid color *Voile* and piping. It has a grosgrain ribbon tie with pretty bead drops, and shows further adornment of novelty glass buttons and a metal edged composition clasp buckle.

Women's and Misses' Sizes—36, 38, 40, 42 and 44 inches bust measure. Length from back of neck to hem, 44 and 46 inches, with deep 5-inch hem, making length easy to alter. State size and length. Shipping weight, 1½ pounds.
31H6055—Tan and Copenhagen Blue Fancy.
31H6056—Tan and Navy Blue Fancy. \$3.89

Plaid Fabrics Are Popular

Smart, practical and very inexpensive, is this frock of woven *Plaid Rayon* (artificial silk) *Gingham*; a washable fabric of attractive appearance.

Fashioned on becoming lines, the frock boasts a clever new treatment in the styling of the collar; made with long strap ends, that have piped and button trimmed openings at the waistline, serving as slits for the wide girdle, which fastens with a metal buckle. The skirt has box pleating on either side, and a trim finishing note is lent by a silk ribbon bow at the neck.

Women's and Misses' Sizes—36, 38, 40, 42 and 44 inches bust measure. Length from back of neck to hem, 44 inches only, with deep 5-inch hem, making length easy to alter. State size. Shipping weight, 1½ pounds.

31H6045—Blue Plaid. \$3.98

1921 Styles at 1914 Prices

The prices for Millinery are from 35% to 50% lower than last year, but the Style and Quality are still "Hamilton's" Fifth Avenue Standard. A hat selected here assures its wearer of a feeling of confidence and satisfaction which only a wearer of Hamilton Millinery can understand.



2400
\$5.95
Formerly
\$9.25



2401
\$1.45
Formerly
\$2.25



2402
\$5.50
Formerly
\$8.25



2403
\$5.95
Formerly
\$9.25



2404
\$3.75



2406
\$3.95
Formerly
\$7.25



2405
\$5.50
Formerly
\$9.25



2407
\$3.85

- 2400 Stylish and dressy model made of Batavia cloth. The front of the up turned brim embroidered in pleasing designs; trimmed with glycerined feather. Colors: Brown, Navy or Henna. Price **\$5.95**
- 2401 The universally popular tam made of the nationally advertised "Suede Like" cloth. Colors: White, Buff, Emerald or Copen. Price..... **\$1.45**
- 2402 Popular and becoming is this hat made of fancy straw braid. The "collar" which extends entirely around the hat is made of a hair like braid, finished in front with novel ornaments. Black only. Price..... **\$5.50**
- 2403 Beautiful and attractive "off the face" model; crown of fine all over braid; satin brim. Trimmed with knotted ribbon in harmonizing colors. Colors: Black or Navy with Copen ribbon, Brown with Tan ribbon. Price... **\$5.95**
- 2404 New and becoming is this small drooping brim hat made of fancy patterned straw braid; trimmed with patent leather band and bow. Colors: Black, Burnt or Navy. Price **\$3.75**
- 2405 Stylish and becoming hand made hat of silk georgette crepe, front of brim of fine satiny braid. Trimmed with the braid as illustrated. Colors: All Black, All Navy or Sand hat with Brown front. Price **\$5.50**
- 2406 Beautiful drooping brim model with belled crown made of fine glossy straw braid; becomingly trimmed with short ostrich feather. Colors: Black, Navy or Burnt, all with Black feather. Price **\$3.95**
- 2407 Seasonable hat with drooping brim of glossy straw braid, the upper brim covered with crepe; trimmed with wreath of flowers in harmonizing colors. Colors: Black with choice of Copenhagen, Sand or Green upper brim. Price **\$3.85**

Full directions for ordering on back cover

THE HAMILTON GARMENT CO.

1921



6436
\$6.50
 Formerly \$11.95

6437
\$6.95
 Formerly \$12.95

6438
\$6.95
 Formerly \$11.95

6436 Fine Organdie. Colors: Lavender, French Blue or Rose. Nothing could be more attractive than this youthful dress of fine quality crisp Organdie in dainty pastel shades. A band of exquisite white embroidery circles the full skirt at hip depth, the short sleeves and the front of the round-necked blouse being trimmed to match. The wide slash of white Organdie fastens at the back with two large overlapping loops. This frock is quite appropriate for informal wear on summer evenings as well as for afternoon occasions. Back closing. Price... **\$6.50**
Above dresses come in Ladies' and Misses' sizes. Be sure to give bust, waist and hip measures; also height, weight and color desired.

6437 Fine Organdie. Brown with Tan; Tan with Brown; Orchid (Hello) with White. The vogue of the Organdie dress is steadily increasing and this novel model has many features to commend it. Note the very wide tucks on the full skirt, and the clever use of the contrasting color. The latter, neatly hemstitched, forms the long shawl collar, the cuffs on the short sleeves, and the vestee, which is trimmed with hemstitched tucks and topped by a band of self material. A band of the contrasting shade **\$6.95** also edges the top of the girldle.

6438 Fine Dotted Volle. Colors: Lavender, Copen, or All White. This very distinctive dress is made of fine quality Volle with a small self-color embroidered dot. The long full tunic displays two tucks at hip depth, and the waist is charmingly set off by a wide collar of white Organdie that crosses in surplice fashion and ties at the back. The short sleeves have cuffs of white Organdie and the vestee of self material has a row of tiny white crochet buttons down the center. Waist lined **\$6.95** with net. Price.....

These new Spring dresses are being worn on Fifth Ave.!

Pilgrim Brand
BEST MAKE
FLANNEL SHIRTS

Men's Flannel Shirts



Extra Value
\$1.69 83K740—Blue.
 EACH 83K741—Gray.
 83K742—Khaki.
 Sizes, 14 to 17 inches neck measure. Half sizes. State size. Shipping weight, 1 1/2 pounds.
 A real value in a Two-Flap Pocket Flannel Shirt. Made of a good quality, medium weight flannel containing about one-fourth wool. In big roomy dimensions that will fit comfortably. Has two large army style button-through flap pockets and interlined collar and cuffs. A serviceable flannel shirt at a very low price.

\$1.85 83K748—Gray.
 83K749—Khaki.
 Same as above, but made with extra long body and sleeves to fit the tall slim man.

All Wool Broadcloth
\$4.45 83K784—Slate (Gray).
 EACH 83K785—Brown.
 83K786—Tan.
 Sizes, 14 to 17 inches neck measure. Half sizes. State size. Shpg. wt., 1 1/2 lbs.
 Fine Quality All Wool Broadcloth Flannel Shirt. Made of one of the finest all wool broadcloths on the market, in coat style with two large button-through flap pockets and trimmed with fine vegetable ivory buttons. A high grade warm flannel shirt at a low price that represents a real saving.

All Wool
\$3.69 83K732—Greenish gray.
 EACH 83K733—Brown.
 83K734—Tan.
 Sizes, 14 to 17 inches neck measure. Half sizes. State size. Shipping weight, 1 1/2 pounds.
 High Grade All Wool Flannel Shirt in neat checked patterns. Medium heavy weight all wool in coat style, with two large button-through flap pockets. For the man who desires conservative patterns. Very warm and durable and made over roomy sizes.

Men's Lumberjacks



Army Serge
\$3.98 83K850—Khaki tan.
 EACH
 Sizes, 14 to 17 inches neck measure. Half sizes. State size. Shipping weight, 1 1/2 pounds.
 Our Finest Quality Army Style Flannel Shirt made of a high grade half wool army serge flannel. Made coat style with two large button-through flap pockets and extra patch on elbow. A real army style flannel shirt that cannot be excelled for wear.

Buckskein Jacket
\$4.95 83K802—Khaki.
 EACH 83K803—Gray.
 Sizes, 14 to 17 inches neck measure. Half sizes. Order same size as you would in a shirt. State size. Shipping weight, 1 1/2 pounds.
 The Famous "Buckskein" Lumberjack Style Shirt Jacket at a big saving. A practical outer garment made of double weight Buckskein fabric, a special cloth that has the appearance and feel of soft finish suede leather. Practically windproof.

All Wool Lumberjack
\$4.69 83K757—Brown.
 EACH 83K758—Green.
 Sizes, 14 to 17 inches neck measure. Half sizes. Order same size as you would in a shirt. State size. Shipping weight, 2 pounds.
 Heavyweight All Wool Flannel Lumberjack Style Shirt Jacket in attractive plaid patterns. A heavy and warm outdoor garment to be worn over shirt. Convertible collar and two large button-through flap pockets. Snug fitting wool lined bottom.

Buckskein Shirt
\$2.95 83K886—Khaki tan.
 EACH 83K887—Gray.
 Sizes, 14 to 17 inches neck measure. Half sizes. State size. Shipping weight, 1 1/2 pounds.
 The Nationally Admired Genuine "Buckskein" Flannel Shirt at a big saving. Made of a soft medium weight cotton flannel that has the appearance and feel of soft suede leather and is practically windproof and very warm. Will not shrink after repeated washings and makes an unusually satisfactory shirt.

The Vogue in Men's



Silk Lined

Bond Street De Luxe
\$4.95

93K6315—Medium gray with black band.
93K6317—Black.
93K6318—Sand tan.
93K6319—Dark gray with black band.

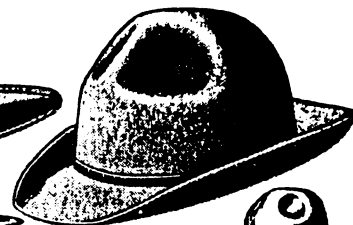
Sizes, 6¾ to 7½. State size. Shipping weight, 2¾ lbs. Bond Street De Luxe Hats are correctly styled. Highest quality and lowest price guaranteed. An extremely beautiful and popular shape made of extra fine fur felt in the season's newest shades. Lined with super quality silk hat lining. The crown is about 5¾ inches high. Bound curled brim, about 2¾ inches wide.



Our Sombraero
\$1.98

93K6275 Nutria tan. Sizes, 6¾ to 7¾. State size. Shipping wt., 3¼ lbs.

Men's Good Quality Wool Felt Sombraero Work Hat. The crown is about 4¾ inches high. Bound brim, about 3½ inches wide. A durable work hat at a low price.



Our Crusher
98c

93K6184—Black.
93K6185—Steel gray. Sizes, 6¾ to 7¾. State size. Shipping weight, 4 ounces.

An inexpensive lightweight wool felt crusher style hat that is very comfortable and will give excellent service. The crown is about 5½ inches high. Raw edge curled brim, about 2½ inches wide.



Our Big Boy

Bond Street De Luxe

\$4.95

93K6287—Black.
93K6288—Brown.
93K6289—Nutria tan.

Sizes, 6¾ to 7¾. State size. Shipping weight, 3½ pounds.

You will be pleased with this Extra Fine Quality Bond Street De Luxe Fur Felt Hat. A larger shape with an extra wide brim that has lots of swag to make it most popular. The crown is about 7¾ inches high. Bound curled brim, about 4¾ inches wide. For those desiring a hat of this character, we recommend Our Big Boy as it is the best value offered at our low price.

Measure Your Head Before Ordering See Chart on Opposite Page



The Norge

\$3.45

93K6135—Medium gray.
93K6136—Dark gray.
93K6137—Sand tan.
93K6138—Black.

Sizes, 6¾ to 7¾. State size. Shipping weight, 2½ pounds.

A Smart and Rakish Bound Brim Fancy Hat. Attractively styled and correctly dimensioned. Made of a good quality fur felt. The crown is about 5¾ inches high. Bound snap brim, about 2¾ inches wide. A becoming style adaptable to either young or old. A very desirable hat at our low price.



The Beach

\$3.95

93K6179—Dark gray with black band.
93K6180—Medium gray with black band.
93K6182—Black.
93K6183—Sand tan.

Sizes, 6¾ to 7¾. State size. Shipping weight, 2¾ lbs. An unusually smart and fashionable Fedora Style Hat. A dressy model correctly styled and detailed. Made of Fine Latest curled bound brim, about 2¾ inches wide. A quality rarely equalled at our price.



Silk Lined

\$7.95

93K6380—Medium gray with black band.
93K6381—Dark gray with black band.
93K6382—Nutria tan with brown band.

One of the season's newest styles smartly fashioned of Fine Clear Beaver Fur Felt, by one of the country's best known manufacturers of quality hats. A hat that appeals to the Super quality silk lining. The crown is particular man who wants the best. The crown is about 5¾ inches high. Bound curled brim, about 2¾ inches wide.

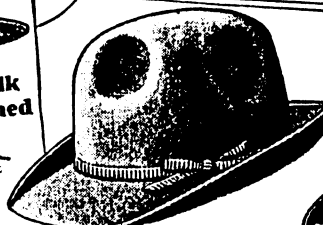


Silk Lined

\$7.95

93K6370 Medium gray with black band.
93K6371—Dark gray with brown band.
93K6372—Nutria tan.

A style and quality endorsed by the most discriminating dressers, is this newest welt edge brim style hat. Made of a Fine Quality Clear Beaver Fur Felt, by a manufacturer of the highest grade hats. Lined with the finest super quality silk lining. The crown is about 5¾ inches high. Welt edge brim, about 2¾ inches wide.



Fur Felt Crusher
\$2.48

93K6176—Black.
93K6177—Gray.
93K6178—Brown.

Sizes, 6¾ to 7¾. State size. Shipping weight, 4 ounces. Men's Lightweight Crusher Style Hat. Made of a good quality fur felt. The crown is about 5½ inches high. Raw edge curled brim, about 2¾ inches wide. A durable hat that will give good service.



Our Columbia
\$3.39

93K6145—Black.
93K6146—Nutria tan.

Sizes, 6¾ to 7¾. State size. Shipping weight, 2¾ pounds. A very popular staple style of exceptional merit is this Men's Columbia Style Hat. Made of good quality fur felt. The crown is about 5¾ inches high. Raw edge curled brim, about 3 inches wide.

Boys' Heavy Cotton Union Suits



All Suits on This Page Are Ankle Length

59c AND UP

Silver Gray Extra Heavy Fleeing
Made of good quality cotton. Has a heavy, soft nap fleecing inside. State age. Shpg. wt., each suit, 1 lb.
Ages, Yrs. **16K7551**

3 and 4	\$0.59
5 and 6	.66
7 and 8	.73
9 and 10	.80
11 and 12	.87
13 and 14	.94
15 and 16	1.00



48c AND UP

Medium Heavy Ribbed Cotton
Elastic ribbed. Slightly fleeced on the inside. State age. Shipping wt., each suit, 1 pound.
16K7556—Cream Color.

Ages, Yrs.	
3 and 4	48c
5 and 6	52c
7 and 8	56c
9 and 10	59c
11 and 12	62c
13 and 14	66c
15 and 16	69c

Pilgrim Brand
More and More Popular Every Year!



Flat Knit-Heavily Fleece

75c AND UP

Mottled Heliotrope Color
Flat knit of extra good cotton with thick, heavy, soft nap fleecing inside. Elastic ribbed cuffs and anklets. State age. Shpg. wt., each suit, 1 1/4 lbs.
Ages, Yrs. **16K7544**

3 and 4	\$0.75
5 and 6	.85
7 and 8	.96
9 and 10	1.06
11 and 12	1.16
13 and 14	1.26
15 and 16	1.35

53c AND UP

Light Brown
Flat knit from good quality cotton. Thick, heavy, soft nap fleecing. Elastic ribbed cuffs and anklets. State age. Shipping weight, each suit, 1 1/4 lbs.
Ages, Yrs. **16K7557**

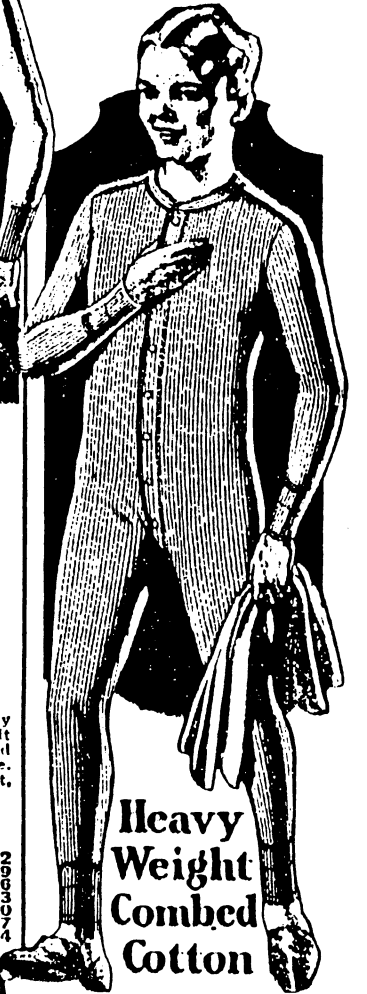
3 and 4	53c
5 and 6	60c
7 and 8	67c
9 and 10	74c
11 and 12	81c
13 and 14	88c
15 and 16	96c

62c AND UP

Cream Color
Flat knit of good quality cotton. Thick, heavy, soft nap fleecing. Elastic ribbed cuffs and anklets. State age. Shipping weight, each suit, 1 1/4 pounds.
16K7559

Ages, Yrs.	
3 and 4	\$0.62
5 and 6	.69
7 and 8	.76
9 and 10	.83
11 and 12	.90
13 and 14	.97
15 and 16	1.04

Boysville
TRADE MARK U.S. PAT. OFF.
BRAND
The Best Boys' Cotton Union Suit Made



Heavy Weight Combed Cotton

One of Our Best Sellers

57c AND UP

Heavy Ribbed Cotton
Exceptionally well made suit that has been tailored and finished with the same care used in the making of our men's suits. These suits have a soft nap fleecing on the inside and will not irritate the tenderest skin. Elastic ribbed. State age. Shipping weight, each suit, 1 1/4 pounds.
16K7544—Cream.

Ages, Yrs.	57c	11 and 12.	85c
3 and 4.	67c	13 and 14.	92c
5 and 6.	71c	15 and 16.	99c
7 and 8.	76c		
9 and 10.			

57c AND UP



85c AND UP

Our Finest Cotton Suit for Boys
These Boysville suits have been carefully designed and strongly made to give excellent service. They are knit of fine combed cotton yarn and have a soft brushed fleecing inside. Correctly sized and the special Pilgrim seat gives extra fullness and will not bind. Elastic ribbed. Shpg. wt., each suit, 1 lb.
16K7530—Cream Color.

Ages, Yrs.	
3 and 4	\$0.85
5 and 6	.95
7 and 8	1.05
9 and 10	1.15
11 and 12	1.25
13 and 14	1.35
15 and 16	1.45

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



Overcoats of Style and Distinction

For Men's
Shoes and
Oxfords See
Pages 320
to 324

Clothing
Order Blank
Is on Page 1094



You'll
See Chesterfields
Everywhere You Go

A Special Purchase Made This Low Price Possible

On the job as usual or we couldn't have stepped in and bought this fine cloth so we could sell it at this special low price. Watching the markets for bargains such as this is just one of the reasons we are able to give you such truly exceptional clothing values. Coats of this character and quality would regularly retail for many dollars more. You'll agree with us when you see the coat, feel the heavy warm fabric and note the exceptional tailoring. It's made from a thick, warm, heavy all wool overcoating—plaid back richly colored. Tailored in a popular style with half belt in back. Has wide French facings, deep yoke of self material and sleeves lined with Venetian. A word about color. It comes in three correct shades, snappy and good to look at—dark blue, gray or brown. Length of coat, about 44 inches. We saved money here, and we are passing the saving on to you.

SIZES—34 to 44 inches chest. State chest measure taken over vest. Shipping wt., 7 lbs.
45K8380—Dark Brown..... \$16.50
45K8381—Dark Gray..... 16.50
45K8382—Dark Blue..... 16.50

Back come the Chesterfields! Once again the plain and straight lines of the Chesterfield model overcoat are in style. In contrast to the new and colorful patterns in men's suits is the somber blue shown in these dignified overcoats. This handsome garment is made from a warm and heavy all wool overcoating. Stylishly cut in a double breasted model, with medium wide lapels and a rich velvet collar. Full lined sleeves. Excellently made throughout. Ahead of the times with Style—that's one of the first things our "Great Store for Men" is noted for. Length, about 46 inches.

SIZES—34 to 44 inches chest. State chest measure taken over vest. Shpg. wt., 6 1/4 lbs.
45K8369—Dark Blue..... \$13.50

Description of Overcoats on Opposite Page

This Style Is a Great Favorite With Students

(A) 45K8402—Dark Brown Mixture..... \$10.75
45K8403—Dark Blue..... 10.75
SIZES—32 to 36 inches chest. State chest measure taken over vest. Shipping weight 6 1/2 pounds.

This is a moderately priced coat, yet warm and comfortable, as it is made of a good quality, heavyweight, all wool, heather brown or blue melton. It is full lined with strong, durable twill. A dressy coat, with half belt. Cuffs on sleeves. Big, convertible, cold weather collar. Lengths, 39 to 42 inches. A favorite high school style.

The Students' Choice Fancy Weave Fabrics

(B) 45K8404—Bluish Gray Fancy Weave Mixture..... \$18.50
45K8405—Medium Brown Fancy Weave Mixture..... 18.50
SIZES—32 to 36 inches chest. State chest measure taken over vest. Shipping weight, 6 1/2 pounds.

Just notice what students are wearing and you'll see fancy weave fabrics—and particularly in bluish gray or medium brown mixtures. They are the students' choice, so, to be in style, you'll want to wear one of these coats. The fabric is a closely woven heavyweight all wool material, warm and comfortable. Stylishly built double breasted model, with guaranteed satin yoke and sleeves, and strongly made throughout. Lengths, 39 to 42 inches. High school students should know that Sears "Great Store for Men" is the right place to buy and the right place to save.

Smartly Styled New Ulsterette Model

(C) 45K8406—Dark Brown..... \$15.75
45K8408—Navy Blue..... 15.75
SIZES—32 to 36 inches chest. State chest measure taken over vest. Shipping weight, 6 1/2 pounds.

Excellent taste has been shown in designing this new ulsterette model. It has all the dash and awagger of the best style winter coats. It would cost a great deal more at any other store. It is a splendid value. Made of fine, heavyweight, all wool, rich plaid back overcoating, and well made throughout. Sleeves are lined with genuine Venetian cloth. Lengths, 39 to 42 inches. Wide French facings, deep cloth yoke, cuff sleeves and belt at the back make this coat as handsome as it is lasting.

For Every Man's Wardrobe—Stylish Warm Overcoat

(D) 45K8372—Fancy Dark Brown Mixture..... \$14.45
45K8373—Fancy Dark Gray Mixture..... 14.45
SIZES—34 to 42 inches chest. State chest measure taken over vest. Shipping weight, 7 pounds.

This coat is one that deserves a place in every man's wardrobe. It has style and pattern; warmth and comfort, quality and low price. That's a combination that you can't afford to pass by. The fabric is a sturdy all wool overcoating in a neat fancy weave, dark brown or dark gray mixture. The coat is strongly sewed. Half belt in back. Double breasted model that is becoming to most men. Dollar for dollar, there is great value here.

Low Priced Overcoat—Heavy-weight All Wool Melton

(E) 45K8365—Dark Brown..... \$8.95
45K8366—Dark Blue..... 8.95
SIZES—34 to 44 inches chest. State chest measure taken over vest. Shipping weight, 6 1/2 pounds.

"Moderate in price, but high in quality," tells this overcoat story. Made from a heavyweight, all wool melton—a material that looks well and wears well. Two dark shades, either brown or blue; colors that do not show soil easily. Stylish double breasted model. With half belted back. Strongly sewed throughout. Length, about 44 inches. One of our low priced overcoats, but one of our biggest values.

A Dressy Looking Coat—and a Good One

(F) 45K8370—Heather Brown Mixture..... \$11.50
45K8371—Medium Blue Mixture..... 11.50
SIZES—34 to 42 inches chest. State chest measure taken over vest. Shipping weight, 6 1/2 pounds.

Giving you the best that money can buy, we have even lowered the former low price on coats of this fabric. It is one of the best values in our clothing line. Snappy style, with its half belt and patch pockets with flaps, it is equally satisfying in warmth and long life. Nearly all wool, heavyweight overcoating. Popular heather brown or medium blue mixture with plaid back. Convertible collar. Length, 44 inches.

A Striking Display of Students' Styles



See Opposite
Page for
Descriptions

Come in Sizes
31 to 36 Chest

Descriptions of Suits Shown in Color on Opposite Page

SIZE SCALE

These High School Suits are built and tailored the same as our young men's suits, but cannot be furnished larger than 36 inches chest.

Sizes of Suits on This and Opposite Page

Chest	31	32	33	34	35	36
Waist	26-29	26-29	27-30	28-31	29-32	30-33

Inseam Ranges from 27 to 32 inches in proportion to the chest-measure.

Featuring Low Price New Novelty Weave

(A) 45K8206—Gray Fancy Weave All Wool Cashmere..... \$11.45
 State measurements. (See size scale at top of page.) Shipping weight, 5½ pounds.
 It's remarkable, this low price, and a better value would be hard to find. Sturdily made from an all wool cassimere fabric, good weight and serviceable. It is a snappy double breasted model in a new novelty weave pattern. Coat is full lined with alpaca. Regular vest and wide cuff bottoms. You are bound to know sooner or later that our "Great Store for Men" is chock full of bargains. You'll realize it when you unpack this suit.

Students, Attention! You Want A "Cloverleaf"?
(B) 45K8212—Striped Blue Fancy Weave..... \$15.75
45K8214—Striped French Gray Fancy Weave..... 15.75
 State measurements. (See size scale at top of page.) Shipping weight, 5½ pounds.
 You've seen the "Cloverleaf"—perhaps some of your friends wear it. At any rate it's brand new and from all appearances it is going to be a popular style this fall. Imagine the new effect—broad shoulders without being top heavy; trim waistline and snug hips without being uncomfortable. Note the three-button high cut and the "Cloverleaf" lapel—that's where the name comes from. Two nice all wool worsteds in striped blue fancy weave or striped French gray fancy weave. Splendid wearing cloth. Extra well tailored with coat full alpaca lined. Wide cuff bottoms and regular vest.

Style Notes Are Saying Gray and Brown Fancy Weaves
(C) 45K8224—Fancy Gray Worsted..... \$18.75
45K8226—Fancy Brown Worsted..... 18.75
 State measurements. (See size scale at top of page.) Shipping weight, 5½ pounds.
 Smart, ultra-stylish fancy weaves are the latest development in students' clothes. Soft browns and muted grays are perhaps the most popular. While the color is important, the cloth comes in for its share of praise. Pure wool worsted—a suiting that will wear and wear. Coat is a good looking two-button model and is full lined with alpaca. Trousers have wide cuffs. Regular vest. This is our best suit for students. You could rightfully expect to pay much more.

Setting the Pace for Style and Value
(D) 45K8208—Fancy Brown Cashmere..... \$12.50
45K8209—Same as 45K8208 with Two Pairs of Trousers..... \$15.85
 State measurements. (See size scale at top of page.) Shipping weight, 5½ and 6 pounds.
 No doubt about it. This suit sets the pace for style and value. Take first the material—an all wool cassimere, good enough for suits selling for more money. Now as to style—well, it's a model that's being shown in all leading men's shops. Pattern! The new crisp cross fancy weave—students anywhere like it. Coat is full lined with alpaca. Trousers have wide cuffs. Regular vest. Sure it's a big value. We are setting the pace for others.

Two Choice Patterns Students Are Demanding
(E) 45K8220—Blue Diamond Weave Worsted... \$16.95
45K8221—Blue Diagonal Weave Worsted... 16.95
 State measurements. (See size scale at top of page.) Shipping weight, 5½ pounds.
 Here's a pleasing pair! Style and pattern right together. Double breasted models are demanded by young fellows everywhere. Along with style goes diamond and diagonal weave fabrics. That's why we are showing this smart model in these two favorite patterns. The cloth is a pure worsted, all wool—more than satisfactory from the "wear" point of view. Excellently made throughout with coat full alpaca lined. Regular vest and cuff bottom trousers. Savings? Certainly—we are famous for savings and honest values.

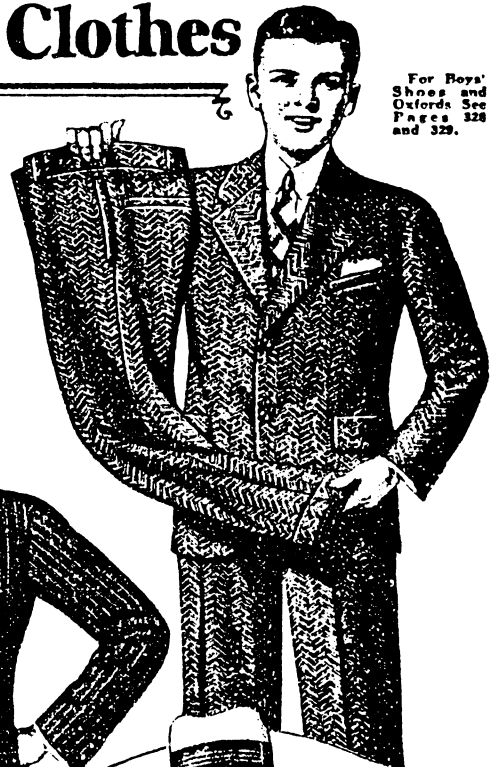
"Boyville" Senior Reaches New High Peaks in Value
(F) 45K8216—Striped Dark Blue Cashmere..... \$14.95
45K8217—Same as 45K8216 with Two Pairs of Trousers..... \$18.25
45K8218—Striped Dark Gray Cashmere..... 14.95
45K8219—Same as 45K8218 with Two Pairs of Trousers..... 18.25
 State measurements. (See size scale at top of page.) Shipping weight, 5½ and 6 pounds.
 Students! We want you to know that this all wool cassimere material is noted for strength and service. It has passed the same tests as our regular "Boyville" suits for boys. In other words, when a cloth will "hold" the average American boy—then you know it is strong and you know it will wear. Stylishly cut and strongly sewed. Two neat colors. Coat is full lined with alpaca. Wide cuff bottom trousers. Regular vest. The suit with one pair of trousers in a mighty fine "buy" but Boyville Senior two-trouser suits reach new high peaks in value.

Smart Collegiate Clothes

For Boys' Shoes and Oxfords See Pages 328 and 329.

Popular Priced Fancy Cassimere

It's years since we have been able to offer a suit value of this kind. Fancy weaves are "the thing" but suits of that character have been expensive. We show here a fancy weave cassimere at an unusually low price. The material is one half wool, durable and neat looking. Attractive style and good quality tailoring. Brand new brown shade for fall and winter wear. Coat is full lined with alpaca. Regular vest and cuff bottom trousers. You'll be ahead if you buy this suit—especially so if you order it with two pairs of trousers. State measurements. (See size scale at left.) Shipping wts., 5½ and 6 lbs.
45K8200—Fancy Medium..... \$ 8.95
45K8201—Same as 45K8200 with Extra Trousers..... 11.50



For Measuring Instructions See Page 568.



Low Priced "Cloverleaf" Model

Style and quality at a low price. This brand new model known as the "Cloverleaf" priced within reach of all. Three-button coat with wide shoulders and snug fitting hips are the principal features, outside of the new shaped lapel which is called the "Cloverleaf." The material is a popular gray fancy weave all wool cassimere. Coat is full lined with alpaca. Wide cuff bottoms and regular vest. One or two pairs of trousers, whichever you prefer. State measurements. (See size scale above at left.) Ship. wts., 5½ and 6 lbs.
45K8202—Fancy Gray..... \$10.95
45K8203—Same as 45K8202 with Two Pairs of Trousers..... \$14.45

One of Our Special Offers Double Breasted Suit

A blue pencil striped double breasted at a new low price. Suits in this popular pattern are usually sold for much more. Prudent and wise buying enables us to offer this splendid cassimere (half wool) suit at a big saving to you. The cloth is closely woven and sure to give the wear that you will expect. Handsome pattern with pencil stripes. Regular vest and wide cuff bottom trousers. It's a smart model for little money. State measurements. (See size scale above at left.) Shipping wt., 5½ pounds.
45K8204—Striped Dark Blue..... \$11.45

An All Wool Melton Overcoat for Only \$8.50

Although this is our lowest priced overcoat for high school students you'll find maximum value here. We are going after bigger business in our "Great Store for Men." That's why we built this coat up to a standard and not down to a price. Made of good quality heavyweight all wool melton overcoating—warm as well as long wearing. Strongly sewed and excellently tailored. Two 1927 winter colors. Worth much more in value, wear and style. SIZES—32 to 36 inches chest. State chest size taken over vest. Shpg. wt., 6 lbs.
45K8400—Medium Brown..... \$8.50
45K8401—Dark Blue..... 8.50

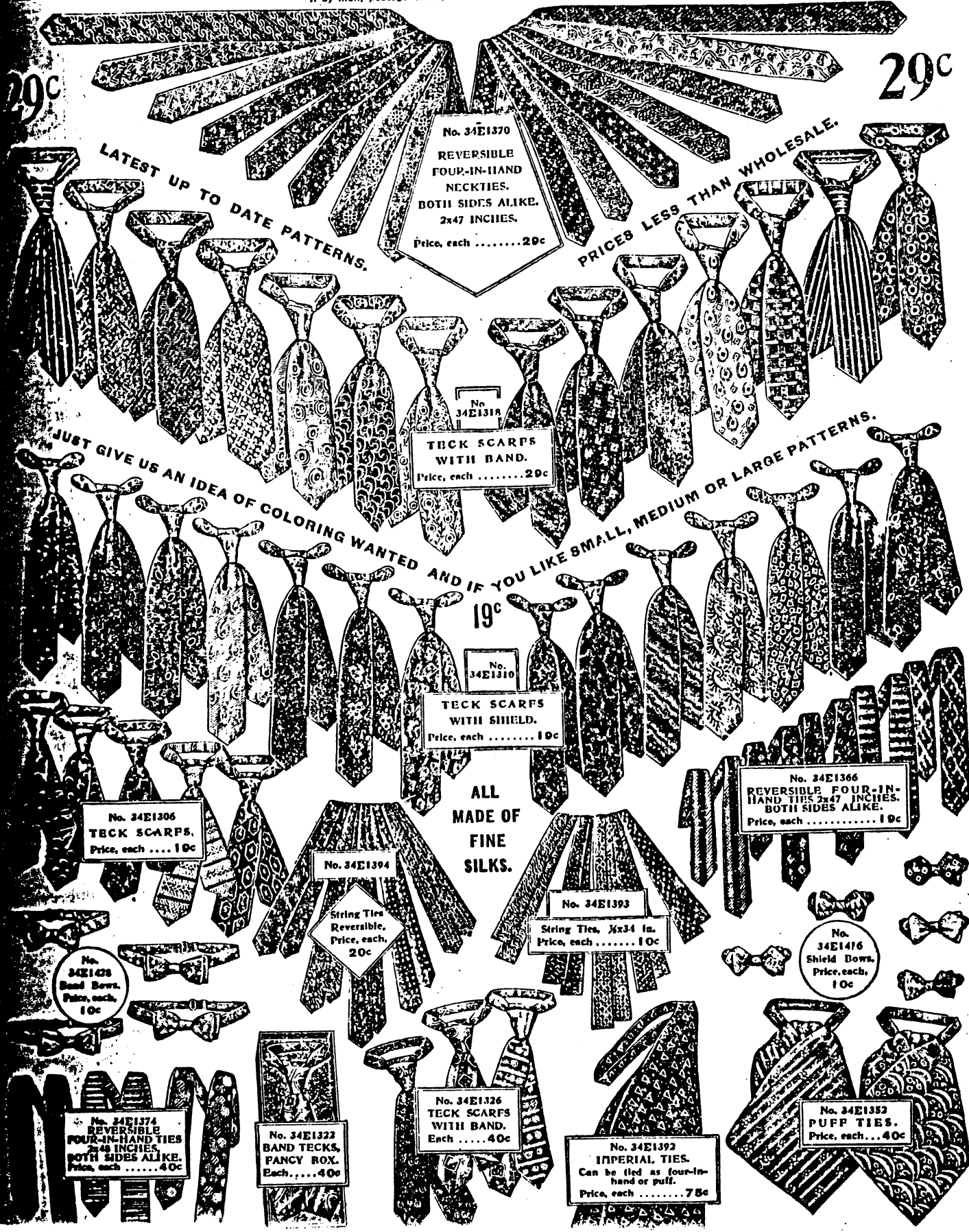
See Index and Information Pages 542 to 570

MEN'S HIGH GRADE FANCY COLORED SILK NECKWEAR.

We sell you silk bows that others ask 20¢ for. For 19¢ we sell neckwear that everyone else charges 35¢ or more. Our 29¢ neckties are the same kind you pay elsewhere 45¢ or more.

ALWAYS STATE COLOR YOU PREFER AND ORDER BY NUMBER.

ILLUSTRATIONS SHOW THE STYLES ONLY. WE FURNISH THEM IN A BIG VARIETY OF PATTERNS AND COLORINGS. ALL THE VERY LATEST AND MOST UP TO DATE. If by mail, postage extra, on all neckwear, each, 2 cents.



29c

29c

LATEST UP TO DATE PATTERNS.

PRICES LESS THAN WHOLESALE.

JUST GIVE US AN IDEA OF COLORING WANTED AND IF YOU LIKE SMALL, MEDIUM OR LARGE PATTERNS.

No. 34E1370
REVERSIBLE
FOUR-IN-HAND
NECKTIES.
BOTH SIDES ALIKE.
2x47 INCHES.
Price, each 29c

No. 34E1318
TECK SCARFS
WITH BAND.
Price, each 29c

19c
No. 34E1310
TECK SCARFS
WITH SHIELD.
Price, each 19c

No. 34E1306
TECK SCARFS.
Price, each 19c

ALL
MADE OF
FINE
SILKS.

No. 34E1366
REVERSIBLE FOUR-IN-
HAND TIES 2x47 INCHES.
BOTH SIDES ALIKE.
Price, each 19c

No. 34E1394
String Ties
Reversible.
Price, each,
20c

No. 34E1393
String Ties, 3/4x34 in.
Price, each 19c

No. 34E1416
Shield Bows.
Price, each,
10c

No. 34E1428
Band Bows.
Price, each,
10c

No. 34E1374
REVERSIBLE
FOUR-IN-HAND TIES
2x48 INCHES.
BOTH SIDES ALIKE.
Price, each 40c

No. 34E1322
BAND TECKS,
FANCY BOX.
Each, 40c

No. 34E1326
TECK SCARFS
WITH BAND.
Each 40c

No. 34E1392
IMPERIAL TIES.
Can be tied as four-in-
hand or puff.
Price, each 75c

No. 34E1352
PUFF TIES.
Price, each... 40c

1930

During the 1930's the effects of the depression were reflected in the fashions of the day. Unemployment rose to an all-time high; wages fell to an all-time low. Resources were used for survival of the individual and the family. In times such as these, fashions were less extravagant and more practical. It is often said that in times of hardship hemlines come down. It may not always apply, but it seemed to in the 1930's.

The 1930's was the era of the "hand-me-down". That had always been the rule for thrifty families but now it became more fashionable. Children rarely had new store-bought clothing. Mothers worked hard to cut down and remake adult garments into wearable items for the family. "Depression babies had layettes sewn from sugar sacks; school children often wore underwear embellished with the trademarks of Pillsbury's or Robin Hood flour." (History of Costume by Rachel H. Kempker)

It was during the Depression that classic suits and dresses were popularized. Clothes had to last and stay stylish longer, so classic lines and sensible tailored suits were favorites. The shirtwaist dress was a classic that came from this time period.

The feminine ideal changed from that of the swinging flapper to the subdued, wholesome girl next door. The rouged knee of the 20's was covered with a longer, more modest skirt. The bust was rounded again, but not emphasized; the waist was back in its normal position. The overall effect was one of modesty, sensibility, and a general no-nonsense attitude toward life.

Fashion highlights of the times included separate skirts and blouses. A white blouse was a very important part of the wardrobe for the working woman or student. A short, boxy-styled jacket or coat was very popular and pockets both real and faux were used for decoration as well as function.

For evening and dress occasions the "bias cut" gowns were sensational. They hugged the body's natural curves and flared beautifully at the bottom. Fabrics were soft as were the colors; higher heels were worn with longer skirts.

Costume jewelry was fashionable (originally brought in vogue by Chanel). Pearls were worn with jumpers and blouses; the twin set (sweater over sweater) was the hallmark of the well brought-up middle class girl.

Cosmetics in natural tones were used more widely and were more skillfully applied than previously. Lipstick was introduced. Cosmetics were carried in a handbag; lipstick

and powder (from the powder compact, then call a flapjack), were applied in public. This was not, however, a practice indulged in by well-mannered girls.

Hats, veils, chenille nets (called snoods - these were like hairnets that pulled the hair back from the front of the face) were fashionable. Many designs were worn perched on the front of the head, often over one eye. A strap at the back held such hats in place. Some women began to wear bright scarves, tied under the chin, in place of a hat.

"Finally, it was the personal style of certain stars that influenced fashion most of all. Attention to actresses' offstage clothing probably reached its fever pitch with the ensembles created for Gloria Swanson. In the 1930's Garbo's slouch hat and Katharine Hepburn's lean, loose trousers and Joan Crawford's ankle-strap shoes were all trend setters. But few actresses were as eccentric or as influential in their appearance as Marlene Dietrich." (Fashion, a Mirror of History). In 1933, in Paris, the Parisians were bewildered by her practice of going about in men's clothing. The chief of police tried to run her out of town!

Hemlines in the 1930's went down and down again. By the end of the 1930's, fashion seemed to stand still in the shadow of the impending war.



A stunning creation of rayon canton crepe. This is the long length and has lace in the sleeves which are puffed by elastics and shirred at the top. Neckline is softened by tucks in front melting into folds and heightened by a self flower. Skirt is seamed and flared in back with waist seamings at the front only. Incredible tailoring considering the price of the garments originally. Value \$450-500.

All silk crepe-back satin, fine lace over an eggshell lining forming a rather ingenious drop-shouldered, star pointed yoke. Shirred sleeves held puffed by the lining. Covered buttons, rhinestone pins, belt has slide. Provocative. Value \$600-750.

1930



Smart
LONG LENGTH

The capelet was another distinguishing feature of the 30's clothes. This dress is of silk crepe satin, which shimmered in the light. White undercapelets and flower trim set off the sleek simplicity of the gown. Another dramatic dress dress essentially languorous in feeling. Value \$600-750.

"Regardez!" says Erté, and we gaze with admiration upon a coat made from heavy silk Jersey. Though it is pearl gray it is sufficiently sophisticated to have a coral Jersey lining and embroidery, also exquisitely carved coral buttons.



Erté solved the problem of "what to wear" on an excursion when he originated this costume of steel blue and white cloth. When the sun is warm the cape can hang off the shoulders, but when it becomes chilly can button to form a jacket.



The frock is gray chiffon, but so numerous are the motifs of white lace scattered over it that by the time the hem is reached the chiffon has quite disappeared. Ribbons of old rose tie the sleeveless jacket, which is banded with chinchilla.



18

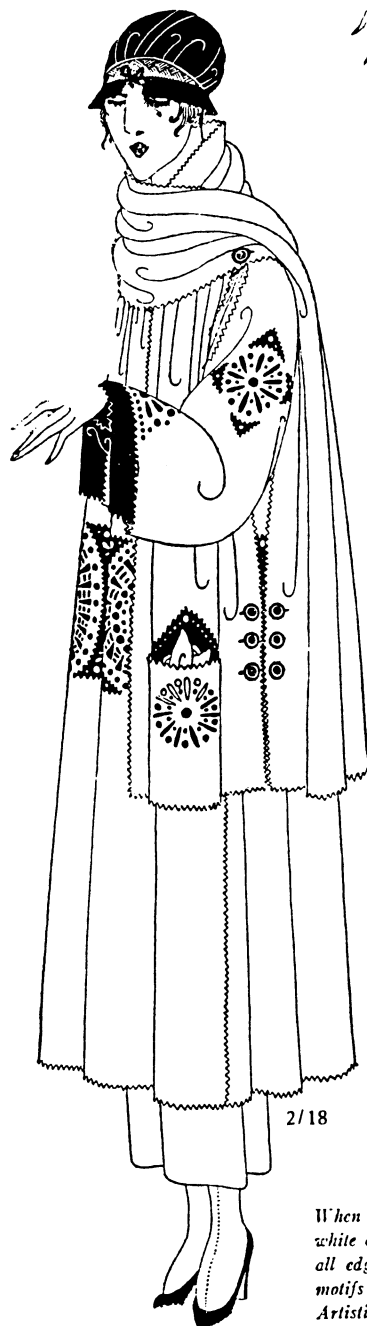
One need not shudder at the chilly winds of mid-winter if clad in this warm tailleur that Erté designs of blue velvet with a facing of white cloth. For extra warmth, he adds an ermine scarf and inlays its ends with large checks of otter.

Erté selects velvet, chiffon and chinchilla for a gray indoor frock that he names "Dans la Brume". However, a light shines through the mist, for the belt is exquisitely embroidered in threads of silver, blue, gray and orange.



2/18

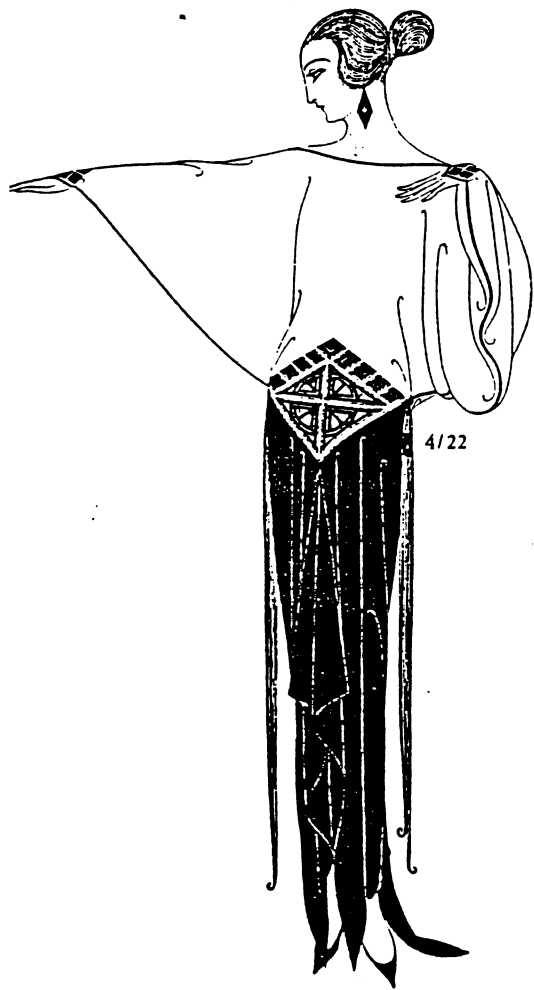
Erté



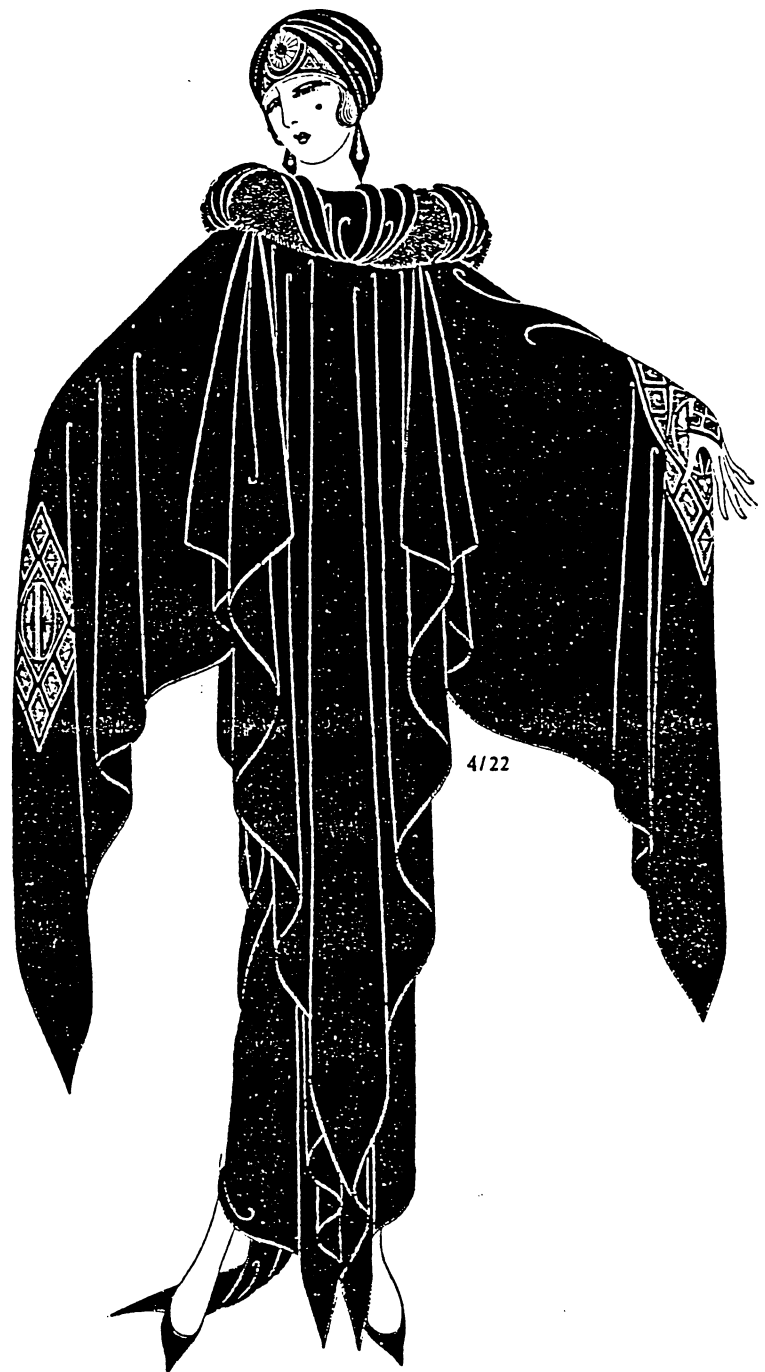
2/18

When "Loin de la Cité" Erté suggests a wrap of white cloth that is unique in its trimming, for all edges are pinked, and through the cut-out motifs may be seen the lining of delft blue cloth. Artistically carved are the Oriental buttons!

ERTÉ DESIGNS AN
 INTERESTING
 CAPE COSTUME



To wear under the charming wrap above is a gown that uses two squares of gray silk crêpe for the skirt and a rhombus-shaped piece of white satin for the bodice. The edges of the bodice are picoted with old gold, and from each hip swings a long gold tassel. The gray satin turban worn with the costume is embroidered with old gold to match the sleeves.



When we first looked at this afternoon wrap we thought it one of the loveliest things Erté ever designed for us—and we still think so. It is of gray satin, cut into four rectangles, with their corners rolled over a rufflike collar of gray fox. The edges of the satin are picoted with gold, and gold embroidery is on the sleeves.

Top right two dresses:
\$95-155 value range.



Above two dresses: \$95-145 value range.

1930



These three right dresses: 1935. Cape effects were widely used in 1935-1936 and 1937. Dresses of this type as shown in this 1935 advertisement were designed for the woman who was "36 or more", on up to size 50. Dresses of this type range \$95-155 if short, long gowns range \$175-200. Dresses of this era are beginning to be avidly sought after.



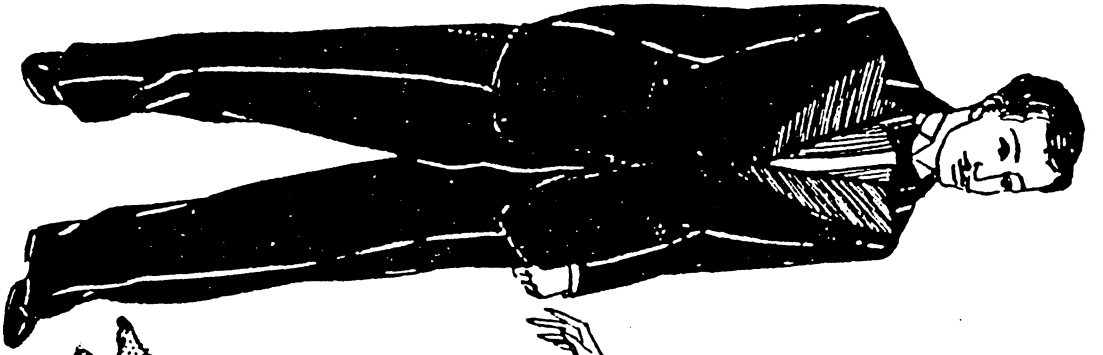
882 English, 1933

883 Molyneux, 1938

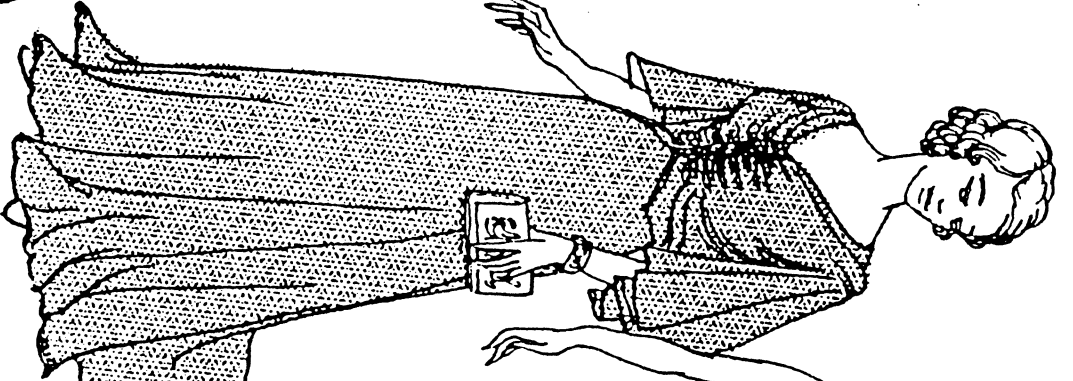
884 English, 1935-5

885 French, 1931

886 English, 1936



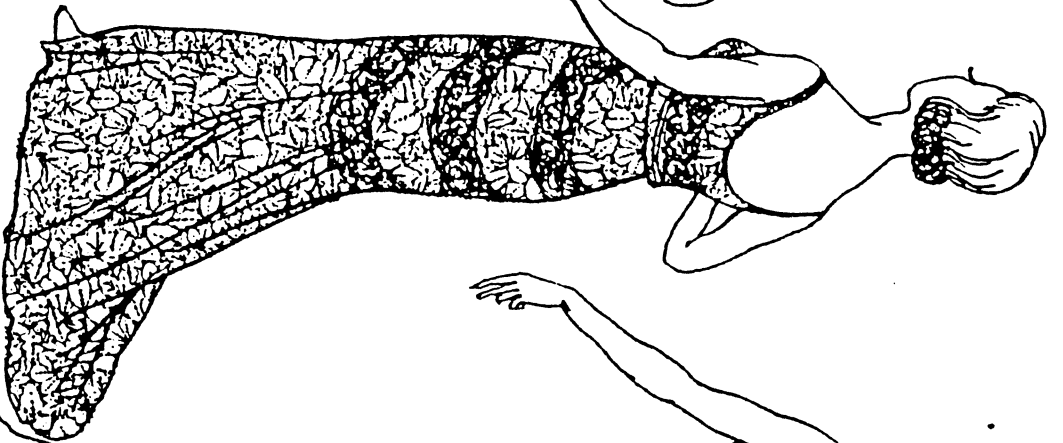
887 English, 1939



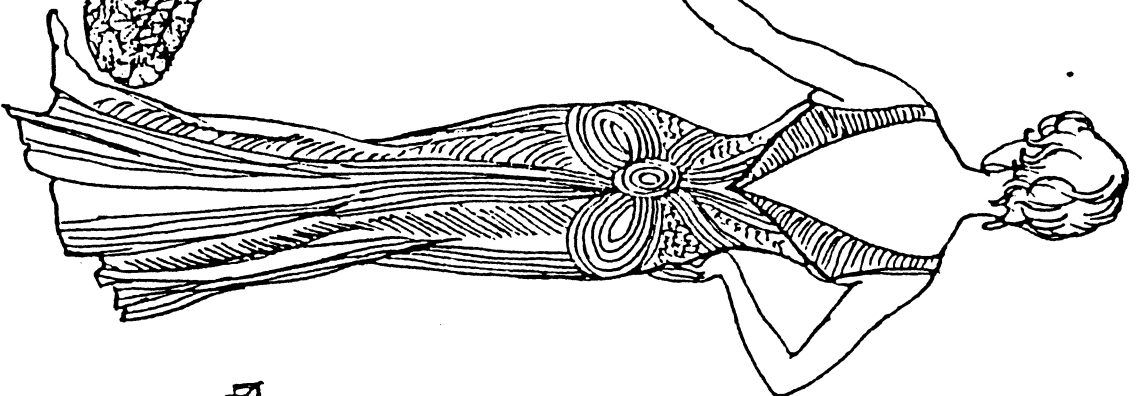
888 English, 1937



889 French, 1935-6



890 English, 1933



891 French, c.1932

PS

1940

World War II caught many people by surprise; for many, the reality of war dictated the fashion they would wear. The average person wore what was appropriate and what was available. Austerity became fashionable.

The Wartime Production Board, a branch of the U. S. Government, issued a directive, L85, which restricted the manufacture of clothing. Ruffles were forbidden. Only one pocket per blouse or shirt was allowed. Hems could be no deeper than 2 inches and the widest part of the hem of a dress could not exceed 72 inches. Hemlines rose and leveled off just below the knee.

In men's clothing, cuffs were eliminated along with vests, 2 pant suits, patch pockets, cloth belts, pleats and jacket backs with pleats.

Skirts, blouses, and sweaters were worn by all females. With the fashion industry closed down by the war in Europe, the U.S. was left to its own designers for fashion direction. The designers turned to the military for inspiration.

The Eisenhower jacket made fashion history as it was adopted for civilian use. The shoulders were roomy and comfortable. The "bomber jacket" was based on the Air Corps flying coat made of leather with knit wrist cuffs to keep out the wind. It was usually lined with alpaca fur. The Montgomery beret was the inspiration for hats. Elastic could not be used so a close fitting hat was the sensible choice.

Women began to wear pants as the practical dress for work in industry. It was not too long before pants were popular outside the work place as a comfortable casual fashion. Stockings, which were not required under pants, were expensive and usually not available. Eisenhower jackets were popular and were worn with pants or with a skirt and blouse.

Joan Crawford's squared shoulders speak for the time. The shoulder was wide and padded. The fashion was very manly and the fabric was sensible tweed. Suit dresses were very popular and saddle stitching was a favorite trim.

Men were wearing colors that reflected the time. Khaki and other muted colors were popular.

In 1947 a young French designer by the name of Christian Dior launched what he called "The New Look". The war was over, the men had returned home, and The New Look gave women a softer, more feminine look and curve. This look was stylish, elegant, and reflected the opposite of wartime restrictions. The hemlines fell to just above the ankle and skirts were incredibly full. Yards and yards of fabric were used as well

as petticoats with crinoline and flounces of lace. The shoulder pad was dropped with a thud and the sloping, soft shoulder replaced the squared, manly look. The bustline was accented; the waistline was high and cinched in again.

The silhouette for the late 30's - late 40's was the inverted triangle; broad shoulders and thin hips.



V-94

GRAY PIN STRIPE CLASSICS . . . A Coat and Suit combination that's fresh as

SOFTLY TAILORED PIN STRIPE. Uncluttered lines show off clever pin stripe





V-95

1946



Its Finest Quality

3 STYLE ASSURANCE

a popular perennial with a new trend of lustrous, imported finely grained. Richly trimmed with a pleated and fluttering mesh veil. Nicely ribbon hat band for secure fit. A simplicity of line that is right for a youthful air attractive to every girl in five smart colors.

in Coffee, Gay Fuchsia—all with a navy veil. Choose state color.

heads 21½ to 23 inches. 5.98

Imported, lustrous, finely sewn. Marvelously feminine Hat telescope crown and trimmed with mesh. Finished with dainty grosgrain shaped net insert at back. A hat with flair to lend charm and originality to your every dress-up ensemble—and all Spring.

in white flowers; Black with rose; with chartreuse. Shipping weight included.

heads 21½ to 22½ inches. 10.00

Telescope crown, charmingly designed with a trend of lustrous, finely sewn imported gracefully high telescope crown with a two-color grosgrain ribbon band and a soldierly line of White mesh swirl of mesh veil adds a softened smartness. You'll find this new hat a flatteringly smart companion and simply tailored afternoon prints.

in ribbon; Brown with chartreuse; Gray with navy; White with navy. Shipping weight included.





Dainty lace twin panels grace a use. Drawstring neckline is gathered tied. White only. Hand washable. 6, 38-inch bust. Read How to Measure on Page 64. Shipping weight 6 oz.
State size wanted. 2.70

SWEETLY RUFFLED LACE TRIM, threaded with black ribbon. Sheer White Rayon Ninon, plain or dotted, whichever available. Darted waist. (Hand wash—remove ribbon first). Misses' Sizes: 32, 34, 36, 38-inch bust. How to Measure for Blouses on Page 64. Shipping weight 6 oz.
 SA 4912—White Blouse. State size wanted in order. 2.90

JEWEL-ACCESSORY NECKLINE tops rows of meticulous tucking. Button back closing. In sheer White Rayon Ninon, plain or dotted, whichever is available. Hand washable. Misses' Sizes: 32, 34, 36, 38-inch bust. Read How to Measure for Blouses on Page 64. Shipping weight 6 oz.
 SA 4911—White Blouse. State size wanted in order. 2.70



charm in frothy Rayon Ninon. Gently skline. Gracefully full sleeves but Tapered darts at waistline. Pink. Hand washable. 38, 40-inch bust. Read Measuring Shipping weight 6 oz.
 State size and color. 2.90

DAINTY LACE RUFFLE trims the turned back collar. Flattering V-neck accented with a shoestring bow. Softly styled in sheer White Rayon Ninon, with button front closing, full button-banded sleeves. Hand washable. Misses' Sizes: 32, 34, 36, 38, 40-inch bust. Read How to Measure on Page 64. Shipping weight 6 oz.
 SA 4916—White Blouse. State size wanted in order. 2.70

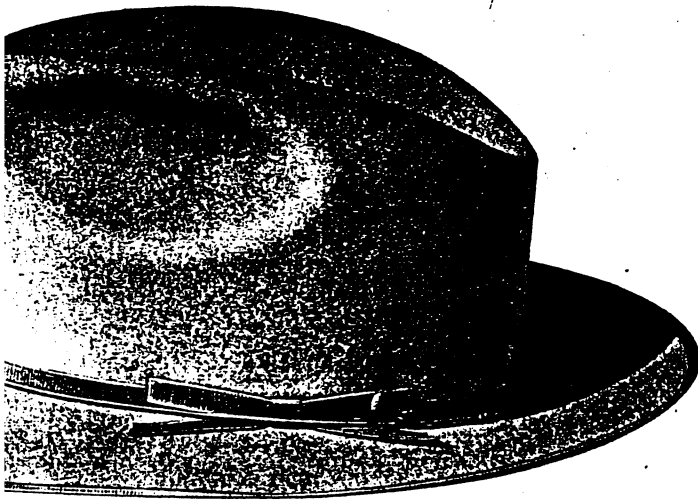
1946
 PRETTILY RUFFLED YOKE on a most flattering, feminine style. Frosty White Rayon Ninon, with black ribbon laced through the drawstring neckline, the ruffled wrists of the billowy sleeves. Hand washable (remove ribbon first). Misses' Sizes: 32, 34, 36, 38-inch bust. Read How to Measure on Page 64. Shipping weight 8 oz.
 SA 4914—White Blouse. State size wanted in order. 4.49



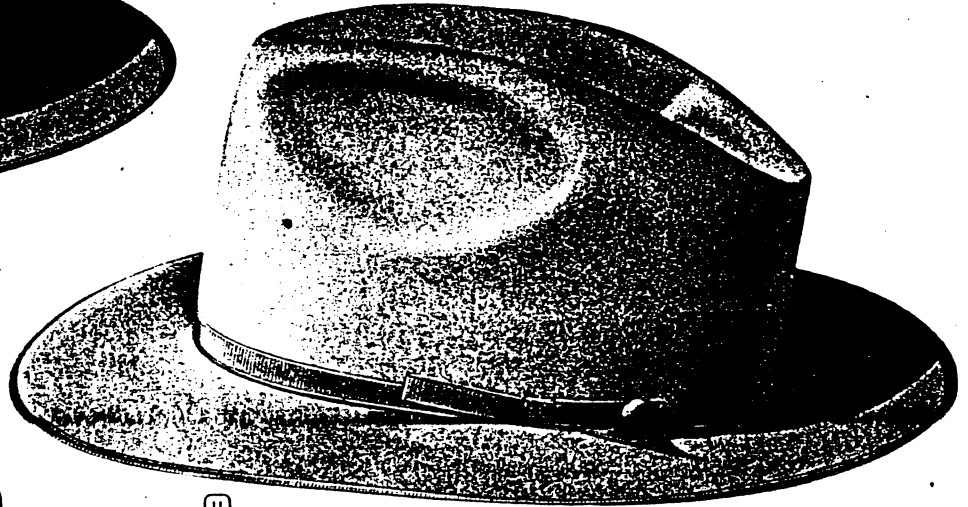
V-97

Graceful Sheers

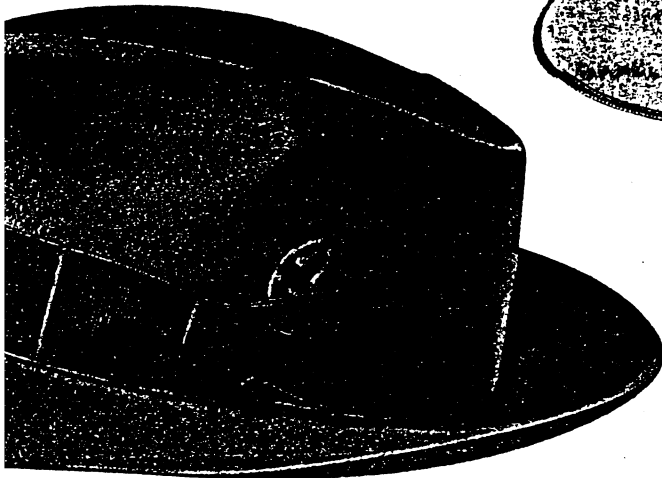
A SHOESTRING BOW SMOOTHIE. A bright young newcomer to your casual Blouse collection. Smooth-lying, boyish collar, perily tied with a shoestring bow, shirred at neckline for front fullness. It's short-sleeved, with trimly buttoned front. Cool for Summer in frosty White Rayon Ninon (plain or flock dotted, whichever is available). Hand washable.



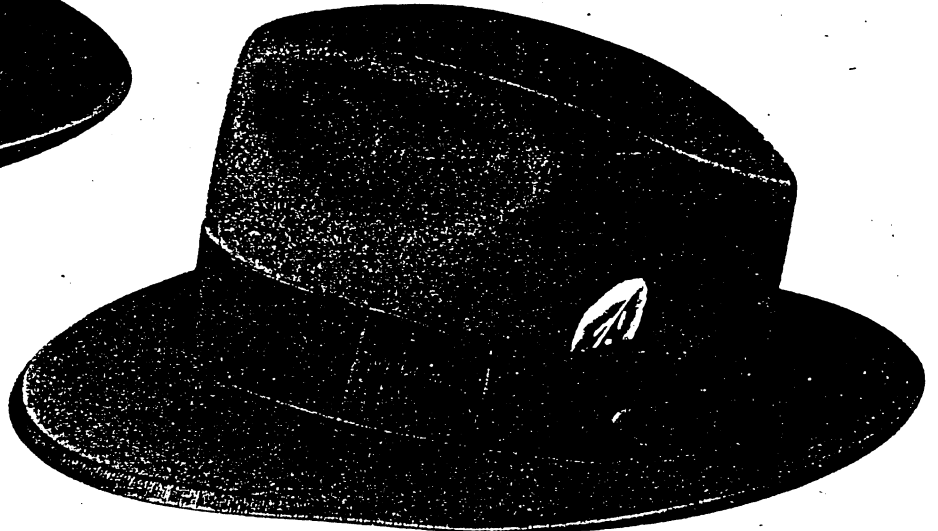
THE SOUTHWEST — MEDIUM WEIGHT



H THE SOUTHWEST — LIGHTWEIGHT



THE DIPLOMAT — SNAP BRIM, WIDE BAND



G THE EXECUTIVE — MEDIUM EDGE-BINDING, WIDE BAND

Best Quality... \$8.50

FACE? Decide which type you are, then order the hat designed for the Small Face: Diplomat or Southwest. For the Average Face: Diplomat, Southwest. For the Full Face: Executive, Diplomat or Southwest. Hats are made exclusively of soft, selected Hare Fur. Each hat has a leather sweatband to assure proper fit and guard against perspiration. Lustrous Rayon lining. Mailed in a protective Hat-A-Dor Box.

DIPLOMAT — SNAP BRIM, WIDE BAND

MEDIUM WEIGHT HARE FUR FELT. The mellow Hare's Fur is hand finished with surface and is extremely pliable. It's water-spot resistant too. The hat you can wear it the year 'round. The Diplomat is a perennial favorite who prefer the conservative style lines. Suitable for all occasions by men of good taste. You'll wear it with confidence because it fits men's features. For the Small Face, crease it low with deep front crease to Full Faces, crease as shown. Expertly proportioned full crown, and a 2 5/8-inch plain edge brim. Conformatic Calfskin Leather Band: the hat comfortably to your head and adjusts itself to any small head, it's stain resistant. Cord and button trim. Rayon lined.

Colors: Pearl (light) Gray, Oxford (dark) Gray or Havana (medium dark) Brown. Regular Sizes: 6 3/4 to 7 1/2. How to Measure and Size Scale on facing page. Shipping weight 2 lbs. State size and color in your order..... **8.50**

THE SOUTHWEST: MEDIUM WEIGHT

THE EXECUTIVE — MEDIUM EDGE-BINDING, WIDE BAND

G BRENT 3-STAR MEDIUM WEIGHT HARE FUR FELT with Reversed Type Brim Binding. A Hat with a smart, new style note — reversed French binding in a matching color. The lower side of the brim binding is slightly wider than the upper side to give the edge of the hat a soft, tailored finish — and a graceful curve to the brim. Handsomely hand finished in supple, long-wearing Hare Fur treated to make it water-spot resistant. The Executive is designed particularly for average-to-full faced types with its tapering full crown, proportionate 2 3/4-inch brim and wide 1 3/8-inch hatband. The Conformatic Calfskin sweatband cushions the hat on your head and guards against stains. For a complete story on the Conformatic sweatband, please see bottom of this page. Finished with an attractive cord and button trim. Lined with lustrous Rayon.

Colors: Pearl (light) Gray, Banker's (medium dark) Gray, Grayblu (medium blue), Brown. Regular Sizes: 6 3/4 to 7 1/2. See Size Scale, facing page. Shipping weight 2 lbs. State size and color wanted in your order. **8.50**

THE SOUTHWEST — LIGHTWEIGHT



Men's Casual Jackets for Year-round Wear

WOOL SUEDE CLOTH

Two-toned combination (pictured) in soft, select quality of 100% Virgin Wool drapes unusually well. The Camel drapes singly with the Cocoa Brown sleeves, better quality tailoring and trimming in single-breasted four-button model trousers Rayon Twill. Shipping weight

chest. To Measure, below.

Jacket. *State size*..... 8.95

BEST ALL WOOL JACKET

Casual jacket—smart two-toned model with breast pocket. Well tailored of soft, fine Flax and pure fabric of 100% Virgin Wool.

GOOD ALL WOOL 2-TONE JACKET

Good: Smart 2-tone model as pictured above except the 3 welt pockets are trimmed with the same contrasting Glen Plaid pattern as used for the collar. Solid-color front in soft, smooth 100% Virgin Wool Suede Cloth. The collar, sleeves, back and pocket trim are in a harmonizing GLEN PLAID TWEED (47½% New, 15% Reprocessed, 37½% Re-used Wool). 4-button front; Rayon lined yoke; leather buttons. Colors: Medium Blue, Medium Brown. Ship. wt. 2 lbs. 14 oz. Even Sizes: 34 to 44-in. chest. To Measure, below.

MA 1951—Casual Jacket. *State size and color*..... 8.95

BETTER VIRGIN WOOL V-99 JACKET

Better: Model as pictured above. 100% Virgin Wool liner looking, longer wearing. Also has 2 welt pockets instead of the 3.

100% VIRGIN WOOL 2-PC. ENSEMBLE

Ultra smart 2-pc. Casual Suit consisting of our best quality two-tone jacket and Gabardine Slacks. Both are of long wearing excellent quality 100% Virgin Wool. The smart plaided model slacks match the Gabardine front of the jacket. The slacks have zipper closure and cuff bottoms. For description of jacket see directly below.

Colors: Med. Blue Jacket with Med. Blue Slacks; Med. Brown Jacket with Med. Brown Slacks. Shipping weight 4 lbs. 4 oz. Even Sizes: 34 to 44. Use Men's Order Blank, Pg. 999.

MA 1906—Two-piece Ensemble. *State color*..... 21.50

JACKET ABOVE SOLD SEPARATELY

Our highest quality tailoring and fabric have gone into this smart casual jacket. Front is a closely woven 100% Virgin Wool.



Style Your Own Two Piece

WOOL AND RAYON TWEED COAT

Good Quality. Popular Herringbone Tweed, a mixture of 15% Reprocessed, 35% Reprocessed, 20% Reused Wool, 30% Rayon. Care-tailored for long-life and proper fit. Fine shape-retainer inner construction, lining in yoke and sleeves.

Colors: Medium Blue or Medium Brown.
 Sizes: Regulars, 34 to 46-in. chest; Longs, 36 to 44; Shorts, 34 to 42. Use Men's Clothing Order Blank, Page 999.

MA 1952—Coat, Ship. wt. 2 lbs. 14 oz. State color **11.75**

ALL WOOL GLEN PLAID COAT

Good Quality. Popular bold Glen Plaid, an excellent pattern for sport wear. A blend of 47½% Virgin Wool, 15% Reprocessed Wool, 37½% Reused Wool, well tailored over sturdy inner construction. Yoke and sleeves nicely lined.

Colors: Medium Blue or Medium Brown.
 Sizes: Regulars, 34 to 44-in. chest; Longs, 36 to 44; Shorts, 34 to 42. Use Men's Clothing Order Blank, Page 999.

MA 1949—Coat, Ship. wt. 2 lbs. 14 oz. State color **11.75**

ALL WOOL SHETLAND TYPE

Good Quality. 100% Virgin Wool versatile Coat type weave. Solid colors, proper for both semi-wear. Strongly tailored and inner constructed Quality lining in yoke and sleeves.

Colors: Cocoa Brown, Camel Tan.
 Sizes: Regulars, 34 to 44-in. chest; Longs, 36 to 42. Use Men's Order Blank, Page 999.

MA 1950—Coat, Ship. wt. 2 lbs. 14 oz. State color **11.75**

100% VIRGIN WOOL TWEED COAT

Better Quality. Same model as above but of finer, longer wearing 100% Virgin Wool Herringbone Tweed. Expert tailoring over sturdy inner construction insures the lasting and shape of this handsome Single Breasted Sport Coat. Nicely finished with lining in yoke and sleeves.

Colors: Medium Blue or Medium Brown.
 Sizes: Regulars, 34 to 46-in. chest; Longs, 36 to 44; Shorts, 34 to 42. Use Men's Clothing Order Blank, Page 999.

VIRGIN WOOL GLEN PLAID COAT

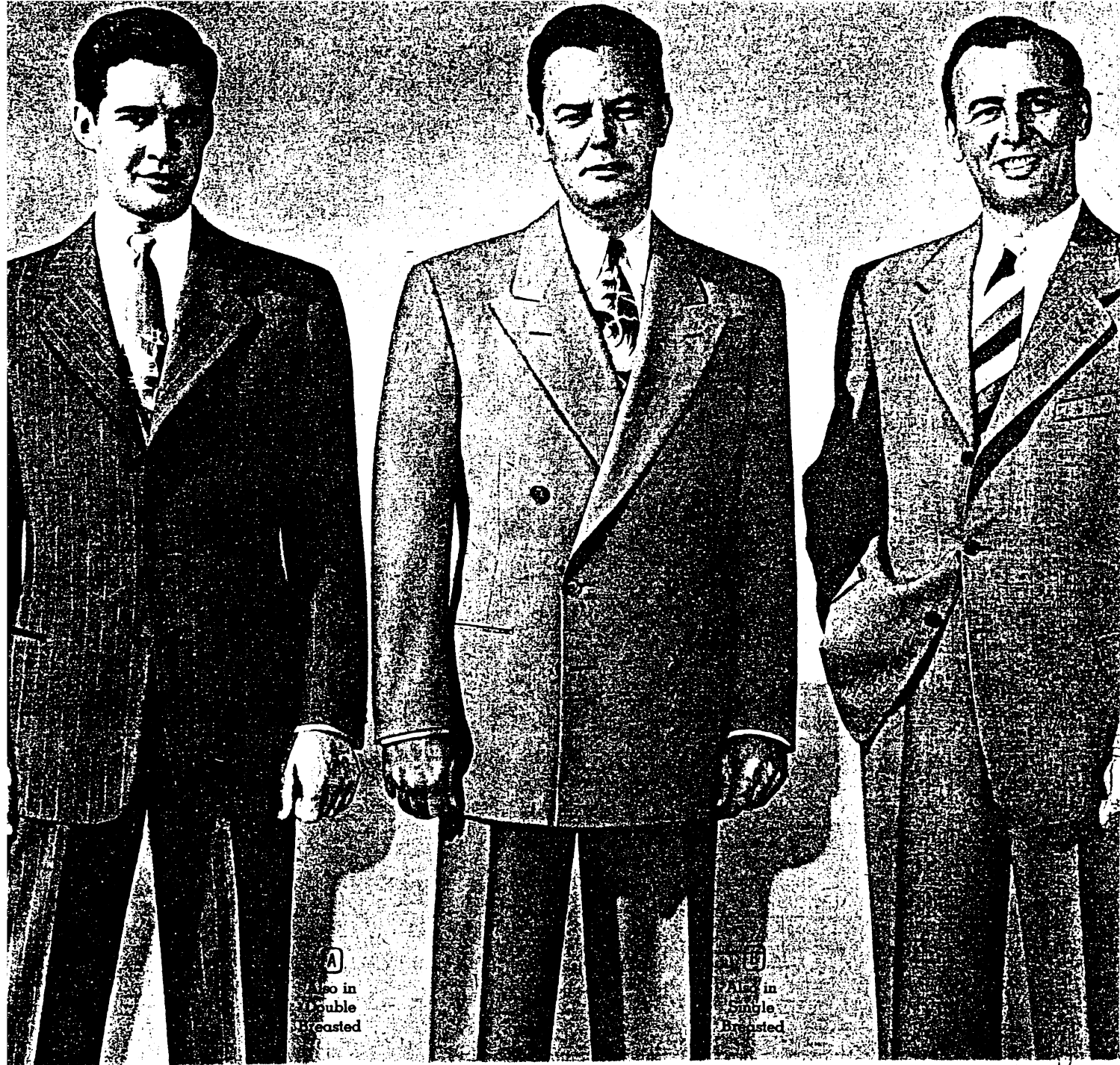
Better Quality. A softer, more durable Glen Plaid in a fine 100% Virgin Wool styled Single Breasted Coat has the appearance and styling qualities of more expensive coats. Yoke and sleeves neatly lined.

Colors: Medium Blue or Medium Brown.
 Sizes: Regulars, 34 to 44-in. chest; Longs, 36 to 44; Shorts, 34 to 42. Use Men's Clothing Order Blank, Page 999.

VIRGIN WOOL SUEDE CLOTH

Better Quality. Smooth, rich-looking 100% Virgin Wool in popular plain shades. This neat class features expert tailoring and finishing detail style and fitting comfort. Sturdily built for long wear. Yoke and sleeves carefully lined.

Colors: Cocoa Brown, Camel Tan or Medium Blue.
 Sizes: Regulars, 34 to 46-in. chest; Longs, 36 to 44; Shorts, 34 to 42. Use Men's Clothing Order Blank, Page 999.

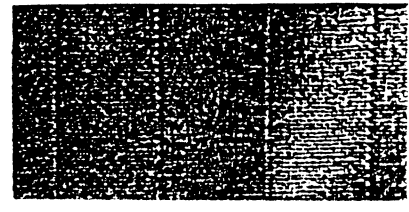
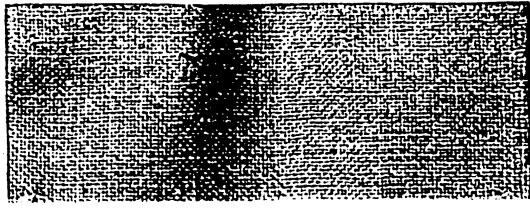
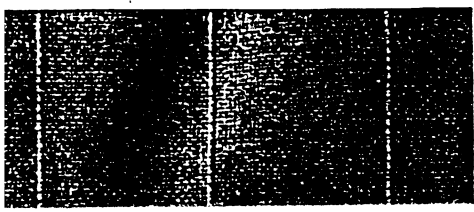


A
Also in
Double
Breasted

B
Also in
Single
Breasted

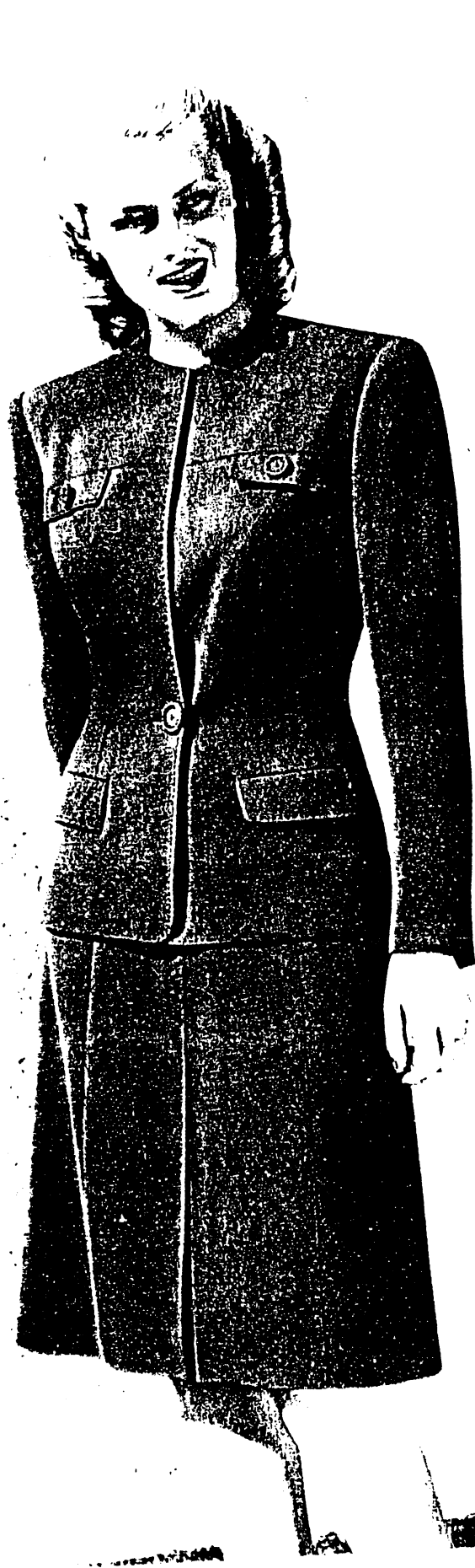
1946

Cool, Comfortable Tropical Worsteds



For Summer comfort Wards offer these 100% Virgin Wool Tropical Worsteds in single and double breasted models. Laboratory tests prove that Tropical Worsteds is one of the coolest of men's suit fabrics available, in fact cooler than many lighter weight washable fabrics. Its smooth finish, porous weave and insulating qualities make an ideal suit for wear in hot weather. Because of its crisp, hard finished surface it will give long wear and hold a good press.

All Wards Tropical Worsteds are cold-water washable and prevent shrinkage from dry cleaning. Coat body V-101 that gives added body and life to the cloth and garments are lined with high quality lustrous Rayon. For further details of tailoring, sizes and prices see our descriptions below.



V-102



40

Handwritten signature

V-103

IDEAL SUIT FOR ALL ROUND WEAR . . . Your favorite Glen Plaid in a superb 100% Virgin Wool Worsted fabric. Soft the blending of the plaid alone is kind to all figures, but master tailoring makes this suit really wear a long. It's the classic high cut, no-

Smooth Man Tailoring plays up the feminine flavor of this neat Fin Stripe Suit. In a fine menswear fabric too . . . 100% Virgin Wool Worsted. Precise lines are carefully worked to produce a fresh slim effect. The canvas reinforced collar is shu-



1946

Is from California

Polero and Shorts plus add on Skirt. A Summer sun sensation to wear without the skirt. To wear in bare midriff casualness with the skirt, or and Spun Rayon Faille, a lightweight but firmly woven fabric to drape easily. Attractively designed Polero has a graceful, cap-sleeved becoming front bow. Full cut Shorts have 2 front kick pleats, darted closing. Pushing dirndl Skirt buttons down the back to hemline, pinked seams. Wash separately by hand.

Polero, Lime. Misses' Sizes: 12, 14, 16, 18. See Page 108.

1 Short, Ship. wt. 12 oz. Slate size and color. 6.98

2 Skirt, Ship. wt. 16 oz. Slate size and color. 3.98

V-104



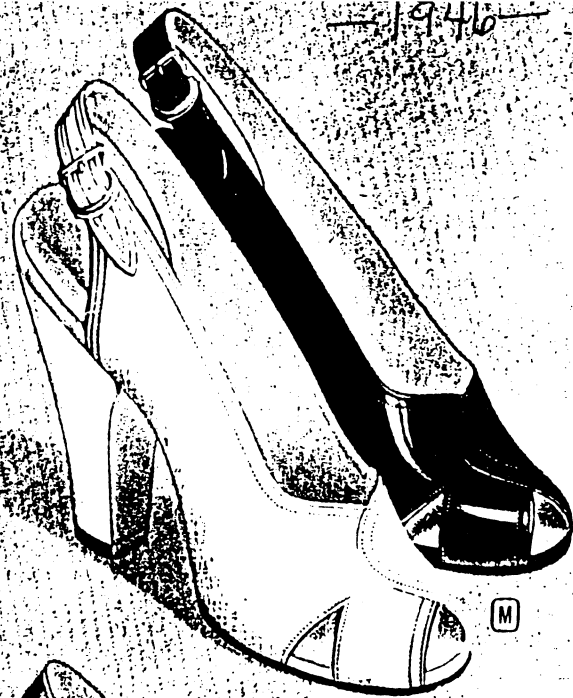
size suit done with a distinctive flair in two-toned Spun Rayon. Amusing and down emphasized on contrasting color front. Lining for dress.



K



L



M



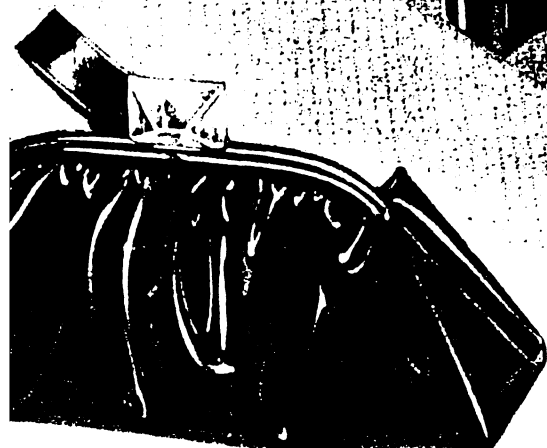
N



H



J



G NAILHEADS GLITTER ON SWIFT SANDAL... designed to flutter in genuine Black Patent leather, Navy Calf or White Suede. Shining nailheads on the leather covered platform look attractively... add a note of glamour afoot. Flexible leather sole. 2 7/8-inch heel. Ship. wt. 1 lb. Width AA in Whole and Half Sizes: 1 1/2. Width A in Whole and Half Sizes: 5 1/2. Width B in Whole and Half Sizes: 4 1/2 to 9.

H NAILHEADS SPARKLE ON BUTTERFLY ROW. Platform sling-back Pump follows the trend for beautiful simplicity... perfect background for leather bow outlined with the glitter of gilded nailheads. Now is the time you want to accent your pretty prints with shining genuine Black Patent leather or cool White Suede. California constructed platform, leather covered, is the answer to a light-footed, cushioned step. Cool hulle lining... wonderful for those who don't wear stockings. Buckle on sling strap adjusts for comfortable fit. 1 1/2-inch heel. Flexible leather sole. AA in Whole and Half Sizes: 6 to 9. B in Whole and Half Sizes: 5 to 9. Ship. wt. 1 lb. 5 oz. Please be sure to state your exact width and size when ordering. Black Patent leather.

J FORTHOLE SLING PUMP. High-riding vamp that covers your instep is perfect as a background for jumbo perforations up the front and down the sides. Center-strap runs from peak to open toe to make your feet look slim. Designed in two fine quality leathers... glowing Turf Tan Calfskin or velvety White Suede; platforms covered to match. You'll discover real walking enjoyment atop thick, California constructed platform that cushions every step and is between 1 3/8-inch heel. Here you have a soft, dressy style that gives you day-long ease, too. Buckle on sling-strap adjusts for snug fit. Sturdy, flexible leather sole. Width AA in Sizes: 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9. Width B, Sizes: 5, 5 1/2, 6, 6 1/2, 7, 7 1/2, 8, 8 1/2, 9. Ship. wt. 1 lb. 4 oz. State width and size when ordering. Turf Tan Calfskin.

Patent, Lizard and Smooth

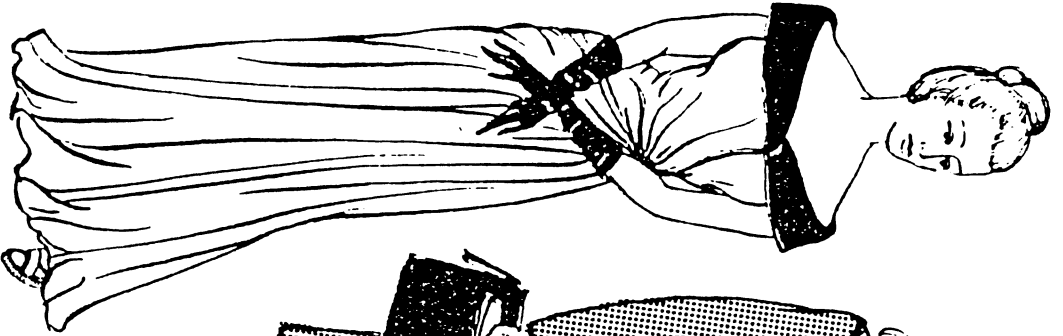
V-105

NOT AVAILABLE

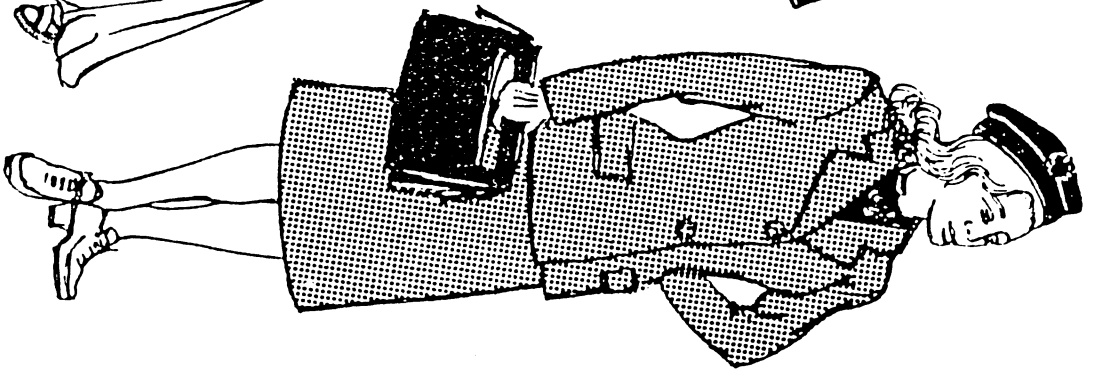
S SLIP HANDS: in Brilliant discovery that looks like but wears much longer... won't crack, won't peel, in style with Calfskin cover, Calfskin handle to slip for easy carrying. Lucite lining front and back for a... and lots of room inside. We're going to put more...



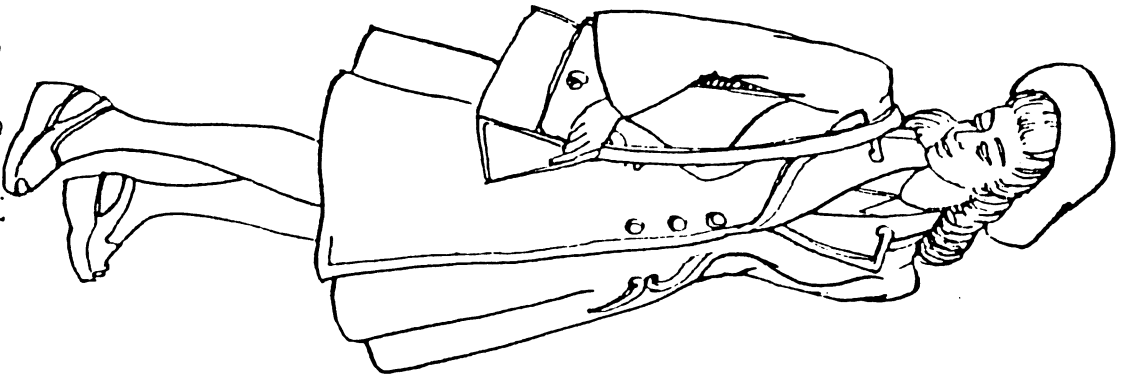
892 English, 1941



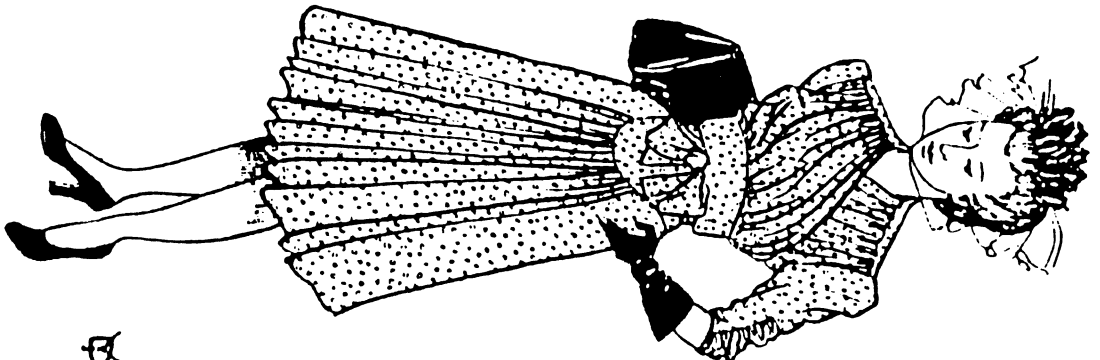
893 English, 1946



894 English, 1941



895 Spanish, 1945



896 English, 1943

1940-6

1950

Silhouette - Hourglass With an Elongated Lower Half

It began in 1947 with Christian Dior's New Look and was going strong in the 1950's! Shoulders were rounded as was the bust; waist nippers (girdles with corset-type waist cinches) were used to make the waist "improbably narrow". The hips were occasionally padded and the legs hidden under yards of beautiful fabrics. Silks, taffetas, failles in subdued afternoon colors or daytime colors such as aquamarine, powder blue, ice blue, and soft pinks and yellows were used.

Another phenomenon that began to develop in the late forties went into full bloom in the fifties. The emergence of the "teen-ager" who wanted a fashion separate and away from the adult fashion. The teen-age market was discovered and considered to be very lucrative to the fashion industry as well as to other markets. Seventeen magazine was published along with other youth magazines.

Blue jeans began in the forties but the teens of the fifties took them and ran with them! They were at first a bit baggy and rolled to the knee. They were worn with a man's shirt many sizes too large with the shirttails hanging out.

For school, teenagers wore pleated wool skirts with a matching or color coordinated sweater set. The bustline was sometimes padded; sometimes wired bras were worn that were rigid and usually gave an unnatural, uplifted appearance.

Circle skirts with appliques of poodles or telephones were popular with a blouse having a Peter Pan collar and a matching sweater. Saddle shoes with rolled down stockings were a must.

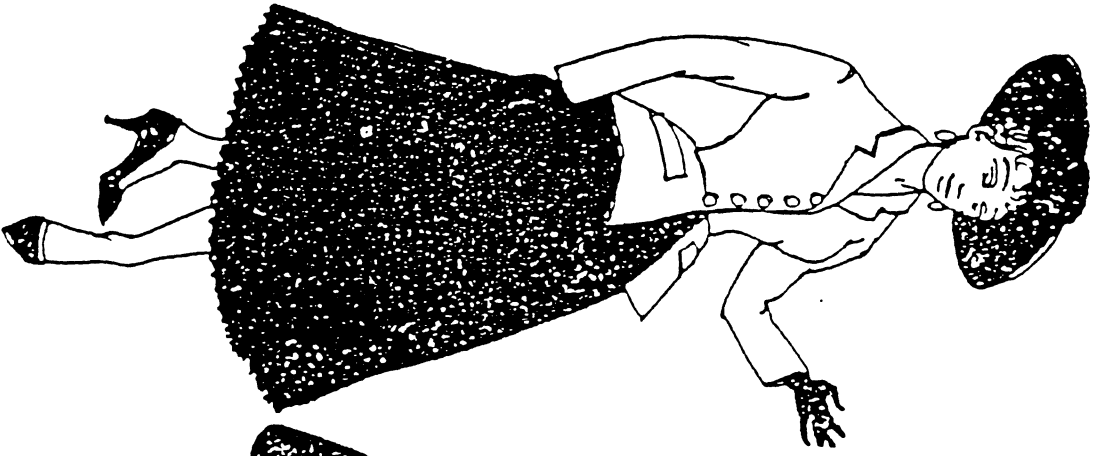
The "tough" crowd, sometimes call the "greasers" because of the greasy look to their slicked back hair, was seen in levies rolled up to the ankle with white socks. White T-shirts with sleeves rolled up and black leather jackets finished off the outfit. Almost always, the back jeans pocket sported a "rat tail" comb.

The sheath was the big news in the 1950's and in keeping with the times, it was an easy and comfortable style. Mother and daughter dresses were also a big fashion trend.

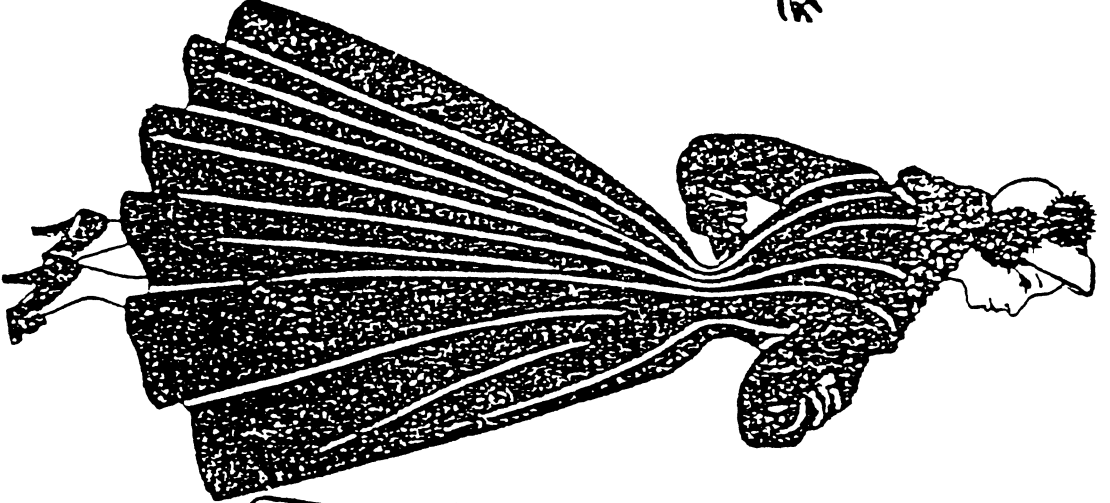
Gloves and hats were very important to the fashionable woman. The two piece suit of the 1950's for women was different from that of the 1940's. The jacket was short with a flare and a Peter Pan collar with double rows of buttons. The skirt was straight and fairly narrow. The shoulders were a bit on the sloping side and rounded. The square padded shoulders of the 1940's were gone.

The 1950 fashion for men could be summed up in the word "conservative". The trim, quiet look was in vogue. This was a distinct change from the late 1940's bright colors. Subtle and subdued tones of blue, brown, and gray took over. The most memorable fashion for men was the 1953 gray flannel suit.

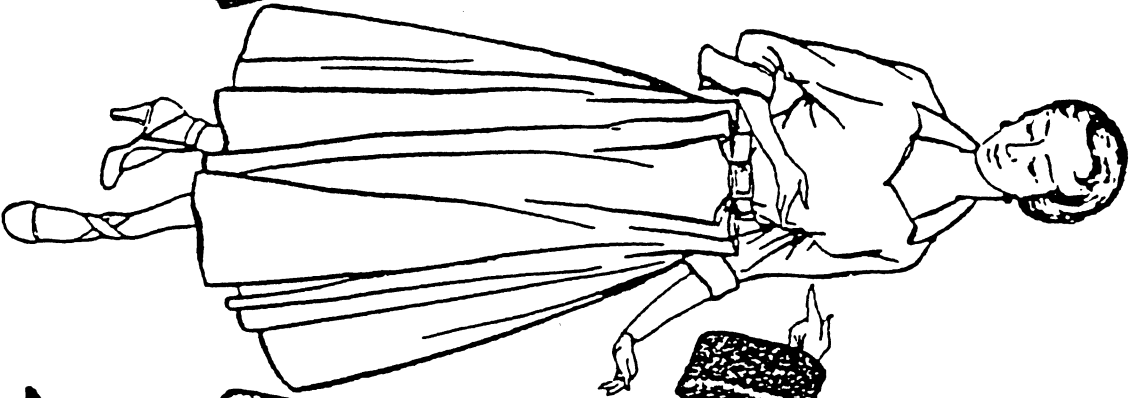
The New Look, 1947-8



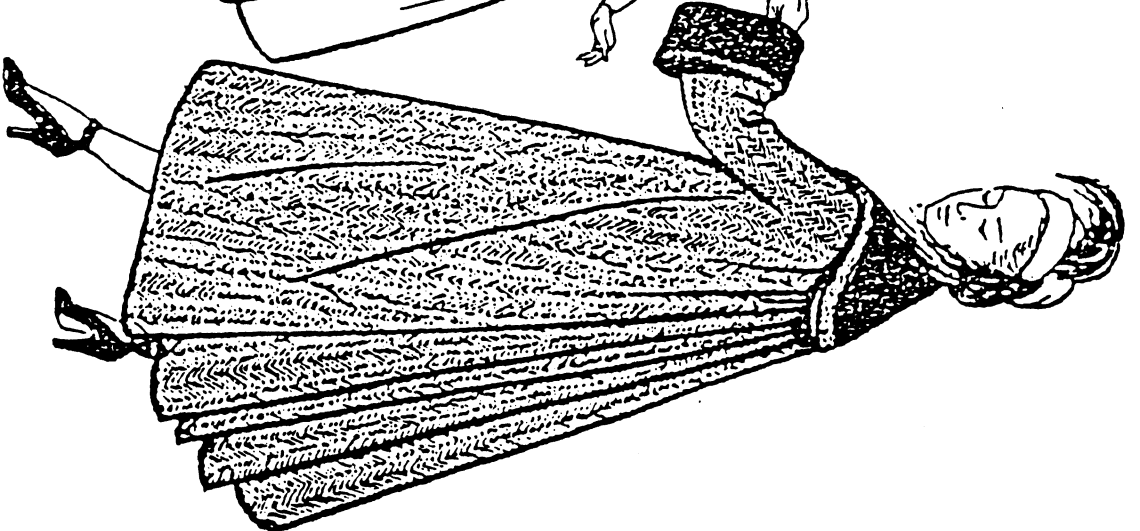
897 Dior, French, 1947



898 English, 1948

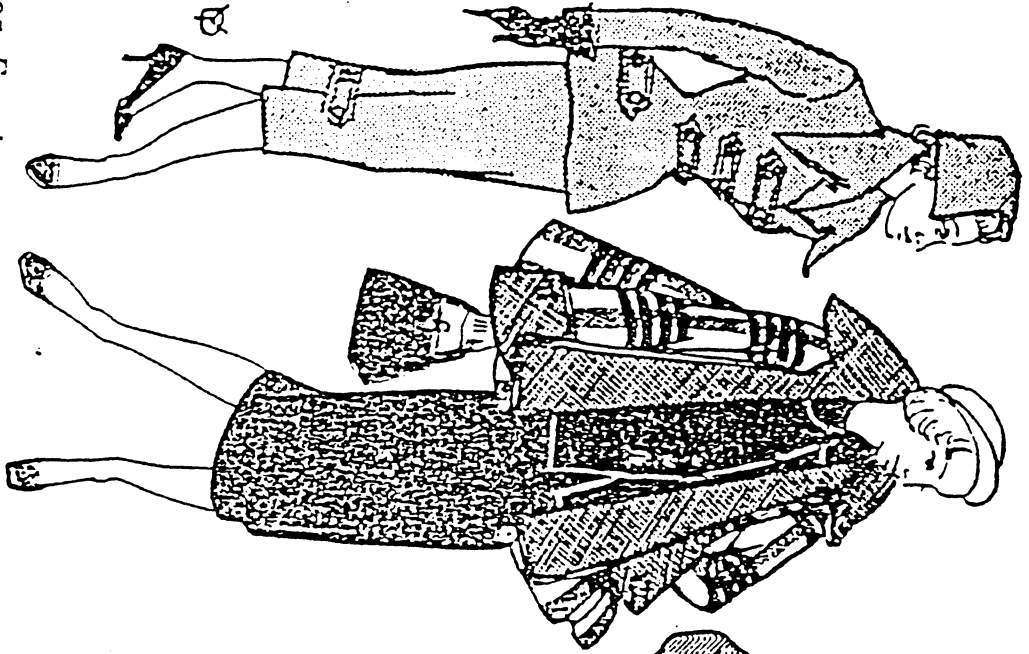


899 English, 1948

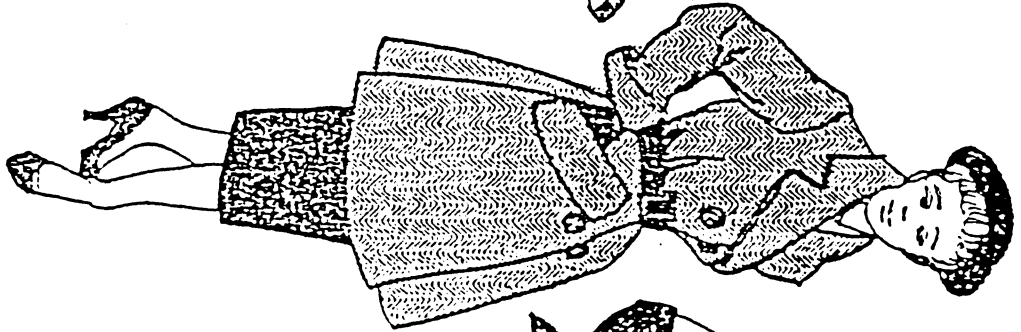


900 English, 1948

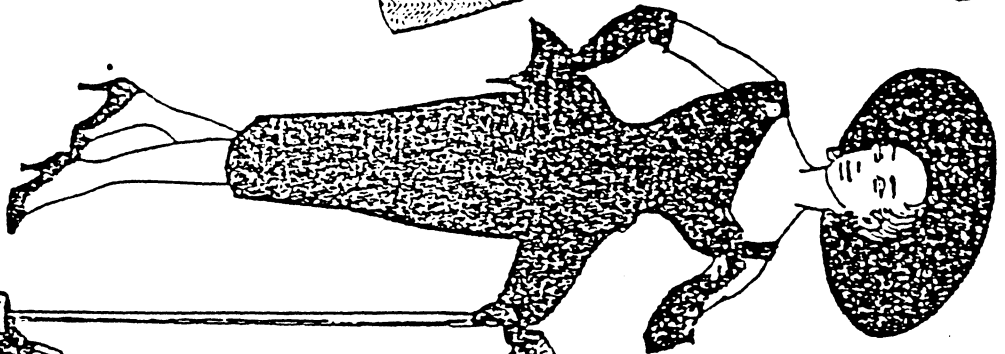
1949-60



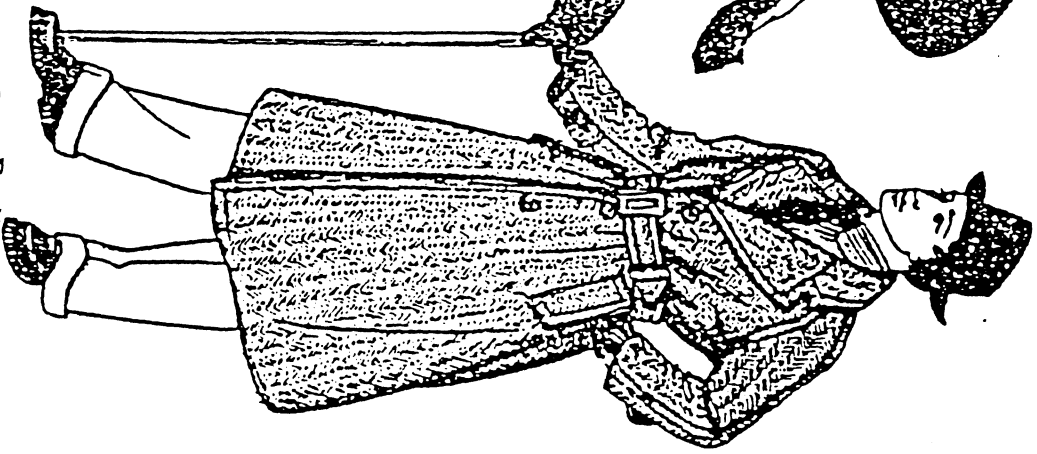
905 French, 1950 906 English, 1950



907 French, 1950



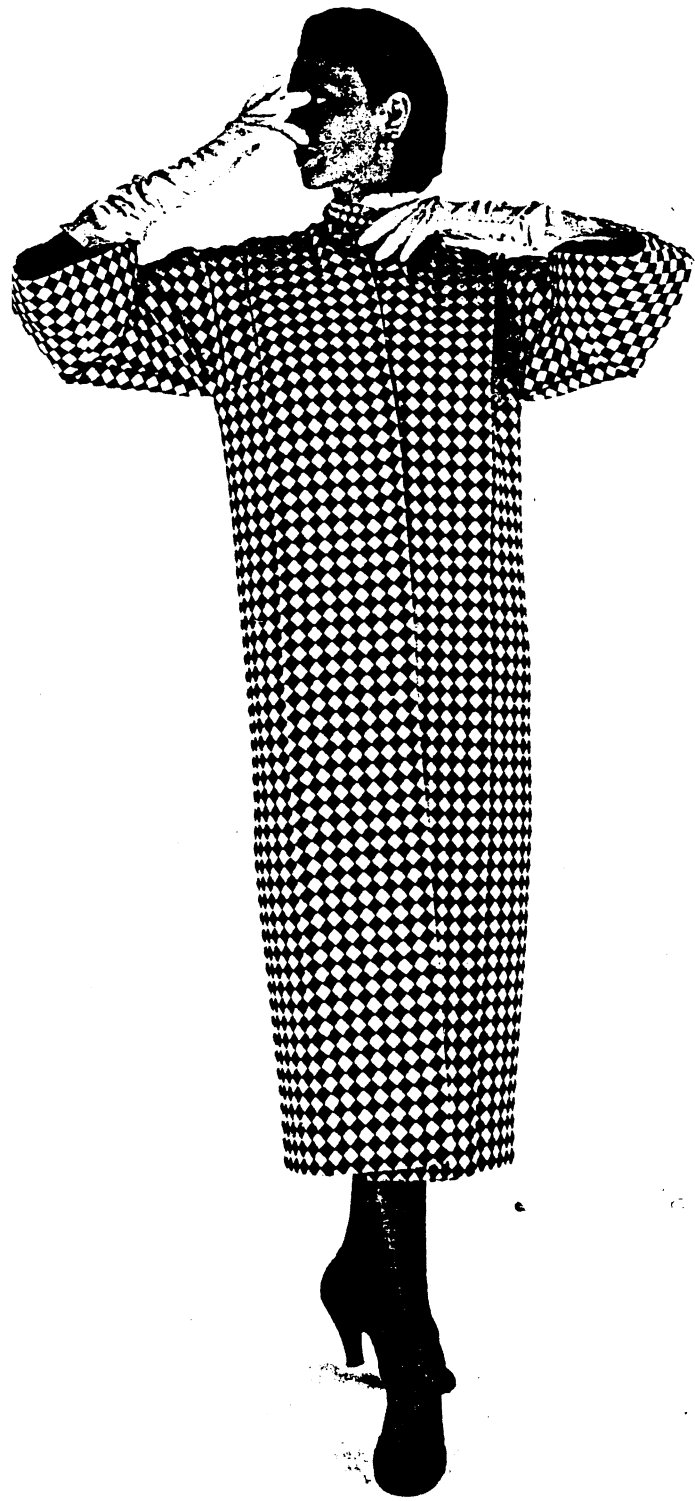
908 French, 1950



909 English, 1950

Below: Simple, almost severe diamond-checked straight coat, typical of the designs of Pauline Trigère, known for styles that rarely go out of fashion. 1950.

Right: Black and white reversible coat by Trigère, 1956.



fresh without filling

Have a Pepsi

THE SAND, it isn't the sun, it isn't the sea, but the
who are the loveliest sight Nature has to offer
ies today.

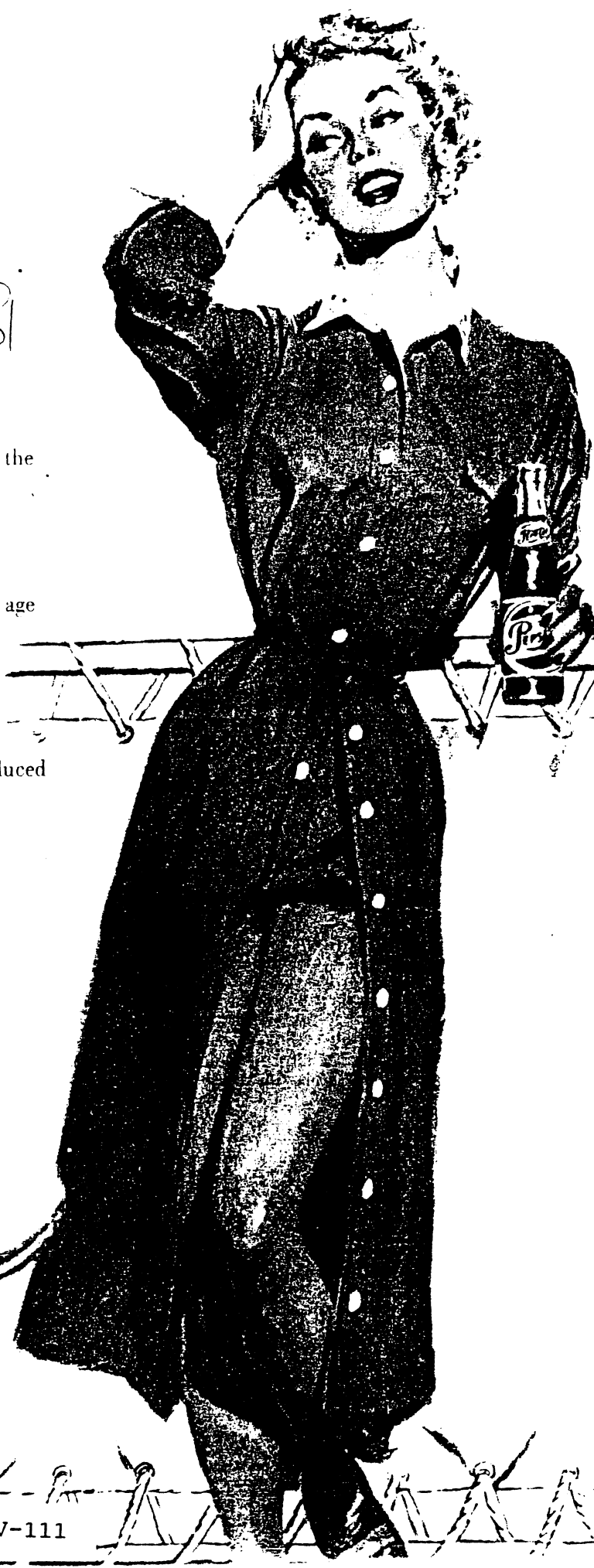
such a pleasure to watch—the men so lean and
he women with their graceful, slender waists. Even age
ch less difference in their figures than it used to.

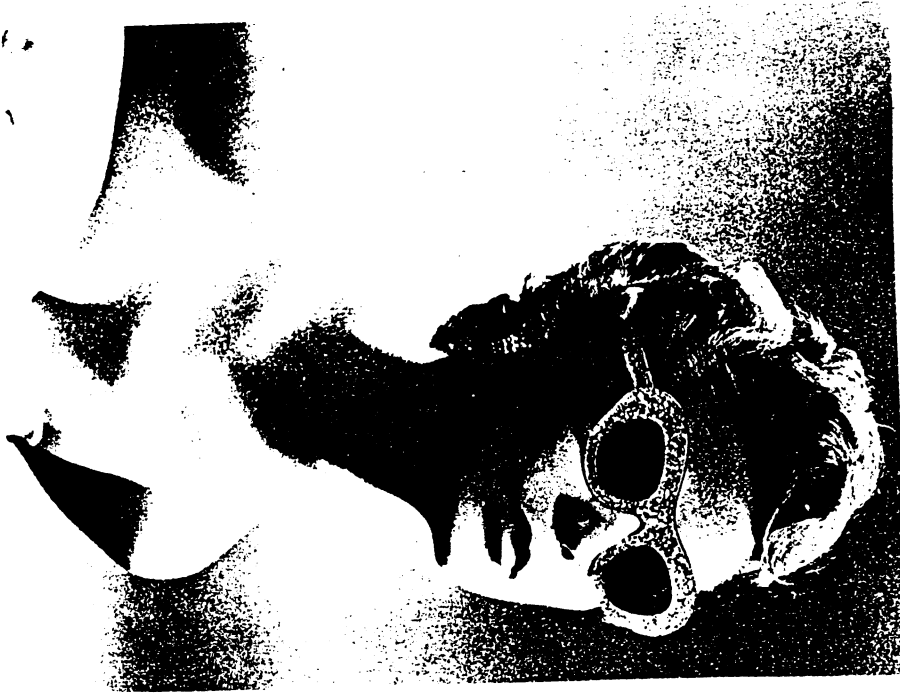
reason is a change in our way of living—
trend to lighter, less filling food and drink.

ola has kept up with this change. Today's Pepsi, reduced
never too sweet or heavy, refreshes without filling.

modern, the light refreshment. Have a Pepsi.

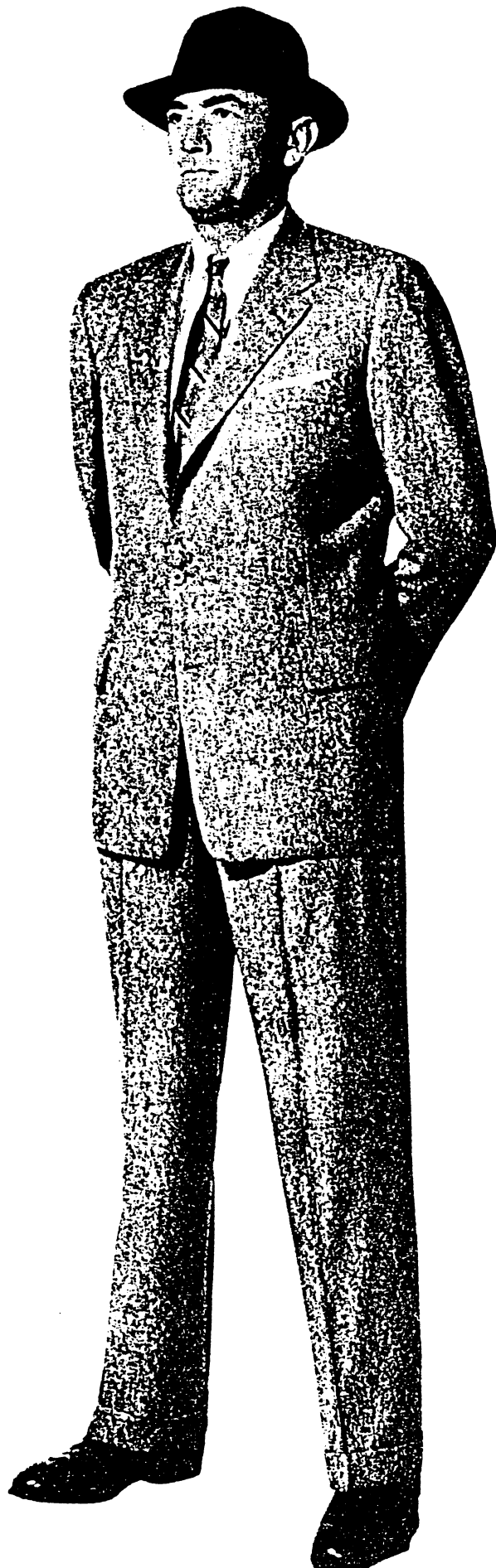
The Light
refreshment.







V-113



1950

V-114



5439

1960

Silhouette - the A-Line

The 1960's was an incredible decade. It was a time of action, violence, protest, rebellion, experimentation, and counterculture. Dramatic events took place during this decade and dramatic changes in fashion occurred.

The 60-70's catered to the youth both in advertising and production in the clothing industry. Teenagers had money to spend (3.5 billion on apparel in 1965!!), and enjoyed keeping up with the latest trends. During these years two sets of fashion developed side by side: fashion for the young and fashion for the rest of society.

The "war babies" or Baby Boomers, infants born immediately after the war ended in 1945, were maturing. By 1960 teenagers were a powerful group. In France, by the 1960's, one-third of the population was under the age of 20. In the United States, fully one-half of the population was under 25. This enormous group of energetic young also had their own minds for fashion and were not dictated to by Paris or by anyone else.

There were three major movements during the 60's that helped to shape fashion:

First - The Civil Rights Movement sparked an impressive move to ethnic fashion. Blacks and whites alike found interest in the African colors and prints. Afro hairstyles were worn by most blacks and some whites used perms to get the Afro hairstyle. Some Afros could be measured at 3 inches above the scalp going straight up and straight out. Most were shorter and more natural looking. The expression of the day was "Black is Beautiful".

Second - The Women's Liberation Movement caused women to burn their bras and wear men's clothing. The "unisex" clothing, clothing worn by both sexes, is a result of this movement coupled with the sexual revolution that was taking place at the same time. Girls turned to pants because they preferred the long, clean, "liberating" line. Boys wore embroidered shirts and beads because peasant embroidery and bright colors offered a liberation from the notion of what had been masculine taste for 150 years.

Women's underwear went from wired bras or no bras at all, to stretchy elastic bras with little or no support. The tight 1950's girdles with garters and nylon stockings that ended mid-thigh, were knocked into history by the comfortable one-piece nylon panty hose.

Third - The Peace Movement (or anti-Vietnam War Movement). The Vietnam War was not anywhere as popular or supported at the two world wars had been. This war had the opposite effect on the country; instead of pulling the country together to save resources, the country was pulled apart. The hawks and doves took sides. The teenagers who revolted against the war and the "established" way of living, working, and etc., were called "hippies".

The hippie dress was a throw back to the beatniks of the 1950's. It was a casual, sometimes sloppy dress. The main focus was self-expression. Whatever you wanted to wear, you wore. The hippies were not a majority of the teenagers, it should be noted, although some of the fashions spilled into the mainstream teen fashion.

The most memorable fashion details of this era would have to be bell bottoms, mini-skirts, and platform shoes. Others, not to be forgotten, include the A-line skirt and dress, boots, and the "Mod Look" brought to the United States by the Beatles and other British musical groups.

It was called the "British invasion" but it wasn't a reference to the military, but rather an invasion of American culture. The music, fashion, hairstyles, and make-up, to name a few, were transferred across the Atlantic and took the 60's by storm.

The mini was one fashion that hit early in the 60's. It was the design of Mary Quant from Wales. She is regarded as the mother of the mini and high boots; shoulder bags and the "poor boy" sweater. "Pop" and "Mod" were terms also borrowed from the Britons to describe fashion of this time.

Another word used to describe the 60's is psychedelic. It was at least true for the colors and fabrics of that time. Floral patterns reflected the "flower power" theme of the hippie movement. Daisies, mums, and other flowers adorned everything from fabrics to wallpaper, from busses to vans. The colors were bright and bold.

The 60's opened with the simple A-line dress. Most dresses were very simple and so accessories were both expressive and bold.

Eyes were lined with black, shadowed with frosty white, and topped off with a full set of false eyelashes. Lips were painted light to white.

Twiggy was the top model. She was long and lean, which was a break from the fleshed Edwardian beauty seen in some form up through the 1950's.

Some fashion history writers have called this era the "Great Masquerade" and this description fits the time accurately!

Everything seemed to go. The length might be mini (mid-thigh), micro-mini (above the thigh), midi (mid-calf), or maxi (to the floor). Even mixing these lengths was fashionable; a mini skirt with a maxi coat or vest. Maxi coats and sweater coats were really practical in cold climates for the mini skirt wearer.

Another landmark of the 60's was the pants suit. "Women had attempted pants since the days of Mrs. Bloomer. Chanel, in the 1930's made them acceptable as sportswear and during the war years overall and jeans were a practical necessity. But trousers for women always had decided overtones of the resort or the assembly line. They had never been totally respectable." (A History of Costume, by Rachel H. Kemper)

A major fashion breakthrough of the late 60's was the tailored pants suit. It was seen everywhere and was chic, elegant, comfortable, and convenient, not to mention practical.



Striped rayon surrah blouse with long push-up sleeves and a pleated rayon and cotton twed skirt. Skirt about \$11. Blouse about \$8. Stanley Wyllins for Korday Sportswear.

SKIRTFABRIC BY EVERETT; BLS FROM STYLERS



New A-line dress and jacket. The dress underneath has a high square neckline, short sleeves. The wide side pleats in the skirt are permanent. This fabric is Orlon and cotton. About \$30. Helen Whiting.

FABRIC BY FAHNER; MAT FROM DACHETTE



Simple striped cotton two-piece dress with a white linen collar, black organdy bow and gathered skirt. About \$25. Susan Thommas.

FABRIC BY M & W THOMAS; BLS FROM CORNETI



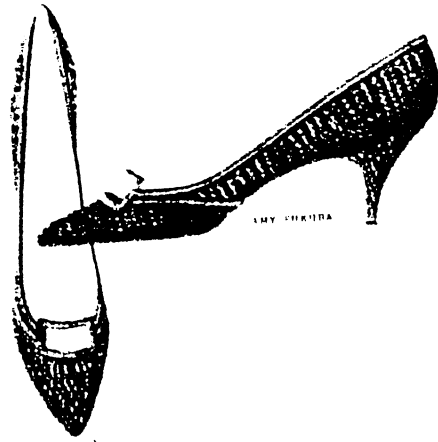


V-121



SILK BROADCLOTH BY MALLINSON. BAG BY INGBER. EARRINGS BY HOBÉ

Advance Pattern 6959 • Scoop-neck blouse to wear inside your skirt or as an overblouse in black silk broadcloth for summer evenings. Advance Pattern 6456 • Matching eight-gore skirt.



Delicate pump in a black mat-finish Calcutta lizard. It has a slender mid-high heel, is outlined with a honey-toned calf. I. Miller.





Twiggy 1960



1970

SILHOUETTE A-LINE

Fashions in the 70's were extremely flexible. Most people dressed to identify with their particular lifestyle rather than fit into any fashion mold sent from Paris or anywhere else. Man-made fibers had progressed due to the high tech of the day. Polyester, that had been developed as early as 1939 and shelved until after the war, was a very popular fiber. It was blended with natural fibers giving the fabric the advantages of both fiber groups.

Some men's suits were fashioned in 100% polyester and marketed as the wash and wear suit. It was called the "leisure suit" and had a brief moment in time. It was very casual with buttons down the front, patch pockets, and bell bottoms. It was comfortable and easy to care for, as well as being wrinkle-resistant.

Teen styles were extreme. Pants were worn skin tight; hip hugger pants and skirts were worn with hip belts; a wide bell bottom style was popular in pant legs and sleeves. In the early 70's cuffs on trouser style pants for both men and women were reintroduced.

Pant legs got wider and wider and were worn long enough to cover the shoe and scrape the floor. Platform shoes got higher and higher with very chunky heels.

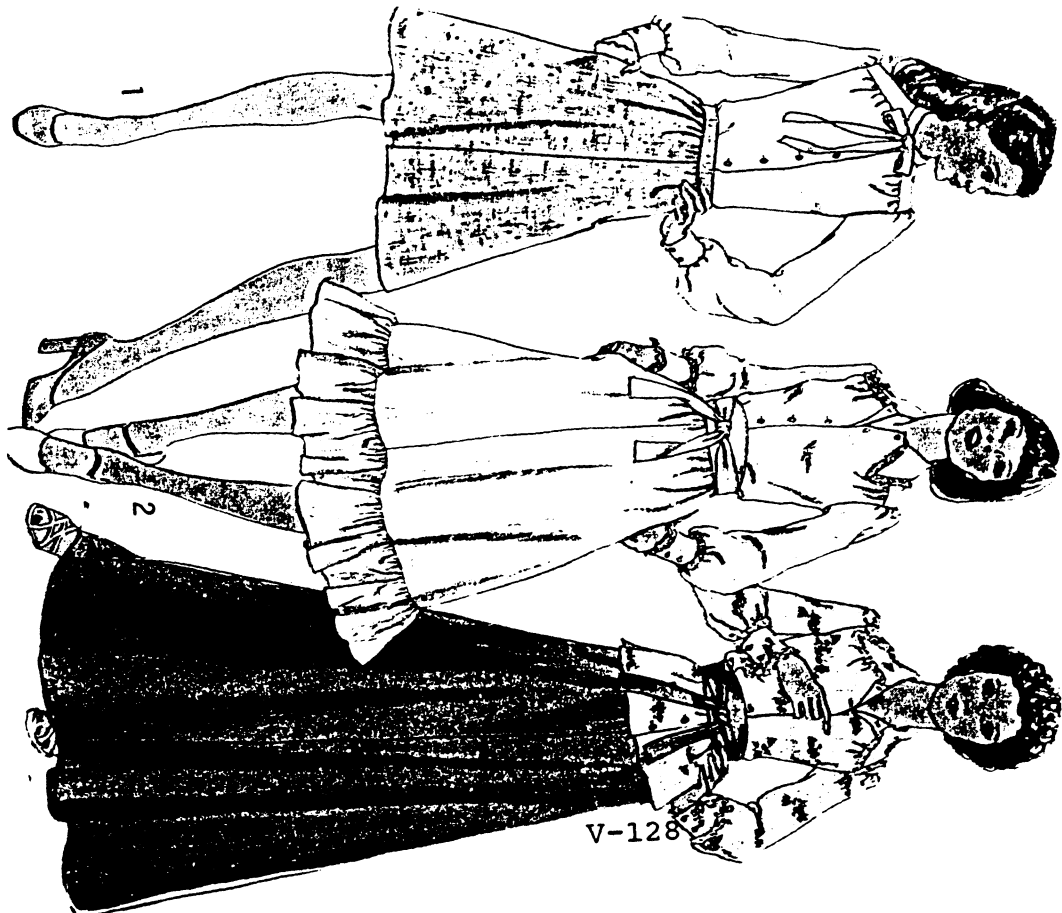
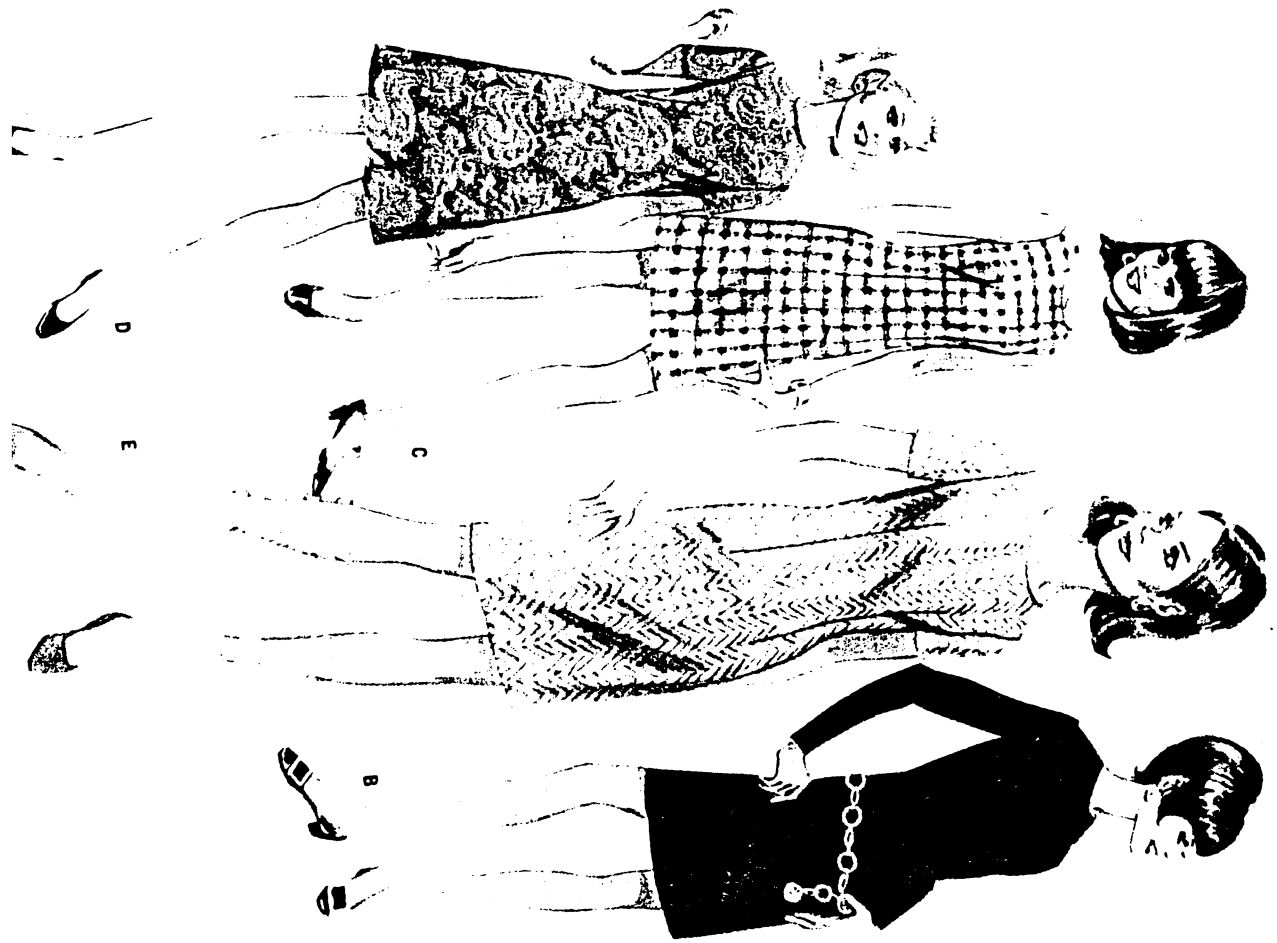
The hippie influence was still seen in bright beads, embroidery on shirts, levi pants and jackets, and tie-dyed fabrics. Long hair was a hot topic; first seen as a sign of rebellion, and later accepted as fashionable, "in moderation". Sideburns were worn long; beards and moustaches were popular for both teenagers and their parents.

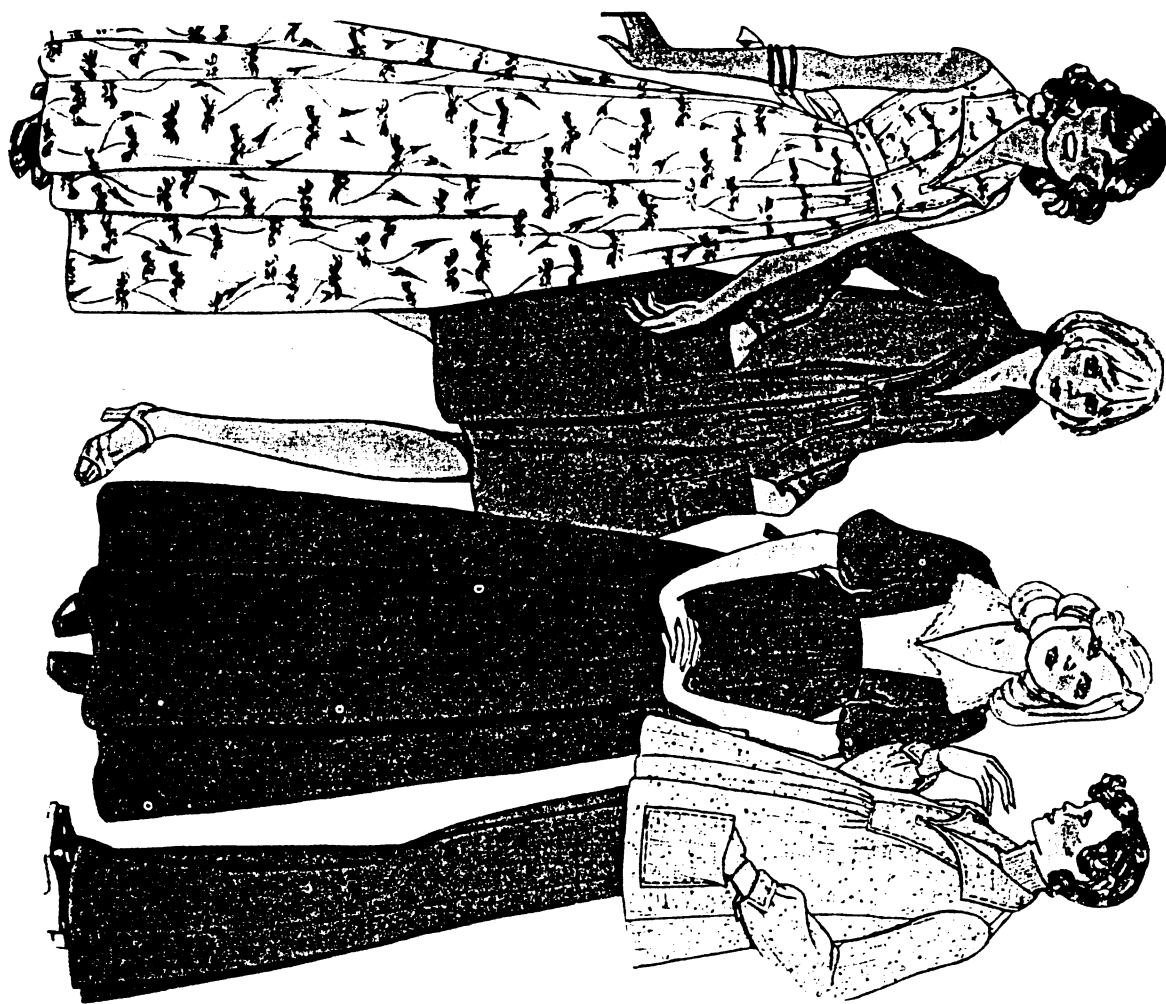
Hair for teenage girls....the longer and straighter the better. Orange juice and soup cans were recycled into curlers to straighten out hopelessly wavy or curly hair. If the cans didn't work, then girls tried to iron their hair straight! Full bangs were worn long enough to cover the eyebrows, but not long enough to merge with the false eyelashes!

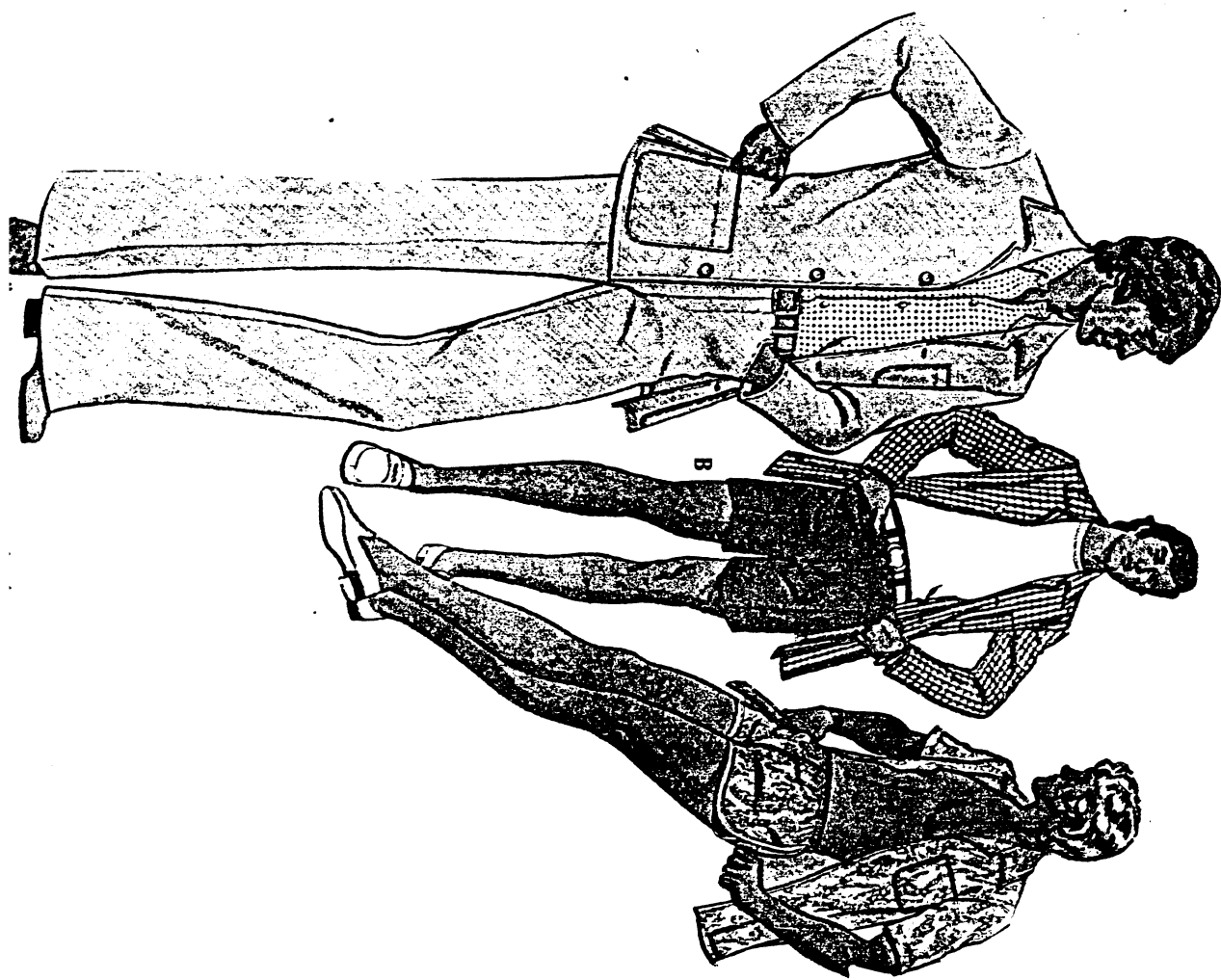


V-127

1960s-70s





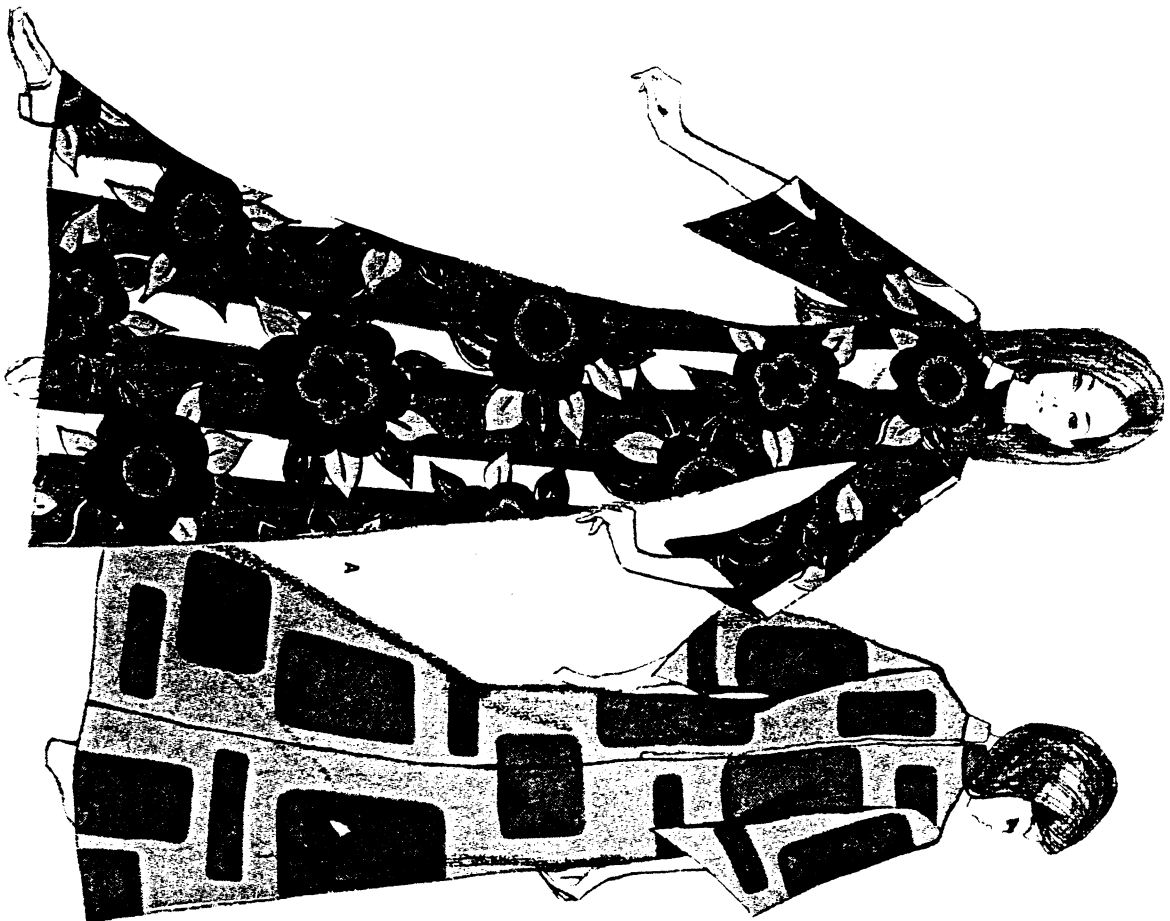


DESIGNER FASHION



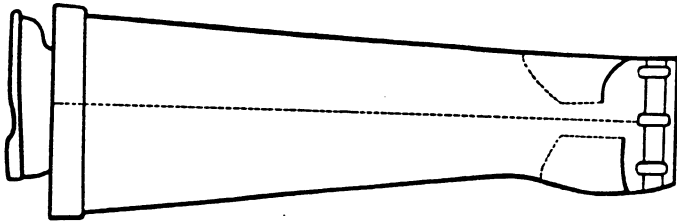
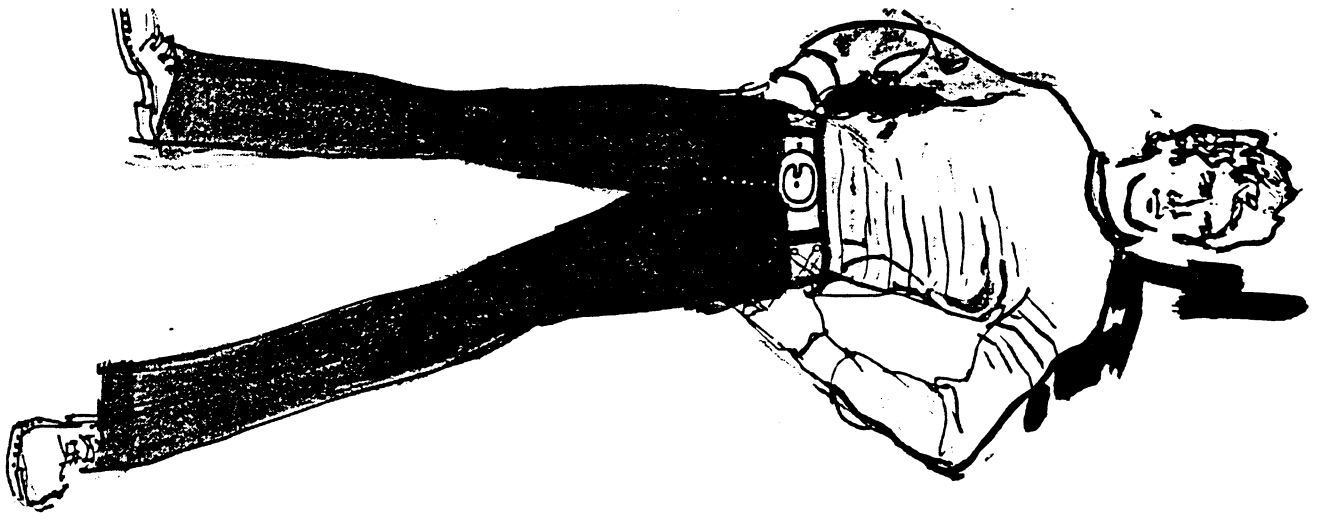
3
Tunic-Length

2
Tunic-Length
Jewels 71mm

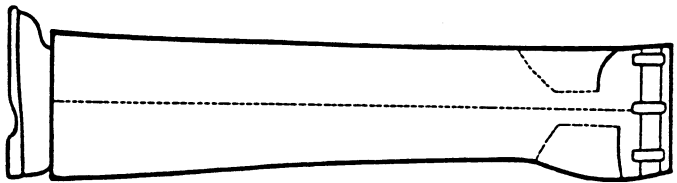




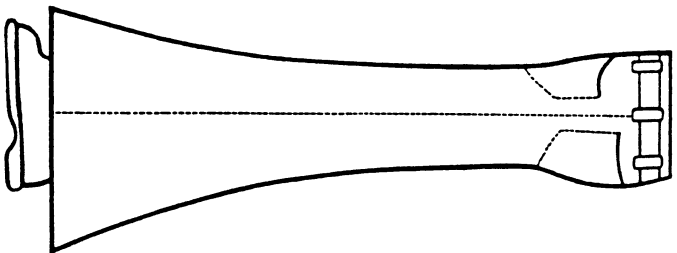
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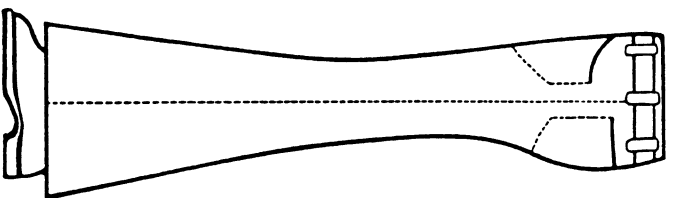
Baggies.



Straight-leg slacks.

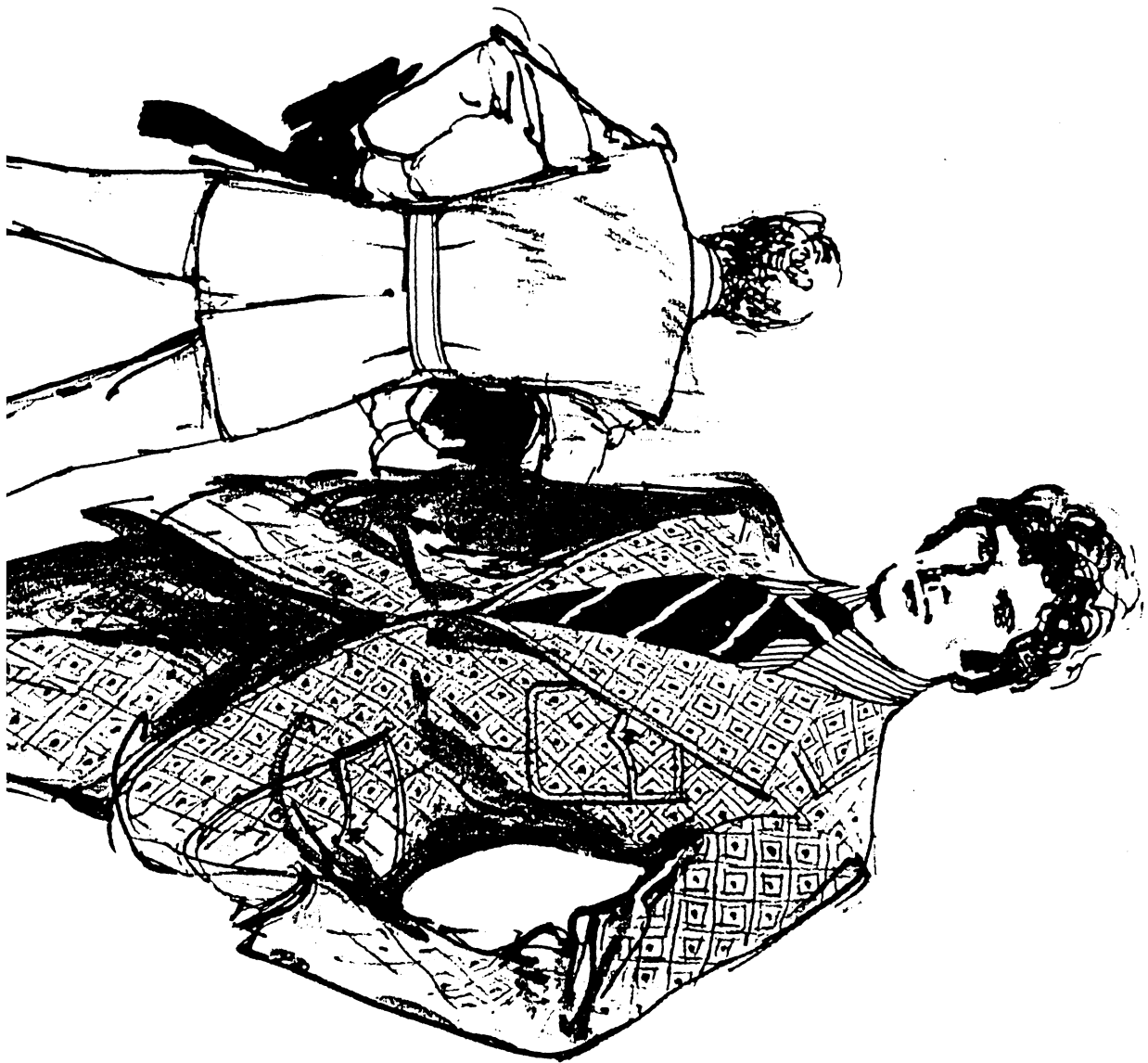


Elephant bells.



Flares.

1970



Knit suit. "If one thing more than any other characterizes clothes in these times, it is the astonishing increase in comfort. The creativity of chemistry has wrought wonder fabrics undreamed of in all the eras of elegance that have gone before." This statement, which appeared in the October, 1970, issue of *Esquire*, paid homage to the miracle fabrics of the fifties and sixties and, in particular, to the knits that had recently become a fashion reality. By the late sixties knits had ceased to be a novelty. Flexible and wrinkle-resistant, with all the difficulties finally overcome, they had become designers' favorites.

1980

Silhouette - The European V

(Broad Shoulders with a Narrow Hipline)

The fitness craze of the late 1970's brought a major change to the athletic clothing industry. Fleece was in; comfort and function were paramount. Men and women hit the gyms, spas, and athletic centers in droves creating a big market for athletic clothes that were not only functional but attractive and flattering. Lycra in bright colors worn with "leggings" and thick socks pushed down to the ankles in puddles, was the preferred fabric for aerobic exercises.

The old "gym shoe" was replaced with 100 or more different kinds of specialized sports shoes. Whatever you planned to do, there was a special shoe to do it in.

During the 1980's, many women continued in or joined the work force. In order to be taken seriously by some, women needed a better fashion image at the office. The "power suit" was designed. It was a broad-shouldered lapel jacket worn with a white or light colored blouse (feminine but not too sexy or lacy); a skirt was worn with the jacket. Pants were seen as too casual. The power color for the power suit could be navy, black, grey, burgundy, but not brown. Pump shoes were appropriate; not too high for the heels but not completely flat either.

Colors in women's dresses were very rich; fabrics were fluid and flowing. Rayon, improved by new technology during the 70's, was a very popular fabric. Ramie was a popular natural fabric added to cotton or acrylic for luster.

The oversized shirt, sweater, and sweatshirt look was in. Some were huge through the shoulders, bustline, and waist, and narrowed to the clutch the thighs. Some tops were worn long and belted.

Rock star, Madonna, released a video in 1985 wearing ripped jeans, lace, and a lacy bustier. That launched the camisole craze worn with jeans, pants, or skirts and jackets.

It would be hard to understand the woman of the 80's by looking at the fashions of the time. There were power suits on one hand and very sexy, frivolous fashions on the other. Don't forget the athletic attire and casual at-home clothes. This was the decade when women wanted it all; husband, children, career, and time for self expression. All of these needs required special clothes. Did I mention the Superman cape?

Shoulders were severely padded in the mid 80's. Shoulder pads appeared in everything; blouses, sweaters, robes, T-shirts, and dresses. Exaggerated lapels and flared jackets were also stylish.

In the mid 80's a "crest craze" hit putting crests or emblems on T-shirts, blouses, shoes, belts, and just about anything else. Shirts, sweatshirts, and sweaters were also emblazoned with logos of many different manufacturers. It appeared as free advertising space for many companies not in the clothing market as their main enterprise: to name a few; Coca Cola, Pepsi, and McDonalds.

Clothiers that marketed designer labels didn't hide them away on the inside not to be seen but rather embroidered the label, printed it or sewed it on the outside of the garment. People of the 80's seemed to have a fixation with labels--the right kind of labels, that is.

Pants in the 1980's reversed from the huge leg of the 70's to an ankle length pegged leg. The latter 80's saw very high waistlines, large yokes, and baggy legs (still pegged at the ankle).

Neon or Day Glo colors hit the fashion scene during the latter 80's in everything from T-shirt screen prints, shorts, tennis shoes, athletic wear of all kinds, to sunglasses and accessories.

The short tube dress was popular and became very tight and short before the end of the decade. This fashion was only tried out by the very thin and daring.

Designer jeans became even more popular and expensive. Those in vogue during this decade were: Calvin Klein, Jordache, Chic, Britannia, Levi Strauss, Gloria Vanderbilt, and Sassoon, just to name a few. The "Guess?" jeans hit store shelves in 1981 and were a big success. They were marketed by brothers from France and were priced around \$55.

Girbauld, another French jean, cut small in the waist and a little roomier in the rise and legs, then narrowing at the ankle, were giving "Guess?" some more competition by the late 80's. Their price tag? \$60-\$80. (Levi Strauss would turn over in his grave.)

In Paris, many things began to change. Many haute couture designers began to tap the ready-to-wear market. Ann Klein launched its less expensive Ann Klein II label; Yves St. Laurent and Donna Karan, to name a few, made fortunes giving famous designer names to less expensive but good quality clothes.

Another change, this one for the worse, was a result of the AIDS crisis felt around the globe. More than a few venerable designers were taken by this fatal disease. Halson, Angel Estrads, and Perry Ellis were all its victims. Fashion houses in Paris and elsewhere in the world felt the loss severely.

Fashions in the 80's had a great sense of style and freedom. Almost anything worked; pants, skirts of all lengths, flat shoes, and heels reminiscent of the "stiletto" heel of the 50's. Style and simplicity were a continuing presence.

FASHION OF THE '80s

This was the action decade in which fashion became extremely versatile and offered men and women a variety of styles, fabrics, colors, and images.

1980 was the decade women were in transition. Lifestyles for families were changing, the economy was changing, more women entered and moved up within the work force and personal interests were varied. The fashion industry also underwent some important changes. The following are notable events of the fashion world in the '80s.

- * The fashion industry became more international.
- * Yves Saint Laurent became a public company.
- * The first new Paris couture house in 20 years.
(Christian Lacroix in 1987)
- * AIDS thinned out many talented fashion designers.
- * Many designers turned out up to 20 collections a year.
- * Mass-market fashion and catalogs got much better.
- * Couturiers decided to rip themselves off for a change and started a score of less expensive lines.
- * Men and women spent time in the gym trying to double their strength and improve their bodies.
- * Lycra stretchwear went from functional to fashionable, Reeboks became "public transport."
- * The bodysuit made a comeback, focusing on a trim torso.
- * Shoulders reached epic proportions, some like football players while waists and hips were trimmed in tight skirts, and stretch pants.
- * Day-Glo Body Glove answered womens' request for walking and running wear.
- * Guess? Jeans hit the stores in 1981.
- * Jane Fonda creates designer sweats for her aerobic workouts.
- * A less expensive Anne Klein II label is launched in 1982.
- * Swatch watches hit big in 1983.
- * Karl Lagerfeld takes over at Chanel in 1983.
- * The first shows of Japanese designers in Paris provoked both controversy and acclaim in '81. Many of their designs were considered classic by the end of the decade.
- * Karl Lagerfeld defined the whole fashion point of the 80's as spindly black leggings, or tights, with or without feet.
- * Leggings paired up with big blazers, baggy sweaters, silk taffeta shirts, and sequined T-shirts.
- * Black was a super power in the '80s. Black tight pants, flat black ballet slippers, and black dresses.
- * First Benetton shop opens in the U.S.
- * The Princess of Wales (Dianna) was the world's top cover girl.

- * Gianfranco Ferre, the Italian former architect, was brought in to revive Christian Dior, bringing back glamour.
- * Madonna released "like a Virgin"; ripped jeans, lace and bustiers became the rage. (1984)
- * The early 80's were concerned with the environment, natural fabrics like cashmere and cotton were very popular. Real furs were banned or shunned by many.
- * Later 80s brought a desire for man-made rayon and the acetates.
- * T-shirts were printed with animal prints, Op art designs, puff paints, sequins and fringe.
- * Ralph Lauren creates roughwear, extending his realm into the all American family, even accompanying them into the country.
- * Calvin Klein elevated the simple shapes of T-shirts, blazers and sports clothes in to high style using the most luxurious silks, satins, and suedes.
- * Women's fashion this decade has been a paradox of increased womanpower and the riot of sexy fashion. A cross between power dressing for work, but being approachable and feminine at home etc. Confusing eh?
- * Giorgio Armani refined the suit, be it trousers or skirt, until it was as soft and fluid as a dress.
- * Perry Ellis dies 1986
- * American designers supplied fashion in the great sportswear traditions, from T-shirts to simple sweaters to country tweeds.
- * 1989 Donna Karan creates her less expensive DKNY line.
- * As the '80s drew to a close, personal rather than ready made style gained new value.
- * Consumers are regarded as more sophisticated than any previous generation. Classic styles took over quick changing trendy fashion.
- * Blue denim shirts and jeans, western details, jeans and blanket coats were great.
- * The GAP expands and continues as a big supplier for casual, classic styled young fashions.
- * Ethnic prints, nautical styles and country prints a big the last half of the decade.
- * Men's ties sprouted floral pattern and bold bright colors.
- * Shorts became a year 'round style using fabrics like denim and corduroy and are worn both by guys and gals.



V-140

1990

Silhouette - ?????

Since the 1990's are just beginning, anyone can take a guess at the fashions we are in store for! Predictions, even when made by the experts, are sometimes wrong. The following predictions are from Vogue 1990, Elle 1990, and Glamour 1990 magazines.

"There are no rules anymore. One moment, clothes are stark and simple, the next lavishly decorated. Now day is night and night is day - with velvet adding verve to breakfast meetings, and sporty leggings giving dinner jackets a new kick. There's no method to the mania and no manual to get you through.

There is no universal hem length anymore. Everything is relative. The possibilities are endless. So maybe it was easier in the 50's when everyone had the same twinset and pearls. Even in the psychedelic 60's, the blue jeans and beads offered solace of a uniform. But by the time the 70's faded into the 80's, denim was part of the Ralph Lauren lifestyle, and there was a certain sameness to clothes everywhere. Power suits and Polo play clothes.

In the fax-paces 90's, the distinguishing feature is personal style."

Vogue, . March 1990

"In the 90's, trends won't exist as we know them. What makes for style? Humor, confidence and intelligence", declares Norma Kamili.

Vogue, March 1990

A theme of concern for all of us in the 1990's is the environment, and this serious subject has been taken seriously by many in the fashion industry. From the April Elle magazine:

"We've got the greenhouse effect, polluted air, water and soul, not to mention acid rain and extreme natural disasters....There's tons of garbage and no place to put it, and we can kiss the rain forest good-bye if we don't stop its destruction now.

Recently...big names in the fashion and design world have also gotten involved in the effort to clean this place up and keep it that way."

Ecology is on everyone's mind and on some designers' clothes. From Body Glove, a swim wear designer, we read a slogan printed right on the collection: "Keep our ocean blue and our water clean". From Katherine Hamnett, a long-time environmentalist, comes the slogan on T-shirts, "Clean up or/Die", which pretty much says it all.

Franco Moschino, known for his outrageous and whimsical design, is another proponent of the message T-shirt. He urges us to "Save our Seas, Stop Acid Rain, Protect the Ozone Layer, and Stop Using the Ocean as a W.C.

ESPRIT, a large California-based company, has created the Explore the Parts tote bag that can be used over and over, eliminating the need for plastic or paper bags. The theme is... "Have Taste, Don't Waste!" Inside the tote are words urging us not to trash the earth in the name of progress. ESPRIT also has children's T-shirts that carry the save-the-environment theme.

Patagonia sporting apparel wants to give something back to the earth. They sponsor recycling centers, use biodegradable packaging, and give 10% of its pre-tax profits to various environmental groups.

Burlington knitted fabrics has developed Green Vista, a collection of knitted fabrics that are made and packaged formaldehyde-free. Each garment made of Green Vista knits will carry a hangtag that gives a message to the consumer: "Congratulation. You've chosen a superior product that is gentler to the environment. This is a garment you can feel good about wearing."

Designers as far away as Kafue, Zambia are producing traditional African cloth that feature buffalos, elephants, and giraffes encircled by the slogan, "EXTINCTION IS FOREVER".

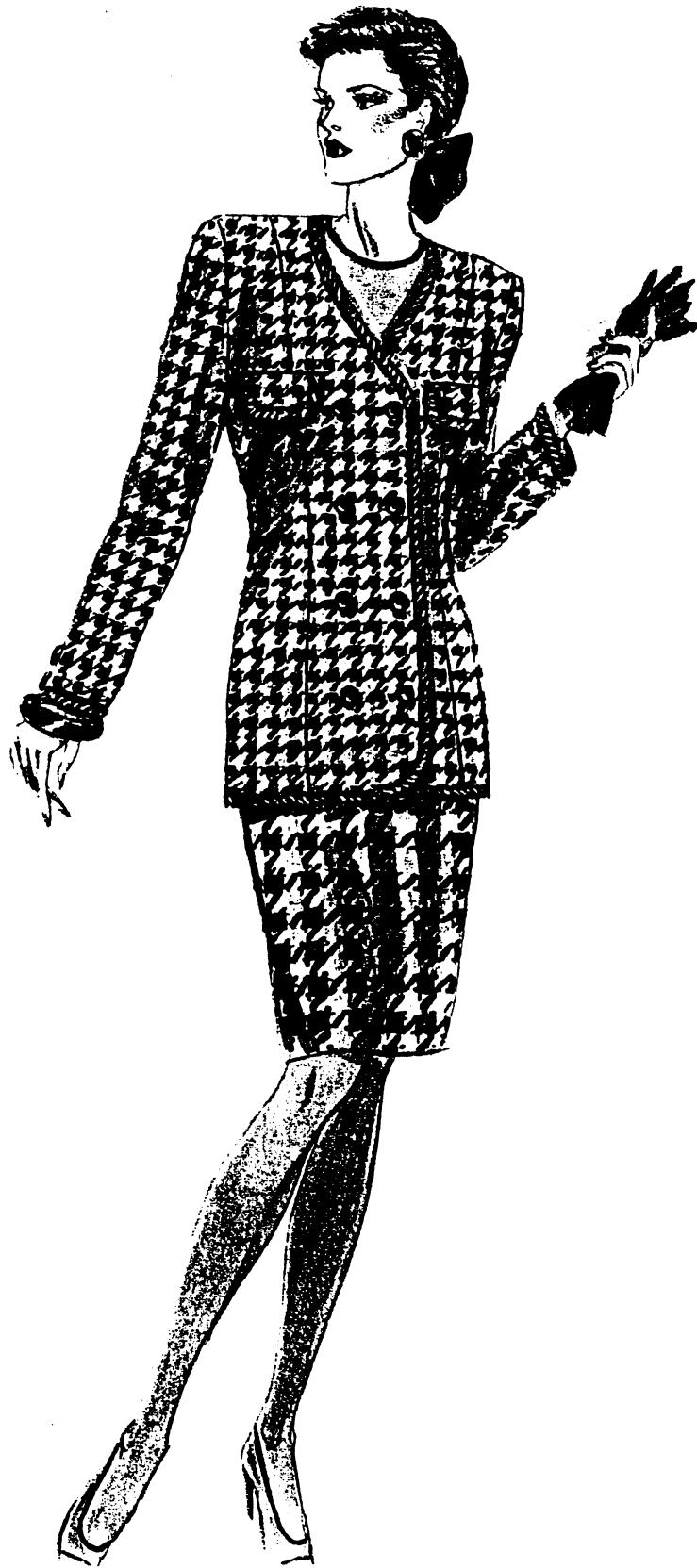
Many designers are working with natural fibers and avoiding "ecologically suspect" synthetics. Some feel it is difficult for fashion designers to be "politically correct" since many chemicals harmful to the delicate balance of nature are used to manufacture fabric.

(Statements and phrases in quotation marks are from Glamour, April 1990, and Elle, March 1990.)

At the couture showings in Paris and London for 1990, the silhouette seemed to be in "mid-change", the exaggerated shoulders of the 80's was softening, but a new silhouette has not emerged. The look was softer and more feminine, Even men's clothing saw pastel colors and in New York, floral patterns for men were the latest.

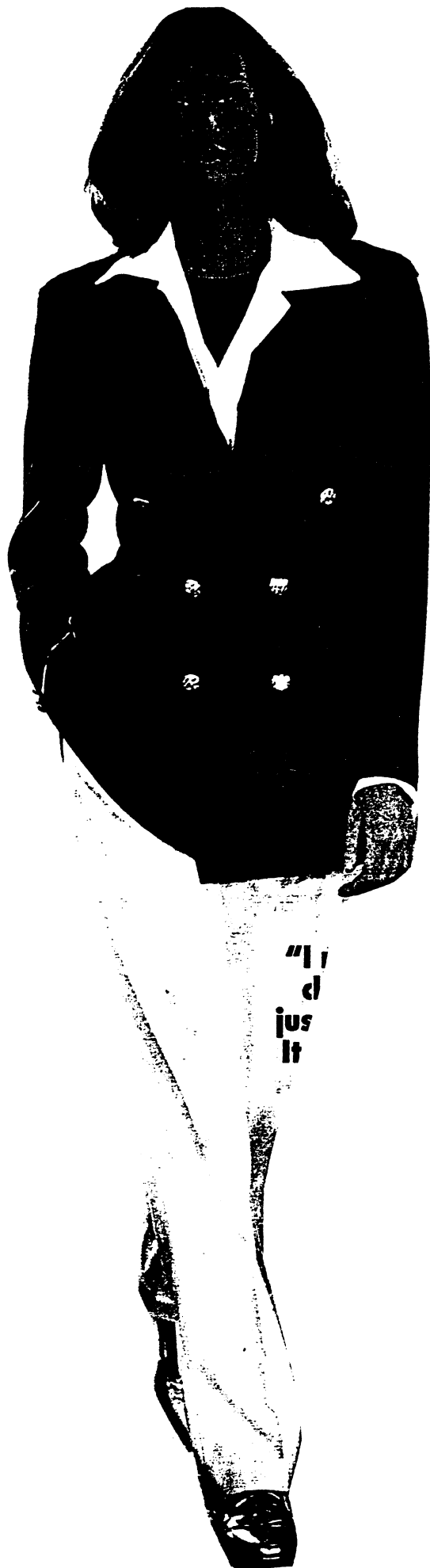


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