PERRY, DAME & CO.

NEW YORK

STYLES

FALL & WINTER
1919–1920

CATALOG No. 72

A Guarantee

A Perry-Dame customer gets exactly what she buys. Clothes that are exactly as shown in the pictures. Quality exactly as represented. Value she has a right to expect. Care and promptness in shipping the goods. THE GUARANTEE OF AN ESTABLISHED AND RESPONSIBLE FIRM.

You must be pleased in your dealings with the established house of Perry, Dame & Co., in every way. If the garment you buy is not all that you have a right to expect—and you must be the judge after examining it—we Guarantee to promptly refund your money and pay the cost of returning the goods, without one cent of expense to you.

It is the honest, straightforward, exact showing of the garments, in this catalog, with the detailed descriptions of the styles and materials shown by the pictures, that has built this great and successful Mail Order firm of Perry, Dame & Co.

We offer you the best material and workmanship, the latest, most attractive and seasonable styles at the lowest possible prices.

We give you our assurance, emphasized by our guarantee on every purchase, of ABSOLUTE SATISFACTION OR YOUR MONEY BACK.

WE REFER YOU TO THESE GREAT NEW YORK BANKS

Garfield National Bank, New York
Mechanics and Metals National Bank
New York

Perry Dame & Co.

New York

Perry-Dame Styles

The Perry-Dame Selection of New York Fashions displayed on these pages have those unusual marks of distinction which have gained for Perry, Dame & Co. their enviable "Stylist" reputation.

Perry-Dame Styles are always the Newest and Latest. Beautiful in design, they have that distinctive air of individuality which the well-dressed woman demands. New York Styles that always exemplify the best features of the prevailing modes. Perry-Dame Styles are ever the criterion of refinement, a delight to the discriminating woman.

Prettier than ever before are the Selected New York Styles offered in this new Fall and Winter Style Book, at Prices that are amazingly low for values which include not only Excellent Materials—Splendid Workmanship, but Styles that are the Newest, and have that Charm of Individuality characteristic of Perry-Dame Garments.

We Pay
All Delivery Charges
on Everything—Everywhere

Perry Dame & Co.

"CORRECT DRESS FOR WOMEN"

SEE INDEX ON PAGE 100

The
Winterthur
Library

Luxurious Fall and Winter Coats at Prices Amazingly Low

Read How to Order Your Right Size Coat on Page 5

An Exclusive Fall Model

3F34—Some of the coats this fall and winter will be characterized by their chic simplicity—depending for distinction upon their straight-hanging, voluminous lines and warmth-giving new materials. The handsome coat, pictured on the left, mirrors the newest mode. It is fashioned in high grade, All wool Polo Cloth—the season's newest offering in coat fabrics. This cloth is of warmth-giving thickness and has a soft, velvety fuzzy nap. The model is cut with the popular, graceful flare back which is trimmed with three-tailor-stitched, button-trimmed strap tabs. Large adjustable collar with dot closing. Capesleeves novelty pockets. English Raglan style sleeves. Half belt in front. Lined to the waist with good quality Venetian lining. COLORS: Cinnamon, as pictured, or Pekin blue. SIZES: 34 to 46 bust measure. Length 48 inches..... **$35.00**

A Wrap of Rare Beauty

3F33—This luxurious dolman-effect wrap has all the fascination and grace of a cape combined with the snugness and warmth of a coat. It is suitable for both day and evening wear. Compared with the prices of other models shown this season, it will prove to be a most exceptional value. Fashioned on grace-giving, voluminous lines, of handsome Velour Plush—a well-known popular coating. Beaver Fur Cloth has been effectively used to decorative advantage. It forms the large adjustable collar, the bell-shaped, flare cuffs and the lower edge of the model. The back is made with an Empire yoke with shirring below the yoke for additional fulness. An inside belt holds the back closely to the body, while the throw-tie sash in front adjusts the fulness. Lined with fancy pattern Serge Satin. COLORS: Belgian blue with beaver or black with beaver. SIZES: 34 to 46 bust measure. Length 48 inches.... **$24.85**

3F34
$35.00
ALL WOOL
POLO CLOTH

3F33
$24.85
VELOUR PLUSH

Select Styles

3F37—Quite the newest and some of the most fascinating style touches of the season are expressed in this handsome coat of All-Wool Velour. Added to its beauty and warmth of fabric, it has the economic interest of being modestly priced. Designed in the back with an Empire yoke, below which the coat falls in straight, unbelted fashion, and is made with a panel that is pin-tucked and button-trimmed. An interesting innovation is the scarf collar, which is made of Silk Plush at the neck. The ends are of self-material, trimmed at the points with Silk tassels. The wide armholed kimono sleeves are finished with button-trimmed gauntlet cuffs. Half belt at front and half belt inside in the back to hold the coat snugly to the figure. Novelty pockets. Half lined with Venetian lining. COLORS: Navy or burgundy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$32.50**

FUR TRIMMED

3F36
VELOUR PLUSH **$24.50**

3F35
$37.50

ALL WOOL VELOUR

3F37
$32.50

ALL WOOL VELOUR

3F36—Fashion has sponsored the vogue of Velour Plush coats, and many are the variations in styles that are developed in this lovely and inexpensive fabric. The model pictured above adds a luxurious note to the already smart coat by using Young Baby Muffon for the "Priscilla" cape collar, cuffs and pocket tabs. A belt encircles the waist. It is cut broader at the sides and trimmed in the back with a buckle. Lined carefully with Serge lining. COLORS: Black or burgundy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. **$24.50**

3F35—Skillfully conceived by a Master designer is this Beautiful Day Wrap, resplendent with the season's most authentic style notes that are beautifully blended with a superior quality fabric and the utmost in skilful workmanship is this excellent model of high-grade All-Wool Velour. This fabric is the favorite choice of the discriminating woman, for it is soft and velvety in appearance, light in weight and luxuriously warm besides. The coat is fashioned on distinctive and original lines. Pin-tucking, the last word in tailored trimming, has been elaborately used on the large crushed collar, the back as well as the lower part of the coat, as pictured. There are two slot pockets. The deep kimono armholes give graceful drape-effect to the sides. A sash belt evolves from the sides where it is drawn through openings and attached inside to an elastic belting. Fully lined with Satin lining. COLORS: Brown or navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$37.50**

The Quality That Means Satisfaction

When you buy from Perry, Dame & Co. you are sure to be perpetually pleased for you receive Quality—that Quality which stands the Test of Time.

And by Quality we mean—Choice Materials—Excellent Workmanship and Distinctive Styles—Always at the Lowest Possible Prices.

Merchandise that is not only dependent upon an attractive price but upon Quality as well.

It is by this Standard that the great Success of Perry, Dame & Co. has been built.

Quality at the Lowest Possible Prices Means Satisfaction.

YOU PAY ONLY THE PRICES MARKED—WE PAY THE DELIVERY CHARGES

How to Order Your Right Size Coat

It is an easy matter for you to get a perfect-fitting Coat at Perry, Dame & Co. Take your Bust Measure over your shirt-waist with an accurate tape measure, making no allowance and we will send you your right size. The length of each coat is stated in each description.

A Coat Creation of Great Beauty Combined with Luxurious Warmth and Service

3F38—The modern American woman has come to realize and appreciate the vital importance that fashionable attire means to her. It gives her poise, self-assurance and dignity, for which she is known and admired throughout the world. One of the most important items of her apparel and to which she looks forward with great interest and expectation every season is the new offerings in coats. Unmistakable Fashion has revealed one of the most luxurious out-door wraps who-n she created this model of high-grade, lustrous Silk Plush. This dependable, popular fabric in beauty and warmth is second only to the real Seal fur. The coat is cut on the latest style rectangular lines. Made with a straight, unbelted back, which falls in deep, graceful folds. Richly decorative nete and delightful warmth is added by the fur treatment of long-haired, lustrous Japanese Wolf, which has been used for the large shawl collar, deep cuffs, and the wide band at the bottom of the coat. There are two tailored slot pockets for convenience. A half belt defines the waistline in front. Attractive Flowered Sateen carefully lines the model. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$48.50**

New Coats with Smart Fur Collars

3F40—Silk Plush in all its loveliness fashions itself with grace into this luxurious winter coat. It will add not only attractiveness to the wearer's appearance but will afford delightful warmth, as well. Beauty and richness are also added by a large, adjustable collar of Kit Coney Fur. Like most of the smart new originations, it reveals in design the gracefully flaring loose back, headed with an Empire yoke. The set-in sleeves have deep cuffs of self-material. There are two pockets for decoration as well as use. Half-belt in front. Every detail has been carefully executed. Lined with good quality Venetian lining. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. **$39.75**

NO CHARGES FOR POSTAGE

FUR COLLAR

3F41
$31.50
WOOL MELTON

FUR TRIMMED

3F39
$32.50

ALL WOOL VELOUR

FUR TRIMMED SILK PLUSH

3F40
$39.75

3F41—A coat of dignified simplicity every detail of which has been irreproachably executed by skilled workmen. Made of Wool Mixed Melton—a winter-weight fabric that will afford long service. To add to the much-coveted warmth the designer has used a large, smartly cut collar of Kit Coney Fur. Interesting new features are the double belts at the sides that evolve into a wider one-piece belt in front, as pictured. The back has two box-plaits, stitched to yoke-depth. There are two fancy cut, tailored pockets. Lined to the waist with Venetian lining. COLORS: Navy or oxford grey. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. **$31.50**

3F39—This winter-weight top-coat, while simple in design, expresses effectively the true fashion trend of the day. It is designed on the straight-line silhouette which conforms with becomingness to all types of figures. Developed in a handsome and reliable fabric, All-Wool Velour. The coat has deep-cut, loose kimono sleeves which add grace to the movements of the wearer. Unbelted loose back trimmed with buttons and headed with a small Empire yoke. There are two slot-pockets. Button-trimmed cuffs. Half-belt in front. A chic finishing touch is added by the collar of Kit Coney Fur. Half-lined with Venetian lining. COLORS: Brown or burgundy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$32.50**

Elegant Coats of Distinctive Design

3F42—**A luxurious wrap-coat that reveals artistry of design** and exactitude of workmanship. It takes form in an exquisitely fine coating—high-grade All-Wool Kersey. This fabric is of undeniable beauty and is worm without attending weight. It has a silky appearance which makes it resemble silk or Broadcloth. The wrap is fashioned after the prescribed mode of the season. It is cut on voluminous, all-enveloping lines with a loose, gracefully flaring unbelted back that is headed by an Empire yoke. The bottom displays rows of pin-tucking and buttons that have been used for effective decoration. Refined elegance and beauty is added by the large collar of Yukon Seal Fur Cloth. There are two tailored slot pockets and a half belt in front, which comes through openings at the sides. The deep kimono-cut sleeves drape gracefully and are finished with button-trimmed cuffs. Lined with Soft Satin. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$46.50**

YUKON SEAL FUR CLOTH COLLAR

ALL WOOL KERSEY

Read How to Order Your Right Size Coat Page 5

VELOUR PLUSH

3F42 $46.50

3F43 $18.65

3F44—**Jaunty short flare coats,** such as the model illustrated here, have met with tremendous popularity both in New York and Paris. In warmth and beauty without the attending high cost, they rival fur coats patterned after the same fashion. Lovely Silk Plush, a luxuriously warm and handsome fabric, has been used for its organization, enriched by the lavish and effective use of Beaver Fur Cloth, which has been used for the collar, cuffs and lower edge, as pictured. There are openings in the lower band, which serve for pockets. Half belt in front. Flowered Sateen lining. COLOR: Black. SIZES: 34 to 44 bust measure. LENGTH: 32 inches..... **$23.50**

3F44 $23.50 SILK PLUSH

3F43—**Alluringly fashioned after the prevailing mode** is this wrap-coat of warmth and becomingness. It is developed in Velour Plush, a handsome, durable fabric, which lends itself flatteringly to the graceful design of the model. Has smart style, adjustable collar of lustrous Silk Plush. The back is cut to fall in loose, graceful lines, achieved by shirring at the top below a novel-shaped yoke. The deep armholes of the sleeves effect drapery on either side. The useful slot pockets, as well as the large cuffs, are button-trimmed. Half belt in front. Carefully lined with Sateen lining. COLORS: Burgundy or black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches **$18.65**

A Smart Wrap Attractively Priced

3F45—A wrap-coat of approved smartness. Developed in a luxurious fabric, All-Wool Velour, a coating that is appreciated by the discriminating purchaser. Cut on voluminous, graceful, all-enveloping lines, that will protect "Milady" from the chills of wintry gales. A rich and dressy note is added by the snuggling collar of Kit Coney fur. The unbelted flare back has pin-tucking finished with large pressed-in darts. The slot pockets are finished in a similar manner. Loose, kimono-cut sleeves with deep button-trimmed cuffs. A sash belt defines the waistline and controls the fullness in front. Elastic inside belt. COLORS: Green or navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches.... **$31.50**

3F47—Correctly styled and moderately priced is this serviceable top coat for the fall and winter. Developed in a new, dependable coating, Silvertip Velour. This material has a solid color background with a silver-tone, fuzzy nap. The coat is made with a snug-fitting high collar of Silk Plush. Empire yoke in the back, below which the coat falls in loose, unbelted fashion, trimmed with a wide fold that has four large buttons. Deep kimono-cut sleeves. The pockets have button trimming and rows of stitching, which have been also used on the back yoke. Half belt in front. COLORS: Brown or navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. **$19.98**

3F47
$19.98

FUR COLLAR AND CUFFS

SILVER-TIP VELOUR

FUR COLLAR

3F45

ALL WOOL VELOUR

$31.50

SILK PLUSH

3F46

$46.50

3F46—The graceful dolman-effect wrap which is enjoying such flattering vogue this season has been perfected to a marked degree in this luxurious new creation. It is developed in a fabric of unrivaled beauty and warmth, Silk Plush. The model is portrayed in the becoming all-enveloping style with loose, unbelted back and deep-cut kimono sleeves, which form drapings at the sides. Delightful warmth and an alluring softness and richness is added to the coat by the exceedingly large collar and deep cuffs of handsome Kit Coney fur. The collar fastens with two large fur buttons. Self-covered buttons trim the back on either side as shown in the small sketch. Half belt in front. Smartly tailored and carefully finished in every detail. Lined throughout with good quality serviceable Venetian lining. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. Priced with restraint and moderation for a garment of such high character..... **$46.50**

A Value-Giving Sale

of Two of the Smartest, Most Handsome Coats of the Season

Read How to Order Your Right Size Coat Page 5

A Coat-Wrap Magnificent

3F48—A sumptuous new wrap of irresistible beauty, whose rich clinging folds will add dignity and grace to the wearer's every movement. It is portrayed in one of the loveliest winter fabrics—All-Wool Kersey. This material has a beautiful silky finish resembling heavy broadcloth or chiffon broadcloth. The model is further enriched in appearance by the lavish use of Kit Coney Fur, as pictured, which adds to the luxurious warmth of the garment. The back is made with an Empire yoke, below which the coat falls in unbelted graceful, voluminous folds. Large adjustable collar. The deep-cut kimono sleeves effect drapings at the sides. There are two tailored slot pockets. Buttons trim the lower edge on either side. Elastic inside belt holds the coat snugly to the figure, while the sash belt in front adjusts the fulness. Lined with fancy pattern good quality Silk Finish lining. This model displays the best in workmanship and is fairly priced for a coat of so many qualities of merit. COLORS: Brown or navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$52.50**

This Handsome Wrap is Fashioned on Lines of Great Chic

3F49—A fascinating wrap-coat of luxurious warmth that will add attractiveness and chic to milady's appearance. It is difficult to resist the charm of lovely Silk Plush. This soft, drapable material adapts itself admirably to the newest silhouette and which has a texture that is both beautiful and flattering. After the fashion of the newest French models, it has a loose, grateful unbelted back, headed by an Empire yoke. The sweeping large collar and deep gauntlet cuffs are of Silver-tipped Beaver Fur Cloth. There are two convenient pockets. Wide half belt in front. Carefully lined with good quality lining. Specially priced. COLOR: Black. SIZES: 34 to 46 bust measure..... **$49.50**

3F48

FUR TRIMMED

ALL WOOL KERSEY

$52.50

3F49

SILK SEAL PLUSH

$49.50

New York Styles Delivered Everywhere We Pay the Postage

Read How to Order Your Right Size Coat, Page 5

NO CHARGES FOR POSTAGE

3F51—Serviceable and attractive is this fall and winter top coat. Developed in a new fabric offered this season—Wool Mixed Silver-Tip Velour. The coat is cut in simple outlines on the straight, slender silhouette sponsored by the Fashion of the day. It displays a luxuriously warm collar of Kit Coney Fur. The back has two inverted folds trimmed with large novelty buttons. Pansy-cut pockets and cuffs. All-around belt. COLORS: Navy or brown. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$22.85**

3F52—A luxurious coat creation that is up-to-date in every detail. It reflects in grace and beauty originalities of far more cost. Fashioned in one of the loveliest coat fabrics—lustrous high-grade Silk Plush. Adding warmth to warmth there is a large, sweeping cape-collar and deep cuffs of Beaver Fur Cloth. The back is gracefully unbelted and displays the cape-like flare. A cross belt in front defines the waist line. Elastic inside belt holds coat snugly to the figure. There are two convenient pockets. Lined with fancy pattern Serge lining. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$42.50**

3F50—The new fall and winter mode more cleverly styled than ever, has been garnered in the fashioning of this all-enveloping wraparound. The price, too, is of economic interest. Made of good quality Thibet Velour, a dependable wool and cotton fabric. The deep draping at the sides. The straight-hanging, unbelted back is trimmed with pom-pocking and novelty buttons. The side pockets as well as the deep cuffs are also button-trimmed. Richness and luxurious warmth is added by a collar of Kit Coney Fur. A belt evolves from side openings. Half-lined with Venetian lining. COLORS: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$17.95**

3F54—These new wrap-coats that we find so tremendously popular have all the fascination and grace of a cape plus the snugness and warmth of a coat. The above model is fashioned in Velour Plush, a handsome, dependable winter fabric. Has becoming, luxuriously warm collar of Kit Coney fur. The back flares with much fulness, headed by a novel cut Empire yoke. There are pockets with button-trimmed tabs and loose kimono sleeves with deep cuffs. Half-belt in front. Attractive fancy pattern Sateen lining. COLORS: Black or green. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$19.98**

3F53—The indispensable fall and winter top-coat is presented here in a chic, new style of effective simplicity. Developed in one of the season's most popular coatings—warm, velvety All-Wool Velour. In design it mirrors the new mode by having a loose, flaring, untucked back. There is a stitched insert on either side, attractively trimmed with large buttons and simulated buttonholes. Smart and cozy warm is the large cross-fastening collar of Beaver Fur Cloth. The sleeves have deep button-trimmed cuffs. There are two tailored slot pockets. A half belt defines the waistline in front. COLORS: Green or navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. Moderately priced..... **$28.50**

3F55—Serviceable, moderately priced utility coat. Made of Wool-Mixed Melton, a winter-weight, dependable fabric of good quality. Designed with an adjustable collar that has an inlay of Beaver fur cloth. The back has a stitched panel trimmed with large novelty buttons and headed with an Empire yoke. Two slot pockets have been added for convenience. All-around belt. COLORS: Brown or navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches **$17.98**

Distinctive Designs–Exquisite Materials
Unbeatable Values

3F56
$26.50
WOOL
VELOUR

3F57
$79.00
BEHRING SEAL
SILK PLUSH
GENUINE
RACOON
COLLAR

3F56—Many of the smartest and most characteristic features of the present mode will be found in this attractive new model of Wool-Mixed Velour. It will give warmth and long service. Has large novel-shaped adjustable collar. Design of the cuffs match the collar. The pockets introduce a clever and new origination. They are cut in one with the side inserts and present an attractive appearance by having several upturned stitched folds, as pictured. The two-part belt which encircles the waist is wider in the back than in the front. A modestly priced, well-made coat. COLOR: Navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$26.50**

A Superb Wrap-Coat of Regal Beauty

3F57—A luxurious creation is this sumptuous wrap-coat, beautifully conceived in the choicest pile fabric—Behring Seal Silk Plush—which in beauty and warmth rivals Seal fur without the attending weight or high cost. It is designed with exceptional art and in every detail bespeaks the careful workmanship and finish that accompanies only wraps of the highest character. The coat is cut on voluminous lines. It has a deep stitched yoke-effect panel that reaches to the waist in the back, trimmed with buttons of self-material. The sides in front are cut in one with the convenient pockets, and are also button-trimmed, as shown in the picture. Kimono cut sleeves with deep cuff. Delightful warmth and an element of richness is added by the stole-effect large collar of genuine Raccoon fur. Smart belt belt in front. Carefully lined with lustrous Sel Satin. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$79.00**

A Truly Remarkable Sale of Coats

A Coat that is Significant of the Trend of the Mode

3F59—Unquestionably fashionable and correct in every detail, made in a most desirable material and popularly priced is this carefully tailored top coat. It takes form in high-grade, warm, velvety All-Wool Polo Cloth. In design it displays the popular unbelted loose back, which is made with an Empire yoke, and two inverted plaits, one trimmed with large buttons, the other with simulated buttonholes. The large adjustable collar and cuffs have pin-tucking, as a touch of trimming. Convenient side pockets. Half belt in front. Lined to the waist with Venetian lining. English style Raglan sleeves. COLORS: Oxblood, as pictured, or navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$27.50**

How to Order Your Right Size Coat on Page 5

3F60 WOOL VELOUR **$22.50**

3F59 **$27.50**

ALL WOOL POLO CLOTH

FUR TRIMMED

VELOUR PLUSH 3F58 **$26.50**

New York Styles Delivered Everywhere
We Pay the Postage

3F60—The woman who seeks to combine the requirements of style with the necessities of economy and service will welcome this well-made winter coat with enthusiasm and pleasure. The material used for its development is good quality Velour—a warm, dependable fabric. The model is designed with a large adjustable collar and deep button-trimmed cuffs. The back is made with a stitched panel trimmed with pin-tucking and large novelty buttons. This panel is headed with an Empire yoke. Deep-cut armholes. Two slot pockets. The belt revolves from side openings, half of which is hidden beneath the coat in the back. Half lined with fancy-pattern lining. COLOR: Navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. Special price..... **$22.50**

3F58—Velour Plush is more than ever the mode and has been used to make this voluminous and luxurious wrap for the chilly, stormy seasons of Fall and Winter. The back is made with a button-trimmed Empire yoke, below which the coat falls in graceful loose plaits. The large adjustable collar, as well as the bottom of the coat, are trimmed with Japanese Wolf fur—a long-haired, dense, well-wearing fur. The deep-cut kimono armholes achieve smart draped effect at the side. There are two slot pockets. A belt encircles the waist. It is hidden beneath the coat in back, but comes outside in the front. Lined throughout with fancy-pattern Sateen. COLORS: Green or burgundy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches..... **$26.50**

Smart Coats for Misses and Small Women

3F110
$37.50
SILVERTIP VELOUR
FUR TRIMMED

3F111
BEAVER
$19.85

3F112
$24.85
VELOUR PLUSH

Fashion's Newest Practical Novelty in Coats.

3F111—Youthful and jaunty is this short flare-back coat for Misses. It is cleverly styled and developed in Beaver Fur Cloth—a handsome pile fabric, which in appearance and chic almost rivals real fur. The model is suitable for sport, dress or general wear. It is designed with a deep shawl collar and loose Mandarin sleeves. The loose back has all the grace and fascination of a cape together with the snug warmth of a coat. There are two useful pockets. Throw-tie sash belt, bail-trimmed. Lined with fancy Venetian lining. COLOR: Beaver. Sizes 14 to 20 years. Length 32 inches. Exceptionally low price..... **$19.85**

3F110—New York's younger set have enthusiastically adopted one of the most becoming of all styles—the loose-back, all-enveloping top coat. The fascinating model pictured above reflects their charms and attractiveness. It is developed in a new and very lovely winter weight fabric—Silvertip Velour that has a soft, fuzzy nap of solid color interwoven with silver-tone threads. A large, luxurious collar of Coney fur adds to the warmth and smart appearance of the garment. The back has a pointed Empire yoke with button-trimmed plaits below. The sides attract attention by being trimmed with rows of pin-tucking and buttons. English style raglan sleeves. Half belt in front. Lined throughout with flowered Venetian lining. COLORS: Navy or brown. Sizes 14 to 20 years. Length 45 inches..... **$37.50**

3F112—Muffled in a coat-wrap of beautiful Velour Plush such as the one illustrated above, "Milady" can bravely face the wintry gales with the assurance that she is warmly and handsomely attired. It is fashioned on voluminous lines which reflect the smartest Parisian originations. The sweeping large collar and deep pointed cuffs are of Silk Plush. Corded Empire yoke front and back, joined in sharp points at either side. Novelty buttons trim the sleeves. The unbelted draped lines achieve grace and smartness. Lined with fancy pattern Turash Silk. This attractive wrap can easily serve the need of an evening cloak or well as a day coat. It is carefully made and finished to suit the fastidious. COLOR: Royal blue. SIZES: 14 to 20 years. Moderately priced.... **$24.85**

A Notable Offering of Smart New Coats for Misses and Small Women

The Season's Best New York Styles

Most Beautiful Materials and Fashionable Colors are represented in the Smart Coats displayed on these pages.

Coats of Unexcelled Beauty designed to accentuate the charms of the small figure.

Coats that will Assure you Unquestionable Service, Warmth and Comfort at Prices bound to meet with Approval.

A Wrap Coat of Fashion which Gives the Outward Expression of Beauty, Grace and Charm—the Rightful Endowment of Youth

3F113—This exceedingly attractive coat-wrap has been fashioned in one of the season's finest fabrics, high grade All Wool Velour. This warm coating is famous for its pliancy and draping possibilities. It is particularly appropriate for the youthful styles which call for unusual grace of line. In design it is cut with flattering becomingness. Made with a sweeping large, adjustable cape collar. The Kimona-cut sleeves have deep cuffs, and effect graceful drapings at the sides. The back is made with a tailored yoke that reaches to the waist. Below the yoke the coat is gracefully plaited for additional flare and fullness. The extending side pockets present an interesting new silhouette in outline. A sash belt in front adds a chic finishing touch. Novelty buttons and stitching have been used effectively. Carefully lined to the waist with Venetian lining. COLORS: Green or navy. SIZES: 14 to 20 years. LENGTH OF COAT: 45 inches. Moderately priced for a garment of such high character..... **$32.50**

You Pay Only the Prices Marked
We Pay All Delivery Charges

How to Order Misses' Coats

Misses' Coats come in sizes 14 to 20 years, in accordance with the following schedule:

14 years, 32 bust. 18 years, 36 bust.
16 years, 34 bust. 20 years, 38 bust.

The length of each coat is stated in the description. Take your bust measurement over your shirtwaist, and then order the size that comes nearest to that measurement.

3F113
$32.50

ALL WOOL VELOUR

A Value-Giving Selection of Misses' Coats

3F119 — Fetching and youthful in its smart interpretation of the mode is this coat of Wool-Mixed Velour. Cut on voluminous, all-enveloping lines, with deep armholed kimono sleeves. A dressy, rich note of trimming is added by the adjustable collar of Kit Coney fur. The back has an Empire yoke, below which the coat is plaited. A buckle trimmed belt defines the waistline. Half lined with fancy pattern Venetian lining. Finished with care and exactitude. COLORS: Navy or burgundy. SIZES: 14 to 20 years. LENGTH: 45 inches..... **$29.75**

3F118—A practical and smart appearing version of the indispensable fall and winter topcoat for misses. Made of Wool-Mixed Velour, a coating of undeniable merit. Designed on youthful lines with a set, flare-ing collar of Kit Coney fur. The back is unbelted and falls in graceful folds. The capacious pockets have been added for decoration as well as use. The full belt, which is only visible in front, is drawn through openings at the sides. Half lined with Venetian lining. COLORS: Brown or navy. SIZES: 14 to 20 years. LENGTH: 45 inches..... **$24.65**

3F117—Attractive wrap-coat of handsome Velour Plush. Equally suitable for day or evening wear. Made with adjustable collar of Bearer fur cloth. Fashioned on graceful lines with deep armholed kimono sleeves that drape effectively at the sides. The back has an Empire yoke on top and a corded panel at the bottom, both trimmed with buttons, as pictured. Half belt in front. Lined with fancy Sateen lining. COLORS: Burgundy or black. SIZES: 14 to 20 years. LENGTH: 45 inches.. **$19.50**

Amazing Values in Smart Misses' Coats

Read How to Order Your Right Size Coat on Page 15.

A Conservative Model

3F120—Warm, practical, well-wearing Misses' Coat of Thibet Velour. This winter-weight Wool and Cotton coating will give dependable service and is offered at an exceptionally low price. Designed with an adjustable large collar of Silk Plush. The back is straight cut and unbelted. It is made with a loose box-plait trimmed with Silk Plush buttons. There are two pockets that serve for decoration as well as for use and, like the cuffs, they too, are button-trimmed. Half-belt in front. COLOR: Black only. SIZES: 14 to 20 years. Length 45 inches..... **$14.85**

3F122—A fashionable Wrap-Coat that bespeaks chic and grace in its development. The picture does not do justice to its unusually smart design. The coating is warm, of winter-weight Wool Mixed Velour. Cut on the voluminous dolman-effect lines, with a loose back. The attractive shut-closing collar and cuff trimming are of Beaver Plush. Inverted plaits, pin-tucking and novelty buttons have been used effectively for decoration, as pictured. Deep, convenient pockets. Half-belt in front. COLORS: Navy or brown. SIZES: 14 to 20 years. LENGTH: 45 inches... **$19.85**

3F121—The assured quality, style and good workmanship combined in this attractive fall and winter Coat, will recommend it highly to the discriminating purchaser. It also has the practical advantage of being popularly priced. Made on becoming lines to the youthful figure of Wool Mixed Melton, a well-wearing, smart-looking coating. A dressy note is added by the large shawl collar of Beaver Fur Cloth. The loose, unbelted back is made with button-trimmed tabs and rows of silk braid, headed by an Empire yoke. The novel cuffs are also braid and button-trimmed. There are two fancy cut side pockets. A half-belt in front defies the waistline. COLOR: Navy only. SIZES: 14 to 20 years. LENGTH: 45 inches..... **$19.95**

Youthful in Appearance are These Misses Coats

How to Order Your Right Size Coat on Page 15

3F114
$14.85
MIXTURE

3F116
$42.50

3F115
$18.75
MELTON

3F114—Pleasing and serviceable is this Plaid coat, designed for the youthful figure. The material is winter weight and is composed of Wool and Cotton mixture. The model is designed with dolman-effect sleeves, which achieve a graceful drape at the sides. Deep button-trimmed stitched cuffs. The adjustable collar and pocket tabs are of Velour Plush, which add a dressy note to the coat. The loose, unbelted back has two button-trimmed tabs, as pictured. COLOR: Plaid mixture. SIZES: 14 to 20 years. LENGTH: 45 inches... **$14.85**

3F116—Luxurious warmth and chic style are beautifully blended together in this coat-wrap for misses. It is cut and designed according to the latest silhouette on voluminous dolman-effect lines. Developed in a superb fabric—high-grade Silk Plush, which in appearance rivals the beauty of wap coating. A rich effect is achieved by the high snug-fitting collar of silky Kit Coney fur. The collar can be worn open, if desired. The sleeves are cut in deep kimono fashion, which add graceful drapes to the sides. There are two slot pockets. Self-covered buttons enhance the lower part of the model on either side, and also the deep cuffs. The loose-cut back is held close to the body by an elastic belt inside. Half belt in front. Fancy Venetian lining. COLOR: Black. SIZES: 14 to 20 years. LENGTH: 45 inches..... **$42.50**

3F115—The front of this practical and smart-looking model is just as fetching as the back. It is made of warm, durable Melton, a dependable coating of Wool and Cotton mixture. Is cut and outline the model reflects some of the newest style notes. Designed with an Empire yoke, front and back, below which the coat falls in straight unbelted line in the back, while the front is finished with a half belt. The large adjustable collar is pin-tucked. There are two side pockets for convenience. Novelty buttons have been used effectively. Colors: Oxford-grey or brown. Sizes: 14 to 20 years. Length 45 inches **$18.75**

Special Bargains

How to Order Your Right Size Coat Page 5

3F62
$14.85
CHINCHILLA VELOUR

3F63
$14.45
THIBET VELOUR

3F61
$32.50
SILK PLUSH

3F62—This coat has been specially designed to offer the woman with the small-sized purse a smart, wearable model at the minimum of cost. Made of Chinchilla Velour—a winter-weight serviceable coating. Designed with a large, adjustable collar that is trimmed with Beaver fur cloth. The back has two inverted plaits stitched to yoke depth. There are two slot pockets for convenience. An all-around belt defines the waistline and controls the fullness. Deep-cut kimono sleeves. Fastens with Plush buttons. COLOR: Navy. SIZES: 34 to 46 bust measure. LENGTH: 48 inches. Excellent value..... **$14.85**

An Ultra-Fashionable Model

3F63—An attractive fall and winter top coat which added to its many recommending style features has the practical advantage of being a rare value. A dressy and smart touch is added by the large cape collar of Silk Plush. The back is made with an Empire yoke, below which the coat is shirred for pleasing fullness and finished with a fold on either side, trimmed with Plush buttons. There are two useful side pockets. A ball belt in front adds the finishing touch. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches.... **$14.45**

3F61—An especially good value or a smartly designed coat never fail to delight, and when these two admirable qualities are blended together, as they are in the attractive model, then it really is an offering that should not be overlooked by the discriminating purchaser. The coat is fashioned on graceful new lines and developed in an altogether satisfactory and luxuriously warm fabric, Silk Plush. In design it mirrors the flaring loose back, that is unbelted. The cross fastening snug collar can be adjusted to be worn low, if desired. Convenient slot pockets. Half belt in front. Sateen lining. COLOR: Black. SIZES: 34 to 46 bust measure. LENGTH: 48 inches **$32.50**

The Smartest of the Smart in Junior Coats

3F340—Not only its clever new style, but also the attractive price at which it is offered will make this coat appeal to the particular purchaser. It is developed in a popular and dependable fabric—Wool Velour with a small percentage of Cotton. Designed on lines of chic in the flattering dolman-effect style. Made with adjustable bell collar. The back is unbelted and has rows of pin-tucking at the bottom. Empire yoke in back with button-trimmed folds below, as pictured. Two slot pockets. Kimono-cut sleeves, which have cuffs trimmed with pin-tucks and buttons to match the collar. Half belt in front. Lined to the waist with Sateen. COLORS: Navy or burgundy. SIZES: 13 to 19 years..... **$19.85**

Junior Coat Size Scale

12 years, bust 33 in.	17 years, bust 37 in.
15 years, bust 35 in.	19 years, bust 39 in.

Lengths 41 to 48 inches, according to age.
Order by Age Only

3F339
$21.85
VELOUR PLUSH

3F341
$19.85
FUR COLLAR

WOOL VELOUR

WOOL VELOUR
3F340
$19.85

You Pay Only the Prices Marked—We Pay All Delivery Charges

3F341—Fetching and refreshingly youthful is this Flapper coat for the fall and winter. It mirrors the popularity of the loose, straight-hanging, unbelted back. Developed in winter-weight, warmth-giving Wool and Cotton Velour. Quite a dressy air is achieved and warmth added by the becoming collar of silky Kit Coney fur. The back has plaits stitched to yoke depth and finished with darts. The pointed cuffs and useful patch pockets are button-trimmed. Half belt in front. English Raglan style sleeves. COLOR: Navy. SIZES: 13 to 19 years **$19.85**

3F339—Everyone will be captured by the chic, youthful lines of this wonderfully conceived wrap-coat. It presents grace of line and beauty in its modeling. Especially created for the junior in Velour Plush—a flattering, warm, durable fabric. Delightful warmth and richness is added by the large collar and deep cuffs of Beaver Fur Cloth. Interesting notes of trimming are cross pin-tucks, which decorate the back of the coat and pockets, as pictured. Below the waist in back the coat is shirred for additional graceful fullness. Deep kimono-cut sleeves. A sash belt completes the chic of this model. Attractive, fancy pattern Serge lining. COLORS: Green or burgundy. SIZES: 13 to 19 years..... **$21.85**

Remarkable Values in Chic Junior Coats

Read How to Order Your Right Size Coat on Page 29

3F342—Many are the qualities of merit that recommend this handsome new Junior model to the purchaser. It is fashioned in a luxuriously warm and thoroughly dependable fabric—fine quality Wool Velour, which contains a small percentage of Cotton for added durability. Its design is as most attractive. It displays the smart belted loose back. The large, graceful collar can be adjusted to be worn low if desired. The sleeves have deep English style Raglan cut. There are two slot pockets finished at either side with embroidered darts. Tailor-stitched, button-trimmed steep-effect tabs have been effectively used for decoration on the large collar, cuffs and sides of the coat. Half belt in front. Lined to the waist with fancy Venetian lining. COLORS: Navy or brown. SIZES: 13 to 19 years..... **$19.95**

3F344—Well-made, smartly modeled Junior coat, which in outline and cut adds flattering contour to the youthful figure. Fashioned in a new, serviceable fabric of winter weight—Silver-tip Velour. This material is of Wool and Cotton mixture. It has a solid color background with a silver color fuzzy nap. The coat is designed with a fashionable collar of silvertone Beaver-fur cloth. The back has pin-tucks, finished with embroidered darts, as pictured. Buttons trim the English style Raglan sleeves in an interesting new manner. The Set in pockets are also button-trimmed. A two-part belt encircles the waist. COLORS: Brown or navy. SIZES: 13 to 19 years **$15.65**

3F345—In spite of being young one can be fashionably attired this season, for minute attention has been paid to the creation of luxurious coats that be-speak beauty and grace of line—with attending youthful touches. The model pictured above well demonstrates this new type of street wrap. It is made of handsome, lustrous Velour Plush. The back hangs in loose, unbelted fashion, headed with a novel-cut yoke. Warmth and dressiness is added by Beaver Fur cloth, which has been used for the deep shawl collar, flare cuffs and pocket trimmings. The sleeves are cut in the wide armhole kimono style. Buckle-trimmed belt in front. Novelty buttons add a finishing touch of trimming. Lined with fancy Venetian lining. COLORS: Black or burgundy. SIZES: 13 to 19 years... **$19.85**

3F343—A thoroughly practical fall and winter coat for the Flapper. Its price, too, is of economic interest in face of the high prices prevailing today in wearing apparel. Made of good quality Wool and Cotton Melton—a warm coating of reliable merit. Like many of the smartest models shown this season, the coat is designed with a loose, unbelted back, which is headed with an Empire yoke. Below this yoke the coat has pin-tucking, finished with embroidered darts and button trimming. The becoming large collar has an inlay of Silk Plush. The cuffs and fancy patch pockets are button-trimmed. A half belt in front defines the waistline. COLORS: Navy or brown. SIZES: 13 to 19 years..... **$12.45**

Read How to Order Your Right Size Coat. Page 5

Coats for Stout Figures

3F200—The chic and distinctive fashion features of a regular slender coat model have been copied and appropriated with care to the needs of the amply proportioned woman. Developed in Velour Plush. Made with an adjustable collar, trimmed with Beaver Fur Cloth. The deep cuffs are of the same material. The back is made with an Empire yoke, below which the coat falls in deep graceful folds. Half belt in front. Two fancy shaped pockets. Venetian lining. COLORS: Black or burgundy. SIZES: 32 to 38 bust measure. LENGTH: 48 inches..... **$24.85**

THIBET VELOUR

VELOUR PLUSH

3F202 **$19.95**

3F200 **$24.85**

3F202—This attractive coat will confer upon the wearer those long lines of youth and grace that every full formed woman desires. Developed in well wearing, Thibet Velour—a dependable winter weight coating. The model is designed in wrap-like fashion with deep armhole kimono sleeves cut in one with the Empire yoke in back. The adjustable collar as well as the loose back panel are attractively trimmed with Silk braid. A belt encircles the waist but is drawn through openings at the sides, remaining hidden in the back and cross fastening in the front. Buttons have been used for trimming. Lined to the waist with Venetian lining. COLOR: Black. SIZES: 32 to 38 bust measure, length 48 inches. **$19.95**

3F201—This handsome model has been designed with studied art to achieve an effect of slenderness for the figure of stout proportion. It is fashioned in Silk Plush—an undeniably beautiful coating that will afford luxurious warmth as well. Designed with a cape collar and deep cuffs of self material. The back hangs in graceful deep folds in unbelted fashion. There are two pockets for convenience. A half belt in front defines the waist line. The coat is carefully finished and lined with good quality Venetian lining. COLOR: Black. SIZES: 32 to 38 bust measure. LENGTH: 48 inches..... **$42.50**

3F2 **$425** SILK PLUS

Exceptionally Attractive Dresses Wonderful Values

Read How to Order Your Right Size Dress, Page 27

EMB

ALL WOOL

SERGE

IF19

$24.50

A Captivating Frock—Moderately Priced

1F19—Handsome, artistic and yet practical, this dress of All Wool Serge is an example of Perry, Dame & Co.'s models which, while replete with newness and possess sufficient novelty to arouse and maintain interest, are still wearable by all, not too extreme and are priced economically. The model illustrated is fashioned with a basque-effect blouse that is lavishly and attractively embroidered. It has a loose "Tuxedo" collar trimmed with ball pendants which is drawn through the all-around belt. New style, button-trimmed cuffs. The skirt demands attention by its "Pannier" effect extending pockets which mirror the latest Parisian origination. The back has a button-trimmed seam. Waist is lined. COLOR: Navy. SIZES: 34 to 46 bust measure..... **$24.50**

A Frock of Luxurious Distinction

1F20—Elegance of style is beautifully blended in this frock with the splendor of an ultra smart new fabric —Paulette Silk. This fabric is one of the most fashionable and luxurious offerings in the realm of new dress materials. It is soft and supple in texture and is of woven Fibre Silk, resembling in appearance silk tricolette. The frock is modeled on flattering lines to the average figure. It is made with an over-blouse that is embellished artistically with silk embroidery, as pictured. Snug fitting sleeves. The drop skirt is cut on the straight, slender silhouette demanded by the mode of the day. A graceful sash belt lends its finishing touch of chic to the model. Silk lining. COLORS: Brown or navy. SIZES: 34 to 46 bust measure..... **$36.85**

EMB

PAULETTE

SILK

IF20

$36.85

A Choice of Fine Values

1F21—The universal becomingness, absolute comfort and never-ending service of Jersey dresses have won for them a lasting place in the affections and consequently in the wardrobe of the smart American woman. They are delightfully warm, too, without attending weight or bulkiness. The model illustrated mirrors their many qualities of merit. It is designed on the straight-line silhouette, unbroken by draperies or pockets. The simplicity of outline is counterbalanced by the lavish use of beautiful embroidery, which decorates the front, as pictured. A new and exceedingly smart touch of trimming is added by knitted Wool, of contrasting color, which has been used for the belt, cuffs and neck. Self-covered buttons have been used effectively. Waist is lined. COLORS: Rookie tan or Belgian blue. SIZES: 34 to 46 bust measure..... **$32.50**

FUR TRIMMED

EMB VELVETEEN

IF22 $29.85

SILK TAFFETA

IF23 $29.50

EMB ALL WOOL JERSEY

IF21 $32.50

1F22—This Paris-inspired afternoon Frock of rich, lustrous Velveteen, is not only correct in style, but has the grace, refinement and beauty which will recommend it to the woman of good taste. In design it reflects the popularity of the tunic blouse, which is cut to flare in graceful folds, above the narrower drop skirt. The blouse is embellished in front with embroidery that has been exploited with artistic skill. Richness and warmth has been added by a smart collar of silky Coney Fur. A heavy silk cord trimmed with tassels rather suggests than reveals the waistline. Snug fitting sleeves. The drop skirt is attached to a lining and the waist is also lined. COLORS: Green or navy. SIZES: 34 to 46 bust measure. Priced with moderation at **$29.85**

1F23—An excellent replica of a French origination which came from the hands of a master designer. It reveals in every line and detail the genius of those who have made Paris the leader of Fashion. The frock is developed in lovely Silk Taffeta, which lends itself with grace and flattery to designing. It is made with a sweeping, large cape collar which crosses in front and fastens in surplice-fashion. The blouse extends to the top of the hips in slight basque effect and is encircled at the waist with a silk ribbon sash of contrasting color. Very chic and decidedly novel is the skirt. It displays the smart cuff hem at the bottom and has the newest style, draped "Panier effect" extending pockets that are lined with contrasting color. Heavy cording outlines the cape collar, cuffs, pockets and cuff hem. The waist is lined. COLOR: Black or Navy. Misses' Sizes: 14 to 20 bust measure. Ladies' Sizes: 34 to 40 bust measure. **$29.50**

The Season's New Models for Every Personality and the Most Exacting Occasions

NEW YORK STYLES DELIVERED EVERYWHERE WE PAY THE POSTAGE

Read How to Order Your Right Size Dress on Page 27

A Dress that Mirrors the Latest Fall Mode

1F24—Unquestionably correct in style and every detail, made in a most desirable fabric and popularly priced is this semi-tailored dress. It is fashioned in good quality Wool Serge, which contains a small percentage of Cotton. Attractively enhanced is the front of the blouse with embroidery of self and contrasting colors. A row of buttons also lend a touch of trimming. The collarless round neckline has won popularity with its becomingness. Bell-shaped flare cuffs finish the sleeves. Simulated pockets trimmed with rows of pin-tucks attracts attention to the skirt, which is cut on straight, slender lines. A belt defines the waistline and evolves into a sash in front, finished with silk tassels. COLORS: Navy or black. SIZES: 34 to 46 bust measure. **$15.98**

An Attractive Frock at An Attractive Price

1F25—It is the chic or graceful styles that dominate the Fashion field this season, outrivaling those that are extreme or eccentric. This frock, therefore, reflects the mode, for it is both smart in appearance and graceful in silhouette. Developed in lovely Silk Taffeta of a fine quality. Designed with a simple but becoming blouse that is made with the much favored collarless round neckline. There is a belt on either side front and back, trimmed with buttons. Silk Georgette Crepe sleeves with Taffeta cuffs. The attractiveness of the tunic is well demonstrated by its use over the straight-cut drop skirt. A beautiful embroidered large flower decorates the wide crushed girdle, which is finished in the back with a sash-end. Waist is lined. COLORS: Navy or black. SIZES: 34 to 44 bust measure..... **$18.95**

1F28—Paris holds in highest esteem and her designers produce many charming variations of the Russian blouse dress. The model illustrated above successfully mirrors one of their smartest originations. It takes form in lovely shimmering Satin. The waist blouses in graceful fashion. It is made with a turn-down collar of self-material, which is finished at the neck with a bead-trimmed cord. There is a button-trimmed vest of Silk Georgette Crêpe, partly covered with a panel of richly colored brocaded ribbon. The transparent sleeves of Silk Georgette Crêpe have novel-shaped button-trimmed Satin cuffs. The chic effect of a tunic is well demonstrated on the skirt. It is softly plaited and buttrim-trimmed, as pictured. A heavy Silk cord finished with tassels encircles the waist and ties in front. Waist is lined. COLORS: Taupe-grey or navy. SIZES: 34 to 46 bust measure... **$24.50**

1F27—Velveteen—the fabric used for the development of the handsome frock pictured above—not only imparts a sense of luxury and beauty to the wearer, but it has its practical appeal as well, assured by its long-wearing qualities. The model is designed on the long, straight, loose-line silhouette, which imparts a youthful touch and flattering grace of contour. Chic and very new is the "Bib" collar front and back, which is softly outlined with a band of silky Coney Fur. It has been used for decorative advantage on the cuffs and sleeves also, as pictured. There is a panel-effect fold on the dress, both back and front, trimmed with buttons. Rows of Silk braid encircle the bottom of the skirt. A sash belt gracefully adjusts the fullness. Waist is lined. COLORS: Navy or green. SIZES: 34 to 46 bust measure..... **$21.95**

1F26—For the woman who seeks to combine the requirements of style with economy and service this dress will prove to be more than satisfactory, for in its development all three of these qualities of merit have been successfully blended together. It is made of Wool-Mixed Tricotine—a thoroughly dependable fabric of the latest mode. The basque-effect bodice is made with a becoming square-cut neck-line, outlined with Silk braid and attractively embroidered. The cuffs have embroidery to match. The skirt reveals pannier side pockets that are also finished with Silk braid and trimmed with buttons, as pictured. A completing touch is added by the sash belt, which ties in loose, tassel-trimmed ends in the back. The waist is lined. COLOR: Navy. SIZES: 34 to 46 bust measure..... **$16.95**

The Season's Authoritative Styles

STYLES—of such infinite variety and beauty have never before appeared in any one season. It seems as though Victory has refreshened and inspired creative genius and brought forth artistry of designs in frocks that have been unrivaled in any previous showings.

The Silhouette, too, is of interesting diversity. No One period of style theme has been the subject for all the designers—they sought their inspirations only from the Graceful and Beautiful. The House of Perry, Dame & Co., is resplendent with the most Authentic styles that are beautifully blended with Superior Quality and Skillful Workmanship.

Perry, Dame & Co's collection of frocks are unrivaled for Originality, and Versatility. They reproduce the Smartness of the leading Parisian creations as interpreted by the American designers.

A Marvelous Creation of Chic Elegance

1F29—A master designer of great genius has created this gown of matchless beauty. The superb fabric, the artistry of design and exactitude of workmanship all blend together in one array of exclusive elegance which will meet the appeal of the discriminating woman for a model of ultra-distinction. Perry, Dame & Co. offer it with pride and untold enthusiasm as their finest dress, that has not been rivaled by any previous showing. The model is fashioned on a flattering new silhouette, of shimmering, lovely, All-Silk Satin. It displays a basque blouse and snug-fitting sleeves that have been exquisitely embellished with all-over heavy silk embroidery of an unusually effective design, which adds a rich, luxurious air to the garment. The pannier-draped short tunic is trimmed with two rows of self-covered buttons, front and back. The drop skirt is cut somewhat narrower than the tunic in accord with the whim of the fashion of the day, and like on the tunic buttons have added a decorative finishing touch. The waist is silk lined. COLORS: Black or navy. SIZES: 34 to 46 bust measure. For a frock of such superior fabric and workmanship it is priced with restraint and fairness..... **$49.50**

How to Order Your Right Size Dress

Women's Dresses come in sizes 34 to 46 bust measure with the skirt 39 inches in length. Made with a deep basted hem so that they can be shortened or lengthened easily, if desired.

Send us your actual bust and waist measures and we will send you the right size. If you wish, you may also send us your hip measure as an additional guide.

A Value Extraordinary is This Elegant Silk Frock

GOLD SILK EMB. SATIN

EXTRA FINE QUALITY

1F29

$49.50

NEW YORK STYLES DELIVERED EVERYWHERE WE PAY THE POSTAGE

Styles and Values Unsurpassed Anywhere!

IF31
$18.95
SATIN AND GEORGETTE
LACE COLLAR

Read How to Order Your Right Size Dress Page 27

IF30
$19.75

IF32
$29.85
EMB. VELVETEEN & SATIN

ALL WOOL SERGE

PAULETTE SILK VESTEE

1F31—Shimmering lovely Satin with grace and becomingness fashions itself into this fetching frock. The blouse is enhanced with deft hand-embroidery. A large lace collar adds a dressy note to the model. There are transparent sleeves of Silk Georgette Crêpe, finished with Satin cuffs. Rows of shirring below the waist adds fullness to the skirt, which is cut on the straight silhouette. Waist is lined. COLORS: Navy or black. SIZES: 34 to 46 bust measure. Moderately priced..... **$18.95**

1F32—A gown of superlative chic, which will serve appropriately for any dressy occasion. It reveals the charming combination of two luxurious and beautiful fabrics—Velveteen and lustrous Satin—as pictured. The sides of the waist, the smart collar and button-trimmed sleeves are of the Satin. The front of the dress has been designed with a panel which evolves into panier pocket-effect drapes, and which is attractively embroidered in a scroll design. The back of the blouse is finished with a loose panel that folds back gracefully at the waist and the heavy Silk Cord which defines the waistline is drawn through it. Silk braid pipes the edges. Waist is lined. COLORS: Navy or brown. SIZES: 34 to 46 bust measure..... **$29.85**

1F30—Another clever version of the latest and most popular Paris innovation in frocks, the "Suit-dress." Developed in well-wearing, fine quality All-Wool Serge. The coat-effect blouse is designed with a becoming small collar and snug-fitting sleeves. It reflects the mode of the day by having a vest of luxurious Paulette Silk. Soft gathers at the waist give graceful blouse effect. The tunic of the coat has button-trimmed tailored tabs on either side. The straight-cut skirt, like the rest of the garment as pictured, is attractively enhanced with rows of Silk braid. The waist is lined. COLOR: Navy. SIZES: 34 to 44 bust measure..... **$19.75**

The Very Kind of Dresses That Might Be Expected Only at Twice or Three Times the Price

NEW YORK STYLES DELIVERED EVERYWHERE WE PAY THE POSTAGE

IF33
$8.95
WOOL SERGE

1F34—The fashion reign of the Serge dress for fall and winter is supreme, for women of good taste have come to realize that no other type of apparel will gain them quite that air of chic and trim look, as a well-made, semi-tailored cloth dress. An All-Wool Serge dress is also warm and practical and can take the place of a suit in the early fall when worn with furs. The dress illustrated here is fashioned on distinctive lines and artfully embellished with jet bead embroidery, as pictured. The waist displays a round neck-line piped with Silk, which has also been used for the facing of the novel, button-trimmed cuffs. The skirt is gracefully draped on one side and finished in the back with a full row of buttons. The crushed Satin girdle is completed with a sash-end. Waist is lined. COLOR: Navy. SIZES: 34 to 46 bust measure..... **$26.50**

SILK TAFFETA AND GEORGETTE
IF35
$17.95

ALL WOOL
FRENCH SERGE AND SATIN BEAD EMB
IF34
$26.50

1F35—In spite of the many new-comers in the field of dress fabrics, Taffeta still holds an enviable place in the favor of the well-dressed woman, based on its many qualities of merit. The frock above is fashioned in this fabric, on youthful and becoming lines. The blouse is enhanced in front with deft hand-embroidery, executed in contrasting color Silks. The semi-large collar is universally becoming. There are transparent sleeves of Silk Georgette Crêpe with bell cuffs. Rows of fine pin-tucks relieve the plainness of the straight cut skirt. A wide stitched girdle that is trimmed with narrow folds combines the waist and skirt. Waist is lined. COLOR: Navy. SIZES: 34 to 46 bust measure..... **$17.95**

1F33—Serge dresses always meet with favor for early fall and winter wear, and the model shown above is of especial economic interest just at present for it is priced exceedingly low. Made of Wool Serge mixed with a small percentage of Cotton. The blouse has a smart shaped collar, which, like the cuffs, is finished with contrasting color piping. The front has a stitched panel that is attractively embroidered and trimmed on either side with buttons. The skirt is made with simulated pockets, that are outlined with a row of self-covered buttons. A belt adds the finishing touch. COLOR: Navy or wine. SIZES: 34 to 46 bust measure. Extraordinary value..... **$8.95**

Excellent Values in Dresses of Fine Quality

1F36—The attractiveness of this well-made frock of Silk Poplin is heightened by the artistic use of embroidery applied to the front of the blouse, as well as to the two box-plaits on the front of the skirt, as pictured. The dress is simple in outline, adhering to the much-desired straight-line silhouette. The blouse is made with a collar of white Poplin and the pointed turn-back cuffs are of the same material. Self-covered buttons trim either side of the panel in front. A belt finishes the waistline, trimmed with two large, handsome buckles. COLORS: Navy or burgundy. SIZES: 34 to 46 bust measure..... **$10.98**

IF37
$24.95
EMB. SILK GEORGETTE CREPE & SATIN

EMB. ALL WOOL VELOUR

IF38
$35.00
EXTRA QUALITY

EMB. SILK POPLIN

IF36
$10.98

1F37—Creators of feminine attire have come to realize that the combination of two lovely fabrics, different in texture, have been responsible for the success of some of the most fashionable frocks. The attractiveness of such a combination is featured in this afternoon frock of lustrous Satin and Silk Georgette Crepe. The blouse has a reverse collar and is draped in front and finished with a large buckle-trimmed bow, as pictured. There is a vestee of white and self-colored Georgette trimmed with tiny buttons. The transparent sleeves have bell-shaped Satin cuffs. Silk embroidery beautifully enhances the Georgette tunic, front and back alike. Both the drop skirt and the banding on the tunic are of Satin. The dress is lined. COLORS: Navy or black. SIZES: 34 to 46 bust measure..... **$24.95**

1F38—This gown of elegance in every line and detail suggests the cultivated taste and creative genius of the New York designer. It features an interesting new silhouette, which promises to win favor from the fashionable clientele of the smartest modistes, both in this country and abroad. The model is developed in high-grade All-Wool Velour—a luxurious warm fabric with a soft, velvety finish. The basque-effect blouse is made with a round neck-line. Snug-fitting well-tailored sleeves. The skirt invites interest with its panier-effect pockets that are lined with contrasting color Silk. The back of the skirt has a button-trimmed fold. A tasseled heavy Silk cord and the lavish use of beautiful embroidery add the chic completing touches. Waist is lined. Colors: Brown or navy. Sizes: 34 to 46 bust measure **$35.00**

Becoming Styles in Dresses for Stout Figures

Read How to Order Your Right Size Dress on Page 27

1F200—With exactitude and artists' skill have the lines of this frock been studied to achieve a slender effect for the woman of stout proportion. Developed in one of the most popular dress fabrics—Silk Taffeta. The blouse has a smart, semi-large collar. There are Tuxedo folds on either side, while the center displays a vestee of Silk Taffeta and white Silk Georgette Crêpe trimmed with Silk-covered buttons. The sleeves are of self-color Sheer Silk Georgette with Taffeta cuffs. A plaited three-quarter tunic adds chic to the straight lines of the skirt. A tasseled sash belt encircles the waist and ties in loose ends in front, as pictured. Waist is lined. COLORS: Navy or black. SIZES: 44 to 52 bust measure..... **$24.85**

1F200
$24.85
SILK TAFFETA & GEORGETTE

1F202
$16.95
EMB. WOOL SERGE

1F201
$26.50

EMB. VELVETEEN

1F201—Scientifically constructed to the required silhouette of the stout woman without any sacrifice of style is this handsome afternoon dress of rich, lustrous Velveteen. It displays the collarless round neck-line which is universally becoming. The blouse has two narrow inverted plaits front and back, and deep-cut armholes. The sleeves have turn-back cuffs of self-material. Graceful and exceedingly smart is the button-trimmed, graduating tunic, which is gathered softly at the waist for pleasing fulness. The drop skirt is cut on the straight-hanging, slenderizing silhouette. A belt encircles the waist and adds a finishing touch. The blouse and belt of the model are attractively enhanced with Silk embroidery of an artistic design. Waist is lined. COLORS: Burgundy or navy. SIZES: 44 to 52 bust measure.. **$26.50**

1F202—The fashion of the day has been kind to the woman of stout proportion, for it has decreed long, loose lines for some of its smartest expressions, and it is just this type of dress that is especially suitable and becoming to the stout woman. The model illustrated here is a splendid example of such a dress. It is made of Wool Serge with a small percentage of Cotton. Its design it displays a straight panel in front, which is handsomely embroidered with metallique threads. The sleeves are similarly embellished. Smart, becoming collar. Button-trimmed vestee and neck of Georgette Crêpe. A sash belt defines the waistline and ties in loose ends in front. Buttons have been used effectively for decoration. Waist is lined. COLOR: Navy. SIZES: 44 to 52 bust measure..... **$16.95**

Two Most Unusual Values

A Handsome Frock of Beaded Silk Georgette Crepe and one of Fine All Wool Serge—both at Rock-bottom Prices.

YOU PAY ONLY THE PRICES MARKED—WE PAY THE DELIVERY CHARGES

ALL WOOL SERGE

IF39 $17.95

A "Tailleur" Dress of Approved Smartness

1F39—With the first tang of cold in the air "Milady's" thoughts naturally turn to her fall and winter wardrobe, and what could be more suited to her early needs than an artfully conceived tailored frock, like the one pictured here, developed in All-Wool Serge. The smart basque effect blouse is made with a small, becoming collar. The sleeves have novel-shaped cuffs lined with Silk Poplin of contrasting color. Silk braid has been used in an interesting and effective manner on the blouse and each row is headed with a button, as pictured. The panier style skirt has extending side pockets that are as decorative as they are useful. It mirrors the blouse by having rows of silk braid for trimming. A belt defines the waistline. The blouse is lined. This model is carefully made and is poised with restraint and moderation. COLOR: Navy. SIZES: 34 to 46 bust measure..... **$17.95**

An Exquisitely Styled Creation

1F40—This surpassingly lovely afternoon or "party" frock is fashioned on lines of superlative chic. It takes form in Silk Georgette Crêpe—the reigning fabric for elaborate frocks—whose luxurious softness and daintiness have won for it the approval of the world's style creators and consequently the favor of the most fashionable women. The model is made over a Silk foundation. It is softly bloused over the girdle and made with a collarless V-shaped neck-line. There are Alandaran, bell-shaped sleeves. The taffeta is gathered at the waist, achieving flattering fullness. The crowning beauty of the frock is the exquisite embellishment of bead embroidery, which has been lavishly exploited, both front and back alike, as pictured. A wide, crushed girdle of Satin encircles the waist and is finished at the side with fringe trimmed sash-ends. COLORS: Navy or black. SIZES: 34 to 46 bust measure. **$35.00**

Read How to Order Your Right Size Dress Page 27

$35.00 IF40

SILK GEORGETTE CREPE

BEAD EMB

New Dresses Distinguished by a Trim Look and Simple Lines

1F41—**This attractive frock has been specially designed to bring the style of the day within the reach of the woman with an average-sized purse.** It displays the clever combination of Wool Mixed Serge and richly colored Plaid Silk. The latter named has been used for the basque-effect blouse, which is ingeniously trimmed with suspender effect loose straps on either side, held in at the waist with an all-around belt. The sleeves have novel Serge cuffs. The skirt is simple but smart in cut. COLOR: Navy with plaid. SIZES: 34 to 46 bust measure..... **$15.98**

1F43—**Surpassingly beautiful in its expression of refinement and dignified elegance** is this straight-line "Trotteur" model. It is fashioned with studied simplicity in the season's newest and most dependable offering, All-Wool Tricotine. No other woolen fabric presents quite that air of chic and lends to the modeling of the frock or suit such added grace of contour and such flattering softness. Deft hand-embroidery of an unusual and artistic design effects embellishment for the pockets and lower part of the dress. The snug-fitting sleeves suggest careful tailoring. Grace and novelty is added to the back by having a narrow loose panel, which is held in at the waistline with the chic sash-belt and folded back at the bottom beneath the hem of the skirt. Silk buttons and loops add a finishing touch to the neck, which, like the armholes, is piped with Silk. Jap Silk lining. COLOR: Navy. SIZES: 34 to 40 bust measure..... **$39.50**

Read How to Order Your Right Size Dress, Page 27

WOOL SERGE AND LAID SILK

IF41 $15.98

EMB. VELVETEEN FUR TRIMMED

IF42 $19.95

ALL WOOL HAND EMB TRICOTINE

IF43 $39.50

1F42—**Velveteen—a warm, superb fabric**—is fashioned here into a youthful, smart style by a master designer, and offered at an exceedingly moderate price. It is cut in one piece on the straight, slender silhouette. Flattering softness is added to the square neck line by Coney Fur trimming. The Manchon bell sleeves and the armholes are finished with Silk braid. Lavish embroidery has been effectively used for decorative purpose on the blouse, sleeves and skirt, as pictured. A narrow belt encircles the waist. The blouse is lined. COLORS: Burgundy or navy. SIZES: 34 to 46 bust measure..... **$19.95**

Dresses of Exquisite Charm for Misses and Small Women

1F111—What could be more expressive of the joyful spirit of youthfulness than this picturesque "dance or party" Frock of beautiful All Silk Chiffon. It is fashioned on graceful lines and made over a soft silk foundation. Designed with a Grecian neck-line banded with silk, and quaintly puffed short sleeves. The over-skirt, as well as the top skirt, are finished with graceful airy flounces. Embroidery attractively enhances the bodice and the tunic. The waist is finished with a wide, crushed girdle of Silk Taffeta. COLORS: Maize, as pictured, or white. SIZES: 14 to 20 years. Modestly priced at..... **$18.45**

1F112—A handsome new version of one of the most deservedly popular models—"the Suit Dress"—which has met with enthusiasm and approval from the best dressed women in this country and abroad. It is mirrored here developed in good quality French Wool Mixed Serge. The box coat-effect blouse is made with a smart narrow collar that is finished at the neck with a silk bow. Vest of richly colored plaid silk. Box-stitching of contrasting color effectively trims the lower part of the blouse. Smart-fitting, button-trimmed sleeve. The skirt is fashioned on straight-hanging lines and is attached to a lining. COLOR: Navy. SIZES: 14 to 20 years..... **$12.98**

1F110—The creative art of a clever designer has produced this attractive afternoon frock for misses. It bespeaks the charm of two material combinations by being made of lustrous beautiful All Silk Satin and lovely Velveteen. Has collarless new neck-line and a deep, loose novel shaped yoke front and back, which forms bodice-effect. The under blouse, sleeves and the upper part of the skirt, as pictured, are of the All Silk Satin. The skirt is cut in an interesting manner and displays simulated side pockets. Silk braid, pendant buttons and plain buttons have been effectively used for decoration. COLORS: Mahogany brown, as pictured, or navy. SIZES: 14 to 20 years..... **$25.00**

Dainty, Elusive and Charming Are These Dresses for Misses and Small Women

NEW YORK STYLES DELIVERED EVERYWHERE WE PAY THE POSTAGE

1F113
$27.50

EMB
ALL WOOL
JERSEY

See Size Scale on Page 36

A Gem of Simplicity and Smartness

1F113—The younger set, who appreciate and demand the very newest and most chic touches that Fashion originates, will be captivated by the smart youthful lines of this Paris-inspired frock. It is developed in All Wool Jersey whose pliable texture lends to every fashion added grace of contour and flattering softness. The simplicity of outline is counter-balanced by the luxurious embellishment of Silk embroidery which has been lavishly used on the whole frock, back and front alike, as pictured. The becoming collarless round neck is also outlined with rows of Silk embroidery. Snug fitting sleeves. The waistline is defined with a double Silk cord sash trimmed with pendants of the Jersey. Waist is lined.
COLORS: Rookie tan or burgundy. SIZES: 14 to 20 years..... **$27.50**

SATIN

A Fascinating Frock of Irresistible Beauty

1F114
$34.95

1F114—This wonderfully charming dress has been created with those many points of artistic excellence which will instantly attract the attention of those who are careful in their choice of correct apparel. It is bewitchingly youthful, having been designed on flattering lines especially for Misses. Shimmering Satin of a fine quality has been used for its development. The pointed bodice in front has been almost entirely covered with the sweeping large cape collar that crosses and fastens in surplice fashion. White Satin chiefs at the neck. The ruffles on the sleeves, as well as the large cape collar are also lined with white Satin. The skirt presents a smart appearance by having rows and rows of gracefully gathered ruffles which add a quaint, chic touch to the frock. A completing note is the dashing bow in the back with sash-ends. Silk lined waist.
COLORS: Navy or black. SIZES: 14 to 20 years..... **$34.95**

A Group of Money-Saving Values

Size Scale for Misses' and Small Women's Frocks

Misses' Dresses come in sizes 14 to 20 years, in accordance with the following schedule:

	Bust	Length
14 years	32 ins.	33 ins.
16 years	34 ins.	35 ins.
18 years	36 ins.	36 ins.
20 years	38 ins.	37 ins.

All skirt lengths made for easy adjustment. Order the size that comes nearest to your measurements, or give us your exact bust measure and we will send you your right size.

SILK TAFFETA AND GEORGETTE

1F116

$24.50

1F117

$10.98

EMB WOOL SERGE

FUR TRIMMED

1F115

$21.50

VELVETEEN

1F117—**A fetching new version** of the ever-popular plaited skirt-dress, which in line and becomingness has met few rivals for the youthful figure. Made of good quality Wool and Cotton Serge—a material of warmth and good service. The waist is made with a smart-shaped new style collar and cuffs of Silk Poplin. Rows of multi-colored Silk stitching effectively ornament the bodice in front and also the bottom of the plaited skirt, as pictured. Two narrow button-trimmed belts define the waistline. COLORS: Navy or Burgundy. SIZES: 14 to 20 years..... **$10.98**

1F116—**Style alone is not satisfactory** in a dress, for workmanship in producing it correctly is vitally important. Perry, Dame & Co. put stress on thorough workmanship in their dresses and the model pictured above, which is only one of their many smart offerings radiates quality and will captivate those who are best judges of dressmaking. The frock is fashioned on youthful lines and developed in lovely Silk Taffeta. The blouse displays a hemstitched plaited collar and small vestee of Silk Georgette Crêpe of contrasting color. Pin-tucked cording decorates the blouse and also the split tunic that is cut in sharp points at the sides. The sleeves are half Taffeta and Georgette and are finished with shirring at the wrist. The sash-girdle ties in a bow in the back with streamer ends that are ball trimmed. COLOR: Navy. SIZES: 14 to 20 years..... **$24.50**

1F115—**It is not alone the touch** of appealing youthfulness that wins this frock favor, but its delightful departure from the extreme novelties, presenting in their stead refreshing newness in its effective simplicity. It is developed in one of the winter's best-liked fabrics—rich, lustrous Velveteen. Flattering softness is given to the outline of the square-cut neck by a band of Coney Fur. The Mandarin bell-shaped sleeves, as well as the apron-panel in front and back, are also fur trimmed. The waist and straight-cut skirt both accentuate the slender silhouette prescribed by the mode of the day. Silk braid outlines the wide belt which encircles the waist. Lining in the blouse. COLORS: Burgundy or navy. SIZES: 14 to 20 years..... **$21.50**

New York Styles of Great Variety

1F118—For the chillsome days of fall and winter a practical designer originated this dress of warm, well-wearing Wool Serge. It reflects many of the newest fashion points as prescribed by the mode of the day for the younger set. The basque effect blouse is made with a collarless round neck-line and, like the sleeves, it is trimmed with buttons. An embroidered belt defines the natural waistline. The skirt is made with pannier extending side pockets that are attractively embroidered to match the belt. Rows of tailored pin-tucks add their dressy touch to the model. The back is made with a full-length overlapping seam trimmed with buttons. Waist is lined. COLOR: Navy SIZES: 14 to 20 years..... **$13.98**

One of the most pleasing things about this season's offerings in frocks, is that the designers have followed no one particular period or style theme for their creations. In fact never before has there been a more diversified showing—all kinds of Silhouettes, Soft Drapings, Ruffles, Extending Pockets, etc. Therefore any young woman may don that particular style of frock which is most becoming to her, and yet feel that she is fashionably attired.

How to Order Your Right Size Dress on Page 35

EMB WOOL SERGE 1F118 **$13.98**

1F119 $18.95 SILK GEORGETTE & SATIN

1F120 $12.98 SILK POPLIN AND GEORGETTE

1F120—The person who appreciates chic simplicity will look with favor and approval upon this charming little frock. It has been designed on flattering lines for misses and small women. Developed in lustrous, good quality Silk Poplin. The bodice is made with a collarless round neck-line and is attractively hand-embroidered in front, as pictured. The mandarin sleeves are of sheer Georgette Crêpe and are finished with button-trimmed Silk Poplin cuffs. A bit of novelty is added to the dress by the graceful sash belt, which begins at the side-front, crosses in the back and reaches the front again, where it ties in loose sash ends. Cording joins the bodice to the straight-cut skirt. Waist is lined. COLORS: Navy or Green. SIZES: 14 to 20 years..... **$12.98**

1F119—A fascinating new frock that mirrors the fashion of some of the latest Parisian originations. It is developed in shimmering, lovely Satin of a good quality. The blouse, while simple in design, is cleverly styled, for it presents a "Pierro," frill round collar of white Georgette Silk Crêpe. The sleeves have frill cuffs to match. Interesting and decidedly original is the chic skirt. It has a panel of shirring in front, as pictured, while the back reveals a graceful bustle tunic of varied lengths. Instead of a hem, the bottom of the skirt is finished with a shirred double frill. The waist is finished with a semi-wide belt that is encircled with a sash of two-tone silk ribbon. Waist is lined. COLOR: Navy SIZES: 14 to 20 years..... **$18.95**

Wonderful Values to be Had Here

1F121—A smartly conceived new version of the Paris originated "suit-dress." Developed in the youthful Russian blouse style, in high-grade, All-Wool Panama. The coat blouse is made with a revere collar and the lower edge is cuff finished with an upturned, button-trimmed hem. Beautiful lustrous Silk Tricolette has been used for the vestee. A heavy tasseled silk cord encircles and defines the waist-line. Mandarin bell-shaped sleeves. The skirt is cut on straight smart lines and, like the rest of the model, it is attractively enhanced with rows of Silk braid. Waist is lined. COLOR: Navy. SIZES: 14 to 20 years..... **$19.85**

1F122—It is a bewitchingly smart little dress for its apparent simplicity. Fashioned on youthful lines of lustrous, beautiful Silk Taffeta. Designed with a becoming collar of self-material. The sleeves have bell-shaped, button-trimmed cuffs. The front of the blouse is made with a stitched panel which is attractively embellished with Silk and bead embroidery. Patterned after the straight, slender silhouette, is the skirt. It has two button-trimmed tabs on top, two narrow folds at the bottom and is finished at the waist with a gracefully shirred heading. Waist is lined. COLOR: Navy. SIZES: 14 to 20 years..... **$17.98**

Read How to Order Your Right Size Dress on Page 36.

NEW YORK STYLES DELIVERED EVERYWHERE WE PAY THE POSTAGE

IF121
$19.85
ALL WOOL PANAMA

SILK GEORGETTE CRÊPE & SATIN
IF123
$25.00

IF122
$17.98
EMB. SILK TAFFETA

A Fascinating Frock Attractively Priced.

1F123—A frock of radiant charm and bewitching beauty. It reveals grace and youthfulness in every detail and the exquisite fabrics which have been used for the model's development add to the pleasure in wearing it. Shimmering, beautiful Satin and Silk Georgette Crêpe have been combined with artists' skill. Satin forms the Empire bodice which has been effectively embroidered front and back, also the drop skirt, cuffs and graceful folds on the panel. The Silk Georgette Crêpe has been planted for the "Pierrot" collar and also serves for the sleeves and short panel. A chic finishing touch is added to the frock by a Satin sash-belt that is trimmed at the ends with ball pendants. Waist is lined. COLOR: Navy. SIZES: 14 to 20 years..... **$25.00**

Pretty, New Junior Frocks That Are Lovely in Their Youthful Simplicity

1F320—Every young girl's wardrobe should contain one or more of these serviceable middy dresses. It is a two-piece model and will give service splendidly for school or general wear. Developed in good quality Cotton Serge. The slip-on middy is made with a deep sailor collar, which, like the cuffs, is braid trimmed. Slip-knot tie at neck. Handkerchief breast pocket. The separate skirt is well made and can be worn with other blouses if desired. It is finished in front with an overlapping seam. COLOR: Navy. SIZES: 13 to 17 years..... **$3.98**

1F322—Flappers have indeed been well served this season by the minute attention and care with which designers have created garments that are suitable and flattering to their youthful figures. These frocks enhance and bring out the charm and grace which is the rightful enjoyment of youth. One of the latest conceived models is the suit-dress pictured above. It is fashioned in a handsome choice fabric—Velveteen. The collar of the box-coat effect blouse, as well as the embroidered vestee, are of Satin. Piping trims the lower end and the cuffs. Buttons also lend a touch of trimming. The skirt is attached to a lower and made with a box-plait panel in front. COLORS: Navy with Copenhagen or solid color burgundy. SIZES: 13 to 17 years..... **$19.85**

1F321—This clever little frock is fashioned on flattering lines and especially designed for the Flapper. Good quality Gabardine has been used for its development. Designed with the becoming collarless neck-line. The deep cuffs and neck shield are of Mercerized Poplin, attractively cross-stitched. Buttons have been used for decoration. The skirt has pannier-effect side pockets, which lend grace to the outline of the model. A sash-belt crosses in front and ties in loose ends in the back. Back closing. COLORS: Navy or wine. SIZES: 13 to 17 years..... **$6.98**

Junior Frocks at Prices That Please

NO CHARGES FOR POSTAGE

WOOL SERGE

IF325 $10.98

IF323 $7.95 WOOL SERGE

WOOL SERGE IF326 $9.85

Order by Age Only. See Size Scale on Page 39

WOOL SERGE AND PLAID

IF324 $9.98

1F325 — A frock that gracefully adheres to the lines of youth and helps to accentuate its charm. Made of good quality Wool Serge combined with a small percentage of Cotton, which aids in the durability of the fabric. The blouse attracts interest with its novel cross-tie collar, which is made of Mercerized Poplin. The cuffs are of the same material. The skirt has a button-trimmed plaited short tunic. Belt at waist. COLORS: Navy or Brown. SIZES: 13 to 17 years. **$10.98**

1F323—One of those satisfactory slip-on sailor dresses which for service and becomingness have found no rival. Made on flattering loose lines of good quality Wool Serge with a small percentage of Cotton. Deep sailor collar with braid trimming. Novel-cut Empire yoke with piped handkerchief pocket. There are two box-plaits below the yoke, front and back, which are held in at the waist with a buckle-trimmed patent leather belt. Fastens with tape lacing. COLOR: Navy. SIZES: 13 to 17 years..... **$7.95**

1F324—The attractive combination of two different fabrics has been cleverly exploited in the design of this smart Junior frock. Made of Wool and Cotton Serge and richly colored Plaid, as pictured. The straight, loose lines of the model are especially becoming to the youthful figure. The waist has a button-trimmed panel, while the skirt reveals the much-favored pannier-effect side pockets. Two narrow buckle-trimmed belts at the waist. COLOR: Navy with plaid. SIZES: 13 to 17 years... **$9.98**

1F326—Simplicity may give a very striking and effective impression if planned with wisdom, as has been the case in the fashioning of this smart Junior frock. The straight, loose lines which add such flattering softness to the youthful figure have also been employed in its designing. The material used for the frock's development is good quality Wool Serge combined with a small percentage of Cotton. The collar and cuffs are of Faille Silk. Embroidery decorates the front of the blouse. The skirt has plaited front and back, and two novelty pockets trimmed with upturned folds. A two-part button-trimmed belt defines the Empire waistline. COLORS: Navy, Wine or Brown. SIZES: 13 to 17 years..... **$9.85**

Choice Materials—Careful Workmanship—Beautiful Designs—Surprisingly Low Prices

These Are the Features of the Handsome Skirts Displayed on These Pages

An Irresistibly Handsome Dress Skirt that Will Win the Admiration of the Most Fastidious.

5F40—Lovely Silk Taffeta is one of the most popular and appealing fabrics. Its texture is delightfully soft and lends itself in designing to the most flattering lines. The model illustrated reflects its charm and many points of merit. The skirt is fashioned on the slender silhouette, demanded by the mode of the day. In design it features a simulated overskirt, slashed slightly at each end and trimmed with self-covered buttons. Velvet ribbon straps extend from the waist at either side, front and back, and fold under the simulated tunic, as pictured. The lower part of the skirt has rows of fine pin-tucking, which add a decorative note and smartness to the model. Rows of shirring at the waist are hidden beneath a wide girdle belt, which is trimmed with large Velvet buttons. COLOR: Black only. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS, 33 to 43 inches **$13.98**

A Walking Skirt of Rare Smartness.

5F41—A new and interesting adaptation of the ever-popular pleated skirt which is youthfully becoming to the average figure. In spite of its comfortable fulness, it presents a chic, slender silhouette in outline—the fashion of the day—for width is hidden in the depth of the pleats. The model is developed in high-grade Wool-Mixed Chiffon Panama. Wide box-plaits and side plaits have been arranged to effective advantage, as pictured. Two tailored slot pockets finished with embroidered darts have been added for convenience. A new novelty cross belt completes the smart appearance of this carefully tailored skirt. COLORS: Black or navy. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS, 33 to 43 inches. Specially priced..... **$7.65**

You Pay Only the Prices Marked—
We Pay the Delivery Charges

How to Order Your Right Size Skirt

It is an easy matter for you to get a perfect-fitting skirt at Perry, Dame & Co. When ordering Skirts, either with a regulation wristband or girdle top, give your waist measure taken around your waist, making no allowances; and also give front length, taken from natural waistline to desired length.

Skirts of Superior Quality
Resplendent with Style and Beauty

WOOL SERGE
5F47
$6.98

SILK MOIRE
5F46
$8.95

An Expertly Tailored Walking Skirt

5F47—Achieving smartness and distinction at a most moderate price is the accomplishment of this well-made, carefully tailored skirt. It is developed in Wool and Cotton-mixed Serge of a good quality. Silk braid, one of the most popular trimmings this season for tailored garments, has been used to effective and decorative advantage. Rows of the Silk braid encircle the lower part of the skirt, as pictured, while the button-trimmed pockets as well as the detachable all-around belt are outlined with it. Shirring beneath the belt adds pleasing fullness. COLORS: Navy or black. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 inches..... **$6.98**

A Skirt That Mirrors the Latest Mode

5F46—Beautiful Moire Silk Poplin, the fabric used for the origination of this charming dress model, is again selected in Fashion's mirror and is being worn this season by the smartest New York women. The model, while simple in design, is attractive in appearance. It adheres to the slim, slender silhouette that the mode demands. Draped tabs on either side extend from the top of the waist to a little below hip depth, as pictured. They are folded back in graceful fashion and serve as pockets. Trimmed with novelty buttons. There are rows of shirring at the waist beneath the all-around belt. COLOR: Black only. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 inches..... **$8.95**

ALL WOOL POPLIN
5F45
$8.95

Ultra-Smart, Carefully Tailored Skirt Model.

5F45—Embodying the accepted fall and winter mode, as dictated by the noted stylists of Paris and New York, is this attractively smart model of All-Wool Panama Poplin. This material is one of the most endearing and popular skirtings. A new and original note has been expressed in the formation of the extending side pockets, which are outlined with Silk braid and trimmed with large buttons, as pictured. A group of fine pin-tucks relieve the plainness at the bottom. The back is made with an overlapping seam. Button-trimming on either side, as shown in small sketch. The skirt and the encircling belt fasten in the back. COLORS: Black or navy. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 ins. **$8.95**

The Season's Newest Skirts

Values You Cannot Afford to Miss

5F43

$11.45

A Dress Skirt of Captivating Charm

5F44—The richness and beauty of the fabric used for the making of this model must have inspired the designer to create a skirt on new lines of great chic and elegance. It is developed in lustrous, good quality Satin Fabric. Combined with a dressy Silk blouse it will meet the need of a one-piece frock. Its outline it adheres to the latest style demands. A novelty side pocket has been added for convenience and decoration. The lower part of the skirt displays three graceful folds. There are rows of shirring at the waist for added fulness, covered by a sash belt, which ties in loose, long fringe-trimmed ends at one side. COLORS: Black, navy or taupe. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 inches.

$7.98

Attractive, Carefully Made Walking Skirt

5F42—To accumulate fulness and yet retain the slender silhouette which is most fashionable this season has been accomplished by this smartly tailored skirt of richly colored Half-Wool Plaided Serge. Although there are many new designs to rival the plaited skirt, it still retains its popularity, especially for walking models. The skirt pictured here is especially attractive. It is gracefully box-plaited all around. Novel button-trimmed side pockets add a decorative touch. The waist is finished with a yoke effect belt, which fastens in front. COLORS: Assorted plaid. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 inches..... **$8.95**

Read How to Order Your Right Size Skirt on Page 41.

This Beautiful Skirt is Priced to Suit the Average Purse, but Tailored to Please the Most Exacting

5F43—Fashioned on new, graceful and becoming lines is this dress skirt of high-grade All-Wool Serge. It merits a place in the wardrobe of the well-dressed woman by reason of its smart style, excellence of material and fine workmanship. The long, slender lines that Fashion demands are carried out in the simple cut of the model. Interesting style notes are the loose hip-tassels that are richly and effectively decorated with Silk braid embroidery. There is an overlapping seam on either side, trimmed with buttons. Rows of shirring at the waist are hidden beneath a wide detachable belt. COLORS: Navy or black. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 inches..... **$11.45**

5F44

$7.98

WOOL PLAID

5F42

$8.95

5F49—A skirt made on tailored lines with sufficient of the feminine charm and originality to make it appeal to the fastidious woman. Developed in serviceable Wool and Cotton Serge—a popular skirting. The straight, slender silhouette that the mode decrees for this season remains unbroken. An interesting new note is the button-trimmed cuff-hem. There are two useful novelty pockets and the waist is finished with a belt. COLORS: Black or navy. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 inches. Splendid value... **$4.98**

5F48—The effective simplicity of this model is counterbalanced by the lustrous, beautiful Silk Poplin that has been used for its development. In outline and cut it adheres to the long, slender silhouette that is being sponsored by the smartest women in New York. The model is richly enhanced by a wide border of exquisite embroidery in self-tone. Finished at the waist with a wide yoke-effect stitched belt. COLORS: Taupe, navy or black. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 40 inches..... **$6.98**

SILK POPLIN

5F48

$6.98

5F49

$4.98

WOOL SERGE

ALL WOOL POPLIN

5F50

$11.95

YOU PAY ONLY THE PRICES MARKED—WE PAY THE DELIVERY CHARGES

A Skirt That is Faultless in Quality—Smart in Design

5F50—This tailored skirt represents a step further than mere originality in design, for it is also portrayed in an exceedingly fine fabric, displays excellent workmanship and is sensibly priced for a skirt of all these merits. The material used for its making is high-grade All-Wool Poplin. The model is cleverly designed in simulated tunic effect, which is outlined with rows of tailored pin-tucks. Embroidered darts finish the slot pocket at either end. There is an overlapping seam at one side, headed by a wider cut fold, where the closing is effected with novelty buttons and buttonholes. Shirring beneath the yoke effect loose belt adds graceful fulness. COLORS: Navy or black. SIZES: 23 to 32 inches waist measure. FRONT LENGTHS: 33 to 43 inches..... **$11.95**

Read How to Order Your Right Size Skirt on Page 41

Skirts for Misses and Small Women

5F53—An air of grace and youthfulness always accompanies an all-around box-plaited model like the one pictured below. It is fashioned on sensible and comfortable lines, of serviceable, good quality Chiffon Panama. The straight, slender lines are enhanced with drapings or pockets. A wide belt encircles the waistline and is finished at one side with two cash-ends trimmed with Silk fringe. COLORS: Navy or black. SIZES: 22 to 28 inches waist measure. FRONT LENGTHS: 32 to 37 inches..... **$6.98**

5F54—Particularly charming and picturesque is this skirt for festive or general occasion. It mirrors many of the newest style notes. Developed in lustrous, high-grade Silk Taffeta. Fine plaitings furnish a very new and effective trimming for the smart "cuff" hem and for the extending novel side pockets that are also enhanced with self-covered buttons. The chic girdle belt is trimmed to correspond. The back is made with a button-trimmed overlapping seam down the center. COLOR: Black only. SIZES: 22 to 28 inches waist measure. FRONT LENGTHS: 32 to 37 inches. **$8.45**

5F52—Varied-size groups of fine pin-tucks attractively enhance this smartly tailored skirt of Wool and Cotton Serge. They mark the model with distinction and a note of originality. There are two tailored side pockets for convenience. Like many of the most fashionable skirts shown this season, it has a full-length back closing, effected with large novelty buttons and buttonholes. Rows of shirring hidden beneath the detachable belt lend graceful fullness. COLORS: Navy or black. SIZES: 22 to 28 inches waist measure. FRONT LENGTHS: 32 to 37 inches. **$7.95**

5F51—Many are the desirable features that recommend this handsome skirt, which has been especially designed for misses and small women. Developed in good quality Wool and Cotton-Mixed Serge. Embroidery of a quaint and unusual design attractively enhances the lower part of the model, as pictured. A fancy pocket serves for decoration and convenience. The left side of the skirt is made with an overlapping seam trimmed with a row of buttons. Gathers at the waist beneath the gathered yoke effect belt add to the fullness. COLORS: Navy or black. SIZES: 22 to 28 waist measure. FRONT LENGTHS: 32 to 37 inches..... **$5.45**

Perry Dame Blouses—Famous for Quality

SILK GEORGETTE CRÊPE & LACE

9F333 $7.98

9F333—From the hand of a master designer comes this enchanting vest blouse, revealing in line and every detail the genius of those who have made New York the leader of Fashion. It is developed in beautiful All-Silk Georgette Crêpe and is lavishly and decoratively enhanced with rows of fine Valenciennes lace, as pictured. The collar is very smart and becoming. The vestee is a new style note and is especially suitable for adding a feminine touch to the tailor-made suit. Mandarin, bell-shaped sleeves. Hemstitched seams. Elastic in the waistband. COLORS: Flesh or white SIZES: 34 to 46 bust measure **$7.98**

9F330—No matter what season of the year, a Silk Crêpe de Chine blouse like this one will always find a welcome in the wardrobe of the well-dressed woman. It is smart in appearance, cutily laundered and moderately priced. Designed with a round neck-line in front and a sailor collar in the back. The front is made with a panel that is handsomely Silk embroidered. Fastening is effected at one side with pearl buttons. Elastic in the waistband. COLOR: Flesh only. SIZES: 34 to 46 bust measure..... **$3.98**

9F331—The exquisite daintiness and charming demure that women instinctively favor in blouses are reflected with artistic skill in the fashioning of this model. It is made of high grade Silk Georgette Crepe. The front is lavishly Bead and Silk embroidered, as pictured. Becoming round neck-line in front and deep hemstitched sailor collar in the back. The sleeves, too, are finished with hemstitched turn-back cuffs. Elastic in the waistband. For a blouse of such fine material and workmanship it will be found to be moderately priced. COLORS: Navy or flesh. SIZES: 34 to 46 bust measure..... **$6.98**

9F332—Unquestionably charming in its clever adaptation of the new fall mode is this well-made blouse of fine French Voile. It mirrors a popular note in blouse trimmings—fine meshed Net—which has been tacked and lace trimmed and used for the chic collar and cuffs, as pictured. An additional dressy and novel touch is the black Silk ribbon beneath the collar which ties in a bow at the side. Ribbon bow on cuffs. The front of the blouse has cluster of fine pin-tucks and novelty buttons. Fastens at the side. Hemstitched seams. Elastic in the waistband. COLOR: White. SIZES: 34 to 46 bust measure..... **$3.69**

FRENCH VOILE AND NET

9F332 $3.69

9F334 $3.49

FRENCH VOILE AND SILK RIBBON

NO CHARGES FOR POSTAGE

9F330 $3.98

EMBROIDERED SILK CRÊPE DE CHINE

9F331—Many are the fashion points of artistic excellence that are embodied in this blouse of fine quality French Voile. It has a becoming colorless "Grecian" neck-line, pivoted with contrasting color. A clever idea has been employed for the arrangement of box-plaits and Silk ribbon in the front and on the sleeves, as pictured. Rows of shirring below the shoulder seams add pleasing fullness. Hemstitched seams. Elastic in the waistband. COLORS: Beige with navy or white with navy ribbon SIZES: 34 to 46 bust measure **$3.49**

BEADED SILK GEORGETTE CRÊPE

9F331 $6.98

New Blouses, Dainty in Fabric and Design

9F335—A pleasing, well-made, semi-tailored blouse that will be an adequate accompaniment to the fall and winter suits. Developed in handsome, lustrous Silk Taffeta. Designed with a button-trimmed, semi-large collar and turn-back cuffs. Two box-plaits in front relieve the plainness and add fullness. Elastic in the waistband. COLOR: Black only. SIZES: 34 to 46 bust measure.. **$4.39**

9F341
$7.95
SILK GEORGETTE CRÊPE

9F335
$4.39
SILK TAFFETA

9F336
$3.49
EMBROIDERED FRENCH VOILE

9F341—Fashion can hardly conceive of a blouse that has more chic and originality than this ultra-smart, semi-tailored mode of extra fine quality All-Silk Georgette Crêpe. Numerous fine pin-tucks have been effectively arranged to decorative advantage on the entire front of the blouse, and also on the cuffs, as pictured. Grecian neck-line in front and deep sailor collar in the back. A heavy Silk Grosgrain ribbon tie has been cleverly drawn through picot edged openings in front. COLORS: Flesh, white or navy. SIZES: 34 to 46 bust measure... **$7.95**

9F336—A beautiful replica of an imported hand-made French blouse. Fashioned on lines of grace, refinement and daintiness in lovely, soft French Voile. Designed in slip-on style with square neck-line, front and back. Exquisite embroidery that rivals hand-work has been used to decorate the front and back. The front of the blouse is cross pin-tucked, as pictured, and the lace-edged cuffs are treated similarly. Hemstitched seams. Pattern at the shoulder. Color: Ecru OR: White. SIZES: 34 to 46 bust measure... **$3.49**

An Exquisite Model

9F338
$6.98
LACE & NET

9F340
$2.98
EMBROIDERED VOILE

9F338—French designers—the world's master artists—predict and sponsor Net blouses as accompaniments to tailored suits. They lessen the severity of the plain tailor-made and add just the right touch of feminine frills. The model illustrated reveals its design and beauty the reason for their popularity. It is designed with a large, graceful collar that is pin-tucked and, like the cuffs, is edged with beautifully embroidered net lace. The square-necked vest in front is a succession of fold, edged with shirred fine Val. lace. Elastic in the waistband. COLOR: Cream. SIZES: 34 to 46 bust measure..... **$6.93**

9F339
$4.49
EMBROIDERED GEORGETTE

9F339—Another of those handsome Georgette blouses that young or old delight in wearing. Designed with the popular and becoming round neck-line in front that is finished with a novel-shaped, hemstitched yoke. Deep, hemstitched sailor collar in the back. The front is made with a wide panel that is attractively embroidered with Silk of contrasting colors. On either side of this panel there is a hemstitched button-trimmed fold, one of which effects the closing. Elastic in the waistband. COLORS: Flesh or beige blue. SIZES: 34 to 46 bust measure..... **$4.49**

New York's Latest Vest Blouse Offered At a Surprisingly Low Price

9F340—Specially designed to bring the smart style of the day within the reach of the woman with a modest purse is this vest-blouse of fine Voile. In design it reflects the popular collarless round neck-line, which is piped with contrasting color. The vest in front, which is cut to reach to about hip depth, is effectively and handsomely embroidered, as pictured. It has two openings at the waistline, where it is finished with a half belt. Hemstitched seams. Elastic in the waistband. COLORS: Beige with Copenhagen or white with Copenhagen. SIZES: 34 to 46 bust measure. **$2.98**

Refinement of Design in These Moderately Priced Blouses

9F342
$4.69
BEADED GEORGETTE

STRIPED MADRAS
9F345
$1.69

9F347
$2.49
EMB. VOILE

9F348
$1.45
CHECKED ORGANDIE

9F344
$2.89
EXTRA SIZE

9F343
$2.49
EMB. FRENCH VOILE

EMB VOILE
9F346
$1.69

9F342—A model that is dainty, extremely chic and not at all costly. Developed in the favorite blouse fabric, Georgette Crêpe. In design it displays the becoming round neck-line in front. Sailor collar adds finishing touch in the back. The front is made with a wide panel that is richly and beautifully embroidered with beads of contrasting color. The fastening is started at the side, beneath a fold. Elastic in the waistband. COLORS: Flesh or league blue. SIZES: 34 to 46 bust measure..... **$4.69**

9F343—Daintiness and no end of charm are embodied in this blouse of fine quality French Voile. The large novel-shaped collar is hemstitched and trimmed with handsome art lace. The cuffs are trimmed to match. Embroidery of an artistic design decorates the front of the blouse on either side of the opening. Hemstitched seams. Elastic in the waistband. Will launder and wear well. COLOR: White. SIZES: 34 to 46 bust measure..... **$2.49**

9F344—Same model as 9F343. Made in extra sizes—42 to 52 bust measure..... $2.89

9F345—One of those indispensable, smart tailored blouses that every woman finds useful for many occasions. Made of well-wearing, good quality striped Madras. It is conservative in style and also suitable for mourning wear. Designed with an adjustable collar that can be worn buttoned snugly to the neck, if desired. Becoming both high or low. The sleeves have turn-back cuffs. Fastens with pearl buttons. COLORS: Black or white. SIZES: 34 to 46 bust measure..... **$1.69**

9F346—This exceedingly chic, little slip-on blouse has those indescribable touches of a clever designer, which help to distinguish the unusual from the commonplace. It is offered, too, at a most unusually low price. Developed in good quality Voile. Has hemstitched round yoke, attractively embroidered in front. Fine pin-tucks and two narrow folds effectively relieve the plainness in front by running horizontally, as pictured. Turn-back cuffs. Fastens at the shoulders with pearl buttons. Elastic in the waistband. COLOR: White. SIZES: 34 to 46 bust measure..... **$1.69**

9F348—The crisp sheerness, trim appearance and good service of Organdie rivals many fabrics that are far more expensive. Checked organdie has been used to effective advantage in the fashioning of this model. A note of interest is the unusual collar of white Organdie. The turn-back cuffs are also of this material. The front is made with a stitched panel-effect where the closing is effected on one side with pearl buttons. Elastic in the waistband. COLORS: Rose or Copenhagen check. SIZES: 34 to 46 bust measure..... **$1.45**

9F347—A slip-on blouse which will add attractiveness and charm to the wearer. It is developed in fine quality Voile. In design it displays the becoming collarless round neck-line, which is finished with a French band, drawn with black silk ribbon. Embroidery decorates the front and a bit of novelty is added by the hemstitched scalloped flounce. The cuffs are also of embroidery with scalloped edging. Hemstitched seams. Color: White. Sizes: 34 to 46 bust measure. **$2.49**

Excellent Values in Middies and Specially Priced Tailored Blouses

9F353
$1.49
TWILL

9F353—One of those practical, well-made regulation slip-on middies that have found so great favor for their many uses and good service. Equally desirable for sport, gymnasium or general wear. The one pictured is made of good quality, durable Twill. It is designed with a deep sailor collar, finished at the neck with a slip-knot tie. Handkerchief breast pocket. Suitable for both women and misses. COLOR: White with blue collar and tie. SIZES: Women's, 32 to 44 bust measure; Misses', 14 to 20 years. $1.49

9F351—Another smart version of the regulation sailor middy, especially suitable for the fall and winter. It is developed in excellent quality Wool Serge, mixed with Cotton, which aids in the garment's durability. The deep sailor collar, shield at neck and open cuffs are attractively braid trimmed. Made with a pointed Empire yoke in front, which has a slot handkerchief pocket. Bow tie at neck. Embroidered naval emblem on sleeve. For women and misses. COLOR: Navy with white braid, or wine with white braid. SIZES: Women's, 32 to 44 bust measure; misses', 14 to 20 years. $3.97

HALF WOOL SERGE
9F351
$3.97

9F352
$2.98
FLANNELETTE

9F352—Not only practical and serviceable, but delightfully warm is this smart coat-middy of soft, velvety Flannelette. In price, too, it is of economic interest. Designed with a deep sailor collar, finished with a red bow tie at the neck. There are two useful patch pockets. All-around belt at the waist. Full-length side closing. Red braid has been used to decorative advantage. COLOR: Navy only. SIZES: Women's, 32 to 44 bust measure; misses' 14 to 20 years. $2.98

9F349
$1.69

FLANNELETTE

9F349—Comfort, warmth and service have been carefully considered in the making of the blouse of good quality Flannelette. Excellent for indoor or outdoor wear. Made with a smart adjustable collar, which can be worn high or low, as desired. The blouse is gathered at the shoulder seams, achieving pleasing fulness. Fastens with pearl buttons. Elastic in the waistband. COLOR: Grey only. SIZES: 34 to 46 bust measure $1.69

9F350
$1.65
VOILE

9F350—Of tailored distinction is this well-made blouse of fine quality Voile. It can be suitable for sport or general activities. Designed with a "Peter Pan" collar that is trimmed at the neck with a small silk ribbon bow. The front has a vest-effect tucked panel with a stitched fold on either side. The sleeves have turn-back cuffs. Elastic in the waistband. COLOR: White. SIZES: 34 to 46 bust measure. Splendid value. $1.65

9F355—Paris—the home of the world's famous master designers—has long been exploiting the charm, beauty and practicability of the tunic-blouse, but not until this season have the women of New York appreciated and enthusiastically adopted this bewitching originations. The model illustrated here is a beautiful replica of one of the importations. It is fashioned in lovely Silk Georgette Crêpe. Made with the popularly favored collarless round neck-line and deep armhole kimono sleeves, that are piped with contrasting color. The band at the lower edge, as well as the cuffs, are also of contrasting color Georgette. Richly colored beads in an artistic design embellish the front of the model, as pictured. There are piped openings in front through which a narrow sash has been drawn for adjustment. COLORS: Flesh with Copenhagen or white with Copenhagen. SIZES: 34 to 46 bust measure..... **$11.98**

9F354—Another delightful version of the Paris conceived tunic-blouse. Made of lovely, high-grade Silk Georgette Crêpe. Quite unusual and decidedly quaint is the loose yoke-effect collar in the front, which is exquisitely bead and silk embroidered and finished with a Silk tassel. Piping trims the Mandarin sleeves and the collar. Stitching in contrasting color adds an effective note, as pictured. String-sash at waist. COLORS: Navy with red or beige with red. SIZES: 34 to 46 bust measure **$3.98**

Luxuriously Beautiful Are These New Blouses

YOU PAY ONLY THE PRICES MARKED—WE PAY THE DELIVERY CHARGES

$11.98
9F355
BEADED SILK GEORGETTE CREPE

9F354
BEADED SILK GEORGETTE CRÊPE
$9.98

Descriptions of the Quality Blouses Shown on the Opposite Page

9F356—Beautiful Silk Georgette Crepe, the most popular and beloved fabric for dressy blouses, fashions itself with grace and charm into this handsome new slip-on model, in design it mirrors a new idea by having three-quarter length, loose kimono sleeves that are finished with hemstitched folds. Collarless round neck-line in front and deep hemstitched sailor collar in the back. The front is embellished artistically with beads of contrasting color. Elastic in the waistband. COLORS: Prune, as pictured, navy or flesh. SIZES: 34 to 46 bust measure..... **$6.98**

9F357—Picturesque, dainty and alluring is this exquisite dress blouse. It takes form in Silk Georgette Crêpe, a most fascinating fabric, which, while sheer and dressy in appearance, is especially durable. The blouse reflects in design an expensive French origination. It is made with an unusual neck-line and a gun-tucked Empire yoke in the back. The sleeves present a delightful new style-note, by being long above the elbow and puffed gracefully to the wrist, where they are adjusted by a ribbon of self-material. Pin-tucks decorate the shield at the neck and the sleeves. The entire blouse is beautifully embellished with beads, as pictured. Elastic in the waistband. COLORS: Beige with red or seal brown with the coral. SIZES: 34 to 46 bust measure..... **$11.69**

9F358—The very latest Parisian origination has been cleverly reflected and copied in this beautiful tunique blouse which combined with a smart skirt easily meets the need of the one-piece frock. It is developed in handsome Silk Georgette Crêpe—the blouse fabric of the discriminating. Uncut Silk fringe, the very latest note in trimming, has been used to decorative advantage, as pictured. Bead balls trim the front yoke, while pin-tucks and tiny pearl buttons enhance the lower part of the blouse. Deep sailor collar. The under blouse has an elastic waistband. The overblouse drapes gracefully at the sides and back, where it fastens beneath a button-trimmed fold. COLORS: Flesh-pink or navy. SIZES: 34 to 46 bust measure... **$9.85**

9F359—Attractive new style blouse of lovely, sheer Silk Georgette Crêpe. Designed in two-tone effect with becoming collarless round neck-line. Like many of the better grade models, it displays the newest style deep armhold kimono sleeves, that have hemstitched cuff with insert of contrasting color. The front panel, which is also of contrasting color, is beautifully and artistically Silk embroidered. Elastic waistband. COLORS: Brown with beige or navy with beige. SIZES: 34 to 46 bust measure... **$6.59**

9F360—This blouse exploits unusual beauty and originality in design. Cleverly developed in two-tone, excellent quality Silk Georgette Crêpe. Has square, collarless neck-line, which is very becoming. The hemstitched front and back yoke are exquisitely bead embroidered. The sleeves are snug-fitting above the elbow and puff gracefully to the wrist, where they are finished with a frilled cuff. A fascinating novel feature is the plaited vest, trimmed with ball pendants and held in at the waist with a half belt. Buttons add a decorative touch. Hemstitched seams. COLORS: Navy with victory red or mahogany with navy. SIZES: 34 to 46 bust measure..... **$9.98**

9F361—A bewitchingly lovely model developed in beautiful lasting Silk Georgette Crêpe. An interesting new treatment has been introduced in the frilled collar and cuffs that are headed with French bands through which black Silk ribbon has been drawn for adjustment. The front is made with a wide panel, which is exquisitely Silk embroidered. Elastic in the waistband. COLORS: Sunset or flesh. SIZES: 34 to 46 bust measure..... **$7.98**

9F362—Splendid suit blouse for the fall and winter. Three dependable and handsome fabrics have been combined for its development—richly colored plaid Silk, solid color Silk Taffeta and Silk Georgette, as pictured. Designed with collarless "Grecian" neck-line. Buttons trim the shoulders and front panel. The hemstitched transparent sleeves of Silk Georgette have cuffs of Navy Taffeta with plaid piping to match the front of the blouse. Elastic in the waistband. COLORS: Navy with plaid. SIZES: 34 to 46 bust measure..... **$5.98**

9F363—Art, luxury and originality blend into one array of magnificence in the portrayal of this dress blouse. Its design two-tone Silk Georgette has been used to effective advantage, as pictured. The blouse is made with a collarless Grecian neck-line, which, like the unusual cuffs, is piped with the contrasting color Georgette. The front has been richly bead embroidered with artist's skill. The application of the overblouse panels of darker contrasting color mirrors the extreme decollete effect so much sought after in the most expensive originations. Elastic in the waistband. COLORS: Beige with navy. SIZES: 34 to 46 bust measure..... **$9.93**

For Descriptions of These Quality Blouses See Opposite Page

4F29—Fashion creators predict great popularity for Velveteen suits—based on the deserving facts—that they are exceedingly attractive, warm, inexpensive and suitable for many occasions. The model pictured here is especially handsome. Of uneven length is the correctly made coat, as pictured. Straight panel-effect front and back. Pin-tucking and buttons have been used to effective and decorative advantage. A last touch of much-desired chic and richness has been added by a Kit Coney Fur scarf collar. A string belt encircles the waist. Lined with attractive Paisley lining. Shields attached. The skirt is simply made and has two slot-pockets. COLORS: Navy or burgundy. SIZES: 34 to 46 bust measure. LENGTH OF COAT: about 33 inches. **$37.50**

NO CHARGES FOR POSTAGE

4F29
$37.50

4F28
$69.50

VELVETEEN

4F30
$45.00

ALL WOOL
MEN'S WEAR
SERGE

GENUINE NUTRIA FUR TRIMMING

ALL WOOL VELOUR

4F28—This sumptuous suit of irresistible beauty mirrors the most exquisite style touches of the world's master monistes. It is fashioned in a material of luxury and refinement—soft, velvety All-Wool Velour. The coat is beautifully tailored and has snug-fitting shoulders and sleeves. The chic short vestee is of Silk Duveteen with button and button-hole trimming on either side. The smart, adjustable collar, vest trimming and the pendant pocket-tabs are of rich, genuine Nutria Fur. Button-trimmed, tailored tab in the back and either side in front, as pictured. The latest style note—the string belt—defines the waist-line. Carefully lined with richly colored fancy Silk lining. Shields attached. The skirt has two tailored slot-pockets. Made with an over-lapping seam in back that is trimmed with buttons. All-around belt. COLOR: Nutria brown, as pictured. SIZES: 34 to 46 bust measure. Length of coat about 34 inches. Specially priced..... **$69.50**

4F30—This wonderfully chic, tailored suit is an exclusive model of marked distinction. It takes form in the most highly recommended suiting. All-Wool Men's Serge. The coat is cut on long, straight lines which lend themselves becomingly to the average figure. It can be worn buttoned snugly to the neck in severe tailored fashion, or opened revealing the vestee of novelty material. The bottom of the coat is slashed in an interesting manner and outlined with silk braid. Handkerchief pocket. New style string belt at waist. Attractively lined with fancy lining. Shields attached. The skirt has two slot-pockets and an all-around belt. The overlapping seam in the back is button-trimmed. COLOR: Navy. SIZES: 34 to 46 bust measure.... **$45.00**

Tailored Suits of Unusual Charm

An Ultra-Chic "Tailleur" of Exceptional Merit

4F32—Poise and the consciousness of being irreproachably attired will always accompany the wearer of this skilfully conceived tailor-made suit. It possesses an exquisite finesse, a precise treatment of detail and deft tailoring, all of which blend into simple elegance. Fashioned in All-Wool Tricotine—a new fabric, which is eminently fitting for women's apparel of the highest character. The coat is cut on straight, long lines. It displays a detachable vest of self-material trimmed on either side with buttons. Quite novel is the treatment of the pockets, which are cut in one with the front and back of the coat as pictured. They are trimmed with Silk braid and buttons. A luxurious touch of trimming is added by the collar and cuffs of Kit Coney fur. A belt encircles the waist. Lined with fancy pattern Venetian lining. Shields attached. The skirt has a full belt, with a button-trimmed overlapping seam. COLORS: Navy or brown. SIZES: 34 to 46 bust measure. Length of coat, 35 inches..... **$52.50**

An Unexcelled and Artistic Model of Captivating Charm

4F31—The creative art and genius of a Parisian master designer conceived this wonderful suit, which has been successfully copied for the American woman. It is developed in one of the finest and most popular suitings—high-grade All-Wool Velour. This fabric is handsome of appearance, durable and gives luxurious warmth without attending weight. For a model so deftly tailored and finished it is indeed modestly priced. The coat mirrors the smartest mode by being cut on the long, slender silhouette, unbelted front and back. It is made with a vest of self-material that has narrow folds at the bottom. The collar is chic and becoming. It can be worn unbuttoned if desired. The button-trimmed sleeves are snug-fitting. The coat is enriched in appearance by the lavish use of beautiful embroidery that truly adds a luxurious note of distinction to the model. There are two tailored breast pockets. Lustrous Peau de Cygne Silk lining. Shields attached. The skirt is simple in line and adheres to the design of the coat. It is made with two slot pockets and is finished with an all-around belt. COLOR: Navy. SIZES: 34 to 46 bust measure. Length of coat, about 33 inches..... **$38.95**

How to Order Your Right Size Suit

Women's Suits come in 34 to 46 bust measure. The skirt length is 39 inches, with a deep basted hem for easy adjustment. Send us your bust measure and your waist measure and we will send you your right size. You may, if you like, also send us your hip measure as an additional guide.

Tailored Suits Displaying the Newest Fashion Notes

NEW YORK STYLES DELIVERED EVERYWHERE WE PAY THE POSTAGE

How to Order Your Right Size Suit on Page 53

ALL WOOL POPLIN

4F35 $24.95

ALL WOOL POPLIN

4F34 $24.85

4F33 $18.95 WOOL POPLIN

4F35—A cleverly styled, smartly fashioned "tailleur" that will resist the chilliness winds of fall and winter. Made of serviceable All-Wool Poplin—a reliable and handsome suiting. The coat is modelled on long, slenderizing, unbelted lines, front and back. The tailored side inserts are cut in points and are longer than the front and back of the model. They are slashed in the center and trimmed on either side with rows of Silk braid and buttons. Half belt at the sides. Smart adjustable collar of Silk Plush. Carefully lined with fancy Tussah. Shields attached. The skirt is finished with a half belt in the back. COLORS: Black or navy. SIZES: 34 to 46 bust measure. LENGTH OF COAT: About 33 inches..... **$24.95**

4F34—One of the most essential and important items in the wardrobe of every woman is a chic tailored suit. It serves for so many occasions and always appears trim and smart. A suitable and most desirable model is pictured above. It is carefully tailored and sensibly priced. Developed in All-Wool Poplin. The coat reflects the flattering straight line silhouette. The back and the front panels below the waist, as well as the sleeves, are button-trimmed. Convenient side pockets. Novelty cross belt. Cozy warmth and dressiness is added by the close-fitting Kit Coney fur collar. Tussah lining. Shields attached. Skirt has half belt and a row of buttons down the back. COLOR: Navy. SIZES: 34 to 46 bust measure. COAT LENGTH: About 33 inches..... **$24.85**

4F33—Her back is turned not because she is ashamed of the front of her suit, for the small sketch shows that it is most fetching, but because she is quite proud of the novel arrangement of Silk braid and button-trimming that embraces the lower part of the coat in the back. The suit is developed in well-wearing, good quality Wool mixed Poplin. The coat is designed with an adjustable collar. Novel slot pockets in front. Slot closing belt at waist. Silk braid and buttons have been used effectively, as pictured. Lined with good quality Flowered lining. Shields attached. Well-made skirt with half belt in the back. COLORS: Black or navy. SIZES: 34 to 46 bust measure. COAT LENGTH: About 33 inches..... **$18.95**

A Group of Fine Tailored Suits for Misses and Small Women

4F106—Engaging youthfulness and originality are charmingly expressed in this handsome model of All-Wool Serge. In face of the soaring prices of wearing apparel it can be recommended as an exceedingly good value. The coat is patterned after the popular box suit, with a slight variation, for while cuffed in the back it is finished in front with a novelty cross belt. The smart military style collar can also be worn becomingly when open, if desired. The two pockets have been added for decoration as well as use. Silk braid and buttons have been lavishly and effectively used for trimming. Venetian lining. Shields attached. Tailored skirt with half belt in the back. COLOR: Navy. SIZES: 14 to 20 years. LENGTH OF COAT: 31 inches..... **$26.50**

Read Size Scale for Misses' Suits on Page 102

4F106

ALL WOOL SERGE

$26.50

EMB

ALL WOOL VELOUR 4F107

$65.00

ALL WOOL MANNISH SERGE 4F108

$29.85

4F107—It is difficult to illustrate or describe with justice on paper the beauty and distinctive charm of this exceptional misses' suit. The model possesses all the qualities of merit that make and distinguish the ultra-smart and fine from the mediocre and commonplace. The material used for its development—All-Wool Velour—is as handsome as it is durable. The coat in style is an adaptation of the Russian blouse model, for it blouses gracefully over the belt in the back. It is made with a high, snug-fitting collar of lovely Nutria fur. Artistically embellished is the entire coat with deft embroidery, as pictured. Buttons also add a decorative note. Fancy-pattern Silk lining. Shields attached. The smart style skirt is made with two slot pockets and an all-around belt. COLORS: Burgundy or navy. SIZES: 14 to 20 years. LENGTH OF COAT: 35 inches..... **$65.00**

4F108—Many are the season's newest style notes that blend into one array of smartness in this carefully tailored suit for misses. Handsome and dependable material used for its development and the moderate price at which it is offered are additional points of merit. Made of excellent quality, heavy-weight All-Wool Mannish Serge. The coat in outline mirrors the slender silhouette that fashion demands. It is cleverly styled and effectively trimmed with Beaver Fur Cloth and buttons, as pictured. The latest type of string belt defines the waistline. Fancy Sateen lining. Shields attached. The skirt has two slot pockets and a half belt. COLOR: Navy. SIZES: 14 to 20 years. LENGTH OF COAT: 34 inches..... **$29.85**

The Latest Word in the Season's New Millinery

Trimmed and Untrimmed Models of Surpassing Charm

7F706—It is entirely new, this chic, close-fitting, high turban. Made of lustrous, good quality Silk Velvet. Has smartly slanting sides, with softly draped top. The fashion favored thick edge is achieved by a band of soft, fuzzy Silk Beaver of contrasting color. COLORS: Solid purple, black with taupe or brown with sand edge..... **$3.48**

7F706 **$3.48**

7F703 **$3.98**

7F703—Attractive large roll brim shape for dressy occasions or general wear. Made of good quality Velveteen. A soft, flattering outline is given by a band of Mole fur which trims the brim. Self-color facing of Silk Poplin. Semi-high, becoming crown. COLORS: Black, navy or brown..... **$3.98**

7F701 **$4.98**

7F701—For a real dressy type of hat it will be difficult to find a more chic or attractive model than this shape of fine quality, rich, lustrous Silk Velvet. The left side of the brim turns up gracefully, giving smart tilt-effect to the hat. Needs but little trimming and is becoming to almost every type of face. COLORS: Black or purple..... **$4.98**

7F717—The ever-popular continental three-cornered shape. Becoming to all types. Made of lustrous, well-wearing Panoen Velvet. Needs no trimming at all to present a smart appearance. The semi-high oval-shaped crown has a shirred insert on top. COLORS: Black, purple or navy..... **$3.98**

7F717 **$3.98**

A Velveteen Model of Exquisite Beauty

7F702 **$2.25**

7F707—The season's newest and most original offering in hat shapes is this helmet effect hat. It is made of good quality silk-faced Velvet. Has short back and gracefully drooping side and front brim. The smart looking high crown has a stiff band running from back to front with soft inserts at the sides. COLORS: Black, navy or brown..... **$2.98**

7F707 **$2.98**

7F702—Picturesque of brim is this charming hat of good quality Velveteen. The crown is oval shaped and semi-high. The brim which has slight waves in it, is effectively lined with contrasting color shirred crepe. Stitching on top of brim of contrasting color. Will serve suitable for dress or general wear. Can be effectively trimmed with ribbon or flowers. Lined. COLORS: Brown with rose facing, black with rose or navy with Copenhagen. Excellent value..... **$2.25**

7F704 **$1.98**

7F704—Universally becoming mushroom brim hat of well-wearing, fine appearing Velveteen. Semi-large and smart in outline. The two-part crown has a soft band around the top, which adds to the comfort of wearer. COLORS: Black, navy or brown..... **$1.98**

7F718 **29¢**

"Pullastic" Adjustable Hat Lining

7F718—Whether you buy your hat ready-made or make it yourself, Pullastic will make it fit your head perfectly with comfort. It is made of lustrous Sateen. Each lining is put up in an individual envelope, which has directions for adjustment. COLOR: Black only. **.29**

7F705 **$3.85**

7F705—Distinctive and decidedly fashionable is this roll-brim chin-chin sailor of fine Panoen Velvet. It is especially becoming to the more youthful type of face. The oval-shaped crown has a shirred insert on top. Needs hardly any trimming. COLORS: Black, taupe or peacock..... **$3.85**

7F715—An exceptionally well-made, smart-looking hat of medium size. Appropriate for the matron as well as the more youthful type. Made of good quality Silk faced Velvet. Slightly rolled brim on one side. Thick flange of self-material around the brim. Semi-high slightly slanting tailored crown. COLORS: Black, navy or taupe..... **$2.98**

7F716—Picture hat, modeled on graceful and becoming lines. Developed in good quality Velveteen. The large brim droops on either side in a becoming manner. It is attractively faced with Velveteen of contrasting color. The semi-high, oval-shaped crown is slightly draped and finished with a soft top. COLORS: Black with peacock or Black with rose facing..... **$2.85**

7F710—Dashing and attractive is this small poke-bonnet shape of good quality Velveteen. It is also marked at an exceptionally low price. Has short back and mushroom drooping wider front brim. The high oval-shaped crown has soft folds at the sides. Soft top crown. COLORS: Black, brown or navy... **$2.29**

7F714—The charm and becomingness of the soft double brim has been shown to smart advantage in the making of this dressy type hat. The model is made of good quality Velveteen. Has inside brim of contrasting color. The crown is gracefully draped and made with a soft top. COLORS: Black with rose, brown with coral or navy with Copenhagen facing. Splendid value..... **$2.45**

7F709—Equally suitable for the matron or the more youthful type is this well-made, smart-appearing shape of good quality Velveteen. The narrow brim rolls gracefully at one side, as pictured. The two-part crown has a soft top, which assures comfort to the wearer. COLORS: Black, taupe or purple..... **$2.49**

7F712—The picture does not do justice to the chic and beauty of this fine hat. It is made of lustrous, well-wearing Panyen Velvet. Modeled on distinctive lines that will be becoming to all types. The upturned brim in front is of two widths and is dented in the center and the sides into sharp points, as illustrated. The crown is finished on top with a shirred insert. COLORS: Black, purple or taupe..... **$3.95**

7F708—This exceedingly chic hat presents grace of line and a fine appearance. Exceedingly becoming to the average type. Made of lustrous, fine quality Panyen Velvet. It has a dashing upturned front brim, which slants at a smart angle. The back brim is narrower and rolls gracefully. The slightly slanting crown has a shirred insert on top. COLORS: Black, navy or taupe ... **$3.97**

7F711—Nothing could be more effective and picturesque than a large, beautifully modeled shape, such as the one illustrated here. It is made of rich, lustrous Silk Velvet. The Gainsborough, large brim rolls gracefully up at one side and droops with becomingness on the other. The oval-shaped crown has shirred insert on top. COLORS: Black or purple..... **$4.98**

7F713—The straight-brim sailor shape always meets with welcome from the average woman, for it is so universally smart and becoming. The one shown above is made of good quality Velveteen. The semi-high crown is gracefully draped and made with a soft top. The facing of contrasting color makes an attractive background for the light or dark hair. COLORS: Black with Pekin, navy with coral or brown with sand facing. This hat needs but little if any trimming.... **$2.39**

Perry, Dame & Co. Offer You the Most Beautiful Hats Designed This Season At Popular Prices

Hats that mirror the prevailing fashion and reveal the artistry of American designers as well as the copied models of the French milliners. Latest, Smartest Styles at Prices that are Exceptionally Moderate.

7F406 $5.98

7F406—Very new is the thought expressed in the fashioning of this youthful and attractive model of lustrous Silk Velvet. The high crown broadens a trifle at the top and is softly dented at the sides. The drooping brim demands attention by being narrow at the back and cute side and dashingly broad at the front and other side. Like most of the high-grade models, this hat depends chiefly upon its distinctive shape for smartness, although decorative touches are added by two handsome wings and Silk ribbon. Brim is faced in contrasting color. Fitted lining. COLORS: Black with rose, taupe with rose or navy with Copenhagen facing. **$5.98**

7F402 $4.98

7F402—One of the most popular models in New York is this flat top, low-crowned "MIZI" sailor of Silk Velvet. It has been named after the bewitching little musical comedy actress, Mitzi Hajos. The hat is made with a stiff, becoming, narrow brim, which is trimmed on one side with a chic uncurled Ostrich feather pompom. Silk Grosgrain ribbon encircles the crown and ties in a tailored bow in front. Fitted lining. COLORS: Solid Black or Black with Copenhagen pompom. **$4.98**

7F405 $4.65

7F405—Even the wintry gales will not part this charming little poke bonnet, from her colorful spring flowers. Piquant and becoming is the short-back shape, made of lovely Silk Velvet. The semi-high, oval-shaped crown is effectively trimmed at the sides with flat, pastel-tinted Mercerised flowers. Silk Gros rain ribbon has been used to decorative advantage, as pictured, and knotted in the back with streamer ends. Fitted lining. COLORS: Brown, peacock blue or Black..... **$4.65**

7F403—Severity can lay no claim to this dashing, little Russian turban, for the fur cloth that has been used for its sides gives a charming, soft line-effect. The foundation of the hat is lustrous Satin. It has the nearest edge of a brim and an oval-shaped, rounded top crown. The sides are made of Mole-fur cloth—a fuzzy fabric resembling Mole fur. Novelty ribbon encircles the hat and ties in a bow in the front. Lined. COLORS: Black, navy or gold Satin with Mole fur cloth..... **$3.98**

Perry Dame Who Guarantees to Please You or Refund Your Money

7F404 $7.98

One of the Most Distinguished and Elegant Hats of the Season

7F404—Picturesque and wonderously chic is this exquisite dress hat of high-grade, lustrous Silk Velvet. It bespeaks distinction not only in design, but also in the novel treatment of the trimming. The brim is wide at either side and pinched up in the front and back, forming slight pointed effect at the sides. Lustrous uncurled Glycerine Ostrich has been deftly applied to trim the slightly upturned brim in front and it extends halfway in the back as well, enriching the appearance of the hat. The semi-high crown is encircled by Silk Grosgrain ribbon and finished with perky bows front and back. Fitted Silk lining. A universally becoming shape. COLORS: Black, taupe or purple..... **$7.98**

7F401 $4.49

7F401—Beautiful Silk Velvet—the most fascinating and attractive—fall and winter fabric has been used to effective advantage in the modeling of this hat. The soft brim has been deftly draped and can be turned up in many variations, as desired. The crown is semi-high and is made with soft folds at the sides. Handsome metallique flowers decorate the brim at side-front, as pictured. Fitted lining. COLORS: Black, brown or navy. Specially priced..... **$4.49**

7F403 $3.98

NO CHARGES FOR POSTAGE

7F415—Of Continental inspiration is this dashing three-cornered hat which will appropriately top the tailor-made suit or dress. Made with a crown of lustrous Fatters' Plush, while the upturned brim is of fuzzy, soft Beaver Fur Cloth, a fabric resembling real beaver. Wide Silk Grosgrain ribbon trims the crown and is ranged in a tailored bow in front. Lined. COLOR: Black with brown beaver cloth..... $3.49

7F415
$3.49

7F409
$4.98

7F409—The popular, close-fitting turban takes charming form in this French-looking, semi-tailored model of Silk Velvet. It has a softly rolled close brim that is higher on one side than the other and which is attractively cross pin-tucked. The crown is softly draped. Three dashing bows of Silk Grosgrain ribbon have been arranged to decorative advantage. Each of these bows have gracefully curled quill-wisps, as pictured. Lined. COLORS: Purple, black or navy. Specially priced..... $4.98

7F407—This bewitching little turban will cling closely to the head in spite of autumn gales for it is made to fit snugly. Suitable for misses and youthful-appearing women. Made of good quality Silk Taffeta. Has double rolling small brim, finely plaited sides and softly draped top. Novelty pearl pin finds a clever use for trimming at side-front. Lined. COLORS: Black or navy. Worn a great deal in New York with Silk Taffeta dresses..... $1.95

7F407
$1.95

7F408
$4.48

An Unusually Smart Model

7F411
$7.98

Fashion's Smartest Hat

7F413
$3.98

7F408—Few shapes, if any, have met with the tremendous popularity of poke bonnets, such is this charming youthful model of good quality Velvet. Has short back and graceful mushroom drooping brim. The semi-high oval shaped crown is trimmed in front with a cockade of Silk ribbon with a full of fur in the center. The brim is softly trimmed with Mole fur, giving dressy note. Silk Grosgrain ribbon around the crown finished in the back with a bow that has short steamer ends. Lined. COLORS: Brown, Copenhagen or black with Mole fur..... $4.48

7F411—A hat that reflects itself in the mirror of fashion is the model illustrated above. Developed in high-grade Silk Velvet. Designed with a brim that turns abruptly up from the face and which is gracefully dented at either side, as pictured. It is effectively and elaborately embroidered with silk braid of self-tone. The back brim is somewhat narrow. High-shirred crown. Novelty pin in front. A dashing, beautifully made hat. Fitted lining. COLORS: Black, brown or navy. $7.98

7F413—This dignified matron's hat has been designed with the idea that one is never too old to be smartly dressed and hatted. It is made of Silk Velvet. Has wing-effect, high-draped crown finished on top with Grosgrain ribbon. Small, becomingly rolled brim. Silk ribbon doubly encircles crown and is finished in front with a smart bow. Fitted lining. Color: Black. $3.98

7F414—This distinctive and exceedingly smart hat has been fashioned in lustrous Silk Velvet of an excellent quality. It is semi-large and has a bewitchingly rolled brim on one side. The semi-high crown is draped in pretty fashion and displays hand-embroidered Silk stitching of contrasting color. Richness and a dressy note is added by a full, curled ostrich feather fancy being placed at the edge of the turned-down side of the narrow brim. Facing of lustrous satin. COLORS: Peacock with taupe or black with Copenhagen facing. Specially and fancy..... $5.85

7F412
$4.85

7F410
$3.98

7F412—A captivating new model which combines youthfulness and charm of design with practical economy. Made of lovely Panron velvet. The round brim droops in graceful mushroom fashion and is faced with contrasting color Satin. Quaint and unusual is the effect achieved by the shaded Ostrich fancy which is placed flat on the brim with strands of the ostrich drooping gracefully over the edge. COLORS: Jet black, brown with sand or navy with Copenhagen facing and fancy... $4.85

7F414
$5.85

7F410—A lovely poke bonnet like this one will form a becoming and attractive background for either the blond or brunette type. Made of Silk Velvet with lustrous Satin facing of contrasting color. The two-part crown is semi-high and oval-shaped. The drooping brim is short in the back and broad at the sides and front. Colored Satin flowers decorate the front, while Silk ribbon encircles the crown and evolves in a bow in back that has loose streamer ends. COLORS: Black with rose or navy with Copenhagen facing..... $3.98

7F417
$4.59

7F417—Entrancing poke bonnet fashioned on becoming and youthful lines. Made of lustrous Satin and good quality Velvet. The brim which softly shades the eyes in front curves slightly up in the back where a chic bow of Silk ribbon adds attractiveness to the hat. The semi-high crown is of Velvet. It is trimmed in front with colored Silk buds and foliage. Fitted lining. COLORS: Navy with sand, purple with taupe or black with rose Satin..... **$4.59**

7F421—The indispensable Tam o' Shanter for young girls is shown here developed in good quality Plush. The close-fitting head-band is made on elastic in the back, so that it will fit any size head comfortably. The top is made with a Plush button, from which a Silk cord extends to one side trimmed at the end with a Silk tassel. A youthfully becoming hat for stylish girls. COLOR: Black only. SIZES: 6 to 14 years..... **$1.25**

7F42
$1.25

7F416
$3.98

7F424
$5.00

7F424—This beautiful, dressy hat is an excellent reproduction of a costly Parisian model. Satin puffed ribbon being one of the newest and most effective notes in trimming, this clever model exploits the attractive idea by having its entire top crown made of it, as pictured. The narrow mushroom-dropover brim has slight waves in front which adds to its becomingness. Hand-embroidered silk stitching also aids in giving a decorative touch. A most unusual hat. Fitted lining. COLORS: Black with Dane blue; all purple or navy with red..... **$5.00**

7F419
$1.97

7F416—The very latest aeroplane poke bonnet. It is chic and dashing in appearance and will do justice to style to any smartly tailored suit or dress. Made of fine quality Silk Velvet. The high crown has novel dentation which gives exceedingly smart effect. Brimless in the back and slightly mushroom in the front, formed by an extra band of Georgette Crepe. A weird bow of Silk Grosgrain ribbon extends to the front in a piquant manner. Fitted lining. COLORS: Brown with sand, navy with Copenhagen or solid black..... **$3.98**

7F423
$2.45

7F420
$4.75

7F419—A most unusual value is this close-fitting, smart style turban for the modest sum of $1.97. It is made of good quality Velvet and presents the appearance of a hat far more costly. The crown broadens slightly at the top. A handsome aigrette fancy adds height and dressiness to the model. Silk Grosgrain ribbon encircles the lower edge and ties in a dashing bow in front. COLORS: Black only..... **$1.97**

7F418
$4.98

7F423—The ever-popular and becoming Tam o' Shanter is presented here with a slight variation. It is made of soft, fuzzy Beaver Fur Cloth. Made close-fitting to the head on an inside band and gracefully draped to one side, where it is trimmed with a tailored bow of Silk Grosgrain Ribbon. Lined. The same model may be had in Black Plush. COLORS: Black or beaver..... **$2.45**

7F420—Chic, close-fitting turban of fine quality Silk Velvet. Has fashionable double brim edge, and rather high, oval-shaped crown. Beautiful spin-wheel Ostrich feather fancies decorate front, back and rather side, giving rich, dressy appearance. Lined. COLORS: Pekin blue, black or mahogany with black fancies..... **$4.75**

7F422
$2.98

7F418—Another one of those quaint-looking hats that are difficult to picture and do justice to on paper. It is a Chin Chin model with a gracefully rolling up-turned brim. The hat is developed in Silk Velvet. Both the brim and the soft top of the two-part crown are pin-tucked to decorative advantage. The brim also has French knots of contrasting color and a handsome Ostrich feather pompon at one side. Fitted lining. COLORS: All purple, black with Copenhagen fancy or taupe with rose fancy..... **$4.98**

7F422—A woman's wardrobe is at no time complete without a smart straight-brimmed sailor, such as the model pictured above. Universally becoming to all types and economically priced. The flat-top, semi-high crown is of lustrous Hatters' Plush, while the round, stiff sailor brim is of good quality Velvet. The sides of the crown are covered with wide Silk Grosgrain ribbon which is finished at one side with a tailored bow. Fitted lining. COLORS: Black, navy or brown..... **$2.93**

The Season's Leading Shoe Styles

A Walking Boot of Quality

6F474—The "Pedestriana." A high-cut walking boot of elegance. Built for comfort and service. Vamp of high grade Mahogany Tan Russia Leather. Rich Field Mouse Brown Nubuck top. Made on the popular "College" last. Military heel. Smartly perforated. Splendid workmanship. Sizes: 2½ to 7. WIDTHS: C, D and E. **$7.98**

6F474 $7.98

A Beautiful Boot of Guaranteed Quality, Style and Workmanship

6F520—Correctly modeled, high-cut lace boot of exceptional style and workmanship. Made with vamp of soft Havana Brown Kid Leather. Selected Beaver Kid Leather top. Louis heel with metal heel-plate. High arch. Beautifully perforated, as illustrated. Sizes: 2½ to 8. Widths: C, D and E. **$8.75**

6F534—Same model as 6F520. Made with vamp of soft Black Kid Leather. Beaver Kid Leather top. **$8.75**

6F520 $8.75

Exceptionally Smart High-Cut Walking Boot

6F434—Fashionable high-cut walking boot. Made with serviceable Black Gun Metal Leather vamp. Soft, Dull Black Kid Leather top. Military perforation, as pictured. Flexible, comfort-giving sole. Made on the "College" last. Military heel. SIZES: 2½ to 8. WIDTHS: C, D and E. **$4.85**

6F434 $4.85

A Distinctive Boot of Smart Style

6F393—The "Ritz." An exceedingly handsome and decidedly new high-cut boot. Fashioned on lines of unusual grace. Made with Mahogany Calf vamp and beautiful Silver Grey, genuine Nubuck uppers. Slender recede toe, high arch. Louis heel with metal heel-plate. Dress weight sole. SIZES: 2½ to 7. WIDTHS: C, D and E..... **$5.98**

6F393 $5.98

An Aristocratic High-Cut Lace Boot

6F522—"La Marquise." A gracefully modeled, carefully made dress boot. Vamp of shiny Black Patent Leather. Trim-fitting Dull Kid Leather uppers. Made on the recede toe last. Louis heel with metal heel-plate. High arch. SIZES: 2½ to 8. WIDTHS: C, D and E **$6.48**

6F522 $6.48

Your Money Will Be Promptly Returned If You Are Not Satisfied.

YOU PAY ONLY THE PRICES MARKED—WE PAY THE DELIVERY CHARGES

6F523—Smartly modeled, comfortable high-cut walking boot. Made of serviceable Tan Side Leather. Has medium round toe that assures comfort. Built on the "College" last with common-sense heel. Attractively perforated, as pictured. SIZES: 2½ to 8. WIDTHS: C, D and E. **$5.98**

6F523 $5.98

6F519 "La Mode." A beautiful, high-cut shoe, every detail of which, even to the handsome pearl buttons, serves an effect of elegance. Vamp of high-grade brilliant Black Patent Leather. Soft, pliable Dull Kid Leather top. Fashionable recede toe, high arch, graceful Louis heel with metal heel-plate. Perforated as pictured. Sizes 2½ to 8. Widths: C, D and F... **$8.90**

6F519 $8.90

6F476—"Maybelle." A superior high-cut lace boot. Made of soft Battleship Grey Kid Leather. Fashionable recede toe. Flexible sole. High arch. Louis heel with metal heel-plate. Handsomely perforated, as pictured. Sizes 2½ to 7. Width: C, D and E..... **$6.98**

6F533—Same model as 6F476. Made in All Havana Brown Kid Leather ... **$7.45**

6F476 $6.98

Comfortable High-Cut Walking Boots

6F483—"Service"—The modern woman, with her many outdoor activities, requires in her wardrobe a practical pair of walking boots, such as these. Made with vamp of soft Havana Brown Kid leather. Fawn color Brown Cloth top to match. Made on the popular "College" last. Smart military heel with Rubber top lift. Sizes: 2½ to 8. Widths: C, D and E.... **$4.79**

6F483
$4.79

6F526—"La Vogue"—A fashionable promenade boot for all season wear. Modeled on a graceful and comfortable last. Carefully made of soft Tan Mahogany Alf Kid Leather. Slender receded toe. Louis heel with metal heel plate. Neatly perforated, as illustrated. Sizes: 2½ to 8. Widths: C, D and E. Excellent value.

$8.95

6F526

Smart High-Cut Dress Boot

6F445—The "Carlton"—a handsome, exceptionally well-made ultra high-cut lace boot. Made of high-grade soft Black Kid Leather. Modeled on graceful lines. Flexible sole. Slightly receded toe. Louis heel with metal heel plate. Neatly perforated. SIZES: 2½ to 8. WIDTHS: C, D and E

$6.85

6F445

A Splendid Value Offering

6F511—"Babette"—a fashionable, high-cut boot. Vamp of soft Battleship Grey Kid Leather. Selected fast color Grey Cloth top to match. Slender modish receded toe, graceful Louis heel with metal heel plate. High arch. Perforated new shield tip. SIZES: 2½ to 7. WIDTHS: C, D and E.

$4.85

6F511
$4.85

A Fashionable Walking Boot of Dependable Quality

6F487—"Comfort"—a high-cut walking boot of elegance with due regard given to the comfort of the wearer. Correctly fashioned of high-grade Mahogany Tan Russia Leather. Made on the popular last with military heel. Smartly perforated. A trimfitting, carefully made boot. Sizes: 2½ to 7. Widths: C, D and E.

$7.65

6F487

6F399—"Newstone"—ultra-smart, dressy high-cut lace boot. Correctly fashioned on graceful lines. Soft Battleship Grey Kid Leather vamp. Beautiful Silver-Grey, genuine Nubuck top. Louis heel with metal heel plate. Slender receded toe. High arch. Handsomely perforated, as illustrated. SIZES: 2½ to 7. Widths: C, D and E

$6.98

6F399

The Latest Creation in the Boot Maker's Art

6F524—"Parisienne"—Superlative style, quality and value have been combined in this novelty dress shoe. Fancy-cut vamp of brilliant Black Patent Leather. High-cut upper of Field Mouse Kid leather. Louis heel with metal heel plate. Fashioned on the slender receded toe last. Beautifully perforated. SIZES, 2½ to 8. WIDTHS: C, D and E **$9.35**

6F524
$9.35

6F521—"Superior"—Expertly made—popular style walking boot. It is not alone the quality nor the workmanship that recommends this handsome walking boot, but the splendid unity of both these qualities, plus the advantage that it is a specially good value. Vamps of shiny Black Patent Leather. Pliable Dull Black Kid leather top. Made on the "College" last with military heel. Smartly perforated. SIZES: 2½ to 8. WIDTHS: C, D and E.

$6.98

6F521
$6.98

6F439—"Promenade"—the very latest style high-cut military lace boot. Smart looking and serviceable. Carefully made of soft Black Cabaretta Kid Leather. Made on the stylish "College" last with military heel. Attractively perforated, as illustrated. SIZES: 2½ to 8. WIDTHS: C, D and E.....

$5.97

6F439

Excellent Values in Smart New Shoes

One of New York's Favored Models

6F459—The "Promenade," a fashionable, high-cut lace boot which fits the curves snugly and gracefully. Made of fine quality, soft Black Kid Leather. Smart recede toe. High arch. Louis heel with metal heel plate. Neatly perforated tip. SIZES: 2½ to 8. WIDTHS: C, D and E.... **$5.98**

6F459 **$5.98**

Superior Quality Ultra-Fashionable High Cut Dress Boot

6F462 — Specially priced, well-made dress boot. The newest style features of the present season are well illustrated in this elegant high-cut lace boot. It is made with a soft Black Kid Leather vamp. Beautiful, snug-fitting Pearl Grey Cloth top. High arch. Patent vamp. Graceful Louis heel. SIZES: 2½ to 7. WIDTHS: C, D and E. **$4.45**

6F462 **$4.45**

6F525

6F525—Even the most casual onlooker cannot fail to observe and admire the dash and attractiveness which accompanies these trim-fitting, carefully made high-cut boots. Fashioned on the slender recede toe last, of pliable, soft, all Black Kid Leather. Fancy-cut, perforated vamp. High arch. Louis heel with metal heel plate. SIZES: 2½ to 8. WIDTHS: C, D and E..... **$8.65**

$8.65

A Shoe of Utmost Comfort and Service

6F386—Serviceable, comfort-giving soft Black Kid Leather, button shoe. Good weight, flexible sole. Stylish medium round toe. Cuban heel with rubber top lift. SIZES: 2½ to 8. WIDTHS: C, D and E **$4.97**

6F386 **4.97**

6F444—English style walking boot of excellent material and workmanship. Black Gun Metal Leather vamp. Soft, dull Black Kid leather top. Made on the "College" last. Low Rubber heel. Guaranteed Fibre sole that will outwear leather. Sizes 2½ to 8. Widths: C, D and E. Good value. **$5.98**

6F444 **$5.98**

Read How to Order Your Right Size Shoe on Page 62

A Serviceable Storm Boot

6F475—A serviceable, guaranteed water-proof walking or sport boot, made on a comfortable walking last of genuine Tan Lotus Calf. Has medium round toe. Military heel with rubber top lift. Guaranteed flexible fibre sole. Goodyear stitched. Neatly perforated as pictured. SIZES: 2½ to 8. WIDTHS: C, D and E **$6.98**

6F475 **6.98**

6F373 **$5.45**

A Handsome All Season High Cut Lace Boot

6F491—"Snow White," fashionable high-cut lace boot. Made on a graceful and comfortable last, fine quality White Canvas. Modish, tightly recede toe. Louis heel. White finished heel and sole. A popular model that will give splendid service. Specially priced. SIZES: 2½ to 7. Widths: C, D and E.. **$2.79**

6F491 **$2.79**

High Cut Walking Boot

6F373—The practical usefulness and comfort derived from walking boots have made this type of shoe more popular with the average woman. The one illustrated above is an excellent model and an unusually good value. Brilliant Black Patent Leather forms the vamp. Fast color, snug-fitting Black Cloth top. Made on the "College" last with military heel. Effectively perforated. SIZES: 2½ to 8. WIDTHS: C, D and E..... **$5.45**

6F472—Serviceable well-made button shoe. Has good quality Black Gun Metal Leather vamp. Uppers of soft, dull Black Kid Leather. Comfortable wide toe. Low heel. Good weight sole. SIZES: 2½ to 8. WIDTHS: C, D and E..... **$2.99**

Name 2nd or 3rd Choice

6F472

A Smart and Practical Shoe

6F469—The "Baby Doll," a well-made button shoe with glossy Black Patent Leather vamp. Fast color serviceable Black top. Low heel. Comfortable round toe. SIZES: 2½ to 8. WIDTHS: C, D and E. **$2.99**

6F469

6F471—Serviceable button shoe. Made with vamp of dull Gun Metal Leather. Fast color Black Cloth top. Concave Cuban heel. A reliable shoe that will give satisfaction with its wearing qualities. SIZES: 2½ to 8. WIDTHS: C, D and E. **$2.99**

6F471

Your Choice $2.99

6F473—Well wearing, carefully made shoe. Dressy Black Patent Leather vamp. Soft, dull Black Kid Leather top. Serviceable round toe. Low heel. Perforated tip. SIZES: 2½ to 7. Widths: C, D and E... **$2.99**

6F473

6F504—Comfort giving, serviceable button shoe. Made with vamp of soft Gun Metal Leather. Perfect fitting top of selected fast color Black Cloth. Military heel with rubber top lift. SIZES: 2½ to 8. WIDTHS: C, D and E..... **$2.99**

6F503—Same as 6F504 can be had in Lace. $2.99

6F504

6F460—Stylish Black Patent Leather button shoe. Suitable for dress or general wear. Top is of fast-colored Black Cloth. Smart plain toe. Concave Cuban heel. SIZES: 2½ to 8. Widths: C, D and E. **$2.99**

6F460

6F429—Attractive walking pump of soft, good quality Black Gun Metal Leather. Made on the smart "College" last with military heel. Rubber top lift. Non-slip cone lining. Perforated as illustrated. SIZES: 2½ to 8. WIDTHS: C, D and E.... **$5.45**

6F430 — Same model as 6F429, Made in brilliant Black Patent Leather. $5.45

6F429

$5.45

6F900—New York's newest and smartest note in footwear—the high cut gaiter. Made of extra fine quality Felt. Colors: Grey, Mustard or White. SIZES: 2 to 8..... **$1.49**

$1.49

6F441—A shapely, perfect-fitting pump. Made of Genuine Black Vici Kid Leather. Smart recede toe. High arch. Louis heel. Metal heel plate. Non-slip cone lining. SIZES: 2½ to 8. WIDTHS: C, D and E... **$4.48**

6F441

$4.48

6F489—Rich, dull Black Suede Calf Oxford modeled on the smart recede toe last. Louis heel. Metal heel plate. High arch. Non-slip cone lining. SIZES: 2½ to 7. WIDTHS: C, D and E..... **$5.98**

6F431—Same model as 6F489. Made of soft Black Vici Kid Leather..... **$4.98**

6F458—Graceful Colonial pump of serviceable Black Gun Metal Leather. Made on the fashionable recede toe last. High arch. Louis heel with metal heel plate. Colonial buckle trims vamp. Non-slip cone lining. SIZES: 2½ to 7..... **$4.98**

$4.98

6F458

$5.98

6F489

Comfy Slippers and Shoes Moderately Priced

6F384—Comfort-giving, soft Black Cabaretta Kid Leather Oxford. Has flexible cushion inner sole. Comfortable round toe. Low heel with rubber top lift. SIZES: 2½ to 9. WIDTHS: D, E and EE..... $2.88

6F384
$2.88

6F385
$3.97

6F382—Neat looking, comfortable strap slipper, made of soft Black Cabaretta Kid Leather. Round toe. Flexible sole. The vamp is trimmed with a tailored bow. Low heel with Rubber top lift. SIZES: 2½ to 8. WIDTHS: D, E and EE..... $2.19

6F382
$2.19

6F405—Juliette of fine quality Felt. Richly and effectively trimmed with Silk ribbon and Felt bow. Flexible turned leather sole and sensible low heel. COLORS: Black, Grey or Wine. SIZES: 1½ to 8. $1.87

6F405
$1.87

6F385—Ladies' comfort shoe of soft Black Kid Leather. Built on common sense last. Low, comfortable heels with Rubber top lift. Cushion inner sole. Soft toe caps. An excellent shoe that will afford utmost comfort and durability. SIZES: 2½ to 9. WIDTHS: D, E and EE..... $3.97

Read How to Order Your Right Size Shoe on Page 62.

6F608—Misses' and girls' comfortable Juliette. Made of delightfully warm, good quality Felt. Handsomely trimmed with fur. Cut high in the back and over the instep to add warmth. Flexible turned leather sole and low heel. Felt bow trims the vamp. COLOR: Red only.

SIZES: 6 to 11..... $1.69

11½ to 2½..... $1.79

6F608
$1.69
UP

6F406—Attractive Boudoir Slipper of delightfully warm, fine quality heavy Felt. Cut high in the back for snug fit. Colored design trims the sides. Handsome pompon on vamp. Has durable Chrome leather sole. Padded inner sole and heel. Colors: pink or blue. Sizes: 2½ to 8..... $1.49

6F406
$1.49

6F432
$1.98

6F432—Handsome Boudoir slipper. Made of delightfully soft and comfortable Kid Leather. Low common sense heel. Hand-turned flexible leather sole. Attractive self-color pompon. COLOR: Black only. SIZES: 2½ to 8..... $1.98

6F408—A charming, dainty boudoir slipper of warmth-giving, serviceable All-Wool Felt. Warmly padded inner sole and flexible Chrome Leather outer sole. Prettily trimmed with Silk Ribbon and pompon. COLORS: Light Blue, Pink or Taupe. SIZES: 2½ to 7... $1.98

6F408
$1.98

6F400—Old Ladies' "Solid Comfort" laced shoe. Neat looking, well-made shoe of pliable, soft Black Cabaretta Kid Leather. Warm, fast color Black Felt top. Flexible sole. Common sense side toe. Low heel with Rubber top lift. Lined warmly throughout with felt. SIZES: 2½ to 9. An ideal winter shoe for old ladies..... $2.98

6F400
$2.98

6F383—Delightfully Comfortable, soft black Cabaretta Kid leather Juliette. Elastic side gores. Black Patent leather tip. Flexible sole. Low heel with rubber top lift. Cushion inner sole. SIZES: 2½ to 8. Widths: E, EE and EEE $1.98

6F383
$1.98

6F404—Luxuriously warm, handsome Juliette, of good quality Felt. Attractively trimmed with fur, as pictured. Cut high on back and over the instep for additional warmth and comfort. Flexible turned leather sole and low heel. Felt bow trimming. COLORS: Black, Grey or Wine. Sizes 2½ to 8.

$1.97

6F404
$1.97

Misses' High Cut Dress Boot Stylish and Correctly Made

A Stylish Boot of Excellent Quality for Misses and Girls

6F604
$3.98
UP

6F604—Modish and serviceable high-cut lace boot. Has durable Black Gun Metal Leather vamp. Soft, pliable Black Kid leather top. Good weight practical sole. Perforated tip. SIZES: 11½ to 2..... $3.98
2½ to 8..... $4.25

6F605—Misses' and Girls' handsome high-cut dress boot. Vamp of brilliant Black Patent Leather. Serviceable, soft, Dull Black Kid Leather top. Neatly perforated tip. SIZES: 11½ to 2. $4.98
2½ to 7.... $5.48

6F605
$4.98
UP

Boys' and Girls' Well Made Wear-Resisting Storm Boot

6F856
$4.65
UP

6F856—A splendid high-cut storm boot for boys and girls. Made of serviceable heavy Tan Grain Leather. Has guaranteed solid leather sole of extra heavy weight. Made on the round toe last with military heel. Fastens with storm straps and buckles. Will stand hard out-door wear. SIZES: 9 to 11½..... $4.65
12 to 6..$5.98

A Popular Boot for Boys

6F850
$3.79
UP

6F850—Little Gents' and Boys' sturdily and sensibly made Blucher-cut lace boot. Made over the regular U. S. Army last. Guaranteed to give long wear. Black Gun Metal Leather vamps. Fine quality Black leather top. Made with leather inner soles and extra heavy leather outer soles. Military heel. A serviceable and comfortable boot. SIZES: 9 to 13½..... $3.79
1 to 6..... $4.45

$2.79
UP
6F715

6F715—Sturdily built lace shoe for children. Will stand hard wear and give comfort. Made of durable Tan Calfskin. Natural foot-shape last. Heavy, stitched reinforced leather sole. SIZES: 5 to 8. $2.79
8½ to 11..... $2.98
11½ to 2..... $5.48

$2.79
UP
6F714

6F714—Serviceable button shoe. Made on the comfort-giving natural foot-shape last of excellent quality Tan Calfskin. Extension sole, securely stitched. SIZES: 5 to 8..... $2.79
8½ to 11..... $2.98
11½ to 2..... $5.48

$2.79
UP
6F713

6F713—A wear-resisting lace shoe of dressy appearance. Vamp of Black Patent Leather. Soft dull Black Kid leather uppers. Made on the natural foot-shape last. Heavy stitched-down extension sole. SIZES: 5 to 8. $2.79
8½ to 11. $2.98
11½ to 2. $3.48

$1.89
UP
6F707

6F707— Child's dressy button shoe. Made with vamp of brilliant Black Patent Leather. Soft Snow White Kid leather top. Flexible sole. Sizes: 3 to 5 without heel..... $1.89
8½ to 8, with heel.... $1.99

$1.79
UP
6F712

6F712— Child's serviceable, well-made button shoe. Made of soft Black Cabaretta Kid Leather. Flexible hand-turned leather sole. Sizes: 2 to 5, 5 without heel..... $1.79
5½ to 8, with heel..... $1.98

$1.98
6F708

6F708— Child's button boot of soft Steel Grey Kid Leather. Made on the natural foot-shape last. Flexible hand-turned leather sole. Spring heel. SIZES: 4 to 8..... $1.98

$2.19
6F702

6F702— Child's high-cut button dress shoe. Made with glossy Black Patent Leather vamp and collar. Soft Dull Black Kid top. Spring heel. Hand turned sole. Sizes: 4 to 8..... $2.19

Unlike the Old the New Sweater is a Garment of Beauty

16F143—For winter sports or general out-door activities, this handsome coat sweater will be most thus welcome. Made of Wool and Cotton Yarn of a good quality. Has deep sailor collar trimmed with an attractive Jacquard border. Front of the collar, the cuffs and the pockets are trimmed with contrasting color border. Semi-fitted back shirred at elastic. Detachable sash-belt in front finished with tassels. COLORS: Rose or Copenhagen. SIZES: 34 to 44 bust measure..... **$4.65**

16F122—Becoming close-fitting Cap of Wool and Cotton yarn. Draped to the sides and trimmed with buttons. COLORS: American Beauty or Peacock..... **79c**

16F115—This fashionable slip-on sweater for Women and Misses, besides its many pleasing features also has the practical advantage of being a splendid value. Developed in warmth-giving, fine quality Wool. A border of contrasting color trims the waist, while the deep sailor collar, the close fitting cuffs and the lower borders have stripes of contrasting color. Buttons trim the collar at front. COLORS: American Beauty with Peacock or Peacock with Buff Stripes. SIZES: 34 to 44 bust measure..... **$4.98**

16F116—An ideal sport sweater that will add to the joys of outdoor activities, by its smart and unusual appearance. Made of fine quality Wool Yarn. It is of the new "Fish Tail" style and is knit in fancy weave. A practical novelty feature is the comfortable "choker" collar, which can be worn low if desired, as shown in the small sketch. Trimmed with a tasseled cord in front. The collar, cuffs and skirt of the sweater are in purling stitch. COLORS: American Beauty, Peacock or Buff. SIZES: 34 to 44 bust measure... **$5.98**

16F121—Close fitting Cap of Wool interwoven with Fibre Silk. Trimmed in front with a pom-pom. COLORS: American Beauty or Peacock..... **$1.19**

16F125—Novelty skating or sport cap of Angora finished Wool and Cotton Yarn. Top is of fancy knit. Mercerized Yarn, draped to the side and trimmed with a button and fringe. COLORS: Rose or Copenhagen..... **97c**

The Newest Practical Novelty in Scarfs

16F136—Besides being luxuriously warm and practical for many purposes, this new style scarf will delight with its smart appearance suitable for women and misses. Made of soft, two-tone Angora-finished Yarn. It is wide enough to reach well over the back and to cover the shoulders. Folds over at neck in shawl-collar effect. Two patch pockets. Buckle-trimmed wide belt. Fringe trims lower edge. COLORS: Rose mixed or Pekin Blue mixed. No size required..... **$3.45**

16F117—Smartly belted—fashionable coat sweater for Women and Misses. Made of good quality Wool and Cotton Yarn. To add to its luxurious warmth, it has a deep sailor collar and cuffs of soft Angora-finished Wool. The patch pockets, belt and lower edge are knit in fancy "rack" stitch. COLORS: Rose with Grey trimming or Copenhagen with Grey. SIZES: 34 to 44 bust measure... **$4.98**

Women's and Misses' Sweaters that Are Excellent Values

16F132—"Fish Tail" slip-on Middy sweater for girls and misses. Made of serviceable, warmth-giving Wool Yarn. Has deep sailor collar. Close fitting cuffs and lower border trimmed with stripes of contrasting color. COLORS: American beauty with Peacock or peacock with buff. SIZES: 26 to 34 chest measure..... **$3.45**

16F133—Becoming Tam-o-Shanter of Wool Yarn. Warm and serviceable. Pompon trimming. Colors: Rose and White or Copenhagen and white..... **.97**

CAP **16F133** **97c**

CAP **16F135** **59c**

16F134—Attractive Coat sweater of good quality Wool and Cotton yarn. The large sailor collar, close-fitting cuffs and patch pockets are jacquard trimmed. Detachable belt at waist. COLORS: Rose or Copenhagen. Chest measure 26 to 34 **$3.59**

16F127 **89c** CAP

16F134 **$3.59**

16F132 **$3.45**

16F130 **$4.29**

16F130—Smart slip-on Middy sweater for girls and misses. Knit in plaited effect of a good quality Wool yarn. Has large becoming sailor collar finished with pompon trimming at neck. The collar, cuffs and waistline have stripes of contrasting color, which add a decorative touch. Colors: American Beauty or Peacock Sizes 26 to 34 chest measure..... **$4.29**

16F135—Cap of Wool and Cotton yarn. Small pompons at the side. COLORS: American Beauty or Peacock ..... **.59**

16F126 **$4.65**

16F126—Girl's attractive Tuxedo style sweater. Made of Wool and Cotton Yarn. Tuxedo front closing and novelty slot belt of fancy striped yarn. Tuxedo back cuffs. Lower "rack" stitch border. Will give delightful warmth and service. Colors: Rose with White or Copenhagen with White. Sizes 26 to 34 chest measure...**$4.65**

16F127—Tam-o'-Shanter of Wool and Cotton Yarn for girls. Pompon at side. Colors: American Beauty or Peacock..... **.89**

16F140 **$3.98**

6F139 **$3.98**

16F140—Charming slip-on "Fish Tail" sweater knit in fancy weave of good quality Wool yarn. Byron shaped collar trimmed with crocheted shell stitching and finished at the neck with tasseled cord. The skirt of the sweater is purled. COLORS: American Beauty or Peacock. SIZES: 34 to 44 bust measure **$3.98**

16F137—The latest style French slip-on Middy sweater. Made of good quality Wool yarn. Equally suitable for indoor or street wear under light-weight jacket. Shell stitch crochet trimming. Wide band of purling forms skirt. Cord at neck finished with tassels. COLORS: American Beauty or Peacock. SIZES: 34 to 44 bust measure..... **$1.98**

16F139—Novelty Sleeveless Jacket for general wear. Made of soft, warmth-giving all Wool zephyr yarn, knit in a fancy weave. Fitted waist. Crochet shell stitching on sailor collar, armholes and front opening. Suitable for wear under suit or coat. COLORS: American Beauty or Peacock. SIZES: 34 to 44 bust measure..... **$3.98**

16F138—An excellent sleeveless Cardigan Jacket of Wool mixed yarn. Has fitted waist. Attractive crochet border finishes neck, front closing and the armholes. Splendid garment for indoor or street wear under coat. COLORS: Black or Grey. SIZES: 34 to 48 bust measure..... **$2.48**

16F138 **$2.48**

16F137 **$1.98**

16F113—Luxuriously warm and soft and velvety to the touch is this fashionable high-grade sweater of All Wool Worsted Yarn. It is knit closely and evenly in an attractive box-plaited effect. Designed with a deep sailor collar, snug-fitting cuffs and two patch-pockets. The back is semi-fitted, while the front is finished with a half-belt, trimmed at the sides with buttons. An effective note of trimming is added by the use of contrasting colored stripes, as pictured. An ideal model for winter sports and all outdoor activities. COLORS: American beauty with navy or peacock blue with grey. SIZES: 34 to 44 bust measure. Splendid value..... **$8.95**

16F111—Dashing and attractive, one of the season's newest offerings is this Tuxedo model of well-wearing, warm Wool and Cotton Yarn. A new block border has been used to decorative advantage for the collar and Tuxedo facing as well as for the close-fitting cuffs. Novelty slot-belt encircles the waist. There are two useful patch-pockets. "Rack-stitch" border at lower edge. COLORS: Rose or Copenhagen SIZES: 34 to 44 bust measure..... **$5.45**

16F120—An exceedingly smart knitted cap for Women and Misses. The sides are of Angora finish Wool and Cotton Yarn. The soft draped top is of Fancy-stitch Fibre Silk, trimmed with a fur pompon. COLORS: Rose or peacock with contrasting trimming..... **$1.29**

16F110—A handsome coat sweater that will afford much comfort and give good service to the wearer, made of Wool and Cotton Yarn. It is designed with a "Byron" shaped collar, turn-back cuffs and patch-pockets, that are trimmed effectively with contrasting color. Smartly belted at the waist. COLORS: Rose, Copenhagen or green. SIZES: 34 to 44 bust measure. Splendid value..... **$5.98**

16F114—Distinctly chic and bewitching is this latest offering of the season—the "Blouse-coat Sweater." It is made of excellent quality All Wool Zephyr Yarn, knit in novelty box weave. The collar is of the semi-shawl variety and can be worn more open or snugly close, as desired. Rows of elastic shirring at the waist give fitted effect, while the waist of the sweater blouses gracefully, as pictured. Like many of the newest models it reaches to the hip-depth. Fastens with two crochet buttons. Colors: Buff, American beauty or peacock blue. SIZES: 34 to 44 bust measure. **$7.45**

16F118—Dashing new style knitted hat of Wool, Cotton and Fibre Silk Yarn. Sides are planted and top is draped to extend over the side, where is is finished with fancy ornament, as pictured. COLORS: Peacock with buff or American beauty with navy..... **$1.25**

16F112—Picturesque and alluring in its true interpretation of smartness is this clever slip-on "Fish Tail" sweater of high-grade, all-wool Zephyr Yarn. Beauty and novelty are added by the two-tone fancy weave of the garment. The waist part blouses, while the skirt of the sweater, as well as the cuffs, are purled effectively. The large sailor collar is finished in front with a knitted cord trimmed with pompon. The waist, too, is beaded with a knitted cord which makes it snug fitting. It ties at the side and is finished with pompons. COLORS: Turquoise with beige or beige with black. SIZES: 34 to 44 bust measure..... **$8.45**

16F119—Chic three-corner cap of unusual style. Made of Wool and Cotton Yarn. The turned-up sides have two stripes of contrasting color. The front has a novelty ornament of Wool drawn through a buckle. COLORS: Turquoise with beige or buff with turquoise..... **$1.00**

Charming Negligees and Bath Robes

14F49—Luxuriously warm, beautiful bathrobe made of the finest quality Beacon Cloth. This material has a soft velvety touch that will delight the wearer. The design is most unusual. It has a surplice-closing front outlined with rich lustrous Silk ribbon, which has also been used for trimming the patch pockets and the bell shaped cuffs. Cut on full comfortable lines. Fastened with two Silk tassel fringe. COLORS: Light and Navy oriKose. SIZES: 34 to 46 bust measure **$7.45**

14F50—Irresistible charm and luxurious comfort are combined in this slip-on boudoir negligee of lovely Silk and Cotton, Georgette Crepe de Chine. Designed with the latest collarless round neck-line, which like the kimona sleeve, is finished with shirred Silk ribbon, as pictured. The front is handsomely embroidered with Silk. The sides have tucks, below which, the garment falls into graceful drapings. Half belt in front with bow at the side of lustrous Silk ribbon. COLORS: Copenhagen or Rose. SIZES: 34 to 46 bust measure..... **$4.98**

14F52—An Empire style boudoir robe of pleasing simplicity. Made of warm velvety Flannelette. Sateen ribbon trims the neck, sleeves and also accentuates the Empire waist-line. The back is finished with a bow and streamers. Cut on full loose lines that assure comfort. COLORS: Copenhagen or pink. SIZES: 34 to 46 bust measure..... **$2.49**

14F53—Every woman delights in a handsome negligee and this one also has the practical advantage of being an excellent value. The material is attractive Flowered Crepe of an unusually fine quality. Designed with loose "Butterfly" sleeves which add grace and charm to the model. The neck and either side in front have effective trimming of lustrous Silk ribbon, which also has been used for the bow at the closing. The comfortable fulness of the garment is adjusted by a belt. COLORS: Lavender or Rose. SIZES: 34 to 46 bust measure..... **$4.49**

14F53 $4.49 FLOWERED CREPE

14F52 $2.49 FLANNELETTE

14F49 $7.45 BEACON BLANKET CLOTH

INDIAN BLANKET ROBE 14F48 $3.98

14F50 $4.98 GEORGETTE CREPE DE CHINE

14F51 $5.98 BLANKET CLOTH

14F51—A very essential garment for the cold winter mornings is this delightfully warm, well made bathrobe of attractive Blanket Cloth. It has a close fitting turn-down collar, piped with novelty material. The cuffs and patch pocket are trimmed to match. Cord trimmed with tassels encircles the waist. COLORS: Grey background with rose flowers or Blue with red. SIZES: 34 to 46 bust measure. .. **$5.98**

14F48—Girls' snugly warm bathrobe made of soft fleecy Indian Blanket. The pattern of the garment is rich in coloring. The collar, cuffs and pocket, are trimmed with Sateen banding. Tassled cord at waist. COLOR: Navy with red trimming. SIZES: 6 to 14 years **$3.98**

Pretty New House Dresses of Neat Appearance

19F155—The pleasing and becoming style of this dress is not its only recommending feature, for combined with that desirable quality, it is also an excellent value and a truly serviceable garment. Made of high-grade Percale. Cut on straight loose lines which are controlled at the waist with an all round belt. Designed with a smart collar and pointed vestee in front. There are two large useful patch pockets. Novelty edging has been used effectively to trim the dress as pictured. COLORS: Blue or grey. SIZES: 34 to 46 bust measure.. **$2.39**

EXTRA QUALITY PERCALE

19F152 $2.19

19F153 $2.25 FLANNELETTE

19F155 $2.39 EXTRA QUALITY PERCALE

19F152—A practical indoor garment cut on loose comfortable lines. Made of excellent quality Percale. Can be worn as dress or Cover-all apron. Has sailor collar and kimono sleeves finished with stitched cuffs. There are two fancy pockets with two long tabs that reach above the waist line forming loops through which the loose belt is drawn. Front closing. COLORS: Assorted Stripes. SIZES: 34 to 46 bust measure **$2.19**

19F153—Designed for comfort and snug warmth is this neatly made blouse dress of good quality Figured Flannelette. The sailor collar has button trimmed tabs in front of black Sateen and the cuffs are piped with the same material. The blouse is cut with pleasing fullness and the skirt is finished with an overlapping seam in front. A stitched belt connects the waist with the skirt. Front closing. COLOR: Grey only. SIZES: 34 to 46 bust measure..... **$2.25**

19F157 $2.25 EXTRA QUALITY PERCALE

An Exceedingly Attractive Indoor Garment A Great Bargain

19F157—Novelty and charm have been introduced in the dresses of this excellent "Cover-all apron." It not only gives the wearer utmost comfort and service but also the assurance of being becomingly dressed for her indoor activities. The material used for its making is excellent quality Striped Percale. Made collarless with a square neck line. Piped tabs decorate the vestee-effect in front and also the kimono sleeves. There is a patch pocket for convenience. A sash holds in the fullness at the waist and ties in a smart bow in the back. Piping has been used to advantage as pictured. COLORS: Assorted Stripes. SIZES: 34 to 46 bust measure..... **$2.25**

Excellent Values in Serviceable Morning Dresses

A Neat, Serviceable Kitchen Apron—At a Money-Saving Price.

19F154—Well made useful "Bib" apron, of good quality Check Gingham. It is cut with ample fulness and has fitted waist band. Convenient patch pocket. The edges as well as the pocket are effectively tape bound. Will wash well and give good wear. COLORS: Assorted Checks. No size required for ordering..... .59

19F154
59¢
GINGHAM

19F156—Real service and satisfaction will be derived from this neatly made, becoming model. It can be worn as a cover-all Bungalow Apron or as a house dress. Made of good quality solid color Chambray. The low square neck and short sleeves afford comfort. The waist band is shirred on elastic. Trimmed attractively with contrasting color. Front-closing. COLORS: Blue only. SIZES: 34 to 46 bust measure..... $1.59

19F158
$2.98
FLANNELETTE

19F160
EXTRA
SIZE
$2.98

HIGH
GRADE
PERCALE

CHAMBRAY
19F156
$1.59

NO CHARGES FOR POSTAGE

19F159
$2.29
GINGHAM

19F158—The pleasing blend of smartness, warmth and practicability makes this indoor dress a most desirable model. It is made of attractive Figured Flannelette. Solid color Linene has been used for the becoming style collar and also for the belt and pocket trimmings, as pictured. The closing on the blouse is cut in novel outline and the skirt is finished in front with an overlapping seam. COLORS: Black and White Check with colored figure. SIZES: 34 to 46 bust measure..... $2.98

19F159—One of those indispensable cover-all "Bungalow Aprons," which for their comfort and service have found no rival. Developed in Check Gingham. Cut on loose lines with ample fullness. Has an unusual yoke-effect, collar trimmed with buttons. Half belt controls fulness in front. Convenient patch pocket. Piping adds a finishing touch. COLORS: Assorted Checks. SIZES: 34 to 46 bust measure..... $2.29

19F160—Extra size indoor dress of excellent quality Striped Percale. Especially designed on becoming lines for the full formed figure. Made with smart shawl collar and kimono sleeves that are finished with flare cuffs. The two capacious pockets have flare tabs to match. The loose lines of the garment assure absolute comfort. Belt encircles the waist and adjusts the fulness. Solid color trimming has been used effectively. COLORS: Assorted Stripes. SIZES: 41 to 54 bust measure.. $2.98

Fashion's Trend in Fur Sets this Season is More Becoming than Ever Before

21F135
$49.50
GENUINE SEALINE SCARF

21F136
$14.95
GENUINE SEALINE MUFF

21F138
$34.50
GENUINE JAP FOX SCARF

21F139
$34.50
GENUINE JAP FOX MUFF

ISABELLA MARTEN

21F141
$21.50

Supreme in Quality—Dashing in Style

21F141—When the tang of cold is in the air and the "tailleur" needs the finishing touch of chic and just the added bit of warmth, then will this handsome and fashionable neckpiece be found most welcome and desirable. It is the last word from Paris, this double animal boa scarf. Made of Isabella Marten, a rich Kolinsky-brown fur that is dense, quite long and silky to the touch and appearance. Trimmed with two heads. From tail to tail the scarf measures about 56 ins. **$21.50**

21F142
$14.95
ICELAND FOX SCARF

21F143
$14.85
ICELAND FOX MUFF

F135—One of the joys of winter is the privilege of wrapping one's self in a sumptuous cape-scarf like this one, which bespeaks comfortable luxury in every detail. Made of high-grade, selected lustrous short-shaved, beautiful fur of rich black color. No one but an expert can tell the difference between genuine Hudson Seal or Sealine fur. A novel note is added to the model by having the ends cut in sharp points that can be turned back in cuff fashion, adjusted by crochet clasps. The scarf can be worn close to the neck or thrown back in graceful fashion. Lined carefully with lustrous fine quality Silk. Fastened in front with two large fur buttons..... **$49.50**

F136—Fashionable melon-shaped muff of rich black Sealine fur to match scarf **21F135**. Made over a warm bed and lined with Silk. Novelty stitching at each end. Wrist rug..... **$14.95**

F138—The woman who strives for distinction in dress realizes the chic and dignity that furs can add to her costume, and they are not only ornamental, but practically useful as well, such as this luxuriously warm rug-shape animal scarf of genuine Japanese Fox. This fur is one of the newest offerings of the season. The fur is dense, long and beautifully shaded from two shades of greyish-brown to black markings. From head to the end of its bushy tail the scarf is about 52 inches long. The back is trimmed with an animal head. It is carefully lined with silk and the edges have shirred ruffle of the same material. Novelty chain for adjustment..... **$34.50**

F139 — Handsome melon-shaped muff of genuine Japanese Fox, to match scarf **21F138**. Made over a warm bed, trimmed with animal head and long, bushy tail. Silk lined ruffle at each end with novelty tabs. Wrist rug..... **$34.50**

F140—Price of Set.....$67.50

21F142—One is seldom too young and never too old to add picturesqueness to their costume by a beautiful snow-white Iceland Fox fur scarf. This fur is long, dense and silky and will afford delightful warmth. The scarf is cut in the popular rug shape. From the handsome animal head to the bushy tail the scarf measures about 40 inches. Lined with lustrous good quality Silk. Chain for adjustment..... **$14.85**

New York Styles
Delivered Everywhere. We Pay the Postage

21F143—Melon-shaped muff of Iceland Fox fur, to match scarf **21F142**. Made over a warm bed and lined with Silk. Wrist rug..... **$14.85**

21F144—Price of Set.....$28.50

Stylish New Furs

21F146—There is no other type of accessory to one's costume that can quite achieve that air of elegance and which enhances the simplest garment in the manner of a handsome fur scarf. One of the most attractive sets shown this season and a set that can be regarded as a worth-while investment is the model illustrated on the upper right-hand side of this page. It is made of genuine Natural Red Fox. The double boa scarf is very chic and is luxuriously warm. The fur is long, dense and silky and comes in a rich, reddish brown blended with light brown and grey markings. From the spring animal head to the end of the handsome tail the scarf measures about 48 inches. Novelty chain for adjustment..... **$25.00**

NO DELIVERY CHARGES

21F147—Handsome melon-shaped muff of genuine Natural Red Fox, to match boa scarf **21F146**. Made over a warm bed. Trimmed with an animal head, long bushy tail and paws. Has shirred Silk ruffle at each end and is lined with Silk. Wrist ring **$25.00**
21F146—Price of set.....$48.75

GENUINE NATURAL RED FOX BOA

21F146 $25.00

21F147 $25.00 GENUINE NATURAL RED FOX MUFF

21F149 $11.95 CONEY CAPELETTE

21F150 $9.95 CONEY MUFF

21F149—Never before have furs enjoyed such a vogue as this season, for women have come to realize their style value, economy and the luxurious warmth derived from them. One of the newest ideas in fur designs is the smart capelette of good quality Coney fur. This fur is long haired, dense and silky in appearance. The cape-scarf simply covers the chest and reaches well over the back. It features a double-breasted effect in front with two novelty buttons. Has edging at neck and closing of self-color Silk. Lined with fancy Poplin. Comes in black or taupe kit color..... **$11.95**

21F150—Attractive ball-shaped muff of Coney fur, to match **21F149**. Made over a chamois bed. Has novel ornamentations at the sides of Satin. Silk lined. Wrist ring. Comes in black or taupe kit **$9.95**
21F151—Price of set.. **$21.50**

21F152—Fur capes are very popular this season and are being worn by the most fashionable New York women. They offer an added attraction to the costume and also cover the shoulders, chest and back warmly. This attractive new model is made of imported French Lynx Coney—a dense, silky, long-haired fur. The cape is made with an over-collar, which buttons snugly high. Novel is the manner in which the outline is cut, for the ends, both front and back, extend deeper than the rest of the garment and can be hooked together to form armholes. Carefully lined with Silk. Fastens with crochet buttons. COLORS: Black or Kolinsky brown..... **$17.98**

21F153—Beautiful ball-shaped muff of Lynx Coney to match cape **21F152**. Made over a warm bed and lined with Silk Satin shirring at each end. Wrist ring..... **$10.98**
21F154—Price of set.....**$28.50**

21F152 $17.98 LYNX CONEY CAPE

LYNX CONEY MUFF 21F153 $10.98

POINTED MANCHURIAN LYNX

SET OF SCARF & MUFF 21F145 $37.50

21F145—Fashion, warmth and service are successfully blended together in this handsome fur set of Pointed Manchurian Lynx. This durable black fur has long, dense silk hair intermingled with white hair, as pictured. The rug-shaped animal scarf is about 48 inches long from head to tail. Lined with lustrous Satin. Edging at neck and streamers also of Satin. The large melon-shaped muff is trimmed with animal head, paws and a bushy tail. Satin ruffles at each end. Made over a warm bed and Satin lined. Wrist ring.
Price of set..... **$37.50**

Furs for Smart Women

21F158 $6.95 CONEY SCARF

21F164 $12.45 CHINESE RACOON SCARF

CONEY MUFF 21F159 $6.95

21F161 $18.95 MANCHURIAN LYNX SCARF

21F165 $12.45 CHINESE RACOON MUFF

21F156 $12.98 MARMOT MUFF

21F155 $22.50 MARMOT CAPE

21F162 $14.85 MANCHURIAN LYNX MUFF

21F164—Attractive rug-shaped animal scarf of Chinese Raccoon fur, which will give the wearer a sense of satisfaction based on the knowledge that it is handsome in appearance and will give especially hard wear without being expensive. It is one of the newest and most fashionable furs of the season and is not only en vogue any costume, but is luxuriously warm as well. The color is a rich greyish tan with darker grey and black markings. The length is about 32 inches, including the animal head at one end and the bushy tail at the other. Lined carefully with Silk. Edging at neck **$12.45**

21F165—Handsome, large melon-shaped muff of Chinese Raccoon, to match scarf **21F164**. Attractively trimmed with animal head, tail and paws. Made over a warm bed. Lined with Silk. Wrist ring **$12.45**
21F166—Price of set $25.95

21F158—This little cape-collar of lustrous Coney Fur will add the last touch of chic and warmth to the tailored suit or frock. Coney is a fur of fine appearance, silky and long-haired. The collar can be worn snugly buttoned to the neck or gracefully thrown back on the shoulder. It measures about 32 inches in length. Lined with good quality, serviceable lining. Fastens with novelty button. Excellent value **$6.95**

21F159—A stylish, melon-shaped muff of Coney to match collar **21F158**. Made over a soft, warm bed and lined with good quality lining. Shirred Silk ruche at each end. Wrist ring **$6.95**
21F160—Price per set $13.65

21F161—Furs are no longer considered a luxury, but every-day economy, for their beauteousness brings distinction to the most unpretentious frocks. Smart, distinctive and luxuriously warm is this animal rug-shape scarf of Black Manchurian Lynx. This fur is long-haired, dense and silky and one of the most popular of the inexpensive furs. The scarf is about 56 inches long from head to the end of the bushy tail. Lined with Skinner's Satin. Edging at neck and streamers of the same material **$18.95**

21F162—Ball-shaped muff of Manchurian Lynx to match scarf **21F161**. Made over a warm bed. Lined with Satin. Novelty Silk ruffles at each end. Trimmed with balls. Wrist ring **$14.85**
21F163—Price of set $32.75

21F155—To add to the enjoyment of out-door activities on wintry days one should be wrapped in a fashionably warm and exceedingly fashionable cape, like the one pictured above. It is made of fine quality Russian Marmot—a short-haired, glover fur in a rich shade of brown with darker brown markings. This fur is famous for its fine appearance and service. The cape is made with an over-collar and is attractively trimmed with heads, tails and paws, as pictured. Lined with good quality Silk lining **$22.50**

21F156—Attractive melon-shaped muff of Russian Marmot to match cape **21F155**. Made over a warm bed and finished at each end with shirred Satin. Silk-lined. Wrist ring **$12.98**
21F157—Price of set $34.75

Fashion's Newest Fancies in Fabric Stoles and Muffs

21F176—With unsurpassed enthusiasm has the fur fabric stole been adopted by well-dressed women. It has the recommending features of being smart and handsome in appearance, luxuriously warm and inexpensive. The attractive model illustrated here is made of rich black lustrous Silk Seal Plush, a pile fabric resembling seal fur in appearance. The stole can be worn in many graceful ways. Silk streamers with ball trimmings aid in holding the stole in position. Lined with lustrous Sateen. Measures about 46 inches in length..... **$6.98**

21F177—Canteen-shaped muff of Silk Seal Plush to match stole **21F176.** Made over a warm bed. Sateen lined. Shirred ruffle at each end. Wrist ring..... **$4.98**

21F176 $6.98 STOLE

21F173 $8.95

SILK SEAL PLUSH

SILK SEAL PLUSH

MUFF 21F171 $5.45

STOLE 21F170 $7.45

SILK SEAL PLUSH

MUFF 21F177 $4.98

SILK BEAVER FUR CLOTH

CAPE 21F167 $10.98

MUFF 21F174 $4.98

MUFF 21F168 $4.98

21F173—A stunning new version of the most popular vogue of the season—the fur fabric stole—which adds attractiveness and elegance to any woman's appearance. Made of Black Silk Seal Plush—a silk fur fabric approaching the beauty without the attending weight of real fur. The length of the stole is 52 inches, the width about 11 inches. It is lined with richly colored flowered Sateen and trimmed on either side with pendant Plush balls, as pictured. The stole can be muffled snugly about the throat or draped gracefully in many positions..... **$8.95**

21F174—A large, melon-shaped muff of Silk Seal Plush, to match stole **21F173.** Made over a warm bed and lined with Sateen, which has also been used for the shirred ruffle at either end. Shell wrist ring. Specially priced..... **$4.98**

21F167—Paris-inspired are these new-time fur fabrics that fashion themselves into irresistible sets to be worn over tailored dresses or suits. The one pictured is made of Silk Beaver Fur Cloth—a furry pile fabric that greatly resembles Genuine Beaver Fur. The chic-looking cape wraps snugly about the shoulders while the graceful over-collar gives the much-needed protection to the throat. It can be worn cozily high or turned-down, as pictured. The front overlaps and fastens with two buttons of the fur cloth. The sweep of the cape is about 60 inches, across the back about 18 inches. The lining is durable Poplin with brilliantly colored motifs..... **$10.98**

21F168—A new stove-pipe shaped muff of Beaver Fur Cloth to match cape 21F167. Made over a warm bed and lined with good quality Satin. Edges of silk shirred on elastic. Shell wrist ring..... **$4.98**

A Fashionable Accessory to Milady's Costume

21F170—The winter mode bids Silk Seal Plush to the fore, and this beautiful and dependable pile fabric has been chosen to fashion this latest creation in stoles. It is a splendid aid to any woman's smart appearance and is snugly warm besides. A novel note has been introduced by having one side slashed. The end of the other side is drawn through and held in place with snap-fasteners. A pocket has been added for convenience and three large plush buttons for decoration. The length of the stole is about 62 inches. Gaily patterned Poplin has been used for lining..... **$7.45**

21F171—Melon-shaped muff of Silk Seal Plush to match stole **21F170.** Has warm Silk-lined bed. Fancy shirred edges of silk. Wrist ring..... **$5.45**

Fall and Winter Gloves Attractively Priced

17F48—Smart one-clasp gloves of good quality Suede Leather. Lined throughout with warm, velvety fleeced material that matches the color of the glove. Well made and correctly proportioned. Back has rows of stitching. One large clasp. COLOR: Grey. SIZES: 6 to 8 **$1.98**

17F43—Beautiful dress gloves of exceedingly fine quality, imported French Kid. Will add smartness as an accessory to any costume. Soft and pliable. Proportioned and cut to fit perfectly. Two clasp style. Over-seam sewn. Handsome mottled embroidery back. Narrow cuff. COLORS: Black, Grey, White or Tan. SIZES: 6 to 8 **$2.49**

17F42—Perfect-fitting, well made glove of fine quality Cashmerette, lined with warm, velvety fleecine. Will wear well and give comfort in the cold weather. Back has three rows of stitching. Two clasp style. COLORS: Black, White or Grey **.63** SIZES: 6 to 8

17F52—Warm and delightfully comfortable are these "Golf" gloves of durable good quality Cotton yarn. Knit in an elastic rib which assures snug fit. Shaved wrist. COLORS: Grey or Black. SIZES: 6 to 8 **.49**

17F56—Misses' Sizes, 6 to 12 years. Navy, Grey or Brown ..... **.44**

17F46—Smartly cut dress glove of handsome and practical Washable Kid. It can be easily cleansed by washing whenever required, without losing its softness. One-clasp style. Contrasting cuff band and embroidered back. COLORS: Tan, battleship grey or white. SIZES: 6 to 8. **$2.85**

17F41—Handsome, exceptionally fine gloves that are practical and serviceable. Made of high-grade, heavy quality, Double Tricot Silk. They are warm, durable and perfect fitting. Two clasp style. Back has embroidery of self color. COLORS: Black, White, Grey or cordovan. SIZES: 6 to 8. An especially good value **$1.59**

17F47—An excellent dress glove of soft, pliable, fine quality Kid. Correctly proportioned and finished. Over-seam sewn. Embroidered back of contrasting color. Two clasp style. A pair of perfect-fitting fine gloves. COLORS: Black with White or White with Black. SIZES: 6 to 8..... **$2.79**

17F68—In the latest fashion is this slip-on gauntlet glove of soft, good quality, washable Chamois Suede. It is made with an insert at the wrist for comfort, where it fastens with an adjustable strap and clasp. Stitching on back. Over-seam sewn. COLORS: Black, White or Brown. SIZES: 6 to 8 **$1.69**

17F45—Smartly cut dress glove of excellent quality soft Lambskin Kid. Carefully made of selected skins. Back has three rows of stitching. Made with two clasps. Over-seam sewn. Will afford long wear and entire satisfaction. COLORS: Black, White or Tan. SIZES: 6 to 8. Splendid value..... **$2.35**

18F181—**One of those satisfactory sailor dresses** which are so useful, becoming and youthful. Developed in good quality Gabardine. Made on regulation lines with deep sailor collar. Shield at neck, novel-shaped Empire yoke. Two patch-pockets and an all-around belt. Rows of white braid trim the collar, cuffs, one sleeve and pocket tabs. Emblem at neck and on sleeve. COLORS: Navy or wine. SIZES: 6 to 14 years..... **$3.98**

18F178—**The ever popular winter fabric**—rich, handsome Velvet Corduroy—has been used to smart advantage in the making of this youthful dress. It is made with an "Oliver Twist" turn-down collar of white Georgette. The bow-tie at neck, the cuffs and trimming on the pendant pockets are of attractive Plaid Silk. A button-trimmed belt adds the finishing touch. COLORS: Navy, wine or brown. SIZES: 6 to 14 years..... **$6.98**

18F179—**Beautiful both in design and material** is this youthful little frock for girls. Made of high-grade All Wool Serge, a most dependable fabric. Designed in Empire effect with two loose tabs in front, as pictured. These tabs are attractively embroidered in contrasting color. "Parrot" frill collar and piping of richly colored Silk Plaid. The skirt hangs in deep graceful folds. COLOR: Navy with combination plaid. SIZES: 6 to 14 years. **$8.45**

18F183—**Splendid little dress** for school or play. Made of washable, well-wearing Plaid Gingham. Designed in a pleasing style with collarless round neck-line. Solid color Linene trims the neck, button-trimmed side closing and also the cuffs. The skirt is cut with fulness and has a box-plait panel in front. There are two patch pockets and an all-around belt. COLOR: Blue combination plaid. SIZES: 6 to 14 years. **$1.98**

18F182—**This attractive little Frock will please** with its smart new style and reasonable price. The material is well-wearing, good quality Cotton Serge. Made with a round collarless neck-line. Hand-embroidered stitching and beautiful smocking decorates the front, as pictured. The loose lines of the dress are controlled by a detachable belt. Two patch pockets. Red piping has been used effectively. COLOR: Navy. SIZES: 6 to 14 years..... **$3.49**

18F180—**Charming little coat dress** that will delight the wearer by its attractive appearance. Made of Woven Plaid combined with Blue Tricosette, as pictured. The coat-effect blouse has a smart collar, button-trimmed vestee and two pockets. The skirt is plaited, giving pleasing fulness to the garment. It is attached to a lining. COLOR: Combination navy plaid. SIZES: 6 to 14 years..... **$4.98**

Good Values in Exceptionally Smart Coats

20F92—Girl's Dolman-effect Coat of good quality Thibet Velour—a serviceable popular fabric. Made on graceful lines with a loose, button-trimmed back, which is headed by an Empire yoke. The front has a half belt and two novelty-shaped pockets. Becoming collar of Beaver Cloth. COLOR: Navy only. SIZES: 6 to 14 years. Excellent value..... **$8.95**

20F94—Russian-blouse coat of a charming style. Made of the popular winter fabric—Velour Plush. Collar of contrasting Velour Plush. Patch pockets with tacked and button-trimmed tabs. All-around belt trimmed in the back with two novelty buckles. Lined throughout with flowered lining. COLORS: Brown, green or navy. SIZES: 6 to 14 years..... **$11.85**

20F95—Fashioned in accord with the season's newest offerings is this handsome, finely tailored coat of All-Wool Velour. The loose unbelted lines of the model adapt themselves prettily to the youthful figure. The back has a stitched panel trimmed with buttons and fancy stitching; collar is trimmed to match. Loose raglan sleeves. COLOR: Navy. SIZES: 6 to 14 years..... **$11.45**

New York Styles Delivered Everywhere. We Pay the Postage.

20F96—Exceedingly graceful and smart is this Dolman-effect coat. It is developed in handsome, durable Velour Plush. A rich dressy note is added by the luxurious collar of Kit Coney Fur. The back is cut in novel outline and trimmed with buttons. Sash-belt in front. Two slot pockets. Sateen lined. COLORS: Green or Navy. SIZES: 6 to 14 years..... **$13.65**

20F93—Beautiful dressy coat designed to add grace and charm to the youthful figure. Developed in extra fine quality Velour Plush. Large collar and fall cuffs of handsome Beaver Fur Cloth. Dolman-effect is achieved by the deep kimono sleeves. Rippling loose back headed with shirring and a row of buttons. Slot pockets in front and a throw-ease sash completes this smart model. Full lined. COLORS: Scarlet or black. SIZES: 6 to 14 years..... **$14.98**

20F91—Dressy and smart is this little coat of service-giving, handsome Velour Plush. According to fashion's latest dictates, it is designed with a loose back and two narrow half belts in front. Below the Empire yoke in back, on either side, there are button-trimmed, strap-effect tabs. Becoming adjustable collar of beaver fur cloth. Cuffs are of the same material as the collar. Lined throughout with sateen. COLORS: Burgundy or navy. SIZES: 6 to 14 years..... **$9.98**

Coats for the Little Tots of 2 to 6 Yrs.

20F32—A practical and inexpensive coat. Made of Novelty Cheviot. Kerami Fur Cloth has been used for the collar and pocket tabs. Belted at the waist. COLOR: Grey Mixture. **$4.98**

20F40—One of the cleverest children's coat models shown this season is this smart little dolman of Wool and Cotton Broadcloth. Silk Plush collar. Empire yoke front and back. Kimono sleeves. Slot pockets. Button trimming. Lined throughout with good quality lining. COLORS: Green or Navy. **$8.95**

20F36—Attractive coat of Wool Pom-Pom—a soft wool wearing fabric. Collar and cuffs of Beaver Cloth. Pin tucks and button trimming. Two patch pockets. Warmly interlined. Lined throughout with good quality lining. COLORS: Burgundy or Navy **$8.95**

20F37—This beautiful little dress coat is made of an entirely new fabric—Silvertone Silk Plush. Collar, Cuffs and Vestee of Silvertone Beaver Cloth. Has loose back with Empire yoke. Half belt in front. Ball button trimming. Good quality lining. COLORS: Copenhagen or Henna **$9.45**

20F33—Empire Coat developed in a new material Silver tipped cloth. Shirring below waist gives pleasing fulness. Smart collar. Two slot pockets. Button trimming. Lined throughout with good quality lining. COLORS: Navy with Silver tip **$7.98**

20F35—Child's smart coat for winter wear. Made of Velour Plush—a handsome service-giving material. Trimmed attractively with contrasting color Velour Plush, as pictured. There are two shirred pockets and an all round belt. Has good quality lining. Colors: Green or Beaver Brown. **$7.45**

20F34—This becoming well-made child's coat is of Velour Plush. Designed with Empire yoke which is treasured in the back with buttons. Smart collar of novelty Fur cloth. Shirring beneath yoke. Good quality lining. COLORS: Scarlet or Navy.... **$6.98**

20F39—Handsome dressy coat of Velour Plush. Empire yoke front and back. Worn snug collar and cuffs of Beaver Fur cloth. Throw-tie sash with fringe trimming. Good quality lining. COLOR: Black only.... **$8.95**

20F38—A chic little dolman-effect coat, made of Velour Plush—Corded Empire yoke front and back. Kimono sleeves. Throw-tie sash with ball trimming. Beaver Cloth collar. Button trimming. Good quality lining. COLORS: Navy or Burgundy.... **$8.85**

20F32 $4.98 MIXTURE

20F38 $8.85 VELOUR PLUSH

20F40 $8.95 WOOL BROADCLOTH

20F34 $6.98 VELOUR PLUSH

20F33 $7.98 SILVERTIP

No Charges for Postage

20F36 $8.95 WOOL POM-POM

20F37 $9.45 SILVERTONE SILK PLUSH

20F35 $7.45 VELOUR PLUSH

20F39 $8.95 VELOUR PLUSH

Pretty Frocks for Children of 2 to 6 Years

18F98—Warm, velvety Flannelette has been used in the making of this comfortable romper. Has turn-down collar, long sleeves and novel breast pockets. Contrasting color Linene is used for piping. Front belt. Drop seat. COLOR: Grey only. SIZES: 2 to 4 years..... **$1.19**

18F91—Fetching little, well made frock of durable Linene. Novel shaped collar of White Linene. The round yoke in front as well as the collar have touch of embroidery for trimming. Pin-tucks below the yoke. Two button-trimmed patch pockets. White piping. COLORS: Copenhagen or pink. SIZES: 2 to 6 years..... **$1.69**

18F93—Attractive woven Plaid has been used for this child's dress. "Oliver Twist" collar of white Piqué. Ribbon-tie at neck drawn through a small buckle. Vestee effect, button-trimmed tab in front. All around belt. Patch pockets. White piping adds a touch of trimmance. COLORS: Blue combination Plaid: Sizes: 3 to 6 years..... **$1.98**

18F96—A luxuriously warm frock of rich-looking, well-wearing Velvet Corduroy. "Oliver Twist" collar with silk tasseled cord at neck. Button-trimmed box-plait down front with Empire yoke on either side. Two patch pockets. Buckle trimmed patent leather belt at waist. COLORS: Navy or wine..... **$3.49**

18F95—Even the cold days of winter have their charm for the youngster if she has the privilege of wearing such a handsome, warm, little frock as this one, of All-Wool Serge. Made on loose lines with a novel cut Empire yoke. Turn-down collar pointed cuffs and pocket tabs of Silk Poplin. Hand embroidered stitching and piping outlines the yoke. The front has plaits. COLORS: Navy with red.. **$4.98**

18F92—"Dress up" frock of unusual charm Made of fine white Linene. Deep collarless yoke with scalloped edging at neck, lower edge and on the kimono sleeves. Hem-stitched front panel beautifully embroidered. Silk ribbon sash with bow at side. COLORS: White with blue or pink ribbon... **$1.85**

18F99—Inexpensive play dress of wall wearing Linene. The turn-down collar is attractively embroidered on front. Like the cuffs, it is of white Linene. Two-button trimmed inverted plaits at waist. Skirt has plaits. Two patch pockets. Button trimmed belt. COLORS: Copenhagen or pink. **$1.19**

18F94—Every little girl enjoys wearing a sailor dress. They are pretty, and comfortable. This one is made of Cotton Serge. The sailor collar and cuffs are braid-trimmed. Empire yoke where closing is effected with tasseled lacing. All around belt. COLOR: Navy with red..... **$1.98**

18F97—Quaint and pleasing is this little frock of fine quality Ramie Linene. Made on loose lines with an Empire yoke. Collarless round neck-line trimmed with cross-stitching. The front, below the yoke, is made with a button-trimmed box-plait and on either side there is hand embroidery smocking. Two patch pockets. COLORS: Copenhagen or rose-pink... **$1.79**

SPECIAL WOMEN'S HOSE OF QUALITY VALUE EXTRAORDINARY

12F219

GOOD QUALITY FINE GAUGE COTTON SEAMLESS

DOUBLE HEELS SOLES & TOES

12F237

98¢

LUSTROUS FIBRE SILK

High-Grade, Handsome Dress Hose

12F237 — Excellent, well-wearing dress hose, with lustrous Fibre Silk boot. Deep double garter hem and uppers of serviceable fine ribbed Cotton. Reinforced heel, sole and toe. Splendid value offering. Colors: Black, white or brown. SIZES: 8½ to 10. **.98**

Shapely, Trim Fitting Hose of Superior Quality

12F161 — Soft, lustrous, pure thread Silk hose. Made with top of well-wearing Silk Lisle. Deep double garter hem. Knit seamless. Reinforced Lisle heel and toe. Colors: Black, white or Havana brown. **$1.19**

12F161

$1.19

THREAD SILK

FULL SEAMLESS

DOUBLE HEELS SOLES & TOES

12F167

MERCERIZED LISLE

FINE GAUGE

SOLES, HEELS AND TOES, DOUBLE

3 PAIR FOR $1.00

12F219—Well-wearing hose of Silk finish Gauze Cotton. Knit seamless in a fine elastic rib. Double garter top, heel, sole and toe. Excellent hose for general wear. COLOR: Black only. SIZES: 8½ to 10. Sold in bundles of 3 for **$1.00**

1 PAIR FOR 45¢

3 PAIR FOR $1.25

12F167—Hose of Silky Mercerized Lisle knit in a fine rib without seams. Made with deep double garter hem. COLORS: White, grey, Russian calf or black. SIZES: 8½ to 10. One pair for..... **.45** Three pairs for..... **$1.25**

12F197

SEAMLESS LISLE BOOT

44¢

DOUBLE HEELS SOLES & TOES

12F197 — Well-wearing hose of fine appearance. Made with boot of good quality Silk Lisle. Knit evenly without seams. High spliced double heel, sole and toe. Deep double garter top. COLORS: Black, white, Russian calf or grey. SIZES: 8½ to 10..... **.44**

EXCELLENT QUALITY SEMI-FASHIONED THREAD SILK

12F191

$1.59

HIGH SPLICED HEELS, SOLES, TOES

12F191—Handsome, semi-fashioned dress hose of pure, lustrous Thread Silk. Made with double-knit Silk Lisle top. Seam in leg for perfect fit. Reinforced high spliced heels and toes of Lisle. COLORS: Black, white, Havana brown or battleship grey. SIZES: 8½ to 10. **$1.59**

12F196—Delightfully warm and serviceable is this stocking of fleece-lined, good quality Cotton. Ideal type of hose for the winter. Knit seamless in a close rib. The deep elastic ribbed garter top will not bind. COLOR: Black only. SIZES: 8½ to 10.. **.39**

RIBBED TOP

12F196

GOOD WARM FLEECE-LINED COTTON

39¢

FULL FASHIONED THREAD SILK

12F190

GUARANTEED TO GIVE SERVICE

DOUBLE HEELS SOLES & TOES

$1.98

12F190— Exquisite, pure Thread Silk hose for dressy occasions. It is full fashioned or shaped in the knitting. Guaranteed to give service. Double Silk Lisle garter top. Reinforced heel, soles and toes. Colors: Black, white, Havana brown, battleship grey, beaver brown or field mouse. Sizes: 8½ to 10..... $1.98

POPULAR WOOL SPORT HOSE

12F233

97¢

The Newest Offering in Sport Hose

12F233 — Exceedingly warm, comfortable hose for sport or general wear. Knit closely and evenly of Worsted and Combed Cotton yarn, in an elastic rib without seams. Deep double garter hem. Reinforced heavy Lisle heel and toe. COLOR: Heather mixed only. SIZES: 8½ to 10. **.97**

SUPERB QUALITY AND WEIGHT SILK LISLE

12F232

63¢

SEAM BACK, DOUBLE HEELS, SOLES & TOES

12F232 — Silk Lisle of the very best quality has been used for making this fine-looking hose shaped with seam down back to insure trim fitting ankle. The deep double garter hem and reinforced high spliced heel, sole and toe assure long service to the wearer. COLORS: Black, white or dark brown. SIZES: 8½ to 10 **.63**

FASHIONABLE NEW DROP-STITCH SILK LISLE

12F231

DOUBLE HEELS SOLES & TOES

69¢

12F231 — Attractive new hose of handsome Silk Lisle with "Richelieu" drop stitch. Shaped in the knitting without seams. Made with deep double garter hem. Reinforced double heel, soles and toes. COLORS: Black, white or cordovan brown. SIZES: 8½ to 10..... **.69**

Town.....

Street or R. F. D.....

State.....

PUT A TWO-CENT STAMP HERE

Perry, Dame & Co.

142 to 154 East 32nd Street,

New York City, N. Y.

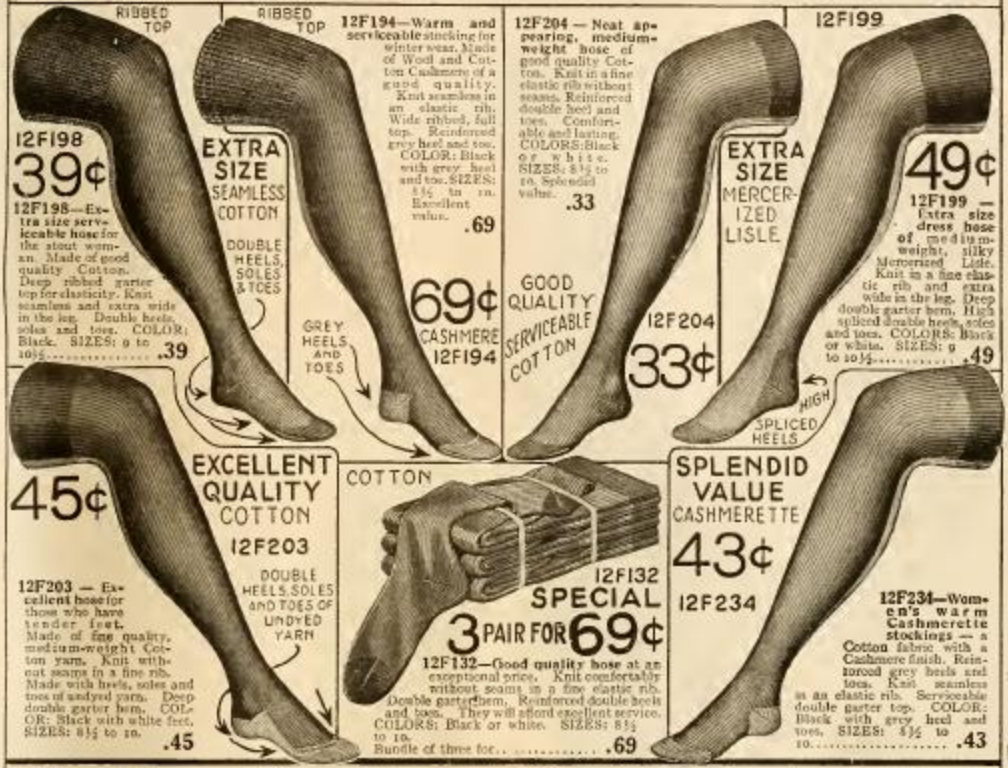
Be Sure This Envelope Is Securely Sealed

HAVE YOU GIVEN SIZES, COLORS

and

ALL NECESSARY INFORMATION ?

SPLENDID MONEY-SAVING VALUES IN WOMEN'S HOSIERY



12F198—Extra size serviceable hose for the stout woman. Made of good quality Cotton. Deep ribbed garter top for elasticity. Knit seamless and extra wide in the leg. Double heels, soles and toes. COLOR: Black. SIZES: 9 to 10½..... .39

12F194—Warm and serviceable stocking for winter wear. Made of Wool and Cotton Cashmere of a good quality. Knit seamless in an elastic rib. Wide ribbed, full top. Reinforced grey heel and toe. COLOR: Black with grey heel and toe. SIZES: 8½ to 10. Excellent value. .69

12F204 — Neat appearing, medium-weight hose of good quality Cotton. Knit in a fine elastic rib without seams. Reinforced double heel and toes. Comfortable and lasting. COLORS: Black or white. SIZES: 8½ to 10. Splendid value. .33

12F199 — Extra size dress hose of medium weight, silky Mercerized Lisle. Knit in a fine elastic rib and extra wide in the leg. Deep double garter hem. High spliced double heels, soles and toes. COLORS: Black or white. SIZES: 9 to 10½..... .49

12F203 — Excellent hose for those who have tender feet. Made of fine quality, medium-weight Cotton yarn. Knit without seams in a fine rib. Made with heels, soles and toes of undyed yarn. Deep double garter hem. COLOR: Black with white feet. SIZES: 8½ to 10. .45

12F132—Good quality hose at an exceptional price. Knit comfortably without seams in a fine elastic rib. Double garter hem. Reinforced double heels and toes. They will afford excellent service. COLORS: Black or white. SIZES: 8½ to 10. Bundle of three for..... .69

12F234—Women's warm Cashmerette stockings — a Cotton fabric with a Cashmere finish. Reinforced grey heels and toes. Knit seamless in an elastic rib. Serviceable double garter top. COLOR: Black with grey heel and toes. SIZES: 8½ to 10..... .43

WELL MADE - GOOD WEARING HOSE FOR BOYS AND GIRLS

12F210—Boys' and girls' hose of two-thread, good quality Cotton. Knit seamless in a thoroughly elastic rib. Reinforced heels and toes made to stand hard wear. Elastic top. Color: Black. Sizes: 5 to 10....19

12F205—Boys' and girls' medium-weight, good quality Cotton hose. Knit without seams. Reinforced heels and toes. COLOR: Black. SIZES: 5 to 9½. Bundle of three pairs .69

12F217—Dressy, seamless hose for boys and girls. Made of fine ribbed, good quality Cotton. Knit in a thoroughly elastic rib. Reinforced heels and toes. Warm and lasting. COLORS: Black or white. SIZES: 5 to 9½..... .35

12F235—Wear-resisting, serviceable hose for boys and girls. Knit without seams of durable Cotton. Has triple reinforced knee, which guarantees long wear. Double heel and toe. Elastic top. COLOR: Black. SIZES: 5 to 10..... .37

12F211—Good quality, medium-weight Cotton hose for boys and girls. Knit without seams in an elastic rib. Reinforced heels and toes. Color: Black. Sizes: 5 to 9½..... .29

12F207—"Best-wear" hose for boys and girls. Made of excellent quality Silk Lisle. Knit seamless in a fine, thoroughly elastic rib. Reinforced heel and toe. Elastic top. Will give splendid service. COLORS: Black, white or dark brown. SIZES: 5 to 9½. .39

How to Order Boys' and Girls' Hose

If you do not know the size your boy or girl wears order according to the schedule given below. For example: A child wearing a No. 7½ shoe requires a No. 6 stocking; a boy or girl wearing a No. 1 shoe requires a No. 7 stocking. Be sure to state color and size.

Size shoe	1½	2	2½–3½	4–5½	6–7½	8–9½	10–11½	12–13½
Size hose	4	4½	5	5½	6	6½	7	7½
Size shoe		1–2	2½–3½	4–5½	6–7½	8–9½	10–11½	12–13½
Size hose		8	8½	9	9½	10	10½	11

DESIRABLE VALUES IN NEW FALL PETTICOATS

11F92—Attractive-looking petticoat fashioned in Flowered Silveeco. Made with a deep flounce, which is finely accordion plaited. It is finished at the bottom with a plaited ruffle arranged in scalloped effect and two rows of fine tucks. Self-adjusting waistline. Colors: Assorted patterns with black backgrounds. Front Lengths: 36 to 42 inches **$1.85**

11F92 $1.85

11F91—There are few materials if any that can rival Silveeco for hard wear and good service. It also has the advantage over the others in being so very inexpensive. The model pictured is developed in Silveeco. It has a flounce that is plaited, tucked and embossed in an attractive manner. Self-adjusting elastic waistband. Colors: Black, Navy or Green. Front Lengths: 36 to 42 inches **$1.19**

11F91 $1.19

11F93—In the model pictured two beautiful Silk fabrics have been combined to advantage. The smooth, perfect fitting top is made of closely woven Silk Jersey. Accordion plaiting, pin tucks, and shirring comprise the trimming of the graceful flounce, which is of lustrous lovely Silk Taffeta. Self-adjusting elastic waistband. Colors: Navy or Green changeable. Front Lengths: 36 to 42 inches **$4.98**

11F93 $4.98 SILK JERSEY TOP

SILK TAFFETA FLOUNCE

11F94 $4.98

SELF-ADJUSTING WAIST BAND

11F89 TALL SILK JERSEY $6.95

11F94—A fashionable petticoat made of lustrous Silk Taffeta. Graceful flounce trimmed with pin tucks and an accordion plaited ruffle arranged in scalloped effect. Self-adjusting waistband. Colors: All Black, Navy changeable or Green changeable. Front Lengths: 36 to 42..... **$4.98**

11F89—Lovely, shimmering All Silk Jersey of a heavy, excellent quality has been used for the making of this petticoat. It is cut and proportioned on lines that adhere to the latest and most fashionable silhouette. It clings softly and snugly to the body, giving smooth lines to the outer garments. Made with a deep accordion plaited flounce that has attractive diamond-shaped inlays of Silk Taffeta. Self-adjusting elastic waistband. Colors: King Blue with Rose, Emerald with Purple or Taupe with Rose. Front Lengths: 36 to 42 inches. Splendid value.. **$6.95**

11F90 $3.29

11F90—Two handsome and reliable fabrics have been successfully combined in this smart, neatly made petticoat. Changeable Seco Silk of a fine quality has been used for the smooth-fitting top and lovely changeable Silk Taffeta forms the accordion plaited flounce, which is finished on top in pointed effect. Self-adjusting elastic waistband. Colors: Changeable Green and Blue or Navy and Black. Front Lengths: 36 to 42 inches..... **$3.29**

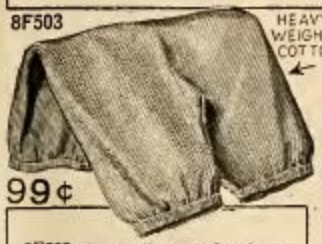
11F88 SATEEN $2.29

11F87 SILK JERSEY $6.95

11F87—The very latest. This excellent innovation, the petti bloomer, combines the virtues of a petticoat and the comforts of a trim-fitting bloomer, as its name implies. It is made of beautiful lustrous Silk Jersey of an excellent quality. The bottom is finished with elastic adjustment beneath the accordion plaited flounce. Self adjusting elastic waistband. Colors: Navy, Purple or Taupe. Lengths: 36 to 40 inches **$6.95**

11F88—Same model as **11F87** made in fine quality Sateen. Colors: Black, Purple or Taupe. Lengths: 36 to 40 inches..... **$2.29**

Warm, Serviceable Knit Goods of Good Quality

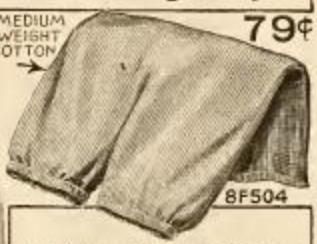


8F503

99¢

HEAVY WEIGHT COTTON

MEDIUM WEIGHT COTTON



79¢

8F504

8F503—A splendid type of undergarment for the cold days of winter is this comfortably shaped bloomer of warm heavy-weight Cotton. The shaping at the waist and over the hips prevents the garment from being bulky. Elastic at the knee. Tape drawstring at waist. COLOR: Grey only. Length about 25 inches. No size required. Excellent value. **.99**

8F504—A practical and sensible bloomer for winter wear. Made of good quality, medium weight Cotton. Proportioned to fit with comfort. Knit closely in an elastic rib. Elastic adjustment at knees. Waist line is finished with a drawstring. COLOR: Grey only. Length about 25 inches. No size required . . . . . **.79**

8F506—The comfort and luxurious warmth derived from the wearing of knitted undergarments has long been appreciated and especially so by the woman who is compelled to do any outdoor work. The petticoat offered here is an excellent model which will give utmost comfort and warmth. Made of fine Wool and Cotton Yarn, with mercerized silk stripes. Waist has drawstring. Shell stitched bottom. COLORS: Grey with assorted stripes. LENGTH: 31 inches. No size required. **$1.79**

8F502—Knitted princess slip of good quality Cotton. It fits snugly to the body and serves as a corset cover and petticoat combined. Slip-on model with tape run crochet heading at neck for adjustment of fulness. Crochet edge finish at armhole and bottom of skirt. COLORS: Grey or White. SIZES: 34 to 38 bust measure. About 48 inches long. **.97**

8F506
$1.79
WOOL MIXED YARN MERCERIZED SILK STRIPE

8F502
97¢
COTTON

8F505
79¢

8F508
$1.10

8F507
$1.39
TWO TONE STRIPED COTTON

WOOL MIXED YARN

8F505—Serviceable warm knitted petticoat of closely woven good quality Cotton, crochet finished lower edge, shaped waist with drawstrings. COLOR: Grey with assorted stripes. LENGTH: 31 inches. No size required. . . . . **.79**

8F508—Knit petticoat of durable heavy winter weight Cotton. It is delightfully warm and comfortable. Shaped over the hips. Tape run crochet waistband. Crochet lower edge. COLOR: Grey. LENGTH: 31 inches. No size required . . . **$1.10**

8F501
$2.25
WOOL MIXED YARN
PETTI-BLOOMERS

8F500
$1.85

8F500—The heartiest frost of the winter can be bravely faced with comfort if the body is clad in such a luxuriously warm undergarment as this snug fitting Slip-on Princess slip. It is made of excellent quality Wool and Cotton yarn. Knit evenly in an elastic rib, serves the purpose of a corset cover and petticoat combined. Crochet edging at armholes and bottom of skirt, tape run beading at neck. Colors: Grey or White. Sizes: 34 to 38 bust measure. Length: about 48 inches. **$1.85**

8F507—Exceedingly attractive and luxuriously warm is this knitted petticoat of two-tone striped Mercerized Cotton. Shaped at the waist and over the hips, giving smooth lines to the outer garment. The lower edge is finished with crochet shell stitching, tape run crochet waistband. An unusually fine garment. COLORS: Turquoise or Black, both with combination stripes. Length: 31 inches. No size required. **$1.39**

8F501—A practical novelty has been introduced in this knitted petti-bloomer. It is made of excellent quality Wool and Cotton yarn. Ideal undergarment for the cold weather. Reaches to the ankles where it is adjusted by two rows of elastic shirring. Takes the place of a petticoat and bloomer. Shaped over the hips. Elastic in the waistband. COLORS: Black, Navy or Grey. LENGTHS: 32 or 36 inches. Good value. **$2.25**

Interesting Values in Corsets

10F1—Skillfully designed to mould the medium figure on graceful lines which are in accord with the requirements of fashion, is this beautiful front-lacing model of Silk-finish Brocade. Boned throughout with flexible rust-proof bones. Soft band of Tricot down back. Insert of strong elastic webbing at bottom of skirt in back allows expansion when seated, and insures smooth lines in all positions. Beautiful lace and ribbon trimming. Three pairs of fine hose supporters. COLORS: White or Flesh Pink. SIZES: 18 to 30..... **$3.45**

Order 1 inch smaller than waist measure taken over dress.

A Specially Designed Reducing Corset

10F3—This excellent reducing model has been scientifically constructed and proportioned. It gives the stout figure faultless fit with the utmost comfort. The material is fine strong Coutil. Reducing straps held down by strong elastic webbing garters flatten the abdomen underneath elastic bandlet which comfortably supports and reduces excess flesh. Graduated front steels. Medium high bust and long skirt. Lace trimmed top. COLOR: White only. SIZES: 20 to 36..... **$3.98**

Order 3 inches smaller than waist measure taken over dress.

10F2—In style, cut and fabric, this is an ideal corset for the slender to medium full figure. Made of fine quality Coutil. It has woven wire boning which gives flexibility to the model at the same time affording proper support. Guaranteed to be rust-proof and unbreakable. Designed with long graceful skirt. Three pairs of garters and invisible adjustments of the model. **$2.49** COLOR: White only. SIZES: 20 to 36.

Order 3 inches smaller than waist measure taken over dress.

A Splendid Reducing Model

10F17—A model that typifies the fashionable reducing corset for full figures. It is correctly designed and made of durable Coutil. Adjustable reducing straps support and flatten the abdomen without unnecessary pressure. These straps also aid in reducing the figure all around below the waistline. Broad graduated front steels are skillfully arranged to advantage. Medium high full bust. Three pairs of strong hose supporters. An excellent corset at a most reasonable price. COLOR: White only. SIZES: 18 to 36.. **$1.98**

Order 3 inches smaller than waist measure taken over dress.

10F27—A low-topped corset especially designed for slender to medium full figures. Made of well-wearing mercerized Brocade. It confines the thighs and lower hips, giving a straight line down the back, in accord with the dictates of the latest mode. The elastic webbing inserts on top assure ease and freedom of movement. Slightly boned with rust-proof flexible boning. Long skirt. Two pairs of garters. COLORS: Flesh, Pink or White. SIZES: 20 to 30 inches **$1.79**

Order 2 inches smaller than waist measure taken over dress.

The Season's Correct Corsets

A Model that Meets the Exacting Demand of the Short-Waisted Figure

10F6—To produce the desired effect of grace and correct corseting for the short-waisted, medium or stout figure, it requires great care and skill in the designing. An ideal model for such a figure is the one illustrated here of a strong good quality Coutil. Full bust and high back. Comfortable short skirt. Top trimmed with lace and ribbon. Four hose supporters help keep corset in position. Color: White only. Sizes: 20 to 36 **$1.59**

Order 3 inches smaller than waist measure taken over dress.

10F42—Scientifically constructed abdominal or surgical belt of strong white Coutil. Specially designed to give support and flatten abdomen with absolute comfort. Very lightly boned. Side lacing with adjustable strap. Two hose supporters. An excellent model. Color: White only. Sizes: 22 to 38 **$1.49**

Order 2 inches smaller than waist measure taken over dress.

An Excellent Model for Sport or General Wear

10F52—A specially designed topless corset made to confine the thighs and hips. The material used for its making is good quality white Coutil. Slightly boned. Four strong hose supporters. SIZES: 18 to 30 **.73**

Order 2 inches smaller than waist measure taken over dress.

We pay all Delivery Charges on Everything

Correctly Designed Corset That Imparts Grace, Poise and Style to the Full-Formed Figure

10F20—Carefully proportioned and correctly boned corset for the full figure of medium proportion. Made of fine Coutil. Boned throughout with non-rustable duplex boning. Reducing straps control and reduce the abdomen without unnecessary pressure. Elastic bandlet underneath holds corset close to figure and gives firm support to excess flesh. The straps also reinforce the corset so that it holds its shape and wears well. Embroidery trims top. COLOR: White only. SIZES: 20 to 36..... **$3.39**

Order 1 inch smaller than waist measure taken over dress.

Emphasizing the New Fall Silhouette

10F16—When perfection and the correct silhouette is most desired in the outer garment, they must first be sought in the foundation of the figure—the corset. This excellent front lacing model of good quality Coutil well demonstrates the latest in style and correctness of line. Designed for the slender and medium figures. Medium bust and long skirt. Garters at front and sides insure perfect adjustment. Prettily trimmed on top with lace. COLOR: White only. SIZES: 18 to 30..... **$1.98**

Order one inch smaller than waist measure taken over dress.

10F18—The charm and grace of the figure will be greatly enhanced if corseted in this correctly designed, well made corset of durable Coutil. Suitable for slender and medium figures. Boned throughout with flexible rust-proof boning. Bust is comfortably high. Long graceful skirt. Lace-trimmed top. Six elastic webbing hose supporters. Color: White only. Sizes: 19 to 30 **$1.98**

Order 2 inches smaller than waist measure taken over dress.

Women's Well-Made Winter-Weight Union Suits

8F489—A serviceable, winter-weight union suit of good quality, lightly fleeced Cotton. It is heavy ribbed, very elastic and made with a snug-fitting waistline. Tape-run Dutch neck, elbow sleeves and ankle-length pants. Shell-stitch embroidery down front opening. Open only. WHITE. SIZES: 32 to 38 bust measure..... **.97**

8F482—Medium-weight union suit of good quality, Combed Cotton Yarn. A splendid undergarment that will fit smoothly and give comfort and warmth to the wearer. Has Dutch neck, elbow sleeves and ankle-length pants. Open only. SIZES: 32 to 38 bust measure..... **$1.39**

8F512—Extra sizes: 40 to 44 bust measure..... **$1.49**

8F488—Non-shrinkable Wool and Cotton Merino Yarn has been used for making this excellent winter-weight union suit. Warm but not bulky. Flat-lock side seams assure perfect fit. Knit in a fine elastic rib. Reinforced flat-finished shoulder seams. High neck with tape-run crochet binding. Open only. CREAM-WHITE. SIZES: 32 to 38 bust measure..... **$2.59**

8F492—The woman who prefers sleeveless union suits will find this splendid model an excellent value. It is made of good quality, medium-weight Cotton. Knit in a fine elastic rib. French bands finish the neck and armholes. Ankle-length pants. Open only. SIZES: 32 to 38 bust measure..... **$1.29**

8F567—Extra sizes: 40 to 44 bust measure..... **$1.45**

8F491—Winter-weight union suit of good quality Cotton, with heavy fleecing on the inside. It is delightfully warm and yet not bulky. Made with the new comfortable flat-lock side seams, which assure perfect fit with comfort. Has high neck with silk, tape-run crochet binding. Long sleeves and ankle-length pants. Front opening has crochet edging. Open only. White. SIZES: 32 to 38 bust measure..... **$1.89**

8F557—High-grade, luxuriously warm, medium-weight union suit of excellent quality Wool and Cotton, with Silk threads interwoven. Very soft in texture and non-shrinkable. Perfectly shaped and proportioned. Has Dutch neck, elbow sleeves and ankle-length pants. Reinforced flat shoulder seams. Open only. CREAM WHITE. SIZES: 32 to 38 bust measure. **$2.79**

8F558—Extra sizes: 40 to 44 bust measure. **$2.95**

8F489 97¢ LIGHTLY FLEECED COTTON

8F488 $2.59

8F482 $1.39 MEDIUM WEIGHT COTTON

EXCELLENT QUALITY WOOL & COTTON FLAT LOCK SEAMS

8F492 $1.29 FRENCH BAND TOP MEDIUM WEIGHT COTTON

8F491 $1.89 WINTER WEIGHT GOOD QUALITY FLEECED COTTON

SILK & WOOL 8F557 $2.79 REINFORCED SHOULDER SEAMS

8F485—Splendid, cold weather union suit of lightly fleeced, good quality Cotton. Heavy ribbed and elastic. Has snug-fitting waistline. High neck and long sleeves and ankle-length pants. Open only. SIZES: 32 to 38 bust measure..... .98

8F495—Serviceable Cotton vest of good quality, softly fleeced Cotton. Heavy ribbed. Has snug-fitting waistline. High neck and long sleeves. White. SIZES: 32 to 38 bust measure..... .69

8F496—Ankle-length pants to match vest 8F495. Waist-band with draw-string. Waist measure, 20 to 30 inches..... .69

8F555—Perfectly proportioned to fit and give absolute comfort is this excellent sleeveless union suit of Wool and Cotton Yarn with silk thread interwoven. Ankle-length pants. Open only. Cream white. SIZES: 32 to 38 bust measure..... $2.79

8F556—Extra sizes 40 to 44 bust measure..... $2.95

8F559—An exceptionally fine union suit of high grade Wool and Cotton Yarn with silk threads interwoven. The smooth, flat-lock seams as well as the fine elastic rib in which it is knit makes it perfect fitting. High neck, long sleeves and ankle-length pants. Open only. SIZES: 32 to 38 bust measure. Cream white..... $2.89

8F593—Extra sizes: 40 to 44 bust measure..... $3.10

8F569—Delightfully warm, high grade union suit of well-wearing velvety fleece-lined Cotton. Perfect fitting. The low neck and armholes are finished with French bands. Ankle-length pants. Open only. White. SIZES: 32 to 38 bust measure..... $1.39

8F648—Serviceable light-weight union suit. Knit evenly in good quality Cotton. Made sleeveless with knee-length, close-fitting pants. The low neck has tape-run crochet beading. Open only. White. SIZES: 32 to 38 bust measure..... .47

8F651 — Comfortable, light-weight sleeveless vest of good quality Cotton. Knit in the popular elastic Swiss rib. The low neck and armholes are finished with tape-run crochet beading. White. SIZES: 32 to 38 bust measure..... .23
Two for .42

8F685—Light weight, good quality, serviceable Cotton vest. Knit evenly in an elastic rib. Made with a tape-run, crochet-trimmed Dutch neck. Elbow length sleeves. White. SIZES: 32 to 38 bust measure..... .49

Children's Winter Weight Union Suits, Vests and Pants

8F577 79¢ UPWARDS

8F577—Winter-weight union suit for girls and children. Made of warm, velvety, fleece-lined cotton. High neck, long sleeves and ankle-length pants. COLOR: White. From 2 to 12 years—with drop seat. SIZES: 2 to 6 years..... .79
8 to 12 years..... .89
14 to 16 years—open..... .98

8F688—Boys' and girls' excellent quality waist union suit. Knit in fine elastic rib of warm, Fleece-lined Cotton. Reinforced with knitted tubular straps, front and back. High neck and long sleeves, ankle-length pants. Special garter attachment on each side. Full-length front closing. Drop seat. White. SIZES: 2 to 12 years .97

8F579—An exceedingly fine union suit for boys and girls. Knit in a thoroughly elastic rib, of high-grade Wool Finish Yarn. Perfect fitting, warm and durable. Crochet edging at neck. Long sleeves and ankle-length pants. COLOR: Cream white. SIZES: 2 to 12 years. $1.45
with drop seat..... $1.60
14 to 16 years, open.....

8F581—A high-grade union suit for boys and girls. Made of excellent quality Wool Mixed yarn. Lightly fleece lined. Shell-stitch trimming at neck and front closing. High neck, long sleeves, ankle-length pants. Silver grey only. SIZES: 2 to 12 years with drop seat; 14 to 16 years open. $1.55
2 to 4 years..... $1.75
6 to 8 years..... 1.95
10 to 12 years..... 2.25
14 to 16 years.....

FLEECE-LINED COTTON

8F688 97¢ FLEECED COTTON

8F686—Practical warm black tights for girls and children. Made of good quality, lightly fleeced Cotton. Muslin waistband; ankle length. Black. SIZES: 2 to 14 years..... .65

8F689 43¢ UP

8F690 43¢ UP

8F689—Good quality, winter-weight cotton vest for girls and children. Velvety Fleecing inside. High neck and long sleeves. Snug fitting and comfortable. COLOR: White. SIZES: 2 to 6 years..... .43
8 to 12 years..... .55 14 to 16 years..... .67

8F690—Ankle-length pants to match vest 8F689. SIZES: 2 to 6 years..... .43
8 to 12 years..... .55 14 to 16 years..... .67

MEDIUM WEIGHT COTTON

8F550 29¢

8F277 67¢

8F686 65c

WOOL MIXED 8F581 $1.55 UP

8F687 69¢ COTTON

8F579 $1.45 UP WOOL FINISH

8F277—Comfortable, full-cut bloomers for girls and children. Made of well-wearing, medium-weight Cotton. Has Muslin waistband, with buttonholes. Elastic at knee. COLOR: Black. SIZES: 2 to 12 years..... .67

8F550—Boys' and girls' waists, made of fine ribbed, good quality Cotton. Reinforced with knitted straps. Garter attachments. Front opening. COLOR: White. SIZES: 2 to 12 years..... .29

8F274—Girls' and children's extra good quality Knitted Cotton bloomers. Heavy winter weight, assuring warmth. Made with Muslin waistband. Elastic at the knees. COLOR: Black. SIZES: 2 to 12 years..... .95

HEAVY WEIGHT COTTON— 8F274 95¢

8F687—Medium-weight union suit for boys and girls. High neck, finished with tape-run crochet beading. Long sleeves and ankle-length pants. Cream white. SIZES: 4 to 12 years. Drop seat; 14 to 16 years, open..... .69

Warm Flannelette Sleeping Garments

8F214 $1.85

8F216 $1.98

8F213 $1.85

8F211 $1.79

8F216—In view of the much increased price of Flannelette, this carefully made gown is indeed a good value. Made of striped Flannelette of a fine quality. Has high, turn-down collar and long sleeves. Reinforced front and back yoke. The yoke and collar are attractively trimmed with braid. COLOR: Assorted stripes. SIZES: 34 to 44 bust measure... **$1.98**

8F213—An ideal sleeping garment for the cold winter nights. Made of velvety, good quality Striped Flannelette. Designed with a high-cut neck and full-length sleeves. Reinforced back yoke. Fastens with frogs and pearl buttons. A full-cut, comfortable garment. COLOR: Assorted stripes. SIZES: 34 to 44 bust measure..... **$1.85**

8F214—The discomfort of cold winter nights will be banished to the wearer of this luxuriously warm, comfortable gown. It is made in open-front style, of well-wearing fleecy striped Flannelette. Reinforced double yoke, front and back. Long sleeves. Braid trimming around neck. COLOR: Assorted stripes. SIZES: 34 to 44 bust measure..... **$1.85**

8F211—A well-made, durable, open-front gown of soft, fleecy Striped Flannelette. Made with a reinforced yoke back and front. High turn-back collar. Full-length sleeves. A warm, comfortable sleeping garment. COLOR: Assorted stripes. SIZES: 34 to 44 bust measure... **$1.79**

8F215—Practical sleeping garment for the cold weather. Made of warm, fleecy Flannelette. Designed with adjustable collar that can be worn low or buttoned high. Comfortable both ways. Long sleeves. COLOR: White. SIZES: 34 to 44 bust measure. Very good value..... **$1.79**

8F215 $1.79

An Excellent Sleeping Garment for Winter

8F212 — Well-made slipon gown of warm, fleecy Striped Flannelette. Has low neck and kimono sleeves, outlined with stitching. Rows of shirring in front give desired Empire effect. Ribbon bow at neck. Cut on full, comfort-giving lines. Colors Assorted stripes. Sizes: 34 to 44 bust measure

$1.98

8F212 $1.98

8F218 $2.49

Practical Two-Piece Flannelette Pajama

8F218—Luxurious comfort and delightful warmth are combined in this two-piece tailored pajama. Made of Striped Flannelette of an excellent quality. The coat is cut on loose lines, has long sleeves and a handkerchief pocket. The neck and front closing are braid trimmed. Fastens with frogs and pearl buttons. Ankle-length open pants with drawstring in the waist-band. COLOR: Assorted stripes. SIZES: 34 to 44 bust measure.. ..... **$2.49**

Popular Style Pajama

8F217—Tailored one-piece pajama of velvety Striped Flannelette. Full cut and proportioned on lines that assure absolute comfort. High-cut neck and full-length sleeves. Convenient patch pocket. Ankle-length pants, finished with graceful ruffle shirred on elastic. Fastens down front with frogs and pearl buttons. COLOR: Assorted stripes. SIZES: 34 to 44 bust measure. Splendid value..... ..... **$1.98**

8F217 $1.98

Special Values in Children's Flannelette and Knit Garments

8F267—An excellent sleeping garment is this tailored one-piece pajama for girls. Made of warm, velvety Striped Flannelette. Has high-cut neck, long sleeves and ankle length pants. Convenient patch pockets. Drop seat. COLOR: Assorted stripes. SIZES: 8 to 14 years..... **$1.59**

8F265—Children's warm Flannelette gown. This soft, fleecy material affords much comfort during cold winter nights. Reinforced double yoke front and back. Braid trimming, as pictured. Long sleeves. COLOR: Assorted stripes. SIZES: 2 to 6 years..... **$1.45**
8 to 14 years..... $1.65

8F266—Child's Princess slip of good quality warm white Flannelette combines waist and petticoat with comfort. The bottom is made with a flounce finished with scalloped embroidery. COLOR: All white. SIZES: 2 to 6 years..... **.49**

New York Styles Delivered Everywhere. We Pay the Postage

8F278—An excellent winter undergarment for children is this knitted Princess slip of heavyweight Cotton. Edges are finished with crochet stitching. COLOR: Grey with assorted stripes. SIZES: 4 to 10 years..... **.69**

8F268—Child's practical and snugly warm sleeping garment. Made of Striped Flannelette. Has feet, long sleeves and drop seat. Handkerchief pocket. COLOR: Assorted stripes. SIZES: 2 to 6 **.97**
years.....

8F275—Serviceable, warm knitted skirt for misses. Made of good quality Cotton. Snug fitting at waist and over the hips. Crochet finished lower edge. Drawstring in the waistband. COLORS: Grey with assorted stripes. LENGTH: 22 inches. No size required..... **.57**

8F263—Girl's comfortable bloomer of warm, velvety Striped Flannelette. Cut and proportioned with fulness. Has elastic in the waistband and at knee. COLOR: Assorted stripes. SIZES: 8 to 14 years..... **.77**

Women's Flannelette Undergarments

8F271—Well-made, delightfully warm petticoat for women, of soft, fleecy Striped Flannelette. Cut and proportioned with generous fulness. Has bias-cut flounce finished with scalloped edging and trimmed with tucks. Drawstring in the waistband. Colors: Grey, pink or blue stripes. Front Length: 34 to 36 inches. **$1.00**

8F269—Women's good quality bloomers of warm Striped Flannelette. Proportioned on comfortable lines. Has elastic in the waistband and at knee. COLOR: Assorted stripes. SIDE LENGTHS: 23 to 29 inches—an ideal winter undergarment that is snugly warm without giving bulky appearance to the outer garment..... **.93**

8F270—Cut and proportioned on generous lines, to give utmost comfort and service, are these well-made bloomers for women. The material used for its making is warm, fleecy Flannelette. Elastic at knee, and in the waistband. Has graceful knee ruffle finished with scalloped edging. COLOR: Assorted stripes. SIDE LENGTHS: 23 to 29 inches..... **.97**

8F276—Children's knitted Princess slip of good quality Cotton. Combination waist and skirt. Neck, armholes and lower edge finished with crochet edging. COLOR: Grey with assorted stripes. SIZES: 2 to 6 years..... **.49**
8 to 14 years..... **.65**

Dainty New Designs in Muslin Sleeping Garments

NEW YORK STYLES DELIVERED EVERYWHERE WE PAY THE POSTAGE

8F226—Sleeveless Empire gown of charming design. Made of well-wearing, fine quality Nainsook. Dainty hand-embroidered flowers effectively trim the front. Rows of shirring on either side, as pictured. V-shaped neck and arm holes are hemstitched. Silk ribbon bows add finishing touch. COLORS: Flesh-pink or white. SIZES: 32 to 44 bust measure **$1.79**

8F225—Attractive is this well-made gown of soft-finished Muslin. The square neck and short sleeves are finished with rows of shirring that are headed with graceful frills. Empire waistline also outlined with rows of shirring. The front yoke is elaborately hand-embroidered in pastel tints. Silk ribbon bow trims either side. COLOR: White. SIZES: 32 to 44 bust measure. **$1.89**

8F227—Tailored style gown of good quality Muslin. Round neck and kimono sleeves. Hand embroidered French knots decorate the front yoke. Shirring stitched in contrasting colors give Empire effect. French bands finish the neck and sleeves. Ribbon bow in front. COLORS: Flesh-pink or white. SIZES: 32 to 44 bust measure..... **$1.59**

8F249—A serviceable sleeping garment is this one-piece pajama of fine quality Nainsook. Stitching of contrasting color gives simulated collar-effect also Empire waistline. The short kimona sleeve as well as the ruffle that is shirred on elastic at the ankle, have stitching to match. Silk ribbon bow. Drop seat. Colors: Flesh-pink or white. Sizes: 32 to 44 bust measure..... **$1.79**

8F223—This handsome, full-cut gown is an exceptionally good value. It is made of soft, durable White Muslin. The yoke is comprised of pretty Valenciennes lace and dainty embroidered Organdie. Sleeves are also lace trimmed. Silk ribbon has been used to decorative advantage. COLOR: White. SIZES: 32 to 44 bust measure..... **$1.29**

8F221—The V-shaped yoke of this comfortable full-cut gown is of handsome embroidery banded on the bottom with lustrous Silk ribbon. The body of the gown is of good quality soft-finished White Muslin. Valenciennes lace trims the short kimono sleeves. White. SIZES: 32 to 44 bust measure..... **$1.29**

8F220 — Practical, open-front gown of durable, soft-finished White Muslin. Made with a yoke of fine pin-tucks and handsome embroidery insertions. The neck and long sleeves are finished with embroidery edging. Reinforced yoke in back. A full-width, comfortable sleeping garment. SIZES: 32 to 44 bust measure.... **$1.69**

8F228—Elaborately and handsomely trimmed with Filet pattern and Valenciennes lace in the front Empire yoke and short sleeves of this handsome gown. Tucks and tiny rosebuds also add a decorative touch. The neck is threaded with Silk ribbon. The full-cut body of the garment is made of fine quality soft-finished Muslin. White. SIZES: 32 to 44 bust measure..... **$1.89**

8F222—Exceptionally fine, open-front gown of durable, soft-finished White Muslin. Attractive embroidery insertions and fine pin-tucks form the front yoke. The high neck, front opening and long sleeves are finished with scalloped edge embroidery. The back yoke is reinforced. A full-width, well-made garment. White. SIZES: 32 to 44 bust measure..... **$1.89**

Lovely New Envelope Chemise

8F236—**This envelope chemise** is one of the tailored type of lingerie that have met with universal favor and popularity. Made of soft Nainsook. Feather-stitching has been used to effective advantage, as pictured. French band top run with Silk ribbon. Buttoned flap. COLORS: Flesh-pink or white. SIZES: 34 to 44 bust measure **$1.00**

8F232—**The attractive yoke of this well-made Muslin envelope chemise** is comprised of Valenciennes lace insertion and panels of dainty embroidered Organdie. The neck, armholes and lower edge are finished with lace edging. Ribbon at neck. Buttoned flap. White. SIZES: 34 to 44 bust measure.... **$1.15**

8F234—**The joy of wearing a charming and dainty undergarment** will be afforded to the woman who purchases this envelope chemise of soft, fine Nainsook. It is made with a top that is hand-embroidered in lovely pastel tints. Silk ribbon shoulder straps. Stitching of contrasting colors has been used effectively. Buttoned flap. COLORS: Flesh-pink or white. SIZES: 34 to 44 bust measure **$1.47**

8F235—**A dainty, serviceable envelope chemise** of good quality, soft-finished Muslin. It has a pointed Empire yoke of handsome embroidery, finished at the bottom with ribbon-run beading. Lower edge is trimmed with embroidery edging. Buttoned flap. White. SIZES: 34 to 44 bust measure.... **.98**

8F231—**Filet-pattern lace**—One of the most popular trimmings for lingerie this season has been used for the top of this serviceable envelope chemise of Muslin. Lace edging trims neck, armholes and the bottom of the garment. Buttoned flap. White. SIZES: 34 to 44 bust measure. Good value. ..... **.89**

8F229—**Delightful Empire-effect envelope chemise** of good quality, soft Nainsook. The front yoke is enhanced with dainty hand-embroidery in pastel shades. Valenciennes lace has been used to decorative advantage, as pictured. Buttoned flap. COLORS: Flesh-pink or white. SIZES: 34 to 44 bust measure. **$1.45**

8F233—**Beautiful envelope chemise** of fine Nainsook. Front yoke of Silk Crêpe de Chine, exquisitely hand embroidered. Valenciennes lace trims yoke and lower edge. Silk ribbon shoulder straps. Buttoned flap. COLORS: Flesh-pink or white. SIZES: 34 to 44 bust measure..... **$1.39**

8F230—**An excellent value**—and a most serviceable undergarment in this envelope chemise of soft-finished White Cambric. The top has a band of embroidery, which is outlined with lace edging. Shoulder straps and lower edge also of lace. Buttoned flap. White. SIZES: 34 to 44 bust measure..... **.89**

Excellent Values in Dainty Lingerie

8F261
59¢
WASH SATIN

8F241—Fashionable Filet-pattern lace has been lavishly used and combined with dainty embroidered Organdie in the flounce of this beautiful dress petticoat. The embroidery on top and bottom is outlined with beading which is run with lustrous Silk ribbon. The body of the petticoat is made of durable, fine quality white Cambric. Serviceable underlay. FRONT LENGTHS: 36 to 42 inches..... **$1.89**

8F241
$1.89

8F244
$1.25

WASH SATIN

8F112
77¢

8F243
79¢

8F246
79¢

8F243—Full-cut, comfortable drawers, made of service-giving, soft finished white Cambric. Has ruffle of scalloped edge embroidery headed with insertion to match. Will launder and wear well. Open or closed. SIDE LENGTHS: 23 to 27 inches..... **.79**

8F246—Handsome filet pattern lace and fine pin-tucks have been used to trim the flounce of these well-made drawers. They are durable, yet inexpensive. Made of soft-finished white Cambric. Open or closed. SIDE LENGTHS: 23 to 27 inches..... **.79**

8F244—Exquisite slip-on dress camisole of lustrous Wash Satin. Elaborately trimmed with fine Filet-pattern lace, as pictured. Top is threaded with Silk ribbon. Front has rosebud trimming. Elastic in the waistband. COLORS: Flesh-pink or white. SIZES: 32 to 44 bust measure..... **$1.25**

8F261—Attractive "Bodice Top" camisole of lustrous Wash Satin. Wide Filet-pattern lace has been used for the top, threaded with Silk ribbon. Val. lace shoulder straps. Elastic in the waistband. COLORS: Flesh-pink or white. Sizes: 32 to 44 bust measure. **.59**

8F247
97¢

8F247—Well-proportioned, full-cut drawers of fine quality, soft-finished Muslin. Made with a ruffle of handsome embroidery, which is headed with a cluster of fine pin-tucks. Open or closed. SIDE LENGTHS: 23 to 29 inches..... **.97**

8F112—The bloomer is more popular today than ever, for the vogue of the season calls for slender silhouettes, and the bloomer is so trim-fitting that it is just the type of underarrangement to answer the purpose. The model pictured here is made of fine quality Batiste. The knee is finished with two rows of shirring on elastic ribbon-bow trimming. Elastic in the waistband. Double reinforced crotch. COLORS: Flesh-pink or white. SIDE LENGTHS: 23 to 29 inches **.77**

8F242
$1.79

8F110
74¢

8F110 — Comfortable, well-wearing bloomers of good quality Batiste. A touch of novelty has been added by a small vanity pocket for powder puffs. Finished at the knee with graceful Lace-trimmed ruffle, shirred on elastic. Elastic in the waistband. Strongly reinforced. COLORS: Flesh-pink or white. SIDE LENGTHS: 23 to 29 inches..... **.74**

8F239
97¢

8F239—An exceedingly good value is offered in this petticoat of durable white Cambric. It has a flounce of scalloped edge embroidery headed by an embroidery insertion to match. Smooth fitting at the waist and over the hips. Drawstring in the waistband. COLORS: White. FRONT LENGTHS: 36 to 42 inches. **.97**

8F242—Handsome dress petticoat of fine, durable, soft-finished Cambric. Made with a graceful deep flounce of beautiful embroidery. Insertion on top of flounce to match, run with lustrous Silk ribbon. Top is cut and proportioned on perfect-fitting lines. Drawstring. FRONT LENGTHS: 36 to 42 inches..... **$1.79**

Pretty Brassieres and Corset Covers Priced Attractively Low

8F253—Attractive "Bodice Top" camisole of soft-finished, good quality White Muslin. Handsome Filet-pattern lace is used for the top and shoulder straps. Top is threaded with silk ribbons. Elastic in the waistband. SIZES: 32 to 46 bust measure.. .. .. **.39**

8F251—Dainty, well-made Camisole of soft-finished White Muslin. It is made with a pretty yoke of art-pattern lace and dainty embroidered organdie. Edging at neck and armholes. Ribbon controls the fullness at the neck. Drawstring in the waistband. SIZES: 32 to 46 bust meas. **.69**

8F255—As lasting as it is beautiful is this form-fitting bandeau of strong Clany pattern lace. Boned lightly under the arms. Satin ribbon shoulder straps. Fastens in the back. Equally suitable for dress or general wear. Will please with its appearance and service. SIZES: 34 to 48 bust measure..... **.73**

8F252—Handsome Silk Crepe de Chine corset cover. Filet-pattern lace and valenciennes lace attractively trim the top. Neck threaded with ribbon. Elastic in the waistband. Front closing. COLORS: Flesh-pink or white. SIZES: 32 to 46 bust measure..... **.89**

8F254—An excellent form-fitting bandeau of strong, durable Brocade. Tape shoulder straps. Lightly boned at the sides. Elastic webbing in back. Front closing. COLORS: Flesh-pink only. SIZES: 34 to 46 bust measure..... **.55**

8F260—Durable brassiere of good quality, strong white Cambric. Trimming of open-work embroidery. Edging at neck. Perfect fitting. Well made and finished. Front closing. SIZES: 34 to 46 bust measure.. **.39**

8F259—Strong, fine quality, perfect-fitting bandeau of durable White Cambric. Trimmed with handsome embroidery, front and back alike. Edging at armholes. Front closing. SIZES: 34 to 46 bust measure.. **.69**

8F258—Perfect-fitting, bust-confining bandeau, made of light-weight, durable Cotton Mesh. Lightly boned at the sides. Elastic webbing in back. Back closing. COLORS: Flesh-pink or white. SIZES: 34 to 46 bust measure. Good value..... **.55**

8F250
$1.79
WASH SATIN
HAND EMB

8F256
$1.35
WASH SATIN

3 FOR 98¢

8F257—An excellent offering—a set of two perfect-fitting brassieres and a bandeau for only 98 cents. The brassieres are made of strong white Cambric and are attractively trimmed with embroidery and edging. The bandeau is of well-wearing, light-weight, flesh-pink Tricot with tape shoulder straps. Front opening. SIZES: 34 to 46 bust measure. Set of three; one of each style and size. Three for.. **.98**

8F250—Shimmering, Lovely wash Satin has been used for this slip-on dressy camisole. The V-shaped yoke is beautifully embroidered and trimmed with fine Filet-pattern lace. Back yoke also lace trimmed. Colors: Flesh-pink or white. Sizes 32 to 46 bust measure. **$1.79**

8F256—A charming, dainty camisole of lustrous wash Satin. The front is deftly hand-embroidered in pastel tints. Top is of Filet-pattern lace threaded with ribbon. Satin ribbon shoulder straps. Elastic in waistband. Colors: Flesh-pink or white. Sizes: 32 to 46 bust measure. **$1.35**

Quality in Hair

Three Strand Switch of Beautiful Human Hair

15F25—We have tried to rival nature in the wonderful lustre and texture of this extra fine quality three strand human hair switch. Every discovery of science and every achievement of art has been secured to make it perfect. Its beauty and value will be realized when your coiffure is dressed with it.

LENGTHS	WEIGHT	PRICE
18 inches	1¼ oz.	$1.95
20 inches	1½ oz.	2.65
22 inches	2 oz.	3.85
24 inches Convenient length	2½ oz.	4.79
26 inches	3 oz.	5.98
28 inches	3¾ oz.	6.98
30 inches	3½ oz.	8.95

15F30—This Drusilla twist with a comb will greatly simplify the dressing of your hair in a becoming manner. Two excellent quality switches are knotted through a special comb and formed into a shapely twist. Adjust with a few hairpins. The comb is free. Regular Shades..... $2.19
GREY OR WHITE..... 2.98

Grey Human Hair Switch of Fine Quality

15F22—In real human hair there is no shade more costly and rare than grey, yet it is just at the time when hair turns color that we need a few additional strands to make the coiffure attractive. This three strand switch is of excellent quality and is soft and wavy.

LENGTHS	WEIGHTS	PRICE
18 inches	1¼ oz.	$1.48
20 inches	1½ oz.	2.17
22 inches	1¾ oz.	2.98
24 inches Special value 2 oz.		3.49
26 inches	2½ oz.	4.39
28 inches	3 oz.	5.49
30 inches	3½ oz.	6.89
32 inches	4 oz.	7.49

15F39—A convenient face veil with elastic adjustment. Comes in Black, Brown, Taupe or Grey. Three for..... .20

15F36—Invisible full sized human hair nets. They come in all shades except Grey. Three for .14

15F29—Extremely fine human hair switch. These three generous strands may be used as a braid or separately. The price is exceptionally low. Made in all shades except in Grey or White.

Lengths inches	Weight ozs.	Price
18	1½	$1.85
20	1¾	1.95
22	2	2.59
Specially priced		
24	2¼	3.89
26	2½	4.49
28	3	5.39
30	3½	6.25

Three Strand Switches of a Different Quality

Lengths inches	Weight ozs.	Price
18	1¼	$0.98
20	1½	1.39
22	1¾	1.85
Convenient length		
24	2	2.19
26	2½	2.95
28	3	3.65
30	3½	4.39

15F27—The soft full pompadour and curled bangs illustrated above will please with its effective becomingness. It is made of fine quality 18 inch long hair. You fasten it on securely in front leaving the back hair free to dress in various ways. Regular Shades, $2.98; Grey to White, $3.95.

15F23—A cluster of graceful ringlets that add a chic and youthful touch to your appearance. Made of the finest quality naturally curly human hair, 12 inches long. It is fastened to a shell hairpin that will stay securely in position. Regular shades..... $1.98

HOW TO ORDER HAIR GOODS

Send a generous sample of your hair cut close to the root. Do not send combings.

15F28—Eugenie parted wave. Made of mixed waved human hair of the finest quality. An excellent aid to women with thin or faded hair. The style is refined and conservative.
REGULAR SHADES..... $2.98
GREY TO WHITE..... $3.98

15F26—This effective pompadour is a very desirable coiffure piece. It is wonderfully well made on a net foundation with a ventilated part. State whether you wish part at side or center.
REGULAR SHADES..... $4.98
GREY TO WHITE..... $6.98

Things to Remember When Ordering

Do not forget to give the STYLE NUMBER of the article you wish. This number is always found in large type close to the picture of the article for which you intend to send.

Be sure to state the COLOR of the garment you want.

It is most important that you give us your CORRECT SIZE. You can get your exact measurement with an accurate tape measure.

To find your correct BUST MEASURE, take an accurate tape measure and your size will be the number of inches over the largest part of the bust, taken over your shirtwaist. Be sure that the tape measure does not slip up or down in the back, and do not take this measurement too tight. Make no allowances whatever.

To find your correct WAIST MEASURE take this measurement all around your waist, making no allowances.

To find your correct HIP MEASURE take this measurement all around your hips about six inches below your waist-line, making no allowances.

When ordering SKIRTS either with a regulation waistband or girdle top, give your waist measure taken around your waist, making no allowances; and also give front length, taken from natural waist-line to desired length.

Always state the NAME of the garment or article you are ordering.

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A Convenient INDEX to the Garments Shown in this Catalogue

LADIES' DEPARTMENT

	Pages
Bath Robes	72
Brassieres	97-98
Coats	3-12, 19, 22
Combination Garments	96
Corset Covers	97-98
Corsets	88-89
Drawers	91, 97
Dresses	23-33
Dresses, Extra Size	31
Dresses, House	73-74
Flannelette Underwear	93-94
Fur Fabric Sets	78
Fur Sets	75-77
Gaiters	95
Gloves	79
Hair Goods	99
Hats	56-61
Hosiery	84-85
House Dresses	73-74
Kimonos, Bath Robes	72
Knit Petticoats	87
Knitted Caps	69-71
Knit Underwear	90-91
Middy Waists and Smocks	40
Millinery	56-61
Night Gowns	93, 95
Pajamas	93, 95
Petticoats, Black and Colored	86
Petticoats, Knit	87
Rain Coats	103
Shoes	62-68 and Back Cover
Skirts	41-44
Slippers, Comfort	67
Slippers, Dancing	66
Suits, Tailored	52-54
Sweaters	69-71
Underwear, Knit	90-91
Underwear, Muslin	95-98
Underwear, Silk	96, 97
Union Suits	90-91
Waists	46-51

LADIES' EXTRA SIZE DEPARTMENT

	Pages
Coats	22
Dresses	31
Hosiery	83
House Dresses	74
Petticoats, Colored	86
Shoes	67
Underwear, Knit	90-91

MISSES' DEPARTMENT

Such articles as Gloves, Hosiery, Rain Coats, Sweaters, etc., for Misses, will be found indexed under these headings in the Ladies' Department.

	Pages
Coats	14-18
Dresses	34-38
Fur Sets	75-78
Hats	56-61
Shoes	62-68
Skirts	45
Suits	55

JUNIOR DEPARTMENT

For Girls from 18 to 19 Years

	Pages
Coats	20-21
Dresses	39-40
Hats	60
Shoes	68
Underwear	92, 94

CHILDREN'S DEPARTMENT

	Pages
Boys' Shoes	65
Coats, Girls'	81-82
Dresses, Girls'	80, 82
Hosiery	85
Shoes	65
Underwear	92, 94

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(Read GUARANTEE on inside front cover, page 2)

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Mrs.
or Miss.....

Street, R. F. D
or Box Number.....

Post Office.....

State.....

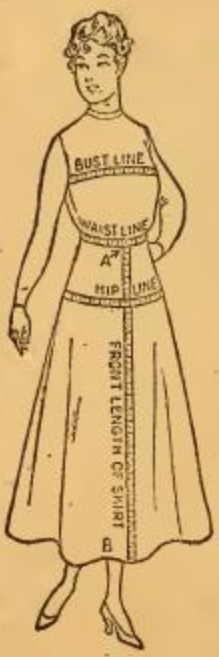
Style No.	How Many	Color	Bust, or Size	Waist	Length	ARTICLE	PRICE $	PRICE Cts.
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
Style No.	How many	Color	Bust, or Size	Waist	Length	Article		
						TOTAL		

Have you ordered the shoes you need to complete the smartness of your new costume?

If you have a friend or neighbor with whom you would like to share the advantages of buying from Perry, Dame & Co., the Mail Order House that Pays All Delivery Charges, write her name and address below and we will send her our new Catalog:

Name.....**Address**.....

A Few Simple Suggestions for Ordering



We want to fill your order exactly right, so we ask you to please read this page carefully.

Perry-Dame Clothes always fit you perfectly if you order the right size garment. And it is a very easy matter for you to find out just what size garment you should wear—that is, by actually taking your measurement with an accurate tape measure.

To find your correct BUST MEASURE, take an accurate tape measure and your size will be the number of inches over the largest part of bust, taken over your shirtwaist. (See illustration.) Be sure that the tape measure does not slip up or down in the back, and do not take this measurement too tight. Make no allowances whatever.

To find your correct WAIST MEASURE, take this measurement all around your waist, making no allowances.

To find your correct HIP MEASURE, take this measurement all around your hips about six inches below your waist-line, making no allowances.

When ordering SKIRTS, either with a regulation waist-band or girdle top, give your waist measure taken around your waist, making no allowances; and also give front length, taken from natural waist-line to desired length as shown in the picture between points "A" and "B."

How to Order Your Right Sizes

WOMEN'S DRESSES

Women's Dresses come in sizes 34 to 46 bust, with the skirt 36 to 39 inches in length. See each description.

Send us your actual bust and waist measures and we will send you the right size. If you wish you may also send us your hip measure as an additional guide.

WOMEN'S COATS

Take your Bust Measure over your shirtwaist with an accurate tape measure, making no allowance, and we will send you your right size. The length of each coat is stated in each description.

WOMEN'S SUITS

Women's Suits come from 34 to 46 inches bust, and the skirt length is given in each description. A deep basted hem for easy adjustment.

Send us your bust measure and your waist measure, and we will send you your right size. You may, if you like, also send us your hip measure as an additional guide.

MISSES' DRESSES

Misses' Dresses come in sizes 14 to 20 years, in accordance with the following schedule:

14 years, bust 32 inches skirt length 33 inches.
16 years, bust 34 inches skirt length 35 inches.
18 years, bust 36 inches skirt length 36 inches.
20 years, bust 38 inches skirt length 37 inches.

All skirt lengths made for easy adjustment. Order the size that comes nearest to your measurements, or give us your exact bust measure and we will send you your right size.

MISSES' COATS

Misses' Coats come in sizes 14 to 20 years, in accordance with the following schedule:

14 years, 32 bust.
16 years, 34 bust.
18 years, 36 bust.
20 years, 38 bust.

The length of each coat is stated in the description.

Take your bust measurement over your shirtwaist, and then order the size that comes nearest to that measurement.

MISSES' SUITS

Misses' Suits come in sizes 14 to 20 years, in accordance with the following schedule:

14 years, bust 32 inches skirt length 34 inches.
16 years, bust 34 inches skirt length 35 inches.
18 years, bust 36 inches skirt length 36 inches.
20 years, bust 38 inches skirt length 37 inches.

Deep basted hem for easy adjustment.

PETTICOATS

Be sure to order petticoats two inches shorter than the front length of your skirt, as this is the right length in order to get the best effect and the greatest amount of service.

JUNIORS' DRESSES

13 years, bust 33 inches, length 31 inches.
15 years, bust 35 inches, length 33 inches.
17 years, bust 37 inches, length 35 inches.
Order by Age Only.

JUNIORS' COATS

13 years, bust 33 inches.
15 years, bust 35 inches.
17 years, bust 37 inches.
19 years, bust 39 inches.
Lengths of coats stated in each description.
Order by Age Only.

GIRLS' DRESSES
6 to 14 Years

Size: 6 yrs. Chest: 26 ins. Length: 26 ins.
Size: 8 yrs. Chest: 28 ins. Length: 30 ins.
Size: 10 yrs. Chest: 30 ins. Length: 34 ins.
Size: 12 yrs. Chest: 32 ins. Length: 38 ins.
Size: 14 yrs. Chest: 34 ins. Length: 42 ins.
Order by Age Only

GIRLS' COATS
8 to 14 Years

8 years. Chest measure: 30 inches.
10 years. Chest measure: 32 inches.
12 years. Chest measure: 34 inches.
14 years. Chest measure: 36 inches.

SHOES

Enter on the order blank all numbers printed on the lining of the shoe that now fits you perfectly, being sure to separate the numbers in the same way they are separated in the shoe, and putting in any dashes (—) that appear between the numbers. In addition to this you may send us a pencil outline of your stockinged foot pressed down on a piece of paper laid flat on the floor.

Be sure to give all the numbers printed on the lining of your shoe and we will be able to give you a perfect fitting shoe.

GLOVES

If you know what size glove you wear, and it is the right size for you, order your new gloves by that size. If you are not sure of your size, take a tape measure and measure around the knuckles as shown in this picture. Draw the tape close, but not too tight. The number of inches is the size of the gloves. Do not order gloves too tight. If your hand measures 6½ inches, order size 6½, and so on.

Latest Styles in Raincoats of Merit

2F11—Stormy or rainy weather need no longer interfere with the many outdoor activities of the woman of to-day—for designers have created not only comfortable but exceedingly smart models for their protection on such occasions. The coat illustrated here demonstrates how attractive they can be. It is made of excellent quality double texture Rubberized Cloth. The collar, cuffs, pocket-tabs and the half belt in front are of Leatherette. The full loose back insures comfort. Every seam is securely sewn and cemented. The length of the coat is 52 inches. COLOR: Tan. SIZES: 34 to 46 bust measure. **$7.85**

2F9—That a storm coat can be smart looking as well as practical, has been proven by this new model of serviceable Bombazine. It is designed with a large, novel-shaped collar that can be worn low or buttoned high. Adjustable wrist straps. Capacious pockets. The material is thoroughly rubberized. Seams are cemented. The coat is cut with generous fulness. All-around belt at waist. The length is 52 inches. COLOR: Tan. SIZES: 34 to 46 bust measure. **$3.98**

2F10—The indispensable raincoat is illustrated here in a pleasing, stylish new model. It is cut on flattering lines to fit the average figure, and is made of excellent quality double texture Canton Cloth. The bell-shaped collar is new and very smart—can be worn low or buttoned high. Adjustable wrist straps. There are two breast pockets and two large patch pockets. Buckle-trimmed belt at waist controls the fulness. Seams are cemented. LENGTH 52 inches. COLOR: Tan. SIZES: 34 to 46 bust measure. **$5.98**

2F12—In addition to its practical usefulness this raincoat presents a smart appearance. It is being offered here at an exceptionally low price. The material used for its making is thoroughly rubberized Poplin. The loose, unbelted line in front in a new style note this season, half belt in back. Smart, becoming convertible collar. Adjustable wrist straps. Two button-trimmed patch pockets. Cemented seams. An excellent model that will give absolute protection from dampness. The coat measures 52 inches in length. COLOR: Navy. SIZES: 34 to 46 bust measure. **$5.98**

2F13—Girl's "Over all" storm cape with hood. Made of rubberized Bombazine. It is comfortably full, well made and durable. Hood is shirred on elastic, making it easy to fit any size head. Arm vents at side. Seams are cemented. Full length front closing. COLOR: Tan only. SIZES: 6 to 14 years. **$1.98**

2F14 Girl's practical storm coat for school or general wear. Made of good quality Bombazine—a thoroughly rubberized material. The coat is designed with a convertible collar, button-trimmed straps at the wrist, and two convenient patch pockets. Half belt in front. COLOR: Tan only. SIZES: 6 to 14 years. **$2.98**

2F15—Waterproof bag for school books. **.39**

2F16—Billie Burke Cap with elastic in back for comfort. **.39**

2F17—Set. Price **$3.49**

PERRY, DAME & CO.

NEW YORK

STYLES

New York's
Latest and Most Fashionable Offering

6F516—"Perfection." A beautiful, high-cut dress shoe that is being shown by the smartest bootteries in Paris and New York. Made of rich, dull, Black Suede Calf. Modeled on the graceful recede toe last. Louis heel with metal heel plate. High arch. Flexible sole. SIZES: 2½ to 7. WIDTHS: C, D and E. **$7.45**

"Boulevard"
A High Cut Boot of Quality

6F485—This fashionable lace boot is correctly made of high-grade, selected All-Havana Brown Kid Leather. Smart recede toe. Flexible sole. Graceful Louis heel with metal heel plate. Beautifully perforated. A high-cut dress boot. SIZES: 2½ to 7. WIDTHS: C, D and E..... **$4.97**

6F531—Same model as **6F485**, made in soft Battleship Grey Kid Leather. **$4.97**

"Campus"
A Distinctive Walking Boot

6F494—An exceedingly smart, carefully made high cut walking boot. Made of selected, soft Battleship Grey Kid Leather. Built on the "College" last with comfortable military heels. Perforation adds a dressy note to the shoe. SIZES 2½ to 8. WIDTHS: C, D and E..... **$4.97**

6F530—Same model as **6F494**, made of high-grade Havana Brown Kid Leather. **$4.97**

We Pay
All Delivery
Charges

6F485
$4.97

6F516
$7.45

6F494
$4.97

FALL & WINTER
1919—1920

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