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The style book of slenderizing fashions: spring and summer 1935. 1935

New York, NY: Lane Bryant, Inc., 1935

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the **STYLE BOOK** of
Slenderizing
FASHIONS

TWO-PIECE
 SUIT...in
*Three-Piece
 Effect*

Spring and Summer
 1935
 Our 34th Year



WEIGHTED
 ALL-SILK
 FLAT
 CREPE
 3 S 765
\$6.95

COAT and DRESS	COAT ONLY
3 S 500	3 S 501
\$12.95	\$6.95

ALL-WOOL CREPE
 with
 ATTACHED BLOUSE
 OF SILK
 FLAT CREPE

*For descriptions of Suit
 and Dress see page 2
 ...for Hats see page 16*

Lane Bryant
 39th Street at Fifth Ave.
NEW YORK

RETAIL STORES IN SEVEN CITIES:
 BROOKLYN • BALTIMORE • ST. LOUIS
 CHICAGO • PHILADELPHIA • DETROIT



BAG TO MATCH Included

WOOL TWEED 15 860
\$14.95
Including BAG TO MATCH



WOOL TWEED 15 901
\$12.95



Pictured on Front Cover

Two-Piece Suit

3 S 500—The very fact that we've honored this Suit by picturing it on the Front Cover means that we're very proud of it... and rightly so!

The skirt section and the long, unlined coat are of fine quality, rich All-Wool Crepe. The slimming, stitched and pointed scarf collar of coat you may button up. Matching stitching on full-out sleeves.

The short-sleeved blouse section gives suit a three-piece effect. Of weighted All-Silk Flat Crepe, with smart pin and pleated edge on the youthful lapel, and two rows of fagoting. Pleats in front skirt.

COLORS: Navy blue as pictured or chocolate brown, each with egg-shell blouse section; also black with a dove gray blouse section. **SIZES:** 38 to 58 bust meas. Dress length is about 51 inches; a wide hem. Coat length about 47 inches. Our price for Two-piece Suit... **\$12.95**

Postage 16¢ extra. **3 S 501**—For the Coat only... **\$6.95**

Printed Dress

3 S 765—With over 80 styles to pick from, we chose this Dress for our Front Cover, because it's so all-becoming and all-slenderizing.

We have made it of weighted All-Silk Flat Crepe in a sprightly flower print. We've given it cool bell sleeves and two wide, graceful revers with tucked, surplice-shaped band made of silk flat crepe in the background color. Slimming pleats in the front of the skirt. There are two flowers on one shoulder, and two smart buttons on the front. Provided in lengths and proportions to fit EVERY stout figure.

COLORS: Navy blue or black, each with print as pictured. **SIZES:** 38 to 58 bust meas. Lengths: 47 to 52 inches. Wide hem... **\$6.95**

ALL-WOOL POIRET SHEEN	ALL-WOOL MATELASSÉ
15 902	15 903
\$14.95	\$19.85

1 S 860—We're delighted with this value and you will be, too, for it's not often that \$14.95 buys you such a good quality Coat, with a Pocket-Book to match. The Tweed is fine Wool (mixed with a bit of rayon) and is soft, smooth and supple. Flecked with bright-colored nubs.

The new tubular scarf, narrowed at the back to form the collar, may be worn open or with one end pulled through as shown in the small view. A full-length, deep inverted pleat down center back supplies that long line so flattering to all stout women. And skillful proportioning makes the coat slenderizing, whether you are average, short or tall. Coat is nicely lined with weighted all-silk flat crepe.

Matching pocket-book has a strap in back and a smart ornament on front. It's lined and has a mirror in pocket inside.

COLORS: Navy blue or black, each with colored necks as in picture. **SIZES:** 38 to 58 bust. Lengths: 47 to 52 ins. Price, Coat and Pocket-Book... **\$14.95**

Simple and Dressy

1 S 900—In the best of taste—a simple Coat which carries a definitely dressy air. How do we manage that? It's easy—we chose a good quality, Wool Crepe (mixed with a bit of rayon), then we tailored it expertly for easy yet well-fitting lines, and we paid special attention to the unusually slimming seams down the back, and on the slightly puffed sleeves.

Then we added a beautiful collar with wide, stitched revers, softly rippled to make you look smaller in front. Matching belt is included. Coat lining of weighted all-silk flat crepe; inside pocket.

COLORS: Gray as pictured, navy blue or black. **SIZES:** 38 to 58 bust. Length about 51 inches. Price... **\$14.95**



WOOL CREPE 15 900
\$14.95

Belted Back

1 S 901—Of course, it is an English idea to belt a Coat across the back, and to give to it that well-tailored look.

Observe that even the slightly "squared," self-color pattern of this Wool-and-Rayon Tweed fits in with the dual role of this Coat—for it will literally go with anything!

Though the idea came from abroad, the execution of it is definitely our own, for we had to make a few very slight changes to give you the slenderness you want. We placed the half-belt (it is loose, and is sewed down at the ends) at exactly the right part of the waistline, not quite as high as in the original; then we extended the three slot seams right down to the belt line.

In the front, we widened the revers just a bit, so we could taper them to make you look smaller in the bust. We lined up pockets with the two-button closing. Lining of rayon-and-cotton crepe.

COLORS: Sandstone (as in picture) or platinum gray. **SIZES:** 38 to 58 bust meas. Length about 51 inches. Fine value for... **\$12.95**



LANE BRYANT, NEW YORK

Dear Friends: Just what I would have liked to say to you has been said so beautifully in a letter I have just received from one of my Maryland patrons, that I have asked her permission to print her letter here for you to see. I hope your experience has been just as satisfactory as hers and that I may be able to give you even better values in the days and years to come.

Cordially yours,

Lane Bryant



Lane Bryant

Dear Lane Bryant:-

Lanham, Maryland

Please send me another copy of your Style Book.

I just can't call it a catalog—as the friend did who borrowed the copy I had. Indeed, I have often wondered why ANYONE calls it a catalog—for it is much MORE than that to me. It is even more than a Style Book—it is actually a whole store between covers. I've long wanted to tell you how pleased I am with your service. For I can sit comfortably at home and do every bit of my shopping, knowing from my own experience that I will be smartly dressed, that I will not be tired out from shopping around, and that I will have saved a tidy sum on every single purchase.

You picture all your garments so beautifully, and so accurately that it's just like having models parade before me. I know exactly what the garments are going to look like on my own figure.

You certainly know the lines and proportions of stout figures and how to mould our curves into smart slender lines! I can almost believe you have just my figure in mind as you design; for when I slip into the garments I order they fit so well, and they flatter me, too. Besides, I can choose from so many styles in my size, instead of the meager few that most stores show.

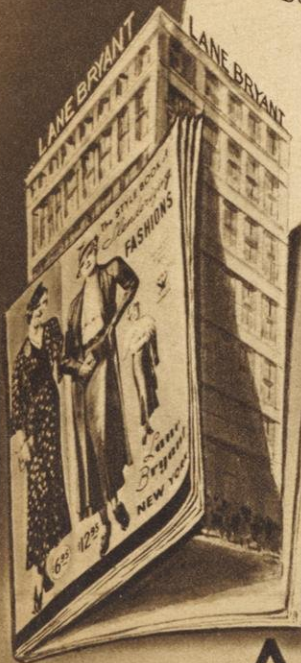
And I have been especially impressed by the beautiful quality of the materials in all your clothes, quality superior to any that I've seen elsewhere at the same or at even higher cost.

Indeed, your prices are so much lower for the grand quality that you give, that I find myself being constantly amazed. You surely must conduct your business efficiently!

Thank you, Lane Bryant, for all that you're doing; and may you give back to many more stout women the youthful lines that you've let me rediscover!

Sincerely yours,

(Mrs) George C. Serrin



A whole store between covers . . .

We never Print a Letter without the Writer's Permission

THOUSANDS OF
SATISFIED CUSTOMERS
SEND US UNSOLICITED
LETTERS OF PRAISE

You, too, will be pleased!

THESE FIVE WOMEN represent over a million satisfied patrons. It is hard to select just five out of the thousands of interesting letters we receive in praise of the Lane Bryant idea. For they are all unanimous in their enthusiasm about the fashions and the fit, the savings and the service we give.

As we have pleased these women, we have pleased many thousands of others—and we can and will please YOU. Read what these five women say—for their unsolicited words of praise mean more than all the advertisements in the world.



Dear Lane Bryant:

The order I sent last Thursday reached me today and I certainly appreciate your filling it so quickly.

Last January I ordered a pair of shoes for \$1.98. Shoes similar to these were priced at \$3.30 here.

I am glad to encourage my stout friends to buy from Lane Bryant, where value and satisfaction are combined with low prices.

Very cordially yours,

Mrs. Edward B. Allen
42 Center Street
Bridgeport, Conn.



Dear Lane Bryant:

The dress I ordered from you came today and I want you to know that I am very pleased with it in every way, as it fits beautifully and the material is of such good quality.

I am very thankful to the friend who first told me about Lane Bryant.

This dress is the fifth one I have bought from you and I was pleased with every one of them.

A very grateful customer,

Mrs. William J. Jamison
R. F. D. 1
Eureka Springs, Ark.



Dear Lane Bryant:

Thank you so much for the Twin Sweaters; they sure are beautiful. I had wanted a set for a long time, but could not find anything in my size or in such a lovely quality.

A friend of mine was truly amazed at the nice fit and the excellent quality of this set, and she sent you an order for a similar set the very same day.

Yours is a house of square dealings and prompt service.

Sincerely yours,

Mrs. C. Cirino
Oceanport Ave., No. 1
West Long Branch
New Jersey



Dear Lane Bryant:

My new suit came today, just in the nick of time. In feel and in fit it is reminiscent of my reporter days when a made-to-measure suit and a sailor hat was the order of the day.

I certainly appreciate the courtesy and kindness which you showed in exchanging the suit which I did not quite like for this one which is so altogether satisfactory.

I feel that I saved about sixteen dollars on my suit in addition to my getting exactly what I wanted.

Respectfully yours,

Mrs. Ewing G. Lawter
5810 Walrond Avenue
Kansas City, Missouri



Dear Lane Bryant:

I have always found all of your merchandise to be exactly as it is in your catalog. I bought a storm coat three years ago and it's still real nice.

I buy all my corsets and all my dresses at Lane Bryant, because the prices are always so very low—and everything fits wonderfully.

Because they fit so well, I've been asked if I have my dresses made-to-order; and when I say that I get all my clothes ready-made at Lane Bryant, my friends are amazed.

I have always found you prompt and honest in all your dealings.

Miss Beatrice A. Tower
R. F. D. 3
Warren, Pa.

**YOUR
MONEY
BACK
OUR
Guarantee**

If you like your Lane Bryant purchase, keep it; if you do not like it, simply return it—and we will exchange it or we will refund your money, as you may prefer.

This guarantee applies to every garment we sell.

Lane Bryant is a responsible house. If you do not know us, ask your local banker. Or you may write any of our bankers:

Chase National Bank, New York
Central Hanover Bank Trust Co., N. Y.
Corn Exchange Bank Trust Co., N. Y.
Manufacturers Trust Co., New York
Continental Illinois Bank, Chicago
First National Bank, Baltimore
National Bank, Detroit
Mercantile Commerce Bank, St. Louis
Philadelphia National Bank, Philadelphia

We never print a letter without the writer's permission

LANE BRYANT will fill your order promptly and accurately. Satisfaction guaranteed or MONEY REFUNDED

You are Invited... to the world's
Greatest FASHION SHOW
of Slenderizing New
COATS

right in your own
home... as you
turn the pages



Want a front seat at the world's greatest Fashion Show of the newest Coats for Stout Women? . . . That is just what this and the following pages make possible for you.

Leisurely, right in your home, you will now see parade before you the cream of the new Coat crop. All of them new Paris and New York fashions, adapted by Lane Bryant's expert hand to fit YOU with chic.

All of them are priced amazingly low, thanks to our great volume of business and our famous name, which enable us to get you the FINEST at the LEAST cost!

Read every description carefully, and you'll see why thousands of women count on us for coats year after year after year. Study each model—and be assured that every one is cut extra-full at all points of strain—for that's one of the reasons why our coats wear so well, and fit so comfortably without binding (nothing can make you look stouter, you know, than a coat that's too tight!)

Notice . . . that WOOL CREPE is a leading fabric . . . that soft JABOTS are very important . . . that TWEEDS and MATELASSÉS and DIAGONALS are strongly featured . . . that SCARFS and SLEEVES are more slenderizing.

But . . . we mustn't tell all the news here. Decide for yourself which you like best!

At Left: A New Wool Tweed

1 S 861—An outstanding leader in our "Fashion Show," this Coat is made of a new Wool Tweed, mixed with rayon; decorated with tiny white flecks to give it a two-toned appearance.

The COLLAR first took our eye when we saw this coat in a size 36—and we must say we've adapted it cleverly to suit the larger figure. Its rows of stitching match the stitching on the pockets. Two scallops in the front are flattering and different. The sleeves are attractively tucked. Full-cut all over; wide lap-over; lined with rayon-and-cotton crepe.

COLORS: Black, navy blue or chocolate brown, each with white flecks. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. . . .

Postage 16¢ extra. **\$10.95**

At Right: All-Wool Matelassé

1 S 904—Three things make this stunning new Coat a star in its own right . . . (1)—A new MATERIAL—All-Wool Matelassé: smartly woven to give it a flat, crinkly surface . . . (2)—A new STYLE—Immaculately tailored, and distinguished mainly by that sweep of stitching on the deeply-pointed collar, and surplice revers . . . (3)—New SLEEVES—filled at the elbows and with slenderizing forearm, trimmed with three buttons.

The coat is full-cut and roomy throughout, and is lined with weighted all-silk flat crepe.

COLORS: Black, navy blue or cocoa-brown. SIZES: 38 to 58 bust. Length about 51 inches. Our exceptionally low price. . . .

Postage 16¢ extra. **\$16.95**



WOOL
TWEED

1 S 861

\$10.95

ALL-WOOL,
MATELASSÉ

1 S 904

\$16.95

VARIETY is the spice of our COAT STYLES...
it's no wonder **STOUT WOMEN** appreciate Lane Bryant



The New
"RIBBED"
TWEED

1 S 905
\$16.95

1 S 905—A picture cannot do justice to this Coat—in style or in fabric—because it's one of the smartest of the new Wool Tweeds, mixed with a bit of rayon. It is covered with fine, self-color ribbing that gives it a checked design and is ever so soft and supple.

The style is decidedly individual, with every detail calculated to slenderize you. Note the wide, stitched collar which may be worn with revers open or as shown in the small view with the scarf tied at the neck and the collar buttoned down flat. The scarf, fringed at the ends, is of self-material. Sleeves have stitched trimming and taper at the wrist. The back of the coat is finished with self-material inserts. The lining is of weighted all-silk flat crepe. Inside pocket. Belt of matching self-material is included with this coat.

COLORS: Dark oxford gray, dark oxford blue or heather brown. **SIZES:** 38 to 58 bust. Length about 51 inches. A beautiful coat for.....
Postage 16¢ extra. **\$16.95**



WOOL
CREPE
LAPIN FUR

1 S 862
\$12.95

1 S 862—It's no wonder that stout women appreciate Lane Bryant when they can buy a Coat as smart and becoming as this one for only \$12.95. Despite its low price, it carries charm and distinction that is more typical of higher priced coats.

We've used really lovely, Wool Crepe (mixed with a small percentage of rayon) for this coat. It's a fabric that tailors beautifully and even its soft, smooth texture helps to make you look smaller all over. And see the silky Black Lapin Fur that trims the scarf. (Don't miss the small view with the scarf worn open!) Seams and tucks finish the comfortable tapered sleeve, while the self-material inserts flatter your back, whether you are average, short or tall. Rayon-and-cotton crepe lining. Inside pocket.

COLORS: Black or navy, each with genuine Black Lapin Fur. **SIZES:** 38 to 58 bust. Lengths: 47 to 52 inches. Our very low price.....
Postage 18¢ extra. **\$12.95**



WOOL
CREPE

1 S 906
\$14.95

1 S 906—There's magic in this Coat—at least that's what you'll think when you see how slender and young it makes you look and feel. As a matter of fact it's not magic at all—for we went to great pains with this coat to get its proportions so exactly right for you.

But it was worth it, for you will be enchanted by every detail of this coat—enchanted by the very soft Wool Crepe (mixed with small percentage of rayon), by the exquisitely stitched collar and the flattering, rippled and stitched revers, by the tailored sleeves and shaped, self-material inserts down the back. They are all so smart and so skilfully placed that you'll look as though you had actually "lost pounds." The lining of weighted all-silk flat crepe will please you thoroughly. Inside pocket. There's a belt to match.

COLORS: Navy, black or medium gray. **SIZES:** 38 to 58 bust. Length about 51 inches. This coat is a remarkable buy at our low price.....
Postage 16¢ extra. **\$14.95**



WOOL
CREPE

1 S 863
\$9.85

Unrivalled At \$9.85

1 S 863—Don't judge this Coat by the price, for we are pretty sure you've never seen one to equal it in quality, charm or slenderizing effect for anywhere near as low a price as \$9.85.

There is an air of quiet distinction about its lines which makes it look much more expensive and then, too, the texture of its Wool Crepe (mixed with a bit of rayon) is so soft and supple.

If you are looking for really youthful lines, you will find them in the collar, whether you wear it with wide revers or buttoned over in a new line, as shown in the small view. Then for slenderness, note the seams in the sleeves and the simple two-button closing. In back we have used shaped self-material inserts to take away the inches, whether you are average, short or tall. This Coat is lined with rayon-and-cotton crepe and has a convenient inside pocket.

COLORS: Black or navy. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. A very fine value for. . . . Postage 14¢ extra. **\$9.85**



Black
Moiré
Collar

ALL-WOOL
POIRET
SHEEN

1 S 907
\$16.95

Simple and Dressy

1 S 907—Your search is now over if you are one of the many who want a Coat "simple yet dressy." Here's a perfect one, of a fine quality, All-Wool Poiret Sheen with a rippled collar of rich-looking, silky Black Moiré (Celanese). There's no question about it—at this low price it's decidedly a "find."

If you're any judge of quality, and we feel sure you are, you'll realize, when you see this coat, what a time we must have had to make it up for \$16.95, for the fabrics we have used are so very fine. And we've lined it with a good quality of weighted all-silk flat crepe.

We took special pains in tailoring this coat—every seam (at the wrists and self-material inserts in back) is very carefully placed to add to your height and to minimize your width. An inside pocket. Belt to match included.

COLORS: Black or navy, each with black moiré. SIZES: 38 to 58 bust. Length about 51 inches. It's one of our nicest coats and is only Postage 16¢ extra. **\$16.95**



ALL-WOOL
POLO
COAT

1 S 908
\$12.95

Goes Everywhere

1 S 908—Gone are the days when a Polo Coat was only for casual sports wear. A new era has dawned and Polo Coats are dressing up and going everywhere.

But it's only the style that's changed, for the material is still that same lovely All-Wool, so soft you can scarcely keep your hands off it. It has the luxurious suppleness that always makes you feel so well-dressed and comfortable.

And because it's so supple, it adapts itself well to the full, tucked sleeves that taper into button trimmed wrist bands, and to the slenderizing, shaped inserts that trim the back of this coat. And see how becomingly the stitched collar falls when it's buttoned up (see small view). The two pockets and the detachable belt are inherited from the regulation polo coat. Rayon-and-cotton crepe lining.

COLORS: Polo-tan, dark brown, navy or black. SIZES: 38 to 58 bust. About 51 inches long. Our price, Postage 16¢ extra. **\$12.95**

When ordering, be sure to state all your measurements as requested.



1 S 909
FUR FABRIC
JACQUETTE

\$5.95

For Dress or Sports

1 S 909—From the very first day of Spring to well along in the Fall, you'll count this Jacquette one of your prized possessions. Goes with anything—dressy or sports clothes, silks, tailored wools, and even with cottons. Adaptable as a chameleon!

It's made of the very finest of Fur Fabrics—soft lustrous Cotton, deep-napped and clipped to resemble real fur. It weighs very little, yet keeps you warm, but not too warm. We have lined it with a nice, silky rayon-and-cotton crepe.

The leatherette belt lends the right touch for day-time and if you leave it off at night, you will find this Jacquette suitable with your very best, party clothes.

COLORS: Tan, medium gray or black. SIZES: 38 to 58 bust. Length about 31 inches. A grand buy at our low price. . . . Postage 12¢ extra. **\$5.95**

MISSES' Styles in YOUR Size ... you needn't look Matronly

just because you're **STOUT**

You'll thank your lucky stars and Lane Bryant, for you don't have to look matronly just because you've added a few pounds. You can wear the newest, "young" Coat Styles, for we've fitted them to give you the "ease" you need, where you need it.

Misses-plus sizes correspond to bust measurements below:

Size	Bust
16+	36
18+	38
20+	40
22+	42
24+	44
26+	46
28+	48
30+	50

These Coats also come in women's sizes, 38 to 50 bust.



The NEW
BARK
CREPE

1 S 90
\$10.95

WOOL
MATELASSE
CREPE

1 S 91
\$14.95

Fine Value

1 S 90—Here's proof that you can be over-weight and still wear the youthful fashions you yearn for. This Coat is one of the newest of the season's "young" styles which we have carefully re-proportioned to fit you smartly, slimly and with comfort and satisfaction.

It's one of our very best values, too, for it's of lovely Crinkly Bark Crepe (Wool mixed with a little cotton) in a much better quality than you'd expect to find for only \$10.95. A simple, yet very effective trimming is supplied by rows of stitching on the sleeves and on the scarf (see small view). The shaped self-material inserts that finish the back are amazingly flattering. A lining of rayon-and-cotton crepe. Convenient inside pocket.

COLORS: Black or navy blue. Misses-plus sizes 16+ to 30+ (36 to 50 bust). Length about 50 inches. Our price, \$10.95. Post. 16¢ extra.

And don't forget we have dresses in your size, too. You'll find them on pages 34 and 35 of this Style Book.

In the New Matelassé Crepe

1 S 91—It would be tragic, indeed, if you had to limit yourself to wearing matronly clothes just because you'd added a few pounds. But pounds needn't bother you, for like all the other coats on this page, this Coat comes in your size and it's decidedly a youthful style.

You'll love the Matelassé Crepe we have used (soft Wool mixed with a bit of rayon) and the "tricky" way the collar folds up when you fasten it at the neck (see the small view). Self-material inserts work wonders on sleeves and down the back. You'll even be proud of the inside of this coat, for we've lined it with good quality of weighted all-silk flat crepe. Belt to match is included.

COLORS: Navy or black. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. A fine value at this exceptionally low price. . . . \$14.95. Postage 16¢ extra.

Slenderizing Tweed at Right

1 S 92—Part of the slenderizing work done by this Coat "goes on behind your back," where you'll find a cleverly shaped, self-material insert. However, the front is just as flattering in its own quiet way, so slenderness will be yours in this coat, no matter how you look at it. The material is Wool Tweed (mixed with a small amount of rayon) in a quality that wears very well. The lining is of rayon-and-cotton crepe. The belt is detachable, of course. Two buttons trim the becomingly fitted wrists. COLORS: Gray tweed mixture or brown tweed mixture. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. An amazing value for. . . . \$9.85. Postage 14¢ extra.



The NEW
DIAGONAL
WORSTED

GENUINE
KIDSKIN
FUR

1 S 93
\$19.85

1 S 93—Here is a Coat that fairly sparkles with youth—and it's in your size, ready to make you your slimmer self. And see how smartly it does the trick—every detail is fashion perfect and so skillfully placed your extra pounds just seem to melt away.

A lovely, gleaming, genuine Kidskin Fur forms simple Johnny collar, and emphasizes the richness of the stunning, new Diagonal All-Wool Worsted we have used. You can see how supple it is by the graceful ripple of the revers. If you're large in front, you'll be delighted with the flattery of the revers and with the way the self-material inserts slenderize back and sleeves. The lining is of weighted all-silk flat crepe. Inside pocket. Coat is also smart without the belt.

COLORS: Black or navy blue, each with genuine, black kidskin fur, or medium gray with gray kidskin. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. Very fine for. . . . \$19.85. Postage 20¢ extra.

WOOL
TWEED

1 S 92
\$9.85

You can SEE the Super Smartness of these Beautiful SUPER-MADE Coats



YOU CAN SEE at a glance that these four Super-Made Coats are super-smart and made with the greatest possible care. Only the finest fabrics are used (even for the linings)—fabrics rich in beauty, soft, supple and irresistible. You'll find Super-Made Coats shown in all our seven famous retail stores.



GENUINE SQUIRREL FUR

ALL-WOOL MATELASSE
1 S 910
\$19.85

The NEW PIN-WALE DIAGONAL
1 S 911
\$25.00

All these Coats are SILK-LINED throughout

Smart Adjustable Collars

1 S 910—You won't have to look at the label in this Coat to know that it's one of our famous Super-Mades and you won't have to look at the coat more than once, for every inch says quality.

You will know what super-smartness means when you slip into this Coat and see what it does for your figure. And you will love the feeling of the fabric—so soft and supple with a crinkled finish! That's All-Wool Matelassé—a fabric that's sweeping the country.

The lovely, scarf collar flatters you whether you wear it flaring or tied (see small view). And there's something very "fine" about the tucks that trim the sleeves and scarf—they're so simple and yet so dressy. We can hardly wait to have you see the back of this coat. It's finished with self-material inserts placed with so much skill that they'll make you look much slimmer. Lining is of beautiful quality weighted all-silk flat crepe. Convenient inside pocket.

COLORS: Black, navy blue or cocoa brown. SIZES: 38 to 58 bust. Length about 51 inches. Price, Postage 16¢ extra. **\$19.85**

1 S 911—We've always had a fondness for touches of Squirrel, but we don't think we have seen it as prettily used as it is in this new Super-Made Coat. Genuine, natural gray Squirrel, so well put together that it looks as though it is all-in-one-piece, outlines the collar and the slenderizing, surplice closing.

Have you ever seen the fabric of this Coat? It's very new, and of All-Wool, woven in a tiny, diagonal, self-color stripe or wale—so narrow we call it pin-wale. It's really lovely!

Special style features: a collar that buttons into place to hold its "rippled" line or buttons up high at one shoulder in new, tailored lines (see small view)—sleeves that taper gracefully to the wrists and self-material inserts in back that do their utmost to make you look sylph-like. Lining of weighted all-silk flat crepe. An inside pocket. A belt to match is included.

COLORS: Black, navy blue or medium gray, each with genuine, natural gray squirrel fur. SIZES: 38 to 58 bust. Length about 51 inches. Postage 22¢ extra. **\$25.00**



BLACK BRAID TRIMMING

GENUINE MOLE FUR

The NEW WIDE-WALE DIAGONAL
1 S 864
\$19.85

The NEW CREPE-WEAVE DIAGONAL
1 S 912
\$29.85

1 S 864—Super-Made, the mark of quality, is written all over this Coat, which fairly breathes style and enchantment... Super-made in fit and in every line and seam.

You'll find this coat pure joy, from its soft textured All-Wool, woven in a smart, self-color wide-wale (diagonal for slim lines) to the lustrous black braid which outlines the full over-sleeves and flattering, new rippled collar. Whether you are average, short or tall, you will appreciate the becoming lines supplied by self-material inserts in the back. Lining of weighted all-silk flat crepe. Fitted wrist section is on a lining. There is a convenient inside pocket in coat.

COLORS: Black or navy blue, each with black braid. SIZES: 38 to 58 bust measure. Lengths: 47 to 52 inches... Postage 16¢ extra. **\$19.85**

1 S 912—Yes, it's the pride of our lives! A Super-Made Coat of All-Wool Crepe in the new diagonal weave that's so grand for stout figures. And look at that collar of genuine Mole Fur—beautifully sleek and smooth and flattering. Is it any wonder we are proud of this exquisite coat at \$29.85?

The fabric and fur alone are worth about that, without accounting for the super-fine workmanship, the superior fit and the fine, weighted all-silk flat crepe lining. Even the button-trimmed cuffs and the shaped, self-material inserts down the back show their complete Super-Made superiority.

COLORS: Black with black Mole Fur or navy with taupe gray Mole Fur. SIZES: 38 to 58 bust measure. Length about 51 ins. Our finest coat and only... Postage 22¢ extra. **\$29.85**

RICH FABRICS to dress you up and to **SLENDERIZE** you too!



SILK AND
WOOL
BENGALINE

1 S 913
\$16.95

GENUINE
MOLE
FUR

WEIGHTED
ALL-SILK
SATIN
1 S 915
\$12.95

WEIGHTED
ALL-SILK
CANTON
CREPE
1 S 916
\$16.95

Want to Look Smart and Slim?

1 S 913—You will more than hold your own in any gathering of well dressed women when you wear this Coat of a beautiful, rich quality of Silk-and-Wool Bengaline. And how all your friends will envy you when they see how very trim, slim and smart you are looking.

It is a very simple style—just self-material used for an insert on the button-trimmed sleeves and as a border for the collar and revers. Self-material flower softens one of the revers. The back is perfectly plain. Yet for all its fashionable simplicity, this coat is one of the dressiest and the most distinctive styles of the Summer season.

We have used a good quality of a weighted all-silk flat crepe for the lining and have also included a light interlining to give it body. If you prefer, you may wear this coat without the belt. There is a convenient inside pocket.

COLOR: Black only. SIZES: 38 to 58 bust. Length about 51 inches. You'll rarely find a nicer coat for this price. Postage 16¢ ext. **\$16.95**

ALL-WOOL
POIRET
SHEEN

1 S 865
\$12.95

WOOL
MATELASSÉ

1 S 914
\$16.95

1 S 865—Slenderness with a capital "S"—that's what you'll find in this well-made, youthful Coat, which we have provided in lengths and proportions to fit the woman of average, short or tall stout figure.

And you will find quality in the lovely, All-Wool Poiret Sheen and in the careful workmanship. And as for style, there's lots of that! Look at the folds of self-material that finish the tailored collar and the cuffs. Simple, yes, but aren't they effective! You will like the back of this coat, too, for it is finished with self-material inserts shaped to flatter your figure. The lining is made of a Rayon-and-cotton crepe. Inside pocket. You will find it also smart without belt.

COLORS: Black or navy blue. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Our unusually low price. Postage 16¢ extra. **\$12.95**

1 S 914—If you want slim lines and "right up to the minute" style, you'll thoroughly enjoy this Coat. It is a beauty! Material, quality, trimming—all perfect and the fit beyond reproach. As for the low price, it most certainly speaks for itself.

The material is beautiful, crinkly Wool Matelassé, mixed with a bit of rayon. It is very soft and supple. The Johnny collar is of genuine, Black Mole Fur—very silky, flat and flattering. Self-material inserts down the back and on the sleeves do a lot toward making your figure seem slimmer and more graceful. Weighted all-silk flat crepe lining. Inside pocket. Belt to match included.

COLORS: Black or navy blue, each with genuine, Black Mole fur. SIZES: 38 to 58 bust. Length about 51 inches. A very fine value at our low price. Postage 16¢ extra. **\$16.95**

In Two Materials

There's nothing quite like a Silk Coat to make you feel dressed up and "a-rarin' to go"—and nothing quite like *this* Silk Coat to make you look slim and smart.

It's such a pretty style that we made it up in a choice of two materials—both of them lovely and vying with each other for a first place in fashion for Summer.

The style is very decidedly a success, from the slenderizing standpoint, as well as the fashion angle. Note the rows of smart stitching on the wide, rippling revers and the narrow collar. And don't overlook the three-button closing—it's important this season. It took lots of skill to make the side seams come in exactly the right place for in this coat, the back is absolutely plain and must fit extra-well. Lining and a light interlining. SIZES: 38 to 58 bust measure. Length about 51 inches.

1 S 915—Made of weighted All-Silk Satin; rayon-and-cotton crepe lining. Color: Black only. Price. **\$12.95**

1 S 916—Of a weighted All-Silk Canton Crepe in good quality. Lining of weighted all-silk flat crepe. Colors: **\$16.95**

Black or navy blue. Price. **\$16.95**

Postage 16¢ extra on each coat.

UNLINED Coats...to complete your Ensemble



Any coat on this page may be smartly combined with plain or printed dresses (of silk, of cotton or wool) to carry out the chic ensemble idea which is so popular this season... so flattering to ALL women who are stout.

WOOL AND SILK TWEED
1 S 917
\$7.95

WOOL CREPE
1 S 919
\$7.95

WEIGHTED ALL-SILK CANTON CREPE
1 S 921
\$8.95

ALL-WOOL FLANNEL
1 S 920
\$7.95

Two-Way Revers

1 S 917—Don't fail to notice the price of this Coat—only \$7.95! It is *not lined*, but you should see the nice, soft quality Wool-and-Silk Tweed that we have used—and how nicely it's finished on the inside.

And isn't that a smart collar? See how prettily it folds when you button the revers. If you'd rather, you may unbutton revers and have the collar lie perfectly flat as shown in the small view. Seaming on sleeves and revers and two pockets supply a nice, tailored finish.

COLORS: Navy blue, chocolate brown or black, each with tiny white flecks. SIZES: 38 to 58 bust meas. Length about 51 inches. A splendid value at our price...
Postage 12¢ extra. **\$7.95**

Popular Fabric

1 S 918—All-Wool Poiret Sheen wins greater popularity as the years go by, so that it is really the old standby of fashion—always smart and always serviceable.

We have used it for this unlined Coat, which you'll agree is a grand value for \$8.95. It's been skilfully cut to give you room where you need it and yet to preserve the smart, well-tailored air so chic today; and it is nicely finished on the inside. The collar is stitched and notched in attractive lines. You can also wear the coat without the belt.

COLORS: Black or navy. SIZES: 38 to 58 bust. Length about 51 ins. Our very low price...
Postage 12¢ extra. **\$8.95**

ALL-WOOL POIRET SHEEN
1 S 918
\$8.95

Lovely Quality

1 S 921—There's youth and there's beauty and there's slenderness, too, in this Coat of lovely, weighted All-Silk Canton Crepe—in a rich quality that hangs well and wears well.

It's unlined and nicely finished inside. You will find that you can easily "ensemble" it with a great number of dresses. Be sure to note the carefree charm of the "jabot-like" collar and flower at shoulder.

COLORS: Black or navy. SIZES: 38 to 58 bust. Length about 51 inches. A fine value...
Postage 12¢. **\$8.95**

A few suggested dress styles that will "ensemble" smartly and becomingly:—

- 3 S 505 on page 26
- 4 S 277 on page 29
- 3 S 523 on page 33
- 4 S 59 on page 35
- 3 S 529 on page 37
- 5 S 826 on page 79

Ripped Revers Pictured Above

1 S 919—Would you ever have believed that you could get such soft, graceful lines in a Wool Coat? Of course, there's a reason—the material! It's a nice, supple Wool Crepe, mixed with a bit of rayon, and it is unlined for Summer comfort.

And if you're *not* slender, you will appreciate the ripped revers; they do a lot for your figure. The sleeves are becoming—slightly full and prettily tapered at the wrist. This coat is very neatly finished on the inside, too.

COLORS: Black or navy. SIZES: 38 to 58 bust. Length about 51 ins. Our price...
Postage 12¢ extra. **\$7.95**

For Lots of Wear

1 S 920—Among the new Unlined Coats we find Flannel leading the ranks—probably because, though it's light in weight, it gives just the right amount of warmth for Spring, Summer and early Fall wear.

This unlined All-Wool Flannel Coat has been designed to serve for both sports and dress wear—that's why it is so simple with just a few rows of stitching to trim the collar, and three tucks on each sleeve. You'll find it slenderizing and very useful.

COLORS: Navy, black or tan. SIZES: 38 to 58 bust. About 51 ins. long. Price...
Postage 12¢ extra. **\$7.95**

Be Cool...Be Smart...
Be Practical!

**TWO-PIECE SUIT
OF FAST-COLOR
WOVEN SEERSUCKER**



**KNITTED
to FIT Smartly**



KNITTED
ALL-RAYON
MATELASSE

4 S 275
\$4.95

A Marvelous Material!

4 S 275—It's pure delight just to look at and feel the Knitted All-Rayon Matelasse which makes this "Shirt-waist" Frock so very unusual. Its cool, smooth, chalky dull texture is another proof of the "modern miracles" being done with rayons. And the self-striped, crinkly surface is so firm and close that it seems more like a woven than a knitted fabric.

The frock's shirt-waist style gives you loads of freedom. Note the button-trimmed front; the smart new bosom tuckings; the full sleeves with inverted pleats; and that box-pleat in the front of the skirt. And besides... there is another "action pleat" in the back of the skirt for greater ease!

COLORS: Powder blue, bright navy or lettuce green. SIZES: 38 to 58 bust. About 51 inches long. Wide hem... **\$4.95**
Postage 12¢ extra.



**THREE-PIECE
TWIN SWEATER
SUIT**

Blouse,
Jacket
and
Skirt

ALL-
WOOL
WORSTED

8 S 137
\$9.85

Vertical Knit

8 S 137—This Three-Piece Knitted All-Wool Worsted Suit consists of "Twins" (slip-on Blouse, and a trim cardigan Jacket-Sweater) and a smart Skirt to match!

All three roomy-fitting pieces have an interesting, vertically knitted stitch, which keeps its shape well and gives you nice slender lines. The background tone seen in the blouse matches the solid-color Jacket and skirt, but it has stripes, in harmonizing colors, for a gay effect. The youthful round necks, the sleeves and hipbands have ribbing.

You'll wear each piece with other outfits as often as you wear them together! See both large and small views for complete story!

COLORS: Navy blue, black, chocolate brown or French blue, each with its Slip-on Blouse in stripes of three harmonizing tones. SIZES: 38 to 58 bust meas. Skirt length about 34 ins. Wide hem. Our price for complete Three-piece Suit is only... **\$9.85**
Post. 16¢ ext.

**TWO-PIECE
SUIT**

Dress and
Jacket

RAYON
AND WOOL
BOUCLE

8 S 136
\$12.95

Roomy Fit

8 S 136—We've a "hunch" that this Two-piece Suit, of soft, cleverly Knitted Rayon-and-Wool Boucle will turn out to be one of your most faithful friends.

It will flatter you... it will comfort you in chilly weather... and be pleasant to wear on warmest days. It won't need "pampering," for it luckily has such an easy-going disposition that it takes a lot to rumple it! It's quietly restful... yet has a smart personality.

You will love the little, silvery nubs, and the two soft, rippling jabots of the short-sleeved Dress which form a surplice-front, and are shell-stitched in the background color. Jacket has five-button closing and makes a fine cardigan that you can wear conveniently over any dress! Box-pleat in the front of the skirt.

COLORS: Black, navy blue or chocolate brown, each with silvery rayon flecks. SIZES: 38 to 58 bust. About 51 inches long. Wide hem. Price, **\$12.95**
Post. 16¢.

Detachable
Pique
Collar

here's our
"Rain or Shine"
Coat of Rubberized
WOOL TWEED



WOOL
CREPE
Two-Piece
Suit 2 S 220
\$19⁸⁵₋

WOOL
TWEED
Two-Piece
Suit 2 S 221
\$16⁹⁵₋

WOOL
CREPE
Two-Piece
Suit 2 S 222
\$12⁹⁵₋

1 S 310
\$5⁹⁵₋

a DRESSY suit ... a TWEED suit ... and one with a HIP-LENGTH Jacket
each with its own smart SKIRT that you can wear with many outfits

2 S 220—If you are going to buy a Coat, why not spend just a little extra and get a Skirt to match it? Here, for instance, we offer a long Coat and a Skirt to match. Both are made of fine quality Wool Crepe (mixed with a small percentage of rayon) in a weight that tallors beautifully. You will be surprised to see how flattering this type of Two-piece Suit is to your figure and how much wear you'll get out of it.

The white cotton pique over-collar on the coat may be detached for laundering. Leave it off when you want the coat to be less dressy. Coat is lined with weighted all-silk flat crepe; has an inside pocket. The skirt is skillfully designed to fit you smoothly without being too snug, and it has a nice box-pleat in the front.

COLORS: Black or navy blue. SIZES: 38 to 58 bust. Coat length about 51 inches. Skirt length about 34 inches. A wide hem. Price for Two-piece Suit... \$19.85
Postage 16¢ extra.

2 S 221—If you prefer the Tweed type of Two-piece Suit here's just the thing—a Coat with Skirt to match, both of a good quality Wool Tweed, mixed with a bit of rayon. Both are superbly tailored to give you the slender lines you yearn for.

Note the smart, raglan shoulders with the dart-like tucks in front—they keep your shoulder-line trim and allow extra fullness around the bust. And see, in the small view, how becomingly coat buttons up at the side. Coat sleeves are slightly full and have a small cuff and button at the wrists. Self-material inserts in back. Stitched patch-pockets. Lining is made of weighted all-silk flat crepe. Skirt has slenderizing pleat at center front.

COLORS: Gray or tan tweed mixture. SIZES: 38 to 58 bust measure. The coat length is about 51 ins. Skirt length about 34 inches. Wide hem. A mighty fine value, Coat and Skirt for only... \$16.95
Postage 16¢ extra.

2 S 222—Now you, too, can have a really tailor-made Two-piece Suit—tailor-made so it fits perfectly with well-set shoulders, with sleeves that won't pull, with "ease" over the bust, and with trim lines everywhere else. It's a Hip-Length Jacket and Skirt, almost masculine in simplicity but smart and very flattering to those who are not slender.

The material, Wool Crepe mixed with a small percentage of rayon, is so soft and luxurious that it makes you look and feel young and gay. Don't miss the well-shaped pockets and the seam at each side front of the jacket, which is cleverly placed to give you trim, becoming lines. Smart two-button closing, notched collar and button-trimmed sleeves. Jacket is lined with weighted all-silk flat crepe. An outstanding value.

COLORS: Black or navy blue. SIZES: 38 to 58 bust. Skirt length about 34 inches. Wide hem. Our exceptionally low price for this Two-piece Suit, only... \$12.95
Postage 14¢ extra.

1 S 310—April showers may bring May flowers, but still it's a nuisance to get caught in them and it is almost as much of a nuisance to lug a Raincoat around with you. That's why we selected this coat and adapted it to your figure.

It's waterproof, but you would never know it to look at it. It's really a well-tailored Swagger Coat of Wool-and-Cotton Tweed Mixture. And it's rubberized inside so should the heavens open up you'll be "prepared." However, while the sun is shining you've a smart, well-made Sports Coat. (Raglan sleeves, patch pockets and all.)

COLORS: Gray or tan mixture. SIZES: 38 to 58 bust. Length about 51 inches. One of the most useful coats you could buy... \$5.95
Postage 12¢ extra.

For blouses and sweaters in your size to wear with these Suits see pages 14 and 15 of this Style Book.

LANE BRYANT—Specialist in Slenderizing Apparel for Stout Women—39th St. at FIFTH AVE., NEW YORK

SKIRTS and BLOUSES in YOUR Size
Each Sold Separately

BLOUSE of
FAST-COLOR
SHANTUNG
LAWN

2 S 34
\$1.59



SKIRT of
WOOL-AND-SILK
TWEED; ALSO
IN SOLID NAVY

8 S 138
 8 S 146
\$2.98

BLOUSE of
WEIGHTED
ALL-SILK
FLAT
CREPE

2 S 35
\$2.98



SKIRT of
ALL-
WOOL
FLANNEL

8 S 139
\$3.98

Well-Fitting BLOUSES



8 S 12
\$2.98

ALL-WOOL WORSTED

8 S 12—There's something so generally becoming and appealing about this Blouse of Knitted All-Wool Worsted that every woman who sees it wants it! Its pretty, novelty weave is part of its charm, but its full-cut lines and soft FEEL will please you even more. The youthful collar and rippling jabot do slimming things for you. Ribbed hipband and wrists.
 COLORS: Navy blue, beige, white or wine. SIZES: 38 to 58 ins. bust measure. Exceptionally good value...
Postage 8¢ extra. \$2.98



8 S 140
\$1.98

WOOL and RAYON

8 S 140—On days that are unusually hot you can feel comfortable in this full-cut Knitted Blouse of soft Wool-and-Rayon, for it's not a bit heavy, and it has short, cool, slightly puffed sleeves. On chilly days it will comfort you, too. The pattern formed by contrasting color rayon threads, and the draped neckline are slimming. Firm ribbing matches solid color of the blouse.
 COLORS: Black, navy, chocolate brown or wine, each with silvery rayon mixture. SIZES: 38 to 58 bust. Price...
Postage 6¢ extra. \$1.98



Choice
OF
LONG
OR
SHORT
SLEEVES

WEIGHTED 2 S 36
ALL-SILK 2 S 37
FLAT
CREPE
BLOUSE \$3.98

Without a doubt one of the best-looking Blouses we've seen anywhere! Made of fine quality, weighted All-Silk Flat Crepe.
 Dainty rows of stitching open out into pleats on the becoming collar. Belt goes from the side-fronts around to the back. Choice of long sleeves or short sleeves (see small view). SIZES: 38 to 58 bust.
 2 S 36—With long sleeves. Colors: White, navy blue or dove gray...
Postage 4¢ extra. \$3.98
 2 S 37—With short sleeves. Colors: Beige, eggshell or navy blue. Price...
Postage 4¢ extra. \$3.98



8 S 141
\$2.98

ALL-WOOL WORSTED

8 S 141—Knitted "Shirt-waist" Blouse of All-Wool Worsted. Young, unique, and so slenderizing with its contrasting stripes. Six-button closing. Ribbed hipbands and wrists to match the darkest color.
 COLORS: Black with gray-and-white stripes; navy with Copen-blue-and-white stripes; chocolate brown with tan-and-white stripes; or French blue with navy blue-and-white stripes. SIZES: 38 to 58 bust. Our very low price...
Postage 8¢ extra. \$2.98

Either Skirt or Either Blouse Goes with Many Costumes!

Smart business women particularly like this idea: a cool, cotton Blouse with dignified, long sleeves and a dark Skirt to wear with it, which does not muss or soil easily, and is heavy enough for service but not too heavy for warm days. You can buy them separately, or buy BOTH for less than five dollars.
 2 S 34—BLOUSE of Fast-color, Cotton Lawn in a sheer Shantung weave, with girlish collar and ties, tailored tucks, and long and roomy but tailored sleeves. SIZES: 38 to 58 bust. COLORS: White or French blue. Good value at our low price...
Postage 4¢ extra. \$1.59
 8 S 138—SKIRT of Wool Tweed mixed with a bit of silk. Slenderizing button-and-pleat treatment in the front, and a handy pocket. COLORS: Black, navy or brown, each with white flecks. SIZES: 32 to 46 inches waist measure. Length is about 34 inches. Wide hem. Our very low price...
Postage 8¢ extra. \$2.98
 8 S 146—SKIRT in solid navy blue (same material but without flecks)...
Postage 8¢ extra. \$2.98

The Blouse and Skirt pictured above are so smart together that they look like a silk-topped dress, ready to go to the swankiest afternoon affair!
 You can buy the blouse or the skirt separately, but our advice is to choose both—you will find so many different uses for them all year-round!
 2 S 35—BLOUSE of a beautiful, weighted All-Silk Flat Crepe. If you've never worn this type of neck, you have a treat coming. Its graceful, set-in "yoke" drapes softly and twists over to show the three buttons. Raglan sleeves; tailored bands. Straight, smooth panel in front, with belt from sides going around back. COLORS: Eggshell, beige or white. SIZES: 38 to 58 bust. Our very low price...
Postage 4¢ extra. \$2.98
 8 S 139—SKIRT of smooth, firm All-Wool Flannel, with those slenderizing tucks you love, and a kick-pleat. COLORS: Black; cocoa brown; navy. SIZES: 32 to 46 inches waist. Length about 34 inches. Wide hem. Our unusually low price...
Postage 8¢ extra. \$3.98

ALL-WOOL WORSTED Twin-Sweater SETS



8 S 142
\$3.98
BLOUSE AND JACKET

8 S 143
\$4.95
BLOUSE AND JACKET

YES, stout women, too, can enjoy the charm, youthful smartness, comfort and great usefulness of the popular Twin Sweater fashion. For Lane Bryant makes a specialty of them, knits them full and roomy to accommodate your figure without binding... and offers TWO smart sets at low prices. Each has TWO marvelously useful Sweaters!

High-Round-Neck Style

8 S 142—Twin Sweater Set of good quality, All-Wool Worsted, knitted in a smart novelty stitch that slenderizes. Has a short-sleeved, Slip-on Sweater Blouse, and a smart matching Sweater Jacket with a handy, seven-buttoned closing. Both are roomy to fit stout women. Both have ribbing at the high necks, cuffs and hipbands. COLORS: Black, navy or white. SIZES: 38 to 58 bust. Set.... **\$3.98**
Postage 14¢ extra.

V-Neck and Cardigan Style

8 S 143—Twin Sweater Set in very beautiful quality. Set consists of an All-Wool Worsted, four-buttoned Sweater Jacket, and a V-necked, two-tone, Slip-on Sweater Blouse of All-Wool Worsted, mixed with rayon. Ribbed at necks, wrists and at hipbands. COLORS: Black with black-and-white; navy with navy-and-white; or French blue with blue-and-white. SIZES: 38 to 58 bust. Price for Set.... **\$4.95**
Postage 14¢ extra.

Carefully Knitted to Fit YOU!



8 S 145
\$2.98
ALL-WOOL WORSTED

8 S 25
\$3.98
WORSTED AND RAYON

8 S 145—When an All-Wool Worsted Sweater like this is priced so low, you can't afford to be without it, for it gives such comfort, smartness and wear. It's skillfully knitted in a flattering zig-zag stitch, and designed to give you ease and roominess throughout. The contrasting color stripes on the bottom and on the wrists are very attractive.

COLORS: Black or navy blue, each with a silver-gray striped trim; or buff with brown striped trim. SIZES: 38 to 58 bust measure. Our very low price is only.... **\$2.98**
Postage 8¢ extra.

8 S 25—How many times have you wished for "a tailored, simple, comfortable Sweater to put on!" This excellently fitting, All-Wool Worsted-and-Rayon Coat-Sweater is precisely what you want. It's skillfully knitted to fit the stout figure smoothly yet roomily. With such good details: turned-back cuffs... five buttons and strong buttonholes... two handy pockets. Excellent value for \$3.98.

COLORS: Black, navy blue, wine or brown, each with silvery rayon texture. SIZES: 38 to 58 bust. Our low price.... **\$3.98**
Postage 8¢ extra.



Two-Tone Tunic Dress
WEIGHTED ALL-SILK FLAT CREPE

2 S 38
TUNIC BLOUSE ONLY **\$4.95**

2 S 39
BODICE TOP AND SKIRT **\$3.95**

2 S 40
BLOUSE AND SKIRT **\$7.95**

Make up your own new Tunic Dress to the tune of only \$7.95 complete! You can buy the Tunic, or bodice-topped Skirt separately; or Two-toned Tunic Dress complete.

2 S 38—Smart, weighted All-Silk Flat Crepe new Tunic Blouse. Has deep, folded choir-boy collar divided in back. Sides slashed to give walking freedom. Self-belt and buckle. COLORS: Almond green; French blue; also beige. SIZES: 38 to 58 bust. About 40 ins. long. Our price... **\$4.95**
Post. 10¢.

2 S 39—Skirt: weighted All-Silk Flat Crepe. Has Bodice Top of a durable, white rayon-and-cotton. COLORS: Navy, black or chocolate brown. SIZES: 38 to 58 bust. Length is about 51 ins. Wide hem. Our price... **\$3.95**
Postage 8¢.

2 S 40—Tunic Dress: it consists of Blouse and bodice top Skirt made of weighted All-Silk Flat Crepe. COLORS: French blue tunic with a navy skirt; almond green with black; beige with brown. SIZES: 38 to 58 bust. Lengths described above. Our price, Tunic Dress complete... **\$7.95**
Post. 14¢.

All-Wool Flannel Jacket



3 S 502
\$5.95

3 S 502—A Jacket of All-Wool Flannel in exceptionally fine quality. Grand and useful, for so many costumes! Tucking on revers and pockets. Interesting pointed cuffs; may be worn with or without the matching belt.

COLORS: Navy; chocolate brown. SIZES: 38 to 58 bust. About 29 ins. long. Postage 10¢ extra. **\$5.95**

Jacquard Trimming

8 S 144—Left: Excellently made Sweater of fine quality All-Wool Jersey. It will make your skirts or dresses into smart, complete costumes. It's knitted in fine, close texture that will give long wear. Contrasting jacquard trimming edges the slit pockets and finishes the collar, which may be worn open, or closed as seen in small view. Please see the slenderizing triangular tucks above pockets, and the carefully finished, tailored lapels.

COLORS: Navy blue, cocoa brown or black, each with contrasting trim. SIZES: 38 to 58 bust. Fine value. Our very low price... **\$4.95**
Postage 10¢ extra.



ALL-WOOL JERSEY
8 S 144
\$4.95

Newest Styles that FIT and FLATTER Every Woman Who Needs a LARGE HEAD-SIZE

How to Order

Please tell us your head-size in inches. Measure around your head above your eyebrows in the front and over the fullest part of your hair in back as shown in the small view. Draw the tape measure as closely as you wish hat to fit. If you'll take your measurements accurately, to the fraction of an inch, without making even the slightest of allowances, we'll send you a hat in your correct size.



Headline News

25 S 259—A new Turban, of a new kind of Straw Cloth. No wonder we chose it for our Front Cover picture!

It takes a tip from that very popular bark crepe coat material, and is woven in a crinkly and soft, tree-bark effect that's entrancing! So light-weight and cool you'll hardly know you have it on. Yet it's firm enough to drape beautifully in its new high peaked lines, dipping away down over one eye and 'way up over the other.

It is **HAND-MADE**, too, which means that it has an expensive look, despite its modest price. And note how well it is "balanced"—high enough to make you look slim but wide enough at the side to keep you in proportion.

Smart "crystal" ornament plunged through a fold lends youthful touch. A cool net lining; grosgrain headband.

COLORS: Black, navy blue or chocolate brown. **SIZES:** 22½, 23, 23½, 24, 24½, 25, 25½ inches. **Post. 14¢ ex. \$3.98**

These TWO are shown in **COLOR** on the front cover

We specialize in **LARGE HEAD-SIZES**, so it's only natural that we can give you more variety—of the very smartest new hat fashions now "Okayed" by New York and Paris—than you can find anywhere else.

And there's one thing in particular we want you to notice in our hats: they're **BALANCED** as to brim or trimming or line . . . to suit **YOUR** figure, whether you're a regular size or "as plump as they come." The low prices? We haven't space to tell you how we do it—so we'll just have to let you be amazed by these values!



Hand-Made

25 S 259
\$3.98
BARK Weave STRAW CLOTH

NOVELTY PEDALINE STRAW BRAID
25 S 250
\$1.98

Brim Flattery

25 S 250—Meet the stunning "picture Hat" you admired on our Front Cover. And it is actually priced at only \$1.98!

You'd search far and wide before you would find such a beautiful, broad-brimmed hat at anywhere near this price. It is a real triumph, both in flattery and in thrift!

Made of Novelty Pedaline Straw Braid, that fine, firm, smart, slightly transparent straw so easy on your head. It's shaped with the skill that has made us so famous. Its brim sweeps down in front and out at the sides, with just the right expanse for balance.

Fascinating, plush flowers have trailing "stems" made of rolled satin ribbon which go around the crown and nestle in a crease at the top side. Hat has rayon headband.

COLORS: Navy blue with white, chocolate brown with sand, black with rose, or dove gray with Copen blue flowers. **SIZES:** 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our low price . . . **\$1.98**
Post. 14¢ ex.



Hand-Blocked

25 S 262
\$3.98
SISAL STRAW

25 S 248
\$1.98
CELLOPHANE CLOTH

25 S 237
\$1.59
NOVELTY STRAW BRAID

25 S 262—"Exquisite" is the word for this Hand-Blocked Hat of a fine-quality hand-woven Sisal Straw body. Its brim, which turns down in ever so flattering a manner to shade your eyes, and up in the back, is a work of art. And its trimming is so flattering that we warn you—don't wear this hat, unless you want to conquer everyone you meet! Tiny-petaled, velvet flowers form a soft, flat mass up and over the crown, with smart bow of matching velvet ribbon right in the center of them, to match the band around the base of the crown. Rayon taffeta lining.

COLORS: Black or navy blue, each with white flowers; or chocolate brown with pink flowers. **SIZES:** 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price, **\$3.98**
Postage 14¢ extra.

25 S 237—Even in a dainty, summery Hat like this one of Novelty Hemp Straw Braid, we do give you a subtle bit of sophistication that you'll find very smart and stimulating.

The brim, for instance, swoops down at one side in a pretty, pert way, turning up slightly at the side, and all the way up in the back. The stand-up creases in crown are what give you height, and make your head look small no matter how large a size you wear. The self-color grosgrain ribbon band and its bow-ends tied in a vertical line, and the airy-looking, organdie flower are picturesque, to say the least. Grosgrain headband on the inside. **COLORS:** White, French blue or black. **SIZES:** 21½, 22, 22½, 23, 23½, 24 and 24½ inches. Our unusually low price . . . **\$1.59**
Postage 12¢ extra.



25 S 260
\$3.98
CELLOPHANE AND PEDALINE STRAW BRAID

Here's the Height of Fashion
25 S 248—In Paris, where a great designer recently made costumes out of glass, anything is likely to happen in the world of fashion! So it's not surprising at all that such a super-modern idea as THIS should be so popular: strands of CELLOPHANE, woven into the cloth of this "high Hat!"

We think it's grand—for it gives life and sparkle to the hat . . . and therefore to your face! See how the crown is draped and pointed upward, and topped by fluffy, self-color feather pompon to give you height and grace. The brim is stitched, and turns up in back. Rayon lining. **COLORS:** Black or navy blue. **SIZES:** 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our exceptionally low price . . . **\$1.98**
Postage 12¢ extra.

Conservative in Shape . . . Yet Smart
25 S 260—Again, the magic of gleaming Cellophane! It's interwoven with Pedaline Straw Braid to form a very smart Hat that looks as though it just came out of Paris.

The slightly drooping brim is grand for sunny days, and is just the right width to give you that very important, "well-balanced" look. That skillfully-placed, wide garland of velvet posies will liven up any costume. The soft band of satin ribbon goes around the crown and ends in a wide bow at back. A lot of smartness yet plenty of head-room! Rayon lining. **COLORS:** Black or navy blue, each with white flowers; or dove gray with rose flowers. **SIZES:** 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price . . . **\$3.98**
Postage 14¢ extra.

The Right STYLES for the New Costumes

.... the right FIT, in large / head-sizes!

.... the right PROPORTIONS for / Large figures!



25 S 242
\$1.98
HAT AND VEIL
CRYSTALLINE
STRAW CLOTH

25 S 242—Here's a Hat that will take you smartly through the whole season, because it goes equally well with your coats, frocks, or "softer" suits.

And think of this—it's Hand-Made, for the small sum of \$1.98! Its soft, pliable Crystalline Straw Cloth is the perfect medium for the season's new draping... high on one side, low on the other, set off by a metal ornament. New matching "eye-brow" veil. Rayon lining. Grosgrain ribbon headband.

COLORS: Black, navy or dove gray. SIZES: 22½, 23, 23½, 24, 24½, 25, and 25½ inches. Price... \$1.98 Postage 6¢ extra.



25 S 261
\$3.98
CELLOPHANE
AND STRAW
CLOTH

25 S 261—For the many women who "want a small Hat, but not a turban," here's a find!

It's made of a fine quality of Straw Cloth interwoven with Cellophane. As you can see by the amount of fine workmanship, it's one of our better hats.

Pull it jauntily down over one eye to get the best effect from that smart rolling brim, which turns up at the back and is set up on the crown in the charming Watteau style.

The shiny, self-colored satin ribbon and the matching, wide "wing-bow" in back will give you a dressy, up-to-the-minute look! Rayon lining.

COLORS: Black, chocolate brown or navy. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. Our low price... \$3.98 Post. 14¢ extra.

Satisfaction is guaranteed—so, if any hat that you order isn't right in every way, your money will be quickly refunded to you!



25 S 264
\$4.95
HAND-BLOCKED
SISAL STRAW

25 S 264—For those of you who take pride in a Hat's distinction, yet want one with a dignified shape, here's a stunning model made of fine hand-blocked, hand-woven Sisal Straw body. A lovely "bed" of self-color and contrasting flat flowers on one whole side-front... high crown on the other side. The piped, bevelled-edged brim turns up in back. Velvet ribbon band at base of crown. Rayon taffeta lining.

COLORS: Black with black-and-white; navy blue with navy-and-white; or chocolate brown with brown-and-sand flowers. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ ins. Price... \$4.95 Postage 16¢ extra.



25 S 246
\$1.98
HAT AND VEIL
CELLOPHANE BANDING

25 S 246—It's fun to look at the world through a veil. It makes you look and feel prettier somehow! Especially when it's on this Turban of Cellophane Banding. Expert fingers made this hat by hand... that's why the jaunty cuff is so cleverly creased, and turned up on crown, and why that fold, back of the cluster of flowers, is so becoming. Cool organdie lining. Grosgrain ribbon headband.

COLORS: Black with white flowers; chocolate brown with sand flowers; or navy with red flowers. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ ins. Price... \$1.98 Postage 6¢ extra.



25 S 235
\$1.00
PEANIT STRAW

25 S 235—You'll like this Hat if you want an every-day style that you can wear for best, too. It's fashioned of a smooth-finished, hand-woven Peanit Straw body that's light and cool. The broad, all-around brim is set up on the crown at the side back, in becoming Watteau effect. The crown base is edged with grosgrain ribbon, and the long bow of matching color Cîrè ribbon tied on to an oval "ring" ornament is youthful. Grosgrain ribbon headband.

COLORS: Black, chocolate brown or navy. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. One of our most amazing values. Our very low price... \$1.00 Postage 14¢ extra.



25 S 257 \$1.59 TOYO PANAMA || 25 S 258 \$2.98 GENUINE PANAMA

Here's the classic, natural straw color, hand-woven "Panama Hat" that smart women wear with everything. We modeled it on many different types of heads and faces, to make it becoming to everyone, and trimmed it with black grosgrain ribbon, tied in a becoming bow. Then we made it up in two straws, one a real Panama, one a very good imitation—at two very low prices. Grosgrain ribbon headband. COLOR: Natural straw color with black ribbon. SIZES: 21½, 22, 22½, 23, 23½, 24 and 24½ ins.

25 S 257—Of fine, firm Toyo (simulated Panama). Amazing value at this exceptionally low price. Postage 14¢ extra. \$1.59

25 S 258—Of exquisite, genuine Panama... Postage 14¢ extra. \$2.98



25 S 251
\$1.98
STITCHED
SILK CREPE

25 S 251—No matter how many other Hats you have, you'll need a stitched Silk Crepe Hat. So smart, and especially nice for vacations.

We have made this one of a very firm, weighted All-Silk Flat Crepe. Flattering brim is closely stitched to give it "body" and sectional crown is stitched in a block formation. The twisted bow, with its smart ornament, is the perfect finish. Rayon lining. Grosgrain ribbon headband.

COLORS: Navy blue-and-white; chocolate brown-and-sand; all-white; all-black. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. An exceptional value at our very low price... \$1.98 Postage 14¢ extra.

The Daisy Picture Hat

25 S 241—Doesn't this summery, wide-brimmed Hat make you think of gay garden parties and picturesque clothes? Yet it's just as correct for street-wear! It's made of a fine Hemp Straw Braid. The spray of two-tone daisies, and the Cîrè ribbon on the crown will win you compliments! Rayon headband.

COLORS: Natural straw color with white-and-yellow; French blue with rose-and-blue; or lettuce green with yellow-and-green flowers, (each with harmonizing ribbon). SIZES: 21½, 22, 22½, 23, 23½, 24 and 24½ inches. Our price... \$1.59 Postage 14¢ extra.



25 S 241
\$1.59
HEMP STRAW BRAID

It's Smart to LOOK PRETTY...

and EASY,
too, in these
becoming
comfortable
NEW HATS



PEDALINE
STRAW BRAID



25 S 249
\$1.98

Inexpensive Flatterer

25 S 249—Remember, your FACE is the first part of you that people look at. So wear this lovely, new Hat made of Pedaline Straw Braid, which accents the charm of your face!

Its wide brim droops low over your eye (you know what that does for your eyes and complexion!). Then it swoops gracefully up in back with the satin ribbon band coming through and tying in a bow to hold it flat against your head, in picturesque, Watteau style. A bewitching spray of gardenias!

The underneath edge of the crown is piped with grosgrain ribbon. And there is a grosgrain headband, too. In fact, the whole hat is one for which you'd gladly pay much more than \$1.98.

COLORS: Black or navy blue, each with white flowers; sand with brown flowers. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ ins. Postage 14¢ extra. **\$1.98**



25 S 256
\$1.59
NOVELTY
STRAW BRAID

25 S 256—It certainly is "easy to look pretty" in this Hat of Novelty Pedaline Straw Braid, which is only \$1.59! How gay and gallant is the swing of its brim which rolls and turns smack up in back! Cuffed crease in the crown has a matching, shiny Ciré and grosgrain ribbon, continued into a band and bow. A narrow flange of contrasting color straw smartly trims brim. Rayon headband. COLORS: Black or navy, each with white; chocolate brown with sand. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our very low price. Postage 12¢ extra. **\$1.59**

New! The

Eyebrow Turban

25 S 244—You will hold your head proudly in this very new Eyebrow Turban—it's so chic and young in ANY head-size!

Made of a Crystalline Straw Cloth, soft and light, but in a good firm quality that shows off its high hand-draping to the best advantage.

Wear it down over one eyebrow, and up on the other side to show your hair-line. A contrasting ornament that's plunged through the highest side gives your spirits as well as your carriage a definite "lift"! Organdie lining; grosgrain headband.

COLORS: Navy blue or black, each with white ornament; sand with a brown ornament; also all-white. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ ins. Our very low price is only **\$1.98** Post. 14¢.



Hand-Made

25 S 244
\$1.98
CRYSTALLINE
STRAW CLOTH

"Cosmopolitan"

25 S 255—A new Hat that gets its swagger, crisp lines from England... its flattering pertness from France... and its "school-girl" look of demureness from America!

Made of a hand-woven Sisal Straw body, a very smooth, cool straw often seen in more costly hats. New creased crown. That matching grosgrain ribbon band with its hand-made two-tone ribbon ornament is pure artistry!

The swagger brim which turns up in the back has beveled edge. Headband is grosgrain ribbon.

COLORS: Black with black-and-white; or navy blue with navy-and-white; or chocolate brown with brown-and-sand trimming. SIZES: 22½ to 25½ ins. Our price **\$2.98** Post. 14¢.



25 S 255
\$2.98
SISAL STRAW



HAT AND
VEIL

25 S 263
\$4.95
CELLOPHANE AND STRAW CLOTH

25 S 263—And HERE'S a way to look pretty with an extra touch of sophistication. A Hand-Made Hat of Cellophane and Straw Cloth, shaped like a turban, yet draped to look like a tricorne on top!

Only expert workmanship could produce such a clever effect with such simplicity. The little veil can be tucked out of sight when you want to be more tailored. That handsome Rhinestone clip is very artfully placed. Rayon taffeta lining.

COLORS: Black, dove gray or navy. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ ins. Postage 16¢ extra. **\$4.95**



25 S 239
\$1.29
STITCHED
RAYON CREPE

25 S 239—From the moment that Stitched Crepe Hats were first introduced, all women have loved them for their cool, light-weight comfort, and hardness to all sorts of day-in, day-out wear. So, we're pleased to present this very smart, new style at only \$1.29!

It's made of a good quality of All-Rayon Crepe, prettily stitched on both graceful brim and crown, with a fashionable ridge right up the center which helps a lot toward slenderizing you.

The trimming at the front is unusually becoming, and is formed by three twisted pieces of grosgrain ribbon, held by an interesting new ornament which "sets off" the entire hat. Rayon lining.

COLORS: Black with black-and-white ribbon; navy blue with navy-and-white ribbon; all-white; all-sand. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our exceptionally low price, only **\$1.29** Postage 14¢ extra.



HEMP STRAW
BRAID

25 S 240
\$1.29

25 S 240—The young lady who posed for this photograph just couldn't help beaming with pleasure! She looks so pretty in this Hat of dainty Hemp Straw Braid. It's such a graceful, natural shape that it looks just as well on *everyone*.

Like most of the new hats, it has a smart crown treatment to give you height; a smart "pinch" right up the center and ending in a slight peaked effect at top. You'll be happy to discover, too, the amazing adaptability of that band and bow made of shiny Ciré ribbon which has a way of looking tailored when you're wearing a sports outfit; or *dressy* when you're in your best! A comfortably fitting, light-as-air hat, so smart that you'll never admit it cost only \$1.29! Rayon headband.

COLORS: Natural straw color with brown trimming; white with black trimming; all-navy or all-black. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Our price... **\$1.29** Postage 14¢ extra.



**Fashion Says,
"Face Forward"**

25 S 252—Foreheads are out in the open again, according to this saucy new Hat. So if you want a brand-new, fresh young look in a very cool hat, you've found it!

It's made of a lustrous Cellophane Cloth in a Petit-point weave, and HAND-MADE, which explains its smart made-to-order look, and the flattering effect of its up-turned front cuff which peaks up so pertly at side. (If you wear soft bangs, so much the smarter!)

And there's plenty of coquetry in those pretty gardenias, nestled over your ear! Cool organdie lining. Grosgrain ribbon headband. COLORS: Navy or black, each with white flowers; chocolate brown with sand flowers. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ inches. Our price... **\$2.98** Post. 14¢.

Hand-Made
\$2.98

CELLOPHANE CLOTH



25 S 254
\$2.98

NOVELTY STRAW BRAID

**Youthful? Matronly?
or In-Between?**

Our VARIETIES take care of EVERY type!



25 S 253
\$2.98

CELLOPHANE CLOTH



Cool Piqué

25 S 238—We have seen this charming pull-on Hat made of White Piqué modeled by women of all types, from 13-year-olds to grandmas, and it looks grand on all of them, for it is a classic, smart and "age-less" style!

Just think how crisp, fresh and cool it will be in blistering hot weather. (A whisk or two in cleaning fluid will keep it looking like new.)

New eye-shade brim turns up crisply in back for comfort. A high full crown gives lots of room for your hair. Tailored trimming is in red-white-and-blue grosgrain that is smart with many outfits. Rayon lining.

COLOR: White, with red-white-and-blue ribbon trimming. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ and 25 inches. Exceptional value at our low price... **\$1.00** Post. 14¢.

25 S 238
\$1.00

PIQUÉ

25 S 254—You'll never need to carry a sunshade when you wear this youthful, wide-brimmed Hat! It's of a firm, fine quality of Novelty Straw Braid, and has two rolled bands of satin ribbon descending from the peaked crown to meet the roll at base of the crown, all joining at the colorful cluster of gay fruit and leaves. Rayon headband.

COLORS: Black, navy blue or dove gray, each with colorful fruit. SIZES: 21½, 22, 22½, 23, 23½, 24, 24½ and 25 inches. Price... **\$2.98** Postage 16¢ extra.

For Fashionable Matrons

25 S 253—A stunning new Hat of cool Cellophane Cloth. You will welcome its three-section crown, especially if you "have lots of hair." A clever twist at side top makes your head look small.

The smart, stitched, medium brim which turns up at the back and the pretty trimming of plush flowers will certainly delight you. Rayon lining. COLORS: Black with red trim; navy with white trim; chocolate brown with sand trim. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ ins. **\$2.98** Postage 14¢ extra.

Two-Tone Flowers

25 S 236—This Hat will suit every age and every occasion. And it's only \$1.29. Just look at its smart Novelty Pedaline Straw Braid... its down-in-front, up-in-back brim... its effective two-toned flowers up on the creased crown... and high and low draping of rich satin ribbon! Rayon headband.

COLORS: Black with black-and-white flowers; navy with navy-and-white flowers; sand with sand-and-brown flowers. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Fine value at our low price... **\$1.29** Postage 12¢ extra.

25 S 236
\$1.29

NOVELTY STRAW



25 S 243
\$1.59

PEDALINE STRAW BRAID

25 S 243—Even here at Lane Bryant this good-looking tailored Hat is a surprise at only \$1.59. Styled so simply that you can wear it with any costume, and with a dash of youth that matronly women enjoy.

It is made of a sturdy, but cool quality of Pedaline Straw Braid. The smartly shaped crown is slightly creased at the very top, and that soft, flat pad of two-toned feathers, and trim of two-toned grosgrain ribbon are very effective. Grosgrain headband.

COLORS: Black with black-and-white trimming; or navy with navy-and-white trimming. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ ins. Price... **\$1.59** Postage 12¢ extra.



25 S 247
\$1.98

PEDALINE STRAW BRAID

25 S 247—Isn't this a fine idea? A DARK Hat, with a LIGHT rayon crepe facing to flatter your face! Such a comfortable, becoming hat, too. And the facing contrast idea is so well carried out in the matching color of the big plush flower that trims the front.

The hat is of that great favorite, Pedaline Straw Braid, closely stitched together into a firm, pliable body. The flattering brim, you'll notice, is a bit wider at side-front and is gracefully curved up at the other side to show your hair and cheek. Rayon lining.

COLORS: Black or navy blue, each with white facing and flowers; also chocolate brown with sand. SIZES: 22½, 23, 23½, 24, 24½, 25, 25½ inches. **\$1.98** Postage 12¢ extra.



25 S 245
\$1.98

RACELLO STRAW

25 S 245—With fashions more feminine than ever, this festive Hat of hand-woven Racello Straw body is very important. As you see in the photograph, this lovely straw has a rough, shiny texture that is new, and not too dressy. It's light and cool, and is shaped to fit with sublime comfort. The wide, contrasting velvet ribbon has plush flowers at either end, and falls gracefully to the edge of the broad brim at both sides. Rayon lining.

COLORS: White with rose trim; black with rose trim; navy with white trim. SIZES: 22½, 23, 23½, 24, 24½, 25 and 25½ inches. Price... **\$1.98** Postage 14¢ extra.

EXTRA-SIZE SILK HOSE

EXTRA WIDE · EXTRA LONG



GENUINE SILK
SERVICE WEIGHT
FASHIONED
KNIT to FIT

79¢ PAIR
OR **2 PAIRS FOR \$1.50**

Wears Well

18 S 235—This Stocking will just "fill the bill" if you want an extra-size style that looks dressy yet wears well. We've made it of Genuine Thread Silk in service weight. Fashioned, and knit to fit. Seamed back with fashioning marks. Mercerized cotton double garter top and reinforcement on the inside of the toe, sole and French heel. Seamless soles. Ravel stop in top. **COLORS:** Butterscotch beige, sand-beige, hazelnut brown, dust-beige, dark gun-metal, light gun-metal, black or white. **SIZES:** 9 to 11. Our price, per pair, **79¢**
Postage 2¢ extra.

SPECIAL OFFER: 2 pairs for **\$1.50** Postage 3¢ extra.

"Dictionary" of the New STOCKING COLORS and how to blend them with Spring and Summer Clothes

This dictionary or chart describes for you the actual color values of the smart new hose shades, as offered in Lane Bryant SILK stockings, whether all-silk or part-silk. Our advice on "what to wear with what" is based, of course, on highest fashion authority.

SAND-BEIGE: Our lightest shade in the tan family; especially smart with pastels, light prints, natural colors and white.

BUTTERSCOTCH BEIGE: A warm, medium beige, good with blues, greens, browns, rust, tan, black, and with darker prints.

NEUTRAL TAN: A "wear-with-everything" color; very pretty with white, pastels, tan, brown, navy blue, black and dark colors.

SUN TAN: The shade of sun-tanned skin with a golden glow; blends beautifully with bright colors, browns and beiges, and is particularly smart with white and pastels.

DUST-BEIGE: A medium light gray with a tan cast (in other words, a light "taupe"); goes with all grayish colors light or dark, also with navy and black and all taupes.

HAZELNUT BROWN: A light soft brown; blends with all browns, rust, beige, tweedy mixtures, green, navy and all bright colors.

FAWN TAUPE: Medium taupe with brownish cast; excellent for wear with all taupes of the brownish type; also splendid with wine, brown, green, navy blue or black.

TAUPEBROWN: Our darkest shade in the brown family; goes equally well with black or brown; also wine, navy, or dark green.

LIGHT GUN-METAL: A medium gray with an antique pewter tinge; very flattering for stout legs. Wear with dark blues, gray, green, dark taupe, wine or black.

DARK GUN-METAL: A very dark gray with a strong hint of black; smart with ALL dark shades; extremely flattering and popular.

BLACK or WHITE: always popular—in an exceptionally wide selection of styles.

P.S.—Our Cotton Hose colors are not in this chart, but are easily understandable.



GENUINE SILK
SERVICE WEIGHT

59¢ PAIR

SEAMLESS SOLES

Good Value

18 S 260—Good strong quality, *low-priced*, extra-size Stocking of Genuine Thread Silk in service weight—a hose that will give you long service and real comfort. Seamed back with fashioning marks. Narrow French heel. No seam in soles to "burn" your feet. Ravel stop. Double garter top, lower heel and toe are of mercerized cotton.

COLORS: Dust-beige, hazelnut brown, sand-beige, light gun-metal, butterscotch beige, dark gun-metal or black. **SIZES:** 9 to 11. New low price, per pair, **59¢**
Postage 2¢ extra.



GENUINE SILK
SERVICE WEIGHT
FULL-FASHIONED

79¢ PAIR
OR **2 PAIRS FOR \$1.50**

Well-Proportioned

18 S 7—Years of measuring stout legs has taught us *exactly* where extra width is needed. That's why these *full-fashioned*, extra-size Hose fit so well. Of Genuine Silk; service weight. Double garter tops and reinforcements are of mercerized lisle. French heels. **COLORS:** Butterscotch beige, hazelnut brown, light gun-metal, dark gun-metal, sand-beige, dust-beige, black or white. **SIZES:** 9 to 11. Pair **79¢**
Postage 2¢ extra.

SPECIAL OFFER: 2 pairs for **\$1.50** Post. 3¢ ext.



GENUINE SILK
FULL-FASHIONED

18 S 102
HEAVY SERVICE WEIGHT

18 S 214
CHIFFON WEIGHT

\$1.35 PAIR

Here you find the Gotham Gold Stripe, always famous as a mark of quality, in an extra-size hose designed to sheath your limbs smoothly. Full-fashioned and of Genuine Thread Silk. Picoted double garter top. Ravel stop. **COLORS:** Light gun-metal, dust-beige, hazelnut brown, sand-beige, sun tan, dark gun-metal or white. **SIZES:** 9½ to 11½. Two weights.

18 S 102—Heavy service weight Silk, with lower heel, toe, sole and garter top of mercerized lisle. . . . **\$1.35**
Postage 2¢ extra.

18 S 214—Of very clear, sheer chiffon weight. Garter top, heel, sole and toe reinforced inside with lisle. Our very low price, per pair is only . . . **\$1.35**
Postage 2¢ extra.



ELASTIC RIBBED TOP

SERVICE WEIGHT

18 S 4
ALL-RAYON

59¢ PAIR

18 S 5
GENUINE SILK

79¢ PAIR

SEAMLESS SOLES

Never Bind

Such blessed comfort for women who have stout legs! Well-wearing and sturdy, extra-size Hose made of All-Rayon or Genuine Silk, each with elastic-knit, mercerized lisle tops that stretch with ease and yet never bind; and they fit your leg smoothly without appearing bulky. Service weight. Seamed backs with fashioning marks. Seamless soles for comfort. Strongly reinforced. **COLORS:** Fawn taupe, sand-beige, hazelnut brown, light gun-metal, dark gun-metal. **SIZES:** 9½ to 11.

18 S 4—All-Rayon. Fine value at our low price. Per pair, . . . **59¢**
Postage 2¢ extra.

18 S 5—Genuine Silk. Fine value at our low price. Pair **79¢**
Postage 2¢ extra.



Your Choice of THREE Styles

ELASTIC RIBBED TOP

18 S 240
HEAVY SERVICE WEIGHT

18 S 191
CHIFFON WEIGHT

FULL-FASHIONED

Our Famous **DOLLAR** Hose
Genuine Silk

18 S 8
EXTRA-HEAVY SERVICE WEIGHT

WE started out with just one "Dollar Hose" and it was such a success that we added another—and then this season we've just added still a third one to this famous dollar group. They're the best hose value that one dollar can buy—they're of Genuine Silk, proportioned in extra-size to fit the stout leg with comfort and slimming effect. Available in a wide range of the smartest colors for Spring and Summer.

18 S 240—Extra-size, *Dollar Hose*, full-fashioned of genuine Thread Silk in heavy service weight. Picoted double garter top, lower heel, sole and toe are reinforced on the inside. French heel is unusually graceful.

COLORS: Hazelnut brown; fawn taupe; dust-beige; sand-beige; sun tan; light gun-metal; dark gun-metal; black. **SIZES:** 9½ to 11. Per pair, **\$1.00**
Postage 2¢ extra.

18 S 191—Extra-size *Dollar Hose* full-fashioned of Genuine Thread Silk; clear, chiffon weight. Silk from top to toe. The picot-edged garter top, sole, heel and toe are reinforced on the inside. French heel. A beautiful stocking that will make your legs look slimmer.

COLORS: Sand-beige, dust-beige, hazelnut brown, sun tan, dark gun-metal or black. **SIZES:** 9 to 11. Price, pair **\$1.00**
Postage 2¢ extra.

18 S 8—Extra-size *Dollar Hose* in extra-heavy, service-weight, Genuine Silk; with elastic-knit tops that stretch with ease. Shaped to fit; seamed back with fashioning marks; elastic-ribbed tops and reinforcements are of mercerized lisle. Seamless soles.

COLORS: Hazelnut brown, sun tan, light gun-metal or dark gun-metal. **SIZES:** 9 to 11. A fine value. Pair **\$1.00**
Postage 2¢ extra.

EXTRA-SIZE HOSE • EXTRA-WIDE EXTRA-LONG

-with knit-in "LASTEX" garters



18S12—Do you feel the heat? These extra-size Knee-length Hose are cool. With skirts as they are today, no one could guess that your knees are bare. There's a Lastex garter knitted right into the top of each to hold them up snugly and comfortably and to keep seams from twisting. The Lastex will keep its strength. The hose themselves are made of Genuine Thread Silk in service weight. Seamed backs; fashioning marks. Seamless soles. Fashioned and knit to fit perfectly. Reinforced.

GENUINE SILK SERVICE WEIGHT

79¢ PAIR

COLORS: Sand-beige; sun tan; dark gun-metal. **SIZES:** 9 to 11. **Postage 2¢ ext. 79¢**



MERCERIZED LISLE
18S94
45¢ PAIR **3 PAIRS FOR \$1.25**

18S224
54¢ PAIR **2 PAIRS FOR \$1.00**

TWO QUALITIES • FASHIONED • SEAMLESS SOLES

If you're very hard on hose, here's a hint: wear these extra-size Stockings of Mercerized Lisle. Both qualities are very elastic, particularly at knee. They are fashioned and knit to fit. Seamless soles. Seamed backs; fashioning marks. Double garter tops. Reinforced. **COLORS:** Honey brown, French nude, dawn (pigeon gray), sun-beige, dark gun-metal, black or white. **SIZES:** 9 to 11½.

18S94—Good quality. Pair... **45¢** **Postage 2¢ extra.**
SPECIAL OFFER: 3 pairs for \$1.25 **Postage 4¢ extra.**

18S224—Superior quality. Pair... **54¢** **Postage 2¢ extra.**
SPECIAL OFFER: 2 pairs for \$1.00 **Postage 3¢ extra.**

ADAP-TOP Hose

Normal Stretch from toe to knee
DOUBLE Stretch above the knee



GENUINE SILK FULL-FASHIONED

18S115 SERVICE WEIGHT

18S116 CHIFFON WEIGHT

\$1.00 PAIR

Legs large above the knee only? Then for the greatest stocking comfort size below the knee with an extra-size top to give normal stretch from toe to knee and **DOUBLE stretch** above. Of Genuine Thread Silk in two weights. Full-fashioned. Reinforced heel, sole and toe. **COLORS:** Neutral tan, butterscotch beige, dust-beige, fawn taupe, sand-beige, light gun-metal or dark gun-metal. **SIZES:** 9 to 11.

18S115—Service weight. Pair... } **\$1.00 Post.**
18S116—Clear Chiffon weight... } **2¢ pr.**

SILK-and-RAYON



2 PAIRS FOR \$1.00

18S92—Only \$1.00 for two pairs of extra-size Stockings. They're made of a lovely, shimmering Silk-and-Rayon Mixture in service weight that wears wonderfully well. These stockings are fashioned and are knit to fit slimly and smoothly. Seamed backs; fashioning marks. Seamless-soles for comfort. Double garter tops are of mercerized cotton. Reinforced.

COLORS: Sand-beige, hazelnut brown, light gun-metal, neutral tan, dark gun-metal or black. **SIZES:** 9 to 11½. Price **2 pairs for \$1.00** **Postage 3¢ extra.**

SEAMLESS SOLES

Our **DICTIONARY** of colors on opposite page tells you how to blend hose with new clothes.

IN THREE QUALITIES



No matter which of these three qualities you buy, you can rest assured that you're getting good, strong Hose that will give you lots of genuine satisfaction. They're made in extra-size, skilfully shaped to fit you smoothly, and yet to allow plenty of freedom. There's not a sign of a seam in the soles, which means you can stand up for hours without discomfort from stocking seams. Reinforced. Double garter tops that can stand up under plenty of strain!

COLORS: French nude, honey brown, light gun-metal or black. **SIZES:** 9 to 11.

18S241—Combed Cotton. Seamed backs. Our low price, **3 pairs for 75¢** **Postage 4¢ extra.**

18S242—Of fine quality Lisle. Fashioned and knit to fit. Absolutely seamless... **3 pairs for \$1.00** **Post. 4¢ ex.**

18S230—Silky All-Rayon; dull-finish. Seamed backs; fashioning marks. Our price, **3 pairs for \$1.00** **Post. 4¢ ex.**

18S241 COMBED COTTON
3 PAIRS FOR 75¢

18S242 LISLE
3 PAIRS FOR \$1.00

18S230 ALL-RAYON
3 PAIRS FOR \$1.00

SEAMLESS SOLES

WHITE FEET



54¢ or 2 PAIRS FOR \$1.00 PAIR

18S9—Good news for tender feet! Extra-size, **BLACK** Stockings with the **CREAM-WHITE FEET** doctors say are sanitary and healthful. Of very fine quality Combed Cotton, with the absorbent, undyed feet shaped not to show with your shoes on. Seamless; fashioned and knit to fit smoothly. If your feet perspire excessively or if you have athlete's foot or other skin irritations wear them by all means!

SIZES: 9 to 11½. Our price, pair... **54¢** **Postage 2¢ ext.**
SPECIAL OFFER: Two pairs for \$1.00 **Postage 3¢.**

COMBED COTTON

ELASTIC RIBBED TOP



37¢ PAIR **3 PAIRS FOR \$1.00**

18S3—Are your legs heavy, especially above the knee? Then you should wear a hose with a top that will stretch easily for, quite aside from the discomfort, any stocking top that binds will cut off your circulation and possibly do very, definite harm. At the left is an extra-size Stocking with elastic ribbed top that stretches amazingly, yet will always fit you most comfortably and smoothly. Superior quality Mercerized Cotton is the material used. Seamed back with fashioning marks; soles are absolutely seamless. Reinforced. **COLORS:** French nude, beach tan, dark gun-metal or black. **SIZES:** 9 to 10½. Our very low price, pair... **37¢** **Post. 2¢.**
Special Offer: THREE PAIRS \$1.00 **Postage 4¢ ext.**

MERCERIZED COTTON

ANKLETS FASHIONED



Anklets are quite the rage these days with any kind of a sports costume; also nice for wear around the house. These are fashioned and reinforced. Soles are seamless. Turned-over cuffs. **COLORS:** Tan, blue or white. **SIZES:** 9½ to 11½.

18S273—Of Mercerized Lisle in fine quality. Our low price, **2 pairs for 39¢** **Postage 2¢ extra.**

18S270—Of Wool-and-Rayon in good, serviceable quality. Excellent value at our price, **2 pairs for 59¢** **Postage 2¢ extra.**

Seamless Stocking Feet



18S73—Think of all the times you've had to throw away stockings just because the feet were worn beyond repair! But you won't have to do it any more, for here are seamless Stocking Feet that you can sew on. They are very inexpensive and a great economy. Of good, strong Cotton; fashioned; knit to fit. Reinforced. **COLORS:** Black; champagne. **SIZES:** 9 to 11½.
3 pairs for 35¢ **Postage 3¢ extra.**
6 pairs for 59¢ **Postage 5¢ extra.**

OUR SPECIAL OFFER: 6 pairs for 59¢ **Postage 5¢ extra.**

FASHIONED

ADAP-TOP

TRADE MARK
EXTRA-Size Hose
WITH DOUBLE STRETCH
ABOVE THE KNEE



ADAP-TOP
EXTRA-Size Hose
WITH DOUBLE-EXTRA TOP

Superior
Quality
GENUINE
SILK
FULL-
FASHIONED
18 S 118
SERVICE
WEIGHT
18 S 119
CHIFFON
WEIGHT

\$1.35
PAIR



Stockings must fit if they are to wear well, and here is a style for the woman whose legs are large, but particularly large above the knee—an Adap-Top Hose, extra-size below the knee, but double-extra size above the knee. Of superior quality, Genuine Thread Silk in your choice of two weights. Full-fashioned. Reinforced garter top, heel, sole and toe. COLORS: Neutral tan, hazelnut brown, dust-beige, sun tan, light gun-metal or dark gun-metal. SIZES: 9½ to 11. Fine values.

18 S 118—Strong service weight. Pair. . . . \$1.35
18 S 119—Clear Chiffon weight. Pair. . . . \$1.35
Postage 2¢ extra on each pair.



HEAVY SERVICE WEIGHT
FASHIONED

18 S 6
RAYON
PLATED
79¢
PAIR

18 S 274
SILK PLATED
\$1.00
PAIR

SEAMLESS
SOLES

A good, very strong, double-extra size Hose that can stand a lot of hard wear yet look sleek and most attractive. Comes only in heavy service weight, made of either Rayon or Silk plated on Mercerized Lisle. Fashioned and knit to fit the stoutest leg. Double garter top. Seamed back with fashioning marks. Reinforced. Seamless soles. COLORS: Fawn taupe, hazelnut brown, neutral tan, dark gun-metal or black. SIZES: 9½ to 11½.

18 S 6—Made of Rayon plated on Mercerized Lisle. . . . 79¢
Postage 2¢ extra.
18 S 274—Genuine Silk plated on Mercerized Lisle. Splendid value. Per pair. . . \$1.00
Postage 2¢ extra.

DOUBLE-EXTRA SIZE HOSE

WIDE ENOUGH TO FIT THE STOUTEST LEG



GENUINE SILK
CHIFFON WEIGHT
FULL-FASHIONED
18 S 232
\$1.19
PAIR

18 S 232—The fit of your stocking is just as important as the fit of your dress—so if your legs are really large, we recommend these lovely clear, chiffon weight Hose of Genuine Thread Silk. They're double-extra size and full-fashioned, so they sheath your legs in lovely smoothness without strain.

They're double extra-wide and extra-long to fit the stoutest leg. Silk from top to toe, but for longer wear we've reinforced the inside of soles, toes and narrow French heels with lisle. Pleated double garter top. COLORS: Sand-beige, butterscotch beige, taupebrown, dust-beige or dark gun-metal. SIZES: 9½ to 11. Per pair. . . \$1.19
Postage 2¢ extra.

RAVEL
STOP
18 S 189
SILK AND
RAYON
79¢
PAIR

18 S 140
GENUINE
SILK
\$1.00
PAIR

SERVICE
WEIGHT
FASHIONED

SEAMLESS SOLES

Long-wearing and double-extra size, fashioned Stocking in service weight. Seamed back with fashioning marks; seamless soles. Reinforced. Mercerized cotton double garter top. Ravel stop. COLORS: Butterscotch beige, neutral tan, light gun-metal, dark gun-metal, black or white. SIZES: 9½ to 11½. 18 S 189—Genuine Thread Silk-and-Rayon. Our price, per pair. . . 79¢
18 S 140—Of fine quality, Genuine Thread Silk. Price, pair. . . \$1.00
Postage 2¢ extra per pair.

GENUINE
SILK
SERVICE
WEIGHT
FULL-
FASHIONED

18 S 256
\$1.00
PAIR

18 S 256—A full-fashioned, double-extra size Hose of fine quality, Genuine Thread Silk in service weight. Narrow French heel. Lower heel, sole and toe and the pleated double garter top of mercerized lisle. COLORS: Taupebrown; sand-beige; butterscotch beige; hazelnut brown; dark gun-metal; black; white. SIZES: 9½ to 11. Excellent value. Pair. . . \$1.00
Postage 2¢ extra.

Elastic Ribbed Top



GENUINE
SILK
FASHIONED
SERVICE
WEIGHT

\$1.29
PAIR

SEAMLESS
SOLES

18 S 217—We have sold so many pairs of these very beautiful, double-extra size Stockings that we can now offer them to you at a new low price. They're made of Genuine Thread Silk in service weight. Very elastic-ribbed top is of mercerized lisle. Ravel stop. Fashioned and knit to fit the stoutest leg. Seamed back with fashioning marks. The reinforced soles have no seam to "burn" your feet.

COLORS: Fawn taupe, hazelnut brown, light gun-metal, dark gun-metal, neutral tan, black. Sizes: 9½ to 11½. \$1.29
Postage 2¢ extra.

Dictionary of colors on page 20 tells how to blend hose with new clothes.



ADAPTO

Genuine Silk
FULL-FASHIONED

18 S 226
HEAVY
SERVICE
WEIGHT
18 S 626
CHIFFON
WEIGHT

\$1.39
PAIR

OR ANY 3 PAIRS FOR
\$4.00

Our
Finest
SILK
HOSE

EXTRA-HEAVY
SERVICE WEIGHT

\$1.95
PAIR

For silken loveliness wear these Adapto Hose made of fine, Genuine Thread Silk, in heavy service or in clear chiffon weight. Full-fashioned and double-extra size Hose. Narrow French heels. SIZES: 9½ to 11.

18 S 226—Heavy service weight Silk with double garter tops, lower heels, soles and toes of strong mercerized lisle. COLORS: Sun tan, dark gun-metal or light gun-metal or sand-beige. Price, pair. . . \$1.39
Postage 2¢ extra.

18 S 626—Clear chiffon weight Silk with garter tops, heels, soles and toes reinforced on inside with fine lisle. COLORS: Sun tan; dark gun-metal; dust-beige; fawn taupe. Our very low price, per pair. . . \$1.39
Postage 2¢ extra.

Our Special 3 pairs for \$4.00 Post. Offer: ANY 3 for \$4.00 4¢ ex.

18 S 1237—There's real flattery in these full-fashioned, ADAPTO Stockings . . . our very finest Silk Hose in extra-heavy service weight. They are double-extra size to fit the stoutest leg comfortably.

Double garter tops, toes, soles and lower heels are of mercerized lisle, while the upper part of the French heels is of silk, reinforced on the inside. These are the very best wearing as well as the most beautiful double-extra size Hose we have ever been able to offer.

COLORS: Hazelnut brown; fawn taupe; dark gun-metal; butterscotch beige; black; white. SIZES: 9½ to 11. Our price, per pair, . . . \$1.95
Postage 2¢ extra.

DOUBLE-EXTRA SIZES

Will Never Bind
or Look Bulky



THREE
QUALITIES
FASHIONED
SEAMLESS
SOLES

Double-extra size Hose. Three serviceable qualities, described below; each fine value. Fashioned and knit to fit the stoutest leg smoothly and comfortably without a wrinkle or a "pull" anywhere. Reinforced for long wear. Seamless soles. COLORS: Beach tan, dawn (pigeon gray), dark gun-metal, French nude, white or black. SIZES: 9 to 11½.

COMBED COTTON **37¢** 3 PAIRS for \$1.00

18 S 62—Double-extra size Hose; made of good quality, serviceable Combed Cotton. Pictured above. Absolutely seamless. Price, One pair, **37¢** Three pairs **\$1.00** Post. 2¢. Postage 4¢

STURDY LISLE **54¢** 2 PAIRS for \$1.00

18 S 261—Double-extra size Hose of very fine but sturdy Lisle with a dull finish. Pictured above. Absolutely seamless. Price, One pair, **54¢** TWO pairs **\$1.00** Post. 2¢. Postage 3¢

MERCERIZED LISLE **65¢** 2 PAIRS for \$1.25

18 S 210—Double-extra size Hose made of lovely, superior quality Mercerized Lisle. Seamed back with fashioning marks. Double garter top; see picture above. Our low price, One pair, **65¢** TWO pairs **\$1.25** Post. 2¢. Postage 3¢



ELASTIC
RIBBED
TOP



FASHIONED

LISLE
18 S 10
49¢
PAIR

MERCERIZED
LISLE
18 S 60
59¢
PAIR

There is exceptional comfort for stout legs in these double-extra size Stockings (double-extra wide and extra-long) with ribbed tops elastic-knit to STRETCH. No straining anywhere (not even at knees) and yet they fit smoothly. Stockings are fashioned and knit to fit the stoutest leg. And they're absolutely seamless for comfort. Reinforced to give longer wear. COLORS: Honey brown, French nude, dawn (pigeon gray), dark gun-metal, black or white. SIZES: 9 to 11½. Two qualities. 18 S 10—Of very serviceable Lisle. Our unusually low price, per pair... **49¢** Postage 2¢ extra. 18 S 60—Of very long-wearing Mercerized Lisle. Our low price, per pair... **59¢** Postage 2¢ extra.

LASTEX Hose WITH TWO-WAY STRETCH

Here's NEWS! Surgical Stockings made of Two-way Stretch LASTEX that have all the charm and fashion interest of every-day service-weight Hose. They are recommended by doctors everywhere for sprains, for swollen or weak ankles and for varicose veins.

Wear them in place of or underneath your regular stockings. They look no heavier than service-weight hose, for the hair-like rubber threads are concealed inside of fine strands of sheer, yet strong lisle. Heel, toe and top are of heavy lisle, twisted with genuine silk. "Knit-to-fit" without a seam. Easy to wash and mend. COLOR: Neutral beige only. SIZES: 9 to 11½. Please state hose size when ordering.

18 S 301—Single Stocking. Price, **\$3.85**
For pair of same hose. Our price, **\$7.50**
Postage 5¢ extra.

Same Hose; Factory Seconds
18 S 303—Lastex Hose—these are factory seconds. They're slightly imperfect, but the wearing quality is not impaired. Same style as 18 S 301. Your money back if they're not satisfactory. Our exceptionally low price for Single Stocking is only... **\$1.95**
For pair of same hose. Our low price... **\$3.75**
Postage 5¢ extra.



SINGLE
STOCKING
\$3.85

Same Hose
in Factory seconds
\$1.95 for SINGLE
STOCKING

Regular Size Hose

See COLOR DICTIONARY on page 20 for new 1935 hosiery colors, and how to blend them with your new costumes.



GENUINE
SILK
18 S 275
SERVICE WEIGHT
18 S 276
CHIFFON WEIGHT
39¢
PAIR

Seamless Soles

Regular size Genuine Silk Stockings in two popular weights. Seamed backs with fashioning marks at each side and a graceful, narrow French heel. Seamless soles for comfort. Picoated double garter tops are very elastic. COLORS: Sand beige; dark gun-metal; hazelnut brown; butterscotch beige. SIZES: 9 to 10½. Splendid values. 18 S 275—Service weight Silk with the heel, toe and top of mercerized cotton. Price, per pair... **39¢** Postage 2¢ extra. 18 S 276—Chiffon weight Silk from top to toe; reinforced. **39¢** Postage 2¢ extra.

HOLEPROOF
KNEE-HIGH
—with knit-in
"LASTEX" garters

GENUINE SILK
CHIFFON
WEIGHT
FULL
FASHIONED



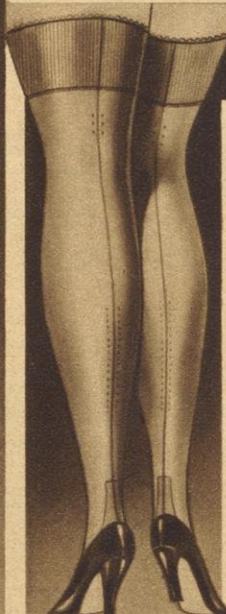
18 S 11—The outstanding event of this season—regular size Stockings that are Self-supporting! Knee-High (Hole-proof Brand) Stockings—with "Lastex" garters knitted right into the tops.

You will be delighted when you see how these knit-in Lastex garters hold hose comfortably in place and keep them from slipping or twisting at seams. The Lastex won't lose its strength, even though washed frequently.

Knee-High Stockings are the very last word in hot-weather comfort. They're full-fashioned, and are of Genuine Thread Silk in clear and lovely chiffon weight. French heels. Reinforced.

COLORS: Dust-beige, sand-beige, sun tan or hazelnut brown. SIZES: 9 to 10½. **85¢** Postage 2¢ ext.

18 S 11
85¢
PAIR



GENUINE SILK
KAYSER
FULL-FASHIONED

18 S 207 CHIFFON WEIGHT **\$1.00** PAIR
18 S 246 SERVICE WEIGHT **\$1.15** PAIR
18 S 245 SEMI-SERVICE WEIGHT **\$1.00** PAIR
18 S 258 HEAVY SERVICE WEIGHT **\$1.50** PAIR

At left: A beautiful, regular-size, full-fashioned Kayser Hose in your choice of four weights—all are of best quality, genuine Thread Silk. Picoated double garter top. Slendo heel for smart, slim ankle lines. COLORS: Neutral tan, dust-beige, dark gun-metal, sun tan, taupe-brown or black. SIZES: 9 to 10½. 18 S 207—In clear Chiffon Weight. Silk from top to toe. Reinforced. Our price, per pair... **\$1.00** Postage 2¢ extra. 18 S 245—In Semi-Service Weight. Heel, sole, toe and garter top of mercerized lisle. **\$1.00** Postage 2¢ extra. 18 S 246—Service Weight. Garter top, heel, sole and toe are made of mercerized lisle. **\$1.15** Postage 2¢ extra. 18 S 258—In Heavy Service Weight. Silk from top to toe. Reinforced. Our price, per pair... **\$1.50** Postage 2¢ extra.



18 S 247 SERVICE WEIGHT
18 S 262 CHIFFON WEIGHT
59¢
PAIR

GENUINE SILK
FULL-FASHIONED

Two Fine Values

Lovely, regular size Hose made of Genuine Thread Silk. Full-fashioned. A picot-edged, double garter top. French heel. SIZES: 9 to 10½.

18 S 247—Of service weight Silk. Top, lower heel, sole and toe of mercerized lisle. COLORS: Sand-beige, neutral tan, hazelnut brown, dark gun-metal, sun tan, black or white. Price, pair... **59¢** Postage 2¢ extra.

18 S 262—Of chiffon weight; Silk from top to toe. Inside is well-reinforced with lisle. COLORS: Dark gun-metal, sun tan, sand-beige or hazelnut brown. Price, pair... **59¢** Postage 2¢ extra.

18 S 278 FINE QUALITY MERCERIZED LISLE
18 S 279 ALL-RAYON SERVICE WEIGHT

29¢
OR ANY 4 FOR
\$1.00



SEAMLESS SOLES

Good, regular size stocking that can stand lots of service. Choice of Lisle or Rayon, each with picotated double garter top. Seamed back with fashioning marks. Seamless soles for comfort. Reinforced. COLORS: Hazelnut brown, butterscotch beige, dark gun-metal or light gun-metal. SIZES: 9 to 10½. 18 S 278—Of fine quality Mercerized Lisle; pair... **29¢** 18 S 279—Of All-Rayon with a dull finish. Service weight. Our exceptionally low price, per pair... **29¢** Post. 2¢. SPECIAL OFFER: ANY FOUR pairs of the above stockings for only... **\$1.00** Postage 5¢ extra.



WOVEN SEERSUCKER
6 S 300
\$1.98

PRINTED SILK AND COTTON CREPE
6 S 307
\$2.98



ALL-RAYON FLAT CREPE

6 S 303
\$3.98

WEIGHTED ALL-SILK FLAT CREPE

6 S 304
\$5.95

ALL-SILK PONGEE

6 S 305
\$1.98



A Bit of WISDOM!

Negligees are a necessity to your comfort and happiness. Luxurious, but inexpensive... practical, but smart, so why "do without"?

Cool Striped Seersucker!

6 S 300—Talk about tailored comfort! Here it is, in a House-Robe of cool, Fast-color, woven Cotton Seersucker, with very slenderizing stripes.

It comes in a convenient coat-style that you'll enjoy. Just button it in the front, tie the self-sash at the side, and you can relax or even do the housework in comfort! (It serves as an attractive beach robe, too!)

Slenderizing, well-set collar ends in two long lapels. The sleeves have stitched-on cuffs. Patch pocket.

COLORS: Red, Copenhagen blue or green, each with neat white stripes. SIZES: 36 to 58 bust. Length about 52 inches. Our price... \$1.98 Postage 8¢ extra.

A Practical Dark PLAID

6 S 307—We wonder we never thought of it before—a cool Negligee in this slimming dark PLAID print that seldom looks mussed or soiled!

It's of Silk-and-Cotton Crepe—so soft and caressing, yet durable as the day is long. Weighted All-Silk Flat Crepe to match the solid-color of the background bands the revers and the graceful, loose, three-quarter sleeves. Inside ties and a self-material side sash can be adjusted to suit.

COLORS: Navy or black, each with subdued, contrasting plaid. SIZES: 36 to 58 bust. Length about 52 ins. Our very low price... \$2.98 Postage 8¢ extra.

RAYON CREPE
6 S 301
\$2.98
WEIGHTED ALL-SILK FLAT CREPE
6 S 302
\$5.95

MOIRÉ RAYON
6 S 306
\$2.98

In Two Lovely Fabrics

SH-H!—we've heard it said that a certain very famous actress has a Negligee identical to this, in three gorgeous pastel colors, to "match her moods"! Is IS lovely, isn't it? It makes you feel so very feminine and pretty, and so relaxed in spirit and in body!

It's simple though, for all its beauty. Its well-designed, cool capelet sleeves never get in your way, and its petal-trimming of applied lace on the flattering surplice neckline is just fancy enough. Inside ties; all-around, side-tie sash of self-fabric. Choice of two lovely materials.

COLORS: Coral, French blue or orchid. SIZES: 36 to 58 bust. Length about 52 inches.

6 S 303—Of a silky, All-Rayon Flat Crepe. Price... \$3.98 Postage 8¢ extra.

6 S 304—Of weighted All-Silk Flat Crepe. Price... \$5.95 Postage 8¢ extra.

Moiré at Left

6 S 306—We've been wanting to offer you a Moiré Negligee for some time, because nothing is quite so cool and silky-smooth and crisp-looking. And now we've fulfilled our dream, and present this lovely style, in a firm, Moiré Rayon, for only \$2.98!

Just to look at the distinctive woven "water-markings" in its weave makes you feel refreshed. And when you slip into its easy, perfectly tailored roominess, and tie the self-sash at the sides, you'll be sublimely comfortable and relaxed. Inside ties. Cool, bell sleeves cover your elbows.

COLORS: Black, Capen blue or coral. SIZES: 36 to 58 bust. About 52 ins. long... \$2.98 Postage 8¢ extra.

Stout Women -

Here's the World's Most Famous
DRESS DEPARTMENT
devoted *Entirely* to YOU

Choose from over EIGHTY
of the Smartest New Styles
Without Once being told
"Sorry, Not in Your Size"



YOU'RE stepping, this very moment, into the "front door" of the most famous and most completely-stocked **STOUT WOMEN'S Dress Department** in the world! Without moving from your chair . . . and with only a flip of your wrist as you turn page after page . . . you're about to shop from the smartest new styles of Spring and Summer.

You're going to see over EIGHTY beautiful dresses, and every one is provided in **YOUR SIZE**, whether you wear "38," "58" or a size in between.

And not once, during your entire fascinating trip through this tremendous Dress Department, is anyone going to say to you politely but firmly, what you're so tired of hearing in the ordinary dress department, "Sorry, madam, NOT in your size."

**It's a PRIVILEGE to be Stout
with Service Like This . . .**

Over EIGHTY different styles is a record, even for us! It means that more and more thousands of smart, stout women are constantly discovering the magic of **LANE BRYANT**.

The more individual tastes there are to please, the more varieties there must be! . . . And so now it's really a **PRIVILEGE** to have a full or stately figure when you can have service like this!

Come—let us show you the newest styles, inspired by Paris and New York—and adapted with the skill of over 30 years' experience, just for **YOU . . .** a collection that includes—

- Over 50 different types of beautiful fabrics!
- Over 55 different flattering neckline treatments!
- Over 45 different prints of distinctive design!
- Over 20 different trimming materials!
- Over 25 different ideas in Jacket Costumes!
- Over 20 different secrets, in skirt seaming!
- Over 15 different "tricks up our SLEEVES!"
- and many different prices, all amazingly low!

Whether you've never before experienced the marvelous satisfaction, fit and economy to be found in **LANE BRYANT'S** famous Dress Department (devoted entirely to you) or whether you're one of our many thousands of "old customers," these new, greater-than-ever varieties hold new thrills for you!



**Pictured in Our
"Magazine Ads"**

3 S 766—The old saying that "one picture is worth ten thousand words"—has a lot of truth in it. This beautiful Dress of weighted All-Silk Flat Crepe sums up our whole story at a glance!

We liked this dress so much ourselves that we featured it in our Magazine Ads. It deserves the glory—for it's a perfect example of the fit, flattery, style and savings you always find in this "world's Most Famous Dress Department"—devoted entirely to you."

The material is an unusually heavy, rich, long-wearing quality that falls smoothly into the soft, slenderizing lines of this dress, from its well-fitting and roomy shoulders, down to the hem of its graceful front-pleated skirt.

And what **BALANCE** the whole dress has! See how evenly the two skilfully shaped jabots meet just in the center . . . how cleverly the elbow-covering, cool bell sleeves ripple to match jabots, and have the same smart fagoting, too.

Deep, crossed vestee combines a V-neck and a surplice line—and speaking of the vestee, see its soft crinkly surface?—that's the fashionable *Matelassé*—a soft, rich rayon material, which gives such a lovely glow to your face.

Just see what a slim, young waist-line you'll have, too—that part of the waist below the jabots ties around in back, sash-fashion, snugly or loosely as you wish.

It's a dress that will suit you perfectly whether you're a short, average, or tall stout woman.

COLORS: Navy, platinum gray, or black, each with white vestee; or **ALL-WHITE.** **SIZES:** 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. Our price, **\$5.95** Postage 12¢ extra.

In **WHITE**, we recommend this dress for the officers and members of the Order of the Eastern Star, and other social organizations.

*Matelassé
Vestee*

**WEIGHTED
ALL-SILK
FLAT
CREPE
3 S 766
\$5.95**

SO STUNNING ...that their pictures
 alone in our "MAGAZINE ADS"
 have won us
 thousands of
 new friends!



TWO-PIECE
Swagger
Suit

WEIGHTED
 ALL-SILK
 CANTON
 CREPE
 3 S 503
\$10⁹⁵



Two-Piece Suit

3 S 503—Is it any wonder that we've made so many new friends by showing this Costume in our Magazine "Ads?" The picture alone did that! And as for our old friends, they will recognize instantly the value of a smart, slenderizing Two-piece Swagger Suit like this for only \$10.95.

But even our oldest friends will be surprised when they see the kind of Canton Crepe we've used. It's made of a weighted All-Silk, in a beautiful quality that has plenty of body and is supple and soft—really better than anything we've been able to offer before at this low price. The Swagger-length Coat with its three-quarter raglan sleeves does wonderful things for your figure. As for the Dress (see smaller view), its entire top is made of a stunning print. It has long sleeves (nicely shaped so they won't "pull") and softly flared jabots. The skirt section comes up in a pointed yoke in the front only and has a pleat in the front and the back.

COLORS: Navy blue with navy-and-white print; or black with black-and-white print. **SIZES:** 38 to 58 bust. Dress length is about 51 inches. Wide hem. A good value. **\$10.95**
 Post. 14¢ ext.

We chose this Dress for one of our Magazine "Ads" because it's one of our most typical all-round values—only \$5.95 for this lovely, new style made up in Printed or in Plain weighted All-Silk Flat Crepe. We designed it on lines that make stout women look smarter, slimmer and more graceful. Note the special style features: double revers with Rhinestone pin, harmonizing two-tone plain jabots, flared cuffs and front box-pleat—all are carefully placed to give you the greatest possible amount of slenderness and style. **SIZES:** 38 to 58 bust. Length about 51 ins. Wide hem.

3 S 504—Printed as pictured: Pastel blue with white-and-navy print; beige with white-and-brown print; dove gray with white-and-rose print. **\$5⁹⁵**
3 S 505—Solid Color in navy, black or chocolate brown. Our low price...
 Postage 12¢ extra on each dress.



WEIGHTED
 ALL-SILK
 FLAT
 CREPE
 [PRINTED
 or PLAIN]
\$5⁹⁵



3 S 505
 PLAIN

3 S 504
 PRINTED



SELF-MATERIAL
 LOOPING

WEIGHTED
 ALL-SILK
 CANTON
 CREPE
3 S 767
\$7⁹⁵

We're Proud of It!

3 S 767—We're not ashamed to admit that we're very proud of this Dress—so proud, in fact, that we pictured it in our Magazine "Ads" just to be sure that everyone would see it.

And it is an achievement—such a beautiful quality of weighted All-Silk Canton Crepe, in such a smart style, and at such a low price—only \$7.95!

The looping of self-material, which trims the revers and narrow collar, is a detail that you will find on many of the most expensive dresses now being sold in metropolitan stores; it's simple, but is very effective and in excellent taste. The revers create lines that are exceptionally flattering, particularly if you're large through the bust.

Long lines to add height are found in the skirt seams, which extend into pleats both in the front and back. The long, full sleeves, tapered to attractive lines at the wrists, in addition to being becoming, make this dress appropriate for year round wear. In fact, this is a style that can work miracles for you, whether you're average, short or tall.

COLORS: Navy blue, peacock blue (new green-blue) or black. **SIZES:** 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. One of our greatest values. Our low price is only...
 Postage 12¢ extra. **\$7.95**

SUITS..

GO TO ALL LENGTHS
TO MAKE YOU
YOUR SLIMMER
SELF!



Hip Length Jacket

TWO-PIECE SUIT...in Three-Piece Effect

FLECKED WOOL TWEED AND SILK FLAT CREPE
3 S 506

\$8.95



Finger-Tip Length Jacket

TWO-PIECE SUIT

WEIGHTED ALL-SILK FLAT CREPE
3 S 507

\$9.85



TWO-PIECE SUIT

ALL-RAYON SAND CREPE
3 S 508

\$10.95

ALL-SILK SHEER CREPE
3 S 509

\$14.95

Swagger Length Coat

Always A Favorite

3 S 506—A hip-length Jacket Suit is the perennial "pet of fashion." Its brisk, capable air and its simplicity will make you feel so self-possessed and slim!

And here's a new version—a Two-Piece Suit of Flecked Wool Tweed—(mixed with silk) in a THREE-PIECE Effect, for the skirt has a top-section of white, weighted All-Silk Flat Crepe that's really an attached Blouse! The small view shows how the band around its V-neck ends in two smart jabots edged with looping.

What a tailor-made look this Suit has, with its tucked collar and notched revers, its smartly shaped pockets and wrists, its link-and-button closing... and its slenderizing paneled skirt ending in pleats! A grand suit at \$8.95.

COLORS: Navy, chocolate brown or black, each with silvery flecks and white blouse part. SIZES: 38 to 58 bust. Length 51 inches; wide hem. **\$8.95**

Postage 14¢ extra.



Smart Polka Dots

3 S 507—If you hanker for a style that's young and vivacious... a Suit one minute and a nice, cool, short-sleeved Dress the next... here's a Two-Piece affair in very slenderizing, smart Polka Dots!

Made of fine, smooth quality weighted All-Silk Flat Crepe that will wear and wear; and tailored with many niceties of workmanship that add so much to its looks, but not to its price.

The becoming, fagoted white rayon piqué sailor collar and bow are positively girlish, a fact you'll appreciate if you believe that a woman is as young as she feels—and looks! Note the white cuffs on the finger-tip-length jacket (collar, bow and cuffs come off for laundering, of course).

COLORS: Navy blue, black or chocolate brown, each with white. SIZES: 38 to 58 bust. Length is about 51 inches. Wide hem. Price for Two-Piece Suit... **\$9.85**

Postage 14¢ extra.



Two Materials

3 S 508—"Suits go to all lengths to make you your SLIMMER SELF." And THIS Two-piece Suit goes to the greatest length of all—for its long Swagger length Coat gives the ultimate in slenderizing lines. So obliging, too, for it's a grand coat to wear with any number of different frocks!

Choice of two beautiful materials—fine quality Sand Crepe, a semi-sheer, All-Rayon Crepe with a very faint, sand-like weave; or of good quality, All-Silk Sheer Crepe. The Dress has cool capelet sleeves and double revers set off by a white crossed-vestee and a flattering flower. Skirt is pleated at both the front and back.

COLORS: Navy blue or black. SIZES: 38 to 58 bust. The length of Dress is about 51 inches. Wide hem. The length of Coat is about 45 inches.

3 S 508—Two-piece Suit of All-Rayon Sand Crepe. Price... **\$10.95**

Postage 14¢ extra.

3 S 509—Two-piece Suit of All-Silk Sheer Crepe. Price... **\$14.95**

Postage 14¢ extra.



Two Pages of the Newest TWO-WAY Sleeve dresses



READY for a trip to town, Mrs. Smart wears Long Sleeves

• the little "movie" above shows how these dresses do double duty

EVERY season, our famous Two-Way-Sleeve Dresses gain more and more enthusiastic friends. Not only for their useful double-duty performance . . . but aside from that, they're always among the *smartest* fashions. These five, NEW Two-Way-Sleeve Dresses fulfill this reputation for chic more delightfully than ever!

The little "movie" at the top of these two pages shows you, in about twenty seconds, how every one of these is a LONG-sleeved and a SHORT-sleeved Dress in one, by merely putting on or taking off the gauntlet fore-sleeve. This slenderizing, very becoming gauntlet has elastic in the top; stays put comfortably and neatly under the graceful bell of the main sleeve; and slips off when you want it off, as quickly as you can say "Presto-changeo!"

Descriptions of Dresses Pictured on Opposite Page

Print with Fagoted Jabot

4 S 277—It's hard to say which way this Dress is smarter, with long sleeves or short sleeves. And that's just where its clever Two-Way-Sleeve feature comes in. You can wear it EITHER way. It is fashioned of an exceptionally fine quality of Silk-and-Cotton Crepe—a material that every woman will delight in because of its luxuriousness, its smoothness and long-wearing qualities.

The unusual jabot treatment deserves special mention, before we go another step! First we cut the jabots full and wide, to hang softly and to make the bust look smaller, then we fagoted them, stopping a few inches from the outer edge, and going straight down at a slenderizing angle. The skirt is slightly flared at front.

COLORS: Navy blue or black, each with white print. SIZES: 38 to 58 bust. Length about 51 inches. Our very low price, only—
Postage 12¢ extra. **\$5.95**



Flattering Cowl Neckline

3 S 510—When we had our own private pre-view of Spring fashions, everybody (including the men!) raved about this Two-Way-Sleeve Dress. They all admired its superior quality of weighted All-Silk Canton Crepe, and its beautiful, becoming, loose cowl neckline, which drapes so softly, and goes all the way around the back, caught at one side by a novelty clip, as pictured.

And what do you think is the fashion name for the smart braid looping? It's called "Spaghetti!" See the pleased expression of the lady in the big picture on the opposite page . . . she's wondering whether to take off her gauntlet fore-sleeves and have a short-sleeved dress . . . or whether to leave them on and have a long-sleeved dress. A very practical style! Pleats in front skirt.

COLORS: Navy blue, black or royal blue. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Our very low price . . .
Postage 12¢ extra. **\$7.95**



New! The "W" Neckline!

3 S 511—We've had "V," round, square, and oval necklines—but never a "W" neckline before! It's an idea that gives this Dress brand-new triumphs in slenderizing, up-to-date smartness!

For a dress that requires a delicate handling of detail, a very good material must be used, so we've chosen for this dress a fine quality of weighted All-Silk Flat Crepe with a full-bodied richness you seldom see at this price.

The white dotted pattern and the full, tucked jabots are slenderizing to begin with, but the "W" neckline, formed by a long, loose triangular piece of self-material caught up onto the white flat crepe panel by a very smart button ornament, actually divides your figure's apparent width. And you can wear the sleeves long or short, to suit the weather or the occasion!

COLORS: Navy blue or black, each with white dots. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Our low price . . .
Postage 12¢ extra. **\$6.95**



ALL-SILK FOULARD
3 S 768
\$5.95

GENUINE NORMANDY APPLIQUE VOILE
4 S 441
\$3.98

FAST-COLOR

Dainty Print

3 S 768—All-Silk Foulard fashions this new, beautiful Two-Way Sleeve Dress. Fine quality . . . cool . . . rich . . . in a colorful dainty print that just suits its style.

See how we have gathered the jabots at the top, to ripple prettily, and how the white embroidered organdie vestee adds flattery.

The surplice front and pleated front skirt both do their part toward making you look slimmer. You can wear those clever sleeves long, or slip off their gauntlets and wear them short. Dress comes in proportions and lengths for all stout women, average, short or tall.

COLORS: Navy blue or black, each with print in red-white-and-green. SIZES: 38 to 58 bust. Lengths: 47 to 52 ins. Wide hem. Post. 12¢ ext. **\$5.95**



Normandy Voile

4 S 441—The least expensive Dress of any on these two pages, but one of the smartest, nevertheless! It's a sheer joy to wear in the warmest weather. It's made of Fast-color, Genuine Normandy Applique Voile . . . meaning that it's cool, fine and firm, and that its tiny, slenderizing dots are permanent!

Wear it anywhere, from town to a tea-party—even to church. Because it's a Two-Way Sleeve dress, you can wear it long or short-sleeved, just by slipping on or slipping off its tailored gauntlets! The fagoting on the deep surplice revers and on the bell sleeves adds a nice touch. The white pleated organdie edging on the vestee is an inspiration.

You can have this dress in lengths and proportions to fit YOU, whether you're average, short or tall.

COLORS: Navy blue, lavender or black, each with white dots. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Our low price, Postage 10¢ extra. **\$3.98**

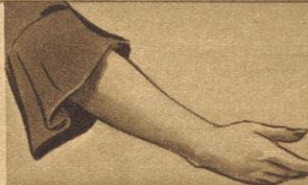


"TWO-WAY-SLEEVE" Fashions... *smarter than ever*

... a Long-sleeved and a Short-sleeved Dress in ONE



HOME again, expecting guests, she takes off her slip-on gauntlet



PRESTO! the same dress... but NOW it has Short Sleeves



SUNDAY she puts on her gauntlet again...and is ready for Church



SILK AND COTTON CREPE
4 S 277
\$5.95

WEIGHTED ALL-SILK CANTON CREPE
3 S 510
\$7.95

WEIGHTED ALL-SILK FLAT CREPE
3 S 511
\$6.95

For descriptions of these dresses see opposite page

"and a good time was had by ALL"

THE Social Columns are certainly going to be busy this Summer . . . for parties, weddings and dances are definitely in the air! WE'RE prepared with these newest, fresh-from-Paris fashion ideas to get YOU prepared to look your youngest and prettiest and slimmest—at prices far below what such exquisite qualities and styles usually cost!



Two-Piece
Costume

TRIPLE
WEIGHT
ALL-SILK
CHIFFON
SILK SLIP
INCLUDED

3 S 512
\$16.95

Splendor—With Dignity

3 S 512—Here's a delightfully easy way to make yourself look svelte on your next public appearance! Get this two-piece, party-length Costume of the Triple-weight All-Silk Chiffon for which we're famous—a very firm but SHEER material that's unusually beautiful and softly slimming, and often found in really costly dresses.

Wear Dress with the Jacket for less formal occasions . . . you'll love the nice lines that its full dolman sleeves and vertical revers give you . . . and the snug, soft way it ties around the waist.

Then to look entirely "party-fied," take off the jacket and you have a cool, deep V-necked dress with capelet-effect sleeves . . . shirring at each shoulder . . . A fashionable "slit" at back of the neck . . . and a contrasting flower. A full-cut matching color, bodice-top slip made of weighted all-silk flat crepe included!

COLORS: Navy blue; black; dove gray.
SIZES: 38 to 58 bust. Dress is about 55 inches long. Our price . . .
Postage 14¢ extra. **\$16.95**



ALL-SILK
CHIFFON
SILK SLIP
INCLUDED

3 S 513
\$10.95

To Make YOU Beautiful

3 S 513—An etiquette expert once said that it's ever so much more flattering to tell a woman that "SHE looks lovely" in a dress than to say the "DRESS looks lovely" on her! . . . Which is just the point we want to bring out about this party-length Dress fashioned of exquisite All-Silk Chiffon.

Instead of being conspicuous only of the lovely printed colorings or of those devastating flowers high on the neck, or of its cleverly cut lines . . . your admirers will be thinking of how pretty YOU look . . . how soft your skin and hair seem . . . how sparkling your eyes . . . how SLIM your figure!

See in the small picture the short open slit below the neck—a very smart fashion note. The graceful skirt flares all-around. Full-cut, white bodice-top SLIP of silk flat crepe is included!

COLORS: Light blue with white-and-lemon print; also rust with white-and-brown print. SIZES: 38 to 58 bust measure. Length about 55 inches. When ordering, please state ALL measurements. A fine value at our very low price . . .
Postage 12¢ extra. **\$10.95**



Applied
Embroidered
Trimming



WEIGHTED
ALL-SILK
GEORGETTE
CREPE
and LACE
SLIP INCLUDED

3 S 515
\$9.85



TRANSPARENT
VELVET WRAP

3 S 514
\$8.95

Pictured Above

3 S 514—As a general rule a "regular Coat" will spoil the effect of a party dress. Do things up right by wearing this lovely but inexpensive, unlined Jacket Wrap!

It is of luxurious, Black Transparent Velvet, purposely selected because it goes with any "dressy" dress. Sheer, fine, and silk-backed with a silky rayon pile, it LOOKS like a "wedding ring velvet"—the kind that is so soft and supple you could slip a large piece of it through a wedding ring; but it has more body than that, and will last you season after season.

It's a marvelous style, too. Simple, roomy lines smooth your figure into slimmness; it's just exactly the right length to break a wide hip-line.

The SLEEVES, of course, are the glorious feature of this wrap—they're simple and comfortable but nevertheless so very smart and different. A deep band of shirring tops the full, deep open cuff.

SIZES: 38 to 58 bust. Our very low price . . .
Postage 12¢ ext. **\$8.95**

. . . For ANY Festivity

3 S 515—If you are looking for a Dress to wear on any occasion—from an afternoon of bridge to the biggest party of the season—then by all means stop and buy right here!

We used a very expensive looking quality of weighted All-Silk Georgette Crepe—then how we studied and planned and designed and tried on in order to get that lovely, smart, matching color Lace top exactly right—so it would flatter the most buxom figure!

The lace (decorated with graceful appliques of the georgette) fashions the entire upper part of the set-in sleeves and the surplice over-bodice . . . from shaped bodice clear up and around the shoulders and then down to bodice in back, as shown in the small view. The over-bodice has a tailored hip-band which ties around the back in a soft sash.

The front yoke under the surplice is also of the lace. Comfortable, full-cut, matching color slip of all-rayon crepe which is attached to an eggshell silk georgette yoke is included.

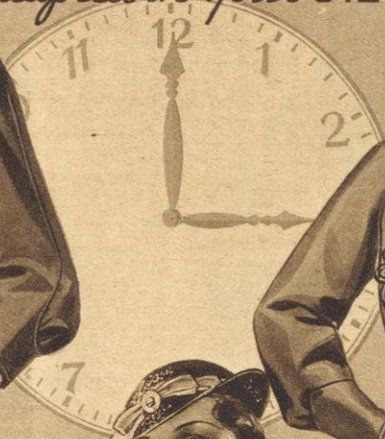
COLORS: Navy blue, black or beige. SIZES: 38 to 58 bust. Length about 52 inches. Our exceptionally low price is . . .
Postage 12¢ extra. **\$9.85**

FASHION'S NEWEST IDEAS FOR AFTERNOON

Adapted in Your SIZE



EMBROIDERED
ORGANDIE
TRIMMING



SLIP
INCLUDED

WEIGHTED
ALL-SILK
GEORGETTE
CREPE
3 S 769
\$7.95

Noon 'til Midnight
3 S 769—Even if "festivities" last on into the evening you will find this Dress appropriate, for we have designed it for wear from noon 'til midnight, or as late as you wish.

And it's not often that you can find such an attractive, well-made Dress for only \$7.95. You will like the Georgette we have used—a good quality weighted All-Silk which you will find lovely and sheer and cool. The pleating of self-material and a flower "dress up" the very slimming cape collar. The belt has a bright buckle. Skirt is becomingly seamed and gracefully flared all-around.

With this dress, we've included a Slip, too! It's made of all-rayon flat crepe and attached to a shaped, eggshell silk georgette yoke. Both the dress and slip are proportioned carefully to fit well, whether you're of average, short or tall stout figure.

COLORS: Navy blue, black or platinum gray. **SIZES:** 38 to 58 bust. Lengths: 47 to 52 inches. Our price for Dress and Slip
Postage 12¢ extra. **\$7.95**

Send in all your measurements as requested on the order blank; we will send you the correct size.



ALL-RAYON
SAND
CREPE
3 S 516
\$5.95

3 S 516—Whether it's to be "tea for two" or bridge, you'll feel smartly and tastefully dressed in this lovely Dress. And you will be comfortable too, for the material is cool.

You'll love the very faint, sand-like weave of this smart All-Rayon Sand Crepe, a material that wins more friends every season. And the crisp, white, embroidered organdie bow and vestee add a becoming, generous touch of "white."

Don't fail to notice the new sleeves—quite full to the elbow where they are gathered into a fitted cuff—just glove length to show off the best part of your arm. The skirt has been smartly seamed and pleated in front. **COLORS:** Navy or black. **SIZES:** 38 to 58 bust measure. Length about 51 inches. Wide hem. A fine value at our price. **\$5.95**
Postage 12¢ extra.

Stunning Print Pictured at Right

3 S 517—My, it's hard to know where to start describing this Dress, for everything about it is so important. You can see how smart it is and you may be sure that we have very carefully proportioned it to flatter those of you who are not slender, so let's consider the attractive material first.

We don't know when we've seen a nicer quality, weighted All-Silk Flat Crepe for under ten dollars (the price of this is \$8.95) or a more interesting print (two-tone swirls on a dark background). The crepe is very smooth and silky.

As for style details, the most important is the bib-collar. You can see in the small view how prettily it is shaped in back, while the large view shows you the front bib, which is very gracefully draped and finished with a scarf at one side. The entire collar, the scarf and the flared cuffs are trimmed with solid color self-material to match the background, neatly applied in a leaf design. A lovely ornament adds a bright touch to the scarf. The pleats in the front and back of the skirt do a great deal toward making you look slimmer.

COLORS: Navy with lighter blue-fuchsia-and-white print; also black with red-green-and-white print. **SIZES:** 38 to 58 bust. Length about 51 inches. Wide hem. **\$8.95**
Postage 12¢ extra.



APPLIED
EMBROIDERY



WEIGHTED
ALL-SILK
FLAT
CREPE
3 S 517
\$8.95

Postage 12¢ extra.

None More Suitable
3 S 518—Quite seriously, it would be just like hunting for a needle in a haystack to try to find anywhere else a Dress smarter or more suitable than this one for "dressy" wear. From the shoulders to the hem it's a beauty.

A luxurious, rich quality, All-Silk Canton Crepe gives tunic and lower skirt the body they need to make them hang well—straight and slim, but not the least bit snug. The single revers, edged with a self-material looping, is very slenderizing, and you'll love the sleeves with their easy-fitting raglan shoulders and smart, well-fitting cuffs. The flower at the shoulder gives just the right touch. Self-covered buttons emphasize the becoming tunic lines.

The lower skirt has a pleat at the center front and is attached to a silk lining in order to make it hang well.

COLORS: Black; navy blue. **SIZES:** 38 to 58 bust meas. Length about 51 inches. Our price. **\$10.95**
Postage 12¢ extra.

ALL-SILK
CANTON
CREPE
3 S 518
\$10.95

The
Smart
TUNIC
DRESS

WE PROUDLY PRESENT OUR NEWEST "SUPER-MADES"

WE positively swelled with pride when we finally assembled our newest Super-Mades, saw them all together and realized how truly they lived up to our Super-Made standard!

Our "Super-Made" standard requires the very best of everything—fine quality, faultless workmanship and style that is "the top" of the mode, with all details carefully worked out.

Never before have we assembled such a galaxy of beauty, such perfection of detail, such fine workmanship—at such small cost to you. We are proud to present these new Super-Mades and you will be very, proud to wear them.

These dresses are now being sold in our Fifth Avenue, New York Store; and also in our stores in Philadelphia, Chicago, Detroit, St. Louis, Baltimore and Brooklyn, where a welcome always awaits you.



ALL-SILK
CANTON
CREPE

3 5 5 1 9
\$12.95



ALL-SILK
CANTON
CREPE

3 5 5 2 1
\$16.95



TWO-PIECE
SUIT

ALL-SILK
CANTON
CREPE
3 5 5 2 0
\$19.85

"It Satisfies"

3 5 5 1 9—Have you ever had a dress that made you feel right on top of the world? If you have, you'll know what this Dress can mean to you . . . if you haven't, then you have a new "clothes thrill" in store for you. Buy this Super-Made Dress, wear it once, and you'll know exactly what we mean when we say "It Satisfies."

Just the feeling of its very fine quality All-Silk Canton Crepe is enough to make you want to put it right on—then when it's on, you will certainly want to show it off. And wait until your friends see you! First they'll think you've lost pounds—then will ask if it came direct from Paris!

The bib, which is basted on, is really the most outstanding detail of this dress—it's of white silk crepe, embroidered with scallops at the edge, and fringed with stitching in white and color to match the dress. It is split down the center and held together by the sparkling Rhinestone ornaments. And don't overlook the glove-length sleeves—they're so graceful and so comfortable. Note the slenderizing pleats at center front and back of the skirt.

COLORS: Black or navy blue each with white bib; also all-white. SIZES: 38 to 54 bust. Length about 51 ins.; wide hem. A real "Super-Made" for Postage 12¢ extra. **\$12.95**

3 5 5 2 1—Take a tip from our tailor who said, "It is a real pleasure to be allowed to work on so beautiful a fabric" . . . Well, you'll get twice as much pleasure from wearing it, we're sure. For the very fine quality All-Silk Canton Crepe is not the only beautiful feature of this Super-Made Dress. Its lines are superb and so ideally suited to slenderizing your figure that you'll feel like a new woman in it (and you will look like one, too).

See the corded tucking . . . that's not just a trimming, but a subtle and highly successful way of making you look your slimmer self. We started it at waist on one side, carried it around the back to form a collar, and then continued it right down to the hem in a long straight line. We used it for the turn-back cuffs, too. Pleats at the other side front of the skirt and similar ones in the back to complete the slenderizing effect. We've added a tabbed vestee of crinkly white silk, caught by two crystal buttons.

Just look at that pointed yoke at the waist! It is attached to the upper blouse section and is loose at the bottom, and it continues into a sash that buckles in the back, so you can wear it as loose or as snug as you like.

COLORS: Black or navy blue, each with white vestee. SIZES: 38 to 54 bust. Length about 51 ins. Wide hem. A fine Super-Made. Postage 12¢ extra. **\$16.95**

A Two-Piece Suit With Many Uses

3 5 5 2 0—We asked a "globe trotter" friend which Super-Made style she preferred—without a moment's hesitation, she picked this one. We were surprised to have her choose so rapidly and asked why. "Well," she said, "this Suit fills so many requirements." And so it does, since its Jacket and Skirt section are tailored for traveling or shopping—but the printed blouse brightens and dresses it up, so it's fine for social events. "And besides," she said, "this fine, rich quality All-Silk Canton Crepe always wears so well."

It seems to us that even if you are not going to travel, a Two-piece Suit like this would be a great asset. We know you will love the cool, smooth All-Silk Flat Crepe which we've used for the blouse. It is an exceptionally pretty but practical print, "bordered" at the soft revers and the turn-back cuffs. The hipband of the blouse section is loose, so you can adjust it by the buckle in the back. The skirt is pleated in the back and the front.

COLORS: Black with King blue-white-and-black print; or navy blue with King blue-white-and-navy print. SIZES: 38 to 54 bust. Dress length about 51 inches. Wide hem. A beautiful Two-Piece Suit for Postage 14¢ extra. **\$19.85**

... WITH THE **LABEL** that means the **BEST** in QUALITY, STYLE and WORKMANSHIP



EMBROIDERED
ORGANDIE
JABOT

APPLIED
NET
EMBROIDERY



NEW!
THREE
PIECE
SUIT
•
KNITTED
FRILL
BOUCLÉ

8 S 135
\$12.95

Knitted Suit
8 S 135—Why be a slave to a knitting needle, when \$12.95 will bring you this beautiful Super-Made Three-piece Suit that looks hand-made.

It's knitted of a new yarn—Frill Bouclé, an all-rayon that looks silky and slightly rough-finished and that will keep its shape. It is skilfully knitted so that it will fit smoothly without bagging or bulging.

Jacket and Skirt are tailored in slenderizing, straight lines, while the white, lacy knitted Blouse is softly full. And each piece may be worn separately to make so many stunning combinations. Smart jabot collar ends in a lovely, button trimmed point.

COLORS: Black, navy blue or French blue, each with white blouse. **SIZES:** 38 to 58 bust. Skirt length about 34 inches. Exceptional value. Three-piece Suit for only... **\$12.95**
Post. 16¢ ext.



WEIGHTED
ALL-SILK
GEORGETTE
CREPE

3 S 522
\$10.95

SILK SLIP INCLUDED



BORDERED
ALL-RAYON
SAND
CREPE

3 S 523
\$8.95

Cool Georgette

3 S 522—We haven't half enough space to do justice to this Dress, which is Super-Made in every sense of the word. We'll have to be content with a brief description of the details the picture doesn't show.

Material: Weighted All-Silk Georgette Crepe—lovely sheer quality. Will keep you alluringly cool on the hottest days. **Trimming:** Very fine, self-color net applied on the georgette with matching color embroidery.

Fit: The waist yoke is loose and "controlled" by the sash tied in the back. **Slenderness:** emphasized by the pleats in the front and back of skirt. **Slip:** Is of a matching color, weighted all-silk flat crepe with white silk georgette yoke.

COLORS: Black, navy or white. **SIZES:** 38 to 58 bust. Length about 51 ins. Wide hem. Dress and Slip... **\$10.95**
Post. 12¢ ext.

Bordered Print

3 S 523—We have to admit that it took very careful planning to put this Super-Made Dress together. It's of a very fine All-Rayon Sand Crepe in a chic Border print—(a border takes extra care in placing).

See how smartly the border follows from the shoulder to the wrist, and how prettily it forms the front, in vest-effect. Then look at the pleats in the skirt-front—both are lined with the border. (The pleat in back is perfectly plain!) All these exquisitely worked out details are typically Super-Made.

The flowing revers are very flattering. The hipband can be adjusted by sash in back.

COLORS: Navy blue with Copen blue-and-white print; or black with chartreuse green-and-white print. **SIZES:** 38 to 58 bust. Length about 51 inches. Our low price, only... **\$8.95**
Postage 12¢ ext.



The **NEW**
ACETATE
CREPE
3 S 524
\$8.95

A Beautiful Fabric

3 S 524—A real thoroughbred from the start to the finish, and unquestionably deserving to carry our Super-Made Label. This Dress is fashioned of a lovely, new, All-Rayon Acetate Crepe, a fabric that looks exactly like the finest quality of all-silk canton crepe, and that has a desirable dulness peculiarly its own.

Designed with all possible thought to make you look younger, smarter and slimmer.

White organdie, exquisitely embroidered, lends a crisp freshness to one side of the surplice neck, while the other side is softened by a wide, button-trimmed revers. The elbow-length sleeves with full cuffs keep you cool. Smart pleats in the front and back of the skirt are stitched part way to make your hips look slim, then open to give you plenty of freedom in skirt.

You will rarely find a more useful style at any price and we're sure you can't find one more becoming at this price.

COLORS: Navy blue, black or peacock blue (a smart, new green-blue). **SIZES:** 38 to 58 bust. Length about 51 inches. Wide hem... **\$8.95**
Post. 12¢ ext.

Please send all of your measurements as requested on back of Order Blank.

...they LOOK Like MISSES' STYLES

OF COURSE, they look like misses' styles, because they are misses' styles—every one of them skilfully reportioned to fit youthful stout women—or women who are not so youthful but who like youthful clothes. And who doesn't?

Our Misses' Plus sizes give you the "ease" your figure needs (at bust, sleeves, armholes, waist and hips) PLUS youthful, vivacious lines that are right up-to-the-minute in style.

On this and the opposite page are seven of the season's smartest frocks, selected just for you by New York's most fastidious young women. You'll thoroughly enjoy their slenderizing lines.



*Matelassé
Trimming*

WEIGHTED
ALL-SILK
CANTON
CREPE
358
\$7.95



TWO-PIECE
SUIT
IN
Three-Piece
Effect

KNITTED
ANGORANA
AND RAYON
FLAT
CREPE
4555
\$4.95



TWO-PIECE
Swagger Suit

4556 Dress...\$3.98

4557 Coat...\$3.98

\$7.95

4558 Dress
AND \$6.95
Coat

FAST-COLOR

EYELET
EMBROIDERED
BATISTE

Sophisticated

358—It's not only Rhinestone horse-shoe pins that bring you luck... the whole Dress brings it in new slenderness, new chic and in youthful sophistication!

And there's luck in the price, too... only \$7.95 for one of this season's smartest new tunic styles—made in a rich quality weighted All-Silk Canton Crepe. Stunning, crinkly, white silk Matelassé is used for the cuffs, collar and bow.

Clever seaming at the waist in front gives you a lovely, molded line without actually being skin tight. In fact you can "control" your waistline by tying the sash belt tight or loose, (belt starts at sides and ties at center back). The tunic is seamed and pleated in the front. The lower skirt is attached to a rayon lining.

COLORS: Navy blue, black or Peacock blue (new green-blue). Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. Wide hem. \$7.95 Postage 12¢ extra.

These three styles are also provided in women's sizes, 38 to 50 bust.

4555—No matter what your plans are for the Spring and Summer, be sure your wardrobe includes a Two-piece Suit. This one will be practically indispensable—it's two-piece but looks just like three pieces, because the upper part of the Dress is made exactly like a separate blouse.

The well-tailored Jacket and the skirt section are of Knitted Angorana, a self-striped Cotton fabric mixed with angora to make it delightfully soft. The blouse section is made of silky Rayon-and-Cotton Flat Crepe with a lovely draped collar and flattering bow. It has comfortable short sleeves. And what a joy it is to have your blouse and skirt attached this way—for there is no fussy "tucking in" every few minutes.

COLORS: Lettuce green, powder blue or navy blue, each with eggshell blouse section. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Dress length about 50 inches; wide hem. Dress and Jacket for... \$4.95 Postage 12¢ extra.

Eyelet-Embroidered Swagger Suit

It may take more than one Swallow to make a Summer, but it doesn't take much more than this Two-piece Swagger Suit to make a whole Summer wardrobe. Quite seriously, it's one of the most useful costumes that anyone could buy. The Swagger length coat will go with lots of other things, and adds a certain formality to this youthful, slenderizing Dress.

We're offering the Coat and the Dress for Sale separately at \$3.98 each, or together as a Suit for \$6.95, bringing you a decided saving (\$1.01 to be exact). It's not often that you will get so much for so little.

Both the dress and coat are made of very good quality, Fast-color Batiste that's covered all-over with matching color Eyelet embroidery. The eyelets make the suit deliciously cool. White cotton piqué revers and bow offer a crisp finish at neck. The suit launders so well and so easily that you can always have it freshly done up and ready to wear.

COLORS: Navy blue, chocolate brown, peach or Copenhagen blue. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Dress length about 50 inches. Coat length is about 40 inches. Very outstanding values. 4556—Dress only. \$3.98 Postage 10¢ extra. 4557—Coat only. \$3.98 Postage 10¢ extra. 4558—The Two-Piece Swagger Suit (both Dress and Coat). Our special price for complete outfit... \$6.95 Postage 14¢ extra.

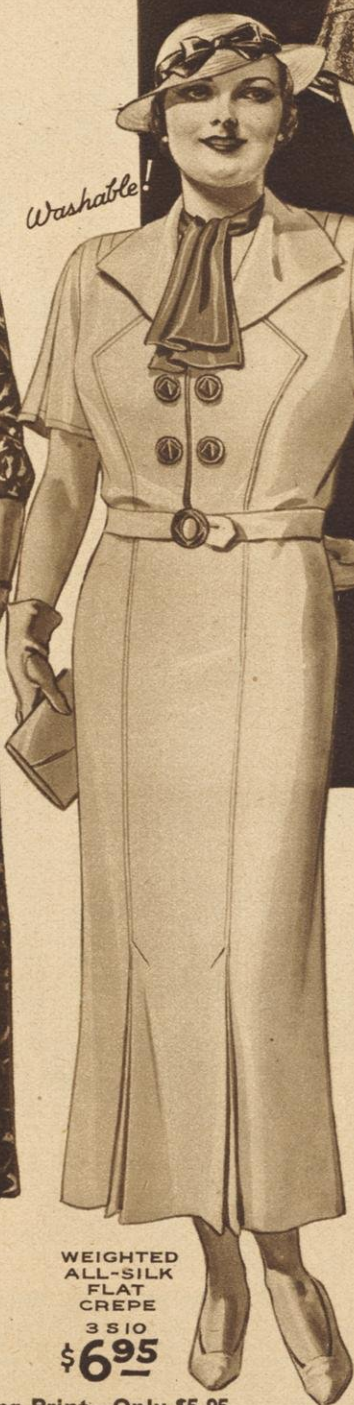
They ARE MISSES' STYLES But Every One is in YOUR SIZE

Now you may enjoy new fashions which are misses' in style, misses' in spirit, but are YOURS IN SIZE. All of our Misses-plus Sizes correspond to bust measurements, as follows:

Size	Bust	Size	Bust
16+	36	24+	44
18+	38	26+	46
20+	40	28+	48
22+	42	30+	50



WEIGHTED ALL-SILK FLAT CREPE
3 S 9
\$5.95

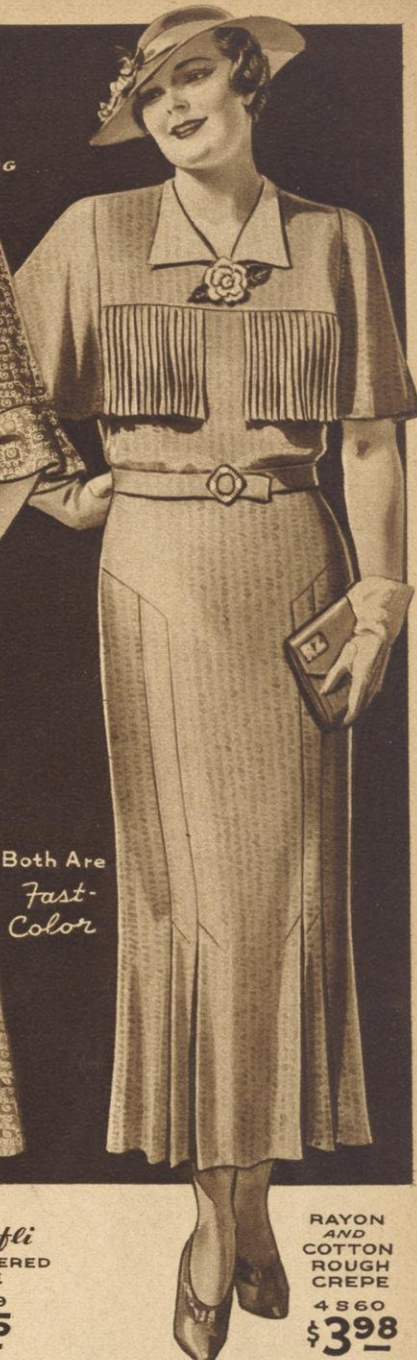


WEIGHTED ALL-SILK FLAT CREPE
3 S 10
\$6.95



BRAID TRIMMING

Schiffli EMBROIDERED VOILE
4 S 59
\$4.95



Both Are Fast-Color

RAYON AND COTTON ROUGH CREPE
4 S 60
\$3.98

4 S 59—Want a real cool Dress that won't muss? Well, here it is—made of sheer, cool Fast-color Voile, that's completely covered with Schiffli embroidery of fine white string. A grand dress in Summer for morning, afternoon or evening—you can just about live in it, and you'll be glad to know it's very easy to launder.

We have dressed up those flattering revers (designed to conceal the large bust) with looping of white braid, and the "V" of the surplice waist with a flower. You will like the youthful flare in skirt front and the cool, "easy" short sleeves.
COLORS: Copen blue, lettuce green, navy or peach, each with white embroidery; also ALL-WHITE. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. Our price, **\$4.95**. Postage 12¢ extra.

4 S 60—For \$3.98 you can buy this Dress of Rayon-and-Cotton Rough Crepe. We have rarely seen a dress that has as many good points as this one, and we feel sure that you will be thoroughly delighted with it. Don't miss it—it will be a favorite all Summer long. Guaranteed fast-color.

A dress you can sit around in all day and still look as though you'd stepped right out of a band-box. Every line is full of vivacity and youthful freshness; capelet sleeves, square pleated jabots, white self-material revers and tailored pleats in the skirt (front and back).
COLORS: Linen-blue, lettuce green or peach. Misses-plus sizes, 16+ to 30+ (36 to 50 inch bust measure). The dress is about 50 inches long. Wide hem. An exceptional value for only... **\$3.98**. Postage 10¢ extra.

Brand New Slenderizing Print—Only \$5.95

3 S 9—My what a joy to be able to buy a Dress that really is youthful and in your size, too! And it's not a bit expensive, but quite the contrary—only \$5.95! Fashioned of fine quality weighted All-Silk Flat Crepe. The "sprawly" print works like magic in making you seem slimmer and, of course, the lines of the dress help, too. The skirt is seamed and pleated at front and back. The belt from the sides ties in the back, so you can keep your waistline trim or loose. White rayon piqué supplies the light touch that's always so charming.
COLORS: Navy blue or black, each with white-and-red print. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 ins.; wide hem. Postage 12¢ extra. **\$5.95**

Washable Silk in White, Powder Blue or Maize

3 S 10—You'll find "the fountain of youth" in this Dress, for it makes you look and feel so young, so gay, so buoyant. It's one of the season's newest misses' styles made of superior quality, Fast-color, weighted All-Silk Flat Crepe that's WASHABLE; and we have re-proportioned it ever so slightly to fit and to flatter the stout figure.
You'll enjoy the smart contrast supplied by the buckle, buttons and the silk Ascot tie. A loop at the back of the neck keeps the scarf from "creeping up" out of your collar. The collar and seaming on the front of the blouse make you look much smaller in front. Pleats finish front and back of skirt and the cool, short sleeves.
COLORS: White with Royal blue trimming; powder blue with navy blue trimming; or maize with brown trimming. Misses-plus sizes, 16+ to 30+ (36 to 50 bust). Length about 50 inches. Wide hem. A wonderful value at our low price... **\$6.95**. Postage 12¢ extra.

These Four Dresses are also provided in women's sizes, 38 to 50 bust measure.

Shantungs... Flat Crepe... and a Striped Sports Silk... the SMARTEST of the
New WASHABLE Silks



WEIGHTED
 ALL-SILK
 FLAT
 CREPE
 3 S 770
\$6.95

TWO-PIECE SUIT
 3 S 525
 ALL-SILK
 PONGEE
\$4.95

EMBROIDERED
 TRIMMING

ALL-SILK
 SHANTUNG
 3 S 526
\$5.95

WEIGHTED
 ALL-SILK
 FLAT
 CREPE
 3 S 527
\$7.95

"Shirt
 Waist
 Frock"

A Compliment-Getter

3 S 770—There's an elegant look about this charming Dress that is not easy to put into words! All we can say is that it's a compliment-getter if ever there was one!

Made of weighted All-Silk Flat Crepe in a rich, luxurious quality. It's WASHABLE and is a perfect medium for the dainty open-work and self-material flowers which neatly trim the slenderizing revers. And if you've an eye for harmony you'll be delighted to see how we have pleated the pretty sleeves to match the unusually flattering, pleated, button-trimmed vestee.

It's a dress you can wear on the simplest or "swankiest" occasions and yet feel perfectly comfortable. Three pleats in the front skirt as pictured; one box-pleat in center back of skirt. Provided in lengths and proportions to fit every stout figure—average, short or tall.

COLORS: White, lettuce green, powder blue or peach. SIZES: 38 to 58 bust. Lengths: 47 to 52 ins. Wide hem. Our price **\$6.95** Postage 12¢ extra.

Dress and Jacket

3 S 525—All-Silk Pongee, a smart, lighter-weight sister of Shantung, is our happy choice for this very inexpensive Two-Piece Suit. The material is fast-color, and of a firm quality that will wash easily; the simple style makes ironing easy.

The Dress with Jacket supplies ultra-smart and very tailored lines; without the jacket it is jaunty and youthful, too. The small view of the dress shows just how the short sleeves are pleated, and how the ties of dotted pongee slip through a button-trimmed tab and form the unusually flattering jabots.

The tailored hip-length jacket, by the way, is as smart as can be, with its full and graceful lines and its slashed, ¾-length sleeves (plan right now to wear it all Summer over other dresses, too!) Pleats in the front skirt add to the general roomy comfort of this grand outfit.

Natural tan with green dotted trimming. SIZES: 38 to 58 bust. Length about 51 ins. Wide hem. Our very low price **\$4.95** Postage 12¢ extra.

Two Washable "Winners"

3 S 526—Few materials can beat Shantung for cool, slenderizing chic and easy washability. And few Shantungs can beat this Dress on ANY score! It's a firm, nubby All-Silk quality.

The embroidered, harmonizing scallops on the deep wide revers and vestee are brand new—and the patches of open-work add even more distinction. Note the long, narrow, slenderizing lines of skirt, ending in two pleats at the front; there's one pleat in the back of the skirt.

COLORS: Linen-blue with navy embroidery, natural tan with brown embroidery, or lettuce green with a darker green embroidery; also in all-white. SIZES: 38 to 58 bust. Length about 51 ins. Wide hem. Our low price **\$5.95** Postage 12¢ extra.

3 S 527—Though called a "Striped Sports" silk, you will find this Dress suitable even for your "dress-up" needs. It's made in a lovely quality of weighted All-Silk Flat Crepe—that washes and irons well—in the becoming "Shirt-Waist" style whose loose pleated sleeves and pleat in the back of the waist and fullness in the front all give glorious freedom to stout women.

Notice the interesting variations of stripes. Becoming collar; pleat in the front and back of the skirt. Tailored to make you look slimmer.

COLORS: King blue-and-white stripes; jade green-and-white stripes; black-and-white stripes. SIZES: 38 to 58 bust meas. Length is about 51 inches. Wide hem. Our low price **\$7.95** Postage 12¢ extra.

New! LONG Sleeves one minute and SHORT Sleeves the next

These Two Have...

"BUTTON-UP" SLEEVES



When you want long sleeves, merely leave cuffs down; when you want short sleeves—just button them UP, and behold a printed cuff like the collar.



SILK PAISLEY TRIMMING

WEIGHTED ALL-SILK CANTON CREPE
3 S 528
\$8.95

3 S 528—This charming Dress not only has sleeves that you can button up, when you want them to be short... but it also has a two-way neckline, as shown in small view.

It's made of a very fine quality, weighted All-Silk Canton Crepe. And you will feel as proud as a peacock in it, because its new, variegated, Paisley-patterned silk trimming is the very latest fashion news! It forms the tailored collar, deep vestee, full rippling jabots and the sleeve facing, which you see when you button them up. A clip at each side of neck. Jabots lined in self-color.

COLORS: Navy blue, black or chocolate brown, each with harmonizing paisley trim. SIZES: 38 to 58 bust. Length is about 51 inches. Wide hem. Our price... \$8.95
Postage 12¢ extra.

New Printed Neckline

3 S 530—Want a neckline "without jabots" yet one with the same slimming effect? Get this strikingly original Dress! It's made of a fine quality, All-Rayon Sand Crepe; cool, semi-sheer material with a faint, sand-like weave that's delightfully pleasant to feel.

We've used a refreshingly different, new trimming; a tailored tuxedo collar, which is tapered down all the way to the belt on the sides, and goes across the neckline in chic tailored folds—all in a modern geometric design of harmonizing, weighted all-silk flat crepe, which is cleverly slenderizing.

And when you button up the sleeves, the same smart trimming appears! (See sleeve views above). Slim but roomy skirt-lines.

COLORS: Navy blue or black, each with a harmonizing print. SIZES: 38 to 58 bust. Length about 51 inches. Price, \$7.95
Postage 12¢ extra.

ALL-RAYON SAND CREPE
3 S 530
\$7.95

These Two Have...

"PUSH-UP" SLEEVES



"Short sleeves one minute—long sleeves the next!" Just push up—or pull down—to any place you wish, for elastic is hidden in each wrist-band!



IN THE NEW "Tie Silk" PATTERN

ALL-RAYON FOULARD
3 S 529
\$4.95

3 S 529—You know how cool and slim and sleek-feeling a good All-Rayon Foulard is. Well, here's the Dress that offers all this, PLUS a distinctive, smart, new "Tie Silk" pattern. PLUS long, full tailored sleeves that you can push up, when you want short sleeves, because there's elastic at wrists.

Little scattered white "dashes," over the small, self-color, jacquard design creates a delightfully slimming effect for larger figures. The pretty double collar continues into the jabot ties caught by a smart, novelty pin. Crisp pleats in the front of the skirt.

COLORS: Navy blue or chocolate brown, each with white pattern. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Our remarkably, low price... \$4.95
Postage 12¢ extra.

Does ALL Figures a Favor

4 S 278—Even in our largest size—which is a "58"—this Fast-color Dress is very youthful and you'll find it most becoming.

That's partly because we have used such a fine, soft Silk-and-Cotton Crepe as its material... partly because we have given it such slenderizing, tiny "pin-point size" dots, permanently applied... partly because of its pretty, white braid looping and its vestee, of white rayon-and-cotton crepe. But it's largely because of simple, full-cut lines which fit so comfortably and smartly!

Wear it long-sleeved as shown, or push the sleeves up and you've a short-sleeved dress! Elastic in wrists. (See the sleeve views above). Pleats in front and back skirt.

COLORS: Navy or black, each with white dots. SIZES: 38 to 58 bust. About 51 ins. long. Wide hem. Our price... \$4.95
Postage 12¢ extra.

SILK-AND-COTTON CREPE
4 S 278
\$4.95

Fast Color

PERMANENT APPLIQUÉ DOTS

SILK DRESS
with
Choice
of
THREE COLLARS

Smart New NECKWEAR

59¢ each or 2 for \$1.00

in CORRECT
SIZES for ALL
STOUT WOMEN



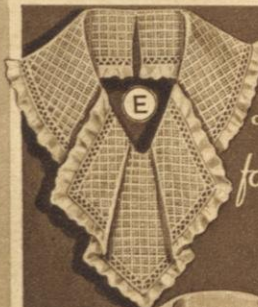
(A) 7 S 151—Collar and attached Jabot shown on dress pictured at the left. Made of smart, Shadow-striped Organdie, with dainty embroidered organdie edge. Organdie bow on the pleated Jabot. Slips easily over your head. COLOR: White only. Our price, for Collar and attached Jabot. . . . **59¢**
Postage 2¢ extra.

(B) 7 S 152—Collar and attached Bow, made of lovely Lace, with fagoting and neat lace edge, as shown in picture "B", above. Fastens at back of neck. COLOR: White only. Our price. . . . **59¢**
Postage 2¢ extra.

(C) 7 S 153—Collar and attached Bow, made of beautiful new "frosted" Rayon Satin, and lined with rayon French crepe. It snaps at the back. Self-covered button trimming. COLOR: White only (see picture "C" above). Our price. . . . **59¢**
Postage 2¢ extra.

SPECIAL OFFER: ANY TWO Post. of above three neckwear styles. **\$1.00** 4¢ ex. Sizes: Send bust measure; we'll send right size.

Smartest new neckwear, purposely cut wide and full around the neck, and deep, and made in sizes and proportions to fit all stout women. They're VALUES, too! See how little it costs to "save the lives" of your old frocks... or change your new ones' personalities! (All of these neckwear styles go well with dress pictured on this page.) Please give us your bust measure; we will send your correct size.



39¢ each
or THREE
for \$1.00

All of these pretty Neckwear Styles are correct for a great many dresses.

(D) 7 S 156—Collar of Eyelet-effect Organdie in the deep pointed style. Organdie edge is embroidered in dainty pointed notches. Closes at the front. COLOR: White only. Price. . . . **39¢**
Postage 2¢ extra.

(E) 7 S 155—Collar and attached Jabot of Organdie in dainty, open-work checked pattern. Fagoting and ruffled organdie edge. Jabot is smartly pleated. Closes at back. COLOR: White only. Good value. Our low price. . . . **39¢**
Postage 2¢ extra.

(F) 7 S 154—Collar and attached Bow, of washable Pique. Attractive edge of crocheted String Lace. Front-closing. COLOR: White only. Price. . . . **39¢**
Postage 2¢ extra.

SPECIAL OFFER: ANY THREE of these styles (yes, three alike, or any combination of three). . . . **\$1.00**
Postage 4¢ extra.

SIZES: When ordering, please send us your correct bust measurement, and we will send your correct size.



(G) 7 S 157—Double ruffled Collar, attached Bow, and matching Cuffs, of Net with the new cotton string embroidery in a lacy design. Lower ruffle on a foundation of plain organdie. Closes in front. White only. Set. **\$1.00**
Postage 4¢ extra.

7 S 158—Net Collar and Bow (pictured and described above) but without cuffs. **79¢**
Postage 2¢ extra.

(H) 7 S 159—Jabot Collar shown at right. Made of weighted All-Silk Georgette, with a double edging of fine lace. Self-material piping at the neck, and dainty shirring which continues to a point down in the jabot. Snaps in back. COLOR: Eggshell. . . . **\$1.00**
Postage 3¢ extra.

Sizes: Send us your bust measurement and we will send you the correct size.



Descriptions of Dresses Pictured in COLOR on the Opposite Page

Pastel Blue Print

(A) 3 S 532—That charming Pastel Blue Print Dress on the opposite page, is a "natural-born flatterer," if ever there was one—it makes you feel so pretty!

Made of superior quality, ALL-RAYON Canton Crepe. And you can see in the picture what a Summery printed design we have chosen for it. The embroidered scalloping and dainty fagoting on the becoming revers give a "hand-finished look" unusual at this price. The pleat idea in each bell sleeve shows originality too, and the slenderizing panel in the skirt ends in two pleats, front and back.

COLOR: Blue with print as pictured. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Price. . . . **\$5.95**
Postage 12¢ extra.

Bordered Print

(B) 3 S 771—This very distinctive Dress is made of stunning, Bordered-Print ALL-RAYON Canton Crepe, in a lovely, rich, superior quality you'll like.

The square-dotted print is of course slenderizing to begin with, and we never have seen a bordered material used to a more excellent advantage, if we say so ourselves! For what could be more "thinning" than that sweep of the lighter design down both of the capelet shoulders, down both sides of the V-neck, and continuing straight down the front to the very bottom.

The capelet (bordered at the top), goes far enough around the shoulders in back to give you ample "sleeve-room." The skirt has pleats in the front. Provided in lengths and proportions for all stout women. COLORS: Navy-and-white (as pictured), or black-and-white. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. Our price is only. . . . **\$5.95**
Postage 12¢ extra.

Dress and Jacket

(C) 3 S 533—A versatile outfit which is either a charming Suit or an elegant dress-up Dress, depending on whether or not you wear its tailored Jacket!

You'll like the superior quality of the beautiful ALL-RAYON Canton Crepe we have used in both dress and jacket. Don't miss the two small views below which show you how perfectly enchanting the dress is, particularly the lovely, appliqued yoke and sleeves of matching, embroidered net which forms a slimming surplice neckline ending in two smart flowers, and two deep points on the back. The slenderizing skirt has pleats front and back.

COLORS: Navy (as pictured) or black. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Our very low price for complete Two-piece Suit, . . . **\$7.95**
Postage 14¢ extra.

Solid Color Canton

(D) 3 S 772—One of the unfailing tests of a good material is to make it up in a solid-color Dress—which has no printed design—the beauty of which is therefore dependent almost entirely on its quality! This stunning, solid-color Dress of rich, superior quality ALL-RAYON Canton Crepe passes the test with high honors.

Beautifully tailored to fit and flatter the Stout figure, its only trimming is a vestee of pretty lace and a slenderizing line of fagoting on the soft surplice revers, which goes around the back of neck and ends in vertical bow on opposite shoulder. Skirt has pleats in front only. In lengths and proportions for all stout women.

COLORS: Navy as pictured; also black, chocolate brown or medium green. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. Our low price. . . . **\$4.95**
Postage 12¢ extra.

New Pointed Jabots

(E) 3 S 534—A Dress that's made of the beautiful ALL-RAYON Canton Crepe we're so proud of, in a printed design that looks for all the world like penmanship "c's" going every-which-way.

Those clever jabots were originally just a loose bib-effect, which we looped up in the middle with a smart pin, and lo and behold! the result was two new, pointed jabots. Crossed vestee of smart, crinkly Matelassé. And the blouse section is loose at the bottom and ties around in a most becoming sash at the back!

COLORS: Navy with print as pictured; also black with white-blue-and-gold print. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Price. . . . **\$5.95**
Postage 12¢ extra.

WEIGHTED ALL-SILK FLAT CREPE
3 S 531
\$4.95

This price includes your choice of collars A, B or C

With Choice of Three Collars

3 S 531—We've selected this Dress particularly for this page, because it's such a fine example of how a becoming lingerie Collar can practically "MAKE" a simple dress. We've arranged it so you may have this dress with either the smart Shadow-striped Organdie Collar and Jabot (A) which is shown on the dress in the big picture above; or with Collar and Bow (B) of Lace and Fagoting; or with Collar and Bow (C) of "Frosted" Rayon Satin in a neat, tailored style.

Dress is of fine quality, weighted All-Silk Flat Crepe, with simple V-neck, elbow-covering bell sleeves, and self-material belt. It's a lovely, full-cut, roomy style, and one most slenderizing. (In fact, you'll like it so well that we suggest your buying extra neckwear while you're about it, to make it seem like several dresses in one!) And, of course, you will be able to wear the collar of this dress with other dresses.

COLORS: Navy blue, black or platinum gray. SIZES: 38 to 58 bust. Length about 51 inches; wide hem. Our low price for Dress and choice of Neckwear (A), (B), or (C) (descriptions at top of page) . . . **\$4.95**
Postage 12¢ extra.

SILK GEORGETTE COLLAR
\$1.00

A thrilling New Story in RAYON

...the Man-Made "SILK"

ANYONE who is not familiar with the beauty of modern-day RAYONS would guess, to look at and feel these five dresses, that they were of silk.

Yet they're not silk; they're actually of a superior quality of ALL-RAYON Canton Crepe, a fabric that's entirely man-made and one of the wonders of our times. It's unusually firm and rich, and drapes better, looks better, wears better than many fabrics which don't possess its unique, supple strength.

These prices are amazing, too. For, by purchasing thousands of yards of this fine ALL-RAYON for this page alone, we effected advantageous savings which we're passing along to you. In fact, we very frequently see dresses of this selfsame, superior quality that sell for as high as \$9.00 and \$10.00 each!

For descriptions of these dresses, see opposite page.



B

BORDERED ALL-RAYON CANTON CREPE

3 S 771
\$5⁹⁵

Cape Style



D

ALL-RAYON CANTON CREPE

3 S 772
\$4⁹⁵

For descriptions of these dresses see the opposite page



A

PRINTED ALL-RAYON CANTON CREPE

3 S 532
\$5⁹⁵



C

ALL-RAYON CANTON CREPE AND EMBROIDERED NET

3 S 533
\$7⁹⁵

TWO-PIECE SUIT



E

PRINTED ALL-RAYON CANTON CREPE

3 S 534
\$5⁹⁵



Slenderness at YOUR Price!

and aren't the **COLORS** lovely?

Washable
**TWO-PIECE
Swagger
Suit**



ALL-SILK
SHANTUNG
3 S 539
\$8⁹⁵

WEIGHTED
ALL-SILK
CANTON
CREPE
3 S 540
\$10⁹⁵



FAST-COLOR

EYELET-
EMBROIDERED
BATISTE

4 S 442
\$3⁹⁸

4 S 442—Fast-color and cool: Eyelet-embroidered Batiste Dress made with the *fast-color* embroidery which bespeaks quality! Note the jabots and the adroit skirt seaming, and the full bell sleeves.

COLORS: Peach (shown), linen-blue, lavender or white. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. . . . **\$3.98**
Post. 10¢.

3 S 535—One of the very smartest Ensembles of the season in weighted All-Silk Flat Crepe: a printed Dress with short sleeves, pleated jabots and fagoted "V" neckline AND a useful solid-color Coat in Redingote style.

COLORS: Printed Dress with navy blue coat as pictured; or black dress with a white-and-green print and a black coat. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem on dress. Our low price for Ensemble **\$14.95** Postage 14¢ ext.

3 S 536—Coat only. See colors and **\$7.95** sizes above.

3 S 537—Dress only. See colors and **\$7.95** sizes above. Postage 12¢ each extra.

**COAT and
DRESS
ENSEMBLE**

WEIGHTED
ALL-SILK
FLAT
CREPE



SILK AND
COTTON
CREPE
4 S 281
\$4⁹⁵

ALL-
SILK
FOULARD
3 S 538
\$5⁹⁵

Pastel Print

4 S 281—A dainty flower pattern makes this Silk-and-Cotton Crepe Dress most refreshing! The smart all-around capelet—a very cool fashion—looks even cooler because we've fagoted it in front! Lace vestee. Front flare in skirt.

Special Note: The fabric is a very fine quality, usually seen in more costly dresses!

COLORS: Blue with print as pictured; or beige with brown-white-and-rust print. SIZES: 38 to 58 bust. About 51 ins. long. . . . **\$4.95**
Post. 12¢ ext.

Dark Foulard

3 S 538—Scalloped capelet sleeves make this Dress of lovely All-Silk Foulard unusual in style and slenderness.

Flower on shoulder gives you added height; box pleat in front skirt. Lace vestee.

COLORS: Navy (pictured) or black, each with white print. SIZES: 38 to 58 bust meas. Length about 51 ins. Wide hem. . . . **\$5.95**
Post. 12¢ ext.



COAT
3 S 536
\$7⁹⁵

DRESS
3 S 537
\$7⁹⁵

COAT
AND
DRESS
3 S 535
\$14⁹⁵



A charming, new washable Swagger Suit—matching Coat and Dress, both with smart, slenderizing tucked trimming. Provided in two materials. Coat's scarf collar, hand-embroidered in contrasting colors, may be worn open or closed (see top small view). Dress has pleats front and back (see lower small view).

SIZES: 38 to 58 bust. Dress about 51 ins. long; wide hem. Coat about 41 inches long.

3 S 539—Washable All-Silk Shantung. COLORS: White (as pictured), linen-blue or natural tan. Price **\$8.95**
Post. 14¢ ext.

3 S 540—Washable, weighted All-silk Canton Crepe. White (as pictured), linen-blue or shell-pink. . . . **\$10.95**
Post. 14¢ ext.

Be Cool and Slim

3 S 541—This very exquisite Dress is of a fine, smooth, weighted All-Silk Georgette Crepe which flows over your figure as softly as a Summer breeze, making you feel and look slim and young!

Because of the decorative flower print, the dress needs for trimming only its soft shoulder-shirring and jabot and flower. Slip of weighted all-silk flat crepe to match the background is attached to a white silk georgette yoke.

COLORS: Navy with print as pictured; also black or brown, each with white print. SIZES: 38 to 58 bust meas. Length about 51 ins. Price, Dress and Slip. . . . **\$8.95**
Post. 12¢ ext.

WEIGHTED
ALL-SILK
GEORGETTE
CREPE

3 S 541
\$8⁹⁵

SLIP INCLUDED

Even ACTUAL COLOR PICTURES

can't do their loveliness justice!

TWO-PIECE SUIT

RAYON FLAT CREPE
4 S 282
\$4.95

TWO-PIECE Swagger Suit

GENUINE APPLIQUÉ NORMANDY VOILE
4 S 283
\$5.95

5 S 836 5 S 829
Your Choice
\$2.98 each

PRINTED DOTTED SWISS

SHEER...WOVEN SEERSUCKER VOILE

5 S 836—Of all the new Dotted Swiss Dresses dotting the Summer scene, few will equal this in fashion or in value! Self-color woven dots with a pretty, two-tone flower print. New wide revers with dainty self-pleating will help to make the largest figure look slim. Lace vestee. COLORS: Gray-and-rose print as pictured; or Copenhagen blue or rose, each in two-tone print. SIZES: 38 to 58 bust. Length about 51 ins. . . .
Postage 10¢ extra. **\$2.98**

Printed Hip-Length Jacket Suit

4 S 282—You'll be even more entranced by this Two-Piece Suit when you see how slim you look in it and how comfortable it is in all sorts of weather. Of fine quality Fast-color, Printed Rayon-and-Cotton Flat Crepe, with an unusual new trimming—"fish-net lace," of white cotton string! Dress has short, set-in sleeves. Skirt has pleats in front only. COLORS: Navy with print pictured; also black with white-and-green print. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Two-piece Suit. . . .
Postage 12¢ extra. **\$4.95**

A Smart New Idea In Voile

4 S 443—This color picture shows exactly how this Dress looks—a stunning, Fast-color Voile . . . jabots deeply creased in lace . . . dainty lace vestee . . . front-pleated skirt. But wait . . . is it printed? No! On looking closely you discover it's an appliqued design which resembles angora embroidery! COLORS: Navy blue as pictured; also black, lavender or lettuce green, each with white design. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide em. Price. . . .
Postage 10¢ extra. **\$3.98**

5 S 829—The clever material of this Dress is woven in a slenderizing, "up-and-down" crinkly effect to look exactly like Seersucker, but it actually turns out to be lovely, sheer, cool Voile! Simple in style, its only adornment is the long, crossed surplice vestee of dainty white organdie. COLORS: Lavender as pictured, Copenhagen blue or lettuce green. SIZES: 38 to 58 bust. Length about 51 inches. Price
Postage 10¢ extra. **\$2.98**

Dress and Coat of Normandy Voile

4 S 283—A Two-piece Swagger Suit that you'll find particularly grand for Summer traveling! Of cool, Fast-color, permanent-finish, Genuine appliqued Normandy Voile in such a fine quality that neither constant wear nor wrinkles faze it easily! Both short-sleeved Dress and slenderizing, long-line Coat have an unusually well-bred look. COLORS: Navy blue (pictured) or black, each with white. SIZES: 38 to 58 bust. Dress length about 51 inches; wide hem. Coat length about 43 inches. Complete Two-piece Suit. . . .
Postage 14¢ extra. **\$5.95**

A New Style in Dotted Foulard

3 S 773—You'll be "cool, calm and collected" in this attractive Dress of Scatter-Dot All-Silk Foulard. The novel vestee and jabot are made of pleated white silk flat crepe, with buttons to match the ones on the ingeniously slenderizing front-flared skirt. COLORS: Navy (as pictured) or black, each with white dots. SIZES: 38 to 58 bust meas. Proportioned for average, short or tall stout women. Lengths: 47 to 52 inches. Our exceptionally low price, only. . . .
Postage 12¢ extra. **\$4.95**

VOILE
SIMULATED ANGORA EMBROIDERY

4 S 443
\$3.98

ALL-SILK FOULARD
3 S 773
\$4.95

**Plume
Chiffon**
GUARANTEED FAST COLOR

Smart, Summery Prints OF Plume BRAND **CHIFFON VOILE**

- Fast-Color
- Finest Quality
- Inexpensive



*New
Bordered
Print*

**TWO-PIECE
ENSEMBLE**
4 S 285
\$5.95



**APPLIQUE
EMBROIDERY**

4 S 444
\$3.98

**EMBROIDERED
TRIMMING**



4 S 446
\$3.98



**TWO-PIECE
COSTUME**

4 S 284
\$4.95



**TWO-PIECE
ENSEMBLE**

4 S 286
\$3.98

THESE printed Dresses and Ensembles are made of that aristocrat of voiles—superior quality, Fast-color PLUME brand CHIFFON VOILE! This is one of the finest qualities of cotton voile, and it is so exquisitely soft and firmly woven, yet gloriously sheer that it looks and FEELS like all-silk chiffon. You get CHIFFON beauty, at VOILE prices!

Bordered Print Ensemble
4 S 285—Two-piece Ensemble of fast-color PLUME BRAND Chiffon Voile which feels like an all-silk chiffon. The bordered print is new and highly slenderizing, and it trims the Swagger Coat down both side fronts, and the graceful, long bell sleeves. The Dress uses the border in pleats on both of the soft, rippling jabots, one of which forms your favorite surplice line. Tie at neckline is of the main print.
COLORS: Navy-white-and-Copen print as pictured, or black-white-and-gray print. SIZES: 33 to 58 bust. Dress length about 51 inches. Coat length about 45 inches. Price, Two-piece Ensemble, Postage 14¢ extra. **\$5.95**

Organdie Trimmed Cape
4 S 446—One of your "best loves"—a cool Capelet Dress, fashioned of an exquisite, fast-color PLUME BRAND Chiffon Voile that looks and feels like all-silk chiffon! You'll revel in its soft, light-in-weight feeling and the cool, all-around cape fits, no matter how large you are "at the top." The delicate tendril pattern fits in perfectly with the white flower, and with the trimming of embroidered white organdie which follows the cape. Pleats both in the front and back of the skirt.
COLORS: Copen blue-and-white print as shown in picture; also navy blue-and-white print, or lettuce green-and-white print. SIZES: 38 to 58 bust. Lengths: 47 to 52 inches. Wide hem. Our price, Postage 10¢ extra. **\$3.98**

This Solid-Color Ensemble Is of Chiffon-finished Voile
4 S 286—This stunning, solid-color Two-piece Ensemble is of fine quality, Chiffon-finished Voile (not Plume Brand). This material, though fine and soft, is firmly woven—and has the necessary "body" for a long-coat ensemble. See how the Coat is tucked down both sides of the tuxedo front, and on long bell sleeves. See, too, how perfect the Dress is—with flattering, pleated-and-lace-trimmed revers, crossed lace vestee and elbow-covering sleeves. The skirt has front pleats and a back pleat. A slenderizing, comfortable and low-priced outfit that will give you no end of smartness and pleasure throughout the entire Summer season.
COLORS: Peach (as pictured) or Copen blue, each with Ecu Lace; also all-white. SIZES: 38 to 58 bust. Dress about 51 ins. long; wide hem. Coat 45 ins. long. Complete. . . . Postage 12¢ extra. **\$3.98**

Two-Way-Sleeve Dress
4 S 444—There's a lot of fashion news in this Printed Dress of Fast-color, PLUME BRAND Chiffon Voile! Inexpensive, yet looks and feels like all-silk chiffon. Graceful design of plain-colored voile on the revers matches the background of the print and is applied on by embroidery and matched by a bow on the opposite shoulder! And best of all, it has become Two-way Sleeves! Wear it short-sleeved or long-sleeved by simply slipping the elastic-topped fore-sleeve off or on!
COLORS: Navy or black, each with print as pictured. SIZES: 33 to 58 bust meas. Lengths: 47 to 52 inches. . . . Postage 10¢ extra. **\$3.98**

Short Jacket-Dress
4 S 284—Isn't this just the youngest, coolest Two-piece Costume you've seen in many a moon? It's made of Fast-color, PLUME BRAND Chiffon Voile, so soft and fine and sheer and silky that it looks like all-silk chiffon . . . in a lovely print. When you tie your Jacket around your waist, it looks as though those fagoted, full revers belong to the jacket. But they're really on the short-sleeved Dress! Ornament and lace on the V-neck. Pleats in front of skirt; box-pleat in the back.
COLORS: Two-tone gray, two-tone blue or two-tone green, each with white-and-rose print as pictured. SIZES: 38 to 58 bust. Length about 51 inches. Wide hem. Price, complete costume. . . . Postage 12¢ extra. **\$4.95**

... and every one
**GUARANTEED
 FAST-COLOR**



TWO-PIECE SUIT
JACKET and DRESS
 WOVEN SUITING
 5 S 851
\$2.98



PRINTED DIMITY
 5 S 852
\$1.98

Light-Weight Two-Piece Suit

5 S 851—Ininitely wearable! A Two-piece Suit of good quality, Fast-color, Woven Cotton Tweed Suiting for only \$2.98! Slenderizing too... even the weave of the material has a slim up-and-down effect.

The Dress has a flattering collar and bow trimming of All-Rayon in matching color. As you see in the small view, it is short-sleeved and is equally smart without the three-quarter sleeved jacket.

COLORS: Navy blue, chocolate brown or medium green, each in tweed mixture. SIZES: 38 to 58 bust. Length about 51 inches. Two-piece Suit,..... **\$2.98**

Postage 12¢ extra.

Striped "Shirt-waist" Dress

5 S 852—Wear this "Shirt-waist" Dress and have a new experience in slenderness. Made of cool, Fast-color Dimity printed in stripes... only \$1.98, so you can afford it to wear "just around the house," but it's so nice-looking it can be worn to town.

See how very neatly it's trimmed with the selfsame stripes—both on the bias and on the horizontal. See the smart pockets, and youthfully notched, ruffled-edge collar. Has two kick-pleats in front. COLORS: Two-tone blue or green-and-brown stripes, each on white. SIZES: 38 to 58 bust. Length about 51 ins. Price **\$1.98**

Postage 8¢ extra.

Twin-Print at the Left

5 S 853—This Dress of Fast-color Lawn with its self-color shadow stripe is a fine value at only \$1.98—we've used a lovely Twin-Print, and what's more it is a very summery, smart TWIN-LEAF Print!

The light print forms the exceptionally becoming collar whose revers are pleated three times at the top, and also faces the new slit in the sleeves. A graceful skirt. Attractive, pointed yoke on the blouse.

COLORS: Navy, Copen blue or green, each with white. SIZES: 38 to 58 bust. Length about 51 inches..... **\$1.98**

Postage 8¢ extra.

TWIN-PRINT LAWN
 5 S 853
\$1.98



ALL-SILK PONGEE
 5 S 854
\$2.98

5 S 854—Like all of the dresses on the page, this one of All-Silk Pongee is Fast-color. It looks particularly fresh and smart after each washing. Cool, becoming capelet forms the sleeves and the front, and is neatly fagoted in very pretty and slenderizing lines! Graceful three-section skirt. COLOR: Natural tan with green fagoting. SIZES: 38 to 58 bust. Length about 51 inches. Our very low price is only..... **\$2.98**

Postage 10¢ extra.

Print Cloth Dress-and-Apron Set

5 S 855—This lovely, Plaid Cotton Print Cloth Dress has its own MATCHING Apron which buttons on at the point of the bib, and ties around waist in back!

Both are Fast-color and are trimmed with white organdie, bound in the print. Two pockets in apron. COLORS: Two-tone blue, two-tone green or two-tone rose, each with white. SIZES: 38 to 58 bust. The length of the dress is about 51 inches. Our very low price for Dress and Apron is only..... **\$1.98**

Postage 10¢ extra.

At Right—Cool and Flattering

5 S 856—A very cool and comfortable Dress that has sleeves to cover your elbows! It's fashioned of a good quality, permanent-finish, Fast-color Dotted Swiss with the smart, self-color dots WOVEN right in!

Pleated waist-length revers. White open-work cotton tabs at sides of neck. Two pleats at each side front of skirt are stitched part way. COLORS: Navy blue, lavender or peach. SIZES: 38 to 58 bust. Length is about 51 ins. Our very low price, only... **\$2.98**

Postage 10¢ extra.

WOVEN DOTTED SWISS
 5 S 856
\$2.98



DRESS and APRON
 PRINT CLOTH
 5 S 855
\$1.98



Skilfully designed to
FIT the STOUT FIGURE

All Guaranteed
FAST-COLOR

WOVEN
SEERSUCKER

5 S 849
\$1.98

BROADCLOTH

5 S 847
\$1.79



LAWN

5 S 848

\$1.59

5 S 848—Fresh as a May morning! That's the way you will feel in this Dress. It's made of lovely, cool, Fast-color Lawn, printed in a fine check-and-flower combination. Just the kind of dress you can wear morning, noon and night—and so very easy to launder.

Slenderizing flattery will be discovered in the simple revers, the frilled, button-trimmed blouse panel, the front box-pleat, and the short sleeves with their attractive, flared cuffs.

COLORS: Copenhagen blue, rose or green, each with a white pattern. SIZES: 38 to 58 bust. Length is about 51 inches. Postage 8¢ extra. **\$1.59**

Fast-Color Striped Seersucker

5 S 849—If you have an eye for the practical as well as the smart, you'll pounce on this Dress with delight. Nothing could be smarter or more becoming than the woven stripe in the Fast-color Seersucker we've used. And what could be more practical than a dress which definitely doesn't need to be ironed!

It's a grand style for sports or housework, for it's cut on well-fitting lines that give you plenty of freedom everywhere, but particularly through shoulders, bust, hips and skirt (there are two kick pleats in the skirt-front).

COLORS: Copen blue-and-white; green-and-white. SIZES: 38 to 58 bust measure. Length about 51 inches. A fine value. Postage 8¢ extra. **\$1.98**

Smock Pictured at the Left

5 S 843—You'll look and feel very efficient in this Smock, which is especially made to cover or take the place of a dress. Full-cut so you can "french" all you want to without having it pull, but well-cut so it doesn't look bunched. Fashioned of good, serviceable quality Cotton Print Cloth—and Fast-color, of course!

The long sleeves unbutton so you can roll them up, and the front opens up like a coat. Solid color trimming to match background.

COLORS: Navy, Copenhagen blue or green, each with white dots. SIZES: 38 to 58 bust. Length about 51 inches. Price. Postage 8¢ extra. **\$1.59**

PRINT
CLOTH
"Smoek"
5 S 3
\$1.59

FOULARD

5 S 850

\$1.79

5 S 850—This very inexpensive Dress will be a tremendous comfort throughout the year, for its material, serviceable and Fast-color Cotton Foulard, always looks neat and fresh. You can get right up to your elbows in work, for the long sleeves may be unbuttoned and rolled up. But this dress is flattering enough to go lots of places. And don't miss the little touch of lace on the collar. COLORS: Navy blue or black, each with white pattern; or gray with black pattern. SIZES: 38 to 58 bust. Length about 51 ins. Postage 8¢ extra. **\$1.79**

Fast-color Striped Broadcloth

5 S 847—A grand, all-round Dress beautifully tailored to fit the stout figure freely and smartly. Made of Fast-color Cotton Broadcloth with a fine, two-tone stripe that does wonders for your figure. Comfortable short sleeves. Smart, button-trimmed front panel. Notched collar. Box-pleat at front of skirt. COLORS: Two-tone blue, two-tone lavender or two-tone green, each on white ground. SIZES: 38 to 58 bust. Length about 51 ins. Don't miss it at. Postage 8¢ extra. **\$1.79**

Pretty Flowered Percale at Right

5 S 846—This Dress always looks pretty and dainty, yet it is one of our most serviceable styles. We have fashioned it of Fast-color Percale (printed in a beautiful forget-me-not pattern)—a strong material that can stand lots of wear and washing. Even the trimming is serviceable, though it looks so fresh and cool; it is white pliqué, stitched firmly in place so it stays crisp and smart no matter how often you launder it. Two pleats in front skirt. COLORS: Navy blue, Copen blue or green, each with white flowers and trimming. SIZES: 38 to 58 bust. Length about 51 inches. Price. Postage 8¢ extra. **\$1.29**

PERCALE

5 S 846

\$1.29

PERCALE
5 S 845
\$1.00

Choice \$1.00 each

Slip-Over APRONS
ANY 3 for \$1.00



PERCALE

5 S 843

\$1.00

PERCALE

5 S 844

\$1.00

BATISTE

5 S 842

\$1.29

HERE are THREE chances to make ONE DOLLAR go a long way! Three Dresses at \$1.00 each—carefully selected and designed to give the stout figure the well-fitting, "easy" lines so necessary and so hard to find in clothes at this price. All are made of Fast-color Percals that wear and launder well. Invest a Dollar in any one of these dresses and get Two Dollars' worth of wear and pleasure!

Dotted Percale
5 S 845—You can use this Dress all year-round, for it has one of those smart, dark backgrounds that have no special season. Made of practical, fast-color Percale with a pretty dot that is not big enough to soil easily. Neckline ends in frilled circles. A box-pleat in the front skirt, so you can "step out"; plenty of fullness wherever you need it. COLORS: Navy blue or black, each with white dots. SIZES: 38 to 58 bust. Length is about 51 inches. A very good value. . . . Post. 6¢. **\$1.00**

Striped Percale
5 S 843—This simple Dress has an amazing amount of style, and it will make you look slim and youthful. Of good quality, Striped Percale—Fast-color so sun and laundry can't harm it. The trimming is of white piqué. Seam down the center front of skirt ends in a becoming kick-pleat. Short, set-in sleeve with turn-back cuff. Well-fitting shoulders. COLORS: Copen blue, rose, lavender or green, each with white stripe. SIZES: 38 to 58 bust. Length about 51 inches. Our price, . . . Post. 6¢. **\$1.00**

Flowered Percale
5 S 844—Attractive, Fast-color, Flowered Percale has been used for this Dress, which combines very youthful smart lines with the wear and comfort that women appreciate. Tailored collar and revers of white piqué are very important in making you look slim and cool. Kick-pleat at the center front of the skirt is flattering and comfortable. COLORS: Rose, Copen blue or lavender, each with lovely white print. SIZES: 38 to 58 bust. Length about 51 inches. Our price, . . . Post. 6¢. **\$1.00**

Lovely Dress of Sheer Printed Batiste . . . only \$1.29
5 S 842—Whether you sit on the porch and rock or go places and do things, this Dress of sheer, Fast-color Printed Batiste will be a joy. Very cool, very practical and above all youthful and flattering. Frills on the short sleeves, the revers and the collar produce soft lines that definitely slenderize. Box-pleat in the skirt-front does nice things for your hips and gives you lots of freedom. A dress you will be proud to wear anywhere. COLORS: Navy blue, Copen blue or brown, each with white figures. SIZES: 38 to 58 bust. Length about 51 inches. You'll never get more pleasure for . . . Postage 8¢ extra. **\$1.29**

5 S 2

B
GINGHAM

C
PERCALE

A
PERCALE

Fast-Color

5 S 2—Don't waste your time looking for an apron when you can have several and keep them where you're apt to need them (in kitchen, bathroom, laundry or pantry). And here's a grand chance to get THREE APRONS for \$1.00! They're all the same style (slip over the head and tie at waist), but in different patterns. You can have one of each pattern or any combination of three patterns in choice of colors and sizes. They are all FAST-COLOR. SIZES: 36 to 58 bust. Length about 41 ins. Apron A: Featured on figure; Percale in lavender-green-and-gold print. Apron B: Gingham in blue-black-and-white plaid. Apron C: Percale with scattered flowers in blue or green, each on white. Price, ANY THREE Aprons for only **\$1.00** Postage 8¢ extra.

Very Practical

5 S 1—You'll stay as fresh as a daisy and as neat as a pin in this youthful Dress made of Fast-color, Striped Percale.

It has a reversible front, so if you should "spill," you can quickly put the clean side out. No sleeves, but cut to cover the top of the shoulder. Organdie frill at the shoulder, at pocket and also at flattering revers. Neatly piped edges. Easy to launder. Excellent value.

COLORS: Navy blue or black stripe, each on white. SIZES: 38 to 58 bust. Length about 51 inches. Price, . . . Postage 8¢ ext. **\$1.29**

Reversible Front

PERCALE

5 S 1

\$1.29

SHRUNK UNDER THE
SANFORIZED
 PROCESS REG. U.S. PAT. OFF.

5 S 94
 SHORT
 SLEEVES

FAST-COLOR



Guaranteed NOT to SHRINK

EVERY woman knows that most cotton dresses have a tendency to shrink when washed—some only a little, others a great deal.

But perhaps you do not realize that cottons can be pre-shrunk—and whenever this is done by the Sanforized process you may be sure it is well done—that ALL of the annoyance of shrinking has been completely and finally eliminated.

In the dresses shown on this page every yard of fabric has been Sanforized-shrunk—a definitely tested process—so there is no need for you to buy them a size larger than you really require, no need for you to let out seams or hems after washing, and there is no worry whatever as to shrinkage.

These dresses are, furthermore, guaranteed fast-color. Thus you may know that the ones you choose will be just as fresh, just as attractive and just as well-fitting, even after long, hard wear and oft-repeated tubbing. They're smartly styled and very attractively priced, too—which completes the picture of their amazing value.

BROADCLOTH
 Choice of
 LONG
 OR
 SHORT
 SLEEVES

\$1.98
 each



FAST-COLOR



5 S 838—No wonder this model smiles—you'll smile too, when you slip into this cool Dress of very fresh-looking Cotton Print Cloth. Its lovely spring-flower print will stay fresh, no matter how often you launder it, for it is Fast-color. And see how well dress fits at the shoulders and hips and through the bust; you can have and KEEP the same well-fitting lines, because every inch of this material has been Sanforized—it won't shrink!

As for the style, you'll like the way the pleat-edged revers make your bust look smaller, and how the long center seam, ending in a youthful kick-pleat, makes you look taller. A neat white cotton-broadcloth vestee.

COLORS: Two-tone blue, two-tone rose or two-tone green, each with white. **SIZES:** 38 to 58 bust. Length about 51 ins. Excellent value. . . . **\$1.98**
 Postage 8¢ extra.

5 S 839—It hardly seems true that you can buy so much style and so much satisfaction for \$2.29. Yet that is the low price of this slenderizing Dress. We have made it of a completely Sanforized Cotton Broadcloth that won't shrink even a tiny bit. And since it is Fast-color, it will wash beautifully without losing any of its freshness.

The tucked white inserts of self-material on the soft revers and on sleeves are very simple, yet just the sort of thing you usually find only on much more expensive dresses. The edging on vestee and piping on revers and sleeves are in white. The front box-pleat, which is stitched part way down, gives the figure the long lines it needs.

COLORS: Copen blue, lavender or lettuce green. **SIZES:** 38 to 58 bust. Length is about 51 ins. Fine value. . . . **\$2.29**
 Postage 8¢ extra.

In a Beautiful New Material

5 S 840—This is one of the season's most beautiful Cottons, in a Shantung weave that would make even an expert think it was silk at first glance—a natural mistake for anyone to make, for the cotton is mercerized and looks very silky. It's Fast-color, so you can wear this Dress in the broiling sun, and wash it often without its fading; and it's Sanforized, too, so it won't shrink.

The pattern is really delightful—white background with fine pencil-line, two-tone plaid, splashed with two-tone drops. You'll be pleasantly surprised to see how much slimmer it will make you look. The criss-cross vestee is made of white organdie. Note the original treatment at neck and shoulders—a double-tiered revers at one side, edged with white looping; then at the other side the revers fall softly over one shoulder, continuing in a cape collar across back and ending in a cape sleeve at the other shoulder.

COLORS: Two-tone green with gold, two-tone brown with rust, or navy-and-Copen blue with red, each on white. **SIZES:** 38 to 58 bust measure. Length is about 51 inches. Our price. . . . **\$2.98**
 Postage 10¢ extra.

The reason for the great success of this Uniform is that we studied the needs of nurses and dietitians, teachers, maids and housewives, too—then designed one that would fit neatly and attractively and yet give ample freedom (particularly through the shoulders) for any activity.

We made it of good, serviceable quality Cotton Broadcloth—SANFORIZED so it won't shrink. And since some want long sleeves and others want short, we've made it so you can have either. There are link buttons in the blouse opening; they can be detached when uniform is laundered.

COLORS: All-white; also in Fast-color Copenhagen blue or lavender, each with white collar and cuffs. **SIZES:** 38 to 58 bust measure. Length about 51 inches.

5 S 94—With short sleeves. . . . **\$1.98**
 Our unusually low price. . . .

5 S 95—With link-buttoned long sleeves (please see the small view). . . . **\$1.98**
 Our unusually low price. . . .
 Postage 8¢ extra on each.

New! Muslin Soirée

5 S 841—This Muslin Soirée is enough to make anyone rave with delight—we really have to, for we've never seen a Cotton material that is so perfect. Smooth and silky in texture (it's mercerized) . . . very finely woven (like the best handkerchief linen) . . . and attractively printed in a flowered pattern that's fresh and dainty. It's Sanforized so it won't shrink and Fast-color so it won't fade. And believe it or not, you get all this beauty and practicability in a slenderizing Dress for the very low price of \$2.98.

The collar and cuffs of white organdie are prettily shirred and are hemstitched in color to match the print. Seaming and pleats at the front of the skirt to keep your figure looking slim and trim.

COLORS: Wine, Copen blue or chocolate brown print, each on white. **SIZES:** 38 to 58 bust meas. Length is about 51 inches. An extraordinary value. . . . **\$2.98**
 Postage 10¢ extra.

SLIPS that aren't just "Larger Sizes" but expertly made to fit YOU



BROADCLOTH
12 S 858
\$1.29

**ALL-RAYON
FLAT CREPE**
12 S 913
\$1.89

**WEIGHTED
ALL-SILK
FLAT CREPE**
12 S 946
\$2.98

HAND-
MADE
FILET
LACE
MEDALLIONS

Hand-
Embroidered

SHADOW-PROOF
Wrap-Around
SLIPS

12 S 27
WASHABLE
ALL-RAYON
SATIN
12 S 28
ALL-RAYON
FLAT
CREPE
**\$1.98
EACH**

NAINSOOK
12 S 29
\$1.29

**RAYON
FLAT
CREPE**
12 S 30
\$1.89

NAINSOOK
12 S 935
\$1.29

**SILK-AND-
COTTON
PONGEE**
12 S 936
\$1.79

Launders Well.
If you do your own housework or gardening or are really active socially; in fact no matter what you do, your slip *must* fit and yet give you plenty of freedom. All these requirements are found in this Slip, which has flat folds at hips for smooth lines and plenty of skirt freedom. SIZES: 36 to 58 bust. Length about 48 inches.

12 S 858—Of Cotton Broadcloth in an excellent quality. COLOR: White only. Price, **\$1.29**. Postage 6¢ extra.

12 S 913—Silky, All-Rayon Flat Crepe. COLORS: White, navy blue or tea-rose. Price, **\$1.89**. Postage 6¢ extra.

12 S 946—Weighted All-Silk Flat Crepe. Hemstitched armholes and neck. COLORS: White, pink or black. Price, **\$2.98**. Postage 6¢ extra.

Very Dressy Slip
Save this Slip for "best"—it is so lovely, and if you have a sheer dress wear this under it by all means. You will certainly adore its very slenderizing, well-fitting Princess lines, for they fit ever so smoothly, yet never bind or pull. And you'll have straight lines yet plenty of fullness in the skirt.

Dainty Imported Lace edges the top and bottom and trims the front of the modest semi-bull-up top. Narrow adjustable shoulder straps. SIZES: 36 to 58 bust. Length is about 48 inches.

12 S 33—Rayon-and-Cotton Flat Crepe; silky, serviceable and very attractive. COLORS: Pink or white. Price, **\$1.79**. Postage 6¢ ext.

12 S 34—Made of Pure-dye, All-Silk Flat Crepe. COLOR: Tea-rose. A glorious quality rarely found at this price. Postage 6¢ ext. **\$3.98**

New!
"PRINCESS
CUT"
SLIP

Imported Lace

**RAYON
FLAT
CREPE**
12 S 33
\$1.79

**"PURE-DYE"
ALL-SILK
FLAT
CREPE**
12 S 34
\$3.98

SHADOW-
PROOF
HEM

SHADOW-
PROOF
PANELS

Hand-Made Medallions
Inexpensive? Yes, but made with just the same skill and attention to fit that you'll find in our most expensive styles. That means not just larger all over, but very carefully proportioned to give "ease" where you need it, yet to give smooth lines that slenderize.

Hemstitching and hand-made filet lace medallions dress up the front of this built-up Slip. The 16-inch self-material hem is shadow-proof. SIZES: 36 to 58 bust meas. Length about 48 inches.

12 S 29—Nainsook—a fabric that can stand an amazing amount of long wear. COLOR: White only. Price, **\$1.29**. Postage 6¢ extra.

12 S 30—Rayon-and-Cotton Flat Crepe—silky and very attractive. COLORS: Flesh-pink or white. Price, **\$1.89**. Postage 6¢ extra.

Hand-Embroidered
Beautiful hand-embroidery in dainty pastel shades lends charm to the front of this graceful, flared Slip, and our expert designing makes it FIT.

A very special feature is a 16-inch self-material panel at the center front and back of the skirt, which makes it shadow-proof. Slip has a built-up top with drawstring. SIZES: 36 to 58 bust measure. Length about 48 inches.

12 S 935—Of Nainsook in good quality noted for its service. COLOR: White only. Our low price, **\$1.29**. Postage 6¢ extra.

12 S 936—Of Silk-and-Cotton Pongee; very cool and very serviceable. Easy to launder. COLORS: White or tea-rose. A grand buy at our price. Price, **\$1.79**. Postage 6¢ extra.

**STRIPED
ALL-RAYON
LINGETTE**
12 S 31
\$1.98

**RAYON
JERSEY
SHADOW-
PROOF
HEM**
12 S 32
\$1.79

"Step-Out" In This!
If you like plenty of skirt freedom, here's the Slip for you! You could even tango in it, for we have made it with a wrap-around skirt section that lets you 'step-out.' There's lots of lap-over in the back, in fact enough to make your slip absolutely shadow-proof for wear under a thin dress. If you've large hips you will find this slip especially well-fitting.

The semi-built up top and the narrow shoulder straps of self-material are very attractive. Slip comes in your choice of two serviceable and dressy looking fabrics, both priced very low indeed. SIZES: 36 to 58 bust. Length about 48 inches.

12 S 27—Of Washable All-Rayon Satin. COLORS: Black, navy blue or white. Our exceptionally low price, **\$1.98**. Postage 6¢ extra.

12 S 28—Of All-Rayon Flat Crepe that washes and wears well. COLORS: Black, navy blue or tea-rose. Price, **\$1.98**. Postage 6¢ extra.

Two Good Values
In this Style, as in all our Slips, easy yet smooth lines are the outstanding feature. So we hardly need tell you how smoothly the flat folds make it fit over the hips while providing extra skirt room, or how very nicely the shaped, semi-built-up top fits through the bust and shoulders.

But, of course, you will want to know about the materials. In this slip you have a choice of two, both of them serviceable, cool and unusually easy to launder, and both of them featuring luxurious looking stripes in self-color. Slip has self-material shoulder straps. SIZES: 36 to 58 bust. Length about 48 inches. Good values.

12 S 31—Of silky All-Rayon Lingette, a delightfully smooth, very cool material. COLORS: Tea-rose, white or navy blue. Excellent value for only **\$1.98**. Postage 6¢ extra.

12 S 32—Of Rayon Jersey—a sleek and attractive fabric. Shadow-proof, 16-inch self-material hem. COLORS: Tea-rose or navy blue. Our low price, **\$1.79**. Postage 6¢ extra.

A DOZEN DIFFERENT SLIPS...

Every One Slenderizing • Full-Cut



Made of **Crown Tested Quality** Pure Dye **MELLO CREPE**

EMBROIDERED DULL CREPE 12 S 38 \$1.98

Bias Cut



SATEEN 12 S 933 \$1.00

NON-CLING PONGETTE 12 S 969 \$1.00

ALL-RAYON FLAT CREPE 12 S 941 \$1.89



NON-CLING PONGETTE 12 S 621 \$1.39

RAYON FLAT CREPE 12 S 910 \$1.69

WASHABLE ALL-RAYON SATIN 12 S 965 \$1.98



Shadow-Proof

NAINSOOK 12 S 947 \$1.00

RAYON FLAT CREPE 12 S 967 \$1.79

WEIGHTED ALL-SILK FLAT CREPE 12 S 968 \$2.98

12 S 38—If you like Slips to be youthful and pretty, here is a grand value in a style with its own special story!

Made of that wonderful, Pure-dye MELLO CREPE—a SUPERIOR, dull-finished All-Rayon fabric which has been very rigidly tested by the Better Fabrics Testing Bureau for wearing qualities. Every Mello Crepe slip bears the "Crown Tested Quality" insignia, the authentic grade-mark of pre-tested rayons.

Fine, self-color embroidery and appliques trim the front. Slenderizing bias-cut lines at front and back, yet freedom a-plenty. It washes perfectly. Adjustable shoulder straps. COLORS: White, tea-rose or navy blue. SIZES: 36 to 58 bust. Length about 48 inches. Our low price... **\$1.98** Postage 6¢ ext.

Pictured at Right

If your heart just yearns for something lacy and VERY feminine, then get this new Slip—one of the loveliest we have ever seen. Everything about it is so dainty... its narrow, adjustable shoulder straps and youthful bodice top... its exquisite, imported Lace trimming... its highly slenderizing, smooth bias-cut lines. Choice of three lovely materials. SIZES: 36 to 58 bust. Length about 48 ins.

12 S 35—Of Flesh-pink Rayon Jersey. Price... **\$1.79** Postage 6¢ ext.
12 S 36—Of All-Rayon Flat Crepe. COLORS: Flesh-pink; white. Price... **\$1.98** Postage 6¢ ext.
12 S 37—Of weighted All-silk Flat Crepe. COLORS: White; tea-rose. Price... **\$2.98** Postage 6¢ ext.

RAYON JERSEY 12 S 35 \$1.79

ALL-RAYON FLAT CREPE 12 S 36 \$1.98

WEIGHTED ALL-SILK FLAT CREPE 12 S 37 \$2.98

Bias Cut

Imported Lace

So many stout women want a perfectly plain Slip with the daintiness of a V-neck PLUS a certain amount of "built-up-ness," that this slip has become one of our best sellers!

It fits roomily but smoothly throughout, and has folds from hips down to give you ROOM, yet smooth lines. In your choice of three serviceable materials. SIZES: 36 to 58 bust measure. Length about 48 inches.

12 S 933—Of Sateen. COLORS: Navy blue, flesh-pink, black or white... **\$1.00** Postage 6¢ extra.
12 S 969—Of Non-Cling Cotton Pongette. COLORS: Black; pink; white... **\$1.00** Postage 6¢ extra.
12 S 941—Of silky All-Rayon Flat Crepe. COLORS: Navy blue; tea-rose; black; white. Our exceptionally low price... **\$1.89** Postage 6¢ extra.

Straight Smooth Lines

Something under two dollars, Madam? Here is a very nice Slip in your choice of three lovely materials, all of them under \$2.00! Built-up top with drawingstring. Fits roomily all over, particularly at the hips, where flat folds give smooth lines. SIZES: 36 to 58 bust measure. Length about 48 inches.

12 S 621—Of Non-Cling Cotton Pongette. COLORS: Navy blue; tan; tea-rose; white; black. Our very low price... **\$1.39** Postage 6¢ extra.
12 S 910—Of silky Rayon-and-Cotton Flat Crepe. Navy, black or pink... **\$1.69** Postage 6¢ extra.
12 S 965—Of washable All-Rayon Satin, a very lovely, silky fabric. COLORS: Black, white, tea-rose or navy blue... **\$1.98** Postage 6¢ extra.

Flared Slip

RAYON FLAT CREPE 12 S 794 \$1.79

WEIGHTED ALL-SILK FLAT CREPE 12 S 795 \$2.98

Above: Smart Shadow-proof Slip which wraps around in the back. Especially good if you have wide hips or have any trouble stepping on street cars or in automobiles without splitting your slip! Has a built-up, drawingstring top. Flat folds for smooth-fitting hip-lines. Three fabrics. SIZES: 36 to 58 bust. Length about 48 inches.

12 S 947—Made of sturdy, White Nainsook. Price... **\$1.00** Postage 6¢ extra.
12 S 967—Silky Rayon-and-Cotton Flat Crepe. COLORS: White, navy blue or tea-rose. **\$1.79** Postage 6¢ extra.
12 S 968—Weighted All-Silk Flat Crepe. COLORS: White, black or flesh-pink. Price... **\$2.98** Postage 6¢ extra.

Slip at the Left

Graceful inserts at each side of this specially designed Slip have a smart flare at the bottom, making the perfect foundation for your new dresses, and giving you loads of skirt-room, yet smooth hips. Built-up top with a drawingstring. SIZES: 36 to 58 bust. Length is about 48 inches. Two materials.

12 S 794—Rayon-and-Cotton Flat Crepe. COLORS: Tan; flesh-pink; navy; black; white... **\$1.79** Postage 6¢ extra.
12 S 795—Weighted All-Silk Flat Crepe. COLORS: White, black or tea-rose. Price... **\$2.98** Postage 6¢ extra.

...EVERY ONE *in* YOUR SIZE

Comfortable • Long Wearing!



Imported Lace

NAINSOOK
12 S 40
\$1.00

SILK-AND-COTTON PONGEE
12 S 41
\$1.89

WEIGHTED ALL-SILK FLAT CREPE
12 S 42
\$2.98

Shadow Proof

Wrap-Around

This lovely Slip wraps around in the back (see the small view) giving you unlimited skirt freedom and making it shadow-proof! Slip has flat folds at sides to provide extra hip-room. Choice of three popular materials, all with dainty Imported Lace trimming at the graceful V-shaped, semi-built-up top. SIZES: 36 to 58 inches bust measure. Length about 48 inches.

12 S 40—Of good quality, White Nainsook. Price... **\$1.00**
Postage 6¢ extra.

12 S 41—Silk-and-cotton Pongee. White or tea-rose... **\$1.89**
Postage 6¢ extra.

12 S 42—Weighted All-Silk Flat Crepe. COLORS: Tea-rose, white. Our low price... **\$2.98**
Postage 6¢ extra.

Shadow-Proof

There's "many a Slip" ... but few are more beautifully-fitting or comfortable or long-wearing than this one! A deep, SIXTEEN-inch shadow-proof hem all-around that keeps the sunlight from showing through. Built-up top; drawstring. Flat folds at hip for skirt freedom and smooth hip lines. SIZES: 36 to 58 bust. Length about 48 ins.

12 S 850—Of serviceable White Nainsook. Our price... **98¢**
Postage 6¢ extra.

12 S 339—Of Rayon-and-Cotton Tussah. Hemstitched at armholes and at top. COLORS: White; tan; tea-rose; navy; black. **\$1.79**
Postage 6¢ extra.

Shadow-Proof Hem

NAINSOOK
12 S 850
98¢

RAYON TUSSAH
12 S 339
\$1.79

Luxuriously Smooth

If you like your Slip to feel luxuriously yet want a simple, built-up-top style, then here's the very thing. We've made it in a choice of silky Rayon Jersey or 'Pure-Dye' All-Silk Flat Crepe. Both are smooth and rich; both are exceptional values at their respective prices; and both have a 16-inch SHADOW-PROOF hem to defy sunlight.

Notice the full, generous cut which accommodates your curves, and drawing at neck for adjustment. Flat folds at the sides give ample skirt freedom. SIZES: 36 to 58 bust. Length about 48 inches.

12 S 773—Of fine quality Rayon Jersey. COLORS: Black, navy blue or flesh-pink. Our very low price, only... **\$1.79**
Postage 6¢ extra.

12 S 964—Beautiful quality, "Pure-Dye" All-Silk Flat Crepe. COLORS: Black, navy or white. Our price... **\$3.98**
Postage 6¢ extra.

An Amazing Value

12 S 822—This good, down-to-earth Slip will give you a world of comfort. It's of good quality, durable Sateen, lustrous to look at and soft to the touch, but it's just plain "tough" when it comes to wear.

You'll be able to stoop to sweep under beds, or even get down on your knees to scrub a floor in this slip without straining it, because it's so very roomy and strongly made. Yet it never looks bulky, because we know *where* you need the room. Side folds provide smooth hip-freedom. Slip has a built-up top with a drawstring.

COLORS: Navy blue, tan, black, white or flesh-pink. SIZES: 36 to 58 bust meas. Length about 48 inches... **\$1.00**
Postage 6¢ extra.

Shadow-Proof Hem

RAYON JERSEY
12 S 773
\$1.79

"PURE-DYE" ALL-SILK FLAT CREPE
12 S 964
\$3.98

LUSTROUS SATEN
12 S 822
\$1.00

ALL-RAYON FLAT CREPE
12 S 43
\$1.98

WEIGHTED ALL-SILK FLAT CREPE
12 S 44
\$2.98

Embroidered

Bias Cut

RAYON FLAT CREPE
12 S 152
\$1.98

WEIGHTED ALL-SILK CREPE
12 S 153
\$2.98

"PURE-DYE" ALL-SILK FLAT CREPE
12 S 154
\$3.98

Imported Lace

Fit For A Queen

For very best... choose this Slip... you'll feel like a queen! Its most striking feature is our lavish use of beautiful Imported Lace in a nice design in front, and all-around the very graceful built-up top and the armholes.

And there's beauty in the way it fits, too... you can see by the picture how stately it caresses your figure, from shoulders down to hem... giving loads of room for comfort, yet smoothness in the right places. In three lovely materials. SIZES: 36 to 58 bust. Length about 48 inches.

12 S 152—Of Silky Rayon-and-Cotton Flat Crepe. COLORS: White; flesh-pink... **\$1.98**
Postage 6¢ extra.

12 S 153—Weighted All-Silk Flat Crepe. Flesh-pink... **\$2.98**
Postage 6¢ extra.

12 S 154—Of "Pure-Dye" All-Silk Flat Crepe in exceptionally fine, tested quality. COLORS: White or tea-rose. Price... **\$3.98**
Postage 6¢ extra.

Exquisitely-Trimmed

Here's a Slip with a "French hand-made look." Bias-cut front and back. Embroidered garlands and embroidery-stitched, exquisite ribbon bows on the front.

It FITS beautifully, thanks to our complete knowledge of your figure... and gives freedom all over, yet smooth and slenderizing lines. Has a built-up top with drawstring. In your choice of two materials. SIZES: 36 to 58 bust. Length about 48 inches.

12 S 43—All-Rayon Flat Crepe in fine quality. COLORS: White, tea-rose or black... **\$1.98**
Postage 6¢ extra.

12 S 44—Weighted All-Silk Flat Crepe. COLORS: Flesh-pink or white. Our price... **\$2.98**
Postage 6¢ extra.

Why YOUR FEET Need ARCH-SUPPORT

Lane Bryant STOUT-ARCH

We've all heard it said clothes don't make the man, but it's certainly true that Shoes CAN make—or "break"—your feet.

And if you are stout you must give your shoes special thought. Why? Because even the healthiest feet can't stand the continued strain of extra weight! Muscles weaken. Arches break down. You tire easily and even your back begins to ache, not to mention the fact that you look and feel ungraceful (and in extreme cases you may even "waddle").

Avoid these discomforts if you've been spared so far, or correct them by wearing our scientifically designed, All-Leather STOUT-ARCH SHOES!

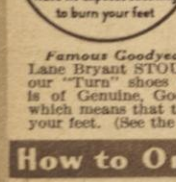
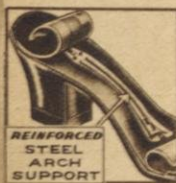
Choice of these Five Styles

\$5.00

PAIR



MILITARY HEELS



Here are some of the many reasons why these well-known Lane Bryant shoes are the correct shoes for that strong arch-support that all stout women need.

Built-in Support
A light-weight, strong, reinforced steel arch-support imbedded between inner and outer soles.

Extra-Long Counter
Extra-long, all-leather inner counter to support inner side of arch, and hold foot comfortably.

Ample "Foot Room"
STOUT-ARCH shoes have plenty of room through ball of the foot in order to allow normal freedom and comfort.

No Slipping or Gaping
A narrow heel-fitting to keep foot from slipping up and down in the back and also to prevent shoe from gaping at the sides.

Small view (A) at left shows an ordinary heel; (B) shows a snug-fitting STOUT-ARCH heel.

MEDIUM LOW HEELS

BLACK KID

Balance—that's what counts when a stout woman is on her feet a great deal. That's why we've designed this STOUT-ARCH Oxford with medium low or military heels (both all-leather with rubber top-lift) so that every stout woman can have the heel balance she prefers. As for the rest of her foot, our famous STOUT-ARCH features supply perfect balance and comfortable support. Goodyear welt construction. Fine, soft Black Kid that positively caresses her foot has been used for this excellent shoe. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 S 555—With medium low heel... } \$5.00 Postage 14¢ per pair.
16 S 556—With military heel... }



WHITE CALF OR BLONDE CALF

Here's proof that you can have a strong, arch-supporting shoe and yet have it look light-weight and summery. For this shoe made of White or Blonde Calf includes all our STOUT-ARCH features, which are so famous for their comfortable, healthful arch-support. The general cut of the shoe and the combination of perforations and cut-outs supply graceful flattery to your foot. The well-balanced military heel is of wood, and covered with calf to match the shoe. Long-wearing, Goodyear welt sole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 S 420—Of White Calf. Pair... } \$5.00 Postage 14¢ per pair.
16 S 421—Of Blonde Calf. Pair... }



BROWN KID OR BLACK KID

Any sensible woman will agree that comfort comes first, but it does not mean that beauty has to be sacrificed! Take this Oxford, made for maximum support; it has STOUT-ARCH features, a six-eyelet closing built-up to encase foot firmly. Goodyear welt sole, all-leather military heel and rubber top-lift.

And yet, with all these comfort features it is definitely a beautiful Shoe—soft, lustrous Brown or Black Kid, underlays of matching reptile-effect leather, attractive perforations, general grace of line, and care in workmanship. A splendid shoe in all respects. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 446—Brown Kid. Pair... } \$5.00 Postage 14¢ extra per pair.
16 S 447—Black Kid. Pair... }



BLACK KID OR BROWN KID

It's hard not to boast just a little when we've managed to design a Shoe as lovely as this! A picture can't tell the comfort this Shoe will bring, nor can it give more than an inkling of how smart the harmonizing lizard-effect inserts really are. Put the shoe on and see what expert workmanship, what fine, soft leather (Black or Brown Kid) and STOUT-ARCH features can do for you. All-leather military heel with a rubber top-lift. Goodyear welt sole.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 S 412—Black Kid. Pair... } \$5.00 Postage 14¢ per pair.
16 S 413—Brown Kid. Pair... }



BLACK KID OR BROWN KID

Desirable

There are lots of points about this Colonial Pump that make it desirable, but one of the things you'll enjoy most is that it's so easy to step into; there are no laces or buckles to fasten; durable elastic gore gently but firmly serves to hold the shoe snugly in place. Soft Black or Brown Kid; perforations and cut-outs. STOUT-ARCH features. Goodyear welt sole, and all-leather military heel with rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 424—Fine Black Kid. Per pair... } \$5.00 Postage 14¢ per pair.
16 S 425—Fine Brown Kid. Per pair... }

SHOES...for Style...for Comfort

Choice of these Seven Styles

\$5.00

PAIR



BLACK KID OR BROWN KID

You'll follow in the footsteps of fashion if you wear this smart Oxford of Black or of Brown Kid. Fine quality leather, graceful lines, very tasteful trimming of lizard-effect leather and comfortable support that is typical of Lane Bryant. All our STOUT-ARCH features, an all-leather military heel with rubber top-lift, and a Goodyear welt sole are combined to give healthful foot-balance. SIZES: 4 to 11. Widths: A to EEE.

16 S 422—Black Kid. } \$5.00 Post. 14¢ per pair.
16 S 423—Brown Kid. }

Just the simplest possible trimming—four rows of harmonizing leather lacing, but the effect is distinctive and exclusive. Of course, the fine quality of the Black or Brown Kid and the general cut of the shoe also contribute to its chic. You are sure to be comfortable, too, for this shoe includes all our famous STOUT-ARCH features. Goodyear welt sole and all-leather Cuban heel. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 414—Of Black Kid. Per pair... } \$5.00 Postage 14¢ extra on each pair.
16 S 415—Of Brown Kid. Per pair... }



BLACK KID

MEDIUM LOW HEELS

High Shoes, too, can be smart looking. Take these, for instance: they are of fine, soft Black Kid, and have simple rows of perforations cleverly placed where they make your foot look slimmest. And oh, the comfort and security of having ankles snugly laced, and your whole foot supported by our famous STOUT-ARCH features and Goodyear welt construction! The medium low, all-leather heel with a rubber top-lift is a definite step towards perfect foot balance.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Please state around-the-leg measurements as requested in "How to Order" on opposite page.

16 S 577—With wide top. Per pair... } \$5.00 Postage 16¢ extra on each pair.
16 S 578—Extra wide top and ankle... }



BLACK KID OR BROWN KID



LEATHER OR RUBBER SOLE

EMBOSSED CALF

For Distance

For a walking marathon, for a hike or just for those endless miles you have to walk at home: in other words, Shoes that are designed to take you long distances—to take you there and back again without an ache or a pain. Every feature is designed for your comfort from the two-tone Brown Embossed Calf (which is very durable and pliable, too) to the STOUT-ARCH features which support and rest the foot. Shoe is trimmed with plain brown calf. Goodyear welt sole in choice of leather or rubber. (See small view.) All-leather medium low heel; rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 426—With leather sole. Price, pair... } \$5.00 Postage 14¢ extra on each pair.
16 S 427—With rubber sole. Price, pair... }



BLACK KID OR BROWN KID

One of our most dependable five dollar Shoes—of a lovely, soft quality of Black or Brown Kid; gives nice firm grip across the instep. Steady military heel (all-leather with rubber top-lift) and STOUT-ARCH features for complete comfort.

Perforations around vamp and quarter and on the underlays of matching, dull-finished calf dress up this shoe. Goodyear welt sole. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 416—Of Black Kid. Price, pair... } \$5.00 Post. 14¢ per pair.
16 S 417—Of Brown Kid. Price, pair... }

Want to dress up but still have plenty of foot support? Well here's the answer—a dressy Oxford of White or Gray Calf that gently but firmly and healthfully supports your whole foot, and at the same time makes it look small, dainty and "party-fied."

The support is due to our STOUT-ARCH features, and that dainty look is due to the clever arrangement of the perforations and to the fine quality of leather we've used. Military heel, covered to match the shoe, is a splendid height for the heavier woman, for it keeps her foot steady and balanced. Long-wearing, Goodyear welt construction.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 S 410—Of White Calf. Our price, pair... } \$5.00 Post. 14¢ ext.
16 S 411—Of Gray Calf. Pair... } \$5.00 Post. 14¢.



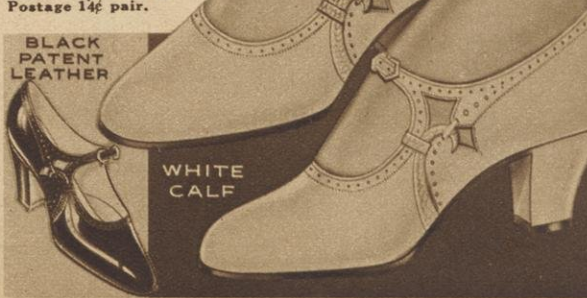
GRAY CALF

WHITE CALF

Of course, the lines of a shoe must be right, but little touches do make a lot of difference. In this Shoe, for example, the lines are good—they're graceful and they are flattering to any foot (even a size 11).

But it is the simple trimming touches that actually do the trick—the matching lizard-effect leather appliques, and exclusive cut-outs and perforations that lend such charm to these shoes of fine White Calf or Black Patent Leather. For comfort, you can rely on the STOUT-ARCH features. Goodyear welt sole and a Cuban heel of covered wood. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 418—Fine White Calf with a calf covered heel. Pair... } \$5.00
16 S 419—Of Black Patent Leather with celluloid covered heel... } \$5.00 Post. 14¢ per pair.



BLACK PATENT LEATHER

WHITE CALF

FINER LEATHERS and better workmanship . . . exclusive new styles . . . perfect support and fit—three chief characteristics of expensive, made-to-order shoes, which are ALL found in our finest quality **STOUT-ARCH SHOES**.

If you are above average in weight, you need these shoes. They've all our well-known **STOUT-ARCH** features (fully described on page 50). Goodyear welt sole—plus ultra-fine materials and very skilful construction throughout.

Every **STOUT-ARCH** Shoe is an exclusive model designed by Lane Bryant.

Choice of these

SEVEN STYLES

\$ **6.00** PAIR

Our Finest Quality **STOUT-ARCH SHOES**



WHITE KID

WHITE KID OR BLONDE KID

GRAY KID

BLACK KID

These shoes are a real TREAT! Completely satisfactory—from the soft and lovely sheen of the perforated White or Light Gray Kid to the strength-giving **STOUT-ARCH** features that are concealed in their graceful lines. Leather stitches form smart little "dashes" at sides. Cuban heel of kid-covered wood. Goodyear welt sole. SIZES: 4 to 11. Widths: A to EEE.

16 S 431—Of finest White Kid. . . . } \$6.00
16 S 432—Of finest Light Gray Kid. . . . }
Postage 14¢ extra on each pair.

Tasteful trimming (just three little rows of stitching) and luxurious comfort have been so artfully combined in this fine quality Oxford that we've made it in White, Blonde or Black Kid. **STOUT-ARCH** features. Goodyear welt sole; Cuban heel of kid-covered wood. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 428—White Kid. Pair. . . . } \$6.00
16 S 429—Blonde Kid. Pair. . . . }
16 S 430—Black Kid. Pair. . . . }
Postage 14¢ extra on each pair.



BLUE KID OR BLACK KID

BLACK KID OR BLUE KID

The proof of a Shoe is in the wearing, but you won't have to wear this Shoe more than once to discover that it is just about the most comfortable style you ever slipped a foot into!

And as for looks, well the picture tells that story—those simple lacings on the vamp are in silver and matching color—very chaste, but my, how very effective! You'd willingly pay dollars more for these shoes, for the quality of the Dark Blue or Black Kid is so very lovely and the comfort they bring you is unsurpassed. All **STOUT-ARCH** features. Cuban heel is of kid-covered wood. Flexible, Goodyear welt sole. SIZES: 4 to 11. Widths: A to EEE.

16 S 433—Dark Blue Kid. . . . } \$6.00
16 S 434—Black Kid. Pair. . . . }
Post. 14¢ extra per pair.

Soft and Fine

This Shoe will give you everything: fine quality, new style, flattery and arch-support. It's one of our finest **STOUT-ARCH** Shoes, embodying all the famous arch-supporting features that bring comfort and strength to thousands of feet. The Black or Blue Kid which we have used is so soft and fine that it actually seems to caress your toes.

The quarter is cut quite high to grip your foot firmly and make it feel nice and steady. The all-leather Cuban heel gives ideal balance. Goodyear welt construction. The perforations, cut-outs and appliques are of lizard-effect leather. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 S 442—Black Kid. Pair. . . . } \$6.00
16 S 443—Blue Kid. Pair. . . . }
Postage 14¢ extra per pair.

With Orthopedic Heels...

For Strongest Arch-Support

16 S 594—If you want the strongest possible support for your arches, wear this Oxford of the finest quality Black Kid which has our famous medium low, leather orthopedic heel. It extends under the arch to support the scaphoid bone, which adjoins the keystone of the longitudinal arch.

STOUT-ARCH features are included to give the perfectly balanced support so essential to all ailing feet. Heel has rubber top-lift which acts as cushion and saves you from fatigue. Goodyear welt sole. See "How to Order" on page 50.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. Price, pair. . . . } \$6.00
Post. 14¢ ex.



This famous orthopedic heel is used on the Oxford shown at right. See the extension on this heel.



BLACK KID

For a boot made with Orthopedic heels, please see VITA-MODE style 16S590 on page 53 of this Style Book.



BROWN KID OR BLACK KID

Unique in Style and Comfort

This four-eyelet Tie of superior quality Brown or Black Kid is stitched in self-color. A unique style, made comfortable by all our **STOUT-ARCH** features. Goodyear welt sole and all-leather military heel with rubber top-lift. SIZES: 4 to 11. Widths: A to EEE.

16 S 435—Brown Kid. Our price, pair. . . } \$6.00
16 S 436—Black Kid. Our price, pair. . . }
Postage 14¢ extra on each pair.



BLACK KID

Weak ankles "buck up" in no time in these High Lace Shoes, for you can lace them as tight as you like to get firm ankle support (or to reduce them if they're large) and with your arches strongly upheld by our **STOUT-ARCH** features you'll feel like a new woman. We've made these shoes with wide or extra-wide tops, so no matter how stout you are you can always have a neatly laced shoe.

The leather is fine quality Black Kid, soft and pliable and very serviceable. Goodyear welt sole. All-leather military heel; rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Please state around-the-leg measurements as requested on page 50.

16 S 582—With wide top. Our very low price, per pair. . . } \$6.00
16 S 583—With extra-wide top and ankle. Per pair. . . }
Postage 16¢ extra on each pair.

Vita-Mode

With added VITARCH Feature
...for added ARCH-SUPPORT



Vitarch
FEATURE

We tore off one entire side of a VITA-MODE shoe to show you the VITARCH feature as it is pictured above.

HERE is a whole page of our renowned VITA-MODE Shoes—our finest! Named from the word, "Vitalize," meaning to give health and energy; and the word "mode" which, of course, means the very smartest and newest in current fashion.

Every style is made with all of our famous STOUT-ARCH features which include Goodyear Welt Construction (described on page 50), and the added VITARCH feature for ADDED ARCH-SUPPORT. A skillfully shaped, leather reinforcement, attached on the inner side of arch (see small view). It supports the keystone bone of foot and keeps it in its normal position—a firm but pliable arch-support completely eliminating need for extra metal plate or other appliance in shoe.

For smart, complete foot-care wear VITA-MODE modern comfort shoes.



Your Choice **\$7.50** Six Styles
PAIR

A This very comfortable VITA-MODE Open-Tie is a Shoe that "goes with" almost any costume. It's of fine quality Black Kid or Brown Kid, each with harmonizing ring lizard trimming the side cut-outs, and a smart, simple use of perforations at instep and around "throat." Has all-leather military heel with a rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, and EEE.

16 S 517—Black Kid. Per pair..... } **\$7.50**
16 S 518—Brown Kid. Per pair..... }

B 16 S 516—A beautiful Shoe, typical of all VITA-MODES in its style and vitalizing support. Made of a fine quality Black Kid, with tongue and vamp collar of matching lizard and a graceful banding of gray lizard which ends in a decoration for the novel, perforated cut-out at the sides. All-leather military heel with a rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Pair... **\$7.50**

C Yes, you can have the marvelous VITA-MODE comfort of this one-strap Shoe in cool, summery White Kid as well as Black Kid. Such a lovely style in every way, with its graceful Cuban Heel (of wood, covered to match shoe) and those smart strippings on the vamp and quarter. SIZES: 4 to 11. Widths: A to EEE.

16 S 519—White Kid. Price, pair..... } **\$7.50**
16 S 520—Black Kid (small view)..... }

D Another proof that "solid comfort" can be a fact and not just a phrase. This VITA-MODE, six-eyelet Oxford grips your foot solidly, comfortably, and what's more—SMARTLY, for its high cut and slenderizingly placed, square perforations are the newest thing. Furthermore, it comes in your choice of fashionable Gray or Black Kid, and has substantial, well-balanced, all-leather Cuban heel. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE.

16 S 514—Gray Kid. Our price, pair... } **\$7.50**
16 S 515—Black Kid (small view)..... }

E Who said there was nothing new in Oxfords! Here you see a VITA-MODE shoe that's very new and smart! It comes in your choice of Brown, Black or White Kid—each with the tips and the perforated trimming of gleaming Patent Leather! The five oval cut-outs and rows of perforations on each side are very cool and unusual. The Cuban heel of wood, covered to match shoe is comfortable. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 S 511—Brown Kid with brown..... } **\$7.50**
16 S 512—Black Kid with black..... }
16 S 513—White Kid with black..... }

Postage 14¢ extra on each pair.

with
ORTHOPEDIC HEELS

There's no shoe like a High Lace Shoe to give weak feet and ankles complete support. And according to thousands of its pleased, constant wearers, there's no High Lace Shoe like this Lane Bryant VITA-MODE model of finest quality Black Kid!

Its medium low, orthopedic heel of all-leather (see the small view at the left) extends right under the arch to support the scaphoid bone, adjoining the keystone of your longitudinal arch. This extended heel gives strong support to flattened, fallen or weak arches, and it stabilizes the ankle. Rubber top-lifts on the heels.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE. Two top-widths.

16 S 590—With wide top } **\$7.50**
16 S 591—Extra-wide top }
and ankle. Per pair..... }
Post. 16¢ ext. per pair. }



E



WIDE
or
EXTRA-
WIDE
TOPS

\$7.50
PAIR



BLACK
KID

HAND-TURNED

Flexible

Arch-Supporting Shoes

A "Hand-Turned" Shoe is made **INSIDE OUT**, like a glove, and then turned by hand, with a soft cushion felt insole inserted so no stitching can touch your feet. Only very soft and flexible leathers and expert workmanship can be used. But we buy such a great quantity of fine leather that we can present these light-weight, glove-fitting Hand-Turned shoes at remarkably low prices.

All Lane Bryant "Hand-Turned" Shoes have our famous **STOUT-ARCH** features, including a light-weight, steel reinforced arch-support (shown in view at the left). Though they're flexible, and "give" with every step (see view at right), they also supply correct and comfortable support.



BLACK KID
OR
BROWN KID
\$3.98
PAIR



MEDIUM
LOW HEELS

These remarkable, arch-supporting Oxford Ties are so flexible that you can actually bend them up as easily as the picture shows—and that, of course, means marvelous walking ease. Yet they don't LOOK like a "comfort shoe." No one would guess that their smart, trim style conceals a "Hand-Turned" leather sole with soft cushion felt insole, strong, light-weight steel arch-support, and other **STOUT-ARCH** features that support your feet.

Of very soft, durable Black or Brown Kid, with perforated trimming, and medium low-all-leather heels with rubber top-lifts. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

16 S 182—Of Black Kid. Our very low price, per pair. } **\$3.98** Post. 12¢
16 S 183—Of Brown Kid. Our very low price, per pair. } per pair.

for Bunion Relief



No seams to cause pain... plenty of room for your bunions



MEDIUM
LOW HEELS
BLACK KID
\$5.00
PAIR

Forget Your Bunions!

16 S 597—There's blessed relief for bunions in this wonderful, popular **STOUT-ARCH** Oxford of soft, fine quality Black Kid. It's scientifically designed to relieve your bunions and to assist in curing them. It has a flexible, "Hand-Turned" leather sole that gives with every step you take.

The Shoe is extra-wide across the ball to relieve pressure, and has absolutely no seam to irritate this tender joint or cause bunions. Medium low, all-leather heel with rubber top-lift keeps the body in perfect balance and gives perfect comfort even for women who like lots of walking.

SIZES: 4 to 11. Widths: C, D, E, EE and EEE. An exceptional value. Price, pair... **\$5.00** Postage 14¢ extra.

MEDIUM
LOW HEELS



Two
Qualities
BLACK KID
\$2.98
UP
PAIR

Pictured Above: We can just hear you say, "There's MY Shoe!" If you want a comfortable two-strap style that's plain. Has a flexible, "Hand-Turned" sole with cushion felt insole so that no stitching touches your feet. Famous **STOUT-ARCH** supporting features add to its complete all-day comfort. Your choice of two qualities of Black Kid, each with medium low, all-leather heel and rubber top-lift. SIZES: 4 to 11. Widths as below.

16 S 137—Of a good quality Black Kid. **\$2.98** Postage 12¢ ext.

16 S 527—Of better quality of Black Kid. **\$3.98** Postage 12¢ ext.

WHITE
CANVAS

\$2.98
PAIR



MEDIUM
LOW HEELS

16 S 184—This is a surprise... a brand-new version of our famous "Southern Tie," in cool **WHITE CANVAS**, with "Hand-Turned" soles and attractive brown heel and sole. EVERY stout woman who wants flexible comfort and "toe-breathing" sensible support will want a pair. Our **STOUT-ARCH** comfort features are included. Shoes have comfortable, wide, medium low heels of all-leather with top-lifts of rubber for walking ease. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Per pair... **\$2.98** Postage 12¢ ext.



BLACK KID
Your Choice
\$4.00
PAIR

16 S 115—A beautifully-fitting, light-in-weight and smart Shoe that's kind to your feet because of its flexible, "Hand-Turned" leather soles. Comfortable to wear because of its famous **STOUT-ARCH** features, and smart because of the graceful style and unusually neat-fitting lines.

We've made it in Black Kid of a good, soft quality, and "dressed it up" with perforations on the upper vandy and slender cut-outs at sides. An all-around shoe that you will wear morning, noon and night. The all-leather, military heel has a top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Our price... **\$4.00** Postage 12¢ extra.



MEDIUM
LOW HEELS

16 S 581—If you find that a lot of walking reduces your weight—and many stout women do!—here's a sure way to a slimmer figure, because this Shoe is so comfortable it makes you feel as though you're walking on air!

Made of a fine Black Kid, and it's as comfortable and smooth inside as outside, for the "Hand-Turned" leather sole has no stitching exposed to your feet, and cushion felt insole is very soft and soothing. Our **STOUT-ARCH** supporting features complete the good work. Medium low all-leather heels have top-lifts of rubber. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE... **\$4.00** Postage 12¢ extra.

Seamless BOOT or OXFORD

BLACK
KID
\$6.00
PAIR

MEDIUM
LOW HEELS



BLACK
KID
\$5.00
PAIR

For Sensitive Feet

Women with sensitive feet say that this soft Black Kid, **SEAMLESS** Oxford and **SEAMLESS** Boot are "as comfortable as bedroom slippers." Both of them are made with flexible, "Hand-Turned" leather soles, and a soft cushion felt insole. Yet they have the firm support of our **STOUT-ARCH** features, and all-leather, medium low heels with rubber top-lifts.

16 S 190—Seamless Oxford of best quality Black Kid. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. A splendid value at our price. Per pair... **\$5.00** Postage 14¢ ext.

16 S 587—Seamless Black Kid High Boot with wide top; amply full at ankles for stout women. SIZES: 4 to 11. Widths: A, B, C, D, E, EE, EEE. **\$6.00** Postage 16¢ ext.

INDOOR comfort... that's RIGHT

FELT SLIPPERS

SOFT SOLES OR LEATHER SOLES
98¢ UP

16 S 704—These good-looking Slippers of Felt have a firm back counter and a shank—both unusual in a bed-room slipper and a great comfort if you have "extra weight to carry around." Padded, soft Chrome leather soles. Rubber heels. Trim of two-tone felt and fancy braids. Blue, brown or wine. **SIZES: 4 to 10. Our low price... 98¢**

16 S 64—The same Slipper, but with a firm **\$1.39** leather sole.... **Postage 8¢ extra per pair.**



RUBBER HEELS



KID BLACK OR BLUE

16 S 784
\$1.98



KID BLACK, BLUE or GREEN

16 S 708
\$1.49

16 S 708—Above: Such a smart all-around Boudoir Slipper! It's made of soft Kid, on a comfortable, extra-wide last, with soft, self-color leather sole and medium low, wooden heel. **COLORS: Black, blue or green. SIZES: 4 to 10... \$1.49**

16 S 784—At Left: Popular pompon style, Kid Boudoir Slipper. Sturdy all-leather sole and comfortable, medium low, wooden heel. **COLORS: Black or blue. SIZES: 4 to 10. Widths: B to EEE... \$1.98**



ELK BLACK BROWN or BLUE

16 S 734
\$1.19

BLACK KID

16 S 50
\$1.89

16 S 50—House Shoe made of Genuine Kid. Flexible, "Hand-turned" leather sole and a cushion felt insole. Medium low heel; rubber top-lift. It's light-in-weight and stays put comfortably because of strap. **COLOR: Black only. SIZES: 4 to 10. Comes in wide widths only. Pair... \$1.89**

16 S 734—Splendid buy in a house slipper that will last you for years. Soft, sturdy Elk leather, Indian Moccasin style with roomy toe. Pinking on the edge and the bow. Has Chrome leather sole; padded heel. **Colors: Black; brown; blue. Sizes: 4 to 10. Fine value at our price... \$1.19**

16 S 51—Just slip into this high Juliet Slipper! Snug around ankle and heel. Of soft Kid. "Hand-Turned" sole of leather; has elastic sores; scalloped front stay of patent leather. Medium low heel; top-lift of rubber. **Black only. SIZES: 4 to 11. In wide widths only. Price, pair... \$2.19**

OUTDOOR smartness... in WHITE



16 S 790
\$1.98

16 S 781
\$1.29

"We Want Mesh!"

Last Summer, our customers bought so many pairs of our style which was combined with cool, Cotton MESH, that we now offer two smart new shoes that "ventilate your feet!"

16 S 781—White Canvas Shoe with its entire front of cool, Cotton Mesh. Made to support feet thoroughly. Smart Cuban heel of canvas covered wood. **SIZES: 4 to 10. Widths: B to EEE. Pair... \$1.29**

16 S 790—Comfortable, White Kid Tie with a perforated kid toe-section; and sides of cool Cotton Mesh. Cuban heel is of wood covered with kid. **SIZES: 4 to 10. Widths: B, C, D, E, EEE. Pair... \$1.98**



16 S 791
\$1.98

16 S 793
\$1.59

16 S 791—Wear this White Elk Open Tie with dressiest Summer clothes. It's perforated just enough to make your feet look and feel cool. Comfortable all over. Nice and firm through arch. Cuban heel of wood, covered with kid. **SIZES: 4 to 10. Widths: B, C, D, E, EE, EEE. A fine shoe for the money \$1.98**

16 S 793—Isn't THIS an idea! A new White Oxford of Cotton SHANTUNG. Strippings to make your feet look smaller! Cuban heel of wood covered to match shoe. **SIZES: 4 to 10. Widths: B, C, D, E, EE, EEE. \$1.59**

Postage 8¢ extra. \$1.59

NOTE: Shantung Shoes are very smart with Shantung Clothes! See pages 36, 40 and 46



Pains in Heel
Pains in the Ankle, Calf and Knee
Pains in Instep
Pains and Cramping in Rear of Toes
Pains and Tenderness Under Instep
Painful Callouses on Ball of Foot

STOP FOOT PAINS

Fallen arches... burning, aching feet... dull aches in ankle, calf, or knee... cramps in toes... callouses... pains in toes, instep, ball, or heel... tiredness in feet or legs... all are quickly relieved if you wear this Arch Brace. It is light-in-weight and surprisingly comfortable.

Allments like these are caused by weakened foot muscles permitting displacement of tiny bones that press against nerves and blood vessels.

These Arch Braces, manufactured for us by the Jung Arch Brace Company, hold the bones in place and assist in strengthening the muscles. Pains and aches stop, and callouses gradually disappear. Braces are provided in two models—each in two widths, and in sizes for every foot. When ordering, please specify size and width of shoe you wear.

Model A—This model is for mild disorders of the feet, for pains in feet or legs, for tiredness and aches of short duration. It is a simple Band of Flesh-pink Super-elastic, shaped to fit your foot and, by firm and gentle pressure, holds your arch in normal, healthful position.

16 S 800—Two inches wide. For those who wear shoes smaller than size 8. **\$1.89**

16 S 801—Three inches wide. Recommended for those who wear shoes size 8 or larger. Our very low price, per pair... **\$1.39**

Model B—For extreme disorders of feet so often evidenced by severe pains, callouses, and over-fatigue. It is a Shaped Band of Flesh-pink Super-elastic as in Model A, with bottom of leather and a metatarsal arch-supporting pad of spongy rubber.

16 S 802—Two inches wide. For those who wear shoes smaller than size 8. **\$1.89**

16 S 803—Three inches wide. Recommended for those who wear shoes size 8 or larger. Our price, per pair... **\$2.39**



Ankle and Foot Brace
Supports Arch and Strengthens Ankles

16 S 810
\$1.39 EACH

16 S 810—For weak or enlarged ankles, we recommend the Jung Ankle Brace pictured above. It is made of Flesh-pink Super-elastic, skillfully shaped to fit the foot and ankle without wrinkling, and provides firm but gentle pressure exactly where needed.

Measurements required: around narrowest part of leg, just above ankle (X); and around the foot at instep (Y). State measurements to the exact fraction of an inch and we will send your correct size. Price for one brace... **\$1.39** (Post. 2¢) Price for two braces... **\$2.69** (Post. 3¢)

The Arch-Brace that Relieves Pain
FOUR STYLES
89¢ PAIR UP

Our Famous Lady Lane

OUR Lady Lane shoes are famous for many things, but especially for the arch comfort they give—and because they are low-priced, but low-priced in price only!

How can this be possible? Because we sell so MANY Lady Lane Shoes that we can buy their good leathers at decidedly advantageous prices—and we can produce their excellent workmanship at less.

Every Lady Lane Shoe on this and the following three pages has ALL these comfort features:

- Made on our own Combination Lasts, which means plenty of room through ball of the foot, and narrow, snug-fitting heel.
- Light-in-weight reinforced Steel Arch imbedded between inner and outer sole.
- Firm, extra-long, Inner Counter to give inner side of the arch full support.
- Carefully selected materials; expert workmanship throughout every shoe.

BESIDES... styles carefully planned to be smart and slenderizing, the two advantages not always easy to find in shoes for stout women, and especially in shoes so well-fitting and long-wearing.

Here are all the newest Lady Lanes, from sturdy walking shoes to shoes for your dressiest party. All so low-priced that you could purchase a whole shoe wardrobe for less than ten dollars!



Choice of these
SIX STYLES

\$ 2 19
PAIR



BLACK
OR
BROWN
LEATHER
OR
BLACK
KID

For the thousands who want an Oxford with "those comfortable lacings that come around over the tongue"—this Lady Lane Oxford is grand. In Black or Brown, and distinguished both by the comfort of the leathers and the very smart styling.

The tongue is of matching lizard-effect leather which also trims the side cut-outs. Military heel with a top-lift of rubber. Lady Lane arch-support features. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

- 16 S 272—Of a Black Calf-finished leather. Pair..... **\$219**
 - 16 S 273—Of a Brown Calf-finished leather. Pair..... **\$219**
 - 16 S 274—Genuine Black Kid **\$219**
- Postage 12¢ extra.

Choice of FOUR Leathers

Here is a "success story" if ever there was one! This smart Lady Lane Shoe has become such a stand-by in both Black Kid and Patent Leather that we made it also in WHITE and BLONDE to give you greater variety for Summer.

This very cool Open Tie is blissfully comfortable because of its Lady Lane arch-supporting features. It's SOFT on your feet, too, for like all Lady Lane shoes, it's made of good leathers and its workmanship is good despite its price.

The cut-out design at the sides is a modernized "fleur de lis" pattern that's highly attractive. A matching military heel (except on the White and Blonde models; see below). Rubber top-lift to absorb "shocks" of walking. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.

- 16 S 210—Made of serviceable, genuine Black Kid. Price, pair... **\$2.19**
- Postage 12¢ extra.
- 16 S 211—Of Black Patent Leather. Our low price, pair... **\$2.19**
- Postage 12¢ extra.
- 16 S 214—Made of White Kid-finished Leather with brown heels. **\$2.19**
- Postage 12¢ extra.
- 16 S 215—Made of Blonde Kid-finished Leather with brown heels. **\$2.19**
- Postage 12¢ extra.



WHITE
OR
BLONDE

BLACK KID
OR
BLACK PATENT
LEATHER



NATURAL
OR
WHITE
PARÉE
CLOTH

A Shoe you'll be proud to step out in, when the occasion calls for dainty, summery looking feet! We've used three smart fabrics to make it COOL: Parée Cloth, a firm cotton fabric, for quarter; light-weight Leather for tips and for the underlid, perforated trimming; and that great favorite, COTTON MESH, to let the breezes cool your feet! Made with all Lady Lane arch-supporting features—so comfortable you could dance all evening without an aching Military heel. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

- 16 S 275—Natural tan. Our very low price, pair..... **\$219**
 - 16 S 276—White. Our very low price, per pair..... **\$219**
- Postage 12¢ extra on each pair.



BLACK
PATENT
LEATHER
OR
BLACK
KID

Sensible, But
"Dressy," Too!

A sensible Shoe, smart enough for your dressiest afternoons—one of our loveliest and most flattering Lady Lanes! Equally pretty in Black Patent Leather or Black Kid. The delicate "spray" perforations and the scalloped appliqué trimming at sides are refreshingly unusual. And you'll get wonderful comfort, thanks to its Lady Lane arch-supporting features, graceful strap, and sensible military heel with rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. Fine value.

- 16 S 212—Black Patent Leather. Pair..... **\$219**
 - 16 S 213—Soft Black Kid. Per pair..... **\$219**
- Postage 12¢ extra on each pair.



BLACK
PATENT
LEATHER
OR
BLACK
KID

"Colonial" Charm
and Modern Comfort

Many newest fashions go back to "ye olden days" for inspiration, so this Colonial-type, step-in Shoe is right in step! It has the charm that graced costumes of long ago, PLUS modern Lady Lane arch-supporting comfort! Of Black Patent Leather or Black Kid, both with a tongue underlid with contrasting gray, which matches the stitching and which comes HIGH up on your instep over a flexible piece of elastic. Military heel; a rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

- 16 S 277—Black Patent Leather, Per pair... **\$219**
 - 16 S 278—Black Kid. Our price, per pair... **\$219**
- Postage 12¢ extra on each pair.



MEDIUM
LOW
HEELS

WHITE CANVAS

16 S 279—And here is your all-round, all-summer Shoe, of cool WHITE CANVAS! Wear it with cottons, sports frocks or even with simple types of silks! Because it's a Lady Lane shoe, it has the light-weight, firm arch-supporting features you'll welcome gratefully in hot weather when your feet have a natural tendency to swell and feel tired. Because it has six eyelets, it gives a good, high grip to your whole foot. Classic stitching to match brown, medium low leather heel with rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. Our price, pair..... **\$2.19**

Postage 12¢ extra.

ARCH-SUPPORTING SHOES

Choice of these
EIGHT STYLES

\$2.98
PAIR



BLONDE or WHITE
LEATHER
EACH WITH
BROWN TRIMMING

This Shoe has all the country club style of "spectator sports shoes"—smart and comfortable for watching tennis games and the like. PLUS... the arch-supporting features of all Lady Lane shoes, as fully described on page 56! Made of Calf-finished Leather in Blonde-and-dark brown or White-and-dark brown. Both with leather soles, sporty looking perforations, and medium low heels with rubber top-lifts. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 S 309—Blonde-and-dark brown. Pair... } **\$2.98**
16 S 310—White-and-dark brown. Pair... }
Postage 12¢ extra on each pair.

BLACK
KID
OR
BROWN
KID



Two-Tone
Trimming

Lady Lane Oxford; comfortable, smart, long-wearing. Of Black or Brown Kid with neat perforations and a cut-out design at sides, underlaid with two-tone, harmonizing leather. Lady Lane arch-supporting features. Military heel; rubber top-lift. SIZES: 4 to 11. Widths: A to EEE.

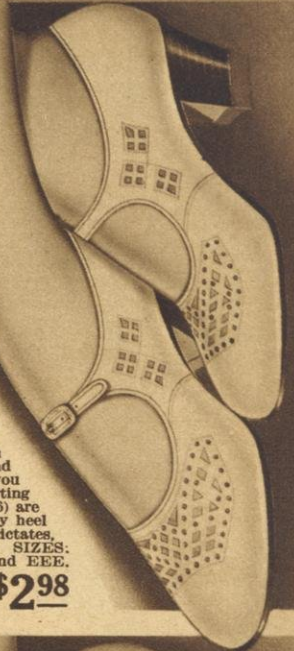
16 S 373—Black Kid. Pair... } **\$2.98**
16 S 372—Brown Kid. Pair... }
Postage 12¢ extra per pair.

16 S 265—At Left: In simplicity and glove-fitting comfort, this very popular Lady Lane Oxford "hits the nail right on the head." It's of good quality Black Kid with all the Lady Lane arch-supporting features described on page 56. And it's a triumph for only \$2.98! Conservative perforations. Medium low heel with rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE. Price, pair... } **\$2.98**
Postage 12¢ extra.

WHITE CALF
OR
BLONDE CALF

Have "air-cooled" feet and SMART feet, too—by wearing these new Lady Lane Shoes! They are of sturdy Calf in your choice of White or Blonde, both with cut-outs as well as perforations on vamp and at each side, in modern formation that makes them definitely New.

Wear them with all your Summer clothes... they're tailored enough for sports things and dainty enough for silks or prints. Walk in them and give them all sorts of wear-tests—you will discover that their arch-supporting features (as fully described on page 56) are a great comfort. The smart military heel is brown according to fashion's dictates, and it has rubber top-lift attached. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.
16 S 307—White Calf. Per pair, } **\$2.98**
16 S 308—Blonde Calf. Pair... }
Postage 12¢ extra on each pair.



WHITE CALF
OR BLACK
PATENT LEATHER

There's something nice and youthful about this Lady Lane Shoe, mainly on account of its "T-strap" arrangement and its cool, open cut-outs and perforations that give it that "sandal-look" which has become so smart for all occasions.

Of White Calf, or of Black Patent Leather, both with military heels made of covered wood. And each, of course, is marvelously comfortable on your feet due to its arch-support features (see on page 56). SIZES: 4 to 11. Widths: A to EEE.
16 S 360—White Calf. Pair... } **\$2.98**
16 S 361—Black Patent Leather. }
Postage 12¢ extra on each pair.



WHITE KID
OR
BLACK KID

All the Lady Lane Shoes on this page look as though they cost a great deal more than \$2.98—but particularly this stunning Oxford... It's so well-made and so slenderizing.

Of White Kid with brown heels; or of Black Kid with black heels. Unusual cut-out sections at the sides underlaid with matching embossed calf that looks like reptile. Perforations and pinked edge at sides and front are smart. Lady Lane arch-support features take care of your foot-comfort perfectly. Military heel with rubber top-lift. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.
16 S 391—Of White Kid. Pair... } **\$2.98**
16 S 389—Of Black Kid. Pair... }
Postage 12¢ extra on each pair.



MEDIUM
LOW
HEELS

BLACK KID



BLACK
KID
OR
BROWN
KID

A New Open-Tie
With Reptile Trim

We've done a fine job on this Lady Lane Open Tie. A matching, perforated strip of Lizard-effect leather comes from one side and ends on the other in two very graceful strips. This Shoe is of good quality Kid, in Black or Brown, with cut-outs and perforations at each side. Lady Lane arch-supporting features (fully described on page 56). Military heel with a rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.
16 S 303—Black Kid. Price, per pair... } **\$2.98**
16 S 304—Brown Kid. Price, per pair... }
Postage 12¢ extra on each pair.

BLACK
SATIN
OR
BLACK
KID

For "Best" and for
Street-Wear, Too

Here's a Lady Lane Shoe that's dressy enough for parties and yet entirely sensible for street wear, too. Of Black Satin or Black Kid, each with black calf for the scalloped and perforated side cut-outs and for the smart, matching appliques on the vamp. Comfortable Cuban heel of wood, covered to match the shoe. Lady Lane arch-support features as fully described on page 56. SIZES: 4 to 11. Widths: C, D, E, EE and EEE.
16 S 301—Black Satin. Price, pair... } **\$2.98**
16 S 302—Black Kid. Price, pair... }
Postage 12¢ extra on each pair.

Lady Lane ARCH-SUPPORTING

CHOICE OF THESE SEVEN STYLES

\$3.98
PAIR



WHITE
KID
BLONDE
KID

OR
BLACK
KID

An Oxford with *imagination!* That's why this Lady Lane is slated for such great success. Very lovely and cool-looking in White or Blonde, and stunning in Black... all in soft Kid that feels grand on your feet.

Has all the arch-supporting features described on page 56, plus distinction all its own. See how cleverly the cut-outs and perforations are emphasized towards the center to make feet look smaller. Military heel; a rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 S 311—White Kid; brown heel... } **\$3.98**
16 S 312—Blonde Kid; brown heel... }
16 S 313—Black Kid; black heel... } Postage 12¢ pr.



BLACK
KID
OR
BROWN
KID

Lizard-effect Appliqués

Good all-around comfort combined with smart lines make this Lady Lane Oxford a real joy, whether you wear it daily or save it for "best." Comes in choice of Black Kid or Brown Kid, and in a quality that is delightfully soft and soothing, but well-wearing. The whole shoe, in fact, is very flexible yet gives you firm arch-support. (Read about the arch-supporting features on page 56!) Notice the smart, lizard-effect leather appliqué and the cut-outs which "dress up" the front of this shoe. Military heel; top-lift of rubber. SIZES: 4 to 11. Widths: C, D, E, EE, EEE.

16 S 314—Black Kid. Price, per pair... } **\$3.98**
16 S 315—Brown Kid. Price, per pair... }
Postage 12¢ extra on each pair.



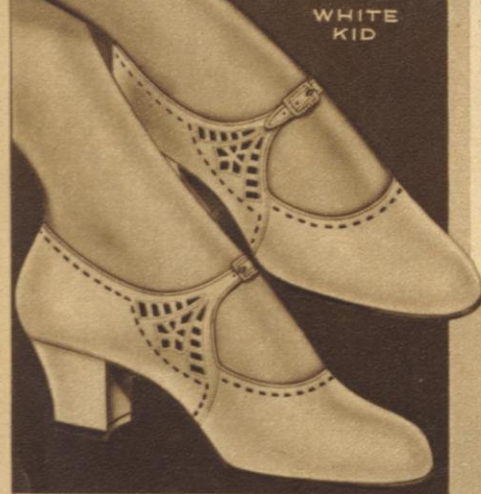
BLACK
KID
OR
PATENT
LEATHER

If you admire youthful feet, this new Lady Lane Shoe will suit you to a "T"—for that's the shape of its graceful strap arrangement. How cool a shoe it is, too—for even the strap which goes up the instep has open "lattice work"!

Comes in choice of Black Kid or Black Patent Leather... both with an unusually pleasing, perforated design on each side, and both with all our Lady Lane arch-supporting features described on page 56.

Despite its graceful Louis heel (wood covered to match shoe), and general daintiness, this shoe will give you sublime comfort and wear. SIZES: 4 to 11. Widths: C to EEE.

16 S 316—Black Kid. Price, per pair... } **\$3.98**
Postage 12¢ extra.
16 S 317—Black Patent Leather. Our price, per pair... } **\$3.98**
Postage 12¢ extra.



WHITE
KID

Center-Buckle Shoe

"I want a WHITE Strap Shoe but it must have *dash!*" It's in answer to this wish of many smart stout women that we offer this Lady Lane shoe in Kid.

And it looks as though it were much more than a \$3.98 shoe! Comfortable (that's the first requisite) because it possesses all the arch-supporting features fully described on page 56. And it is "dashing" because of its center-buckle, unusual cut-outs and oblong perforations which look like laces. A military heel of wood covered with white kid. SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.

16 S 362—White, with black patent leather underlays... } **\$3.98**
16 S 363—In All-White. Per pair... } Postage 12¢ pr.



BLACK
KID
OR
BROWN
KID

We told our designers to do something different with an Open Tie—and this smart, new Lady Lane is the result.

It is of Black or Brown Kid, each with underlays in a harmonizing color beneath the perforations, which are generously used at the front, sides and back to furnish a Summery look and the optical illusion of smaller feet.

You can walk or stand or work or play in these shoes, because they give wondrous comfort to arches, plenty of room to toes, and have a snug heel which won't slip—(just some of their many Lady Lane features described on page 56). Has comfortable military heel with rubber top-lift. SIZES: 4 to 11. Widths: A to EEE.

16 S 368—In black with gray underlays... } **\$3.98**
Postage 12¢ ex.
16 S 369—Brown with blonde underlays... } **\$3.98**
Postage 12¢ ex.



BROWN
KID
OR
BLACK
KID

New York's smart women business executives often wear Shoes like this new Brown or Black Kid Lady Lane Oxford, for they MUST have foot-comfort and smartness, too. Its efficient-looking, simple style is "fancied up" just enough with tasteful stitching and cut-outs on the front, and with graduated perforations at the sides. The Lady Lane features see to it that you have snug-fitting heels, roomy toes and the right arch-support. Military heel with rubber top-lift.

SIZES: 4 to 11. Widths: A, B, C, D, E, EE and EEE.
16 S 366—Brown Kid. Our price, per pair... } **\$3.98**
16 S 367—Black Kid. Our price, per pair... }
Postage 12¢ extra on each pair.



BLACK
REPTILE
OR
BLACK
KID

We show the big picture of this smart Lady Lane Shoe in Black Lizard-effect Leather, for reptiles are so fashionable this season to wear with new tailored suits and chic clothes. And though the "reptile" we've used is nice and pliable, we have also made this shoe up in very soft Black Kid, which we suggest you choose if your feet are exceptionally tender.

Both have slenderizing side cut-outs and are trimmed with black and silver-colored calf. And of course, all the famous Lady Lane arch-support features for your comfort (see page 56). Modified Cuban heel of covered wood. SIZES: 4 to 11. Widths: A to EEE.

16 S 318—Lizard-effect leather. Price, pair... } **\$3.98**
16 S 319—Soft Kid... }
Post. 12¢ ext. per pair.

SHOES *Superior QUALITY; Smartly STYLED;* *Sturdily BUILT, for STOUT WOMEN*

CHOICE OF THESE FIVE STYLES

\$ **3.98**

PAIR



MILITARY HEELS



MEDIUM LOW HEELS

BLACK KID

Any woman "on her feet a lot" will be grateful for the comfort of these conservative Lady Lane Oxfords, and for their unusually serviceable leather. They are made of soft, strong quality Black Kid. Perforations trim the quarter and form a wing-tipped effect. Arch-supporting features. Choice of two heel-heights; each with a rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 S 262—With medium low heel. Pair... } **\$3.98** Postage 12¢ ext. 16 S 264—With military heel. Pair... }

You'll get a great deal of service and comfort from these Lady Lane Oxfords, which are really very amazing values at this price. We've used a smart, new, Bark-effect Embossed Calf with plain matching calf for the trimming. Our special arch-supporting features (described fully on page 56) and military heel with rubber top-lift give splendid support and a well-balanced feeling. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 S 327—Brown Calf. Our low price, per pair... } **\$3.98** Postage 12¢ ext. 16 S 328—Black Calf. Our low price, per pair... }



BLACK OR BROWN EMBOSSED CALF



BLACK KID OR BLUE KID



BLACK KID

B

WHITE KID OR GRAY KID

A

THREE STYLES in the same pattern



BLACK KID OR BROWN KID

C

After this pattern was picked as a "sure to be popular" design, some of us said, "perfect for a One-strap" . . . Others of us said, "Do plan it for an Oxford" . . . so we compromised and had it made up both ways—and then, to be certain, we added an Open-Throat Oxford, too. All of them look so nice that we decided to picture the three and let *you* decide which is the best for you.

A And here is the much discussed, perforated and cut-out pattern in a One-Strap Lady Lane Shoe. It is very pretty, isn't it? It certainly lends a whole lot of style to this Black or Blue Kid Shoe. Special arch-supporting features and a military heel with a rubber top-lift for comfort. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 S 325—Black Kid. Price, pair... } **\$3.98** 16 S 326—Blue Kid. Price, pair... }

B We added an underlay of matching lizard-effect leather for this dressy Open-Throat Oxford, but the perforations and cut-outs are the same. In three shades of Kid: White, Light Gray or Black. All our Lady Lane arch-supporting features. Modified Cuban heel of wood, covered with kid. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 S 320—White Kid. Price, pair... } **\$3.98** 16 S 321—Gray Kid. Price, pair... } 16 S 322—Black Kid. Price, pair... }

C Last but not least comes the Oxford featuring exactly the same pattern as described above in the open-throat style. This smart Lady Lane Shoe is offered in your choice of Black or Brown Kid. Our restful arch-supporting features are included. Military heel with a rubber top-lift. SIZES: 4 to 11. Widths: C, D, E, EE and EEE. 16 S 323—Black Kid. Price, pair... } **\$3.98** 16 S 324—Brown Kid. Price, pair... } Postage 12¢ extra on each pair of above shoes.

Goodyear Stitched Shoes for STOUT WOMEN



BLACK KID

\$ **2.98** UP PAIR

For Comfort

Famous "Southern" Tie in two good qualities of Black Kid, made on the same comfort principles as children's shoes; a wide, low rubber heel; broad, roomy toe; a Goodyear stitched leather sole. It's an ideal work or sport shoe, designed for comfort and service. SIZES: 4 to 11. In wide widths only. 16 S 22—Good quality with short leather counter. Good value at our very low price... } **\$2.98** Postage 12¢ extra. 16 S 21—Fine quality with a long leather counter and arch-supporting features that keep your feet feeling "fit." An exceptional value. Price, **\$3.98** Postage 12¢ extra.



HAZEL-NUT TAN or WHITE LEATHER

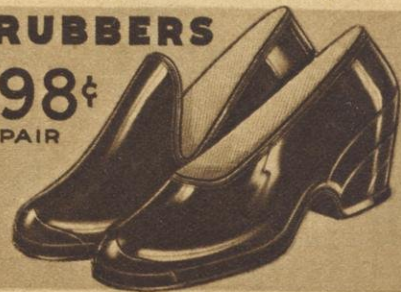
\$ **1.98** PAIR

Air-Cooled

Here's a very extraordinary value! Only \$1.98 for this well-made and attractive Sport Shoe of good, sturdy leather in Hazel-nut tan with brown or in All-white (see the small view). Goodyear stitched, sport rubber sole makes this shoe an ideal one for all kinds of sports. Perforations to keep you cool. Rubber heel. SIZES: 4 to 11. Wide widths only. 16 S 19—Hazel-nut tan leather... } **\$1.98** 16 S 20—All-white leather. Pair... } Postage 12¢ extra on each pair.

RUBBERS

98¢ PAIR



Best quality, Black Rubbers made with a durable lining. Two models—low-cut or storm style. SIZES: 4 to 11. Order same size and width as your shoes.

Low-Cut Rubbers—Choice of Heels

16 S 831—For military heels. Pair... } **98¢** 16 S 833—For medium low heels... } 16 S 835—For Cuban or Louis heels... } Postage 10¢ extra on each pair.

Storm Rubbers—Choice of Heels

16 S 832—For military heels. Pair... } **98¢** 16 S 834—For medium low heels... } 16 S 836—For Cuban or Louis heels... } Postage 10¢ extra on each pair.

RAYON JERSEY UNDERWEAR



Superior Quality

14 S 821
VEST

14 S 882
BLOOMERS

UNION SUIT
14 S 775
OPEN STYLE
14 S 776
CLOSED STYLE

\$1.59
EACH



14 S 107
UNION SUIT
CLOSED STYLE

Choice
\$1.00
EACH

14 S 108
STEP-IN
CHEMISE
THREE-PIECE
CUT

It pays to pay a bit more for Rayon Jersey Underwear when it is of this superior, long-lasting quality. Longer, stronger, silkier rayon threads, more closely knitted. Vest, Bloomers and Union Suit; well-fitting; roomy; well-washing.

PICTURED ABOVE: Union Suit of superior quality, dull-finished Rayon Jersey. Reinforced under the arms and at the crotch for long wear. Bull-up top with drawstring. Your choice of open or closed style. COLOR: Flesh-pink only. SIZES: 40 to 58 bust.

14 S 775—Open-style with wide-lapped seat... } **\$1.59** Post.
14 S 776—Closed style; convenient wide legs. } 6¢ ex.

PICTURED AT LEFT: Vest and Bloomers fashioned of superior quality Rayon Jersey. COLORS: Flesh-pink, peach or orchid.

14 S 821—Vest: made with built-up shoulders; neck and armholes are tallored. Drawstring at neck. SIZES: 36 to 58 bust. Our exceptionally low price is only **98¢** 3¢ ex.

Bloomers: made with reinforced crotch for long wear. Have elastic at the waist and at the knees. In three well-fitting sizes.
14 S 882—50-inch hip. 27 inches long. Price... } **98¢** Post.
14 S 883—56-inch hip. 28 inches long. Price... } 3¢ ex.
14 S 884—66-inch hip. 30 inches long. Price...

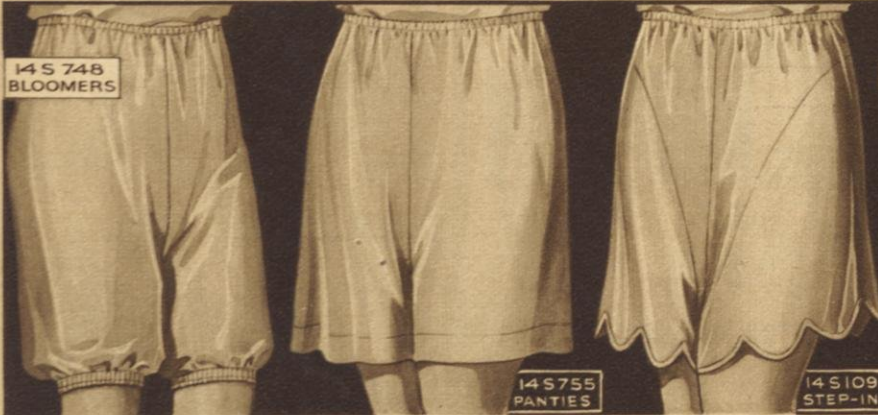
Here are two of the best values we've ever offered in Rayon Jersey Underwear! Your choice of an excellent Union Suit and a lovely Chemise, either one for only a dollar! They are cut and shaped to fit stout figures roomily yet very smoothly, and will give you a lot of wear and real satisfaction. Wash exceptionally well.

14 S 107—PICTURED ABOVE: Rayon Jersey Union Suit, in built-up top style with drawstring for adjustment. Notice the slenderizing lines, which mean that it's made right. In closed style, but with convenient wide legs. COLOR: Tea-rose only. SIZES: 36 to 50 bust. Our price... **\$1.00** Postage 6¢ extra.

14 S 108—PICTURED AT RIGHT: Step-In Chemise of Rayon Jersey, so pretty you'll forget it was only a dollar! Made on the popular "Three-piece-cut" which gives you so much comfort and such smooth lines, especially if you have extra-wide hips. The picoted self-material shoulder straps and applique lace at the front will look dainty with sheer frocks. Drawstring. Reinforced crotch. Convenient slashed sides. COLORS: Tea-rose or orchid. SIZES: 36 to 58 bust. A fine value. Our exceptionally low price, only... **\$1.00** Postage 6¢ extra.

Choice
VEST
OR
BLOOMERS

98¢
EACH



14 S 748
BLOOMERS

14 S 755
PANTIES

14 S 109
STEP-INS

Choice of
FOUR STYLES

69¢ EACH
OR ANY
3 for
\$2.00



14 S 77
VEST

Well-Fitting Bloomers

These extra-size and well-fitting Bloomers of good quality Rayon Jersey are 69¢, or three for \$2.00. Cut full and roomy, yet never appear bulky. Reinforced crotch insures long wear. Elastic at the waist and at the knees. COLORS: Flesh-pink or Nile green.

14 S 748—50 in. hip. 25 inches long. Price, } **69¢**
14 S 749—56 in. hip. 26 inches long. Price, } Postage 3¢ extra.
14 S 750—66 in. hip. 27 inches long. Price, }

Tailored Panties

Only 69¢, or three for \$2.00 are our low prices for these extra-size Panties fashioned of good quality Rayon Jersey. Elastic at waist. Reinforced crotch. Wide legs. Cut full and roomy, and yet they never look bulky. COLORS: Nile green or flesh-pink.

14 S 755—50 in. hip. 21 inches long. Price, } **69¢**
14 S 756—56 in. hip. 22 inches long. Price, } Postage 3¢ extra.
14 S 757—66 in. hip. 24 inches long. Price, }

Dainty Step-ins

These Step-ins of Rayon Jersey are NEW and a real bargain at only 69¢, or three for \$2.00. This pretty, scalloped style is made to fit smoothly, without a wrinkle, yet comfortably. Reinforced crotch. Elastic at waist. COLORS: Flesh-pink; Nile green.

14 S 109—50 in. hip. 21 inches long. Price, } **69¢**
14 S 110—56 in. hip. 22 inches long. Price, } Postage 3¢ extra.
14 S 111—66 in. hip. 24 inches long. Price, }

Extra-size Vest

14 S 77—Well-fitting, tallored Rayon Jersey Vest to wear with the bloomers, the panties or the step-ins pictured at left. Only 69¢ each, or three for \$2.00. Made in extra-size, of course, to fit you roomily, but skilfully shaped to slenderize the figure. Reinforced under the arms; tallored armholes; built-up top; drawstring. COLORS: Flesh-pink or Nile green. SIZES: 36 to 58 bust. Our price... **69¢** Postage 3¢ extra.

OUR SPECIAL OFFER: You of these FOUR styles... any combination of three may, if you wish, purchase ANY **3** or three of one style, at the special low price of **\$2.00** Postage 7¢ extra.

"Any 3 for \$2.00" as stated in this special offer, means any three Bloomers; any three Vests; any three Panties; any three Step-ins; OR—any three different styles! You save money this way, and similarly, you save on the many other "SPECIAL OFFERS" throughout this entire book.

Run-Resisting RAYON JERSEY



Superior Quality

14 S 485
VEST

Choice
VEST OR
PANTIES
\$1.00
EACH

14 S 490
PANTIES

You can treat yourself to lovely underwear with a perfectly clear conscience when you select it in Run-Resisting Rayon Jersey, for though it feels and looks luxurious it's really one of the most practical materials available—well-wearing, cool and a joy to wash. We've used it in a superior quality for the Vest and Panties pictured above—two garments that will bring real joy and comfort to women of stout figure. COLORS: Tea-rose, flesh-pink or Nile green.

14 S 485—Vest: band-finished at neck and armholes. Drawstring at neck. SIZES: 36 to 58 bust. Our price, only... **\$1.00**
Postage 3¢ extra.

Panties with French band top and elastic at back of waist. Cut full and roomy, yet will never look bulky. Reinforced crotch.
14 S 490—50 hip. 22 ins. long.
14 S 491—56 hip. 23 ins. long.
14 S 492—66 hip. 25 ins. long.
Postage 3¢ extra on each. **\$1.00**



Superior Quality

14 S 599
OPEN
STYLE

14 S 668
CLOSED
STYLE

\$1.39
EACH

UNION SUIT

You'll feel sleek and slim and delightfully cool in this tailored Union Suit—designed to fit you "freely" and made of superior, Run-Resisting Rayon Jersey. It comes in open or closed style, each reinforced at crotch. The reinforcement under the arm makes it wear longer and also protects your perspiration. For its double thickness absorbs perspiration. COLOR: Flesh-pink. SIZES: 40 to 58 bust.

14 S 599—In open style with a wide-lapped seat. Our new, very low price... **\$1.39**
Postage 6¢ extra.

14 S 668—In closed style; with a wide knee that affords all the convenience of the open style. Our new low price... **\$1.39**
Postage 6¢ extra.



Choice of TWO MATERIALS

14 S 827
\$1.00
GLOVE SILK
14 S 848
\$1.98

STEP-IN CHEMISE

This Step-in Chemise will fit any stout figure beautifully, but it is particularly suitable for the woman whose hips are large in proportion to her bust and waist. Made in "three-piece cut" that fits so smoothly and comfortably. In fact, it's such a wonder that we've made it in the two materials described below. Straight bodice top with drawstring. Wide, scalloped legs are slashed at sides. Reinforced crotch. SIZES: 36 to 58 bust.

14 S 827—Of Run-Resisting, Rayon Jersey. COLORS: Pink or Nile green... **\$1.00**
Postage 6¢ extra.

14 S 848—Of exquisite, Pure-Dye, Milanese Glove Silk. COLOR: Tea-rose... **\$1.98**
Postage 6¢ extra.



14 S 90
VEST

14 S 91
STEP-INS

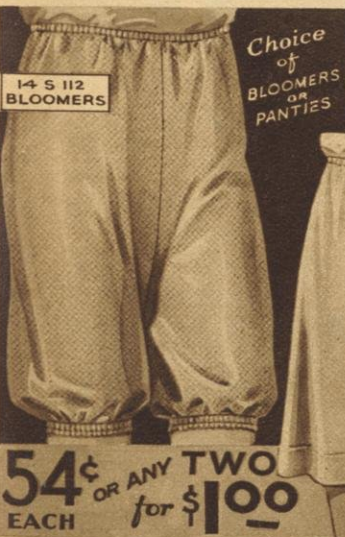
Choice
VEST OR
STEP-INS
54¢
EACH
OR ANY
TWO for
\$1.00

We have taken extra pains to design even this simple Vest and these Panties in sizes that fit you smoothly, yet allow plenty of freedom. Both garments are made of lovely, Run-Resisting Rayon Jersey—silky and luxurious to the touch—and are so practical you will never want to be without them. COLOR: Tea-rose only.

14 S 90—Vest: bodice top; drawstring. Reinforced under the arms. SIZES: 36 to 58 bust. Our very low price... **54¢**
Postage 3¢ extra.

Step-ins: reinforced crotch. Scalloped bottom; slashed sides. Elastic at waist.
14 S 91—50 hip. 21 ins. long.
14 S 92—56 hip. 22 ins. long.
14 S 93—66 hip. 24 ins. long.
Postage 3¢ extra on each. **54¢**

SPECIAL OFFER: One of each or two of either style for only... **\$1.00**
Postage 5¢ extra.



Choice of BLOOMERS OR PANTIES

14 S 112
BLOOMERS

54¢ OR ANY TWO for \$1.00 EACH

Bloomers and Panties designed with skill to give you all the freedom and ease you could possibly want, and yet they fit slimly and smartly without a bulge anywhere. Both of them are fashioned of good quality, Run-Resisting Rayon Jersey—that lovely, long-wearing fabric that is so cool and so practical, and doesn't have to be ironed! Both garments match vest 14 S 90 pictured at the upper right. They're fine values at 54¢ each, or if you wish you may buy ANY TWO for only \$1.00.

Bloomers: Elastic at waist and knees. Extra-long reinforcement at the crotch. Tea-rose only.
14 S 112—50 inches hip. 25 inches long... **54¢**
14 S 113—56 inches hip. 26 inches long...
14 S 114—66 inches hip. 27 inches long...
Post. 3¢ ex.

Panties: Elastic at the waist. Convenient, full-cut leg that's delightfully cool. Tea-rose only.
14 S 54—50 inches hip. 21 inches long... **54¢**
14 S 55—56 inches hip. 22 inches long...
14 S 56—66 inches hip. 24 inches long...
Post. 3¢ ex.



DULL-FINISH FANCY RAYON JERSEY STEP-INS

14 S 121
69¢

A fancy, NEW, dull-finished Rayon Jersey that is knitted with a lovely self-color stripe—delightfully cool and well-wearing—is used for these Step-ins. You'll love their smooth, silky texture and you'll be delighted with their easy, well-fitting lines.

The legs are wide, slashed at the side and band-finished. Reinforced crotch. Elastic at waist. Flat-lock seams. Colors: Flesh-pink; tea-rose.

14 S 121—50 inches hip. 21 inches long. Price... **69¢**
14 S 122—56 inches hip. 22 inches long. Price...
14 S 123—66 inches hip. 24 inches long. Price...
Post. 3¢ ex.



IMPORTED LACE

14 S 115
STEP-INS

We've heard lots of women say that pretty underwear is as good as a Spring tonic—if that's true then these Step-ins and Panties should do you a world of good because they certainly are pretty!

Just see their trimming of lovely, Imported Lace and notice how nicely they're made. And just wait 'til you try them on! They're of superior quality, Run-Resisting Rayon Jersey—cool and so beautifully cut that there's not a strain or a bulge anywhere. But for all their beauty, they are practical, too, for they wear well and are very easily laundered. The crotch is reinforced to insure long wear. Elastic at the back of the waist. COLORS: Flesh-pink, tea-rose or light blue.

Step-ins
14 S 115—50-inch hip. 22 ins. long... **\$1.00**
14 S 116—56-inch hip. 23 ins. long...
14 S 117—66-inch hip. 25 ins. long...
Post. 3¢ ex.



Superior Quality

IMPORTED LACE

14 S 118
PANTIES

Choice of STEP-INS OR PANTIES \$1.00 EACH

Step-ins
14 S 118—50-inch hip. 22 ins. long... **\$1.00**
14 S 119—56-inch hip. 23 ins. long...
14 S 120—66-inch hip. 25 ins. long...
Post. 3¢ ex.

Panties
14 S 118—50-inch hip. 22 ins. long... **\$1.00**
14 S 119—56-inch hip. 23 ins. long...
14 S 120—66-inch hip. 25 ins. long...
Post. 3¢ ex.

New and Flattering

NIGHTGOWNS

Imported Lace



Run-Resisting RAYON JERSEY
14 S 124
\$1.98

RAYON JERSEY
14 S 125
\$1.39

14 S 125—Imported Lace lavishly trims this exquisite, very low-priced Nightgown of soft Rayon Jersey.

Flattering and feminine yet comfortable—those youthful over-lapping shoulders, for instance, are both pretty and practical. Piped at back of neck with self-material. There is a dainty ribbon sash.

COLORS: Tea-rose, light blue or orchid. SIZES: 36 to 58 bust. Our unusually low price... **\$1.39**
Postage 8¢ extra.

Double Cape Sleeves

14 S 124—This fine Nightgown is in SIZES for stout women, but in a STYLE copied from a regular-size nightgown. Of superior quality Run-resisting Rayon Jersey, with double cape sleeves, the top one of satin-finished rayon jersey in contrasting color to match the front trimming. Daintily embroidered. Ribbon sash.

COLORS: Pink with light blue; Nile green with pink; orchid with tea-rose; tea-rose with Nile green. SIZES: 36 to 58 bust. Our unusually low price... **\$1.98**
Postage 8¢ extra.

RAYON Jersey
Imported Lace

TWO-PIECE LOUNGING OR SLEEPING PAJAMAS

Run-Resisting RAYON JERSEY



Choice \$1.98 EACH

14 S 126

14 S 127

14 S 126—You'll feel like a lady of leisure for sure in these Two-Piece Pajamas. Lounge in them, sleep in them—you'll love the smooth feeling of their Rayon Jersey; their flattering modest lines; and the excellent way they wear. That's Imported Lace on the front of the blouse; the tiny, smart, cool sleeves are of dainty silk net. Trousers have elastic at waist; wide, comfortable legs.

COLORS: Tea-rose or light blue. SIZES: 36 to 58 bust. Our low price... **\$1.98**
Post. 10¢ extra.

14 S 127—Lounge or sleep in these stunning Two-Piece Pajamas all you like—they're fashioned of Fast-color, Run-resisting Rayon Jersey that will stand plenty of hard wear. Note the flattery of the contrasting color, satin-finished Rayon Jersey front trimming, appliques, and binding around the smart scalloped bottoms. Elastic at the waist of trousers.

Black with Nile green; orchid with purple; also light blue with tea-rose. SIZES: 36 to 58 bust... **\$1.98**
Postage 10¢ extra.

Choice of TWO Styles

79¢ EACH Run-Resisting RAYON JERSEY



14 S 101 BLOOMERS



14 S 104 PANTIES

DOUBLE PANEL IN SEAT and CROTCH

Two popular styles in our fine, durable, Run-Resisting Rayon Jersey—designed with a DOUBLE self-material panel in back from crotch and seat to waist; wear "twice as long." Choice of Bloomers or Panties; both are full-cut and extra-size with smooth, flat-lock seams. COLORS: Flesh-pink; tea-rose; light blue. Good values!

Bloomers

With double panel from crotch to waist. Elastic at waist and knees.
14 S 101—50-inch hip. 27 inches long. Price... **79¢**
14 S 102—56-inch hip. 28 inches long. Price...
14 S 103—66-inch hip. 30 inches long. Price...
Postage 3¢ extra.

Panties

With double panel from crotch to waist. Elastic at waist. Wide legs.
14 S 104—50-inch hip. 22 inches long. Price... **79¢**
14 S 105—56-inch hip. 23 inches long. Price...
14 S 106—66-inch hip. 25 inches long. Price...
Postage 3¢ extra.



Step-In Chemise PURE GLOVE SILK PIN POINT MESH

14 S 128 \$1.59

14 S 128—Luxurious Step-In Chemise, of Pure Glove Silk in an open-work "pin-point" mesh that is both smart and cool.

Notice the three-piece cut, designed for smooth and very comfortable fit (it is especially nice if you have wide hips)! Dainty, scalloped bottom; fine ribbon shoulder straps; all in all, lovely enough for a trousseau! Shaped top, front and back. Wide, slashed legs. Reinforced at crotch for longer wear.

COLOR: Tea-rose. SIZES: 36 to 58 bust. **\$1.59** Post. 6¢ ex.



14 S 129 \$1.00

Pure Glove Silk MESH PANTIES

Now stout women, too, can have Pure Glove Silk Panties that are mostly open-work MESH! The front and back have solid, graduated panels from the waist all the way down. The rest... well, you will feel a little bit daring, but gloriously cool! Wide legs finished at bottom with wide bands of the solid glove silk. The wide band around the waist is made of fancy rayon elastic. COLOR: Tea-rose only.

14 S 129—50-in. hip. 21 ins. long...
14 S 130—56-in. hip. 22 ins. long...
14 S 131—66-in. hip. 24 ins. long... **\$1.00**
Postage 3¢ extra on each.

EXTRA-SIZE NIGHTWEAR with a full measure of COMFORT and STYLE



Fast-Color

Imported Lace

TWO-PIECE PAJAMAS
BROADCLOTH
14 S 132
\$1.79
RAYON FLAT CREPE
14 S 133
\$1.98



Imported Lace

WASHABLE CREPE
14 S 135
\$1.59

Bias Cut

SUPERIOR QUALITY
BATISTE NIGHTGOWN
14 S 136
\$1.98



CAMBRIC NIGHTGOWN
LONG or SHORT Sleeves
\$1.00 EACH

14 S 651

14 S 800

New . . . Cool!
14 S 135—We set out to make up a Nightgown that every stout woman would call "perfect." First we selected Washable Cotton Crepe for its material because it's so popular for its coolness, wear and easy laundering. (It needn't be ironed). Then, we cut it on our famous lines, for freedom without bulkiness, made the seams strong and the little cap sleeves an ideal length to fall gracefully. Then, we used lovely Imported Lace around the pretty "V" neck, back and front, on the sleeves and for the appliques on the front, and we hemstitched a stunning modern design! The result's a knockout in style and value!
COLORS: Flesh-pink; white, tea-rose or orchid.
SIZES: 36 to 58 bust.
Our price. . . . **\$1.59**
Postage 6¢.



Imported Lace

RAYON FLAT CREPE 14 S 137 \$1.98	WEIGHTED ALL-SILK FLAT CREPE 14 S 138 \$2.98	"PURE DYE" ALL-SILK FLAT CREPE 14 S 139 \$3.98
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This smart Nightgown comes in choice of three lovely materials! Flattering front trimming is made of exquisite Imported Lace, open for a few inches down the front with center ties of the lace. Same lace very prettily trims neck all around and the dainty cap sleeves. There are ribbon ties from each side. SIZES: 36 to 58 bust.
14 S 137—Rayon-and-Cotton Flat Crepe. Nile green or flesh-pink. Price. . . . **\$1.98**
14 S 138—Weighted All-Silk Flat Crepe. Tea-rose or light blue. Price. . . . **\$2.98**
14 S 139—Pure-Dye All-silk Flat Crepe. Exceptionally fine, tested quality. Tea-rose or Mona (pastel) blue. . . . **\$3.98**
Postage 6¢ extra on each.

Two-piece Sleeping or Lounging Pajamas. Fast-color. Neatly piped with contrasting self-material. Elastic at back of roomy trousers. SIZES: 36 to 58 bust meas.
14 S 132—Of Cotton Broadcloth. Colors: Light blue; orchid; pink. . . .
Postage 8¢ extra. **\$1.79**
14 S 133—Rayon-and-Cotton Flat Crepe. Colors: Nile green; pink. . . .
Postage 8¢ extra. **\$1.98**

14 S 136—This becoming Nightgown made of superior quality. Fast-color Flowered Batiste gives you lovely lines, for it is bias-cut in front and back! The beautiful trimming is of Imported Lace. "V" neck in back.
COLORS: Pink or blue ground, each with harmonizing print. SIZES: 36 to 58 bust. Price. . . . **\$1.98**
Postage 6¢ extra.

Open-front Nightgown made of very long-wearing White Cambric. Extra-full, especially in front. The front yoke is of embroidered insertion and fine tucks. Attractively edged with very dainty embroidery. There's a double back yoke. SIZES: 36 to 58 bust measure. Length about 54 inches.
14 S 651—With long sleeves. Our price. . . . } **\$1.00**
14 S 800—With short sleeves. Our price. . . . }
Postage 8¢ extra on each.

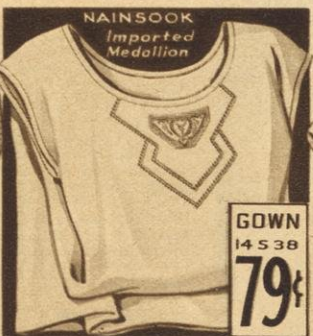
Choice of THREE Styles

\$1.00 EACH



\$1.59 EACH

14 S 99



NAINSOOK Imported Medallion

GNOW
14 S 38
79¢

Cool but Serviceable
14 S 38—Extra-size Nightgown. Serviceable white Nainsook, with dainty, hemstitched trimming; and Imported Swiss embroidered medallions, on front. SIZES: 36 to 58 bust. Our price. . . . **79¢**
Postage 6¢ extra.



HAND-MADE LACE
14 S 801

Imported Swiss Embroidery
14 S 253

NAINSOOK

14 S 801—Dainty hemstitched Nightgown of a good quality Nainsook in full-cut, roomy sizes. Medallions of pretty, hand-made flat lace and a ribbon bow. COLORS: White; flesh-pink. SIZES: 36 to 58 bust. Price. . . . **\$1.00**
Postage 6¢ ext.

14 S 253—Pretty. Imported Swiss embroidery is used for the yoke of this extra-size Nightgown of fine quality, White Nainsook. Fine tucking in the front. Hemstitched. SIZES: 36 to 58 bust meas. New low price. . . . **\$1.00**
Postage 6¢ ext.



14 S 134

Slenderizing and Summery

14 S 134—If you like "something frilly around your neck," you'll just fall in love with this beguiling Nightgown made of Fast-color Batiste. Comes in a pretty flowered design that makes you feel summery yet doesn't make you look large. The ruffle and the harmonizing-colored piping go all around the neck, which is "V"-shaped, front and back. COLORS: Pink or blue print, each with a harmonizing color on the white ground. SIZES: 36 to 58 bust. Our unusually low price. . . . **\$1.00**
Postage 6¢ extra.

Fast-Color BATISTE

At the Left: On cool Spring and Summer nights, wear this Nightgown fashioned of Rayon-striped, Combed Cotton Balbriggan, very soft, light-weight knitted material that will stand lots of wear yet keep its shape. Well-cut for neat fit but roomy comfort. Ribbon bud at neck. Sash ties of self-fabric. Flesh-pink. SIZES: 36 to 58 bust. Choice of two sleeve-lengths.
14 S 99—Short cap sleeves. } **\$1.59**
14 S 98—Long, wide sleeves. }
Postage 8¢ extra on each.

Extra-Size UNION SUITS

Choice of **FOUR STYLES**

ANY 2 for \$1.00

11 S 73
CLOSED
STYLE



Sizes
38 to 58
Bust

11 S 69
OPEN
STYLE



11 S 162
CLOSED
STYLE



11 S 72
OPEN
STYLE



HERE'S a grand chance to lay in a supply of Summer Union Suits. At any TWO for \$1.00 they're values you really should not overlook. All four styles are of elastic-knit, cool, Summer-weight White Cotton.

At Upper Left

11 S 73—Union Suit; with closed crotch. A wide, shell-stitched, umbrella knee that affords all the convenience of the open style. SIZES: 38 to 58 bust meas. Our low price... **2 for \$1.00**
Post. 6¢ ext.

With Fitted Knee

11 S 69—Union Suit; knee length (close-fitting knee). Open style with wide-lapped seat. The long, reinforced crotch insures comfort and long wear. SIZES: 38 to 58 bust measure. **2 for \$1.00**
Post. 6¢ ext.

At Lower Left

11 S 72—Union Suit; open style with wide-lapped seat. A wide, shell-stitched knee. Comfortable, extra-long crotch. SIZES: 38 to 58 bust meas. **2 for \$1.00**
Post. 6¢ ext.

French Pantie Style

11 S 162—Union Suit in French pantie style; affords convenience of the open style. Cut extra-full. Closed crotch. SIZES: 38 to 58 bust measure. **2 for \$1.00**
Post. 6¢ ext.

SPECIAL OFFER: **2** (two of one style or one each of any two styles) **\$1.00** Postage 6¢ extra.

Combed Cotton
Choice of **TWO STYLES**

11 S 222
CLOSED
STYLE



69¢ EACH
ANY 3 for \$2.00

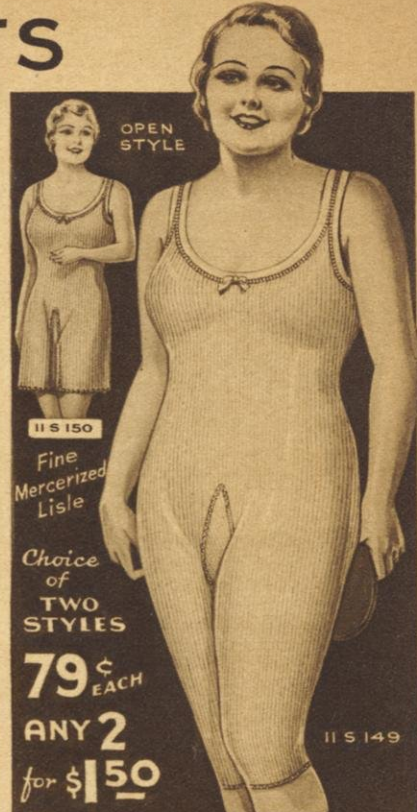


11 S 221
OPEN
STYLE

Like all of our Union Suits, the two styles pictured above (in the large and small view) are knitted with special care, so they'll fit without a wrinkle yet they won't bind or pull anywhere. Made of cool, light Summer-weight, White Combed Cotton. The reinforcement under the arm protects them from friction and also absorbs perspiration. Band-finished armholes and drawstring-neck. SIZES: 38 to 58 bust.

11 S 222—Closed style with wide, shell-stitched leg slashed at side... **69¢**
11 S 221—Open style; close-fitting knee length. Wide lapped seat...
Postage 4¢ extra on each.

SPECIAL OFFER: **3** for **\$2.00** Post. 8¢ ex.



OPEN
STYLE

11 S 150
Fine
Mercerized
Lisle

Choice
of
TWO STYLES

79¢ EACH
ANY 2 for \$1.50

11 S 149

Union Suits that are a constant delight—for they fit so well you can wear them under your snuggest dresses without a sign of a wrinkle, and still they won't pull or bind. Then, too, they're absorbent, cool and easy to wash. The material for both the styles pictured above is very fine quality, White Mercerized Lisle. Open style with wide-lapped seat. Band-finished drawstring-neck and armholes. SIZES: 38 to 58 bust measure.

11 S 149—Close-fitting knee-length. Reinforced crotch. New low price... **79¢**
11 S 150—Wide, shell-stitched knee. Fine value at our new low price...
Postage 4¢ extra on each.

SPECIAL OFFER: **2** (one of each or two of either) **\$1.50** Post. 6¢ ex.

SUPERIOR QUALITY FLAT-KNIT COMBED COTTON

Choice of **TWO STYLES**

\$1.00 EACH

Full-Cut
Roomy Sizes



FLESH-
PINK
OR
WHITE

11 S 17
OPEN
STYLE

Our best Union Suits, made of a very superior quality of Flat-knit Combed Cotton in light Summer-weight that is cool and easy to wash. Choice of two styles.

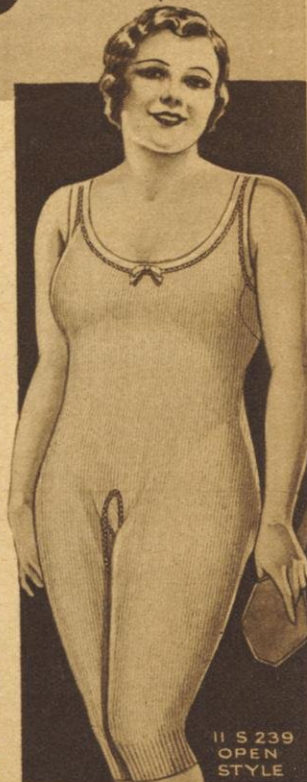
They're so fine that you'd hardly know they were knitted, for they really almost look as though woven. But their flat-knit is elastic and they are so well-made they'll fit almost like your own skin yet won't bind a bit.

At Left

11 S 17—Very cool Union Suit in open style with wide-lapped seat and a reinforced crotch. The wide-cut legs are cool and comfy. Band-finished. COLORS: Flesh-pink or white. SIZES: 38 to 58 bust meas. **\$1.00**
Post. 4¢.

At Right

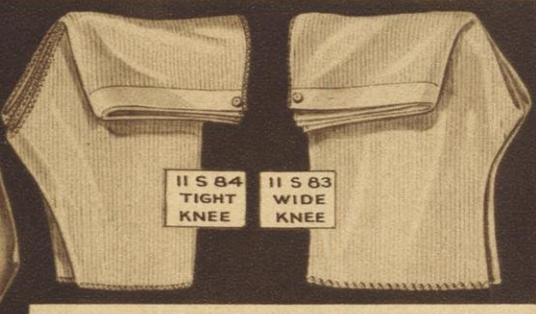
11 S 239—A knee length Union Suit (close-ribbed cuff at knee). Open style with wide-lapped seat. Reinforced under the arms and at the crotch—the two points of greatest wear. Band-finished very neatly. COLOR: White. SIZES: 40 to 54 bust. A fine value... **\$1.00**
Post. 4¢.



11 S 239
OPEN
STYLE

Cotton VEST and DRAWERS to Match
Choice of ANY 2 for \$1.00

11 S 80 VEST



11 S 80—You will thoroughly appreciate the non-slip shoulders that are a feature of this extra-size and extra-long Vest. Of elastic-knit, light Summer-weight White Cotton to match the drawers at the right. You may have TWO vests for \$1.00 or make up a set (vest and drawers) for the same price. SIZES: 38 to 58 bust measure.

Drawers with wide or tight knee, designed to allow perfect freedom, yet they never look the least bit bunched. Both styles are made of the same elastic-knit, light Summer-weight White Cotton that has been used for the vest pictured at the left. Cambric waistband; open style with wide-lapped seat. You may buy any Two Drawers, or Vest (at left) and Drawers, for \$1.00.
11 S 84—With close-fitting knee—snug but comfortable. SIZES: 32 to 54 ins. waist.
11 S 83—With wide knee that is shell-stitched; very cool. SIZES: 32 to 54 ins. waist.

OUR EXCEPTIONALLY LOW PRICE: We offer you ANY... 2 of the three styles pictured above (two of one or any combination of two) for \$1.00 Postage 5¢ extra. State Style Nos.

37¢ EACH OR 3 for \$1.00



11 S 154 COTTON VESTS
11 S 154—You'll need extra Vests in hot weather and, of course, you will want them cool and easy to wash. The vests pictured above are fashioned of elastic-knit, light Summer-weight White Cotton—soft, absorbent and as easy to wash as a "hankie." SIZES: 38 to 50 bust. Our price... 37¢ Postage 3¢ extra. Special 3 vests for \$1.00 Post. Offer: 3 vests for \$1.00 Post. 7¢ extra.



COMBED COTTON JERSEY BLOOMERS

79¢ EACH OR 2 for \$1.50



11 S 02 COMBED COTTON PANTIES 2 for \$1.00

Good, serviceable Bloomers of Combed Cotton Jersey; designed for freedom, yet aren't bulky. Elastic at the waist and knees. COLORS: White, pink or tan.
11 S 87—50 inches hip. 27 ins. long. } 79¢
11 S 88—56 inches hip. 28 ins. long. }
11 S 89—66 inches hip. 29 ins. long. } Postage 3¢ extra.

These Panties are gloriously cool, because they are of light Summer-weight, White Combed Cotton and the shell-stitched legs are wide and comfortable. Lots of room and a reinforced crotch mean longer wear. These panties are an unusual value.
11 S 02—50-inch hip. 22 ins. long. } TWO for \$1.00
11 S 03—56-inch hip. 23 ins. long. } Postage 5¢ extra.
11 S 04—66-inch hip. 25 ins. long. }

OUR SPECIAL OFFER: 2 pairs for \$1.50 Postage 5¢ extra.

VESTS 37¢ EACH OR 3 for \$1.00



SANITARY BELT

A Sanitary Belt that won't slip or bind. Choice of two qualities of elastic webbing and Broche—a rayon-striped Cotton fabric. Snaps at one side. Safety pins included. Flesh-pink. SIZES: 26 to 50 waist.
52 S 49—Of good quality Broche and cotton elastic... 39¢
52 S 64—Superior quality Broche and rayon elastic... 59¢ Postage 2¢ extra on each.

11 S 05—These Vests of fine Combed Cotton Mesh are "pure joy" for wear in the Summer; they are so cool, so absorbent and are very light-in-weight. And as for fit—it simply couldn't be better—snug and smooth-fitting (due to its Swiss-rib stitch) yet so elastic that you'll really hardly know that you have a vest on.
The armholes and neck are neatly band-finished and there's a drawstring at neck for adjustment. COLORS: Flesh-pink or white. SIZES: 38 to 54 bust. Price... 37¢ Postage 3¢ ext. SPECIAL OFFER: 3 vests for \$1.00 Postage 7¢ extra.



ELASTIC WEBBING AND BROCHE
52 S 49 39¢ 52 S 64 59¢



SUPERIOR QUALITY MERCERIZED LISLE VEST 69¢

11 S 38—We've used very superior quality Mercerized Lisle in making this extra-long Vest—it is a light, Summer-weight fabric that is cool, absorbent and very easy to wash. It's elastic-knit so that it will fit very smoothly without ever binding. With neatly band-finished armholes and drawstring neck. You will find the non-slip shoulders a great comfort. COLORS: White; flesh-pink. SIZES: 38 to 56 bust. Our price... 69¢ Postage 3¢ extra.



11 S 34 89¢

11 S 15 79¢ 2 for \$1.50

11 S 34—The special feature of this fine, light Summer-weight Combed Cotton Union Suit is its "three-piece cut" which makes it fit beautifully over the hips (no matter how large they are) and yet allows grand freedom. The legs are wide and cool, and are slashed at sides. The edges are very prettily shell-stitched. Closed style. Band-finished neck and armholes. Drawstring. COLORS: Flesh-pink or white. SIZES: 38 to 58 bust measure. A fine value for only... 89¢ Postage 4¢ extra.

11 S 15—There are a lot of things about Mesh that make it ideal for Summer—it lets in the air, it absorbs perspiration and is very easy to wash. For this Union Suit we have used a fine Combed Cotton Mesh with an elastic, Swiss-rib stitch that makes it fit very smoothly. Open style with wide-lapped seat. Band-finished. Drawstring at neck. Reinforced on the inner side of each leg. COLORS: White or flesh-pink. SIZES: 38 to 52 bust. Our very low price... 79¢ Postage 4¢ extra. SPECIAL OFFER: 2 suits for \$1.50 Postage 6¢ extra.

Pictured at Right

You will just purr with delight when you slip into the Vest and the Panties shown here, for they're of lovely Silk-and-Lisle... very superior quality, sheer and silky... knitted in an extra-elastic, Swiss-rib stitch that "gives" with every motion you make. They couldn't be cooler or sleeker, and as for fit, they are wonderfully smooth yet don't bind the least bit. Marvelous values. Flesh-pink only.
11 S 248—Vest: With built-up top. Band-finished. SIZES: 38 to 54 bust. Our new low price, only... 59¢ Postage 3¢ extra.
11 S 249—Panties: Wide elastic at waist. Close-fitting knee. SIZES: 48 to 64 ins. hip. New price... 59¢ Postage 3¢ extra.



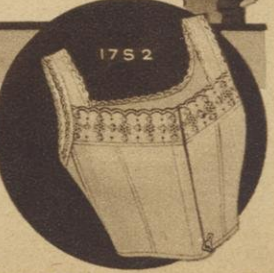
11 S 248 VEST

11 S 249 PANTIES

LIGHT-IN-WEIGHT EXTRA-ELASTIC KNIT SILK-AND-LISLE

VEST OR PANTIES 59¢ EACH

BRASSIERE HOOKS IN FRONT 59¢ Special Value

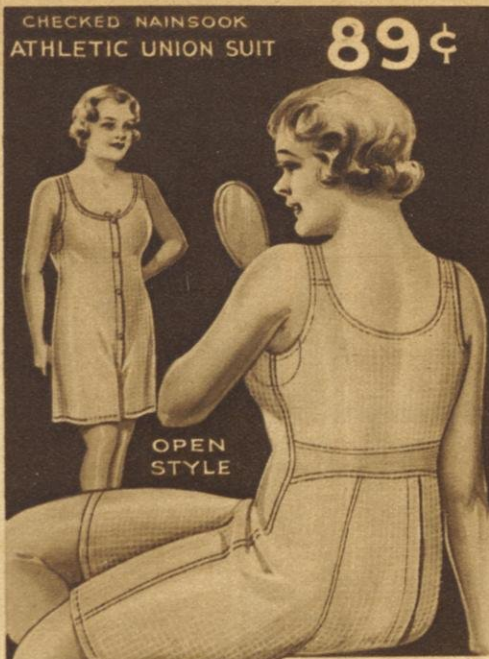


17 S 2—If you want an especially sturdy Brassiere that will support your bust very firmly and give you the smooth, slightly curved lines so fashionable today, then buy this one—which, by the way, is really an unusually fine value for only 59¢. It's made of serviceable White Cambric trimmed with an embroidered yoke and with scalloped braid edging. It has an invisible, front hook closing that's easy to get at. SIZES: 36 to 58 bust. Our price... 59¢ Postage 2¢ extra.



Costume Slip

NAINSOOK
12 S 915
79¢
WASHABLE
ALL-RAYON
SATIN
12 S 966
\$1.79
WEIGHTED
ALL-SILK
FLAT CREPE
12 S 970
\$1.98



CHECKED NAINSOOK
ATHLETIC UNION SUIT **89¢**

OPEN
STYLE

11 S 91—You don't have to be an athlete to buy this Athletic Union Suit, for any active woman will appreciate its well-cut lines and its freedom.

We've made it in YOUR size, of very good quality Checked Nainsook—a delightfully cool, yet serviceable fabric. A special comfort feature that supplies welcome "give" is the insert of elastic-knit white cotton at waistline in back.

This union suit buttons all the way down the front. In open style with wide-lapped seat. Neatly finished, built-up top with drawstring at the neck for adjustment. Reinforced underneath arms. Strong, well-stitched seams. **White only.** SIZES: 38 to 58 bust measure. Our very low price, **89¢** Postage 4¢ extra.

Well-Fitting Slip in YOUR Size

Of course, you realize that a well-fitting Slip is essential to slenderness, no matter what kind of dress you wear—and here is one that will not only fit well, but wear well. And it's so inexpensive you ought to buy several. Choice of three fabrics.

Simple bodice top may be readily adjusted by the drawstring. Folds at each side give you plenty of hip room, yet stay nice and flat. SIZES: 36 to 58 bust measure. Length is about 48 inches.

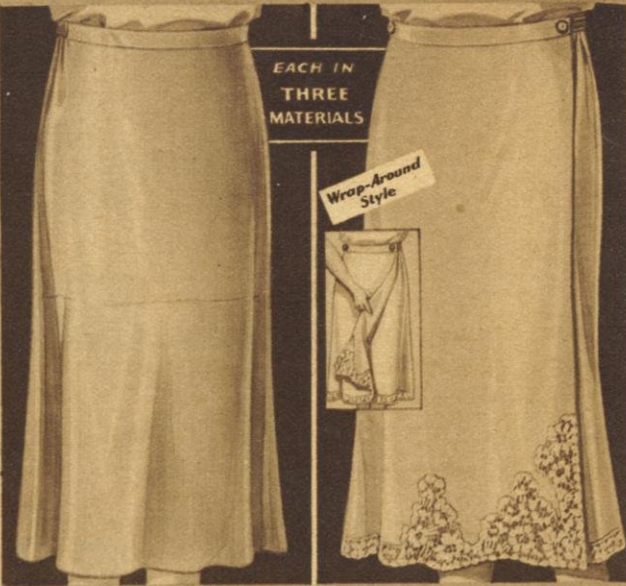
12 S 915—Sturdy White Nainsook. State your exact measurements. A bargain! **79¢** Post. 6¢.

12 S 966—Of washable, long-wearing All-Rayon Satin. COLORS: White, tea-rose or black. Our price... **\$1.79** Post. 6¢.

12 S 970—Of lovely, weighted All-Silk Flat Crepe. Colors: White, flesh-pink; navy blue. Price... **\$1.98** Post. 6¢.

For complete selection of slips see pages 47, 48 and 49.

Shadow-Proof **PETTICOATS**



EACH IN
THREE
MATERIALS

Wrap-Around
Style

GOOD QUALITY RAYON JERSEY 12 S 161 \$1.00	RAYON FLAT CREPE 12 S 162 \$1.29	WEIGHTED ALL-SILK FLAT CREPE 12 S 163 \$1.89	FINE QUALITY NAINSOOK 12 S 158 98¢	ALL-RAYON FLAT CREPE 12 S 159 \$1.59	WEIGHTED ALL-SILK FLAT CREPE 12 S 160 \$1.98
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Petticoats are back again in new and improved forms. Here are two that will bring you great comfort throughout the year, but for Summer they're especially nice, because they're so cool and comfortable, yet are shadow-proof for wear under thin dresses. Each style comes in your choice of three materials.

Shadow-Proof Hem
This well-tailored Petticoat has a 16-inch self-material, shadow-proof hem, and is very well-cut with ample but smooth-fitting hiplines. There is elastic across the back of waist. COLORS: Flesh-pink, white or navy blue. SIZES: 50 to 66-in. hip meas. A length of about 33 inches.

12 S 161—Good quality Rayon Jersey. Price... **\$1.00**

12 S 162—Silky Rayon-and-Cotton Flat Crepe... **\$1.29**

12 S 163—Of weighted All-Silk Flat Crepe... **\$1.89**

Postage 4¢ extra on each. When ordering, please state your ACTUAL hip measurements.

Wrap-Around Style
Lace-trimmed, wrap-around Petticoat to wear under sheer dresses. Button at each side. Shadow-proof. Smooth band across the front and wide rayon elastic band across the back of the waist. COLORS: Tea-rose, flesh-pink or white. SIZES: 50 to 66-inch hip measure. Length about 33 inches.

12 S 158—Of a fine quality, sturdy Nainsook. Our price... **98¢**

12 S 159—Of Silky All-Rayon Flat Crepe... **\$1.59**

12 S 160—Of weighted All-Silk Flat Crepe... **\$1.98**

Postage 4¢ extra on each.

14 S 140 RAYON FLAT CREPE **98¢** **14 S 143** WEIGHTED ALL-SILK FLAT CREPE **\$1.98**



Your best dress deserves to have pretty things underneath it—so if you're going places, here are Panties that will fit in with your "dressed-up" mood. They come in two lovely, well-wearing materials, both trimmed with dainty Imported Lace and, of course, they are cut to fit smoothly over your hips yet to leave you plenty of room. There's elastic at the back and a nice flat band in front.

Rayon-and-Cotton Flat Crepe in flesh-pink or tea-rose.

14 S 140—50-inch hip. 21 ins. long. **98¢**

14 S 141—56-inch hip. 22 ins. long. Postage 3¢ extra.

14 S 142—66-inch hip. 24 ins. long. Postage 3¢ extra.

Weighted All-Silk Flat Crepe in flesh-pink or tea-rose.

14 S 143—50-inch hip. 21 ins. long. **\$1.98**

14 S 144—56-inch hip. 22 ins. long. Postage 3¢ extra.

14 S 145—66-inch hip. 24 ins. long. Postage 3¢ extra.



At Lower Left

TWO Panties for \$1.00! That's real value, for they're made of very fine quality, Fast-color Batiste, printed in a flowered pattern that's like a breath of Spring—a pattern you'll love, for it looks so cool and dainty! These panties are very simply made; they have just a row of hemstitching around the wide legs and elastic at the waist, but for all their simplicity, they fit with ease and grace. COLORS: Pink—or blue print, each with harmonizing color on white ground. Sizes below.

14 S 146—50-inch hip. 21 ins. long. **TWO for \$1.00**

14 S 147—56-inch hip. 22 ins. long. Postage 5¢ extra.

14 S 148—66-inch hip. 24 ins. long. Postage 5¢ extra.

NAINSOOK Bloomers, Step-ins or Panties **54¢ EACH ANY 2 for \$1.00**



14 S 155 BLOOMERS **14 S 149 STEP-INS** **14 S 60 PANTIES**

A STYLE to suit any taste, and made in a cool fabric renowned for its wonderful durability and washability . . . Bloomers, Step-ins or Panties of good quality, soft Nainsook and all sized to fit stout women comfortably and smoothly. They're grand values at 54¢ each, but if you buy two, they're still better values for you may, if you wish, have ANY TWO of them for \$1.00.

Bloomers with elastic at the waist and at knees. Reinforced crotch. Flesh-pink or white. **54¢**

Step-ins with slashed legs edged with fine lace. Elastic at back of waist. Pink; white. **54¢**

Panties with wide, tailored legs, and elastic at the back of waist. Flesh-pink or white. **54¢**

14 S 155—50 inches hip. 25 inches long. **54¢**

14 S 156—56 inches hip. 26 inches long. Postage 3¢ extra.

14 S 157—66 inches hip. 27 inches long. Postage 3¢ extra.

14 S 149—50-inch hip. 21 ins. long. **54¢**

14 S 150—56-inch hip. 22 ins. long. Postage 3¢ extra.

14 S 151—66-inch hip. 24 ins. long. Postage 3¢ extra.

14 S 60—50-inch hip. 21 ins. long. Price... **54¢**

14 S 61—56-inch hip. 22 ins. long. Price... **54¢**

14 S 62—66-inch hip. 24 ins. long. Price... **54¢**

SPECIAL OFFER: of the above three garments (two alike or two different) for only... **\$1.00** Postage 5¢ extra.

“It's just like having a
Personal Fitting”

...for Lane Bryant has
so **MANY TYPES** of Corsets, in
so **MANY** shapes and sizes, for
so **MANY TYPES** of FIGURES



YES, when you purchase a corset at Lane Bryant, you DO have the accuracy of a "personal fitting"—and NONE of the bother! Your *personal fitter* is Lane Bryant, world's greatest specialist in stout women's figure problems.

We can actually "see" your figure in our mind's eye by just reading your measurements. For we've had over 30 years' experience in slenderizing stout figures of every height: average, short or tall. We know exactly what's best for wide hips...large bust...sagging abdomen...fleshy shoulders...bulging diaphragm...or what have you! And you'll find what you need at YOUR price.

On this and the following pages is the world's greatest variety of specialized stout-size corsetry, every garment faithfully pictured and described, every one of fine workmanship, every one indicated for a particular purpose of figure control.

With Inner Belt; Fine for the Sagging Abdomen

You'll like this Adaptolette for the good it does your whole figure. And if you have a sagging abdomen, you will call it a "Godsend" because its remarkable, surgical reducing inner belt of firmly boned, durable coutil does wonders in lifting forward muscles and actually reducing flesh! It's all healthfully done by those special slanting straps which regulate the control given by the graduated, curved front clasp. The side lacings are for lowering and raising the belt to just the right place.

The outside is of Brocade Rayon-and-Cotton; reinforced over diaphragm, and with side lacings for adjustment. Note small view below. Surgical elastic inserts for comfort. COLOR: Flesh-pink.

17 S 470—SIZES: 38 to 52 bust meas. 18-in. side length. 8½-inch front clasp. Our low price... } **\$5.95**
17 S 471—SIZES: 38 to 58 bust meas. 20-in. side length; 9-in. front clasp. Our very low price... }
Postage 10¢ extra on each.

Adaptolette: Trade Mark Registered United States Patent Office.

How to order



FIRST—study your figure frankly; decide which Corset, Adaptolette or Belt is best for YOU. Then—send the exact measurements of your bust, waist and hips, taken over your dress with your present corset on. See picture above.

If garment selected comes in choice of lengths, be sure to state the length you want.

RITE-FRONT Corset Flattens Abdomen

Here's a corset that's low in front, yet provides good, strong support for abdomen and back. It is our well-known, Rite-Front Corset, a front-lace style that comes only 2 inches above waistline, yet considerably higher in back. Made of Flesh-pink Coutil.

Surgical elastic inserts at the top front and top and bottom in back let you bend and sit with comfort. The front laces and lightly boned tongue underneath flatten abdomen. Non-rust Duplex boning used throughout. 6 strong garters.
17 S 17—SIZES: 29 to 46 ins. waist. Side length 16 inches. Our low price... } **\$3.98**
Postage 8¢ extra. }
17 S 23—SIZES: 28 to 46 ins. waist. Side length 18 inches. Our low price... } **\$3.98**
Postage 8¢ extra. }



DUO - CONTROL ADAPTOLETTE with EXTRA-LONG INNER BELT

If Your Abdomen and Your Diaphragm Need Control

If you worry about your "tummy" and that roll of flesh above your waist, wear this famous Duo-Control Adaptolette which not only controls your whole figure, but especially those two bothersome places.

Its amazing success is greatly due to an unusually long, front-hook, two-garter inner belt which is almost a corset in itself! See how high it comes in front, how firmly boned it is to conquer a bulging abdomen, how cleverly its strong coutil and mercerized surgical elastic are combined to give suppleness, yet support.

Outside garment is of Broche (firm, Rayon-stripped cotton fabric) and hooks at side. Mercerized surgical elastic at the hips, a boned inner diaphragm support, four garters, and a coutil reinforcement at the lower back. Best quality, non-rust black boning throughout. You will find it easy to wash. COLOR: Flesh-pink.

17 S 283—SIZES: 38 to 52 bust measure. Side length 18½ inches. Our low price... } **\$4.95**
17 S 284—SIZES: 38 to 58 bust measure. Side length 21 inches. Our low price... }
Postage 10¢ extra on each.

For Your Convenience

All garments on this and the following pages are already laced, with the exception of back-lacing models, which we leave un-laced for your adjustment.

All garments on this page—and many of our others are provided in two lengths; state which is desired.



ADAPTOLETTE with ADJUSTABLE REDUCING INNER BELT

17 S 470 } **\$5.95**
17 S 471 }
17 S 17 } **\$3.98**
17 S 23 }

"RITE-FRONT" LACE CORSET



With ADJUSTABLE SIDE-LACINGS

Have You HEAVY HIPS?

then THESE were designed for YOU



All THREE Garments shown here will make a figure like this look like this

17 S 65
17 S 66
\$4.95

THI-REDUCING BACK-LACE CORSET

If your hips are 'way too big for the rest of you, take advice from a specialist: wear this Thi-Reducing Back-Lace Corset of Coutil—a best seller with us for many seasons.

It's planned to give you slim hips, thighs and "derriere" (French for the part you sit on!). The double abdomen section makes you flat in front.

High bust comes 3 1/2 inches above waist-line. Heavily boned throughout; THIRPLY boned at the sides. Surgical elastic sections for restraint and comfort. 10 1/2-in. clasp. Flesh-pink.

17 S 65—SIZES: 31 to 48-in. waist. 17-inch side length. . . . **\$4.95**

Postage 8¢ extra.

17 S 66—SIZES: 32 to 51-in. waist. 19 1/2-inch side length. . . . **\$4.95**

Postage 8¢ extra.



WITH OR WITHOUT ADJUSTABLE ABDOMINAL BELT
17 S 536 **\$3.98** 17 S 264 **\$2.98**
WITH BELT WITHOUT BELT



17 S 548
17 S 549
\$4.95

With UP-LIFT ABDOMINAL BELT

The Depression may be over, but extra heavy HIPS won't think so when they feel how this Adaptolette "depresses" their bulges into smooth, slim lines!

Of Brocaded Rayon-and-Cotton, it's made to accommodate large hips, and extra-FIRM about it, too, as you see by the full hip-sections and the bottom cross-bands of strong surgical elastic. Well-boned back, reinforced at bottom.

Inner belt of sturdy Coutil is also boned, and it has mercerized surgical elastic at each side, and an elastic band at bottom for abdominal up-lift. Notice lovely, shaped bust sections of luxurious rayon trico, and adjustable shoulder straps. COLOR: Peach.

17 S 548—SIZES: 38 to 52 bust. Side length 18 1/2 ins. Price. . . . **\$4.95**

Postage 10¢ extra.

17 S 549—SIZES: 38 to 58 bust. Side length 21 ins. Price. . . . **\$4.95**

Postage 10¢ extra.

Bust-Confining, Too

Though this Adaptolette was designed for extra-heavy hips, it is also famous for its "all-over" slenderizing effect.

Skilful shaping at the sides gives plenty of room, yet firm support to large hips. Boning supports your back. Surgical elastic restrains each side front. Provided in two models. Choose the one with adjustable inner belt if you want extra abdominal support!

Of Broche, a Rayon-striped Cotton fabric. Peach color only. SIZES: 38 to 58 bust. Side length 20 inches.

17 S 536—With abdominal belt made of boned coutil, laced at sides; coutil diaphragm reinforcement. . . . **\$3.98**

Postage 10¢ extra.

17 S 264—Without the inner belt, but reinforced over abdomen and diaphragm with boned coutil. . . . **\$2.98**

Postage 8¢ extra.

Adaptolette: Trade Mark Registered United States Patent Office.

OUR NEW Bendo-Back

TRADE-MARK

- has a one-piece front with a TWO-piece SLIDING back
- the top slides UP when you bend... the garters pull it DOWN when you stand
- the front gives you long smooth lines... the strong inner belt holds you IN

—And that, ladies, sums up the story of one of the most astounding developments that corsetry has ever known! In its more important features, BENDO-BACK is brand-new and is exclusive with us.

It's almost superhuman—you may bend over, you may sit, you may stand; for it follows every movement of the body, yet stays put all the while. But . . . read more about it in the two styles below.



17 S 45
17 S 46
\$5.95

With ABDOMINAL SUPPORTING and REDUCING BELT

At first you would think these garments were just very handsome, very capable Adaptolettes. But look at the small back views. See the TWO-piece back that SLIDES UP from the waist whenever you bend? That's our New BENDO-BACK!

It's done by a clever "separation" in the back where the top slides UP (but never out) for it has nearly six inches leeway and is "anchored" by long, pulley garters underneath; and these pull IT DOWN when you sit or stand. No more yanking your corset down . . . no more fear of bending . . . you can even scrub a floor with your BENDO-BACK out!

Above: Well-boned Adaptolette of heavy Brocaded Rayon-and-Cotton material, with one-piece front, and TWO-piece SLIDING Bendo-Back. Surgical elastic hip-sections and gorges. Inner coutil reinforcements at the diaphragm and lower back. Built-up shoulders with straps of elastic confine excess flesh.

Side-hook inner belt of heavy coutil and surgical elastic, with adjustable straps and curved front steels to reduce abdomen. COLOR: Peach.

17 S 45—SIZES: 38 to 52 bust and side length 19 ins. . . . **\$5.95**

Postage 10¢ extra.

17 S 46—SIZES: 38 to 58 bust and side length 21 1/2 ins. . . . **\$5.95**

Postage 10¢ extra.

At Right: Adaptolette of Broche (Rayon-striped Cotton fabric) with a one-piece front and a TWO-piece SLIDING Bendo-Back. Surgical elastic hip-sections and comfort gorges. Inner coutil reinforcements at the diaphragm and lower back.

Abdo-confining, side-hook inner belt of heavy coutil and surgical elastic has adjustable front laces, and diagonal elastic, supporting bands. The complete Adaptolette is well-boned. COLOR: Peach only.

17 S 43—SIZES: 36 to 52 bust and side length 19 ins. . . . **\$4.95**

Postage 10¢ extra.

17 S 44—SIZES: 38 to 58 bust and side length 21 1/2 ins. . . . **\$4.95**

Postage 10¢ extra.



17 S 43
17 S 44
\$4.95

With ADJUSTABLE ABDOMINAL SUPPORTING BELT

Coiled

WIRE BONING

"GIVES" with every Motion

FLAT... flexible... entirely different from ordinary boning: that's the story of Coiled Wire Boning! It IS actually fine, strong, non-rust wire, coiled 'round and 'round and pressed flat as a whalebone. It "gives" like a strong spring with every motion you make, and yet all the time it's supporting you completely.

Both the Adaptolette and the Back-Lace Corset below are boned throughout with Coiled Wire Boning; therefore either is perfect for you who want strong, flexible support.



17 S 20
17 S 21
\$4.95 ADAPTOLETTE with UP-LIFT INNER BELT

Here's an Adaptolette, with Coiled Wire Boning that will make you feel as limber as a young girl!

It's made of Brocaded Rayon-and-Cotton; surgical elastic hip sections; the shaped bust sections are of very soft, firm rayon trico. Well-boned back. An inside diaphragm reinforcement.

Long, well-boned inner belt of firm coutil has side sections and abdominal up-lift bands, both of cotton surgical elastic, and flexible front steel to give required support. PEACH ONLY.

17 S 20—SIZES: 38 to 52 bust. 19 ins. side length under arm. **\$4.95**

17 S 21—SIZES: 38 to 58 bust. 21½ ins. side length under arm. **\$4.95**

Postage 10¢ each.



Reduces Thighs and Hips with Comfort

Coiled Wire Boning makes this Thi-Reducing Back-Lace Corset a real joy to wear, for it's flexible, yet gives you such wonderful support.

Made of Flesh-pink Coutil, with strong elastic inserts at the thighs which gently but firmly massage away the extra flesh. See in the picture the reinforced reducing straps with double garter attachments that are designed to confine and to reduce hips and thighs.

You'll like the support of the high back, and the comfort of the elastic sections at the slenderizing, low top-front (it comes 2 inches above waistline).

The laces in back are easy to adjust. Graduated steel clasp in front. Wear this corset and your dresses will always fit smoothly without straining!

17 S 06—SIZES: 29 to 48-inch waist. 8-inch clasp, with hooks below. 16½-inch side length. Our low price... **\$3.98**

17 S 07—SIZES: 30 to 48-inch waist. 9-inch clasp, with hooks below. 18½-inch side length. Our low price... **\$3.98**

Postage 8¢ extra.

17 S 06
17 S 07
\$3.98

THI-REDUCING BACK-LACE CORSET



TWO-WAY STRETCH LASTEX GIRDLER
17 S 30
\$1.00

17 S 30—We'll be perfectly honest with you: if you are really Stout, don't wear this Two-Way Stretch LASTEX Girdler when you "dress up for best." It won't give much slenderizing support.

But for working around the house, or taking it easy on hot Summer days, it's just what you've been longing for in YOUR size—cool, boneless comfort! Washes as easily as a pair of panties.

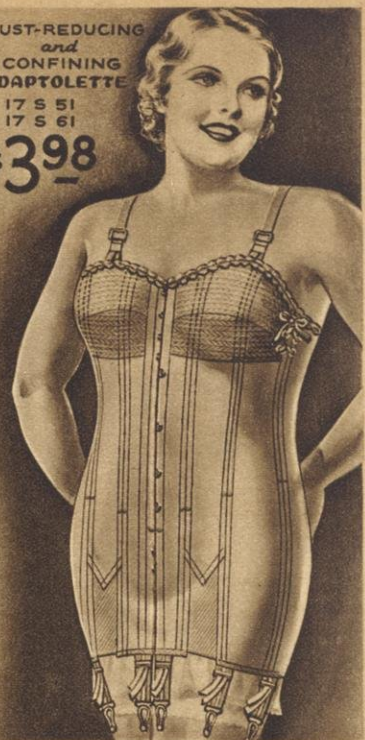
Made of marvelous Lastex that S-t-r-e-t-c-h-e-s BOTH WAYS—never rides up when you sit or bend. The specially cured rubber threads, which are knitted with a mixture of luxurious Rayon, follow every move you make, therefore the girdler itself "stays put!" Four garters with soft plush lining.

COLOR: Tea-rose. SIZES: 31 to 40 waist. About 15 inches long. Our low price... **\$1.00**

Postage 6¢ extra.

BUST-REDUCING and CONFINING ADAPTOLETTE

17 S 51
17 S 61
\$3.98



This is one of the very greatest bust-reducing, hip-confining Adaptolettes we've ever designed. It's made of sturdy Coutil with firm, flexible Non-rust Duplex boning for complete control; laces all the way down back for adjustment. Elastic inserts at the bottom front for comfort.

As to the bust-reducing section, "AMAZING" is the only word! Its skilfully shaped banding of heavy elastic, together with light boning actually REDUCES superfluous flesh. And you can adjust its fit with those ingenious side lacings and adjustable shoulder straps! COLOR: Flesh-pink.

17 S 51—SIZES: 29 to 45 waist. 17 inches side length. 8-in. front clasp. **\$3.98**

17 S 61—SIZES: 29 to 50 waist. 19 inches side length. 9-in. front clasp. Postage 10¢ extra on each.



Choice of BACK-LACE CORSET or ADAPTOLETTE of

Surgical Elastic

Adaptolette: Trade Mark Registered U. S. Pat. Off.

\$3.98 EACH

IN THREE LENGTHS

HOOKS IN FRONT

"YOUR Surgical Elastic, Back-Lace Corset reduced my hips two inches" . . . "I've lost several inches around my waist, bust and hips by wearing your Surgical Elastic Adaptolette" . . . testimonials like these pour in constantly from pleased customers who wear the two garments shown above. Choice, \$3.98 each!

A remarkable Back-Lace Corset for the money; exceptionally heavy, good quality, Pink Cotton Surgical Elastic with strong coutil front. Despite its strong, Non-rust Duplex boning and supporting, graduated clasp you'll hardly realize that it's "exercising" away extra pounds! Three lengths.

17 S 214—SIZES: 32 to 45 waist. 12 inches side length. 7½-inch clasp. **\$3.98**

17 S 215—SIZES: 33 to 48 waist. 14 inches side length. 8-inch clasp. Postage 8¢ each.

17 S 216—SIZES: 31 to 48 waist. 16 inches side length. 8-inch clasp. . . .

17 S 181—One of our best selling Adaptolettes, made entirely of firmly-stitched-together bands of strong, Mercerized Surgical Elastic. So heavy and effective in controlling the stout figure that it needs very little boning, making it divinely comfortable and so easy to launder! Hooks all the way down the front, and gives you smooth, unbroken lines. You'll look thinner the minute you put it on. Wear it awhile—you'll actually BE thinner! If it does for you what it does for thousands. FLESH-PINK only. SIZES: 38 to 58 bust. Side length 18½ ins. under arm. Price. **\$3.98**

Postage 10¢ extra.

**Bust-Confining
Shoulder-Controlling
Figure-Reducing ADAPTOLETTES**



Each with
ADJUSTABLE
INNER BELT

17 S 550
17 S 551
\$4.95

17 S 552
\$3.98



INNER BELT
MAY BE RAISED
OR LOWERED
BY LACES and
HOOKS of
EACH SIDE

17 S 25
17 S 26
\$3.98



INNER BELT
MAY BE RAISED
OR LOWERED
BY HOOKS of
EACH SIDE

EXTRA
WELL-
BONED
HEAVY
COUTIL

17 S 27
17 S 28
\$4.95



17 S 18
17 S 19
\$4.95



SURGICAL ELASTIC Bust Section

Do you "slump" because you are conscious of a too-large bust? Wear this Adaptolette, which has a remarkable, curved bust section made of heavy surgical elastic (with special adjustment laces at sides) to make your bust much smaller and firmer. Its curved-up girdle section has knitted elastic at sides and comfort gores. Of Flesh-pink, Brocaded Rayon-and-Cotton; hooks down front. Well-boned with Non-rust Duplex boning. Excellent value.

17 S 18—SIZES: 38 to 52 bust. 8-in. front clasp. 19½ ins. side length. . . . } **\$4.95**
17 S 19—SIZES: 38 to 58 bust. 9-in. front clasp. 22 inches side length. . . . }
Postage 10¢ extra on each.

You'll have new proportions when you wear this Adaptolette! The inner belt, a sturdy affair of surgical elastic and coutil, hooks at the side and has laces in front for adjustment as you reduce. And you WILL reduce, for when the excess flesh feels the healthful support of firm boning and those "up-lift" elastic bands it literally melts away.

Outside is of Broche, a sturdy Rayon-striped Cotton material. From the shoulder straps of rayon elastic, and the bust-confining, built-up top down to the elastic comfort gores at the very bottom, it will smooth the figure into the lovely lines of youth. Mercerized surgical elastic at each side holds the hips firmly. Reinforcing and boning at back and diaphragm to complete the good work. Color: Flesh-pink. Excellent values.

17 S 550—SIZES: 38 to 52 bust. Side length under the arms, 18 inches. Our price. . . . **\$4.95**

17 S 551—SIZES: 38 to 58 bust. Side length under the arms, 20½ inches. Our price. . . . **\$4.95**

Adaptolette: Trade Mark Registered U. S. Patent Office.

17 S 552—Many of the lovely ladies of the stage and screen are "naturally stout all over" but they seem to have slender, perfect figures. How? Simply by wearing clever foundation garments like the Adaptolette pictured above, to put those extra pounds in their place.

Well-boned, abdomen-supporting coutil inner belt has lacings at sides for the purpose of raising or lowering and for adjustment (please see the small view).

The outside garment too, has lacings at each side-front so you can adjust it to fit exactly, and re-adjust it as your figure reduces. It's made of Broche, a Rayon-striped Cotton fabric, every inch planned to support and slenderize you. Built-up top (attached to rayon elastic straps) takes care of a full bust and fleshy shoulders; a reinforcement over diaphragm; firm, Non-rust Duplex boning, particularly in the back.

COLOR: Pink. SIZES: 36 to 58 bust. Side length under the arms, 21 inches. . . . **\$3.98**

Isn't this Adaptolette a beauty? It makes your figure a beauty, too—particularly if you have fleshy shoulders and bust—for it is so well built-up and the cupped bust sections of rayon tricot give such youthful lines! Made of Broche, a firm, Rayon-striped Cotton fabric, with one-piece mercerized surgical elastic sections at the sides to confine and reduce hips; another piece at the lower back (see back view), provides "sitting" comfort. Strong boning in the back.

The marvelous, movable inner belt made of heavy coutil and surgical elastic (cupped by rayon elastic bands at bottom) does wonders for heavy abdomens! COLOR: Peach.

17 S 25—SIZES: 36 to 52 bust. A side length of 18½ inches under arm. Our low price. . . . **\$3.98**

17 S 26—SIZES: 36 to 58 bust. A side length of 21 inches under arm. Our very low price. . . . **\$3.98**

Here is a brand-new Adaptolette that's frankly plenty heavy! You can just FEEL its heavy Coutil discipline those bulges and rolls of flesh; its heavy side sections of surgical elastic control your hips; its diaphragm reinforcement keeps you flat; its extra-strong boning supports your back. Bust section holds you up—not flat.

Most important of all is its extra-long, well-boned inner belt—the strongest and most effective one you could possibly want. It has elastic bands to up-lift and reduce the abdomen, and surgical elastic at each side. The finest quality, non-rust black boning is used. COLOR: Peach only.

17 S 27—SIZES: 38 to 52 bust. Side length is 18½ inches under arm. Our price. . . . **\$4.95**

17 S 28—SIZES: 38 to 58 bust. Side length 21 inches under arm. Our low price. . . . **\$4.95**

They're **VENTILATED**... they're **COOL** 

Perforated RUBBER

JERSEY COVERED REDUCING ADAPTOLETTE

17 S 38
17 S 39
\$3.98



A wonderful, new development in reducing garments for the stout woman: of Rubber, perforated for "ventilation," so cleverly designed the reducing effect of the rubber is in no way impaired, yet you feel cooler and more comfortable! All three garments below are planned to reduce extra flesh. All are washable.



LACES IN BACK

JERSEY COVERED REDUCING CORSET \$2.98

17 S 35—You can wear this Reducing Corset right next to the skin, for its heavy, pure Gum Rubber is covered on both sides with soft, absorbent Cotton Jersey. Ventilated with perforations so you'll keep cool, while the rubber reduces the extra, fatty tissue. Flexible, Non-rust Duplex boning. Laces in back. 8-inch, graduated front clasp. COLOR: Flesh-pink. SIZES: 32 to 50 ins. waist. Side length 14 1/2 ins. **\$2.98** Postage 6¢ extra.

PARA RUBBER REDUCING CORSET

17 S 31
\$1.98



LACES IN BACK

Back-Lace Adaptolette
This Adaptolette's long, smooth lines alone are enough to "reduce" you in appearance. But because it's made of pure Gum Rubber, it will actually help to reduce you in pounds!

Covered on both sides with soft, absorbent Cotton Jersey, so you won't have to wear any undergarment beneath it. "Ventilated" with tiny perforations to keep you cool and comfortable. Strongly reinforced over diaphragm and abdomen and boned with the best quality, non-rust black boning so you'll be completely supported.

The specially shaped, up-lift bust section of firm rayon trico makes the bust-line smaller and younger! Hooks at side; laces in back for adjustment. Washable. COLOR: Flesh-pink.

17 S 38—SIZES: 38 to 52 bust. A side length of 18 1/2 ins. Price... } **\$3.98**
17 S 39—SIZES: 38 to 58 bust. A side length of 21 inches. Price... }

Back-Lace Corset at Right

17 S 31—Perhaps THIS is just what you want: an extremely comfortable and very inexpensive Reducing Corset, with boning only at the back-lacing section and an 8-inch, graduated front steel that will keep you flat in the front.

It's made of Para Rubber, ventilated with perforations for cool comfort but not covered (better wear an undergarment beneath it!) It will make you perspire—that's how you reduce—so a good idea is to sponge it every day with lukewarm water and mild soap, rinse it well, and dry it and dust it lightly with talcum.

PEACH only. SIZES: 32 to 50 waist. Side length 15 1/2 inches. Our price... **\$1.98** Postage 6¢ extra.

Open-Weave MESH

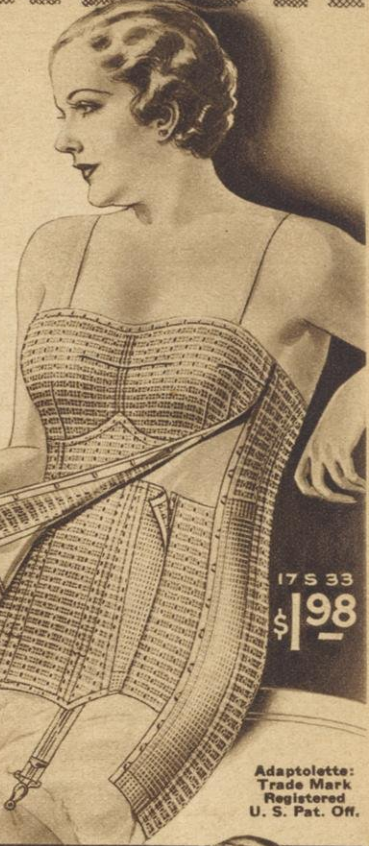
IF you're stout of course you MUST wear a foundation garment, even in hottest weather. But you can be just as cool as your more slender sisters in a "ventilated" MESH Adaptolette. The open weave lets your skin breathe, yet skilful construction keeps you trim and slender-looking. All the three models described below are easily washable, long-wearing, and are excellent values.

Mesh Adaptolette at \$1.98

17 S 33—Mesh Adaptolettes are so popular that we've added this brand-new style, so low priced that you'll want to buy two!

Both the outside garment and the long inner belt are of strong, cool, open-weave Cotton Mesh, both with surgical elastic at the sides. Light boning in back and in the belt supplies nice flat lines, and a special inner section of coutil subdues that roll of flesh at diaphragm. Tape shoulder straps look dainty under sheer dresses; the shaped bust section gives you a youthful firmness.

COLOR: Peach. SIZES: 36 to 52 bust. Side length 20 inches. Price... **\$1.98** Postage 8¢ extra.



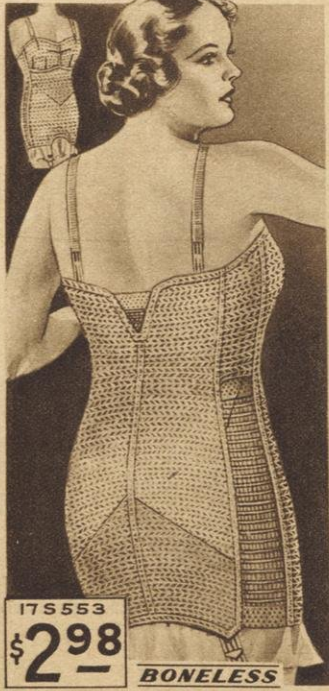
17 S 33
\$1.98

Adaptolette: Trade Mark Registered U. S. Pat. Off.



with FIRM INNER BELT BONED THROUGHOUT

17 S 252
\$3.98



17 S 553
\$2.98

BONELESS

17 S 553—Not a single bone! Still, this flexible Adaptolette fashioned of cool, "ventilated," Peach-colored open weave Cotton Mesh controls you quite well.

The trick is a skilful use of strong, rayon elastic mesh at sides to flatten the hips, and inner reinforcing of coutil at lower back, over diaphragm and abdomen and at lower front (see small view). Note the cool, low back, and little "comfort insert" of elastic between the shoulders. You could play tennis in this, and have ample freedom! Hooks at side. Washable. SIZES: 36 to 50 bust. Side length, 19 1/2 inches. Excellent value... **\$2.98** Postage 8¢ extra.

17 S 252—"What a LOT of support, and yet how COOL!" Everyone who wears this wonderful Mesh Adaptolette loves its good, figure-slimming, strong support and its "ventilated" comfort. It is of good quality, open weave Cotton Mesh, and its firm inner belt is of very sturdy coutil.

Both the outside garment and the belt are thoroughly boned and have side sections made of cotton surgical elastic which do wonders for heavy hips. You can't "sit" this garment out of shape, because it has back reinforcement of coutil. Diaphragm and abdomen are reinforced, too. Rayon elastic shoulder straps.

COLOR: Peach only. SIZES: 38 to 58 bust. Side length 19 1/2 inches. Price... **\$3.98** Postage 10¢ extra.

FOR ABDOMINAL SUPPORT

Adjustable ABDO-LIFT BELTS

YEARS of scientific study and research have produced the *perfect*, adjustable support for sagging and large abdomens: our famous Abdo-Lift Belt! You may buy the belt separately or in a corset. (See below.)



BACK-LACE
CORSET with
ABDO-LIFT
BELT

17 S 88
17 S 89
\$3.98

We get so many orders for "that wonderful Back-Lace Corset with the Abdo-Lift Belt" that we can now produce a similar model for a Dollar LESS than our former price. Made of well-boned, Flesh-pink Coutil with graduated, steel front clasp. High in back; comes 2 inches above waist in the front. Side-hook belt has surgical elastic at sides and supports abdomen by curved, flexible front steels, the pressure of which is very easily regulated by lacings, as pictured.

17 S 88—SIZES: 30 to 48 waist. 8½-inch clasp. 16½ ins. side length. **\$3.98**
Postage 8¢ extra.

17 S 89—SIZES: 30 to 51 waist. 9½-inch clasp. 18¼ ins. side length. **\$3.98**
Postage 8¢ extra.



BELT with LACED CORSET-BACK

17 S 473
\$2.98

17 S 473—Here is doubly good news: Our famous Abdo-Lift Belt not only controls your abdomen scientifically, but has a long, laced corset-back to "support your spine" and give you smooth, flat lines!

Made of Pink Coutil. Curves upward, front and back, for comfort. Skillfully placed, strong boning and curved front clasp whose pressure you can regulate by the front lacings. Adjustment laces down each side and down the back. SIZES: 30 to 52 waist. Our price. **\$2.98**
Postage 6¢ extra.



HOOKS AT SIDE
LACES IN BACK

WELL-BONED BELT with
LONG CORSET-BACK

17 S 40
\$3.98

17 S 40—We modeled this new side-hook Abdominal Belt on a woman with an unusually heavy abdomen—with magical results! It's of heavy Coutil with long, laced corset-back, and a brand-new feature in front: wide, self-material bands controlled by strong, adjustable straps for EXTRA support.

Your hips are well taken care of, too, by wide cross-bands of rayon-and-cotton elastic. And soft kid leather reinforcement at end of each boning section keeps boning in to STAY... a luxurious and sensible idea. Well-boned with best quality non-rust black boning throughout. COLOR: Peach only. SIZES: 32 to 52 waist. **\$3.98**
Postage 8¢ extra.



17 S 411
17 S 412
\$4.95

with LONG CORSET-BACK
and with STRAPS... to
"Hold-You-In"

Easy to see why this scientifically made, heavy Coutil Supporter does wonders for weakened abdominal muscles, and why doctors highly recommend it! Those strong adjustable straps, while controlling the lacings at the sides, actually act as artificial "muscles," and hold you in and UP exactly as nature intended!

It functions as both belt and corset, for it has long corset-back and graduated, steel front clasp, and is strongly boned throughout to give you support and smart slim lines. COLOR: Flesh-pink only.
17 S 411—31 to 48 waist. **\$4.95**
11 inches front length. Postage 8¢ extra.
17 S 412—33 to 51 waist. **\$4.95**
12 inches front length.



LONG GIRDLE with
ADJUSTABLE STRAPS
and SUPPORTING
INNER BELT

17 S 41
\$4.95

For
Pendulous
Abdomen

17 S 41—We ought to write a whole "book" about this wonderful new Long Girdle; we're so pleased with the way it flattens and HOLDS pendulous abdomens.

It's made of a beautiful, heavy Coutil, well-boned all over with best quality, non-rust black boning.

The long INNER BELT does the "inside job" of holding abdomen securely. It's curved just right for comfort, with cross-straps of strong surgical elastic to lift the abdomen into place very comfortably and healthfully. Hooks at side.

The GIRDLE has a good high back. The adjustable, strong straps control the lacings at either side and also regulate the pressure of the 10-inch, graduated steel front clasp. Elastic gore at top-back for comfort.

COLOR: Peach. SIZES: 33 to 52 waist. Side length 15 inches. **\$4.95**
Post. 8¢ ext.

17 S 101—It's a good idea to have extra Garters to sew on your corset in an emergency. Made of sturdy, Rayon-and-Cotton Elastic; easily adjusted. Ribbon tabs are attached to metal slides. Rubber tips.
Colors: Flesh-pink or peach. Size: 9 inches long. **2 pairs for 25¢**
Postage 2¢ ext.



LIGHT-WEIGHT
ADJUSTABLE
ABDOMINAL BELT
HOOKS AT SIDE

17 S 290—You can even get yourself an Adjustable Abdominal Belt for only \$1.98 at Lane Bryant.

Light-in-weight, yet strong, and has many of the features of our most expensive belts, such as:

- Sturdy Coutil fabric.
- Shaped sections made of firm elastic at sides to flatten your hips.
- Rounded at bottom and top for comfortable fit.
- Adjustment laces at the two side-fronts.
- A strong corset-back.
- Firm, Non-rust Duplex boning throughout belt for complete support.
- And even a DOUBLE material front to supply twice the restriction.

Hooks at side. Four strong hose supporters. COLOR: Flesh-pink only. SIZES: 28 to 48 waist. Price. **\$1.98**
Post. 6¢.



17 S 442
\$1.98

BACK-LACE BELT with
SURGICAL-ELASTIC FRONT

17 S 442—Yes, this excellent Abdominal Belt costs you only \$1.98 and it's a good one, too. As healthful and comfortable as though it cost you five times as much.

Frankly, it is not the best garment for a severe case of sagging or weakened abdominal muscles, but it has a skillfully shaped front of strong surgical elastic, a back of sturdy Coutil, and it's lightly boned throughout—all of which spells ample support for many women. Laces in back for adjustment. Hooks at side.

COLOR: Flesh-pink only. SIZES: 30 to 48-inch waist. Price. **\$1.98**
Postage 6¢ extra.



17 S 430
17 S 431
\$3.98

17 S 24
\$2.98

17 S 16
\$2.98

DUO-CONTROL ADAPTOLETTE
with ADJUSTABLE FEATURES

"MAR-VEL" BACK-LACE CORSET

ADAPTOLETTE
with ADJUSTABLE SUPPORTING BELT

This Duo-Control Adaptolette has become famous for controlling (1) the DIAPHRAGM; by a very special, lightly boned reinforcement of coutil in the outer garment, and (2) the ABDOMEN; by a well-boned, adjustable inner belt of coutil which may be either raised or lowered by the lacings! The outer garment is of Broche, a superior Rayon-stripped Cotton material. Well-boned in the back; adjustment lacings at sides from the waist down; elastic zones for comfort. COLOR: Flesh-pink only. This style is lower-priced than it used to be! 17 S 430—Size: 36 to 52 bust meas. 18-inch side length. . . . **\$3.98**
17 S 431—Size: 38 to 58 bust meas. 20-inch side length. . . . **\$3.98**
Postage 10¢ extra.

17 S 24—Are your abdomen and hips your two big figure problems? If so, wear our "Mar-Vel" Back-Lace Corset—well-named because it IS marvelous the way it molds not only abdomen and hips but waistline, back and thighs! Made of a fine quality, Brocaded Rayon-and-Cotton material, lightly boned. The low bust (1½ inches above waist) tapers off into a medium high back. Rayon elastic in top-front lets you bend without "groaning"! 6½-inch front clasp; 16 inches side length. COLOR: Peach only. SIZES: 29 to 45 waist. Our low price. . . . **\$2.98**
Postage 6¢ extra.

17 S 16—If both your figure and your purse need control, here's just the Adaptolette you want! Its inner belt of coutil and knitted elastic is not only supporting, but ADJUSTABLE—for the tighter you pull those laces at the sides, the firmer the pressure of the flexible, graduated steel at front, the firm boning, and those fancy surgical elastic bands. The outer garment is of Brocaded Rayon-and-Cotton Corset Batiste with elastic hip sections. COLOR: Peach. SIZES: 38 to 54 bust. Side length 20 inches. Our price. . . . **\$2.98**
Postage 8¢ extra.

ADAPTOLETTES
WITH REINFORCED INNER BELT
Choice of TWO STYLES
\$2.98 EACH



17 S 535
with SELF-MATERIAL BUST-SECTION

17 S 505
with TRICO BUST-SECTION

Slip into this grand Adaptolette as easily as you would into a coat—and be trim and slim from "top to toe." If you like a soft bust-line, choose the model with bust sections of rayon trico; if you need extra confinement, see the small view with self-material bust sections. Both models are made of Flesh-pink Broche, a Rayon-stripped Cotton fabric.

A deep inner belt of strong coutil, strongly boned and stitched. Surgical elastic both outside and in belt controls hips and thighs. Adjustable straps are detachable—douse them in the wash-bowl every few days and keep them fresh! SIZES: 38 to 58 bust measure. Side length 20 inches.

17 S 505—With rayon trico bust sections. . . . } **\$2.98**
17 S 535—With self-material bust sections. . . . }
Postage 8¢ extra on each.

Lady Lane ADAPTOLETTES



17 S 532—Here's something different: a Lady Lane Adaptolette with an inner belt that MATCHES the outer garment! Both are of Rayon-and-Cotton Corset Batiste, dainty looking but very firm in disciplining your figure. Look at the boning in the inner belt, planned purposely "on the diagonal" to create flat, straight abdominal lines. Band of rayon elastic across top is for comfort and a slender waistline. Both well-boned outer garment and inner belt have strong side sections of surgical elastic to subdue the hips; and both hook at side. COLOR: Peach. SIZES: 36 to 52 bust. 18½ ins. side length under arm. Price. . . . **\$2.98**
Postage 8¢ extra.

17 S 11—Looking for an all-supporting, long-wearing foundation for "very little money"? We have exactly the thing: This Lady Lane Adaptolette at only \$1.98. Of sturdy, striped Cotton material, with a nicely-shaped bust section of soft, firm Rayon Trico. Surgical elastic sections smooth your hips, and a boned section of coutil flattens your diaphragm. Most important of all, though, is the efficient inner belt that gives abdomen good support and flat, young lines. It's made of strong, boned coutil and surgical elastic, and hooks at the side. COLOR: Peach only. SIZES: 36 to 52 bust meas. Side length is 20 inches. . . . **\$1.98**
Postage 8¢ extra.

17 S 554—Slenderness is more a matter of lines than pounds. And more a matter of where you buy your foundation than how much it costs you! This Lady Lane Adaptolette proves both our statements triumphantly. Despite its low price, it is very sturdily made, of serviceable striped Cotton fabric. Light-in-weight, but firmly reinforced with boning in back, and with surgical elastic at the sides to give you slim, flat hips. The inner belt is EXTRA-LONG and is lightly boned of coutil and elastic. Entire garment hooks at side. COLOR: Peach. SIZES: 36 to 52 bust measure. Side length 20 inches. . . . **\$1.98**
Postage 8¢ extra.



TWO-WAY STRETCH LASTE_X BACK
WILL NOT RIDE UP

17 S 15
\$3.98

17 S 15—A new and lower-priced version of a fine Adaptolette that sold just like hot-cakes last Fall for far more money! Supports you firmly yet it allows you the back freedom of magic LasteX that stretches BOTH ways and does not ride up no matter how much you bend or sit or stoop.

Hooks at the left side, and is made of a Rayon-and-Cotton Corset Batiste with Non-rust Duplex boning; well-shaped bust sections are of rayon trico and net-lined self-material.

An inner section of boned coutil over the diaphragm will aid in flattening that troublesome "bulge." Comfortable non-slip shoulder straps. Peach only. SIZES: 36 to 50 bust. Side length 20½ inches. Our low **\$3.98** price. . . .
Postage 10¢ extra.



17 S 481—Elastic straps in the back of this Bandeau make it adjustable! Fits so well it can be worn strapless. It's made of Broche, a Rayon-striped Cotton material. Up-lift bust sections of Rayon Trico. Inner pockets are of satinette. COLOR: Flesh-pink only. SIZES: 36 to 52 bust. . . .
\$1.79
 Postage 3¢ extra.



EXTRA-LONG
 BRASSIERE WITH UP-LIFT BUST SECTIONS HOOKS AT SIDE
 17 S 42
\$1.00
 Postage 2¢ extra.



17 S 515
\$1.98
 BACK-LACED CORSET



PEKIN-STRIPED COUTIL COMFORT BRASSIERE
 17 S 271
89¢
 May be worn with or without a Corset



17 S 222
\$1.98
 CLASP-AROUND GIRDLE



17 S 439
\$1.19
 EXTRA-LONG DIAPHRAGM REDUCER HOOKS AT SIDE
 17 S 439—This extra-long Brassiere is fashioned of Flesh-pink Broche, a Rayon-striped Cotton fabric. Reduces diaphragm. Reinforced with well-boned coutil over the diaphragm. Elastic inserts at sides. Hooks at side. SIZES: 36 to 58 bust. . . .
\$1.19
 Postage 3¢ extra.



EXTRA-LONG BUST-CONFINER HOOKS IN FRONT
 17 S 192
\$1.29
 17 S 192—Women with fleshy back and shoulders like the built-up top of this extra-long bust-confining Brassiere of a Brocaded Rayon-and-Cotton material. Elastic sections at the sides. Invisible center front closing. Flesh-pink only. SIZES: 38 to 58 bust. . . .
\$1.29
 Postage 3¢ extra.

17 S 515—A very well-designed, Back-lace Corset of good quality, strong Peach-colored Coutil that confines the hips and holds the abdomen in smooth flat lines. Has surgical elastic inserts for ease when sitting or bending. High in back for support; about two inches above the waistline in front. Reinforced over abdomen. 7½-inch graduated front clasp; hooks below. Four garters. SIZES: 33 to 45 waist. Side length 15 inches. . . .
\$1.98
 Postage 6¢ extra.

17 S 271—A Comfort Brassiere—of a strong fabric—Pekin-striped Coutil—that stands up very well under frequent laundering. May be worn with or without corset. The lightly boned section over diaphragm lends flat, unwrinkled lines. The brassiere is held down smoothly in front by two strong supporters of surgical elastic. There's an elastic insert in back to insure fit. Hooks at side. SIZES: 36 to 58 bust. Our low price. . . .
89¢
 Postage 4¢ extra.

17 S 222—Topless Clasp-Around Girdle; back is made of strong, Cotton Surgical Elastic and the front is of serviceable Coutil (see the small view above). A splendid hip-confiner and reducer. Lightly boned all-around with flexible, Non-rust Duplex boning. 8-inch graduated front clasp; hooks below. Four garters. COLOR: Peach. SIZES: 26 to 36-inch waist, and 12-inch side length; 37 to 42-inch waist, and 14-inch side length. . . .
\$1.98
 Postage 6¢ extra.



UP-LIFT BANDEAUX HOOKS AT SIDE
 17 S 524
79¢
 17 S 555
98¢
 17 S 524—Up-Lift Bandeau made of linen-finished Cambric with skillfully-shaped bust sections of soft Glove Silk, mixed with Rayon for long wear. Hooks at side. Gives youthful lines. In Flesh-pink only. SIZES: 36 to 52 bust. Our low price, only. . . .
79¢
 Postage 2¢ extra.



EXTRA-LONG MESH BRASSIERE HOOKS IN FRONT
 17 S 519
\$1.29
 17 S 519—Cool, open-work Cotton Mesh fashions this extra-long Brassiere, which is ideal for Summer. Has a built-up top to confine extra shoulder and under-arm flesh. Elastic inserts at sides. Hooks in the front. Shaped to fit perfectly. Peach only. SIZES: 38 to 58 bust. . . .
\$1.29
 Post. 3¢ ext.



EXTRA-LONG MESH BRASSIERE HOOKS IN FRONT
 17 S 519
\$1.29



EXTRA-LONG MESH BRASSIERE HOOKS IN FRONT
 17 S 440
\$1.00



EXTRA-LONG MESH BRASSIERE HOOKS IN FRONT
 17 S 440
\$1.00



EXTRA-LONG BRASSIERE HOOKS IN FRONT
 17 S 115
79¢
 17 S 115—Extra-long, Linen-finish Cambric, bust-confining brassiere. Built-up shoulders help to confine excess flesh. Reinforced underneath arms. It will launder and wear well. Invisible front fastening. COLORS: Flesh-pink or white. SIZES: 38 to 58 bust. . . .
79¢
 Post. 2¢ ext.



SIDE-HOOK GIRDLE TWO QUALITIES
 Short Side-hook Girdle in a choice of two Flesh-pink fabrics, each with sections of surgical elastic at sides for perfect fit. Lightly boned. Very comfortable. Hooks at left. Easy to launder. Four strong hose supporters. 17 S 231—Mercerized, Brocaded Cotton fabric. SIZES: 26 to 46 waist. Our price. . . .
\$1.00
 Postage 4¢ extra.
 17 S 261—Of a Rayon Brocaded Cotton material—serviceable and highly attractive. SIZES: 26 to 46 waist. Price. . . .
\$1.39
 Postage 4¢ extra.



UP-LIFT BANDEAU HOOKS AT SIDE
 17 S 13
59¢



EXTRA-LONG BUST-CONFINER HOOKS AT SIDE
 17 S 14
\$1.00



EXTRA-LONG BUST-CONFINER HOOKS AT SIDE
 17 S 14
\$1.00



SIDE-HOOK GIRDLE TWO QUALITIES
 Short Side-hook Girdle in a choice of two Flesh-pink fabrics, each with sections of surgical elastic at sides for perfect fit. Lightly boned. Very comfortable. Hooks at left. Easy to launder. Four strong hose supporters. 17 S 231—Mercerized, Brocaded Cotton fabric. SIZES: 26 to 46 waist. Our price. . . .
\$1.00
 Postage 4¢ extra.
 17 S 261—Of a Rayon Brocaded Cotton material—serviceable and highly attractive. SIZES: 26 to 46 waist. Price. . . .
\$1.39
 Postage 4¢ extra.



DIAPHRAGM REDUCER TO BE WORN OVER CORSET
 17 S 90
\$1.39
 17 S 90—This Diaphragm Reducer should be worn over corset. Fashioned of a Mercerized Elastic Webbing and Tape. Reduces diaphragm from 2 inches to 4 inches with comfort. It will prevent bulging when worn over low or medium low corset, as shown. Hooks in the front. Flesh-pink only. SIZES: 30 to 46-inch waist measure. Our very low price. . . .
\$1.39
 Postage 3¢.



DIAPHRAGM REDUCER TO BE WORN OVER CORSET
 17 S 90
\$1.39

Send All Mail Orders to Our New York Address; Never Send Them to Our Branch Stores.

Mail Orders Filled
From New York Only

Lane Bryant

5th Ave. at 39th St.
New York, N. Y.

I send you this order with the understanding that if the goods sent me are not entirely satisfactory, I may return them and you will exchange them for other merchandise, or you will refund my money, whichever I prefer.

Be Sure to Include Necessary Postage

Make sure amount of your Check or Money Order includes all postage charges as is clearly stated in each description. If you send more money for postage than we actually use, we will refund the difference. On C.O.D. orders we require a deposit of at least one-fourth. Shipment of C.O.D.'s will be made by Parcel Post or Express, charges collect, including charges for returning money to us. **All orders MUST be accompanied by a remittance, as explained at right.**

AMOUNT ENCLOSED

Remit either by Post Office or Express Money Order, Bank Draft or Check. *Be sure that your Money Order or Check includes all postage charges.*

It is not safe to send CASH; but if you cannot remit in any other way enclose the money with your order in a strong envelope, seal it very securely—and be sure to have it registered.

Do not send postage stamps.

	Dols.	Cts.
Money Order		
Draft or Check		
Credit Card		
Cash		

All Members of the Same Family Should Order Under One Name

Write name and address very plainly.

Date

Mr., Mrs. or Miss	First Name	Middle Initial	Last Name

(Married women will please use husband's name or initials)

House Number Street or Avenue R. F. D. No. Box No.

Town State

(Write the name of your post office very plainly.) (Write name of State in full.)

DO NOT WRITE IN THIS SPACE

Is this your first order from us?

If you have changed your address since your last order, please write here your former address, including local:

PAGE NO.	ARTICLE	STYLE NUMBER	COLOR		SIZE	HOW MANY?	PRICE, EACH		TOTAL		Postage
			1st Choice	2nd Choice			Dols.	Cts.	Dols.	Cts.	

When ordering Coats, Dresses, Sweaters or Corsets, please state ALL measurements on reverse side of this sheet

STATE SIZE AND COLOR

Mail Orders Filled from New York Only

Amount for Goods		
Amount for Postage		
Total Amount		

Will You Do Us a Kindness?

Will you please fill in here the names of four women who may be interested to receive our Style Book for Stout Women and Misses? We will appreciate your courtesy and will not mention your name to them.

Name.....	Name.....
Address.....	Address.....
Town..... State.....	Town..... State.....
Name.....	Name.....
Address.....	Address.....
Town..... State.....	Town..... State.....

LANE BRYANT, Fifth Avenue at 39th Street, NEW YORK, N. Y.

PLEASE CUT ALONG THIS LINE AND MAIL TO OUR NEW YORK ADDRESS

These Style Books sent FREE on request

CLOTHES for tiny tots and for joyous, active youngsters up to the age of twelve are pictured in this **FREE STYLE BOOK** for Infants and Children.

Everything from layettes and underwear to play and party clothes, each selected with care and skill. Mothers will appreciate the dainty workmanship, the service and our low prices.

There are also in this style book many pages of Dresses, Coats, Corsets and Underwear for the Expectant Mother.

Write to us today, addressing Dept. 203; ask for Style Book "W." It will be sent to you absolutely FREE.

The pictures and measurement blank below are printed upside down for our convenience in filling your order.

A FREE Style Book for the Expectant Mother. Brimful of all that is new and charming in the world of Fashion today.

Dresses, Coats and Underwear, all skilfully designed to meet the needs of her changing figure, yet made to look like the pretty styles other women are wearing.

Also, the famous Lane Bryant Maternity Corset, Supporters and Brassieres, recommended by physicians and nurses everywhere. And everything for the Baby, too. All priced very low.

Write to us today, addressing Dept. 201; ask for Style Book "T." It will be sent to you absolutely FREE.



For INFANTS and CHILDREN



For EXPECTANT MOTHERS

Give all **ACTUAL** measurements Do NOT make any allowances

Long or Short Waisted.....

Your Weight..... Lbs.

Your Height..... Ft. Ins.

Be Sure to mention

D to N—FULL LENGTH BACK—Required for coats, dresses and slips. Entire length from base of neck, D, to bottom of hem at center back, N.

L—AROUND HIPS—Take this measurement around largest part of hips. Not too tight. Make no allowances.

J to K—INSIDE SLEEVE measurement—from armpit to length of sleeve desired, arm hanging loosely.

H—AROUND ARM (around fleshiest part).

B—WAIST BAND—Take measure rather tightly around smallest part of waist (B), while wearing any well-fitting corset.

A—BUST MEASURE—Take measurement over your dress (with your corset on). Pass tape measure around the body over the fullest part of the bust, well up under the arms. Do not allow tape to slip down in back; do not take this measurement too tightly, and do not make any allowances.

DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to USE AN ACCURATE TAPE MEASURE.

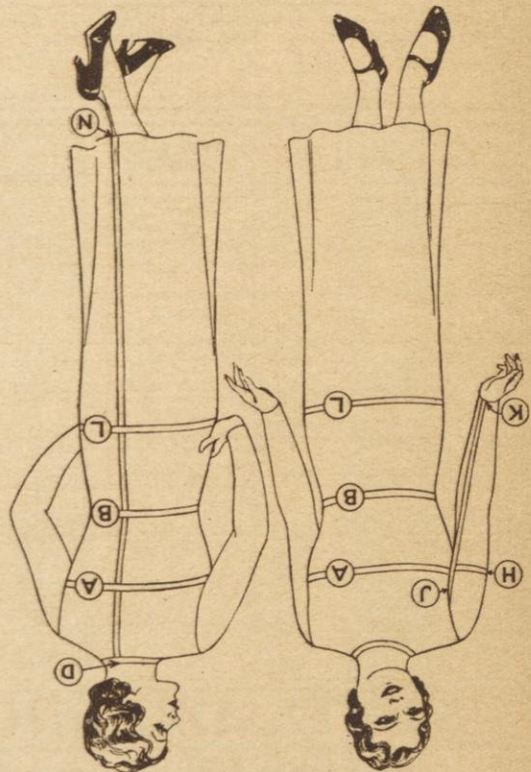
In order to give you a well-fitting garment, it is of utmost importance that you fill in all of the measurements required below. In ordering Coats, Dresses and Corsets do NOT specify STOCK SIZES of some former garments purchased elsewhere. Lane Bryant sizes are scientifically designed and are exclusive with Lane Bryant.

How to Take Your Measurements

Be sure you have given correct sizes and colors—with all actual measurements as requested on this order blank. Be sure you have written your name and address very plainly—on order blank and also on mailing envelope. Be sure to send remittance with order—a Post-office money order, a bank draft or your own personal check. And be sure to include all necessary Postage, as is stated under the price in each garment description.

Before Mailing Your Order:

For directions in ordering
HATS.....see page 16
SHOES.....see page 50
CORSETS.....see page 67



INCHES

Give actual measurements; make NO allowances.

Send All Mail Orders to Our New York Address; Never Send Them to Our Branch Stores.

Mail Orders Filled
From New York Only

Lane Bryant

5th Ave. at 39th St.
New York, N. Y.

I send you this order with the understanding that if the goods sent me are not entirely satisfactory, I may return them and you will exchange them for other merchandise, or you will refund my money, whichever I prefer.

Be Sure to Include Necessary Postage

Make sure amount of your Check or Money Order includes all postage charges as is clearly stated in each description. If you send more money for postage than we actually use, we will refund the difference. On C.O.D. orders we require a deposit of at least one-fourth. Shipment of C.O.D.'s will be made by Parcel Post or Express, charges collect, including charges for returning money to us. All orders MUST be accompanied by a remittance, as explained at right.

AMOUNT ENCLOSED

Remit either by Post Office or Express Money Order, Bank Draft or Check. Be sure that your Money Order or Check includes all postage charges.

It is not safe to send CASH; but if you cannot remit in any other way enclose the money with your order in a strong envelope, seal it very securely—and be sure to have it registered.

Do not send postage stamps.

Dols.	Cts.
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Money Order		
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Draft or Check		
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Credit Card		
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Cash		
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All Members of the Same Family Should Order Under One Name

Write name and address very plainly.

Date

Mr., Mrs. or Miss

First Name

Middle Initial

Last Name

(Married women will please use husband's name or initials)

House Number

Street or Avenue

R. F. D. No.

Box No.

Town

State

(Write the name of your post office very plainly.)

(Write name of State in full.)

Is this your first order from us?

If you have changed your address since your last order, please write here your former address, including local:

DO NOT WRITE IN THIS SPACE

PAGE NO.	ARTICLE	STYLE NUMBER	COLOR		SIZE	HOW MANY?	PRICE, EACH		TOTAL		Postage
			1st Choice	2nd Choice			Dols.	Cts.	Dols.	Cts.	

When ordering Coats, Dresses, Sweaters or Corsets, please state ALL measurements on reverse side of this sheet

STATE SIZE AND COLOR

Mail Orders Filled from New York Only

Amount for Goods	
Amount for Postage	
Total Amount	



Will You Do Us a Kindness?

Will you please fill in here the names of four women who may be interested to receive our Style Book for Stout Women and Misses? We will appreciate your courtesy and will not mention your name to them.

Name.....	Name.....
Address.....	Address.....
Town..... State.....	Town..... State.....
Name.....	Name.....
Address.....	Address.....
Town..... State.....	Town..... State.....

LANE BRYANT, Fifth Avenue at 39th Street, NEW YORK, N. Y.

PLEASE CUT ALONG THIS LINE AND MAIL TO OUR NEW YORK ADDRESS

Spring and Summer Fashions for
INFANTS and CHILDREN

Lane Bryant
NEW YORK

For INFANTS and CHILDREN

These Style Books sent FREE on request

CLOTHES for tiny tots and for joyous, active youngsters up to the age of twelve are pictured in this **FREE STYLE BOOK for Infants and Children.**

Everything from layettes and underwear to play and party clothes, each selected with care and skill. Mothers will appreciate the dainty workmanship, the service and our low prices.

There are also in this style book many pages of Dresses, Coats, Corsets and Underwear for the Expectant Mother.

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Write to us today, addressing Dept. 201; ask for Style Book "T." It will be sent to you absolutely FREE.

... WHILE WAITING for the STORK

Lane Bryant
NEW YORK

For EXPECTANT MOTHERS

Do NOT make any allowances
Give all **ACTUAL** measurements

Long or Short Waisted.....

Your Weight..... Lbs.

Your Height..... Ft. Ins.

Be Sure to mention

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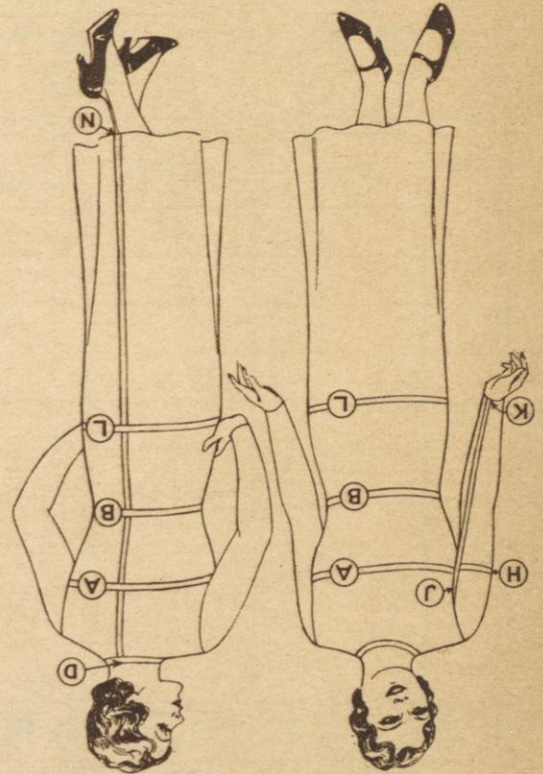
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INCHES

Give actual measurements; make **NO** allowances.

HATS..... see page 16
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For directions in ordering



DO NOT TRY to take the measurements YOURSELF. Have some friend take them for you. Follow these instructions carefully and be sure to use AN ACCURATE TAPE MEASURE.

When Ordering Lane Bryant Garments in order to give you a well-fitting garment, it is of utmost importance that you fill in all of the measurements required below. In ordering Coats, Dresses and Corsets do NOT specify STOCK SIZES of some former garments purchased elsewhere. Lane Bryant sizes are scientifically designed and are exclusive with Lane Bryant.

How to Take Your Measurements

Be sure you have given correct sizes and colors—with all actual measurements as requested on this order blank. Be sure you have written your name and address very plainly—on order blank and also on mailing envelope. Be sure to send remittance with order—a Post-office money order, a bank draft or your own personal check. And be sure to include all necessary Postage, as is stated under the price in each garment description.

Before Mailing Your Order:

Lovely - and they'll stay Lovely
because they're FAST COLOR



PRINTED
LAWN
5 S 826
\$1.98



WOVEN-
CHECK
LAWN
5 S 827
\$1.98



PRINTED
BATISTE
5 S 833
\$1.98



PRINTED
VOILE
5 S 828
\$1.98



RAYON
CREPE
5 S 830
\$2.98

A Gay Deceiver—Woven-Check Lawn
5 S 827—Of COURSE Stout Women can look slim in a pretty pastel color, when the lines and fabric are right. This Dress, for example, is of Fast-color Lawn with a woven self-check which breaks up the area and gives an effect of reduced breadth. Flattering revers, sleeves and shoulder bow are edged with dainty lace.
COLORS: Peach as pictured above; Iinen-blue or lettuce green. SIZES: 38 to 58 bust. Length about 51 inches. Our low price. . .
Postage 8¢ extra. **\$1.98**

Maple-Leaf Print—At Upper Left
5 S 826—What's lovelier for a fresh new season than this cool Dress of Fast-color Lawn, printed with myriads of maple leaves? You'll be delighted when you see how cleverly the pattern detracts from your size, and how slimming the whole dress is, from its lace-edged jabots and bell sleeves down to its graceful, sectional skirt.
COLORS: Navy blue (pictured), black or brown print, each on a white ground. SIZES: 38 to 58 bust. Length about 51 inches. . .
Postage 8¢ extra. **\$1.98**

Print—with Pleated Trimming
5 S 830—You'll like the smart UP-AND-DOWN pleats on the revers and the sleeves of this new Dress. It's made of a good quality, Fast-color Rayon-and-Cotton Crepe, in a flattering, little two-toned "bud" print. Lace vestee. The shaped front skirt section is particularly slenderizing.
COLORS: Navy blue with white-and-red print as pictured; or black with white-and-green print. SIZES: 38 to 58 bust. Length about 51 inches. Our exceptionally low price, only. . .
Postage 10¢ extra. **\$2.98**

Printed Batiste—New "Bow Neckline"
5 S 833—Dress made of cool, Fast-color Printed Batiste—positively exciting at this low price! We've made the effect of the two over-lapping jabots even more slenderizing by using a bias collar of solid-color batiste to match background, looped through buttonholes in the top jabot, and ending in an exceptionally smart bow.
COLORS: Navy as pictured; also Copen blue or green, each with white print. SIZES: 38 to 58 bust. Length about 51 inches. . .
Postage 8¢ extra. **\$1.98**

Cool Voile—At Upper Right
5 S 828—You'll feel as cool as a cucumber and as smart as can be in this very slenderizing Voile Dress. You will like the lovely crossed vestee of white organdie with its strips made of the voile for extra slenderizing, as well as the revers with their soft deep, flared edges. You will like the closely-spaced, attractive fast-color print, too.
COLOR: Multi-colored print just as pictured. SIZES: 38 to 58 bust. Length about 51 inches. Our exceptionally low price, only. . .
Postage 8¢ extra. **\$1.98**

Bordered Voile—Looks Costly, But Isn't
5 S 831—Bordered Voile with a permanent-finish, appliqued Flock-Dot makes this Fast-color Dress look costly! We've used the border to very good advantage on both sleeves, on pointed yoke of skirt, on one revers and on the other side of the waist in front. The dainty vestee is of lace.
COLORS: Navy blue (as pictured) or black, each with white dots and flowers. SIZES: 38 to 58 bust measure. Length about 51 inches. Our exceptionally low price is only. . . .
Postage 10¢ extra. **\$2.98**



FLOCK-DOT
BORDERED
VOILE
5 S 831
\$2.98

Lane Bryant says: **SLENDERNESS** is more a matter of **LINES** than a matter of **POUNDS... or PRICE**



DRESS and JACKET



PRINTED LAWN
5 S 832
\$1.98

Lawn Dress with Rows of Dots
5 S 832—You'll love this if you've in mind a very cool, simply designed Dress with capelet collar that's ever so cool and becoming to stout figures.
It's made of Fast-color Printed Lawn, with rows of dots which give it that slender UP-AND-DOWN look. The scalloped edge on all-around capelet gives the dress an expensive look! Unusual little vestee of cross-bar organdie. COLOR: Navy blue with white-and-red dots, as pictured. SIZES: 38 to 58 bust. Length about 51 ins. Our low price... \$1.98
Postage 8¢ extra.



PRINTED BATISTE SUIT
5 S 837
\$2.98

Dress and Jacket—Bordered Trim
5 S 837—This delightfully cool Dress of Fast-color Printed, Bordered Batiste AND matching hip-length Jacket—costs but the surprising sum of \$2.98!
Without the jacket (see the small view) the pretty cap-sleeved dress is a fashion in itself, remarkably slimming because of its diagonal neckline and revers, and extra-smart because of the bordered trimming. With the bordered-front and bordered-sleeve jacket, it's a costume fit to go anywhere. Box-pleat in front of skirt. COLORS: Navy with print as pictured; or chocolate brown with a brown-rust-and-white print. SIZES: 38 to 58 bust. Length about 51 inches. An unusual value at our very low price... \$2.98
Postage 10¢ extra.



RAYON CREPE
5 S 834
\$2.98

New Flower Print
5 S 834—Meet a Dress that will keep your mind (and your friends' minds) off your measurements! It's made of lovely quality, Fast-color Rayon-and-Cotton Crepe. In a new, fresh-looking, flower print.
Here again we have used a new idea in skirt slenderizing—you will note how the very gracefully flared side section joins other side with a line that curves and then goes straight down. That's a trick that does three things for you—makes you look slim; results in lots of skirt freedom; and gives you the fashionable, new flared line.
The all-around capelet collar is charming, too, because it is so soft and full, and is so unusual with its inserts of solid color to match the background, outlined by fagoting and also edged with dainty looping. COLORS: Powder blue with smart multi-colored print as in picture; or green with rose-and-gold print. SIZES: 38 to 58 bust. Length is about 51 inches. . . . \$2.98
Postage 10¢ extra.



5 S 835
\$2.98

EYELET EMBROIDERED LAWN
5 S 835—You'll readily agree with us that "slenderness is more a matter of LINES than of POUNDS... or PRICE"—when you study the youthful lines of this cool, Fast-color Eyelet Embroidered Lawn Dress. And look at its price—only \$2.98.
Notice that we give the skirt a clever, shaped front hip-band to make you appear narrower, and a slenderizing panel, to add to your height. And notice, too, that we puff the sleeves just enough for smartness, yet they're not bulky... that we ripple the collar and jabots purposely to converge toward the center... and that we continue one jabot into a slenderizing surplice which meets the attractive, side-tying sash.
You'll simply love the cool, "ventilated," new square-shaped eyelets; the traceries of white embroidery on the material; and the self-fabric vestee. This dress can be worn and washed throughout the Summer. COLORS: Peach (as pictured), Copen blue or lavender, each with white embroidery. SIZES: 38 to 58 bust. Length about 51 ins. Our exceptionally low price... \$2.98
Postage 10¢ extra.