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## **Portfolio of Lady Duff-Gordon's original designs: wearing apparel for the women of America. 1917**

Chicago: Sears, Roebuck and Co., 1917

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*Hady Duff Gordon*

*Portfolio of Lady Duff Gordon's Original Designs*



*Lady Duff Gordon*

BP 40890/100

\$55

Spring and Summer Nineteen Hundred Seventeen



Lady Duff Gordon



Spring  
and  
Summer  
1917





Lady Duff Gordon

*Portfolio of*  
LADY DUFF-GORDON'S  
ORIGINAL DESIGNS



WEARING APPAREL FOR THE  
WOMEN OF AMERICA

SEARS, ROEBUCK AND CO.  
DISTRIBUTORS



SPRING AND SUMMER  
1917

CHICAGO  
HOMAN AVENUE AT ARTHINGTON STREET



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CHICAGO



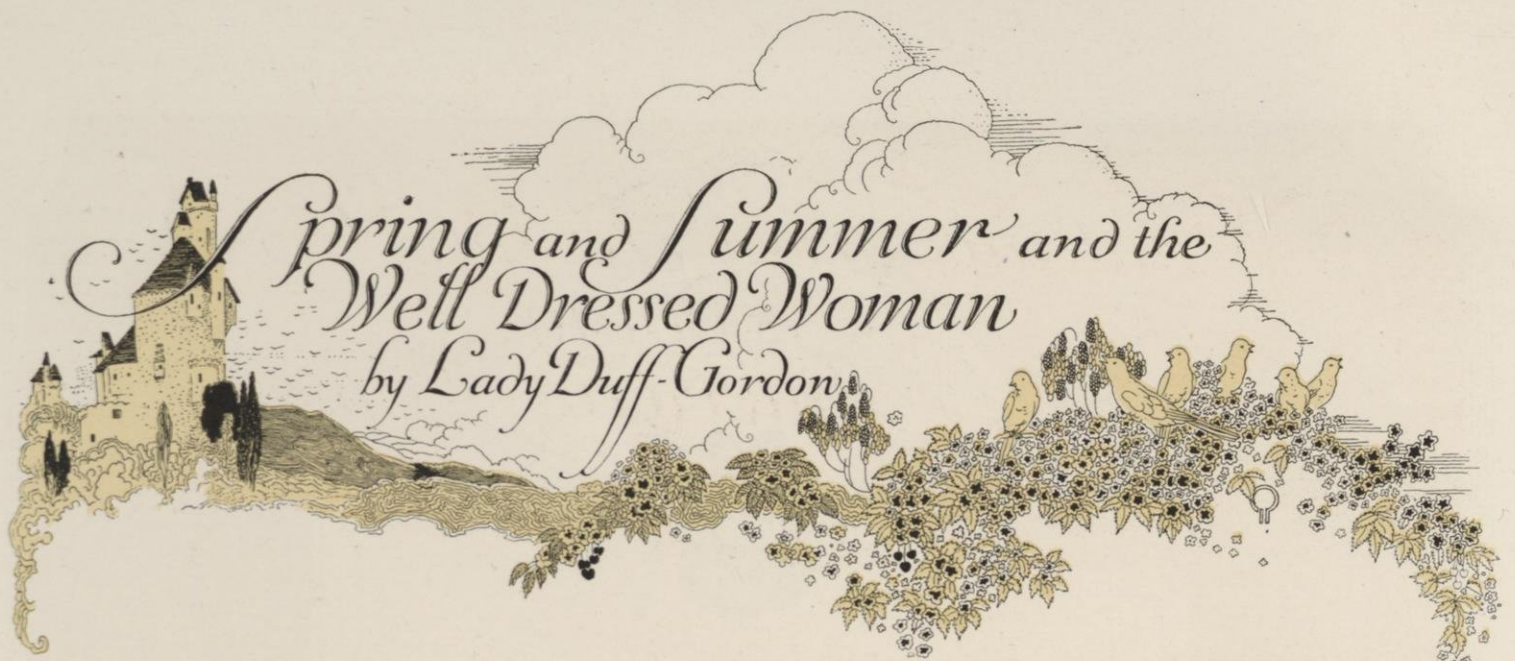
**T**HIS MODEL is one of my own designs. I hope very much that it may harmonize perfectly with your individuality as I had planned to have it. That is what it should do. My models are designed for that effect. And I am so anxious to have you know that I am interested, personally, in your dress problems. Please bear in mind that the arrangement I have with SEARS, ROEBUCK AND CO. carries with it the assurance of their absolute guarantee of satisfaction to you. If you buy one of my models and it does not suit you in every particular, you may send it back for exchange to their Chicago Office; or, if you so request, your money will be returned without question, together with any transportation charges you may have paid.

*Lady Duff Gordon*

115 FIFTH AVENUE  
NEW YORK

**A** CARD like the one shown here, carrying the personal guarantee of Lady Duff-Gordon, is sent with every purchase from this Style Book. In addition, the models carry also Lady Duff-Gordon's personal label, stitched in the lining or band. We are very happy to co-operate in this guarantee in the most unqualified manner and to assure the women of America that we will not consider any transaction closed until the purchaser of a Lady Duff-Gordon model is completely satisfied.

SEARS, ROEBUCK AND CO., CHICAGO.



**S**OOMETIMES I have been asked if I have a special plan which I follow in my work of designing, if I have a special theory of dress which I believe women should adopt and if I make my designs according to that theory. As I think of it, I believe most of my inspiration comes from nature—the birds and the trees and the flowers and even the animals. They, in their habits and their appearance, are always in perfect harmony with the seasons as they come and go. And that is how I feel that women should dress—in harmony with nature. So, when Spring comes dancing over the little hills with its joyous promise of things to be, then it is time for us to put little, glad notes of color into our clothes and make ourselves harmonious parts of the joyous theme of Spring.

In Summer, we must find a way to be cool and sweet and refreshing, to be a part of the satisfying picture where birds, and trees and flowers, floating clouds and clear, still waters form a perfect background.

“Delicate as a flower,” “Sweet as a rose,” “Graceful as a lily,”—those are not idle phrases, exaggerated, meaningless. To me they are mental pictures given us to copy as best we can, and you will find them phrases that are readily on the lips of thousands of observing men and women—when a woman’s appearance justifies such praise. And the blessed part of all this is that daintiness, sweetness, grace, charm are not in any way dependent upon age or environment, or even upon physical beauty. They are within the reach of every woman, everywhere, and are dependent, first of all, upon her own personal habits. Upon such commonplace things as baths, good soap, good cold cream and talcum, undergarments, corsets, hairpins, plenty of hooks and eyes, nail files and tooth brushes; upon being a bit practical and sensible before we have earned the right to indulge our artistic and poetic tastes.

To dress in harmony with the seasons does not mean to spend a great deal of money—to have an extravagantly large and varied wardrobe. No, not at all. It means, rather, economy; the wise expenditure of the allowance you have; the exercise of good judgment and an understanding of your own good and bad points, your own personality. And it is in these things that I want to help you.

I have tried to plan the clothes in this book to fit every need you might have in Spring and Summer. There is something here for your work time, and when that work is over, I want you to slip out of your work-time clothes and into one of these soft, cool, alluring things made for your play time and your rest time. If you are a very busy woman, that is particularly and specially what I want you to do, because it means putting a fresh dress on your tired

mind as well as your tired body. Whether your work is in the office, the school, the studio or the kitchen; whether you have written a book or cooked a dinner, when that work is done, get into a different atmosphere. Clothes will help you accomplish the transformation more quickly than anything else in the world. When you get into different clothes, you will find yourself so refreshed that even your viewpoint is changed, as many a nerve-weary woman has found to her enduring joy. I know, because numbers of such women have written to me that this is true, over and over again.

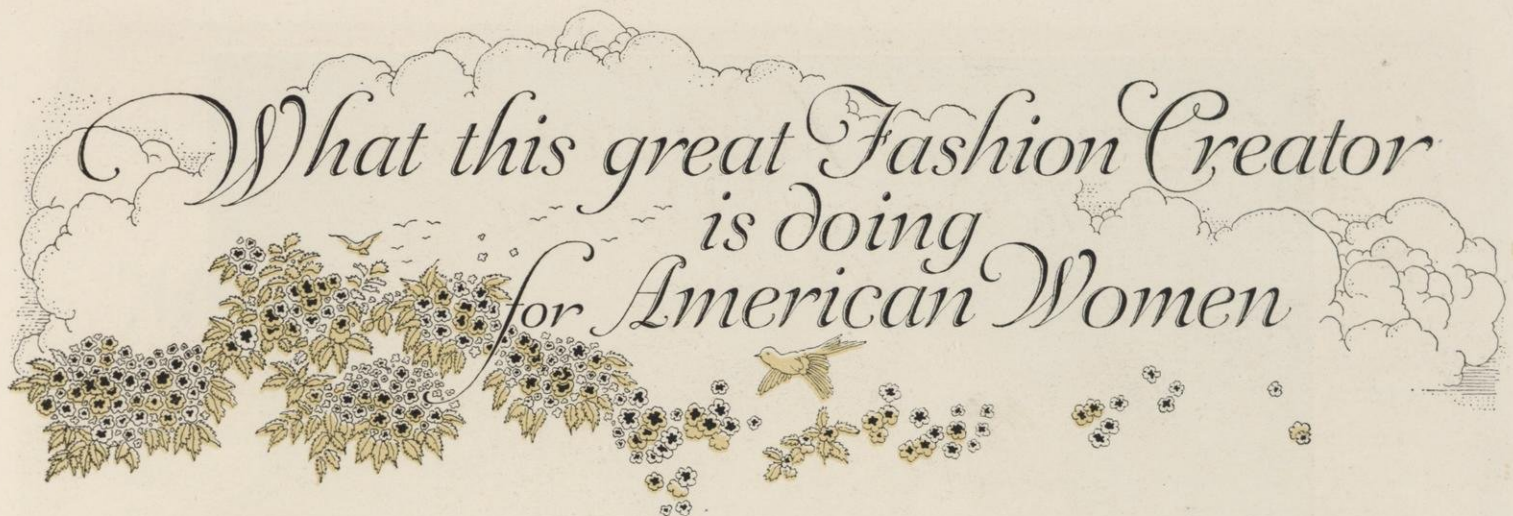
Dear friends, Spring has danced its way over the little hills, Summer will soon be here and we may indulge our love of frilly things without a qualm. Always remembering, however, the need of at least one tailored suit along with them, for that should be the foundation of every wardrobe. Nothing is in worse taste than fluffy clothes out of their place, and nothing so ugly as limp and bedraggled finery on a stormy day, when to be well dressed one should be trimly and tidily tailored. Do not permit yourself to be misled by fancy clothes, merely good to look at and of short life. Learn to choose between a good style and a fad of the hour. If you choose the simple things, you may be sure you will never go far astray.

If I were to write a hundred of these pages, I could not begin to tell you how happy your letters have made me, those friendly, appreciative, warm-hearted letters which have been pouring in from all directions ever since last October, when my plan was first announced. It makes me feel as though I have a friend or two in every nook and corner of this whole, big, wonderful country, and the thought that I have really been permitted to help you, stays with me through many a tired hour.

If I were to write a hundred more pages, I could not begin to tell you how big my plans are for you and how much thought and time I am giving to the things I want to help you to accomplish.

Now that this book is finished, I find there are dozens of ideas which we had to leave out of it and which I shall have to work out for you next season. Before this book is off the press, I shall be working away on your Fall and Winter needs, so you see, you are continually in my thoughts and always included in my plans.

*Lady Duff Gordon*



# What this great Fashion Creator is doing for American Women

**T**HE intimate, friendly talk which you have just read on the preceding page is characteristic of Lady Duff-Gordon's attitude toward her work. She strikes a human note which goes much deeper than mere clothes. Clothes in their relation to woman's life, their inevitable influence upon life, this is the thought always back of the wonderful work she does.

In her rare understanding of this difficult woman-problem she stands almost alone in the world of fashion. Where other style creators are influenced by a decree of fashion, a whim or a fad of the hour, Lady Duff-Gordon's exceptional insight carries her far beyond that point, enables her to create a fashion to fit the need. Always unmistakably smart and modish, on the one hand, and on the other, always bearing that fascinating mark of individuality which makes her designs so satisfying to the wearer.

The genius that could form a mental picture of how a countess should appear at the coronation ceremonies, or how a debutante should look at her first ball, can see as well how a business girl should be dressed at her desk or behind her counter, and how wives and mothers should look in their own homes.

Women everywhere are recognizing the helpfulness of the plan which Lady Duff-Gordon began putting into action last Fall. And women everywhere have written us letters of appreciation and gratitude.

Among the thousands of such letters which have been flooding our Lady Duff-Gordon Department for months, were a vast number which asked for designs for stout women, both young and mature. These came so thick and fast that at last we decided we must have stout designs in our Lady Duff-Gordon Book.

You knew she would design for you what you needed—you believing women who had written and asked her to do it. We knew, because we have seen how her very heart is in her work. The token of our faith is shown in this portfolio, in several of the most charming models it has ever been our pleasure to present—and each specially designed for stout figures. They are so lovely that we anticipate inquiries from your envious slender sisters, asking for these stout models in their own sizes.

In this new portfolio you will find also Millinery, Separate Blouses, Separate Skirts, and Corsets of Lady Duff-Gordon's designing. "If they need these other things in my designs to make them better dressed—and happier—to be sure, they shall have them. How many blouses shall we need, do you think?" And the busy fingers set themselves to work.

Have you believed that she has really tried to help you, this great genius of the fashion world? You to whom, miles away, she is but a name—have you had the faith to

accept her judgment and act upon her advice? If you have, we believe that you are today far happier, more at peace in your own mind, than you were a few months ago. And with the utmost confidence, we suggest that you lay all the burden of your clothes problems and responsibilities upon her shoulders. She will carry such burdens happily for all the women these United States can hold. Even now while you are choosing your Summer frocks, she is planning new things for your winter comfort and pleasure. Planning to help you even more than she has so far, covering more of the troublesome details of your wardrobe. "I do so want them to have everything just right," she says, and you may be sure no detail will be overlooked.

For our part, we are trying to do our share of the co-operating. We believe that nowhere in the world is it possible for you to find designs which would please you so well as these which Lady Duff-Gordon has created for you. And we believe that nothing in the way of materials is too good to be used in their fashioning. So, from the greatest importers, manufacturers and wholesale houses in the country, we have chosen materials of the highest quality that money can buy; fabrics which, until now, you have found only in garments of much higher—sometimes double the price.

We have pictured these wonderful designs in reproductions from the most beautiful photographs that skill could produce. They are on living models and look exactly as they are in real life. Some of them are shown in actual colors, reproduced from a big, expensive oil painting done for us by the well known illustrator, Simon Werner.

The cover was designed and painted by another famous artist, Willy Pogany, and illustrates one of Lady Duff-Gordon's own quaint terms of speech, "When Spring comes dancing over the little hills." All of these things have been months in the making and we present the finished work to you with keenest pleasure. We have endeavored to make it a fitting setting for these exquisite expressions of Lady Duff-Gordon's genius. We hope you will find pleasure in accepting it, and enjoyment in its contents.

Finally, that there may be no disappointment, but only helpfulness and satisfaction through any transaction you may have with our Lady Duff-Gordon Department, we wish to call your attention to our unqualified guarantee as given on page 5 of this portfolio and to Lady Duff-Gordon's personal guarantee, as well, also shown on that page. Any purchase you make may be returned for exchange or your money will be refunded upon request, if you are not entirely satisfied in every particular.

SEARS, ROEBUCK AND CO.



"MY DEAREST"

Afternoon or evening frock of striped crepe Georgette. Made in blue and white, pink and white, violet and white or all white. Lady Duff-Gordon Model No. 43A130½.

PRICE \$3250

## “MY DEAREST”

“MY DEAREST” is so dainty and sweet she’s like a bit of Dresden and you’re almost afraid to touch her. But in spite of her daintiness, she’s really a practical little model of striped soft crepe Georgette and creamy lace and will last for a long time. “My Dearest” is frilly and fluffy, with a little-girl look that quite enchants one. There’s filmy lace over the shoulders, and a crush-belt of ribbon at the waist with long sash ends in the back. Tiny buttons

form a prim, straight row down the front and wee bows of narrow ribbon peep out at you from the sleeves and other unexpected places. Daytime or evening “My Dearest” makes a picture to haunt the heart for long. The color may be blue to match your eyes, or pink or violet, or what you will. You’ll be certain to love it, whatever it is. As a frock for the dainty girl graduate, I can think of nothing more pleasing than this pretty model, made up in all white.

Lady Duff Gordon



BACK VIEW OF  
MODEL No. 43A130½

### “MY DEAREST”

Misses' afternoon or evening frock of striped crepe Georgette in blue and white, pink and white, violet and white or all white. Ribbons and buttons in solid color to match. Misses' sizes, 14, 16, 18, and 20 years. In ordering be sure to give model number and color.

MODEL No. 43A130½      PRICE \$32.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

#### GUARANTEE

All of the models are sold with our unconditional guarantee. If your purchase is not entirely satisfactory in every detail, it will be exchanged to please you without additional charge. Or, if you prefer, your money will be refunded upon request, without question. The personal guarantee of Lady Duff-Gordon, as shown on page 5 of this Style Book, accompanies each article in addition to ours.

SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



"THE CURATE"

Street suit of men's wear serge or wool poplin. Made in navy blue, black, tan or gray. Lady Duff-Gordon Model No. 43A200½.

PRICE \$25<sup>00</sup>

## "THE CURATE"

**A**LMOST austere in its beautiful simplicity, "The Curate" is my favorite among all the designs I have ever made. It is the costume I am recommending to the women of America as a standard style of street dress, just as men have simple, plain street clothes that every man can wear.

Any type of woman can wear "The Curate" becomingly. The slender young girl, the full-figured matron, and even the very stout figure will be made more graceful by its simple, straight lines.

The skirt is comfortably full and quite plain. The coat is rather long and straight, and is lined with silk throughout. As a collarless model "The Curate" may be worn with the collar of your blouse on the out-

side of the coat, or you may attach an organdy or silk or linen collar. Should you prefer, the coat may be made with a tailored, mannish collar, like the small sketch.

Worn with the smart little hat "Jean" and the dainty, sheer Georgette crepe blouse "Jeanette," both of which I have designed specially to go with "The Curate," you can be certain of being faultlessly dressed for all street occasions. I should like every woman in America to include "The Curate" in her wardrobe for all the year wear and every year.

*Lady Duff Gordon*



HAT, BLOUSE AND SKIRT, AND  
BACK VIEW OF MODEL No. 43A200½

### "THE CURATE"

Tailored suit made in men's wear serge, in navy blue, black, tan or taupe gray; and in navy blue, black, tan or battleship gray wool poplin. Misses' sizes, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color, and whether with or without collar.

MODEL No. 43A200½ PRICE \$25.00  
Serge

MODEL No. 43A202½ PRICE \$25.00  
Poplin

### "JEAN"

Tailored hat of fine black, white, navy or bronze straw, trimmed with two narrow bands of gros grain ribbon and two quills to match. In ordering be sure to give model number and color.

MODEL No. 43A370½ PRICE \$9.00

### "JEANETTE"

Fine Georgette crepe blouse, embroidered collar and front, lace edge collar and sleeves, plaid silk tie. Colors, white, flesh, taupe or navy blue. Misses' and women's sizes, 32 to 46 inches bust measure. Stout sizes, if desired, without extra charge. In ordering be sure to give model number and color.

MODEL No. 43A270½ PRICE \$9.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models





"DAY DREAMS"

Afternoon dress of striped cotton voile. Made in green and white, mauve and white, pink and white, black and white or blue and white. Lady Duff-Gordon Model No. 43A155½.

PRICE \$ 1750

## “DAY DREAMS”

*“PRAY you, my master, let me keep my dreams!”* It was a blessed understanding poet-woman who said that, well-knowing that it is fatal to our happiness if ever we drift quite away from our dream life. This fresh, dainty, summery “Day Dreams” thing is of striped cotton voile, lace-trimmed in becoming fichu-fashion about the throat, with lace frills in the sleeves, down the front and heading the deep flounce which forms the lower edge of the skirt. A broad sash of flowered ribbon is knotted in the back, just to the left of the

center, and falls in long, loose ends. The rather large hat, “Nadine,” is planned to form a lovely frame for the face and hair, showing the contour of the head charmingly. It is so simply trimmed that it may be worn with a variety of summer costumes. Any sunshiny summer day, in this invitingly cool, simple frock, you’ll find the workaday world slipping past, while you drift away into Day-Dreamland. It matters not in the least whether you are matron or maid, “Day Dreams” was made for all of you, and I’m wishing you happiness in it.

Lady Duff Gordon

BACK VIEW OF  
MODEL No. 43A155½



FRONT VIEW OF  
MODEL No. 43A340½

### “DAY DREAMS”

*Afternoon dress of striped cotton voile in green and white, mauve and white, pink and white, black and white or blue and white. Trimmed with val. lace and flowered ribbon. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A155½    PRICE \$17.50

### “NADINE”

*Hat of natural cream, black or burnt colored coarse straw, trimmed with ribbon to match sash of Model No. 43A155½. In ordering be sure to give model number and color.*

MODEL No. 43A340½    PRICE \$9.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



**"ON THE THRESHOLD"**

Wedding gown of ivory white satin. Trimmed with tulle and lace. Lady Duff-Gordon Model No. 43A170½.

PRICE \$45<sup>00</sup>

## "ON THE THRESHOLD"

"ON THE THRESHOLD" of the magic doorway which leads to the world of "Dreams-Come-True," my bride is standing. And as she is about to take the step into the wonderful new life, I want her to remember that so many of my thoughts for her happiness are going with her, wrought lovingly into the gleaming folds of her snowy bridal gown. Girlishly simple in design, it is left to the exquisite material to carry the air of richness which I wish to convey.

I have made "On the Threshold" without a train, in graceful, round length, just short enough to show the twinkling, satin-clad feet below. A giridle of satin is folded about the high waistline and is finished at the back with a bow and long ends of tulle and

lace. Folds of the tulle over the shoulders are indescribably soft against the shell-pink tints of the throat and arms. Little festoons of tulle and lace caught up with orange blossoms encircle the skirt. The long tulle veil, "Love-in-a-Mist," held in place by a simple band of ribbon and two knots of orange blossoms, is the bride's crown of glory.

Whether you plan to have a June-time or an Easter wedding, "On the Threshold" and "Love-in-a-Mist" will make you a very lovely bride, a "pearl among women" to the happy bridegroom. Afterward, by simply removing the knots of orange blossoms, this ivory white satin gown will be beautiful for evening wear on many occasions. Bless you, my dear, and may the new life bring you all you have hoped for.

BACK VIEW OF  
MODEL No. 43A170½



Lady Duff Gordon

### "ON THE THRESHOLD"

*Wedding gown of ivory white satin, trimmed with tulle and lace, and knots of orange blossoms. Sizes, 16, 18, and 20 years, and 32 to 44 inches bust measure. In ordering be sure to give model number.*

MODEL No. 43A170½      PRICE \$45.00

### "LOVE-IN-A-MIST"

*Wedding veil of tulle fastened with band of ribbon and orange blossoms. In ordering be sure to give model number.*

MODEL No. 43A277½      PRICE \$6.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



**"PATSY"**

Separate skirt of "La Jerz" Silk. Made in white, navy blue or gold. Lady Duff-Gordon Model No. 43A295½.

PRICE \$ **1500**



## "PATSY"

"PATSY" is a very lovable young person when you come to know her. In reality "Patsy" is a very modish little skirt for morning wear, and combined with "Dixie" (the blouse) makes an altogether charming costume. The material in both is the new "La Jerz," a softly-shimmering silk sports cloth, a little like a silk Jersey but infinitely more serviceable because it has a firmer weave. It is wonderfully light weight and summery and drapes in exquisite, graceful folds.

The design of the skirt is a bit different from the ordinary pleated kind. It has a plain yoke joined to the pleats with a soft fold which falls in a sort of loose sash at the back. The blouse, made of the same material as the skirt, is exceedingly smart, with just simple, straight tucks stitched down from shoulder to waistline. A style suited to every woman, whether stout or slender, or of any age, and comes in just the colors you would wish; white, flesh or pale yellow.

*Lady Duff Gordon*



BACK VIEW OF BLOUSE  
AND MODEL No. 43A295½

### "PATSY"

Separate skirt of "La Jerz" silk in white, navy or gold color. Sizes, 22 to 34 inches waist measure. In ordering be sure to give model number and color.

MODEL NO. 43A295½ PRICE \$15.00

### "DIXIE"

Separate blouse of "La Jerz" silk, same as skirt, in white, flesh or pale yellow. Misses' and women's sizes, 32 to 46 inches bust measure. In ordering be sure to give model number and color.

MODEL NO. 43A255½ PRICE \$9.00

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



"GARDEN OF ROSES"

Afternoon and evening frock of flowered organdy and lace. Made in pink, blue, or lavender. Lady Duff-Gordon Model No. 43A125½.

PRICE \$2350

## "GARDEN OF ROSES"

**D**AINTY and sweet as a fresh-plucked bouquet is this crisp organdy frock for my girls. Its beauty is greatly enriched by the wide panel of cream point d' esprit lace down the front and the wide sash of soft satin ribbon knotted about the waist. Fancy little bows of ribbon of a contrasting color are on the sleeves and at the throat. Altogether, my "Garden of Roses" is quite charming enough for summer evening affairs and yet may very properly be worn for afternoon.

"Rosalie" is the special companion of my "Garden of Roses," a marquisette hat of the Shepherdess type with a fascinating little wreath of French flowers and short streamers of ribbon. Taken together, these two make a winsome picture of my summer girls, and one to impress the hardest heart.

If you choose a pink frock I think you will like best to wear a pale blue "Rosalie" with it, and with a blue or lavender frock I should have the hat of a contrasting shade, as well.

*Lady Duff Gordon*



BACK VIEW OF  
MODEL No.  
43A125½

### "GARDEN OF ROSES"

*Afternoon and evening dress of flowered organdy and lace in pink, blue or lavender. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 42 inches bust measure. In ordering be sure to give model number and color.*

MODEL NO. 43A125½ PRICE \$23.50

### "ROSALIE"

*Marquisette hat in pink, blue or lavender with wreath of small roses, bands of straw, and taffeta ribbon streamers to match. In ordering be sure to give model number and color.*

MODEL NO. 43A360½ PRICE \$11.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

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Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models





"MY PROMISE"

Afternoon frock of satin and crepe Georgette.  
Made in white, black, navy blue, mandarin blue  
or taupe gray. Lady Duff-Gordon Model No.  
43A110½.

PRICE \$3250

## “MY PROMISE”

**T**HERE is sincerity, truth and wholesomeness in the charm this model conveys, which makes me want you to try it on yourself and see how well it becomes you. It is dainty, without being flimsy or perishable. “My Promise,” together with “The Curate,” would almost make a complete wardrobe for any woman. In that case, of course, it should be in all black or all white, though it is a little gem in any good shade, if you have several afternoon frocks so that you can change about.

The skirt is very full, and is slightly stiffened about half-way up. A tiny frill of lace peeps below the lower edge and the row

of small buttons gives the needed decorative touch. The bodice is softly draped and gathered into the trim, fitted girdle. The sleeves are very long and full, with a cluster of dainty pin tucks. They slip low down off the shoulders and give a graceful, droopy look, quite fascinating. There is a little standing collar at the back which is always becoming. “My Promise” may be worn as correctly by young girls as by mature women, and in either case, it will give no end of pleasure.

A pretty hat to be worn with this gown—for women of almost any age—is “Priscilla,” with its long, graceful streamers and becomingly faced brim.

Lady Duff Gordon



BACK VIEW OF  
MODEL No. 43A110½

### “MY PROMISE”

*Afternoon dress of satin and Georgette crepe in white, black, navy blue, mandarin blue or taupe gray. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A110½

PRICE \$32.50

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



### "JOY O' LIFE"

Sports suit. Coat made in white, rose, gold, emerald green, or tan corded weave tussah silk; skirt of white serge. Lady Duff-Gordon Model No. 43A205½.

PRICE \$35<sup>00</sup>

## "JOY O' LIFE"

**H**ERE'S a young person who knows well the fun of life in the open and dresses for it. "Joy O' Life," to my mind, is one of the most strikingly handsome sports costumes I have ever designed. The natty short coat of vivid color, such as emerald green, rose or gold silk tussah, is toned down by the simple white serge trimming. It is set off by a sash of the same materials, attached to the back, which is run through slits at the sides and looped up in front. The serge skirt shows a queer little apron front which is very graceful, and the pleated back gives ample fullness for active young wearers.

The smart little round hat "Billy" matches the coat in ma-



CLOSED COAT AND  
BACK VIEW OF  
MODEL NO. 43A205½

terial and color and is set off by the big motor veil of crepe chiffon. Cream tinted French voile, with long tucks from shoulder to waist, and a bit of narrow braid trimming, makes the cool little blouse "Babette" a thing of beauty as well as comfort. Whether you're in town or out, whether you are girl or woman, "Joy O' Life" will help you get worlds of pleasure out of the summer days. And don't forget the stout, white boots to go with it.

*Lady Duff Gordon*



BLOUSE AND SKIRT  
MODEL NO. 43A205½

### "JOY O' LIFE"

Sports suit of fancy weave tussah in white, rose, gold, emerald green or new tan combined with white serge. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.

MODEL NO. 43A205½ PRICE \$35.00

### "BABETTE"

Blouse of imported French voile, tucked front and back, braided collar and cuffs. Misses' and women's sizes, 32 to 46 inches bust measure. Cream color only. In ordering be sure to give model number.

MODEL NO. 43A265½ PRICE \$4.00

### "BILLY"

Sports hat in fancy weave tussah in white, rose, gold, emerald green or new tan. In ordering be sure to give model number and color.

MODEL NO. 43A350½ PRICE \$4.00

### "CELESTE"

Motor Veil of crepe chiffon with white lace inset over face. Colors, rose, gold, emerald green, tan or white. In ordering be sure to give model, number and color.

MODEL NO. 43A351½ PRICE \$6.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



“DADDY’S SWEETHEART”

Evening frock of gros de londre silk and chiffon. Made in pale blue, rose pink, white or peach color. Lady Duff-Gordon Model No. 43A160½.

PRICE \$43<sup>00</sup>

## “DADDY’S SWEETHEART”

**E**YES full of the wistful sweetness of budding womanhood, that is “Daddy’s Sweetheart.” I planned it of glowing peach-colored silk for the joyous evening affairs that mean so much to our girls. The quaint, short-waisted bodice is very girlish, outlined around the square neck and the sleeves with creamy lace. Little bouquets of bright colored flowers are placed at intervals down the narrow front panel and on the sleeves. The chiffon sash of contrasting color drapes gracefully around the high waistline with a soft knot at the side

and deep fringe on the ends. The hair ornament is of the same shade as the sash, and may be worn with the tiny wreath in front or at one side, whichever is most becoming. This is such a beautiful little dress and I enjoyed designing it so much that I wish each of my girls might have one to add to her happiness at her parties. “Daddy’s Sweetheart” is not an extravagant frock. I have designed it so that you can wear it quite as well next Fall and Winter as this Spring and Summer, and I know you’ll not tire of it.

*Lady Duff Gordon*



BACK VIEW OF  
MODEL No. 43A160 $\frac{1}{2}$

### “DADDY’S SWEETHEART”

*Misses’ evening gown of gros de londre silk and chiffon in peach color, pale blue, rose pink or white. Misses’ sizes, 14, 16, 18, and 20 years. In ordering be sure to give model number and color.*

MODEL NO. 43A160 $\frac{1}{2}$       PRICE \$43.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

#### GUARANTEE

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



**"CONTENTMENT"**

Evening wrap of gros de londre silk. Made in orchid, rose, peach, apple green or black. Lady Duff-Gordon Model No. 43A235½.

PRICE **\$37<sup>00</sup>**

## "CONTENTMENT"

I SHOULD like you to feel that to own this beautiful, comfortable wrap would not be, in any sense, an extravagance. In this changeable climate of ours a garment of this kind is a necessary part of every woman's wardrobe. It protects your clothes and your health, and gives you real satisfaction to know that your beautiful gown is covered by a wrap that quite matches it in beauty. Clothed in "Contentment"—a pretty, fanciful thought which I should like you to remember when you wear this cloak of mine.



BACK VIEW OF  
MODEL No. 43A235½

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models

"Contentment" is so designed that it will not go out of the fashion. You can wear it so long as it holds together, and the material, too, may be easily dry-cleaned.

The ample folds of this handsome wrap will cover your gown almost to the hem of the skirt and hanging away from the shoulders, as it does, not even the filmiest and fluffiest of finery will be crushed by it. There is something uncommonly graceful in the long, straight folds with the wide, cape-like puffing above. The collar may be worn quite high and the sleeves are a good length, so the throat, shoulders and arms are well shielded from the cool night air.

"Contentment" is charming in any of the evening shades or in black.

Lady Duff Gordon

### "CONTENTMENT"

*Evening wrap of gros de londre silk in orchid, rose, peach or apple green, with collar and piping of contrasting shade; also in all black. Misses' and women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A235½

PRICE \$37.00

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SEARS, ROEBUCK AND CO.





“MELODY”

Evening gown of gros de londre silk and chiffon. Made in forget-me-not blue, apple green, orchid or navy blue. Lady Duff-Gordon Model No. 43A165½.

PRICE \$4250

## “ M E L O D Y ”

**L**IKE a beautiful, haunting strain of music I want you to appear in this graceful evening gown, something to live on and on in the heart and not be forgotten. This is a design with enough dignity for the mature matron and the large figure, yet simple enough for a young and slender girl. One half of the bodice is of gros de londre silk and the other half of embroidered chiffon, of a fashion quite my own. It has chiffon over the shoulders, and sleeves of the same material.

The skirt is very full, caught up with a bit of drapery at one side, showing a drop skirt of embroidered chiffon. There is a folded girdle of gros de londre silk at the normal waistline. The bands of silk about the sleeves and edging the ruffle of chiffon about the shoulders are of a striking, contrasting shade, and the French corsage bouquet gives a still deeper note of color. “Melody” is the sort of gown to be called “enchanted,” and will add much to your pleasant evenings, that I know full well.

Lady Duff Gordon

BACK VIEW OF  
MODEL No. 43A165½



### “MELODY”

*Evening gown of gros de londre silk with embroidered chiffon bodice and drop skirt. Forget-me-not blue, apple green, orchid or navy blue. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A165½

PRICE \$42.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



“MOTHER MINE”

Tailored suit for stout figures, of trico-serge, or Poirer twill. Made in navy blue, black, tan, taupe gray or leather brown. Lady Duff-Gordon Model No. 43A220½.

PRICE \$36<sup>00</sup>

## "MOTHER MINE"

**J**UST such a costume as I have loved to design for my own dear mother, that is what I have made for you here. I have tried to convey a beautiful, simple dignity in the lines of this suit, devoid of ornament. The flat, mannish collar and revers, coat sleeves and straight front are all planned to take away from the appearance of stoutness, and a slight fullness in the skirt of the coat seems to reduce the size of the waist and relieves the plainness.

The skirt is quite as simple as the coat with only severe tailor stitched seams and modest buttons for trimming. The blouse I have called "Madre," — "Mother" in the musical Spanish language. It is made

of striped cotton voile with a rolling collar, which gives a soft line about the throat. The smart necktie is of striped silk.

For the hat to go with this costume I have chosen my "Patrician," because it has a look of "breeding" and highest refinement. The little veil may be worn straight down or turned back carelessly over the hat brim. While I have designed this costume entirely with stout figures in mind, it may be worn just as nicely by our slim sisters, if they choose to have it.

Lady Duff Gordon

### "MOTHER MINE"

*Tailored suit for stout figures, made in navy blue, black, tan, taupe gray or leather brown, trico-serge or Poirer twill. Regular sizes, 32 to 44 inches bust measure. Stout sizes, 39 to 53 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A220½  
Trico-Serge            PRICE \$36.00

MODEL No. 43A222½  
Poirer Twill            PRICE \$36.00

### "MADRE"

*Blouse of striped cotton voile with striped silk tie. Regular and stout sizes up to 52 inches bust measure. White only. In ordering be sure to give model number.*

MODEL No. 43A275½  
PRICE \$4.00

### "PATRICIAN"

MODEL No. 43A365½  
PRICE \$15.00

*(For other view and description of this hat see page 55.)*

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.



BLOUSE, SKIRT AND  
BACK VIEW OF  
MODEL No. 43A220½

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



"TOWN and COUNTRY," Model No. 43A215½ (Suit only) PRICE \$37.50   
 "THE LITTLEST ONE," Model No. 43A238½ (Coat and hat) PRICE \$12.50   
 "THE MARGATE," Model No. 43A210½ (Suit only) PRICE \$35.00   
 "MISTRESS PRUE," Model No. 43A140½ (Dress) PRICE \$37.50   
 "IRRESISTIBLE," Model No. 43A145½ (Dress) PRICE \$12.50

For other views and descriptions of these models  
see pages 60, 61, 62 and 63



“WHAT EVERY WOMAN  
NEEDS”

Afternoon dress of flowered silk foulard and white silk. Made in navy, dove gray, wistaria, or Copenhagen blue. Lady Duff-Gordon Model No. 43A150½.

PRICE \$35<sup>00</sup>

## “WHAT EVERY WOMAN NEEDS”

A SIMPLE frock of foulard, one that is easy to get into and out of and that still carries a bit of a “dressed-up” look, that is “What Every Woman Needs.” There are so many summer occasions when a sheer, thin frock cannot be worn, yet one wants to look (and feel) cool and dainty and attractive. To my mind, nothing so perfectly meets that need as a prettily made foulard, such as this becoming model — “What Every Woman Needs.”

The material, as you know, is very durable, does not easily become limp and lifeless, and in this model I have used white

soft silk for the drop skirt and sleeves to give the Summery look which I like to see. Small bows of ribbon peep quite unexpectedly from the creamy lace of the collar, and the picturesque hat, “Natalie,” an airy little model of satin, lace and straw, completes the charming costume.

This model is a splendid one for stout figures, as well as slender, and may be worn at any age and by almost any type. It can be made in all sorts of colors, you know, such as wistaria, navy, dove gray or Copenhagen blue. Of course, the hat is best for younger women.

*Lady Duff Gordon*

BACK VIEW OF  
MODEL No. 43A150½



### “WHAT EVERY WOMAN NEEDS”

*Afternoon dress of flowered silk foulard and white silk in navy, dove gray, wistaria or Copenhagen blue. Misses' sizes, 16, 18, and 20 years. Women's sizes, 32 to 46 inches bust measure. In ordering be sure to give model number and color.*

MODEL NO. 43A150½

PRICE \$35.00

### “NATALIE”

*Hat of light blue braid, cream lace and light blue satin ribbon, or all white hat with creamy yellow ribbon. In ordering be sure to give model number and color.*

MODEL NO. 43A335½

PRICE \$12.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

#### GUARANTEE

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Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



"MISS RAGTIME"

Morning frock of linen. Made in white, blue or pink.  
Lady Duff-Gordon Model No. 43A135½.

PRICE \$1700



## “MISS RAGTIME”

**L**ITTLE “Miss Ragtime” is a jolly, little, blue-eyed blonde, and my blue linen morning frock makes her look like a Christmas doll in play-time dress. That’s how I see the picture. With a sheer, white organdy collar, and little bow tie, with a white belt and spotless white shoes (pumps or high boots), she will be cool and fresh as a flower even on sweltering days. Narrow bands of white braiding and white pearl buttons give

a bit of a decorative touch and the two real pockets will be the greatest kind of comfort.

“Binks” is the round, little felt hat, and makes a most chummy companion for “Miss Ragtime.” It may be all white or with facing and band of a dainty color. Of course, this frock will be quite as pretty and girlish in pink or white if you are not the type to wear blue.

Lady Duff Gordon

HAT, AND BACK VIEW  
OF MODEL No. 43A135½



### “MISS RAGTIME”

*Misses' morning frock of linen in white, blue or pink. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 42 inches bust measure. In ordering be sure to give model number and color.*

MODEL NO. 43A135½    PRICE \$17.00

### “BINKS”

*Round white felt hat, with white or blue facing and trimming of hemp braid. In ordering be sure to give model number and color.*

MODEL NO. 43A315½    PRICE \$6.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



**"WHEN YOU COME HOME"**

Afternoon dress of blue, pink, or mauve, flowered silk-and-cotton marquisette or light blue, pink or white silk tulle.

Lady Duff-Gordon Model  
No. 43A120½—Marquisette

PRICE \$27<sup>50</sup>

Lady Duff-Gordon Model  
No. 43A122½—Tulle

PRICE \$37<sup>50</sup>

## “WHEN YOU COME HOME”

**T**HIS friendly little model carries a note of happy welcome which makes it a pleasant picture to the home-coming ones. It is very homey and sweet, and should be worn only by slim girl-figures on the threshold of life.

It may be made of silk tulle or of fluffy, soft flowered silk-and-cotton marquisette in delicate tints of blue or pink, or mauve. A girdle of satin outlines the waist and smart little bows cover the line where it closes in the back. Cuffs of satin finish the graceful, medium short sleeves. The double frill

draped about the skirt is edged with narrow satin ribbon and caught up with a ribbon bow and long ends. The front of the bodice is gathered into the girdle with soft folds and ornamented with a bouquet of tiny French flowers. The underbodice is lace-trimmed and run with flesh-colored ribbons. A lace-covered satin collar of unusual design leaves the lovely outline of the throat exposed all around. “Youth” is the motif of this lovely model, and it is really a perfect illustration of what budding young womanhood should wear.

*Lady Duff Gordon*



BACK VIEW  
OF MODEL  
No. 43A120½

### “WHEN YOU COME HOME”

*Flowered silk-and-cotton marquisette in blue, pink or mauve, with drop skirt to match. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 40 inches bust measure.*

MODEL No. 43A120½—  
MARQUISETTE

PRICE \$27.50

*The same model made of silk tulle net in light blue, pink or white.*

MODEL No. 43A122½—TULLE—PRICE \$37.50

*In ordering be sure to give model number and color.*

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



**"HONEYMOON EXPRESS"**

Tailored suit of gros de londre silk, or silk-and-wool poplin.  
Made in navy blue, black, taupe gray, Russian green or Belgian  
blue. Lady Duff-Gordon Model No. 43A225½.

PRICE \$37<sup>50</sup>

## “HONEYMOON EXPRESS”

**T**HE going-away dress is always a problem, and particularly so in summer time. So I have designed this lovely suit of silk to take that happy place in the trousseau of my brides this summer. Made of gros de londre silk (or it is quite as good in silk poplin), it will shed the dust and keep you neat and trim when traveling. It gives you an opportunity for any number of dainty blouses, such as my “Junetime,” shown here, of white satin. The style of this suit gives to the bride all the dignity of her new estate, and has none of the too-noticeable “trousseau” look. The broad, white revers and cuffs, the black satin collar and facings down the front and on the cuffs, together with the large, black buttons, make a very effective combination.

The satin blouse is tucked front and back and finished with rows of hemstitching.

The sleeves, tucked at the wrist where they are joined to a deep cuff, are specially graceful and I believe you will find the “choker” collar most becoming. You may be sure your “Honeymoon Express” stamps you a well-dressed, distinctive-looking young matron. The hat, “All Aboard,” is a simple round sailor of black or white straw with a tiny green or white band about the crown. I hope my “Honeymoon Express” may start you on a wonderful journey of happiness—with my blessing.

*Lady Duff Gordon*



BLOUSE, SKIRT, AND BACK  
VIEW OF MODEL No. 43A225½

### “HONEYMOON EXPRESS”

*Tailored suit of taffeta finish gros de londre silk or silk-and-wool poplin in navy blue, black, taupe gray, Russian green or Belgian blue. Misses' sizes, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A225½ PRICE \$37.50  
Gros de Londre Silk

MODEL No. 43A226½ PRICE \$37.50  
Silk-and-Wool Poplin

### “JUNETIME”

*Satin blouse, tucked front and back, dark stock collar and dark buttons to match skirt. Misses' and women's sizes, 32 to 46 inches bust measure. Made in ivory white only. In ordering be sure to give model number.*

MODEL No. 43A280½ PRICE \$10.00

### “ALL ABOARD”

*Sailor hat of black or white shiny straw of extra fine quality. Trimmed with narrow band and tailored bow of gros grain ribbon in either Kelly green or white. In ordering be sure to give model number and color.*

MODEL No. 43A376½ PRICE \$7.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



**"MY FRIEND"**

Separate skirt of plaid silk. Made in navy blue, green or burgundy. Lady Duff-Gordon Model No. 43A300½.

PRICE \$1750

## “MY FRIEND”

SO many friends, like you, I found, had been neglected in my designing, so here are two more things made just specially for you. Plaid on a stout figure?—yes, indeed, and don't let anybody make you believe you cannot wear this skirt.

“My Friend” is a silk plaid, in lovely, soft colors and of a beautiful quality, without a hint of stiffness. Over the plain skirt, the tunic is pleated all around with a bit of draping at each side, defying all known laws for stout figures.

“Comrade” is my blouse designed to go perfectly with the stout skirt. With ample fullness it gives you comfort in wearing, and I want you to feel that it carries the air of smartness you have wanted in your clothes. A narrow necktie of the skirt material comes with it. Trim pumps of patent leather or dull kid are very nice with this costume. On you, I am sure, it will look just as it did on “My Friend” in this beautiful picture—the graceful, charming costume of a gentlewoman.

Lady Duff Gordon



BACK VIEW OF  
MODEL No. 43A300½

### “MY FRIEND”

Separate skirt of plaid silk in navy blue, green, or burgundy. Regular and stout sizes up to 40 inches waist measure. In ordering be sure to give model number and color.

MODEL No. 43A300½ PRICE \$17.50

### “COMRADE”

Separate blouse of silk taffeta in white, black, or navy blue. Plaid necktie to match skirt. Regular and stout sizes up to 52 inches bust measure. In ordering be sure to give model number and color.

MODEL No. 43A260½ PRICE \$7.00

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



“HEART'S DESIRE”

Afternoon or evening dress of embroidered cream silk net,  
and chiffon trimmed with rose pink, Nile green or blue  
ribbons. Lady Duff-Gordon Model No. 43A175½.

PRICE \$45<sup>00</sup>



## “HEART’S DESIRE”

ONE of the things you’ve always wanted—a filmy, billowy, lacy dress, that looks so perishable and yet really stands so much wear. Tell me, hasn’t it long been one of your “Heart’s Desires?” And here it is, with all the beauty I could weave into its fluffy folds. Like an old-fashioned picture, so I wanted you to look in your “Heart’s Desire.” Short waisted, a full, straight skirt, with scarcely more than the exquisite pattern of the lace for ornament and two narrow ribbons to form your girdle. Full, little

rosettes of the ribbon are coquettishly half-hidden beneath the lace flounces

“Heart’s Desire” is a party gown, if you choose, or to be worn of a hot afternoon, just specially to make other folks say, “How cool and sweet you look.” The ribbons may be almost any shade and the drop skirt will match the ribbons. Dainty, white slippers are needed to complete the picture. “Heart’s Desire” is for all of you; never mind the age—just wear it and be happy in it.

Lady Duff Gordon



BACK VIEW OF  
MODEL No. 43A175½

### “HEART’S DESIRE”

*Embroidered cream silk net afternoon or evening dress, combined with flesh colored chiffon with rose pink, Nile green or blue ribbons and drop skirt to match. Misses’ sizes, 14, 16, 18, and 20 years. Women’s sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color of ribbons.*

MODEL No. 43A175½ PRICE \$45.00

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SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



“ROSEMARY”

Morning or afternoon dress of checked silk taffeta.  
Made in black and white, or navy blue and white.  
Lady Duff-Gordon Model No. 43A185½.

PRICE \$30<sup>00</sup>

## “ROSEMARY”

*I*t suggested the sweetness of old-time gardens to me. “Rosemary”—“for remembrance,” that’s what our grandmothers used to say in their beloved language of flowers. “Rosemary” brings so much beautiful sentiment with it that my demure little dress almost belies its name,—only I know how much you’re going to love it when you wear it. You’ll find quite as many beauties in it as the name could

suggest, I truly believe. It is silk; yes, a rich firm taffeta in black and white or dark blue and white, with a long Quakerish collar of organdy. This is one of the dresses you will wear and wear as long as ever it holds together, and it will not grow shabby.

The simple, round hat is “Theodora” with a double wreath of wee roses in pastel shades. It adds an artistic note to the costume and is a very serviceable model.

*Lady Duff Gordon*



BACK VIEW OF  
MODEL No. 43A185½

### “ROSEMARY”

*Checked taffeta dress for morning or afternoon, in black and white, or navy blue and white. Misses’ sizes, 16, 18, and 20 years. Women’s sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A185½      PRICE \$30.00

### “THEODORA”

*Round hat of black, white or burnt straw with double wreath of small flowers in pastel shades. In ordering be sure to give model number and color.*

MODEL No. 43A330½      PRICE \$9.00

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Distributors of Lady Duff-Gordon Models



“CHAPERONE”

Afternoon frock of striped crepe Georgette. Made in black and white, or violet and white. Lady Duff-Gordon Model No. 43A180½.

PRICE \$3750

## “CHAPERONE”

**F**OR the dear ones who have seen the years of youth go slipping past, here is one of my favorite frocks, with a beauty all its own. “Chaperone” is exquisitely soft in texture, a lovely crepe Georgette with a cool little stripe of black or violet. The design is just specially planned for stout figures of the type of my beautiful friend shown here, whose hair is like finest spun silver.

The skirt is quite full and straight with long lines, and the trimming on the back of the bodice is designed to increase the length of the waist as well. A tactful arrangement

of the jacket-like fronts, opening over a white lace vest, artfully conceals what might seem to be rather full hips.

This is a frock that may quite properly be worn afternoons or evenings, perfectly suitable for both street and indoor wear, and I am sure you will find that it suits you most beautifully. Please hereafter remember that every style book with which I have to do will contain a number of my very best designs specially made for stout figures.

A nice hat to be worn with “Chaperone” would be my “Patrician” or “Marcella,” both shown on page 55.

Lady Duff Gordon

BACK VIEW OF  
MODEL No. 43A180½



### “CHAPERONE”

*Afternoon dress of crepe Georgette in black and white or violet and white stripe, white lace vest. Made in regular sizes, 32 to 44 inches bust measure, or in stout sizes, 39 to 53 inches bust measure. In ordering be sure to give model number and color.*

MODEL No. 43A180½

PRICE \$37.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

#### GUARANTEE

All of the models are sold with our unconditional guarantee. If your purchase is not entirely satisfactory in every detail, it will be exchanged to please you without additional charge. Or, if you prefer, your money will be refunded upon request, without question. The personal guarantee of Lady Duff-Gordon, as shown on page 5 of this Style Book, accompanies each article in addition to ours.

SEARS, ROEBUCK AND CO.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



“PETER”

Separate skirt of serge. Made in black, navy, tan, taupe, or white. Lady Duff-Gordon Model No. 43A290½.

PRICE \$12<sup>00</sup>

## "PETER"

A SMART sports skirt of serge is "Peter," with big pleats fastened to a deep buttoned yoke in front, and a straight full back, gathered into a belt. A narrow frill shows above the belt all around. The yoke has a pocket on either side. Its ample width makes "Peter" a very comfy skirt for those who love sports and brisk walking.

"Peterkin" is a tidy little linen blouse with pique collar and cuffs and a vest effect

of same material; also an especially modish silk scarf, knotted sailor fashion.

Then what could the round white felt hat be but "Just Peter," to complete the costume? A second silk scarf, matching the one on the blouse, is draped about the hat's crown.

This skirt is of a design equally good when made up in white serge or darker colors.

*Lady Duff Gordon*

HAT, BLOUSE AND  
BACK VIEW OF  
MODEL No. 43A290½



### "PETER"

Serge skirt, men's wear quality, in black, navy, tan, or taupe; also in white French serge. Sizes, 22 to 32 inches waist measure. In ordering be sure to give model number and color.

MODEL No. 43A290½ PRICE \$12.00

### "PETERKIN"

White linen blouse, with collar, cuffs, and vest effect of pique, and mauve silk scarf. Misses' and women's sizes, 32 to 46 inches bust measure. In ordering be sure to give model number.

MODEL No. 43A250½ PRICE \$5.00

### "JUST PETER"

White Felt hat with mauve silk scarf trimming. In ordering be sure to give model number.

MODEL No. 43A345½ PRICE \$7.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

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**"DINNA FORGET ME"**

Afternoon dress of Georgette satin. Made in black, navy blue, white, mandarin blue or taupe gray. Lady Duff-Gordon Model No. 43A115½.

PRICE \$ 3250



## "DINNA FORGET ME"

**T**HIS is the design which I call my "Rock of Ages." It is the staunchest little friend a woman can have in the way of a frock. It is so plain and simple that it may be worn constantly without becoming tiresome or uninteresting. I wear it myself in different colors, in satin for the summer and velvet for the cold weather.

The bodice has only a suggestion of fullness in the front, and the back is perfectly plain. The long, straight sleeves are extremely chic, with buttons almost to the elbow and a simple fold of white at the wrist.

Nothing could be more effective than this type of dress for slender women, and I

find to my very great pleasure that numbers of my friends of stouter proportions are also wearing "Dinna Forget Me" with charming effect. The straight, full tunic falls gracefully over the narrower drop skirt, and the pockets at either side are very smart and such a comfort after our pocketless years.

The embroidered organdy collar relieves any possible sombreness of this costume, which is quite as attractive in navy blue, white, mandarin blue, or taupe gray, as it is in black. "Dinna Forget Me" is such a satisfactory little dress for so many different occasions I am sure if you have one, you will become as attached to it as I am to mine.

*Lady Duff Gordon*



BACK VIEW OF  
MODEL No. 43A115½

### "DINNA FORGET ME"

*Afternoon dress made of Georgette satin, in black, navy blue, white, mandarin blue or taupe gray. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.*

MODEL NO. 43A115½    PRICE \$32.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

#### GUARANTEE

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"PIQUANT"

Leghorn picture hat. Lady Duff-Gordon  
Model No. 43A325½.

PRICE \$1500

(For description, see opposite page.)



“PRISCILLA”

**T**HE rich, simple beauty of this sailor-brim hat makes it charming for women of any age. The round crown is of black or navy blue satin, encircled with folds of gros grain ribbon of the same shade, which is looped into a broad, flat bow at the back with long, graceful ends. The straight brim is of very fine quality imported straw faced with deep blue silk in artistic contrast. This model is very lovely with costume No. 43A110½, “My Promise,” and may be worn with other costumes of quiet tones as well. In ordering be sure to give model number and color.

MODEL No. 43A320½

PRICE \$15.00



“PATRICIAN”

**T**AILORED turban of fine black, white, navy or purple straw, with a combination black and white wing on each side. Black lace veil draped about crown. This very smart model was designed for wear with tailored suits and shirt-waist costumes, but would be quite appropriate with several of the dresses shown in this style book. Its simplicity carries an air of extreme refinement and the conservative shape will be found becoming to all types of women and any age. In ordering be sure to give model number and color.

MODEL No. 43A365½

PRICE \$15.00



“MARCELLA”

**S**OFT, emerald green felt hat with exceedingly graceful lines. A black lace veil embroidered in white is fastened around the crown with a narrow black silk ribbon and may be worn over the face or draped back over the rather broad brim, which is becomingly faced with white straw braid. This model makes a wonderfully effective contrast when worn with costume No. 43A180½, “Chaperone,” or others of rather neutral tone. Comes also in white, Copenhagen blue or rose color. In ordering be sure to give model number and color.

MODEL No. 43A375½

PRICE \$13.50

“PIQUANT”

**A** DEEP cream colored leghorn hat in graceful picture-style, made to frame vivid young faces. Broad gros grain ribbon of forget-me-not blue, rose, peach bloom or white, forms a band about the low crown, and is knotted in a loose bow at the side with one long streamer. This may be caught up to the hat brim or may fall across the shoulder, as you like best.

“Piquant” is a charming hat for wear with model No. 43A145½, “Irresistible,” shown on one of the color pages, and will be equally fetching with almost any fluffy summer gown. In ordering be sure to give model number and color.

(For illustration, see opposite page.)

MODEL No. 43A325½

PRICE \$15.00

**GUARANTEE**

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SEARS, ROEBUCK AND CO.



“MARCELLA”

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



## LADY DUFF-GORDON CORSETS

*For Average or Normal Figures*

Made of satin brocade fabric  
in pink or white.

Model No. 43A385½

PRICE **\$10<sup>00</sup>**

Made in all white, plain coutil.

Model No. 43A382½

PRICE **\$5<sup>00</sup>**

*(For description, see opposite page.)*



## A WORD ABOUT PROPER CORSETING

**T**OO much cannot be said about proper corseting. It is the very foundation of correct gowning; the very first matter which should be given your careful attention, if you would be well dressed.

A corset, you know, is not something to make you feel as though you are doing penance; not a thing of discomfort and a menace to health. Properly designed and carefully fitted, a corset is an aid to health, giving support where it is needed, moulding the figure into the ways Nature meant it to follow. A corset was never intended to make a woman look like a wasp regardless of her natural figure. A corset is meant to keep the belts tidy and the figure trim, to help you make the most of the beautiful lines Nature gave you.



In your corseting, after I have given you what I consider the perfect model, then I can only suggest. The rest you must do for yourself. When you have chosen your model from among those shown here, fit it to yourself with all possible care. As with new gloves, everything depends upon how you put them on the first time. Hook your corset all the way up the front, beginning at the bottom. Then pull the laces together slowly and carefully, fitting it to your figure as you go, smoothing wrinkles as you would in trying on a new glove.

Fitted as I have suggested, these "Lady Duff-Gordon" corsets should be perfectly suited to the different types of figures as illustrated on these pages.

*Lady Duff Gordon*

(Description of Models Shown on Page 56.)

### For Average or Normal Figures

This charming model is designed for the figure built on normal lines; that is, where waist, hips, bust and height are in proportion. It is made of exquisite satin brocade fabric, showing a lovely interpretation of Lady Duff-Gordon's own idea of corset trimming—wide, creamy lace in a double frill with a tiny puffing of pink satin between and blue satin V-shaped panels at the front. Tiny silk flowers and a pink bow are set on at the closing point. This, we believe, to be one of the most attractive corsets ever shown. This model has silk elastic gores at the side and six silk elastic hose supporters. The illustration shows the low bust model. Made in pink (trimmed as above) with wide, blue silk laces or in all white. Sizes, 22 to 32.

MODEL No. 43A385½ PRICE \$10.00

Same as MODEL No. 43A385½, only made in fine quality, plain white, coutil trimmed with simple tailored satin band and tailored satin bow. Very smart and excellent style. Fitted with tubular silk laces and silk hose supporters. Low bust. Sizes, 22 to 32.

MODEL No. 43A387½ PRICE \$5.00

Medium bust model for normal figures. It is made in fine quality, plain white, coutil with elastic gores and six firm elastic hose supporters. The quiet, simple beauty of the tailored satin band and tailored bow is one of the distinctive features of this model. Fitted with tubular silk laces. Sizes, 22 to 32.

MODEL No. 43A382½ PRICE \$5.00

Fancy corset. Medium bust model, same as number 43A382½ for normal figures. Made of exquisite satin brocade and trimmed the same as first model in illustration, No. 43A385½. Colors, pink or white, with wide silk laces. Sizes, 22 to 32.

MODEL No. 43A380½ PRICE \$8.00

#### How to Take Your Corset Measure

Draw tape measure tight about your waist over the corset you are now wearing, then subtract two inches for spread of laces. For example: if your waist measures 23 inches over your corset, subtract two inches and order corset size 21.

In ordering be sure to give size, model number and color. It will take from twelve to fifteen days after your order is received to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for "How to Send Money."

*For  
Tall,  
Slender  
Figures*



*For  
Short,  
Slender  
Figures*

**T**HE tall, willowy type of woman needs freedom of movement, if she would be truly graceful. This model was specially designed to show the long, curving lines of her figure to best advantage, and to give entire comfort in wearing. Lovely satin brocade fabric is used, trimmed with a beautiful, simple band of dainty lace, with ribbon-run insertion and two flat, little, tailored bows. Few bones, and those pleasantly yielding. Small silk elastic gores over the hips. Made in pink or white, with wide silk laces to match. Six supports of good, strong silk elastic for the hose. Sizes, 20 to 30.

MODEL NO. 43A400½      PRICE \$8.75

Same as Model No. 43A400½, only made in fine quality soft, white mercerized batiste, trimmed with a simple band of tailored satin at the top and tailored satin bow. Fitted with fine tubular silk laces. Sizes, 20 to 30.

MODEL NO. 43A402½      PRICE \$5.00

**T**HIS dainty corset of satin brocade fabric is particularly made for the girlish figure of small proportions. It has few bones, is soft and flexible, conforming perfectly to the curving lines of the small figure. Six silk elastic supporters keep the stockings trim. A small panel of silk elastic is set in each side at the line of the low bust. The trimming at the top is a charming combination of lace and ribbon, finished with a double spreading bow at the closing. Made in pink fabric, with pink and blue ribbons, and wide silk laces to match, or in all white. Sizes, 20 to 30.

MODEL NO. 43A395½      PRICE \$8.50

Same as Model No. 43A395½, only made in fine quality plain white coutil, trimmed with simple tailored bands of satin and tailored satin bow. Fitted with fine tubular silk laces. Sizes, 20 to 30.

MODEL NO. 43A397½      PRICE \$5.00

In ordering be sure to give size, model number and color. It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See pages 57 and 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models

*For  
Tall,  
Stout  
Figures*



*For  
Short,  
Stout  
Figures*

**H**ERE is a perfect fitting corset designed for the figure of large proportions—tall and stout. Made of very heavy satin brocade fabric, specially reinforced just over the hips. It has double rows of strong stays and two stout web-elastic sections on either side. Designed to give apparent reduction in size of hips and abdomen. Six heavy elastic supporters for the hose. Trimmed with lace frill and dainty puffing of satin around the top, double bows of ribbon and cluster of small ribbon flowers in rose, blue and green, at closing. Made in pink or white, with wide silk laces to match. Sizes, 24 to 36.

MODEL NO. 43A390½

PRICE \$8.00

Same design as Model No. 43A390½, only made in fine quality plain white coutil, trimmed with smart tailored band of satin and tailored satin bow. Fitted with fine tubular silk laces. Sizes, 24 to 36.

MODEL NO. 43A392½

PRICE \$5.00

**T**HIS is, perhaps, the most difficult figure of all to corset properly; so special attention has been given this design. It is comfortably low above the waist and comfortably short in the skirt but made sturdy enough to hold the figure in over the hips and give good lines. Made of handsome satin brocade fabric, strongly boned and specially reinforced. Two stout gores of elastic, back and front, and six extra quality hose supporters. The top is finished in two pretty rows of val. lace with satin ribbon between and satin bows. Made in pink or white with wide silk laces to match. Sizes, 24 to 36.

MODEL NO. 43A405½

PRICE \$7.50

Same as Model No. 43A405½, only made in fine quality plain white coutil and trimmed with smart tailored band of satin and tailored satin bow. Fitted with fine tubular silk laces. Sizes, 24 to 36.

MODEL NO. 43A407½

PRICE \$5.00

In ordering be sure to give size, model number and color. It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See pages 57 and 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models

## "TOWN AND COUNTRY"

**O**UT for a stroll through shady country paths, off for the golf or tennis tournament, on the avenue exploring the city's mid-summer attractions, anywhere this stunning sports suit appears it is certain to cause a flutter of excitement. I know what happened when it was being made up in my studio, and when its picture was being taken somewhere else, and I know what will happen when it appears on you, wherever you choose to wear it. The straight sports coat may be either royal purple, glowing cerise, or natural tan tussah, with full plaited skirt of striped



BLOUSE AND SKIRT  
OF MODEL No. 43A215½

tussah in beautiful, harmonizing colors.

"Summer Days" is the big, drooping hat of fine, white felt trimmed with a scarf of the skirt material. Choose the color best suited to your own coloring; then, regardless of whether you are slender or built on heavier lines, you'll enjoy every minute that you're wearing "Town and Country." Of course almost any sort of white or cream blouse may be worn with it, but I like best to see a fine embroidered Georgette crepe in ivory white, such as the one I have chosen here and named "Noreen."

*Lady Duff Gordon*

### "TOWN AND COUNTRY"

Sports suit of all silk tussah in purple, cerise or natural tan with striped tussah skirt to match. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 44 inches bust measure. In ordering be sure to give model number and color.

MODEL NO. 43A215½

PRICE \$37.50

### "SUMMER DAYS"

Large, white felt hat with soft finish brim and scarf of cerise or purple striped silk tussah. In ordering be sure to give model number and color.

MODEL NO. 43A310½

PRICE \$7.50

### "NOREEN"

Embroidered Georgette crepe blouse of ivory white with striped tussah tie. Misses' and women's sizes, 32 to 46 inches bust measure. In ordering be sure to give model number.

MODEL NO. 43A245½

PRICE \$10.00

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

For illustration of these models in colors, see pages 32 and 33.



BACK VIEW OF  
MODEL No. 43A215½

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



## "THE MARGATE"

**T**HE always attractive outdoor type of English woman was my thought for "The Margate." She is the woman who loves to be in the open, who stands on her own well-shod feet, is a good comrade and an all-around companion. Perhaps, too, I had a wee bit of a thought for the soldier boys while I was at work on this, for it is a true khaki color and almost inspired me to wish for brass buttons. The skirt of the coat has a comfortable fullness held in by a swagger little belt. The collar is severely mannish, and the luxury of four real pockets makes one feel quite a mannish independence. Two novel side panels give sufficient fullness to the skirt. The blouse, "Louise," is my great delight.



FRONT VIEW OF MODEL No. 43A210½

Made of striped silk with organdy collar and cuffs, it exactly matches the coat lining and makes a very harmonious picture. The little, cream-colored and black mushroom hat is a true "Britisher" and presents a most soldierly appearance. With apologies to the distinguished explorer, I have called it "The Livingston." It is faced with black satin as a shadowy frame for the face. This is a costume with which I am most deeply gratified, and it may quite properly be worn by all ages and all types of women, whether slender or stout. Though I have designed it in my favorite khaki color, it will do beautifully made up in navy blue, black, brown or gray.

Lady Duff Gordon



Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models

BLOUSE, SKIRT AND BACK  
VIEW OF MODEL No. 43A210½

### "THE MARGATE"

*Tailored suit made in navy blue, black, gray, leather brown or covert shade of either trico-serge or the new Poiret twill. Misses' and women's sizes, 14 to 44. In ordering be sure to give model number and color.*

MODEL No. 43A210½	Trico-Serge	PRICE \$35.00
MODEL No. 43A212½	Poiret Twill	PRICE \$35.00

### "LOUISE"

*Blouse of black and white striped silk with white organdy collar and cuffs. Misses' and women's sizes, 32 to 46 inches bust measure. In ordering be sure to give model number.*

MODEL No. 43A240½	PRICE \$7.50
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### "THE LIVINGSTON"

*All hand made tailored hat of extra quality cream-colored straw, with black satin bands and ornament and black satin facing; comes also in white straw with facing and trimming in either navy blue, gray or brown. In ordering be sure to give model number and color.*

MODEL No. 43A305½	PRICE \$12.00
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It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

*For illustration of these models in colors, see pages 32 and 33.*

## “MISTRESS PRUE”

**I**F it should chance that she has silvery hair, sweet “Mistress Prue” will be a picture to delight the soul of an artist. This afternoon frock of clinging silk is of that lovely shade known as Quaker gray. There’s a tiny edge of blue around the long, embroidered organdy collar and cuffs and bits of the same shade peep from under the edges of the gray, here and there. The draped front falls in graceful folds and the long, straight line of the left side makes this a good model for figures no longer slender. “Mistress Prue” has a

lovely air of dignity and should really be worn by women of rather quiet tastes. This model is charming made up in navy blue or champagne, as well as the indescribably soft Quaker gray.

Among my hats you will find two particularly good ones for wear with “Mistress Prue”—my “Patrician,” which is really in the best of taste with almost any kind of frock, and “Theodora,” which is of the conservative, refined, sailor type and suits nearly everyone. Both are illustrated on other pages.

*Lady Duff Gordon*



BACK VIEW OF  
MODEL No. 43A140½

### “MISTRESS PRUE”

*Afternoon dress of pussy willow taffeta in gray, navy blue or champagne, with white organdy collar and cuffs. Women’s sizes, 32 to 44 inches bust measure. Made in stout sizes, 39 to 53 inches bust measure, without extra charge. In ordering be sure to give model number and color.*

*(Illustration in colors, shown on pages 32 and 33.)*

MODEL NO. 43A140½      PRICE \$37.50

### “PATRICIAN”

MODEL NO. 43A365½      PRICE \$15.00

*(Illustration and description on page 55.)*

### “THEODORA”

MODEL NO. 43A330½      PRICE \$9.00

*(Illustration on page 46. Description on page 47.)*

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models

## "IRRESISTIBLE"

**W**HEN I saw this finished model I told myself there was but one word which fittingly described it. Its girlish simplicity is just "Irresistible," and I wish I might know that every one of my girls is enjoying the comfort which I designed it to give. "Irresistible" is all in one piece, with a perfectly straight, rather full skirt, with a deep hem, and a blouse in Russian effect. The hemstitching gives a tidy, tailored finish; a dainty, white organdy collar opens at the throat in pretty V-shape, and the tiniest of white wash buttons dot the front in little groups. The big leghorn hat, "Piquant," adds one more "Irresistible" touch of extreme girlishness and makes a lovely sunshade for bright days.

## "THE LITTLEST ONE"

**F**OR my very littlest friend I have planned a dear little cover-up coat. It is quite unpretentious, as I believe children's clothes should always be. The slight fullness is belted in at the waist with two narrow straps with buckles, instead of the usual wide belt. Another buckled strap is fastened about the collar, which may be worn turned up or lying flat, and a similar strap is fastened about the cuff of each sleeve. Big patch pockets on either side are very swagger for the little maid. This design, with the little hat to match, may be worn in autumn as well as spring.



BACK VIEW OF  
MODEL No. 43A145



*Lady Duff Gordon*

### "IRRESISTIBLE"

Morning dress of striped cotton voile in mauve, pink, blue, green or black, with alternate white stripe. Misses' sizes, 14, 16, 18, and 20 years. Women's sizes, 32 to 40 inches bust measure. In ordering be sure to give model number and color.

MODEL No. 43A145½ PRICE \$12.50

### "PIQUANT"

For details and other view of this hat see pages 54 and 55.

MODEL No. 43A325½ PRICE \$15.00

### "THE LITTLEST ONE"

Child's coat of all-wool velour in Copenhagen blue, golden tan or red. Price includes hat to match. Sizes, 2, 3, 4, 5, and 6 years. In ordering be sure to give model number and color.

MODEL No. 43A238½ PRICE \$12.50

It will take from twelve to fifteen days after your order is received, to complete any of the models, as they are made to measure. Delivery charges prepaid by us. See page 64 for measuring instructions, and how to send money.

For illustration of these models in colors see pages 32 and 33.

Sears, Roebuck and Co.  
Distributors of Lady Duff-Gordon Models



How to Order  
from

Lady Duff-Gordon's  
Style Book

*This label is stitched into every  
Lady Duff-Gordon model*

**S**HOPPING by mail is becoming recognized by women of judgment as the most convenient, the most comfortable method of buying merchandise of every kind. It means just the pleasant task of looking at pictures, reading a brief description, then writing your order down, which is much simpler than personal buying over the counter of a store can ever be, and is entirely free from the resultant fatigue. Of course, there is a best way to write your orders, a way which means quickest and surest delivery. If you follow the suggestions given here, you will come to like this plan of buying better than any other method of shopping.

After you have looked over the illustrations in this Style Book and decided which of the models you want, then write your order and be sure to give us the information asked for below.

**FIRST:** Write down the model number, its name and the color you have selected from those listed for that model.

**SECOND:** Your height, weight and age.

**THIRD:** *Your measurements*, and these should be taken very carefully according to the instructions given here.

*Chest measurement*—Measure all around body close under the arms and well up over the shoulder blades at back. Tape should meet in front above the bust and directly across the chest.

*Bust measurement*—Measure all around body same as for chest measurement, *except* that tape must meet in front directly across fullest part of the bust.

*Sleeve length*—Measure from armhole along inside seam of sleeve to wrist, or to desired length of shorter sleeves.

*Length of waist in back*—Measure from collar seam straight down back to waistline.

*Waist measurement*—Measure around body at natural waistline.

*Hip measurement*—Measure all around body  $6\frac{1}{2}$  inches below natural waistline. Make no allowance for high waistline.

*Front length of skirt*—Measure from natural waistline down the front to length of skirt desired. Make no allowance for high waistline or for hem.

*Side length of skirt*—Taken same as above only down the side.

*Back length of skirt*—Taken same as above, only down the back.

**FOURTH:** State how you want goods shipped—Parcel Post, or Express. We pay delivery charges on all purchases selected from our Lady Duff-Gordon Portfolio.

**SPECIAL SIZES** not specified on the previous pages will be made up at an extra charge of 10 per cent.

#### FINALLY AND MOST IMPORTANT

Send your full name and address, carefully and legibly written as follows:

Name \_\_\_\_\_

City or Town \_\_\_\_\_

R. F. D., P. O. Box or Street No. \_\_\_\_\_

State \_\_\_\_\_

If the shipping point is different from your Post Office address, please give name of shipping point, as well as county and state. If shipment is to be made to another party, instead of yourself, write other party's full name and address clearly.

**HOW TO SEND MONEY.** The best way is Post Office Money Order, Express Money Order, Bank Draft or Check. *Do not send coin.*

**IMPORTANT.** When you think you have put into your order all the information we ask for, take the following list and check the questions over with your order, to be sure that nothing has been omitted.

<i>Questions to be answered</i>	<i>Measurements</i>
Name and Address	Chest
Model number	Bust
Color wanted	Sleeve length
Height	Length of waist in back
Weight	Waist measurement
Age	Hip measurement
<i>Shipping instructions</i>	Front length of skirt
Parcel Post	Side length of skirt
Express	Back length of skirt

If all this information is correctly given, it will avoid delay and insure greater satisfaction with your purchase.

Remember that our unconditional guarantee accompanies every model in this Style Book, as it does anything you may buy from Sears, Roebuck and Co. If your purchase is not entirely satisfactory in every particular, it may be returned for exchange; or, if you so request, your money will be refunded without question, together with any transportation charges you may have paid. Lady Duff-Gordon's personal guarantee (as reproduced on page 5 of this book) goes with the models in addition to ours. Also the "Lady Duff-Gordon" label, which is her personal signature woven in silk, is stitched into the lining or band of each article, and no Lady Duff-Gordon model goes out without it.

SEARS, ROEBUCK AND CO.



*Portfolio of Lady Duff-Gordon's Original Designs*



*Lady Duff Gordon*



