



LENI
old and young

FOR YOUR MOST GLAMOROUS EVENINGS

...in This Romantic Era



Waltz Song

YOU—a dream of romance in a gown of rustling Moore Rayon Taffeta! A frilly little Rayon Taffeta evening hat included! A most becoming heart-shaped neckline and crisp flower. Gay Nineties puffed sleeves and a sweeping skirt to float you through any dance! Length, 59 inches. For long, evening slip see Slip pages.

Sizes: 12-14-16-18-20.

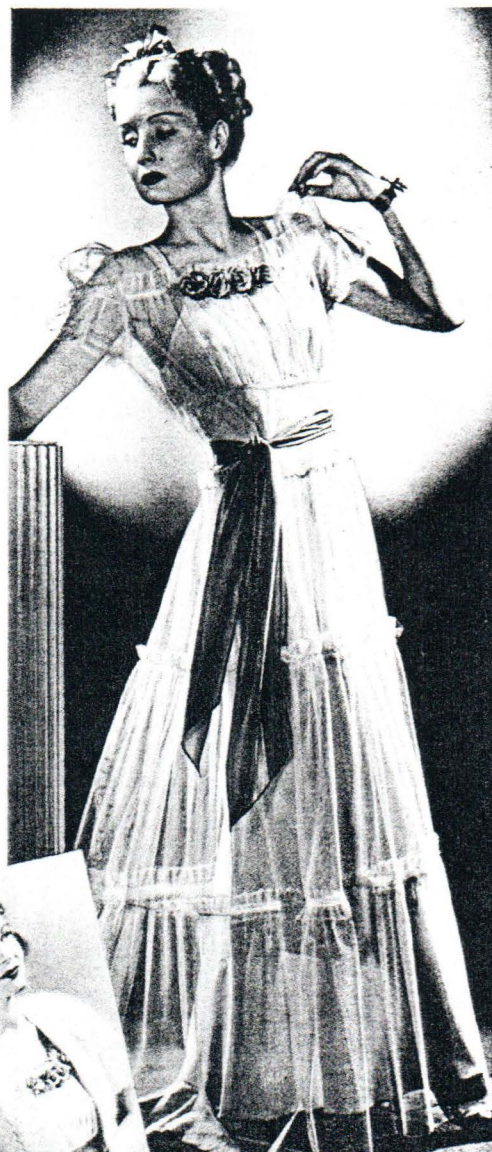
To Fit Bust: 30-32-34-36-38 in.

State size and color.

Shipping weight, 1 pound 6 ounces.

31 L 2046—Petal Rose 534, Romance Aqua 918, White or Orchid 416.

\$298



Moonlight Sonata

YOU—winsome and desirable in clouds of Rayon Net, your tiny waist sashed with whispering Rayon Taffeta! Contrasting flowers at a ruffled neckline. The puffed sleeves, the softly gathered bodice are fashion's last word. A rustling rayon taffeta slip shimmers through the filmy sweeping skirt. Dance your way to glory in this romantic gown! It's perfect for graduation, too!

Length, about 59 inches.

Sizes: 12-14-16-18-20.

To Fit Bust: 30-32-34-36-38 in.

State size and color. Shipping weight, 1 pound 6 ounces.

31 L 2049—Petal Pink 501, Sky Blue 202, White or Orchid 416.

\$398



Whispers in the Dark

YOU—pretty as a picture in a formal of misty Celanese Rayon Ninon agleam with rayon satin stripes! Proud puffed sleeves, softly shirred bodice slashed in a V, a gay flower. High Princess waistline nipped by tieback belt. In street length, too!

Sizes: 12-14-16-18-20.

To Fit Bust: 30-32-34-36-38 in.

State size and color. Shipping weight, 1 lb. 4 oz.

Formal Length—about 59 in.

31 L 2052—Patou Rose 504, Romance Aqua 918 or White.

Street Length—about 45 in.

31 L 2053—Navy Blue or White.

\$398

CUDDLE-PUFF BOLERO

Thrill of the moment! Cuddly bolero, softly knitted of fine Zephyr Wool and 15% fluffy Angora rabbit hair. You can dress-up anything with it! Wear it on big evenings when glamour reigns, or with any of your daytime clothes.

Sizes: 12-14-16-18-20.

To Fit Bust: 30-32-34-36-38 in.

State size and color.

Shipping weight, 1 pound.

31 L 2055—White, Sky Blue 202, Petal Pink 501.

\$2.98

Dresses on these two pages are sent direct from New York to you. Pay postage only from our nearest Mail Order House. Numbers after colors refer to Sears Color-Graph facing first index page in back of book.





BEATRICE
also black coat/Victoria

Misses' Embroidered Net Dress.
A charming dress, made of excellent quality washable net, richly embroidered. Waist made with the new and popular jacket effect and has three-quarter length sleeves, trimmed with plaited net frills. Attractive round laydown collar, trimmed with Cluny lace and finished off in scalloped design. Waist front trimmed with row of three small artificial rosebuds. Wide crushed girdle of silk messaline. Skirt made with loose hanging overskirt, bottom of both overskirt and underskirt being finished in scalloped design. Dress fastens in front. Misses' sizes only. Give measurements. Average shipping weight, 1 1/4 pounds. **EACH**
No. 31V8985 1/2 **\$6.45**
White.

Misses' Embroidered Voile Dress.
Made of excellent quality washable cotton voile in modified basque effect, a style especially attractive in a misses' dress. Roll collar and turn-back cuffs of sheer lawn. Elbow length set-in sleeves which are prettily set off by band of lace insertion running from neck along top of shoulders and down sleeves to cuffs. Two lace ruffles, one at waist line and the other at top of skirt, modify the severeness of the basque effect. Waist is trimmed in front with lace insertion, running from neck to ruffle on skirt. Dress fastens in front. Misses' sizes only. Give measurements. Average shipping weight, 1 1/2 pounds. **EACH**
No. 31V8990 **\$2.98**
White.

Misses' Dress of Embroidered Voile. A dainty white dress, handsome enough for any occasion. An excellent dress for confirmation purposes. Made of extra fine quality cotton voile, handsomely embroidered, and will launder beautifully. Wide yoke and cuffs on sleeves are made of rows of pretty lace insertion. Three little bows on front of yoke are of white silk messaline. Elbow length sleeves. Extra wide girdle of white silk messaline. Four-tier skirt, as illustrated, finished in scalloped design, is especially pretty and stylish. Dress fastens in back. Misses' sizes only. Give measurements. Average shipping weight, 1 1/4 pounds. **EACH**
No. 31V8995 1/2 **\$5.95**
White.



31V8980



31V8985 1/2



31V8990



31V8995 1/2



31V9000

Misses' Embroidered Voile Dress. Good quality washable cotton voile, handsomely embroidered. Made with the new jacket effect waist and three-tier effect skirt. Elbow length sleeves joined to waist by neat band of lace insertion. Insertion around neck, girdle and on skirt is of Cluny lace. Jacket, sleeves and bottom of tunics on skirt are finished in scalloped design. Dress fastens in back. A most attractive white dress and at a remarkably low price. Misses' sizes only. Give measurements. Average shipping weight, 1 1/4 pounds. **EACH**
No. 31V8980 **\$2.29**
White.

SIZES Dresses offered on this page are furnished only as illustrated and described and in the following sizes: 14, 16, 18 and 20 years, or 32, 34, 36 and 38 inches bust measure with average skirt lengths of 34, 35, 37 and 38 inches, with wide basted hem. In ordering be sure to give bust measure, waist measure and front length of skirt. See page 732 for simple measuring instructions. Samples of materials sent on request.

Misses' Embroidered Voile Dress. An exceptionally pretty dress, made in one of this spring's most popular styles. The material is excellent quality washable cotton voile. Richly embroidered yoke effect shoulders, with elbow length sleeves. Attractive frill around neck and on sleeves of fine quality shadow lace. The waist is handsomely embroidered and set off by a girdle and large bow of self material. Yoke top skirt with wide ruffle of Swiss embroidery. Dress buttons in front with self covered buttons. Misses' sizes only. Give measurements. Average shpg. wt., 1 1/4 lbs. **EACH**
No. 31V9000 **\$2.49**
White.

Stylish Silk Dresses for All Occasions



31N5340
Misses' and
Women's
Satin
Messaline

No. 31N5345 EACH
White. \$24.95
WOMEN'S SATIN WEDDING DRESS. A most dainty wedding gown, made of splendid quality all silk satin with underwaist and sleeves of fine quality silk net. The waist is beautifully trimmed with satin ruching and narrow satin ribbon, and the corsage bouquet is of imitation orange blossoms and long streamers of narrow satin ribbon. The gracefully draped skirt has sweep of about 78 inches and dress fastens in front. A charming dress for the bride. Cap and veil are not included. Women's sizes only. Give measurements. Average shipping weight, 1 1/4 pounds.



31N5350
Misses' and Women's
Silk Taffeta



31N5355
Misses' and
Women's
Georgette
Crepe



31N5345
Women's
Satin

No. 31N5340 Navy blue.
No. 31N5341 Dark brown.
No. 31N5342 Black. EACH \$13.98
MISSSES' AND WOMEN'S EMBROIDERED SATIN MESSALINE DRESS. A decidedly attractive low priced dress, made of good quality lustrous all silk satin messaline. The sleeves and the softly gathered vestee are of Georgette crepe and the large collar is of white satin. The cuffs and pretty divided tunic of skirt are beautifully embroidered with silk and tinsel and the belt is set off with large celluloid buckle. Dress fastens in front and has skirt sweep of about 72 inches. Splendid value for the price asked. Misses' sizes, 14 to 20, and women's sizes, 32 to 44 inches bust measure. Give measurements. Average shipping weight, 1 1/4 pounds.

No. 31N5350 Navy blue.
No. 31N5351 Copenhagen blue.
No. 31N5352 Brown. EACH \$19.95
MISSSES' AND WOMEN'S SILK TAFFETA DRESS. An unusually smart vest effect dress, made of excellent quality lustrous all silk taffeta. The combination of colors, with the vest, collar and cuffs of contrasting colored silk taffeta, is remarkably pretty. Vest and cuffs are trimmed with silk military braid and waist front and top of plaited tunic on each side of vest are trimmed with large taffeta and tinsel covered buttons, and sleeves with small buttons of the same kind. The grille in front is set off with extra large buckle and sleeves are attached to silk mull underwaist. Fastens in front and has skirt sweep of about 70 inches. A most beautiful dress. Misses' sizes, 14 to 20, and women's sizes, 32 to 44 inches bust measure. When ordering give measurements. Average shpg. wt., 1 1/4 pounds.

No. 31N5355 Pearl gray, turquoise blue beads.
No. 31N5356 Navy blue, navy blue beads.
No. 31N5357 Black, black beads. EACH \$22.50
MISSSES' AND WOMEN'S BEAD TRIMMED GEORGETTE CREPE DRESS. It would be hard to select a more dainty dress than this one, made of excellent quality silk Georgette crepe and handsomely trimmed throughout with bead embroidery in soft harmonizing color. The collar and the girde with long sash are of satin and cuffs are piped with same. The arrangement of the waist front, which is loose hanging and extends to a point over each side of girde, is most attractive. The skirt is made with a wide panel in front, giving an overtunic effect, and has sweep of about 65 inches. Dress fastens in front. Misses' sizes, 14 to 20, and women's sizes, 32 to 44 inches bust measure. Give measurements. Average shipping weight, 1 1/4 pounds.

SIZES Women's sizes, 32 to 44 inches bust measure, with waist measure up to and including 35 inches and skirt lengths of 36, 38 or 41 inches. Misses' sizes, 14 to 20 with skirt lengths of 34 to 38 inches. When ordering women's size give bust, chest and waist measures and front length of skirt; for misses' dress give size. See order blanks in back of catalog for simple measuring instructions.

27N3215
Silk Georgette
Crepe
\$5.95

27N3240
Silk Crepe
de Chine
\$5.00

27N3235
Silk Georgette Crepe
\$6.50

27N3220
Silk Crepe
de Chine
\$5.98

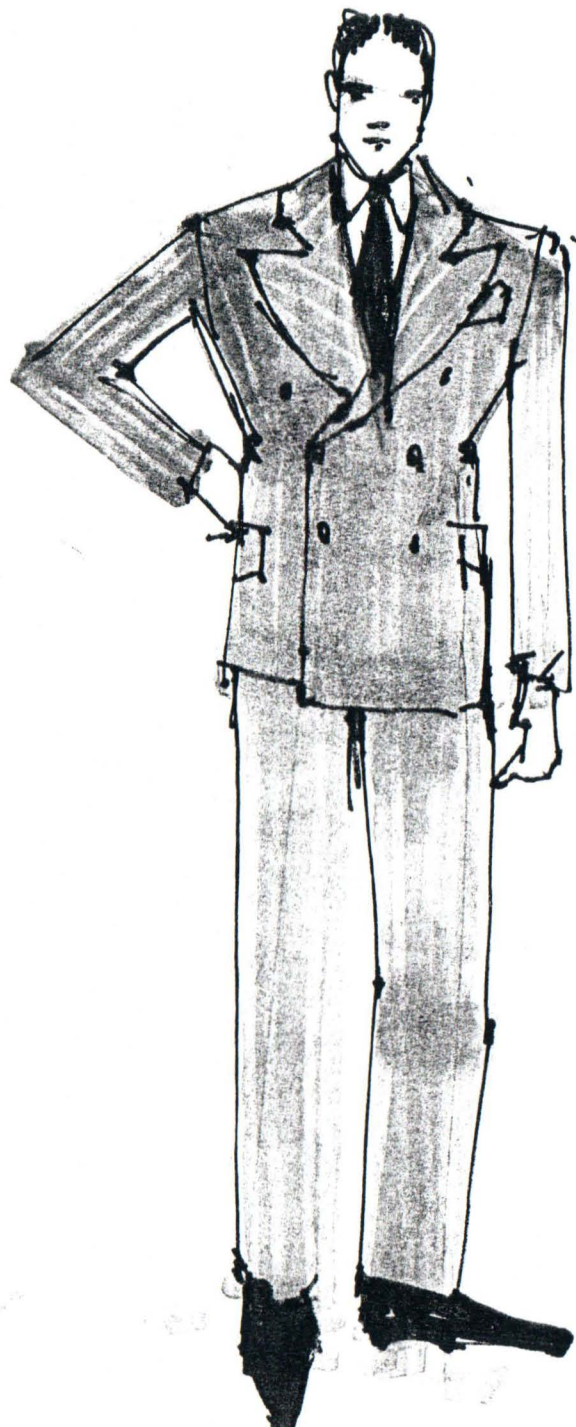
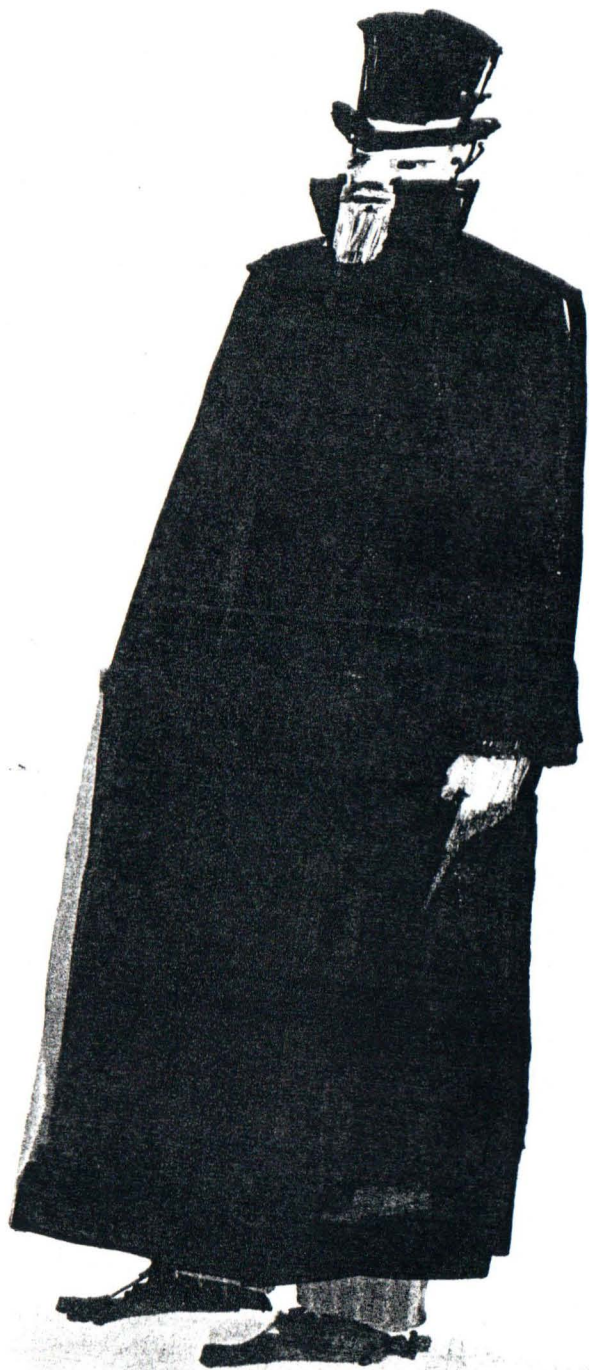
27N3245
Silk
Georgette
Crepe
\$6.95

27N3225
Silk Georgette Crepe
\$5.00

27N3230
Silk Georgette Crepe
\$3.98

27N3250
Silk Georgette Crepe
\$5.95

See Opposite Page For Descriptions
And Other Colors



ORSON
WELLES

EASY TERMS

On Orders of \$20.00
or More! See Easy
Payment Page 951.

Gabardine

THE NATION'S FAVORITE



For Extra
Long Wear

\$17⁸⁵

(Shown Above)

- All Wool, 2-ply Worsted twill weave Gabardine in three popular Summer shades.
- Latest sports style, Action-Back, with yoke, inverted pleat and half belt.
- Well tailored. Coat has linen front and Hymo lapel interlining for lasting fit.
- Coat half lined, sleeves lined with Earl-Glo.
- Regular 20-inch trouser cuffs.

Tailored in the latest style to meet all the requirements of men who want the best. You can wear it as a complete suit or the coat may be worn correctly with contrasting trousers. The first day you wear this fine suit, you'll realize that it's a superior garment in every way and you'll see why other stores can sell it for as much as \$25.00! Careful attention to minute tailoring details makes this a truly astonishing value!

SIZES: 34 to 42 in. chest; 29 to 39 in. waist; 29 to 35 in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 293. Shipping weight, 5 pounds 6 ounces.

45 E 7164—Medium Light Gray... **\$17.85**
45 E 7165—Navy Blue... **\$17.85**
45 E 7166—Medium Brown... **\$17.85**

"Air Cooled" Wool Worsted

(Shown At Right)

- New, medium weight small check pattern Wool Worsted with rayon decorations. Sears famous "Poro-Twist" Worsted.

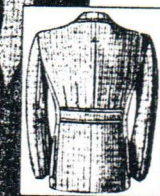
\$15⁹⁵

- Latest 2-button, notch lapel, sports model with inverted center pleating, and four tucks above the half belt. Patch pockets.
- Coat is 1/2 lined with Earl-Glo rayon. Sleeves fully lined.
- Six button vest is skeleton lined.
- Trousers have 21-inch cuffs.

Don't be hot and bothered this Summer. Wear one of these Poro-Twist "Air-Cooled" suits and you'll laugh at the hot weather. The new, porous, light weight fabric is specially woven to let the air get at you, and because it's wool worsted it is ideal for the cool days of Spring, too. Wears just like any regular suit. Beautifully and strongly tailored and will give lasting service at the very minimum of expense. We guarantee to fit you perfectly.

SIZES: 34 to 42 in. chest; 29 to 39 in. waist; 29 to 35 in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 293. Shipping weight, 5 pounds 6 ounces.

45 E 7123—Medium Light Tan... **\$15.95**
"Poro" Tropical Twist... **\$15.95**
45 E 7117—Light Gray "Poro" Tropical Twist... **\$15.95**



A Brand New Style **\$13⁵⁰**

—Smooth, firmly woven solid color All Wool Cassimere.

—Sporty, 2-button, notch lapel model with Bi-Swing back. Four tucks above the smart half belt.

—Inverted pleat patch pockets.

—Coat is half lined, sleeves fully lined with genuine, easy-slip Earl-Glo rayon.

—Pleated trousers have extension waistband, 21-in. cuffs.

Would you like to lead the style parade? Here is the very latest model in sports clothes and we predict that it will set a new record for popularity in 1937. Firmly woven, wear-resisting fabric... tailored to Sears exacting specifications... what more could you ask at such an extremely low price? Be one of the first to own this smart, beautifully styled new suit.

SIZES: 34 to 42 in. chest; 29 to 39 in. waist; 29 to 35 in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 293. Shipping weight, 5 pounds 7 ounces.

45 E 7180—Medium Dark Brown... **\$13.50**

45 E 7141—Medium Dark Blue... **\$13.50**

Snappy, Diamond-Weave **\$15⁴⁵** Worsted!

—Pure, hard finished, Virgin Wool Worsted.

—Two-button, peak lapel model with athletic shoulders.

—Plain, form fitting back.

—Coat half lined, sleeves fully lined with Earl-Glo rayon.

—Wide 21-inch trouser cuffs.

This famous "Diamond Weave" fabric will give more honest-to-goodness wear and satisfaction than any we know of. It is firmly woven and will hold its shape even when given the roughest kind of hard wear. Splendid tailoring and smart, authoritative styling assure a well groomed appearance. And best of all, Sears offer you this rich-looking suit at a money-saving price that you can't afford to overlook. A small budget goes a long way in America's Largest Clothing Store! Look your best... and LET SEARS SAVE YOU MONEY!

SIZES: 34 to 42 in. chest; 28 to 39 in. waist; 29 to 35 in. inseam. State measurements; also age, height and weight. See "How to Measure" on Page 293. Shpg. wt. 5 lbs. 2 oz. with extra trousers, 6 lbs. 14 oz.

45 E 7136—Navy Blue... **\$15.45**
45 E 7152—Navy Blue with Extra Trousers... **\$19.45**

45 E 7137—Very Dark Oxford Gray... **\$15.45**
45 E 7154—Very Dark Oxford Gray with Extra Trousers... **\$19.45**

SEARS > PAGE 2289

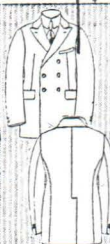
J. ED/BLACK or DARK GREY
2 or 3 button

BERNSTEIN/BONDO
grey tweed/check/plaid

\$34.50

Blue Serge.

45T2578 Model 3
45T2579 Model 4
Two Splendid All Wool Suits, single or double breasted, semi-conservative and made to give long service. The man who wants a blue serge suit for business or dress will find satisfaction in either of these two numbers. Models 3 and 4 are illustrated on this page. The single breasted coat is the regular three-button style generally worn. The double breasted is a good semi-conservative model any man can wear with satisfaction. Average shipping wt., 3 1/4 pounds. Give measurements.



MODEL 4

Conservative Serge Suits

MODEL 3

MODEL 1



\$18.75

45T2570 Model 1 Blue Serge
An Inexpensive Blue Serge Suit, made in Model 1 illustrated to the right. Material is 19 per cent wool, 81 per cent cotton. If you want to get a blue serge suit for a small amount of money this is the suit for you to buy. It will give unusual service. Average shipping weight, 3 1/4 pounds. Give measurements.

\$28.50

45T2574 Model 2 Blue Serge
Sizes, 34 to 50.
A Semi-Conservative Navy Blue Serge Worsted Suit of good weight all wool material. Illustration of Model 2 above shows the style. A suit made in this model is always in style. At the low price asked it is an exceptional value, offering a great deal of real wear for your money. Average shipping weight, 5 1/4 lbs. Give measurements.

\$23.45

45T2572 Model 1 Blue Serge
45T2573 Model 4 Blue Serge
All Wool Navy Blue Serge Suit. Can be furnished in single breasted Model 1, or double breasted Model 4. See illustrations on this page for style. This suit will give exceptional service for the price—\$23.45. Average shipping weight, 5 pounds. Give measurements.

\$31.50

45T2576 Model 2 Black Serge
A Pure Wool Black Serge Suit of good quality. Material is closely woven and will last a long time. For anyone wanting a black suit we believe this Model 2, illustrated above, will be most acceptable. It is a semi-conservative, three-button coat, well made. This suit will hold its shape. Average shipping weight, 5 1/4 lbs. Give measurements.

\$38.50

45T2580 Navy Blue Serge
Model 3
Very Good Quality All Wool Blue Serge Suit, made in semi-conservative Model 3, illustrated above. The serge is finely woven, of medium weight and will give exceptionally long service and look well. To get a great deal of wear for every dollar you spend for clothes buy this suit. Average shpg. wt., 5 1/4 lbs. Give measurements.

SIZES All suits on this and the opposite page are furnished in sizes 34 to 44 inches breast measure, 30 to 42 inches waist measure and 30 to 36 inches inseam measure. 45T2596 and 45T2574 are furnished from 34 to 50 inches breast measure and 30 to 50 inches waist measure. See order blank in back of catalog for simple measuring instructions.