



Sears

SPRING THROUGH SUMMER 1964

Satisfaction guaranteed or your money back

YOU CAN COUNT ON US

SEARS, ROEBUCK AND CO.

CHICAGO, ILLINOIS

60607

The hat, a Mr. John Classic,
is described on page 153

INDEX BEGINS ON
PAGE 743



Fashion is forever at Sears.
You see it here and on many of
the 1714 pages that follow.
Here, a solitaire engagement ring,
hand set with brilliant cut,
premium quality diamond.
One-piece platinum mounting
has 4 prongs. 3-carat ring
(at left) shown actual size.
Postpaid from New York
10% Federal Excise Tax included.
Ring sizes 5, 5½, 6, 6½, 7, 7½, 8.
State size .. measure, see page 180.
F4 K 2787EF—3-carat ... \$6500.00
F4 K 2786EF—2-carat ... 2500.00
F4 K 2785EF—1-carat ... 895.00
No money down on
Sears Easy Terms .. see page 741





Timeless purity of line; timely new dimension of sleeve . . . in matte jersey of acetate and rayon—the fabric best disciplined to mold this superb dress. Fully lined. Back zipper. Dry clean. Misses' sizes 10, 12, 14, 16, 18. Please state size.
N31 K 8170F—Black
N31 K 8171F—White
Shpg. wt. 2 lbs. 4 oz. . . \$30.00



Late-day choice: this sliver of rayon knit, bloused softly with a back-tied drawstring. It's a dress that tucks effortlessly in a suitcase, unpacks without wrinkles, looks momentous anywhere in the world. Dry clean. Misses' sizes 8, 10, 12, 14, 16. Please state size.
N31 K 7667F—Black
N31 K 7668F—White
Shpg. wt. 1 lb. 12 oz... \$25.00



Notable in this suit of understated elegance: the fabric, a richly textured tussah of hand spun silk yarns, hand loomed in India. Natural color with brown top-stitching. Fully lined suit. Side-zippered skirt. Dry clean. Misses' sizes 8, 10, 12, 14, 16, 18. State size. Shpg. wt. 1 lb. 14 oz. N17 K 3844F...\$49.50



Alpaca Sweater of subtle looped texture and bubbly lightness. Fashion clues: V-neckline, great ease of sleeve, turnback cuffs. Dry clean. Sizes 34, 36, 38, 40. Please state size. V7 K 8060F—Coral pink V7 K 8062F—Beige V7 K 8061F—Light blue Shipping weight 13 ounces... \$16.70

Jamaica Shorts, Sleeveless Pull-on Top: slick white Arnel® triacetate jersey looking like sharkskin, but more supple. Shorts: lined; back-zippered. Machine wash separately, warm temperature. Misses' sizes 8, 10, 12, 14, 16, 18. Please state size. V7 K 5132F—Shipping wt. 10 oz... Set \$8.70



My sisters are going places in mint and off-white A-line dresses . . . they're rayon on top (tops are lined), with rayon-and-cotton skirts, but they look like linen. Even the wildest ride won't disturb the inverted pleats or keep them from looking neat. The girls especially like the schiffli-embroidered flowers in front; the tie belt and long zipper in back. Mother likes the dresses, too; they hand wash in seconds.

For Big Sister.

Girls' sizes 7, 8, 10, 12, 14.

Please state size.

77 K 170F—Shpg. wt. 1 lb. . . . \$7.94

For Little Sister.

Sizes 3, 4, 5, 6, 6x. State size.

29 K 5537F—Shpg. wt. 6 oz. . . . \$6.99



Goodbye, little girl . . . this is my look now: slim and devastatingly shaped. Here, a gray and white dress for dancing, perfect in a wrinkle-shunning, lightweight double-knit of Zefkrome® acrylic. Lined bodice; back zipper and deep walking slit. Dry clean. Young Junior sizes 5, 7, 9, 11, 13. Please state size.
N77 K 121F—Wt. 1 lb. 2 oz. . . . \$17.90



The Sweater: from the British Crown Colony of Hong Kong. Hand embroidery in yellow, blue, lilac and pink on white wool; full fashioned. Dry clean.

The Dress: made in America of Irish linen. Extended cap sleeves; back zipper; taped 3-inch hem. Aqualon®-backed belt washes without a worry. Hand wash separately.

Misses' sizes 8, 10, 12, 14, 16, 18.

N31 K 7856F—Yellow dress with sweater

N31 K 7857F—Blue dress with sweater

N31 K 7858F—Lilac dress with sweater

N31 K 7859F—Pink dress with sweater

State size. Shpg. wt. 2 lbs. 12 oz. . \$26.00





Making news: brilliant effects of hand-screening on grainy-textured rayon. *More news:* the sleevelessness and eased fit of this fully lined 3-pc. suitdress. *Important details:* mock pockets on jacket; side-zippered skirt; overblouse zips in back. Dry clean. Misses' sizes 8, 10, 12, 14, 16. Please state size. N31 K 7891F—Wt. 2 lbs. 8 oz. \$22.00



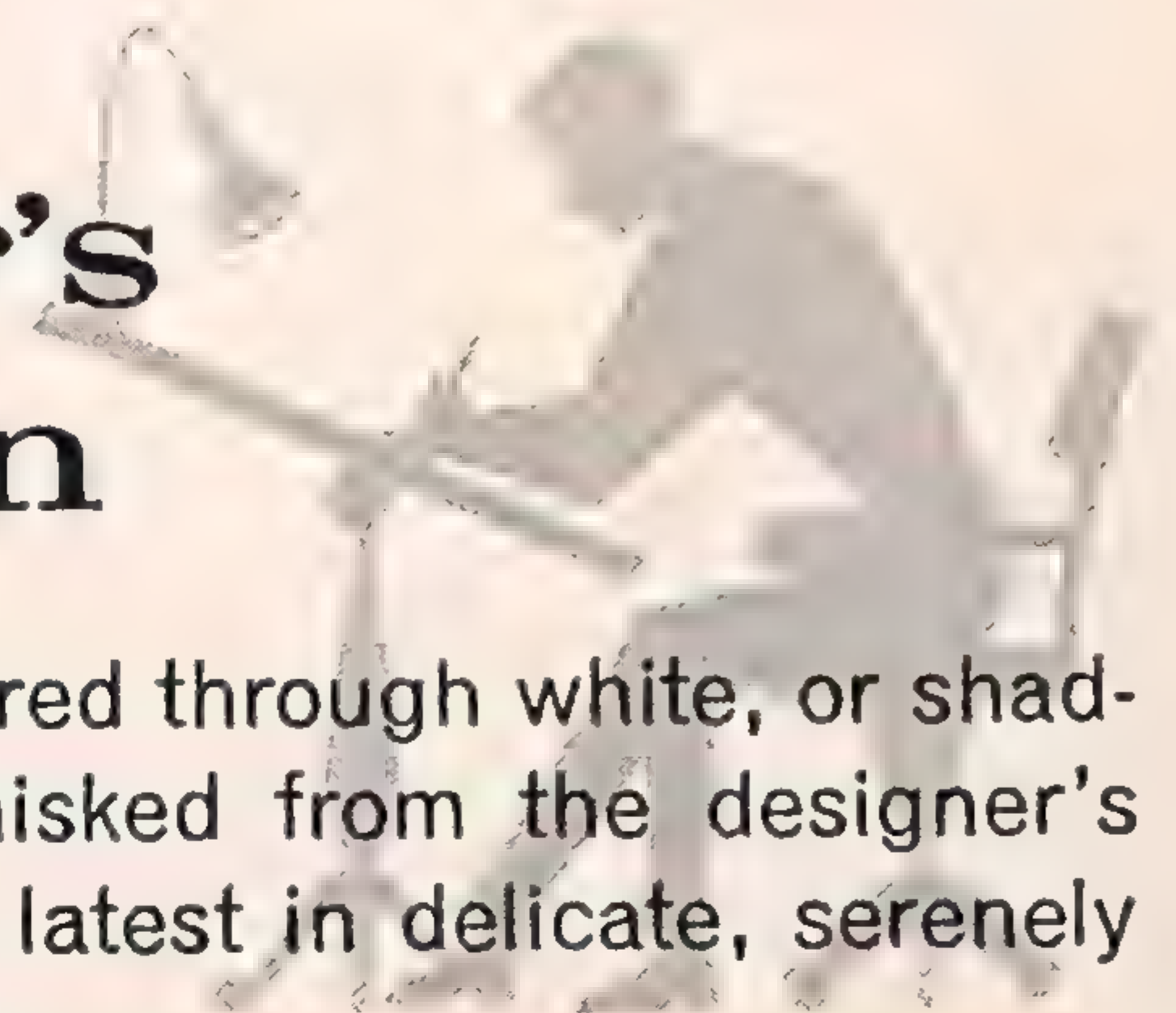
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designer's collection



Soft color, gently filtered through white, or shadowed with black. Whisked from the designer's table to give you the latest in delicate, serenely feminine underfashions.

1 The bra with hidden magic . . . nylon lace lower cups lined with nylon sheer, have removable foam-rubber push-up pads that lift for higher fullness. Ruffled wide-set stretch straps. Lightly underwired. State even bra size 32 to 36.

18 K 45673F—A-cup. White over blue

18 K 45674F—B-cup. White over blue

18 K 45743F—A-cup. Black over claret

18 K 45744F—B-cup. Black over claret

Shipping weight 7 ounces \$5.90

2 Bra with expanding center adjusts for fit. Nylon lace, lined with nylon sheer. Ruffled straps. State even bra size 32 to 38.

18 K 52674F—B-cup. White over blue

18 K 52675F—C-cup. White over blue

18 K 52744F—B-cup. Black over claret

18 K 52745F—C-cup. Black over claret

Shipping weight 5 ounces \$4.90

Girdle or long-leg panty in white or black nylon and Lycra* spandex. Bands of color glimmer through as they control. Nylon lace front over color. 4 garters detach on panty. Panty fits 19 in. waist down. Girdle fits 15 in. waist down.

► Average to Full Hips, 8 to 11 inches larger than waist. Waist sizes S(24-26); M(27-28); L(29-30); XL(31-32 in.). State S, M, L or XL.

3 Long-leg panty. Shipping weight 12 oz.

18 K 25679F—White over blue \$12.90

18 K 25749F—Black over claret 12.90

4 Girdle. Shipping weight 12 oz.

18 K 22675F—White over blue \$11.90

18 K 22745F—Black over claret 11.90

*Reg. DuPont T.M.

"It is my lady;
O, it is my love!"

for your big scene

a hint of medieval splendor . . . a whirl
of white touched in front with embroidered
sprays of blue and beige. Blue draw tie on gown;
peignoir in the new burnoose-style. Waltz-length
nylon sheer lined in nylon tricot.

Bust sizes 32 to 38. State even bust size.

38 K 2725F—Shpg. wt. 1 lb. 1 oz. . . Set \$29.95



Four-piece ensemble,
beautifully turned out.

Reversible wool coat: one
side, white boucle; the other,
camel tan flannel. Underneath: in
the same wool flannel, a sleeveless suit-
look, plus a long-sleeved, back-buttoned blouse
of Arnel® triacetate and Fortrel® polyester crepe
in palest cream. Back-zippered, fully lined jerkin.
Side-zippered skirt, lined to below the hips. Dry clean.

Misses' sizes 8, 10, 12, 14, 16. State size.

Shipping weight 4 pounds.

N17 K 3846F—\$6 monthly...Cash \$57.50





THE BIKINI TO CHANGE YOUR MIND

What's intriguing is the misty-dark cover of a jacket. Suit of Dacron® polyester and cotton; jacket of sheer cotton. Contoured bra buttons in back; straps adjust. Lined pants have back zipper. Sizes 32, 34, 36. State size. Shipping weight 1 pound. V7 K 7400F.....\$24.70



Slicker-Jacket—a spray-swept gleam of black vinyl with an acetate lining. For its swashbuckling effect, don't bother to pull the zipper all the way up. Side zipper pockets. Sponge clean only. Misses' sizes S(8-10); M(12-14); L(16-18). State S, M or L. V7 K 1310F—Wt. 1 lb. 10 oz... \$12.90

Turtleneck Pullover, $\frac{3}{4}$ -sleeved. 2-way stretch-knit nylon and Dacron® polyester in spanky pink and white stripes. Machine wash, medium. Misses' sizes S(8-10); M(12-14); L(16-18). State S, M or L. V7 K 6901F—Shpg. wt. 5 oz... \$4.90

Duck Pants—the look: straight-cut and cuffed in salt-white cotton. Zipper front; side tabs adjust. Machine wash alone, medium. Misses' sizes 8, 10, 12, 14, 16, 18. Please state correct size. V7 K 511F—Shpg. wt. 1 lb... \$5.90

PRINT-SPLASHED SILKS

.. U.S.A. styled with a look of beautiful nonchalance

1



1 Blouson dress in misty-color surah. Back-zippered fitted underbodice.. button-back blouson bodice. Lined. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18. State correct size.

N31 H 7834F—Pink and light tan
N31 H 7835F—Lime green and light tan

Shpg. wt. 1 lb. 12 oz.... \$22.75

2 Shift in strikingly patterned black and camel tan surah. Styled with bow-tied roll collar, billowy raglan sleeves. Front zipper. Lined. Dry clean.

Misses' sizes 8, 10, 12, 14, 16. Please state correct size.

Shipping weight 1 lb. 13 oz.
N31 H 7844F..... \$25.75



2

3



3 Step-in shirtdress of lush-colored broadcloth. Romantic poet's collar and sleeves with turn-back cuffs. Bodice and skirt are lined. Dry clean.

Misses' sizes 10, 12, 14, 16, 18.

N31 H 7850F—Bright green and blue
N31 H 7851F—Bright rose and pink
State size. Wt. 1 lb. 12 oz.... \$24.75

Tall Misses' sizes 12T, 14T, 16T, 18T. Please state correct size.

N31 H 7852F—Bright green and blue
N31 H 7853F—Bright rose and pink
Shipping weight 1 lb. 12 oz.... \$25.75

MEASURE ..
see the charts on page 812

Necklace of gold-color metal. Intriguing, textured balls strung on supple chain. 17½ inches long. 10% Federal Excise Tax included in the price.

Shipping weight 3 oz.
4 H 3918E..... \$5.50

BROCADED PALACE SILKS FROM HONG KONG

detailed with exquisite care, both inside and out

1 Two-piece dress. Frog-trimmed top with hand-bound button-holes and covered buttons at back closing. Slender skirt with side zipper, reinforced waistband. Lined. Dry clean. Misses' sizes 8, 10, 12, 14, 16. State correct size.
N31 H 7825F—Peacock blue. Shpg. wt. 1 lb. 8 oz. . . . \$26.75
N31 H 7826F—Emerald green. Shpg. wt. 1 lb. 8 oz. . . . 26.75

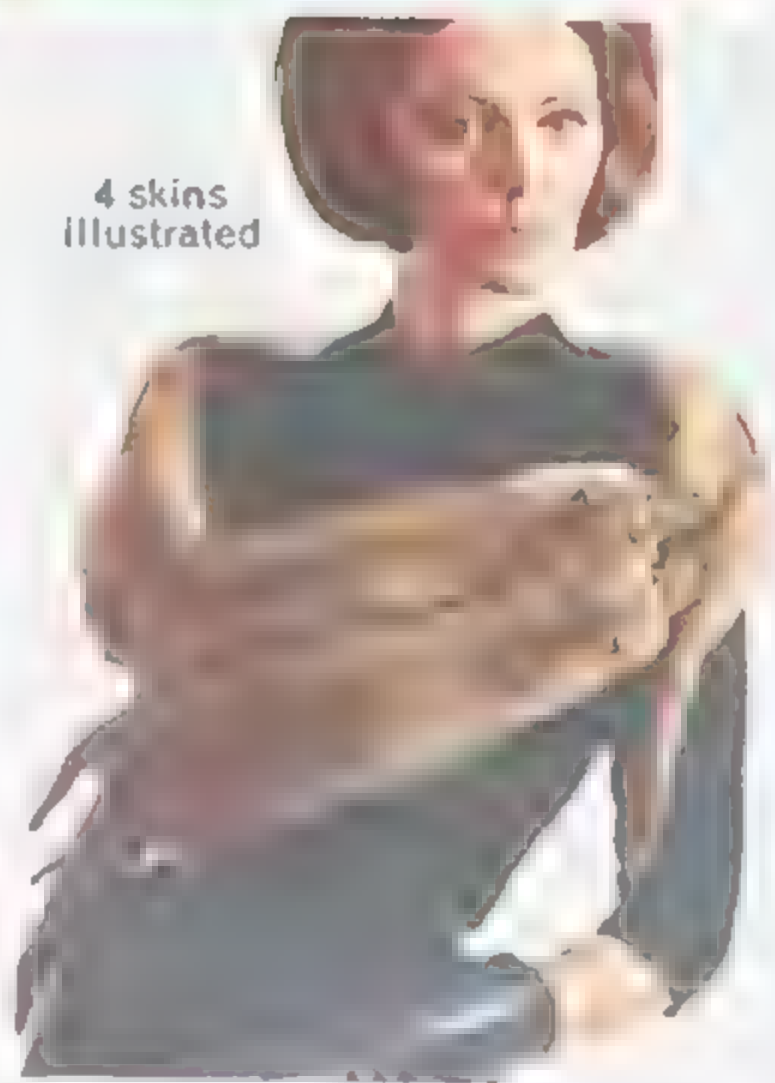
2 Costume. Back-zippered dress, scooped neckline, front, back. Jacket with frog-closed pockets . . . back closing: covered buttons, hand-bound buttonholes. Lined. Dry clean. Misses' sizes 10, 12, 14, 16, 18. State correct size.
N31 H 7827F—Emerald green. Shpg. wt. 1 lb. 14 oz. . . \$29.75
N31 H 7828F—Peacock blue. Shpg. wt. 1 lb. 14 oz. . . . 29.75



Natural brown mink 2, 3, 4 and 5-skin scarfs. Each skin, full and plump, is about 25 inches long from tip of nose to tip of tail. 10% Federal Excise Tax included.

Shipping weight 2 lbs.

- 2-skin Scarf
P17 H 754CE . . . \$65.00
- 3-skin Scarf
P17 H 755CE . . . \$95.00
- 4-skin Scarf
P17 H 756CE . . . \$123.00
- 5-skin Scarf
P17 H 757CE . . . \$149.00



4 skins illustrated

LUSTRE KNITS OF ACETATE..

a luxurious double-knit texture that has
the look of silk and a wonderful un-clingy fit

1 Inspired pairing. Pullover top and gentle bow-trimmed skirt. Both with back zipper closing. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.

Floor-length

N31 H 7838F—Aqua green top with dark green skirt

N31 H 7839F—White top with black skirt

State correct size. Shipping weight 2 lbs. 4 oz. . . . \$23.00

Street-length

N31 H 7841F—White top with black skirt

N31 H 7840F—Aqua green top with dark green skirt

State correct size. Shipping weight 2 lbs. 2 oz. . . . \$20.00

2 Sleek shift clearly defined with welt seaming, beautifully draped about the neckline. Pullover style with back zipper. Wear belted or unbelted. Dry clean.

Misses' sizes 8, 10, 12, 14, 16, 18.

N31 H 7829F—Sand beige

N31 H 7830F—Black

State correct size. Shipping weight 2 pounds. . . \$21.00



Elegance stated
softly but
superbly in

VELVET



1 Party dress . . . graceful, belled skirt is Pellon®-lined; bodice is acetate-lined. Long back zipper. Rayon. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.
N31 H 7664F—Emerald green
N31 H 7665F—Black
Shpg. wt. 2 lbs. 10 oz. . . . \$23.50

2 Ball gown, its waist circled with sparkling rhinestones and beads. Long back zipper. Rayon, fully lined. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.

Floor length
N31 H 8006CF—Dark blue
N31 H 8009CF—Black
Shipping weight 3 lbs. . . . \$29.50
Street length
N31 H 8010F—Dark blue
N31 H 8011F—Black
Shipping weight 2 lbs. . . . \$26.50

MEASURE . . .
see charts on page 812



3 Theatre suit . . . 3-part drama for important occasions. Jacket and side-zip skirt of rayon velvet, fully lined. Gleaming acetate satin pullover blouse has side zipper. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.
N31 H 7706F—Ruby red with pale pink blouse
N31 H 7707F—Black with white blouse
Shpg. wt. 2 lbs. 10 oz. . . . \$28.50



CREPE FOR GLAMOUR AND CHIC

1 Shoulder-draped black sheath. Acetate and rayon, fully lined. Back zipper. Dry clean. Pin not incl.; sold below at right. Misses' sizes 10, 12, 14, 16, 18, 20. State size. Shipping weight 1 pound. N31 H 7234F.....\$13.84

2 Two-piece dress. Black cowl-neck sheath zips in back . . pools its talents with a white weskit laminated to foam backing. Acetate and rayon, fully lined. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size. N31 H 7781F—Shpg. wt. 2 lbs. 8 oz ..\$16.84

3 Ruffled sheath has hidden hook-and-eye . . neckline may be plunging or demure. Acetate and rayon. Lined. Back zip. Dry clean. Misses' sizes 10, 12, 14, 16, 18. N31 H 7814F—Off-white N31 H 7815F—Black State size. Shpg. wt. 2 lbs. 2 oz . . . \$16.84

4 Gold-color metal jewelry. Pin by Bergere. 1¼-inch diameter. Simulated stones. 10% Fed. Exc. Tax incl. 4 H 3920E—Shipping weight 3 oz . . . \$6.60 Bracelet, a ¾-inch wide cuff. From West Germany. 10% Fed. Exc. Tax included. 4 H 3919E—Shipping weight 2 oz . . . \$3.30



1 Clutch bag in alligator-grained plastic . . . a smart accessory with a luxury look, right for any occasion. About 8x6x2 inches. Rayon-lined. 10% Federal Excise Tax included. 88 H 1200E—Alabaster color (oyster white) 88 H 1201E—Black Wt. 1 lb. 2 oz. . . . \$3.77

2 Two-piece textured wool dress glows with rhinestone sunbursts. Overblouse zips up the back, skirt at side. Fully lined to keep its good shape and fit. Dry clean. Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State correct size. N31 H 7729F—White N31 H 7730F—Light blue Shpg. wt. 2 lbs. 4 oz. . . \$19.84

3 Two-part magic. Misty rayon chiffon dress with swirling skirt, 6-inch hem, long back zipper. Jacket of Mylar® metallic, acetate and nylon has front hooks, bow trim, fully lined. Dry clean. Misses' sizes 10, 12, 14, 16, 18, 20. Please state size. N31 H 8020F—Light beige N31 H 8021F—Turquoise blue Shpg. wt. 2 lbs. 3 oz. . . \$23.84

GLITTER-TOUCHED FASHIONS

MEASURE TO BE SURE . . . for charts and information see page 812

CRISP KNITS IN ZEFKROME* ACRYLIC

They have the look of worsted wool, yet can be hand washed separately, drip-dried without blocking



Two parts with a natty three-piece air. Back-zippered camel-tan overblouse has twin sliver pockets and a bow-trimmed gray neckline inset that echoes the gray of the slim elastic-waisted skirt. For Emme Boutique Hat, see page 115.

Misses' sizes 10, 12, 14, 16, 18.
State size. Shpg. wt. 2 lbs. 4 oz.
N31 H 8206F.....\$18.84

MEASURE . .
see charts on page 812



1 Swagger shirtdress with eased bodice, back yoke, cuffed dolman sleeves. Step-in style. Scarf is sold below.

Misses' sizes 10, 12, 14, 16, 18, 20.
N31 H 7720F—Azure blue
N31 H 7721F—White
State size. Wt. 2 lbs. 7 oz. . . . \$16.84

Tall Misses' sizes 12T, 14T, 16T, 18T. Please state correct size.
N31 H 7722F—Azure blue
N31 H 7723F—White
Shipping weight 2 lbs. 7 oz. . . . \$17.84

2 Fan-pleated dress with set-in waistband. Backzipper. Pin not included. For Hat by Betmar, see page 116.

Misses' sizes 10, 12, 14, 16, 18.
N31 H 7748F—Orange
N31 H 7749F—Navy blue
State size. Shpg. wt. 2 lbs. 8 oz. \$17.84



Cravat in a multicolor paisley print . . . pleated in back. Double-fabric acetate twill. Hand washable separately.
Shipping weight 2 oz.
88 H 8423 \$1.97



BONDED WOOL JERSEY

Alluring dresses Stay alluring when they are made of SAG-NO-MOR®-PLUS wool jersey, bonded to Certifab® acetate tricot. They keep their shape and smooth fit, are wonderfully comfortable to wear because of the "intimate apparel" fabric worn next to the skin. Dry clean.

\$1450

1 Sheath with an elegant little ruff circling the neckline. Long back zipper.

Junior sizes 7, 9, 11, 13, 15.
Misses' sizes 8, 10, 12, 14, 16.
State correct size.

N31 H 7010F—Gold
N31 H 7011F—Bright navy blue
N31 H 7012F—Bright green
Shipping weight 1 lb. . \$14.50

2 Sleeveless shift, with snappy gold-color buttons and chain belt, accented with mock pockets. Step-in style.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.
Please state correct size.

N31 H 7016F—Bright green
N31 H 7017F—Gold
N31 H 7018F—Bright navy blue
Shipping weight 1 lb. . \$14.50

3 Two-piece dress with the middy look. Overblouse has full-length back zipper. Skirt closes with side zipper.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.
Please state correct size.

N31 H 7013F—Bright navy blue
N31 H 7014F—Bright green
N31 H 7015F—Gold
Shpg. wt. 1 lb. 4 oz. . . \$14.50

"Charge It" if you wish . . . see page 787.





We've topped our Double-knit Cotton with a Misty Jacket of Cotton, Mohair and Nylon . . . in the right size for you

- Junior
- Miss
- Shorter Woman
- Tall Miss

\$15.75

Three-piece outfit keeps its shape, shuns wrinkles, packs with ease. Sleeveless overblouse buttons up back. Skirt zips at side. Floral embroidery trims knit jacket, which is acetate-lined. Dry clean.

Junior sizes 7, 9, 11, 13, 15.
Misses' sizes 10, 12, 14, 16, 18.
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. State size.

N31 H 7762F—Bright rose with white
N31 H 7763F—Medium blue with white
N31 H 7764F—Black with white
Shpg. wt. 1 lb. 12 oz. . . \$15.75

Tall Misses' sizes 12T, 14T, 16T, 18T. State size.

N31 H 7765F—Bright rose with white
N31 H 7766F—Medium blue with white
N31 H 7767F—Black with white
Shpg. wt. 1 lb. 12 oz. . . \$15.75

Handbag shown is sold on page 29.



Pick a shifty dress or a sporty jumper, knit especially for SEARS of IMPORTED SHETLAND WOOL



Fringed, deep cowl collar tops this stunning pull-over shift dress. Hand washable separately.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.

N31 H 8321F—Pearl white

N31 H 8322F—Light blue

Shipping weight 2 pounds 4 ounces.....\$13.50

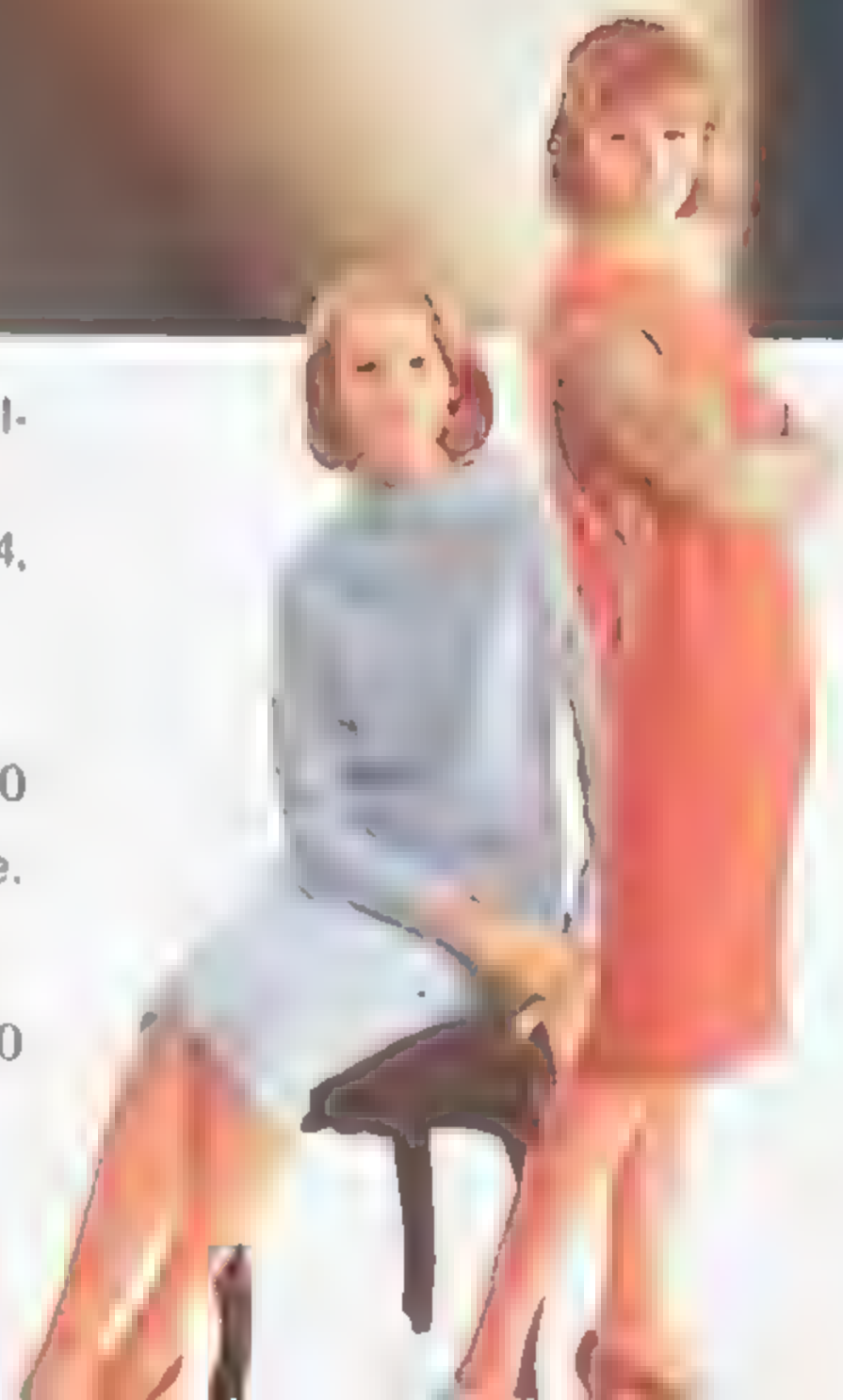
Petite Junior sizes 5P, 7P, 9P, 11P, 13P. State size.

N31 H 8323F—Pearl white

N31 H 8324F—Light blue

Shipping weight 2 pounds 4 ounces.....\$13.50

MEASURE . . . see charts on page K-2



Pullover jumper with deep-v armholes has its own lamb's wool turtleneck pullover sweater with back neck zipper, long sleeves. Hand wash alone.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. Please state correct size.

N31 H 8325F—Heather blue with camel tan

N31 H 8326F—Bittersweet red with camel tan

Shipping weight 2 pounds 4 ounces.....\$18.50

Tall Misses' sizes 12T, 14T, 16T, 18T. State size.

N31 H 8327F—Heather blue with camel tan

N31 H 8328F—Bittersweet red with camel tan

Shipping weight 2 pounds 4 ounces.....\$18.50

FASHION- WISE WOOLS

1 Overblouse story, in flannel. Back-zippered top with raglan sleeves is widely banded with matching-color wool braid. Skirt has elasticized waist. Dry clean. Pin is not included.

Misses' sizes 8, 10, 12, 14, 16, 18. Please state correct size.
V31 H 6273F—Bright rose
V31 H 6274F—Navy blue
Shipping weight 1 pound . . . \$11.54

2 Jersey ease in a step-in sheath with elasticized waist; side-seam pocket. Self-covered buttons (extra included); stitch-accenting on collar, turn-back cuffs. Dry clean.

Misses' sizes 10, 12, 14, 16, 18, 20. Please state correct size.
V31 H 6271F—Light sage green
V31 H 6272F—Black
Shipping weight 1 lb. 1 oz . . . \$11.84



3 Jumper duet, a texture pair. Pull-over shift is deeply slashed in front . . . looks great in boldly-woven black and white checks. Turtleneck black wool jersey blouse zips in back. Dry clean.

Misses' sizes 10, 12, 14, 16, 18. Please be sure to state size. Shipping weight 1 lb. 6 oz.
V31 H 6252F . . . \$12.54

4 Flannel flair in a two-piece dress with white stitch accents. The skirt swings from a back-zippered acetate camisole. The smartly collared top buttons in back. Dry clean.

Misses' sizes 10, 12, 14, 16, 18.
V31 H 6254F—Heather gray
V31 H 6255F—Dark heather brown
Please be sure to state size. Shipping weight 1 lb. 2 oz. . . . \$11.84





1



2



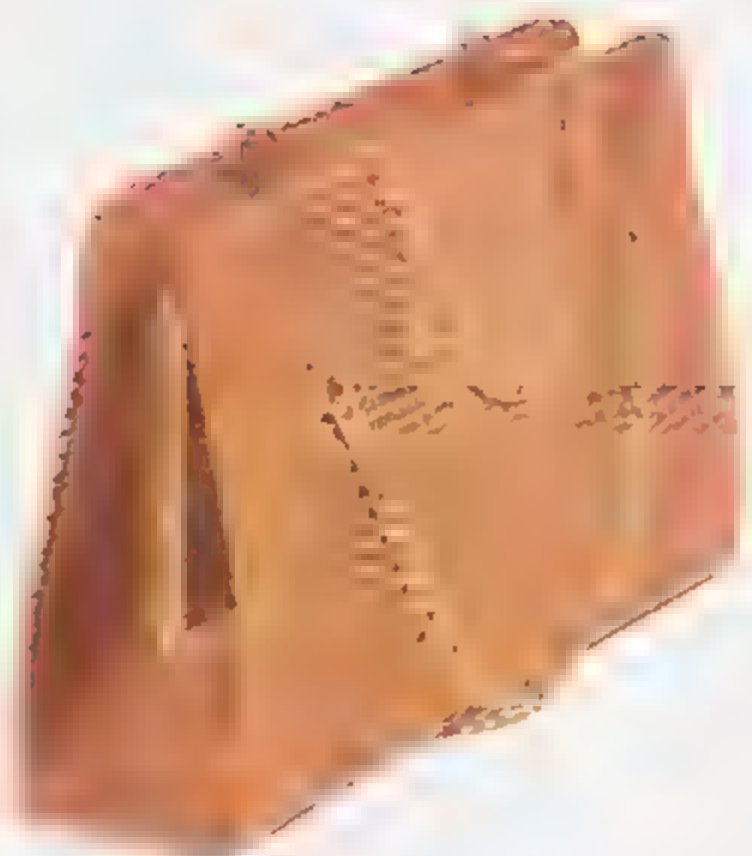
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1 Well-bred wool . . a crepe-textured dress with intricately box-pleated skirt. Back zipper. Dry clean. Emme Boutique hat sold on page 115. Pin sold on page 45.
Misses' sizes 10, 12, 14, 16, 18. State size.
N31 H 7756F—Green N31 H 7757F—Copen blue
Shipping weight 2 pounds 5 ounces.....\$15.84

2 Bold check dress, blouson-shaped. Lined from neckline to hips. Back zipper. Textured wool.
Misses' sizes 10, 12, 14, 16, 18. State size.
N31 H 7673F—Red and olive green
N31 H 7674F—Lilac and bright green
Shipping weight 2 pounds.....\$16.84

3 Potent pales . . three-piece outfit mixes a loopy textured jacket and skirt of 96% wool and 4% nylon with a rayon-and-silk shantung-weave blouse that buttons in back. Jacket facing, stitch-detailed collar and pocket flaps echo the blouse fabric. Skirt is lined, side-zippered. Dry clean. For hat by Betmar, see page 116.
Misses' sizes 10, 12, 14, 16, 18. State size.
N31 H 7754F—Winter white N31 H 7755F—Lt. pink
Shipping weight 2 pounds 10 ounces.....\$31.50

Chain-handled Bag . . so smart in lizard-grained vinyl. Rayon faille lining. Three pockets: 2 slip-in, 1 zippered. About 11x7x3 inches. 10% Fed. Exc. Tax included.
88 H 1195E—Cork tan 88 H 1196E—Black
88 H 1197E—Alabaster (oyster white)
Shipping weight 2 pounds.....\$8.97





1



2



3

SPIRITED KNITS

Keep their shape and imperturbable good looks whether you're jetting cross-continent or jotting down the club minutes

1 Three-piece Outfit. Jacket and skirt are double-knit cotton and acetate. Contrasting binding and applique trim on jacket. Skirt zips at side. Double-knit cotton overblouse buttons in back. Dry clean.

Misses' sizes 10, 12, 14, 16, 18, 20. State size. Shpg. wt. 1 lb. 9 oz.

V31 H 6256F—Heather brown with beige blouse.....\$12.54

V31 H 6257F—Dark heather gray with bright red blouse..... 12.54

2 Two-piece Blouson Dress. Double-knit cotton and acetate plaid. Top is elasticized at bottom, has hook opening at back neck. Skirt zips at side. Detachable rib-knit cotton pullover-dickey. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.

V31 H 6260F—Blue and charcoal gray plaid; blue dickey

V31 H 6261F—Red and charcoal gray plaid; charcoal gray dickey

State correct size. Shipping weight 1 pound 13 ounces..... \$12.54

3 Jumper and Blouse. Pullover-jumper of double-knit cotton has v-neck, deep v-armholes. Button-front blouse of single-knit cotton. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.

V31 H 6286F—Rustic red jumper with pale gold blouse

V31 H 6287F—Medium blue jumper with light blue blouse

State correct size. Shipping weight 1 pound 6 ounces.....\$10.84

NUBBY TEXTURES

Rayon-and-acetate fashions steal the spotlight,
turn up everywhere looking as crisp as new money



Box-pleated dress with the well-turned-out look that goes anywhere. Front button trim. Plastic belt. Long back zipper. Dry clean.

Misses' sizes 12, 14, 16, 18, 20.
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½. Please state correct size.
V31 H 6258F—Mocha brown
V31 H 6259F—Medium blue
Shipping weight 1 pound 8 ounces...\$11.54

Shift. A beloved glen plaid, to wear belted or not. Detachable white linen-look rayon collar. Buttons to below waist. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16, 17-18.
Please be sure to state correct size.
V31 H 5536F—Black and white
V31 H 5537F—Deep red and black
Shipping weight 1 pound 2 ounces...\$9.84

Suitdress. A gentle beauty, likely to become the treasure of your wardrobe. Slim skirt zips at side, has back kick pleat. Dry clean.

Misses' sizes 12, 14, 16, 18, 20.
Shorter Women's sizes 14½, 16½, 18½, 20½, 22½, 24½. Please state correct size.
V31 H 6242F—Medium blue
V31 H 6243F—Medium mocha brown
Shipping weight 1 pound 6 ounces...\$10.84

Measure to be sure . . . to determine your correct size, see charts on page 812



1 Glamorous sheath dips to a "U" in back, with 2 bows and a long zipper. Black acetate and rayon crepe, fully lined. White nylon and acetate lace sleeves are overlaid with rayon ribbon. Dry clean.
 Junior sizes 7, 9, 11, 13, 15. Misses' sizes 8, 10, 12, 14, 16. State size.
 Shipping wt. 15 oz.
 N31 H 7236F.....\$13.84

2 Sheath of rayon and silk shantung. Back zip. Lined except sleeves. Dry clean. Pin not incl.
 Junior sizes 7, 9, 11, 13, 15. Please state correct size.
 N31 H 7229F—Bright rose
 N31 H 7230F—Black
 Shipping weight 14 oz...\$12.84
 Petite Junior sizes 5P, 7P, 9P, 11P, 13P. Please state size.
 N31 H 7231F—Bright rose
 N31 H 7232F—Black
 Shipping weight 14 oz...\$12.84

3 Dress with overshift. Acetate and rayon crepe sheath has spaghetti straps, is fully lined. The overshift is cotton lace. Each has a long back zipper closing. Dry clean.
 Juniors and Misses.
 Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State size.
 N31 H 8004F—Pale pink
 N31 H 8005F—Black
 Shpg. wt. 2 lbs.... \$16.84

4 Memory-making dress... sleeveless black rayon velvet bodice tops a skirt of richly brocaded white cotton and acetate. Rhinestone trim twinkles on belt of pink acetate satin. Fully lined. Long back zipper. Dry clean.
 Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16. State size.
 Floor length. Shpg. wt. 3 lbs. Street length. Shpg. wt. 2 lbs.
 N31 H 8000CF.....\$19.84 N31 H 8002CF.....\$17.84



Suit dress . . lovely, delicate-looking lace of acetate and nylon . . with scalloped edge on jacket, cuffs and skirt. A perfect choice for your most important occasions, day or evening. Fully lined with acetate taffeta. Skirt closes with back zipper. Dry clean.

Juniors and Misses. Sizes 7-8, 9-10, 11-12, 13-14, 15-16.
 V31 H 6284F—Beige
 V31 H 6285F—Med. copen blue
 State size. Shpg. wt. 15 oz. **\$12.84**

Slim sheath of lustrous, twill-back cotton velveteen. Empire waist is accented by a set-in bias band. Classicy simple and flattering; just add your favorite accessories. Long back zipper opening. Dry clean. Pin not included.

Junior sizes 7, 9, 11, 13, 15.
 Misses' sizes 8, 10, 12, 14, 16.
 Please state correct size.
 V31 H 6096F—Turquoise blue
 V31 H 6097F—Red
 Shipping weight 14 oz. . . . **\$11.54**

Full-skirted, brocaded cotton and acetate dress beautifully defines a small waist with its scalloped trim and bows. Back zip. Dry clean.

Junior sizes 7, 9, 11, 13, 15.
 V31 H 6102F—Light blue
 V31 H 6103F—Pale beige
 State size. Wt. 1 lb. 9 oz. . . . **\$10.84**
 Petite Junior sizes 5P, 7P, 9P, 11P, 13P. Please state size.
 V31 H 6104F—Light blue
 V31 H 6105F—Pale beige
 Shipping weight 1 lb. 9 oz. **\$10.84**

Two-piece dress of brocaded acetate, topped with a misty rayon chiffon scarf. Sheath has long back zipper. Overblouse is lined, has back buttons. Dry clean.

Junior sizes 7, 9, 11, 13, 15.
 Misses' sizes 8, 10, 12, 14, 16.
 Please state correct size.
 V31 H 6100 F—Green and blue with green scarf
 V31 H 6101F—Bright royal blue tones with royal blue scarf
 Shipping weight 1 lb. 1 oz. **\$12.84**

MEASURE AND BE SURE . . see measurement instructions and charts on page 812