



What this great Fashion Creator is doing for American Women

THE 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.