



"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 \$25⁰⁰

"THE CURATE"

ALMOST 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