

Hofmeister Woolen Mills

Racine, Wis.

SPRING 1908

SUMMER 1908

From Loom to Wearer



WE LEAD THE FASHIONS

WITH THIS ISSUE we create pages in the Eternal Book of Fashions and before touching upon the forecast of coming styles, we take this opportunity to thank our thousands of friends for their generous and unstinted patronage. Only six years have passed since our first book was issued and the best proof that the inception of this book was well warranted, and that it has been a constant and reliable guide to the Ladies' Tailor Fraternity in its highly characteristic forms, all over the work, the supremacy of our garments is evidenced by the rapid increase of our sales each year. The handsome models and superb materials displayed in our previous issues have been fully confirmed and verified by the most fastidious dressers. Our foremost idea is to maintain and improve upon this record by giving our patrons correct styles, styles compatible with the requirement of good taste and serviceability at popular prices. The unlimited and characteristic display of Domestic and Imported cloth surpasses anything ever shown by any other mail order house and are highly appreciated by the Fashion Directoire. We lead the Fashions with Paris models, made strictly to your measure. The ever growing list of Fashionable dressers that desire something out of the ordinary, appreciate what a truly made-to-order garment means, and what an exact reproduction of a Paris model appeals to. If you stop to think how much more style and grace an exclusive made-to-order and exact reproduction of a Paris model gives to the wearer, you would not wonder at the list of new patrons each season.

☐ We guarantee absolute satisfaction and accept your order with the understanding that any garment will be exactly as you order, in every respect, or we return your money. We can assure you that no such values can be obtained from any other house as we offer here. Please use the Order Blank, or if none is convenient, use plain paper, and be careful in writing your order that you send correct measurements and state what color is desired and be sure to give the quality letter, which signifies the style of material you wish.

☐ All our skirts are made with the Hofmeister Patented Bridge Placket.

☐ Our skirts are all made especially to your measurements; we endeavor to get skirt orders out in ten days or two weeks; orders for waists, coats, etc., are often sent the same day as received. Orders for hats three days after receipt of order. Our hats are all exclusive designs and made to special order.

☐ Our Cloth Department is the largest and contains the most complete assortment of all the new and fashionable fabrics, fresh from the looms, which are sold at mill prices. Cloth orders in any quantity will be shipped the same day order is received. In order to introduce more widely our large and extensive business, and that we may convince you that our goods are superior to that of any other mail order house, we make the following offer:

☐ **PREMIUM OFFER:** If you send us orders for Five skirts within six months time, you will be entitled to a Premium Skirt Free. When you send us an order for a skirt, we send you a certificate. Keep this certificate, until you have five; then send them to us and we will send you free, a beautiful skirt valued at one-fifth of the total amount shown by your certificates. That is, if your five skirt orders amount to a total of \$24.70 you will be entitled to a \$5.98 Premium Skirt Free. If you wish a higher priced skirt, add the difference; for example, if you wish a \$7.98 skirt, add \$2.00. Consider this valuable offer when prices on all raw material are so extremely high.

☐ We refer you to the thousands of pleased customers in every part of the United States and Canada who have purchased from us in the past, and whose names are on our books today.

☐ As to our Reliability, we refer by permission to the Commercial & Savings Bank of Racine, Wis.

☐ **OUR TERMS:** If you wish garments sent C. O. D., we require a Deposit of at least one-third. It is to your advantage, however, to send the entire amount with the order, as you are thus saved the extra charges which are incurred in having the money forwarded to us through the express company, and as we guarantee entire satisfaction in every respect, there should be no hesitation on your part in taking advantage of this saving.

☐ **EXTRA LARGE GARMENTS:** On account of the extra amount of material required, there will be an additional charge of 10 to 20 per cent on all Suits, Jackets, Raincoats, Waists and Skirts.

☐ **HOW TO SEND MONEY:** Remit either by Postoffice Money Order, Express Money Order, Bank Draft or Check, payable to the "HOFMEISTER WOOLEN MILLS, Racine, Wis." We recommend either Postoffice Money Order or Express Money Orders, as they are absolutely safe and a convenient way to send money; moreover, in case of loss in mails it is to your protection.

Cloth Samples are mailed you under separate cover. If you do not receive same within a few days, kindly write us

WE REFER BY PERMISSION TO THE COMMERCIAL & SAVINGS BANK, RACINE, WIS.

No. 17. One of the latest Paris models. Shape is the large drooping effect turned slightly on one side. Made of Pyroxilin braid. The model illustrated is of white braid with black satin facing. The one side has a very beautiful cluster of ragged chrysanthemums and buds of delicate shades of pink and cream. In the French design, while the opposite side has the new accordion-plaited net frills. Very handsome. Price only \$9.48

No. 18. One of the new fashionable high-crown models with drooping effect. Is an imported model of fancy Jap braid. The model as illustrated is straw color faced with delicate pink, and the crown

is encircled with lovely clusters of linen roses and buds in natural pink shades and intertwined with maline, giving it a very beautiful effect. Price only \$7.98



No. 117. Very elegant is the costume illustrated here, as it displays all the new fashion features in the late Butterfly style. The little coat is developed of simple triple dip collars, the collar close to the neck is of silk outlined with soutache and buttons same as illustrated; the front, back and sleeves are cut in one. The front is shirred into the collar, where it terminates into strap effect at this point, while the back is plain outlined with straps. The sleeves are on the apelette style finished with braid and buttons, lined throughout with good taffeta silk. The skirt is 9-gore flare, with inverted plaited back. The lower part has a 4-inch applied band beautifully outlined with soutache braid and button trimmed, same as illustrated.

Style 117				
When made of				
Qual.	A	B	C	D
Qual.	\$4.98	\$5.98	\$10.73	
A	5.73	6.48	11.97	
B	5.95	6.68	12.38	
C	6.25	6.98	13.38	
D	6.75	7.20	13.73	
E	7.05	7.45	14.35	
F	7.65	7.75	15.15	
G	7.90	7.90	15.65	
H	8.40	8.20	16.15	
I	8.95	8.55	17.25	

No. 118. This handsome suit is cut on regular tailor lines. The little coat is a variation from the regular Bolero style. It buttons slightly to one side with a large, handsome button; the sleeves are on the stylish Butterfly lines, beautifully tailored and braid trimmed. The entire coat is outlined with fancy silk braid same as illustrated, lined throughout with silk. The skirt consists of seven gores, stitched to fit snugly at the hips, while separate gores are inserted at the knee to form plaits and add to the desired fullness at the bottom. The lower portion of the skirt has a very handsome design of braid trimming to match the jacket garniture.

Style 118				
When made of				
Qual.	A	B	C	D
Qual.	\$7.85	\$6.85	\$14.25	
A	8.60	7.10	15.45	
B	8.85	7.20	15.80	
C	9.15	7.30	16.20	
D	9.75	7.50	16.95	
E	10.10	7.60	17.45	
F	10.75	7.85	18.35	
G	11.05	7.95	18.75	
H	11.45	8.10	19.30	
I	11.95	8.30	19.95	

No. 119. This jaunty tailored suit illustrated here is practically always in fashion and is an almost indispensable garment. The little coat is semi-fitting, is not quite hip length. The sleeves are on the large Japanese style cut in with front and back and finished with a neat little cuff design, while the neck is outlined with a pretty collar effect. Lined throughout with taffeta silk. The skirt is 9-gore and has inverted plait in front and back, while the side gores are stitched hip length where they terminate in a plait which adds to the extreme fullness at the lower edge. The front and lower edge is outlined with a 2-inch band of self material embroidered in silk soutache to match the garniture of the coat.

Style 119				
When made of				
Qual.	A	B	C	D
Qual.	\$7.85	\$6.85	\$14.25	
A	8.60	7.10	15.45	
B	8.85	7.20	15.80	
C	9.15	7.30	16.20	
D	9.75	7.50	16.95	
E	10.10	7.60	17.45	
F	10.75	7.85	18.35	
G	11.05	7.95	18.75	
H	11.45	8.10	19.30	
I	11.95	8.30	19.95	

No. 120. The new features shown in this handsome suit stamp it as one of the most attractive novelties of the season. The little coat is of the short tailor type. Front, back and sleeves are cut in one in the new Kimona style and have a unique turn-back cuff design of silk, blending with the material, outlined with braid. The front is loose, finished with loops and buttons. A jaunty rolling collar of silk finishes the neck. The back is the plain semi-fitting, lined throughout with silk taffeta. The skirt is cut on new lines, in the fashionable tunic effect. The upper portion is in four gores, each portion is tailor stitched and outlined with a one-inch silk band; the lower portion is in flounce effect. Has inverted plaited back.

Style 120				
When made of				
Qual.	A	B	C	D
Qual.	\$7.15	\$5.75	\$12.65	
A	7.90	5.95	13.60	
B	8.15	6.10	13.95	
C	8.55	6.25	14.65	
D	9.30	6.50	15.45	
E	9.75	6.65	16.25	
F	10.40	6.90	17.05	
G	10.65	7.05	17.45	
H	11.15	7.20	18.10	
I	11.75	7.45	18.95	

No. 39. One of the new imported models of India, leghorn in the fashionable high crown drooping effect in straw color, trimmed simply with large graceful loops of black silk ribbon. Very nobby. Price only \$4.98



No. 41. A decidedly new and handsome model of imported leghorn trimmed with a ruche of silk ribbon and clusters of silk roses with foliage and a beautiful feather with drop effect, which is new and nobby. May be had in any color or combination. Price only \$6.98

No. 139. A very smart and novel jumper dress that shows all the latest fashion ideas from Paris is here illustrated. The fancy checked Panama is a delightful material for the construction of this model. The waist is of an entirely new style of Kimona effect with a draped puff caught up with 2 buttons, while the upper portion is of silk and a band of oriental lace. The neck is cut square, outlined with a silk band and silk ribbon bows and ornaments same as illustrated. The bodice has a little fullness cut in dip effect and buttoned to a narrow belt. The back is similar to the front without dip effect. The skirt is one of the new gored styles, the front is panel effect, while the side and back are inverted plaited. The bottom of skirt is trimmed with 2 silk bands and buttons as is the side of skirt—in all a very handsome garment.

Style 139	Skirt	Waist	Suit
When made of Qual. A	\$8.23	\$5.25	\$13.25
B	8.93	5.45	13.98
C	9.11	5.50	14.45
D	9.35	5.57	14.75
E	9.81	5.70	15.15
F	10.05	5.77	15.75
G	10.35	5.85	15.98
H	10.53	5.90	16.18
I	10.88	6.00	16.58
K	11.30	6.12	17.15

No. 40. One of the season's most serviceable as well as fashionable models, the shape is of tape braid, has medium high crown, slightly rolled at the left side, trimmed with a fancy feather and grass which is very striking and new—of green and white with a large knot of black silk ribbon at the right side. Price only \$4.98

No. 140. The long drooping shoulders, the graceful neck arrangement of this model will appeal to every woman of good taste—one of the season's most attractive new models, is cut on Princess lines, the bodice is in four parts, the fronts are caught in at the waist in box plaits to form part of the skirt in a novel idea. The back is finished with slight gathering to the belt, the large arm-holes, drooping shoulder, front and back are trimmed with braid and buttons, same as illustrated. The skirt is gored and plaited in an ideal effect. Has double box plaits on either side, the center of back is inverted plait. A garment that will fulfill every demand and that is most serviceable and dressy.

Style 140	Skirt	Waist	Suit
When made of Qual. A	\$5.98	\$2.98	\$8.50
B	6.73	3.13	9.15
C	6.91	3.16	9.75
D	7.18	3.22	9.98
E	7.67	3.32	10.58
F	7.93	3.38	10.85
G	8.23	3.43	11.10
H	8.42	3.47	11.58
I	8.70	3.55	11.98
K	9.15	3.64	12.50

No. 141. This pretty design which we illustrate here is an ideal model for spring, summer and early fall, and is handsomely developed of material matching the skirt or a contrasting fabric. The coat is attractively trimmed and in Persian and fancy silk braid, large and small fancy buttons. The lower edge is outlined with the braid, giving a very smart finish. The blouse jacket is a cutaway in Madam Butterfly effect—loose back and front and fastening with hooks and eyes, the sleeve being cut to give the broad shoulder effect and large arm-holes, which are so becoming to most figures. The skirt is cut in gored plaits at each gore and stitched smoothly at the hips, the front and back are inverted plaited, the arrangement of plaits giving a very full and graceful flare at the foot. Is a very stunning suit.

Style 141	Skirt	Jacket	Suit
When made of Qual. A	\$5.98	\$8.75	\$14.20
B	6.66	9.15	15.50
C	6.83	9.25	15.98
D	7.08	9.39	16.20
E	7.54	9.65	16.75
F	7.79	9.79	16.98
G	8.16	9.95	17.55
H	8.34	10.05	17.98
I	8.71	10.20	18.50
K	9.16	10.44	19.25



No. 142. We illustrate here a typical model in a fashionable Blouse dress. The skirt is carefully gored to fit the hips smoothly and sweeps into generous curves at the foot in fan-plaited effect. The lower edge is trimmed in popular Grecian border with fancy braid, one of the most fashionable modes. Has inverted two-piece style, cut low at the neck, and imparts the broad, plaited back. The Blouse is a sloping shoulder effect which makes the Kimona sleeve so popular. The trimming is of braid and silk in Grecian style, same as skirt. This style is particularly effective when worn over a net silk or dainty lingerie waist.

Style 142	Skirt	Waist	Suit
When made of Qual. A	\$8.75	\$4.25	\$12.75
B	9.75	4.50	13.95
C	9.95	4.60	14.25
D	10.40	4.70	14.85
E	11.25	4.95	15.95
F	11.75	5.15	16.65
G	12.50	5.40	17.65
H	12.90	5.50	18.20
I	13.65	5.70	19.10
K	14.25	5.95	19.95

No. 143. This smart model is a most attractive design for general wear; the skirt is gored, the alternating gores laid in wide tucks stitched down for some distance below the hip depth. This arrangement gives a fashionable close adjustment at the top of the skirt, and freeing the plaits provides for an abundant fullness at the lower edge. The back is finished with inverted plait.

Style 143	Skirt	Waist	Suit
When made of Qual. A	\$8.75	\$4.25	\$12.75
B	9.75	4.50	13.95
C	9.95	4.60	14.25
D	10.40	4.70	14.85
E	11.25	4.95	15.95
F	11.75	5.15	16.65
G	12.50	5.40	17.65
H	12.90	5.50	18.20
I	13.65	5.70	19.10
K	14.25	5.95	19.95

No. 144. This handsome model is conspicuous for its absence of trimmings. Is gored and side-plaited with inverted plaited back. The plaited adjustment is arranged to fit snugly around the hips and flare gracefully at the foot. Has inverted plaited back. A most becoming style to both stout and slight figures, as it is simple in lines and construction. The sheer materials shown for spring and summer lend themselves most advantageously to bring out the artistic lines, while the back is inverted plaited.

Style 144	Skirt	Waist	Suit
When made of Qual. A	\$6.75	\$7.75	\$14.25
B	7.75	8.00	15.50
C	8.00	8.15	15.90
D	8.40	8.25	16.40
E	9.25	8.65	17.65
F	9.65	8.80	18.20
G	10.50	9.10	19.35
H	10.75	9.25	19.75
I	11.50	9.40	20.65
K	12.50	9.75	21.95

FOR DESCRIPTION OF 42, 43, 44, 54, SEE PAGE 26. FOR DESCRIPTION OF 443, 444, SEE PAGE 31.

No. 167. This pleasing design is amongst some of the most popular made of recent importation. The charming blouse offers excellent opportunity for the use of separate gulmpe and tabot, as the neck is cut low and outlined with a tailor-stitched band fastened with two buttons; the little vestee of contrasting cloth, ornamented with buttons. The long, drooping shoulders are strapped and ornamented with buttons and braid loops. The sleeve is of advanced style, three-quarter length, and a decided deviation from the large, full sleeve, as it shows little fullness and fits rather snugly at the lower edge. The skirt is also of entirely new style, is gored in tunic effect, with plain front panel and inverted plaited back. The wide curved gores are tailor stitched about the hip and flare in long, graceful fold to the lower edge. A 5-inch band of self material is applied at the lower edge, which forms the tunic and graduates to the back.

No. 168. This charming design is a new importation and will be a universal favorite. It is on semi-Princess lines and is undoubtedly becoming to every woman, and anyone who has never seen her enhanced by a semi-Princess dress should at once give herself the pleasure of appearing in it, as it adds grace and dignity to most any figure. The neck is cut square and low and outlined with three contrasting shades of silk, finished with small ornaments. The front panel on the bodice is plain, while the side body is plaited in clusters of three plaits. The sleeve is the fashionable Teddy Bear style, overlapping the shoulder to form military effect. This is set off with a handsome silk ornament. An elaborate trimming of the new half-ball button on both skirt and waist adds to its smartness. The skirt is plaited to the waist-band and falls full and loose to the lower edge. A 3-inch band of self material is applied at the lower edge of skirt, same as illustrated.

No. 169. A most attractive French model. One of the fashionable dressers' favorites is this picturesque mousquetaire style that is now so fashionable. The coat is the stylish one-button cut-away in semi-fitting style. The collar is the regular mannish shape. The shoulders are long and drooping; the new sleeve has a beautifully shaped turn-back cuff. The lap pockets are of novel design. The back is semi-circular, with the regular mannish two-seamed style. The fastening in front is with two handsome buttons. Pockets, cuffs and collar are of two-tone contrasting silk, which gives a most interesting effect; lined throughout with taffeta silk. The gored skirt is neatly plaited in skirt effect; plaits are stitched to fit smoothly at the hips and flare full and graceful to the foot. Inverted plaited back. The lower edge is finished with numerous rows of heavy silk stitching.

No. 182. For beauty of ensemble and intricacy of detail this rivals the styles of all past seasons. A typical Prince Chap style on modified lines; the front is short Eton about 4 inches below the waist line, the back has the square effect and extends 8 inches below the waist line. The seams are strapped in a pleasing manner. Handsome buttons are applied to give the empire effect; the cuff and collarless effect are beautifully outlined with fancy silk braid. A touch of color is added by the smart little vestee of Persian braid; the late Butterfly sleeve is tucked at the elbow and button-trimmed same as illustrated. Handsome buttons and silk decorate the front. Lined throughout with silk taffeta. The skirt is new and fashionable, cut on long, simple lines. The front, side and back are inverted plaits outlined with self straps, as is the lower edge of skirt. This model is not cut bias.

When made of	Style 167	Style 168	Style 169
Qual. A	Skirt	Waist	Suit
A	\$6.78	\$5.98	\$12.50
B	7.78	6.38	13.90
C	8.08	6.48	14.30
D	8.58	6.68	15.00
E	9.08	6.98	15.80
F	9.48	7.28	16.50
G	10.18	7.58	17.50
H	10.48	7.68	17.90
I	11.08	7.88	18.70
K	11.78	8.18	19.70

FOR DESCRIPTION OF HAT NOS. 70, 69, 68, 82, 67, SEE PAGE 26.

No. 170. This handsome combination suit is one of Fashion's newest fads. The beautiful Parisians are already wearing this new creation. The little suit pictured here has a plain cloth skirt, with a silk coat of contrasting shade. The coat is semi-fitting with half box front. The collar is a large reverse effect, beautifully embroidered and braid trimmed. The nobby little sleeve is cut in with the body. Is three-quarter length, has pretty turn-back embroidered cuff, outlined with lace, is lined throughout with fine taffeta silk. Beautiful buttons, silk ties and tassels complete this pretty coat. The gored skirt is fashionably plaited. The fronts and sides are narrow panels, while the alternating gores are clusters of three plaits on each side. Front and back are inserted with two plaits in reverse shape. Smart touches of silk soutache embroidery are applied here. The coat to this model may be made of same material as skirt.

When made of	Style 170	When made of	Style 182
Qual. A	\$7.98	\$8.98	\$16.68
B	8.88	9.28	17.88
C	9.18	10.28	19.18
D	9.48	10.48	19.68
E	10.08	10.78	20.88
F	10.38	10.98	21.18
G	10.98	11.28	22.18
H	11.28	11.38	22.48
I	11.88	11.58	23.28
K	12.58	11.98	24.28



No. 471. This charming model is generous in its possibilities, consisting of tucks and embroidery. The entire front is made of a beautiful eyelet embroidery and tucks extending to yoke depth. The back, which closes invisible, is finished with four small tucks; has fine tucked collar and cuffs. Elbow length sleeves. Price \$1.15

No. 472. Embroidery this season is the essential garniture for waists of all materials. The entire front of this beautiful waist is embroidered with Hercules Floral and French overthrows in open and blind work. Graduating tiny tucks attend to impress the short yoke effect. Val. insertion, tiny tucks and Val. edging adorn the collar, while the three-quarter length sleeve is finished with a tucked cuff trimmed with Val. insertion and edging. Price \$1.65

No. 473. An exquisite design in English embroidery is chosen for the front of this lawn waist and tucks in groups produce the required broad shouldered suggestion. Clusters of fine tucks are employed at each side of the back closure. Dwarf tucks embellish the collar and cuffs, which are edged with lace. Has the late style elbow-length sleeve. Price \$1.18

No. 474. This magnificent French model waist is made of fine white sheer lawn. Imitation Cluny lace and Val. lace insertion are used for the decoration of the front, shoulders, and for the construction of the Princess collar and cuffs which are finished with Val. lace edgings. Pointed trimmings of Val. lace combine the beautifications and wind their way gracefully to the back. Pin

tucks finish the beautiful front. Irish lace insertions and graduate pin tucks attempt to copy the front design on the back. Buttons in back. Has three-quarter length sleeve. Price \$1.65

No. 475. An ideal Parisian Duchess model waist, made of very fine quality of white French lawn. The collar and Duchess fancy short yoke are made of embroidery containing designs of imitation medallion applique, Irish point, Torchon lace, Italian cuts and French dots, and knots. A wide embroidery arch in center attempts to copy the motto and supports the upper construction. French knots and embroidery reproductions, attempted tiny tucks and medium plaits on the upper sides finish the magnificent embroidery front. The lower center design is reproduced on the elbow sleeves. The embroidered and pin-tucked cuffs are trimmed with Val. lace insertions and Val. lace edgings. The tucked back is embroidered with the front's side design. Buttons in the back. Price \$3.75

No. 172. This striking side plaited model is made in 22-gore effect stitched hip length. Has box plaited front while the wide side plaits give the extreme fullness around the bottom. The back has inverted plait closure fastened by invisible hooks and silk loops. The trimming consists of two clusters of four 1/2-inch taffeta bands, between which is applied a 2-inch taffeta band neatly embroidered in the latest design with finest silk corded embroidery. This is an exceptionally full skirt, very handsome and stylish in every respect. Made from fine quality of all-wool voile. Comes in black only. Price \$8.98

No. 175. This handsome voile skirt is cut in 16-gore style, stitched hip length, inside plaited

effect, front has wide box plait while the back has inverted plait, closure being finished by invisible hooks and silk covered eyelets. Trimming consists of one 1/2-inch taffeta, one 3/4-inch and one 1-inch taffeta bands, applied as in illustration. Made of fine quality closely woven voile. Black only. Price \$6.25

No. 171. This stylish garment is cut in 20-gore effect, has inverted plait in the front with alternating box and side plaits. Back is finished with inverted plait, closure being effected with invisible hooks and silk covered eyelets. Trimming consists of three clusters of taffeta bands, the top ones being 1 inch wide, middle cluster 3/4-inch, and at bottom 1 inch wide. The three box plaits on each side are trimmed with 3/4-inch taffeta in design neatly stitched and applied as shown in illustration. Made from fine quality French voile in black only. Price \$8.88

No. 174. This handsome model is made in 18-gore style, has 4 box plaits on each side, the back has 2 wide box plaits which form an inverted plait, placket being closed with invisible hooks and silk loops. Trimming consists of two rows of silk bands, 3/4 and 1 1/2-inch in width, which are united as shown in illustration with silk openwork, which makes it in a pleasing effect. At the price this skirt is one of our best models and must be worn to be thoroughly appreciated. Made from excellent quality hard twisted wool voile in black only. Price \$8.25

No. 173. This beautiful and tasty model is cut in gores stitched hip length, has wide panel front, while the rest of the gores are laid in plaits forming side-plaited effect, which, turning toward the back, forms inverted plait closure. Is made of excellent quality French voile and finished with silk bands applied as shown in illustration. One of our best and most popular numbers, bound to be a leader wherever shown. Price \$8.25

FOR DESCRIPTION OF HATS 71, 72, 73, 74, 75, SEE PAGE 26.





No. 317. Very stylish and serviceable is this Ladies' Corset Cover, made of excellent quality cambric-finished muslin. Has full front, with beautiful pattern German Val. lace, inserted with hemstitching as shown in illustration. Top is finished both front and back with edging of same lace beading and ribbon. Arm-holes have edging of narrow lace. Price only..... **49c**

No. 318. Ladies' stylish Corset Cover, made from fine quality muslin. Cut full front with narrow back. Has draw string and stitched waist-band. Front has two insertions of German Val. lace of very pretty pattern, in which are set two rose medallions of beautiful shadow embroidery. Top is finished with two rows of German Val. thread beading and narrow ribbons both front and back. Arm-holes are finished with narrow edging of lace, same pattern as that used in the front. Price only..... **49c**

No. 319. A very beautiful and stylish Corset Cover. Front is made of 17-inch cambric embroidery of very beautiful all-over pattern, through which is drawn narrow ribbon, as shown in illustration. Embroidery has 6-inch work and is very beautiful in every respect. Fastens in front; has fitted cambric back edged with beautiful pattern narrow 1-inch embroidery, through which is drawn a pretty ribbon. Has draw string and finished with peplum. This is one of our best numbers, and at the price, which comes within the reach of all, is a very exceptional value. Price only..... **83c**

No. 320. Ladies' Corset Cover, made of good quality muslin; has two insertions of German Val. lace, as shown in illustration. Top is finished with ¾-inch lace beading narrow ribbon and edging of German Val. Both front, back and arm-holes are trimmed with edging of same lace as top. Price only..... **44c**

No. 321. Ladies' stylish Corset Cover, made of fine quality soft finished muslin made with three ruffles in front, edged with pretty pattern German Val. lace with thread beading at top, through which is drawn a narrow ribbon. Top and arm-holes are finished with edging of same pattern Val. lace. Made with draw string. Has front closure. Very stylish and is remarkable value at the price. Price only..... **49c**

No. 322. Ladies' Corset Cover, made of sheer white muslin; has three rows of beautiful pattern of antique lace insertion, full width of front, as shown in illustration. Top is edged, front and back, with beautiful pattern of French beading and narrow ribbon. Arm-holes are finished with beautiful pattern narrow lace, same as top edging. One of our leaders. Made very full and at the price is excellent value. Price only..... **27c**

No. 323. Fine muslin Corset Cover, very full front, plain back. Has insertion of German Val. lace around neatly embroidered designs, as shown in illustration. Top is finished both front and back with two rows of German Val. and French thread beading with ribbon inserted. Price only..... **48c**

No. 324. This stylish and serviceable Corset Cover made of fine kid-finished muslin, is cut very full. Has front finished with beautiful Val. lace insertion around the panel of English open-work embroidery, which has a very dainty and charming effect. Top is trimmed both front and back with the same Val., between which is used an insertion of French thread beading through which is drawn a narrow ribbon. Arm-holes are trimmed with edging of same lace as used in the yoke. Has draw strings and waist-band. Buttons in front, and at the price quoted is one of our best numbers. Price..... **45c**

FOR DESCRIPTION OF 325 TO 336, SEE PAGE 29.

FOR DESCRIPTION OF 337, 338, 339, 340, 341, 1317, 1726, SEE PAGE 31.



No. 2317. This beautiful chemise is made of fine nainsook, in the popular slip-over style. Yoke is finished with German Val. lace and insertion around the pretty embroidered panels as illustrated. Arm-holes and top are finished with German Val. lace, beading and narrow satin finished ribbon. Bottom of skirt is finished with flounce, which is made with four pin tucks and edged with lace same as top. Price \$1.43

No. 2318. This elegant garment must be seen to be fully appreciated. The illustration gives a fair idea of its appearance but justice cannot be done in an engraving. Cut in the popular fitted style, which has all the appearance and style of the popular combination suits, skirt flares full to bottom, is gathered at waist to wide ribbon inserted French embroidered beading. Is finished at bottom by a ruffle of same material, three pin tucks and edging of narrow embroidery. Front part of waist is made of a beautiful pattern of all-over Swiss embroidery, finished with narrow baby ribbon, which is also continued around the neck which is V-shaped in the back, being drawn through narrow eyelet embroidery beading. Has invisible button front closing finished with a pretty bow. Arm-holes are finished with same beading as back, with baby ribbon tied in a pretty bow on each shoulder. Price only \$1.45

No. 2319. Ladies' slip-over chemise, made of fine nainsook. Yoke is pretty pattern of eyelet embroidery, headed with narrow French thread beading, through which is drawn a narrow ribbon. Finished with edging of pretty German Val. lace. Arm-holes are finished same as 49c

No. 2320. An excellent quality of muslin is used in making this plain yet neat and serviceable chemise. Cut full in body, neatly gathered to yoke in front and back. The rounding yoke is composed of loop edged Hamburg embroidery, self strapped while a three-inch ruffle of embroidered cambric adds greatly to the appearance of this garment. Arm-holes and back are edged with linen loop edging. Skirt has one-inch hem. Price 48c

No. 2321. Ladies' Short Chemise, made of a good quality of muslin, gathered in front and back. Has a pretty square yoke of two round and one pointed panel of Hamburg eyelet embroidery, finished with narrow

two-tone edging. Back and arm-holes are edged with same. Has hem at bottom of skirt and has felled seams. Price 45c

No. 2322. This neat and serviceable chemise is made of good quality of muslin, cut full in front and back, gathered to yoke. Bottom is hemmed. Rounding yoke is formed of two rows of pretty Torchon lace in oblique pattern, joined by narrow Maltese pattern of Torchon. Top edging is joined to yoke by narrow French thread beading, inserted with baby ribbon and extends entirely around neck of garment. Arm-holes are trimmed with narrow edging of same pattern of lace as used in yoke. Price 49c

No. 2323. Nainsook Chemise, in the Princess style; gathered at yoke, finished with ruffle and three narrow tucks. Yoke is of a very pretty pattern shadow eyelet embroidery. Arm-holes are trimmed with pretty one-inch embroidery. Back is gathered and finished with narrow beading with narrow beading embroidery. A narrow ribbon inserted in the beading completes this pretty and serviceable model. Price 89c

No. 2324. Ladies' Chemise, made in the regular slip-on style, of fine white muslin. Front is full, gathered to yoke, while back is plain semi-fitted but is given extra fullness in the skirt by two deep plaits, which flare from waist line. Bottom is finished with five-inch lawn ruffle which has three narrow tucks and is edged with imported German Val. lace. The yoke is made in the popular rounding shape, consists of two rows of imported German Val. lace, between which is neatly inserted a panel of alternating rows of imported German Val. and pin tucked squares of lawn. Top edging of same quality of lace is joined to this combination by narrow Val. beading, which extends entirely around neck and is inserted with baby ribbon. Arm-holes are trimmed with lace edging to match. Price only 98c

No. 2325. Very neat and stylish is this Ladies' Chemise. Made of fine nainsook with insertion of five alternating rows of German Val. lace and nainsook bands in front; top, arm-holes and edge of the four-inch skirt ruffle are edged with German Val. lace. Made very full, with wide French embroidered beading at waist in which is inserted 5/8-inch satin finished ribbon. Price 89c

FOR DESCRIPTION OF 2326 to 2335, SEE PAGE 31.



No. 1318. Excellent value is represented in this number. Made of fine nainsook, cut full flare umbrella style. Has shaped yoke and draw string. Made with very wide flounce, consisting of three sections. The first section is made of fine lawn with a cluster of neat pin tucks. To this a wide band of Duchess lace is joined by narrow thread beading, through which is drawn a narrow, washable ribbon. The bottom section is a wide edging of Duchess lace in scalloped design joined to middle section by narrow ribbon-drawn beading. Open style only. Price 93c

No. 1319. Ladies' fine Cambric Drawers in Umbrella style; has shaped yoke, while fullness is adjusted in back with draw string. Finished with five narrow tucks and wide ruffle, slashed at sides and inserted with pretty Valenciennes lace in design as shown in illustration, and edged with two rows of Valenciennes lace to match insertion. Price 98c

No. 1320. Fine Muslin Drawers in Umbrella style, cut full and joined to shaped yoke. Has ruffle around bottom consisting of narrow band of lawn and four rows of imported German Valenciennes lace. Very neat and serviceable. Open style only. Price 73c

No. 1321. Ladies' Umbrella Drawers made of fine white muslin; has wide ruffle consisting of a wide insertion of Antique Torchon lace and wide matched edging. Four small tucks add to the appearance of the ruffle. Has self strap waist band, the fullness being secured by neat under slings. Excellent value is represented in this number. Price 45c

No. 1322. Ladies' Cambric Drawers, full flare Umbrella style; has three small tucks at bottom and ruffle of cambric with three graduated widths of Valenciennes. Sides are slashed in rounding effect, finished with pretty bow. Shirred to band at back. Open style only. Price \$1.30

No. 1323. Ladies' Muslin Drawers, Umbrella style, cut full and under shirred to waist band. Has wide ruffle of lawn, two rows of Valenciennes insertion and matched edging. Four pin tucks add to the appearance of the ruffle. Open style only. Price 49c

No. 1324. Very fine soft nainsook is used in making this ladies' open style Umbrella Drawers. Fullness is adjusted at waist by tape draw string. Bottom is finished with Swiss embroidery in raised figure and scallop design. This embroidery is very pretty and the wear is extremely fine. Ruffle is joined to the rounding slashed bottom by narrow French embroidery beading. Very neat and serviceable. Price \$1.69

No. 1325. Ladies' fine Cambric Drawers, cut full in Umbrella flare, has stitched waist band finished with draw string. Bottom is finished with wide scalloped ruffle of cambric, embroidered in open work and raised figures. Three pin tucks in ruffle and three in body of garment adds to its neat appearance. Open style only. Price 93c

No. 1326. Ladies' Umbrella Drawers, made of fine white cambric; shirred at waist band, closed with draw string. Finished around bottom with four narrow tucks and scalloped ruffle of cambric in eyelet and raised figure design. Ruffle is joined to bottom by wide hemstitched embroidered French beading, through which is drawn a beautiful satin finished ribbon. Four small pin tucks add to the pretty appearance of the ruffle. Price \$1.12

No. 1327. Generous fullness and dainty appearance characterize this number as one of our leaders. Ladies' Umbrella Drawers in open style only. Cut with full flare from soft finish white nainsook. Has wide ruffle of alternating bands of lawn and imported Valenciennes lace, neatly hemstitched to body of garment with matched edging of Valenciennes lace. Fullness at waist is adjusted by draw string. Price \$1.05

FOR DESCRIPTION OF NOS. 1328 to 1343 and 348, 349, SEE PAGE 43.



No. 1717. A decidedly stylish underskirt made of a good quality of percale in black and white stripe. Is a five-gored skirt with an eleven-inch sectional flounce, which is in three sections. The upper and lower sections are cut on the bias while the middle section is fluted. The noticeable features of this design are the black sateen bands also the small black ruffle, and black and white butterfly ruche. Has a black glazed sateen dust ruffle. A very serviceable petticoat for spring and summer wear. Price..... **98c**

No. 1718. This elegant petticoat is made of a fine quality of Taffeta silk. Cut in gores with a twelve-inch flounce. The top of which is accordeon plaited while bottom is finished with a ruffle which is beautifully trimmed in Princess tucks and shirring same as illustrated. A very full flare. Has a twelve-inch dust ruffle finished with a narrow frill. Color, black only. Price..... **\$3.98**

No. 1719. A very pleasing effect is given this model of Taffeta silk with gores top, lengthened by a ten-inch flounce in two sections, set with five rows of shirring each. The lower one being finished with a hem. A four-inch dust ruffle of silk on the lower portion completes this serviceable model. Comes in colors: Black, blue, brown and tan. Price..... **\$5.48**

No. 1720. Attention is called to the exquisite fit and superior workmanship of this stylish model. Made of a good quality of Taffeta silk. Has felled seams and a sectional flounce which is fluted and finished with two ruffles interspersed by a band of same material. A cluster of pin tucks adds to the appearance of this pretty petticoat. Has a deep trimmed dust ruffle of mercerized sateen. Splendid value at price. Price..... **\$4.98**

No. 1721. The biggest bargain ever offered in silk petticoats. Is made of a good quality of Taffeta silk; has a twelve-inch sectional flounce with double rows of shirring and trimmed at bottom with two series of pin

tucks. The upper and lower portions are interspersed by a band of same material. A deep trimmed dust ruffle of glazed sateen, completes this handsome petticoat. Color: Black only. Price..... **\$3.75**

No. 1722. A refined practical all-silk petticoat built of imported Taffeta silk. The main features of this attractive drop skirt consists of an elaborately gathered flounce trimmed with clusters of shirrings interspersed by narrow strappings of same material. Clusters of tucks add to the appearance of this beautiful petticoat. Has a fourteen-inch silk dust ruffle finished with a narrow frill. Very full flare. Special value. Cannot be duplicated at price. Black and all the latest shades. Price..... **\$7.48**

No. 1723. A very pleasing result is to be found in this model by the display of a new fancy accordeon flounce in Van Dyke effect with a butterfly ruche of same material and a narrow shirred frill, backed by a wide underpiece and dust ruffle, which is trimmed with tiny tucks. Made of a superior quality of Taffeta silk. You must see this petticoat in order to appreciate it. Colors: Brown, black, blue and tan. Price..... **\$6.75**

No. 1724. This gorgeous silk petticoat is made of the finest quality of very heavy Taffeta silk. Has a deep flounce, set off with three series of tiny tucks. The ruffle is of open work silk eyelet embroidery in the very latest and neatest design. Has a deep trimmed dust ruffle of good quality of mercerized sateen. Picture does not do this petticoat justice. Color: Black only. Price..... **\$5.48**

No. 1725. This petticoat style that every one is talking about is made of a fine quality of Taffeta silk. Has a 12-inch tucked flounce, set off at bottom with a handsome deep open work raised embroidery ruffle, interspersed by a band of same material. Very full flare. Deep dust ruffle finished with a frill. Good value at price. Color: Black only. Price only..... **\$3.98**



No. 1727. For utilitarian usage this petticoat has few equals. Is cut in five gores, neatly finished with felled seams. The lower edge is finished by a twelve-inch accordeon plaited flounce to which is added two small gathered ruffles, headed with shirrings and finished with a three-inch dust ruffle adds to the appearance of this handsome petticoat. Made of a genuine Heatherbloom. Color: Black only. Price..... **\$1.98**

No. 1728. Serviceability in a Drop Skirt is a necessity and a fitting example of the fashionable requisites as illustrated here. A graceful flounce supplies the fullness, being gathered full at top. The fourteen-inch deep ruffle in open eyelet embroidery. Each ruffle is set off with a hem. Made of an excellent quality of Heatherbloom taffeta, which answers the purpose of silk. Color: Black only. Price..... **\$1.98**

No. 1729. This extremely dressy model is made of a good quality of mercerized sateen with a gores upper portion. Felled seams, and a twelve-inch flounce, beautifully formed of three tucked circular ruffles, are added to give the desired fullness. Each ruffle is interspersed with a band of same material. Dust ruffle is neatly finished with a hem. Exceptionally full. Has inverted plaited back. Color: Black only. Price..... **\$1.39**

No. 1730. The mercerized petticoat has continued to hold its position strong in favor as ever. Made with a fourteen-inch accordeon plaited sectional flounce, trimmed with two small circular tucked ruffles, joined together to give it the desired fullness. Finished with a dust ruffle. The best value ever offered to the out-of-town purchaser. Color: Black only. Price..... **93c**

No. 1731. Exceedingly stunning is this elaborate model. Is a five-gored skirt, full flare. Has a fourteen-inch flounce consisting of two series of open work embroidery in eyelet effect, set off at top with an excellent quality of Heatherbloom taffeta. Best style we have ever offered at price. Exceptionally full, has inverted plaited back. Color: Black only. Price..... **\$2.25**

No. 1732. Dainty, exceptional and desirable is this beautiful petticoat. Made of a genuine marcelline taffeta having the lustre and rustle of silk

taffeta, which makes it perfectly suitable to be worn under voile or other thin dresses. This five-gored skirt has felled seams and is finished at waist band with a draw string. The back has a double inverted plait giving it extreme fullness. Has a 14-inch flounce which is elaborately trimmed with two small and two large ruffles which are headed with four small shirrings and small ruffle and band of same material. Is underlaid with trimmed dust ruffle. Very full flare. Best style ever offered. Color: Black only. Price..... **\$2.25**

No. 1733. This extremely dressy model is made of mercerized sateen moire, with a gores upper portion, felled seams and a thirteen-inch flounce in two sections. The top section being set off with two clusters of fine tucks and lower section being formed of three ruffles interspersed with small bands of same material, giving it desired fullness. Has a neat dust ruffle finished with a hem. Exceptionally artistic is this clever design. Has inverted plaited back. Color: Black only. Price..... **\$1.10**

No. 1734. This attractive and neat petticoat forms an ideal selection of grace and beauty. Is made with a fifteen-inch sectional flounce, which is in two sections same as illustrated, joined together by narrow bands of same material. The upper section is finished with tucks while lower section has clusters of five small shirrings, thus giving it desired fullness. One of the usual favorites of durability at price. Color: Black only. Price..... **98c**

No. 342. This elaborately trimmed corset cover is made of a good quality of soft cambric. The semi-circle side trimmings are made of embroidery encircled with Val lace. Two rows of Val lace and edging divided and united by ribbon beading and baby ribbon decorate the top yoke. Val lace edging trims the arm-holes and neck. Has front closure, gathered at waist with draw string. Only..... **69c**

No. 343. Ladies' Corset Cover made of a fine quality of Lawnsdale Cambric. The front is beautifully trimmed with two rows of Val insertion between which are heavy raised embroidery medallions. Val lace and ribbon beading finish the top and back of this beautiful design. Arm-holes are finished with Val edging to match. Folds and neat gatherings give the fullness to the bottom. Front closure. Price..... **98c**



No. 727. The elegance of this charming design and the youthful contour will insure its instant popularity. Is made of the fashionable two-tone striped serge. The coat has the swell cutaway front and the 4-button effect. Made on bust form, finished with tailor stitched bias strap in unique design, finished with buttons. The sleeve is the new effect and turn-back cuff in a novel design. The collar, cuffs and lower edge of strap are set off with two-tone novelty braid. The back is cut on the bias and fitted effect, and trimmed with bias strap same as front. Beautifully tailor stitched and lined throughout with an elegant quality of satin. Length 23 inches. The skirt is the late 23-gored and is stitched in tucks to fit smoothly across the hips and falls in deep graceful plaits at the feet. The lower edge is finished with a 3-inch, bias strap same as illustrated. Panel front and inverted plait. May be had in brown, red, green and blue. Price **\$16.48**

No. 728. A new and jaunty French model which will command the admiration of discriminating dressers is made of very fashionable Herring-bone serge. Is cut on severely tailored lines, has the regular coat collar and sleeves with the turn-back cuffs, edged with white flange. Is made on bust form with round corners and lap pockets. The back is semi-fitting with a plait on either side. Is a 3-button front effect and is lined throughout with an excellent quality of satin. Length of coat, 25 inches. The gored skirt is cut in long graceful lines stitched hip length where it terminates in side plaits and flares gracefully at the bottom and finished at lower edge with a 7-inch fold set off with 6 handsome buttons. The front is the double inverted plaited effect, while the back has a regular inverted plait. May be had in tan, brown, Copenhagen blue and navy blue. Price **\$16.48**

No. 729. A striking and most fashionable design made of handsome Imported Panama. The front is the 3-button cut-away effect, has the regular coat collar in mannish effect set off with silk, the front and back have the new swell dip effect. The seams are beautifully tailored with fibre braid and silk soutache, as is the bottom of the coat same as illustrated. The sleeve is one of the newest 2-piece designs, simulated

cuff in plaited effect, trimmed with braid same as illustrated. Lined throughout with superior quality of taffeta. Length, 27 inches. A garment that cannot be surpassed in style and beauty.

The Skirt is beautifully gored and plaited effect stitched hip length to fit snugly at the hips to flare in long graceful lines at the lower edge. Is trimmed with 3½-inch fold same as illustrated. Panel front and inverted plaited back. May be had in black, brown, blue, Copenhagen blue and tan. Price **\$21.48**

No. 730. One of the season's most novel designs, as it can be adopted with propriety for afternoon wear or upon almost any occasion, with 2-button cut-away front effect, made of an excellent quality German serge, collarless effect, is finished with two-tone taffeta silk and soutache same as illustrated. The front and bottom is trimmed in a unique design with silk straps, handsome buttons and silk soutache braid. Made on bust form, beautifully tailor stitched and semi-fitting back. The sleeve is a two-piece tuck effect with simulated cuff trimmed same as collar. Lined throughout with superior quality of satin. Length, 24 inches.

This Skirt is one of the newest gored models with the fashionable full flare at the lower edge. Has a 5-inch bias fold set in tunic effect finished with silk straps same as illustrated. Inverted plaited front and back. For service and durability, this cannot be excelled. Price **\$19.48**

No. 731. One of the season's most novel designs, made of a fancy shadow-striped Panama. The coat has the new vestee and cutaway front. The collar and cuffs are a novel design, trimmed, as is the vestee, with silk and two-tone fancy braid and silk soutache braid. The front is made on bust form, beautifully tailored and braid-trimmed, as shown in illustration. Is semi-fitted and trimmed with braid and buttons, same as the front. The sleeve is the regular coat, with turn-back cuffs, and is lined throughout with an excellent quality of taffeta. Handsomely button trimmed. Length, 24½ inches.

The Skirt comprises 16 gores with inverted plaited front and back. Is cut on long, graceful lines to fit smoothly at the hips and flare gracefully at the foot. Finished with three 2½-inch bands, same as illustrated. Price **\$19.48**

FOR DESCRIPTION OF SUIT NO. 732, SEE PAGE 26.



No. 733. This fashionable tailored model is made from fancy striped Panama with the 3-button cutaway front effect. Has the regular coat collar set off with bias strap and Persian Braid design. The front is on bust form, tailor stitched with the Prince Chap pocket effect. Has simulated back, tailor stitched and button trimmed and finished with side plaits. Regular coat sleeve, turn-back cuff, trimmed with silk Persian Braid, as is the pocket. Lined throughout with an excellent quality of satin. Length, 27½ inches.

The Skirt is gored and stitched to fit snugly at the hips and terminates in long graceful plaits to give the desired fullness at the foot. Has two 3½-inch bias folds same as illustrated, panel front. Price **\$14.98**

No. 734. This is one of the season's novelties made from excellent quality of plain French Panama. The coat is a fashionable French model with large ¾ length Kimono sleeves. The vest effect is formed of white Moire silk and two-tone fancy braid. Has elaborate trimmings of silk straps, soutache braid, fancy ornaments same as illustrated. The front has the cutaway effect, while the simulated back is finished with silk straps and soutache same as front, as is the broad drooping shoulder effect. Lined throughout with excellent quality of taffeta. The skirt is gored, beautifully tailor stitched to fit smoothly at the hips and flares in long graceful lines to the foot. Has paneled front, inverted plaited back. Very handsome and must be seen to be appreciated. Price **\$20.98**

No. 735. One of the season's most serviceable models of shadow stripe broadcloth. Truly tailor made model with coat collar and sleeve, made

on bust form, finished with straps, silk soutache braid, fancy buttons with cutaway effect. The back is semi-fitting with a novel design of tailor stitching and soutache braid ornamented with buttons. 22½ inches long. Lined throughout with good quality of Mercerized satin. The skirt is cut on long graceful lines in plaited effect, fits snugly at the hips and flares gracefully at the foot. Has inverted plaited back. May be had in black, blue and brown. Price **\$9.98**

No. 736. This fashionable model is an exact reproduction of a late imported model. Butterfly style, made from English Panama. The jacket is made on bust form, fitted back and has the late vestee style and collarless effect. The vestee is of two-tone braid, the sleeves are ¾ length of the Butterfly fashion with turn-back cuffs. The back is tailor strapped and stitched in simulated plait effect. The entire coat is adorned with beautiful tailor straps of two-tone silk. The fastening is with hooks and eyes. Lined throughout with a good satin. The skirt is one of the new fashionable 17-gore with panel front and side plaited effect. Is stitched hip length and terminates into deep plaits and flares full and graceful to the foot. Lower portion has a 3-inch applied band of self material. Inverted plaited back. Price **\$12.98**

No. 737. A very striking model made of tan and brown stripe English Panama and has the fashionable cutaway effect with a semi-fitted back. The coat is made on bust form with mannish notched collar of tan broadcloth and vest pockets. Has regular coat sleeves and turn-back cuffs of tan broadcloth. The back is finished with 2 side plaits, while the front has the late 3-button effect. Is beautifully tailored and lined throughout with satin. Length, 25 inches. The skirt consists of 14 gores laid in deep tucks and stitched a trifle below the hips to fit snugly at the upper part, while the lower edge flares in full graceful plaits and is finished with three-inch bias strap same as illustration. Has inverted plaited back. Can be had in tan or brown. Price **\$10.98**

FOR DESCRIPTION OF NOS. 283, 284, 285, 286, SEE PAGE 21.

No. 738. One of this season's most beautiful models with a 3-button front and cutaway effect. Neck is finished with beautiful Persian silk braid in simulated collar effect, set off with 4 silk ornaments same as illustrated. Made of shadow striped English Panama, front is made on bust form finished with straps, piped with silk same as illustrated. The sleeve is the regular coat and novel turn-back cuff. Has a fitted back rimmed with straps and buttons same as front. Lined throughout with an excellent quality of taffeta. Length, 28 inches. The skirt is one of the fashionable new gored skirts with inverted plaited front and back, is cut on graceful lines with a swell flare at the lower edge and set off with a 1½ and 6-inch bias fold same as illustrated. Would make an elegant suit for general wear, is faultlessly tailored and the beauty of outline is accentuated by the harmony of the whole design. Price **\$18.68**



No. 658. Shirtwaist Suit of excellent quality of chiffon taffeta silk, cut on graceful lines. Has odd-shaped yoke, cut low at neck. A wide plait extends full length of front. Narrow plaits are stitched yoke depth, while a Gibson plait extends over shoulder to waist line in back. Has wide Mikado sleeve, which is heavily embroidered in a pleasing design with corded silk embroidery. The entire yoke displays a beautiful pattern of same embroidery, while both edges are outlined with cord and embroidery. The handsome skirt is cut on full, graceful lines; has wide side plaits stitched hip length, which form inverted plaits at back. A wide fold of same material is employed as trimming. Skirt and jumper are united by a wide girdle of silk. The suit is one of the prettiest of the season, especially designed to be worn over a net, silk, or other smart guimpe or waist. May be ordered in Copenhagen Blue, Navy or Black. **\$14.98**

No. 659. Ladies' beautiful Shirtwaist Suit, made of fine quality of taffeta. Waist is made with full front; has neat tucked yoke, both front and back, which forms beautiful setting for the large insert of fancy silk braid and taffeta, made as illustrated. Has medium sleeves, with cuffs to match yoke. Invisible back closure. Skirt is cut in gores, two wide box plaits forming inverted plaits at center, with alternating wide and two narrow side plaits, which form inverted plait at back, under which closure is effected. Is furnished with wide feather-boned girdle. Colors: Navy, Brown or Black. Price. **\$13.98**

No. 660. Ladies of refinement and culture have pronounced this garment a leader, in words of warmest commendation. Made of fine quality of chiffon taffeta in the charming Princess effect, designed to be worn over a smart waist or guimpe. Jumper is made on the ever-popular Mikado lines; has the broad shoulder effect and double-breasted military front. Cut in pointed effect. Has two wide plaits at each shoulder, stitched to yoke depth, the outer plait covering shoulder seam, which joins the pin-tucked Mikado sleeve to jumper. Has slot shoulder effect, filled in with crossed straps of self material. Skirt is cut in gores; has full sweep, with three-inch fold of same material. Back and front gores are skirted effect, while alternating gores form side plaits turning to back, and

flare out at the lower edge. Jumper and skirt are joined by a fancy built-up girdle of silk, made in dip front effect. May be ordered in Copenhagen blue, navy or black. Price **\$14.25**

No. 661. Silk Shirtwaist Suit, especially adapted to those who desire a stylish, dressy suit at a nominal cost. Made of an excellent taffeta silk in navy, brown or black. Jumper is made in plaits, which form the pointed effect both front and back. A wide-pointed panel composed of alternating pin-tucked silk and lace in Fillet pattern, is inserted at shoulder, joining the jumper and the wide Mikado sleeve. Skirt is cut in gores; has fold of taffeta as trimming. Has double box plaits in front and at sides, intervening plaits being wide side plaits. Has inverted plaited back, with invisible hook-and-eye closure. Skirt and jumper are joined by wide girdle. Narrow straps hold shoulders of jumper in place. Price **\$10.98**

No. 662. Beautiful Jumper Suit, cut on long, graceful lines. Made from soft, clinging silk in alternating light blue and white stripe. Has a low V-shaped neck formed by neatly stitched straps or solid blue taffeta, which curves out at bottom over narrow plaits which give the jumper its fullness. Has Mikado sleeve, trimmed with strap of blue taffeta. Skirt is cut in gores, neatly stitched hip length. Has double box plait, forming inverted plait at center. Wide side plaits continue to back, forming inverted plait. A wide bias fold of self material adds to the beauty of the skirt. Skirt and waist are joined by shaped girdle of silk. Price **\$9.98**

NOTICE: We wish to state to our patrons that the White Suits, Silk Suits, Coats, Jackets, Silk Coats, Underwear, Petticoats and Infants', Children's and Misses' Clothing are NOT made to Order, therefore we will be unable to furnish it in sizes aside from those mentioned under the proper heading. Orders for garments of this class can be filled promptly. In ordering either white or silk Shirtwaist Suits send bust, waist and hip measure, also length of skirt in front, sides and back.

FOR DESCRIPTION OF NO. 663 SUIT, SEE PAGE 21.



No. 1517. Ladies' unlined Silk Coat, made of good quality taffeta. Made with full sleeve, loose back and front, collarless effect with elaborate design in flat silk braid and corded silk embroidery, neatly applied both front and back. Cuffs of silk are embroidered like coat. Back has wide inverted plait, stitched to yoke depth. Light, serviceable and dressy. Just the garment to wear to have a well-dressed appearance with the fullest degree of comfort. Price **\$4.38**

No. 1518. Ladies' Jacket, made of good quality black broadcloth. Is a double-breasted style, has regular notched coat collar; semi-fitted dip back, finished with small buttons. Two welt seams extend from vent in back over shoulder to bottom of jacket in front. Medium sleeve, with tailored cuff, two lower lap pockets and one breast pocket. Fronts have facing of broadcloth. Sleeves and jacket are lined throughout with good quality of twilled lining. This coat is neat and serviceable, and at the price cannot be duplicated. Price **\$4.25**

No. 1519. Many of our friends regard the Tan Covert Coat as an old standby, and they may well do so, for no coat will give the amount of wear that a covert will give. To meet your expectations we have selected this number, as being most desirable. Made in ladies' or misses' size. Misses' sizes are 14, 16 and 18 years of age. Also give bust measure. Made of tan covert cloth in single-breasted loose back style, with regular notched coat collar. Has two side and one top pocket with laps. Simulated turn-back cuff. Lined throughout, body and sleeves with good quality twilled lining. Makes a neat and very serviceable jacket. Price—Ladies' sizes, 32 to 44 inches bust measure **\$4.98**
Price—Misses' size, 14, 16 and 18 years **\$4.48**

For Description of Hats 67, 68, 69, 70, 77, 80, See Page 21. For Description of Nos. 1523, 1524, 1525, 1526, 1527, See Inside Back Cover.



No. 817. Misses' Coat. This design is exceedingly stylish. An exact reproduction of a fashionable Paris model. Is developed from very fine heavy tennis flannel in either Brown, Red or Blue. Single-breasted front, which is very full, in box effect, semi-fitting back, tailor-stitched seams, fancy button lap and breast pocket. Regular coat collar and sleeve, with turn-back cuff. The cuffs are prettily outlined with braid, as are the pocket laps and collar. Smart French touches are applied with the black velvet collar and gilt star ornaments in the lapel. A garment that will add grace and style to the youthful figure.

Price \$4.19

(Age, 12 to 16 years.)

No. 818. Girls' special inducement, simple and effective. Double-Breasted Coat, constructed of an all-wool herringbone suiting in medium length in regular box style, loose back, double-breasted front, mannish notched collar. Has coat sleeve with turn-back cuffs. Large patch pockets. The collar and cuffs are prettily outlined with red velvet and finished with military gilt buttons. Our special price on this pretty garment makes it within the reach of all.

Price \$1.98

(Age, 4 to 12 years.)

No. 819. Girls' Coat. A practical model of simplicity that is always becoming to the little miss, developed of good quality tennis flannel in Red, Brown or Blue. Three-quarter length, full box effect, double-breasted front ornamented with handsome buttons. Full back; coat sleeve with turn-back cuff. The left sleeve is adorned with a handsome red silk anchor embroidered on black velvet; simulated collar, which is prettily outlined with white broadcloth and fancy two-tone braid and beautiful buttons. The white cloth is set off with numerous rows of red and white soutache braid. The cuffs are trimmed same as collar. Has patch pockets. Very nobby and reasonable at our

Price \$3 35

(Age, 4 to 12 years.)

No. 820. Girls' Coat, in a simple and effective design, developed of a fancy two-tone striped all-wool suiting in the becoming little box effect. Full loose back, with double-breasted front. Handsome buttons, lap pockets, coat sleeves with turn-back cuffs, simulated collar. The cuffs and collar are handsomely outlined with green broadcloth in a unique design and adorned with numerous rows of two-tone fancy soutache braid. Very nobby and reasonable at the

Price \$2.85

(Age, 4 to 12 years.)

FOR DESCRIPTIONS OF ABOVE PAGE, SEE INSIDE COVER PAGE OPPOSITE.



CRAVENETTES AND RUBBERIZED COATS.

No. 1817. A most serviceable and indispensable model of fine French all-wool serge. Has double-breasted front and semi-fitting back. Is beautifully tailored and strap trimmed. Back is finished with four tailor straps and two plaits stitched to waist, where they terminate into box plaits and flare full and graceful at the foot and add to the extra fullness. The front is tailor stitched and strapped, trimmed same as illustrated; simulated collar, beautifully trimmed with soutache braid in unique design. The sleeve is the regular coat, with simulated turn-back cuffs trimmed same as collar. Lap pockets. Girdle of same material. This model completes this useful garment. **Price.....\$8.98**

No. 1818. A very handsome design in this fashionable cape effect, which makes it suitable for many occasions. Made of the finest texture of cravenetted cloth in either Tan, Grey, or Olive. Is cut on long, graceful lines, with very full, loose back, and full double-breasted front with large patch pockets. A 3-inch tailor-stitched strap is applied the full length of the back in a charming effect. The sleeve is the ever-fashionable full puff with turn-back cuffs. The neck is finished with simulated collar. This is beautifully tailor strapped, as is the cuff. The triple cape is in French design and gives the long shoulder effect. **Price.....\$12.98**

No. 1819. One of our most handsome recently imported Auto Coats—a delightful design, with all the new fashion features. Is developed from

the new fashionable satin-striped, rubberized taffeta silk in colors, Black, Dark Blue, and Brown. Is very full, in graceful shaping, with the fashionable circular back, full double-breasted front, self faced with large trimmed patch pockets; smart tailor straps extending over shoulder relieves the severe plainness. Has large, drooping shoulders and fashionable new English coat sleeve with turn-back cuffs. High turn-over military collar completes this useful garment. The elegance of this model cannot be appreciated, at the special price we quote same at. **\$12.98**

No. 1820. Ladies' stylish, durable Rain Coat, made of an excellent quality of hard-spun moire, showing the beautiful, glossy water-lines same as the high-priced Silk Moire coats. Made in double-breasted box style, loose back and front—a style that is stylish and allowable at all times. Has stand at neck, which fits snug, and is made with wide turn-over collar inlaid with taffeta to match color of coat, outlined with double row of soutache and trimmed with three neat inlaid buttons. Turn-back cuffs and pocket laps are made to match collar. All seams are double felled and cemented, which, in connection with the rubberizing process used in proofing this cloth, makes it thoroughly waterproof. Has two large, useful side pockets and skirt vent at left side. At our price, for general utility, style, finish and usefulness, this garment embodies more intrinsic value than any coat you can buy. May be ordered in Blue, Black, Brown or Grey. Will not spot. **Price.....\$8.28**

FOR DESCRIPTION OF NOS. 1821, 1822, 277, 278, 279, 280, 281, 282, SEE INSIDE BACK COVER.

HOFMEISTER WOOLEN MILLS

RACINE, WIS.

Stamp



FROM LOOM TO WEARER

Miss M. B. Davis

Sandy Lake

Pa.

Merced, R #25