



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 trimmed 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 flares and deep graceful plaits at the foot. 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 Herringbone serge. Is cut on severely tailored lines, has the regular coat collar and sleeves with the turn-back cuffs, edged with white Floue. 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 3 1/2-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 buttoned trimmed. Length, 24 1/2 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 2 1/2-inch bands, same as illustrated. Price **\$19.48**

FOR DESCRIPTION OF SUIT NO. 732, SEE PAGE 20.



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, 27 1/2 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 3 1/2-inch bias folds same as illustrated, panel front. Inverted plaited back. May be had in tan and green. 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 3/4 length Kimona 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, 22 1/2 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 3/4 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 upper part, while the lower edge flares in full graceful plaits and is finished with a 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 trimmed with straps and buttons same as front. Lined throughout with an excellent quality of taffeta. Length, 26 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 13 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**