

PULP LADIES' WEAR!

BY COLIN CHAPMAN!

All entries follow the following format:

CATALOGUE NAME

YEAR

SIMPSONS' CATALOGUE

1922

The Coat You Want
at the Price
You Can Afford
To Pay

19700
All-Wool
Felt
\$24.95

19703
All-Wool
Felt
\$27.95

19706
New
Raylan
All-Wool
\$17.95

All-Wool Velvet
Beaverine Collar
19701
Brown
19702
Black
Price, delivered \$24.95

All-Wool Polo
Fur Collar and Cuffs
19704
Brown
19705
Black
Price, delivered \$22.75

Stylish New Raylan
19706
Brown
19707
Black
Price, delivered \$17.95

19708
All-Wool
Felt
\$24.95

19709
All-Wool
Felt
\$27.95

Coats
that Defy
Wintry Winds
and the
Loveliest Styles
Ever Shown

19720
All-Wool
Felt
\$15.95

19723
All-Wool
Felt
\$29.50

19725
All-Wool
Felt
\$26.50

19717
All-Wool
Felt
\$18.75

For description
of these coats
see
opposite
page.

BERNARD & HEWITT CATALOGUE
1928

Sale

Summer 1928 Apparel

Don't Send a Penny

Beautiful New Summer Hat
 Resembling in every respect the elegant hat of 1927, this hat is made of a soft, pliable material, with a wide brim, turned up in back, and a decorative band. It is a perfect hat for the summer season. Price \$1.95. **4K5446 \$1.95**

Girl's Silk Pongee Dress
 One of the most popular styles in this season. Made of the finest pongee silk, with a simple, elegant design. Price \$1.89. **4K7802 \$1.89**

All Silk Georgette Dress
 We offer this lovely All Silk Georgette dress in a new, fashionable color and pattern. It is made of the finest georgette silk, with a simple, elegant design. Price \$6.98. **4K7777 \$6.98**

Floral Dimity Dress
 Only \$1.49 for this lovely dimity dress in a new, fashionable color and pattern. It is made of the finest dimity fabric, with a simple, elegant design. Price \$1.49. **4K7901 \$1.49**

Bernard-Hewitt & Co.
 612-622 W. JACKSON BLVD., CHICAGO

Complete Descriptions on Opposite Page

89¢ (for hat)

69¢ (for hat)

449 (for dress)

388 (for dress)

369 (for shoes)

589 (for dress)

549 (for dress)

389 (for shoes)

Bernard-Hewitt & Co.
 612-622 W. JACKSON BLVD., CHICAGO

Special Bargains

All Silk Flat Crepe
 One of the most popular styles in this season. Made of the finest flat crepe silk, with a simple, elegant design. Price \$6.98. **4K7906 \$6.98**

New "Indian" Print
 One of the most popular styles in this season. Made of the finest Indian print fabric, with a simple, elegant design. Price \$4.88. **4K7909 \$4.88**

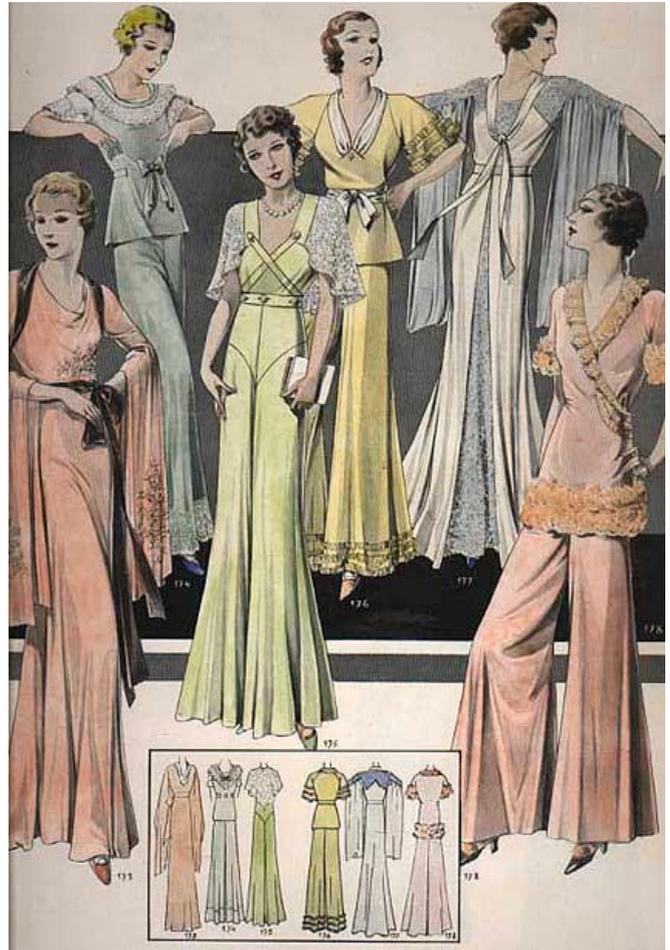
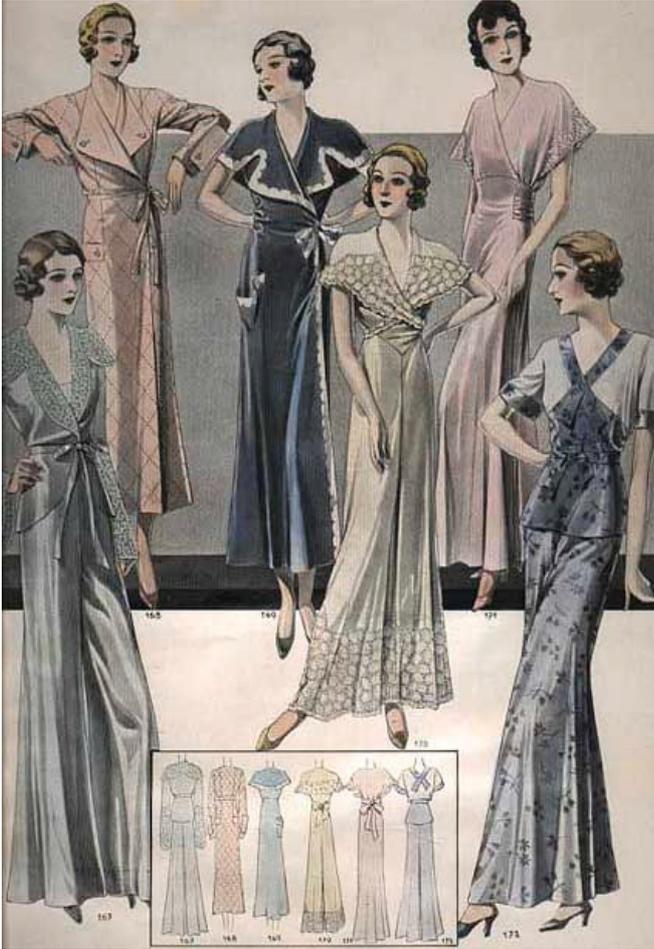
Chic Hard Twist French Voile Dress
 One of the most popular styles in this season. Made of the finest French voile fabric, with a simple, elegant design. Price \$2.55. **4K7908 \$2.55**

Pretty Ratine Dress
 One of the most popular styles in this season. Made of the finest ratine fabric, with a simple, elegant design. Price \$1.39. **4K7907 \$1.39**

New! Hand Painted "SparkleStar" Dress
 One of the most popular styles in this season. Made of the finest hand-painted fabric, with a simple, elegant design. Price \$3.88. **4K7905 \$3.88**

Bernard-Hewitt & Co.
 612-622 W. JACKSON BLVD., CHICAGO, ILL.

FRENCH CATALOGUE
1933



Fashion says
... a particular shoe
for a particular occasion

Today's Value ~~\$4.00~~
SEARS PRICE
\$2.98
A PAIR



With the First Whiff of Spring

Seasonal... or strap and delicately styled wedge sole design for your feet and ease of wear. Unusually low platform... leather... strap... \$2.98

Air Cooled Sportlets

Wear Coolness With Comfort... \$2.89

Color Is This Year

Coordinate and popular... \$2.98



Name the Event... Here's the Shoe!

Perform... \$1.70

For This Year's Sport

You can't help but adore these... \$1.59

Elegantly styled... economically priced

Today's Value ~~\$4.00~~



Stylish Utility Oxford

For those... \$2.39

Most Feminine of Shoes

A shoe that goes... \$2.99



Wide Heel-Base

A perfect walking shoe... \$1.00

Kid With Neat Scroll Design

Soft, pliable and... \$2.49



Comfort First of All

You can see it... \$2.49

Center-Buckle Strap

This shoe... \$1.98



SEARS PRICE \$3.29 A PAIR



Today's Value ~~\$3.50~~

Military or Spike Heels

A smaller heel... \$1.98

Oxford Influence

A practical... \$2.98

Fringed Tongue

Good-looking... \$2.98

Rational One-Strap Model

As simple as a... \$1.98

Shoes are lower priced at Sears



Today's Value ~~\$4.00~~
SEARS PRICE
\$3.29
A PAIR

Inexpensive... and Cool

The support of a shoe... \$1.29

Here's the New Embossed Leather

Everything that goes... \$3.29



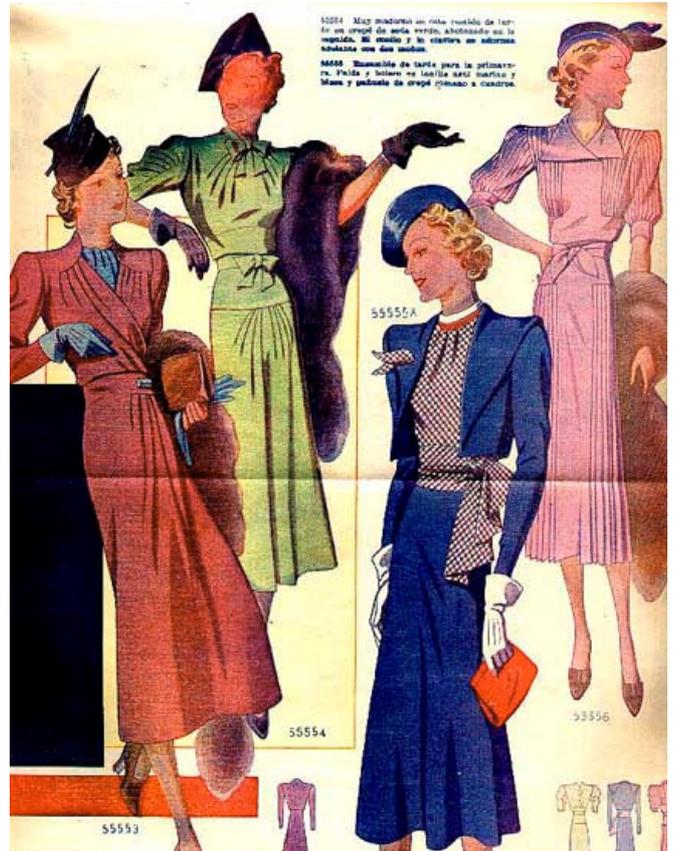
Today's Value ~~\$2.50~~
SEARS PRICE
\$1.59
A PAIR



SEARS PRICE \$1.59 A PAIR

LA FAMILIA CATALOGUE

1938



UNKNOWN CATALOGUE 1930S

