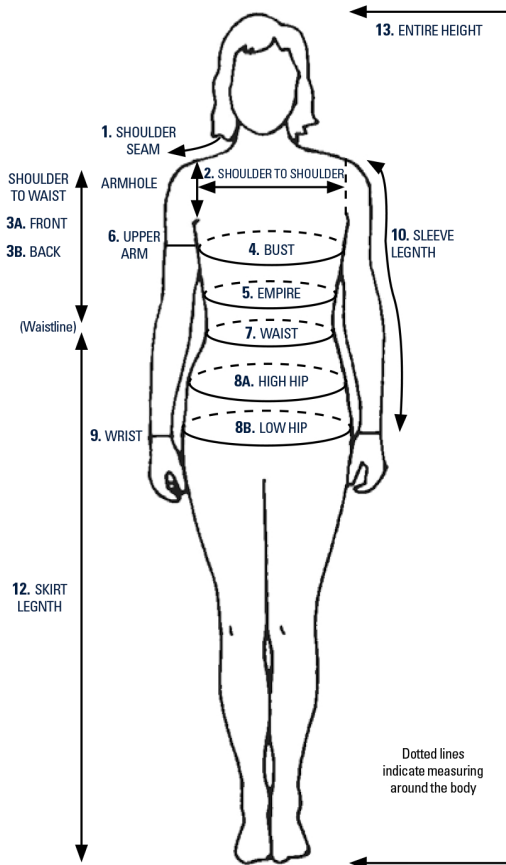


LADIES' & GIRLS' CUSTOM SIZE MEASURING INSTRUCTIONS



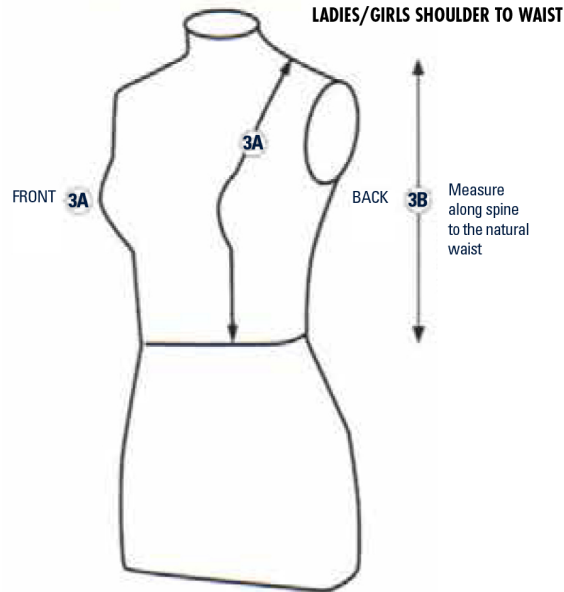
Order a Custom Size if your measurements fall outside the range of Southeastern's dress charts.

Take every measurement carefully.

No returns or exchanges on Custom Size items.

For Men's and Boys' Custom Sizes, use Measuring Instructions on page 65.

ALLOW 10 WEEKS FOR PRODUCTION OF CUSTOM SIZES



ALL SIZING MEASUREMENTS REQUIRED

- Shoulder Seam:** Measure from the base of the neck, along the top of the shoulder, to the shoulder edge.
- Shoulder to Shoulder:** Straight across back, measure from one shoulder edge to the other shoulder edge.
- Shoulder to Waist:** (see diagram above)
 - Front** - From side of neck (top of shoulder) measure over the fullest part of the bust to waist.
 - Back** - Bend head slightly to find large bone at the bottom of neck. Measure along spine to the natural waist.
- Bust:** Measure around the fullest part of the bust, keeping the tape parallel to the floor.
- Empire Waist:** Under the bust, measure around the fullest part of the rib cage with tape parallel to the floor.
- Upper Arm:** Measure around the fullest part of the upper arm
- Waist:** Measure around the natural waist.
- Hips:**
 - High** - Five inches below waist, measure around the upper hip with tape parallel to the floor.
 - Low** - Measure around the fullest part of the hips with tape parallel to the floor.
- Wrist:** measure around the wrist around the wrist-bone.
- Sleeve Length:** With arm at side, measure from top of arm (at joint connecting arm to shoulder) down to the bend of the wrist.
- Underarm:** With arm outstretched parallel to the floor, measure from underarm to wrist.
- Skirt Length:** Measure from waist to the desired hemline, wearing shoes to be worn with dress. (Measure from the natural waist, even if the dress ordered is not fitted at the waist.)
- Entire Height:** Measure from the top of the head to the floor, without shoes.
- Inseam:** Measure the inseam length. For pavillion pant only.

LADIES'/GIRLS' CUSTOM SIZES WORKSHEET - PROVIDE ALL MEASUREMENTS IN INCHES

Last Name, First Initial	Shoulder Seam	Shoulder to Shoulder (back)	Shoulder to Waist (front)	Shoulder to Waist (back)	Bust	Empire Waist	Upper Arm	Waist	Hips (High)	Hips (Low)	Wrist	Sleeve Length	Skirt Length	Entire Height (without shoes)
1.														
2.														
3.														
4.														