

















Marian Rose









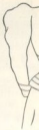




BACK

Patrol Press





STILL ROOM.



STILL ROOM.

A SHOR

PLATE



BACK

1701 182





BACK

FIGURE 1252





FRONT

FRUIT & CO.



BACK



1



BACK

W. H. & C. 1234



BACK

FRANK









14  
32





1668

Size 14  
Bust 32

**Simplicity** PRINTED Pattern 20c  
DETAILS PRINTED ON EACH PATTERN PIECE • CUT TO EXACT SIZE



*Simplicity* IS AMERICA'S FASHION

Copyright by  
Simplicity Pattern Co.

1428

HOLLYWOOD

Four Star

PATTERNS

25c





PRINTED PATTERN

McCall



B

A

5699  
Junior Miss Dress

SIZE  
BUST

14  
32

45"

# O riginal suit-dresses





PRINTED PATTERN

McCall



7286

Misses' Dress

SIZE

BUST

14

32

25c







VOGUE

*Vintage*

MODEL

ORIGINAL  
1954 DESIGN

DESSIN ORIGINAL  
DE 1954



2267  
PATTERN/PATRON  
SIZE/TAILLE

12

2267 / 120



0 3 1664 29444 3

McCall's

PRINTED PATTERN



PLEASE DO NOT WRITE ON THIS PATTERN  
THE BROADWAY

MISSSES' DRESS AND SHORT JACKET

3661

SIZE  
BUST

12  
30

65c

# McCall's

PRINTED PATTERN

MISSES' AND JUNIOR DRESS AND JACKET ENSEMBLE 65c

IN CANADA, 75c

4363

SIZE

12

THE BROADWAY  
NOT RECOMMENDED





CHILD'S DRESS WITH  
ATTACHED CRINOLINE

McCalls  
WITH TRANSFER  
PRINTED PATTERN



THE BROADWAY

or dark material  
2 pieces for light  
McColl's Blue

IN CANADA, 90c

20c

50c  
IN CANADA 60c

ADVANCE®

7128

SIZE 14  
BUST 32





35c

IN CANADA 40c

# ADVANCE®

8255

SIZE 12

...THE EASY PRINTED PATTERN!



50c  
IN CANADA 60c

# ADVANCE® 6914

SIZE 14  
BUST 32







1114

Size 12  
Bust 30

*Simplicity* 25¢ *Pattern*  
C U T T O U T L E A S T S I Z E



*Simplicity*



















1042

Size 12  
Bust 30

*Simplicity* 15¢ Pattern  
C O T T O N E A C T I V E S







cut in sizes 10, 12, 14, 16 years.

---

# THE NEW IDEA <sup>10c</sup> PATTERN

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15c

5257

1941-20



*DuBarry*

REGISTERED  
PATENTS  
MADE IN CANADA



SIZE 20



**DuBarry**  
DESIGNED BY  
DUBARRY  
MADE IN CANADA











4750

Size 14  
Bust 32

25¢

PRINTED PATTERN

CUT TO EXACT SIZE  
DETAILS PRINTED ON EACH PATTERN PIECE



*Simple to Make*



*Simplicity* IS AMERICA'S FASHION

Copyright  
Per 28







**Butterick**  
PRINTED PATTERNS

BREAST 26 SIZE 8

94  
40c



4776

Size 12  
Bust 30

**PATTERN 25¢**  
EACH PATTERN PIECE



**Simplicity**  
MADE IN U.S.A.

STABLE PRINTED

*Simplicity*



1022

15 40 BUST 43 HIP



MARTHA O'DRISCOLL  
OF PARAMOUNT



HOLLYWOOD PATTERN

A SEW-SIMPLE DESIGN

© 1946 W. P. CO.



REMARKABLE CONVENIENCE OF HOOPS FOR YOUNG MOTHERS IN THE COUNTRY.



H. W. BOOZER, Ionia, Mich.--Negative Saved.

# 2236

Size 12  
Bust 32

PATTERN NOT RETURNABLE  
EXCHANGEABLE  
BLACK'S DOWNTOWN



Simple  
to make

1

2

*Simplicity* Printed Pattern 50c

4778

Size 14  
Bust 32

25¢

CUT TO EXACT SIZE  
**PRINTED PATTERN**

**Simplicity**  
Made in U.S.A.

DETAILS PRINTED ON EACH PATTERN PIECE









NEW CONTRIVANCE FOR LADY'S MAIDS, ADAPTED TO THE PRESENT STYLE OF FASHIONS.







# MAY MANTON'S

## BAZAR GLOVE-FITTING PATTERNS

Trademark

*May Manton*

Registered

**ALLOW ALL SEAMS ON THIS PATTERN.**

**DIRECTIONS.**—Lay all pieces on the cloth; trace around the outer edges and allow seams of material required; baste on foldings. The different parts are notched to show how it goes together. The following symbols are used:

+ One cross where garment is to be plaited.
 ++ Two crosses where garment is to be gathered.
 +++ Three crosses where there is no seam.

**GUARANTEED A PERFECT FIT FOR A PERFECT FIGURE.**



### NINE GORED SKIRT.

With Inverted Plaits or Habit Back, with High or Natural Waist Line, in Walking or Round Length.

This pattern consists of six pieces, Front Gore, Side Front Gore, Back Gore, Side Back Gore, Center-Side Gore and Belt.

In cutting, lay the edge of front gore marked by triple crosses on the lengthwise fold, the edge of belt marked by triple crosses on the crosswise fold, the front edge of each other gore below single large perforation straight lengthwise on material. For habit back, cut here goes off at seam which beyond line of large perforations continuing at seam width beyond perforations near upper edge. For walking length cut off at line of perforations near lower edge. For natural waist line cut off on line of perforations near upper edge. Join pieces by corresponding notches. To make with inverted plaits, make back seam below notches and finish placket above with under lap on left side. Finish inverted plaits by folding in lines of perforations and keeping folded edges to meet at center. To make with habit back, close back seam to convenient depth and finish placket as directed. For high waist line turn all seams above perforations and under fore upper edge. For natural waist line, join skirt to belt, center fronts together, perforations at center back.

6972 Nine Gored Skirt,  
22 to 36 waist.

#### QUANTITY OF MATERIAL REQUIRED.

When Material Has Figure or Nap.

	37 in. wide	38 in. wide	41 or 42 in. wide
Small,	7 yards	5 yards	4 1/2 yards
Medium,	7	5	4 1/2
Large,	7 1/2	5 1/2	4 1/2

When Material Has Neither Figure Nor Nap.

	27 in. wide	36 in. wide	44 or 52 in. wide
Small,	5 1/2 yards	4 yards	3 yards
Medium,	5 1/2	4	3
Large,	6	4 1/2	3 1/2

Width of walking skirt with inverted plaits at lower edge 2 1/2 yards, with habit back 2 1/2 yards, for medium size.

**6970**

**24**

Inches  
Waist

**41**

Inches  
Hip





J. C. PENNEY CO. - 90  
BURLINGTON, IOWA





A stylized signature or mark consisting of several slanted, parallel lines.

McCalls *the first*  
PRINTED PATTERN



9448 WAIST 26  
Misses' Skirt

50c









John Quinn 1895

# 3068

Junior  
Size 13  
Bust 33

*Simplicity* Printed Pattern 50c





...RETURNABLE  
OR EXCHANGEABLE  
BALLOCK'S DOWNTOWN



A



B



C







*A Du Barry*

PERFECT PATTERN • 15c

5642

Size 12  
Bust 30









"ARABELLA MARIA. "Only to think, Julia dear, that our Mothers wore such ridiculous fashions as these!"

BOTH. "Ha! ha! ha! ha!"







1855

Size 18  
Bust 36

**Simplicity** PRINTED PATTERN 20c  
DETAILS PRINTED ON EACH PATTERN PIECE



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Simplicity Pattern Co., Inc.





Hamilton & Tidball, 513 Montgomery St., S. F.













*Ellis*



1605

Size 13  
Bust 31

Pattern 35c

Pattern

PRINTED

Simplicity

DETAILS PRINTED ON EACH PATTERN PIECE



*Mayer*

2398

Size 16  
Bust 34

*Simplicity* PRINTED Pattern 25c  
DETAILS PRINTED ON EACH PATTERN PIECE



3



2

*Simplicity* IN AMERICAN FASHION

1336

Size 16  
Bust 34

*Simplicity* 25¢ *Pattern*  
COPY TO EXACT SIZE



AMERICA'S FASHION

Copyright by  
Simplicity Pattern Co.







MILLINER. "Really, Mrs. M—, you look lovely in this hat; it sets off your face so well, and brings out the shape of your head."

# STANDARD FASHIONS

PUBLISHED MONTHLY BY  
STANDARD FASHION COMPANY

JOHN T. SEANON . . . . . President  
CHARLES E. STRETCH . . . . . Treasurer  
GEORGE R. LANSFORD . . . . . Secretary  
12, 14, 16 MANDAN STREET  
NEW YORK, N. Y.



0079

Illustration and additional  
on Page 5.



0002



0060

MARCH, 1908.

VOL. XXV, NO.

*C. G. Hayden's Bargain Store*  
CROCKERY, CHINA, TINWARE  
AND HOUSEHOLD GOODS  
AGENT FOR STANDARD PATTERNS  
128 Gettys Street, Auburn, New York



2970  
2967

2974

2913  
2961

2970  
2967

2913  
2961

2974



2970—LADIES NORFOLK JACKET.

with contrasting to fit to which the same. The fit is such. The pattern shows with size.

A Du Barry

PERFECT PATTERN • 13¢ 5422

Size 14









1762

Size 12  
 Bust 32

**Simplicity** PRINTED PATTERN 50c  
DETAILS PRINTED ON EACH PATTERN PIECE



NOT RETURNABLE  
OR EXCHANGEABLE  
UNLESS DEFECTIVE





9378-75c IN CANADA 85c SIZE 14 BUST 34 HIP 36

# VOGUE

PRINTED PATTERN





NO. 8573-50c

SIZE 14  
32 BUST 35 HIF

# VOGUE PATTERN



VOGUE

*Vintage*

MODEL

ORIGINAL  
1940 DESIGN

DESSIN ORIGINAL  
DE 1940



2196

PATTERN/PATRON

SIZE/TAILLE

10

2196 (110)



0 31664 28482 6

VOGUE

*Vintage*

MODEL

ORIGINAL  
1944 DESIGN

DESSIN ORIGINAL  
DE 1944

A

B



2198

PATTERN/PATRON

SIZE/TAILLE

12

3198 / 120



D 316642849516





























412





A

B

4893

Model  
by  
Suzanne Duchet  
PARIS



3155010  
Linen

3155008  
Wool

3155015  
Cotton

3155005  
Wool

For Prices,  
Descriptions and  
Other Colors See  
Opposite Page

3155009  
Silk Taffeta





## M. BORN & COMPANY

*Founders of the First Nation-Wide Tailoring Service*

Wells & Harrison Streets

CHICAGO

25c **ADVANCE**

**4595**

SIZE 12  
BUST 30  
WAIST 25  
HIP 33



4902

Size 11  
Bust 29

*Simplicity 15¢ Pattern*  
CUT TO EXACT SIZE



*Simplicity* IS AMERICA'S FASHION

Copyright by  
Simplicity Pattern Co.

4286

Size 16  
Bust 34

*Simplicity* 15¢ *Pattern*

CUT TO EXACT SIZE





4940

Size 16  
Bust 34

**Simplicity** 15¢ **Pattern**  
C U T T O E X A C T S I Z E



# Pattern and Deltor By Butterick Design 5321

PRICE 45 CENTS

THIS DRESS MEASURES 26 INCHES FRONT LENGTH BELOW  
NORMAL WAISTLINE (NO HEM ALLOWED)



VIEW A



VIEW B



VIEW C



VIEW D

LADIES' ONE-PIECE DRESS, with or without  
Body Lining.

Bust	32	34	36	38	40	42	44	46	48	Inch
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2744

Size MEDIUM

25 Cents



# HOME PATTERN

Manufactured by THE HOME PATTERN CO.

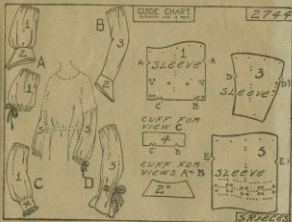
Sole manufacturers of Patterns for

## The Ladies' Home Journal

THE GREATEST FAMILY MAGAZINE IN AMERICA.

### LADIES' AND MISSES' SET OF UNDERSLEEVES.

Size Small, Medium, Large.  
Corresponding to 36 years, 38 inches bust, 40 inches bust.



### YARDS OF MATERIAL REQUIRED.

Any size requires

**View A.**  
 $\frac{1}{2}$  yard 36-inch or  
 $\frac{1}{4}$  yard 54-inch and  
 $1\frac{1}{2}$  yards binding.

**View A Without  
Cuff.**  
 $\frac{1}{4}$  yard 36-inch or  
wider material and  
 $1\frac{1}{2}$  yards ribbon.

**View B.**  
 $\frac{3}{8}$  yard 36-inch or  
wider and  $\frac{1}{4}$  yard  
binding.

**View C.**  
 $\frac{3}{4}$  yard 36 or  $\frac{1}{4}$  yard 44-inch or wider  
material with  $\frac{1}{2}$  yard edging.

**View D.**  
 $\frac{1}{4}$  yard 36-inch or wider with 1 yard  
piece and  $1\frac{1}{2}$  yards ribbon.

FOLDED BY  
L. GRANOV