





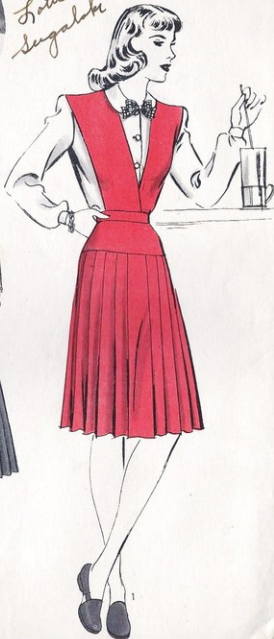
1162

15

SIZE 12 30 BUST
33 HIP

MAUREEN O'HARA
OF RKO-RADIO

*Lottie E.
Segalaki*



HOLLYWOOD PATTERN

MADE IN U.S.A. PAT. OFF.

Dress for the



921—Fluent crepe dinner gown in a mood for elegance. Off one shoulder with a casual throw back panel. Form fitting bodice accented with jewel studded design, leading into softly manipulated cascade fall to skirt.

921—Linda creación para las comidas en una elegancia profusa. Con un hombro descubierto y un aire de belleza estará irresistible, el corpiño es ajustado adornado con joyas incrustadas, terminando en unas cascadas en la falda.

922—Easy grace with a subtle note of daring. Set-in band of brilliant sequins, set off by bold angular slashes in material directly over bustline. Figure-hugging slender skirt. Note sequin back-dip to waistline.

922—Este modelito presenta una elegancia sutil y sugestiva. Adornado con unas tiras incrustadas en lentejuelas centelleantes, haciendo contraste con unas cortaduras angulares colocadas directamente sobre la línea del pecho.



921



922

15c
Advance
PATTERN

Princess
Afternoon or
Evening Dress

2659

Size 12
Bust 30
Hip 33



Formals

*Handed just
formal.*

2

3

2

1

1

A U S T R A L I A N
HOME JOURNAL

Registered at
the G.P.O.,
Sydney, for
transmission
by post as a
Newspaper.

APRIL
1st,
1941



5675



5676



5677



5678

4
PATTERNS
ENCLOSED

6^D

Beautifully Matched Accessories

In thrilling color sets . . . ensembled by Sears-Roebuck!

Vibrant Green With Black

Soft, Sueded Rayon

Turban 49c Bag \$1.00 Clutch 69c



Ⓢ
Mellow Amber
In Our Finest
Suede Leather

Ⓢ
Hat \$1.95
Bag \$2.95
Clutch \$1.95



Ⓢ **Fiesta Red** . . . *Luxury Wool*

Hat 89c Bag \$1.79 Clutch 79c



Ⓢ **Persian Blue With Dark Brown**

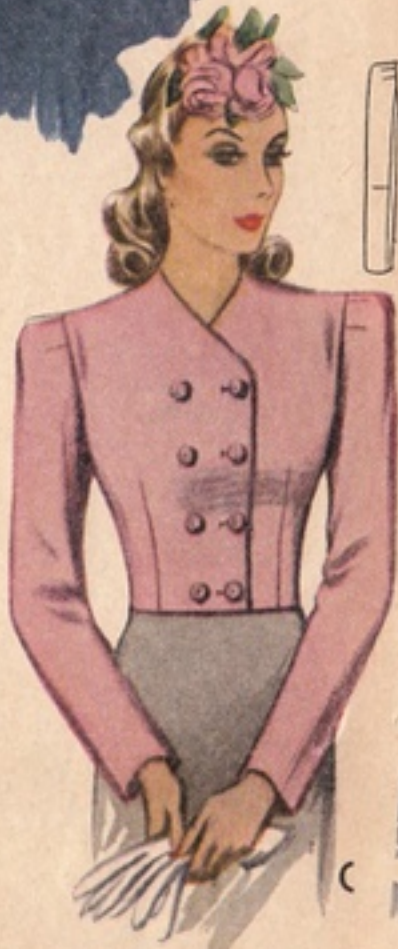
Fine, Selected Suede Leather

Hat \$1.95 Clutch \$1.19 Bag \$1.95 Belt 59c

Each of these sets comes in several gorgeous colors. See descriptions of this merchandise on the opposite page.

McCall

PRINTED PATTERN



C



A

3683 SIZE 12
Misses' Jackets 35¢

McCall's
MEXICAN

DANIEL GREEN DEALS YOU

Four Aces for Fall

DANIEL GREEN has done it again! Take a look at the new slippers he has dealt you for Fall. You will find top honors and a hand full of winners for every kind of wear, formal or informal, from boudoir to bedtime. . . . Swank styles, like the MILITAIRE. Gay new *Outdorables*. Lively new fabrics. You can pick them up now at good shoe stores everywhere. It's your lead! DANIEL GREEN COMPANY, Dolgeville, N. Y.

Due to competitive cost prices are slightly higher west of the Rockies



DANIEL GREEN
OUTDORABLES AND *Comfy* SLIPPERS



New Low Price
on a Winner!

\$1.98

Value \$2.98

**THE FAMOUS
CALIFORNIA
Matlex**

REG. U. S. PAT. OFF.

**Play Dress with
Panties Attached**



Sears 4-Star Feature Because:

- ★ Famous proven-success fashion... a favorite on the playgrounds of the nation.
- ★ Exclusive with Sears! No other mail-order house sells it or can sell it.
- ★ Fits beautifully because the Latex-shirred Matlex adjusts to your figure-size.
- ★ Perfect all-in-one play dress; complete in itself; eliminates underclothes!

Whirl-skirt play dress with bodice and attached panties of patented Matlex Latex shirring; stretches whichever way you do; is guaranteed to stay shirred. Straps criss-cross in back, or tie halter-style at neck. Fine novelty Cotton; washfast. Colors: Navy-and-Copen Blue Check with Red-centered daisies; or Wise-and-Rose Check with Green-centered daisies. Sizes: Extra-small (fits 30 to 31-in. bust); Small (fits 33 to 35-in. bust); Medium (fits 37-in. bust). State size, color.

◆ 7 H 3502—Shpg. wt., 14 oz., \$1.98

Garments on these two pages marked with diamond ◆ are shipped from our Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House.

22 . . . SEARS-ROEBUCK, ☉ ☽ ☼

Two to Team-up!

69¢ **\$1.00**
Shirt Overall

Ⓐ **Classic Shirt.** Convertible collar; yoke front and back. Patch pocket. Cut long. Cotton Slub Broadcloth. Colors: Scarlet or White. Sizes: 30, 32, 34, 36, 38-in. bust. State size, color. Shipping weight, 7 ounces. 77 H 3226.....69¢

Ⓑ **Built-up Bodice Overall.** Colorful braid and lacing. Cotton Gabardine Twill. Wear with or without shirt. Colors: Navy, Rust 262 or Blue 569. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 23. Shpg. wt., 13 oz. 77 H 3629.....\$1.00

3-Pc. Sailor Suit

\$1.98
Set
Choice of 2 Fabrics

Ⓒ **Shipsape in-or-out shirt,** waistband slacks, decked out with braid, buttons, stars! Hat, too! Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Scale, Page 23. Shpg. wt., ea., 1 lb. 9 oz. **Fine Cotton;** novelty herringbone Weave. ◆ 7 H 3627—White or Navy....3 Pcs., \$1.98
California Type Yarn-dyed, fine-woven Cotton. Sanforized-Shrunk. (Max. shrinkage 1%). ◆ 7 H 3631—Eosin Blue, White Trim. 3 Pcs., \$1.98

2-Pc. Pinafore

\$1.69 **\$1.49**
Striped Plain
White Shorts Included

Ⓓ **Ric-rac ruffles** on pinafore with shirred waist, wide skirt. Buttons down back! Separate white shorts pants make this a perfect play dress. Washfast. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. State size, color; Size Scale, Page 23. Shpg. wt., each, 14 oz. **Pin Wale Cotton Pique** 77 H 3504—Red or Deep Copen, with White Stripes, 2 Pcs....\$1.69
Plain Cotton Pique 77 H 3506—White with Red Trim, 2 Pcs., \$1.49

Sports Change-arounds

\$1.00 **69¢**
Ea. 2 Holters

State size, color when ordering.
Ⓔ **Rayon Jersey Blouse—in flying** flag colors. Washable. Colors: Red-White-and-Blue. Bust Sizes: 30, 31, 33, 35, 37 in. 77 H 3001—Shpg. wt., 6 oz., \$1.00
Ⓕ **Sanforized-Shrunk Shorts—** Cotton Gabardine Twill. (Max. shrinkage 1%). Colors: White with Red, or Navy with White Stripes. Juniors' Size (Not Age) Range: 11, 13, 15, 17, 19. Size Scale, Page 23. 77 H 3507—Shpg. wt., 9 oz., \$1.00
Ⓖ **Washfast Cotton Holters;** Figure-moulding bra type. Colors: Red-White-and-Blue Stripes, or Colorful Tropical Print. Sizes same as Play Dress 7 H 3502, left. 77 H 3512—Shpg. wt., 5 oz., 2 for 69¢

Junior Jury Playmates

Colors gay as sunshine . . . Action-free cut and a fine figure-fit

élégance économique

AUTOMNE - HIVER
1941-42

N° 30

Revue périodique
de Mode



29, RUE PAUL CHENAVARD,

LYON.

Tél. Bourseau 20-18

France et Colonies

4 fr.

SHEER
Sophistication
FOR SLIMNESS AND CHIC



Fabric: DuPont Rayon Sheer

Fashion Frocks

STYLE 390

Sizes 36 - 50

Price, \$9.98

Please See Other Side

JUNIORS

Cotton belongs to
You . . . to the sun and
summer . . . to every day
or night activity.

Young, sweet and
clean . . . easy to keep
that way by sudsing
in gentle Lux. There's
tang in the styles, the
knowing touches, the
special colors and
patterns . . .

\$4.98
Each

Here is the new look in Junior Cottons . . . and any fashion magazine will ditto what we say. Shoulders are broadened by puffed-up sleeves, waistlines tightly trapped by sleek midribs, skirts billowing out below. Two of them are by ANNE HOWE, the famous designer idolized by Juniors. She features those wonderful new "flyaway" sleeves. All possess Sears typically fine fabrics, fine sewing and careful finish.

Do Your Measurements Fit This Scale?

If they do, you're lucky . . . you can wear these Junior fashions.

Order size	9	11	13	15	17
If hips are	33	34½	36	37½	39 in.
If waist is	23½	24½	26	27½	29 in.
If bust is	30½	32	33½	35	36½ in.
Dress length	39½	40½	41	41½	42 in.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Easy Terms are available if your order totals \$10 or more. See inside back cover for complete details.



The Anne Howe Striper in crisp Sanforized cotton (max. shrinkage 1%), has plenty of heart interest in those clever eyelet embroidered decorations. Don't miss those new "flyaway" sleeves . . . they're a touch of Howe genius. Under the ruffle is more eyelet embroidery. Ric-rac in the right places, too. Button back closing. Hand wash. *Sizes:* 9, 11, 13, 15; scale at left. *State size.* Shipping weight, 1 pound.
♦27 E 8300—Red with white trimming, \$4.98
♦27 E 8301—Brown with white trimming, \$4.98

The Anne Howe polka-dot in airy Sanforized cotton (max. shrinkage 1%), features pie scallops and twelve big fancy buttons. Eyelet embroidery for a yoke sprouting new "flyaway" ruffles and frosting for hip-high pockets. Contour fit through the midrib, puffs out below. Button back closing. Hand washable; use LUX. *Sizes:* 9, 11, 13, 15; size scale at left. *State size.* Shipping weight, 1 pound.
♦27 E 8302—Navy with white trimming, \$4.98
♦27 E 8303—Red with white trimming, \$4.98

Simple to Make





Le Petit *Echo* de la Mode

HEBDOMADAIRE

No 26
26 Juin 1949

10 fr.



Explications
et prix
des patrons
page 13.

Simple to Make





Platform
Personalities



In a variety of lovely colours

by
Lotus

THERE ARE LOTUS SHOE SHOPS IN MOST CITIES AND PRINCIPAL TOWNS IN THE KINGDOM

If not convenient to shop personally, please write to

N-0-5

TWO TONE
CASUAL DRESS



EDYTH SPARAG
STUDIOS, INC.

★ ★ SPECIAL KNITTING SECTION INCLUDED ★ ★
A U S T R A L I A N

HOME JOURNAL

**FOUR
PATTERNS
ENCLOSED**

JULY 1st,
1940.



9271

Registered at
the G.P.O.,
Sydney, for
transmission
by post as a
Newspaper.

5323

5324

5325

6^D



DESIGNED BY

Paul Tracy Alexander

J. Campbell
© 520

Advanced Spring and
Palm Beach

Vestee Suit
Double swing skirt
of plaid



Knars
570 Seventh Avenue
New York City

LA 4-4627

September 18, 1939



*Jaunty
Junior*

True master touches give it poise for every occasion.
A suit, cut slim and sure in a Mirro-Sheen pure worsted
gabardine by MIRON. Sizes 9-15. About \$55. At one leading
store in your city. Jaunty Junior[®], 500 Seventh Avenue, New
York 18, N. Y. Morris W. Haft & Brothers, Inc.

PAT. U. S. PAT. OFF.

SAILOR - SWING,
Junior favorite! Middy collar, nautical details, whirling skirt. Many rows of contrasting binding. Big value—see reasons at right. Our finer quality washfast Percale.

Juniors' Size Range: 11, 13, 15, 17.

State size: Size Scale, Page 42. Shipping weight, each, 10 oz.

27 H 8826—Star Print on Red

27 H 8827—Plain Navy (see small sketch) **\$1.00**



2 PAGES OF AMERICA'S

BIGGEST DOLLAR VALUES

Susan Sears Cottons

Fresh, Young, Day-Long Dresses for Juniors, Misses, Women . .
Styles for Home or Street Wear . . Fine Fabrics, Well Made

SIX REASONS why these are a great buy:

- Full skirts are gathered, pleated or gored
- Fine details; real buttonholes, good pockets
- All seams firmly sewn; important ones pinked
- Cool, fresh, better quality washfast fabrics
- Lovely choice of plain colors or new prints
- All easy to wash and iron; without fussy trim

\$1.00
Each
~~\$1.49~~ Value

2 for \$1.89

The Five Dresses on This Page
Come in Juniors' Sizes
(not age) 11 to 17
See Size Scale, Page 42.



↑
OUR PRETTIEST PLAID for Juniors! Wonder-value; see reasons above! Novelty braid edges collar and sleeves. Better quality washfast Percale.
Juniors' Size Range: 11, 13, 15, 17. **State size;** see Size Scale, Page 42. Shipping wt. 10 oz.
27 H 8824—Red, White and Blue Plaid.....\$1.00

←
BOW CHARMER—Juniors love it! Bright plaid collar, bow, piping! Slim princess lines, tie-back belt. Button front opens to hips. Big value—see reasons above. Made of our finer quality washfast Cotton Broadcloth.

Juniors' Size Range: 11, 13, 15, 17. **State size;** see Size Scale, Page 42. Shipping weight, each, 10 ounces.
27 H 8822—Plain Blue
27 H 8823—Apple Green 711. **\$1.00**

↑
MOTHER-AND-DAUGHTER sizes in this 2-piece jumper dress. (Daughter's on Page 228, letter A). Wear it without blouse; wear with other blouses. Big value—see reasons above! Two finer quality washfast fabrics.

Juniors' Size Range: 11, 13, 15, 17. **State size;** see Size Scale on Page 42. Shipping weight, each, 12 ounces.

27 H 8815—Cotton Linene; Navy-and-White Checks; Red Blouse, 2 Pieces.

27 H 8816—Percale; Red-White-Blue Stripes; Blue Blouse, 2-Pcs. \$1.00

↑
STRIPED TWO-PIECE suit for Juniors. Double-breasted jacket, buckle-back belt; full-gored skirt. Wear together, or separately with other things. Great value for reasons above! Our finer quality washfast Percale.

Juniors' Size Range: 11, 13, 15, 17. **State size;** see Size Scale, Page 42. Shipping weight, 10 ounces.

27 H 8820—Red and White Stripes.
27 H 8821—Navy and White Stripes..... 2 Pieces \$1.00

My Home



KNITTING
INSTRUCTIONS INSIDE

OCTOBER 1949

Price in Australia and 1/-
South Africa

*Forsaking
all
others*



*Small orchids; going-away
suit: beautiful beige wool;
10 to 18; about \$60*

SANDWICHES

HAM & CHEESE
 TURKEY & CHEESE
 SALAMI & CHEESE
 BREAD & BUTTER
 BUTTER ONLY

TRIPLE DELIGHT



2545
11 to 19

2921
11 to 19

2932
10 to 20

2899
9 to 19

FOR DESCRIPTIONS
SEE PAGE 24

Town and Country



229

229—A silk-print two-piecer with well-integrated simpleness.—It starts with the nipped-in look at waistline, relieving just enough fullness over bustline. It continues in the long jacket, the softly-full sleeve and ends in the debonair back interest of the jacket.

229—Un trajecito de dos piezas sumamente sencillo confeccionado en tela de seda estampada.—Queda bien entallado a la cintura pero ofreciendo suficiente amplitud en la línea del busto. Su sencillez se nota en la chaqueta larga, las delicadas mangas y en el afable interés que ofrece el trasero de la chaqueta.



230

230—There's nothing smarter than a solid-toned spectator sports dress, accented cleverly with polka dot contrast. This dress is stroked with that genius. Note the exacting tailoring at waist, counteracted by the feminine introduction of polka dot cap sleeves, collar and belt tie-ends.

230—No ha nada más chic que un traje de salidas deportivas que el que se confecciona en un solo color, pero acentuado con tela de motitas. Esto vestido es un sueño de belleza. Fijese en los menudos detalles en la cintura, contrastados por las mangas de capa en tela de motita, el cuello y el cinturón atado.

Milliken steps forward with fashion. Paris-inspired

silhouette or American-born classic—whatever your dictates,

Milliken fine woolens and worsteds (100% virgin wool)
will give you the eloquently tailored perfection your wardrobe demands.

Ask for Milliken in the clothes you buy, the fabrics
you sew, the linings you use.

MILLIKEN Woolens, 450 Seventh Avenue, New York 1, N. Y.



4556

Size 12
Bust 30

Simplicity 15¢ Pattern
CUT TO EXACT SIZE



Simple to Make





3779



3792



3778

The LITTLE PRINTED

For back views and yardage see last page.

BIB AND TUCKER, new style—the dress with the tuckered white vest. It puts the white touch where it helps most, next to your face. Vertical pockets in the skirt invite you to jam your hands in. The stitched pleat stimulates the fly closing. No. 3778.

THE BLOUSED BACK is not only a new touch but a fortunate one. It makes one look flatter below the belt. The dress, felt, has such a back! The skirt is something, too, its soft pleats being graduated in width. That's why it hangs so beautifully. No. 3779.



A All Wool Flannel

B Rayon Flannel

C Part Wool Jersey

WARM and WONDERFUL and specially priced for juniors \$8.98 each

Le Petit *Echo* de la Mode

HEBDOMADAIRE

1948



1940s-Fashions.co.uk



There's something
about you...

Unforgettable

You, in your memory-evoking dress...
its tropic-night blue a foil
for young beauty and singing jewels...
its rich, lustrous fabric a sweep
of elegance from provocative neckline
to tip-toe hem.

In Skinner's brilliantly-conceived
High Moment rayon satin... so heavy
it drapes fabulously, so polished
it highlights like the stars.

High Moment... a satin that never was
on land or sea... dyed in triumphant colors.
In exclusive fashions or by the yard.
Backed with the heritage
of a hundred years of weaving skill.

WILLIAM SKINNER & SONS, NEW YORK 3, N. Y.



Skinner

FABRICS

Cool when it's hot



For back views and yardage see last page.

HIP YOKES appear in dress after dress. They give that new lengthened effect to the upper part of the frock, which is smart now. The pointed yoke in the dress at the left has a certain slenderizing effect on the hips. No. 3793.

APRONS are stepping out in society. The beige afternoon frock has a separate tied-on apron. The dress has the silhouette which is the very last word out of Paris on this subject—the blessed bodice and straighter skirt. No. 3789.

COOLNESS—that's the end and aim of the third dress. Everything about it gives this effect—the pushed away neckline, the sheer material, the dusky color. Black, if sheer, if worn with white, is the coolest "color" of all. No. 3784.

A NEW SHORT SLEEVE appears in the sheer pink dress, and it is time something new (short sleeves turned up. It is a cape or "kille" sleeve, ever so pretty and in keeping with the gathers and drapery of the bodice and skirt. No. 3787.

To each her own—

TISSUE FAHLE CREPE

- Superb for making a lasting impression is this dress that features the new molded, longer torso . . . and all around pleated hip peplum.
- The cleverly detailed neckline has two points that fasten over with a small self covered button at each point to make a high squared line. There is a tiny triangular open space left where the points fold over at each side. Small darts at these openings release soft fullness over the bust.
- The cap sleeves are double and extend gracefully over the shoulders.
- A waistline belittling bit of magic is achieved with three inverted horizontal tucks at the center front and a group of fine shirring at each underarm seam. At this point a narrow belt is attached and fastens across the back with a small self-covered slide.
- Small self-covered buttons are used to fasten the back opening to placket depth.
- The slim skirt is cut with four gores and has only a slight flared fullness.
- Two inch hem . . . should be dry cleaned.

AN ORIGINAL MAISONETTE

STYLE 649
SIZES—9-11-13-15-17

HW

STYLE 649

PRICE	\$19.98
DEPOSIT	4.00
C. O. D.	\$15.98

(Plus C. O. D. fee. We pay postage.)

The deposit is required before our representative is permitted to accept your order.



BLACK

AQUA





10843

10844

10845

10845a

QUALITY CRAFTSMANSHIP STYLE

FORSTMANN
100% VIRGIN WOOL

THIS LABEL IDENTIFIES THE
FINEST WOOLENS IN THE WORLD



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.





www.margotpotter.com-for personal use only

Fab Forties Collage Sheet



H 32140
84, 92 cm



H 32149
88, 96 cm

H 23565
84, 92 cm



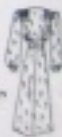
H 36061
84, 92 cm



H 32150
84, 92, 100 cm



H 32151
96, 104 cm



pour renouveler

VOS MANTEAUX DE PRINTEMPS

La nature a rebûtu sa parure des beaux jours. Et nous n'aurions, Madame, que de vieux manteaux à montrer ? Rénovons-les plutôt : avec un petit coupon, c'est facile. Ces quelques idées en feront naître d'autres dans votre esprit fertile.



1. VOUS AVIEZ dans votre penderie un vêtement étroit et court en drap brun. Combiné avec un petit mètre de drap mat, il deviendra ample et chic.

2. CE MANTEAU ajusté, en drap, avait la taille un peu courte. Allongez celle-ci avec une bande de tissu recouverte de ganses brillantes. Mêmes ganses au col, aux poches, aux poignets.

3. CELUI-CI était vague, mais pas assez pour le moment. Vous lui avez donné du "jeu" en lui ajoutant trois bandes de tissu cossais.

1940s Fashions.co.uk

PATRONS SUR MESURES
franco : 25 fr. chacun.



Give Her a Robe
 Her First Choice . . . Your Best Buy
 Priced to Please Your Christmas Budget

- (A) Perfect gift for a luxury-loving lady!** Fine Wale Corduroy house coat with an enchanting, contrastingly lined hood that falls back into a cowl collar. Crown zip closing, about 24 inches long. Wide sweeping skirt. Length, about 55 in. Colors: Scarlet Red or Royal Blue. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; see Size Scale at right below.
- ▲ 7 N 6416—Hooded Robe—Shpg. wt., 2 lbs. 10 oz. \$3.98
 - ▲ 7 N 6417—Robe without Hood. Shpg. wt., 2 lbs. 3 oz. . . . \$2.98
- Garments marked with triangle ▲ are shipped from Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House.
- (B) Just the gift for someone SPECIAL—she'll never guess its low price!** Exquisitely tailored robe in two cozy better quality fabrics. Full-flaring skirt, soft shawl collar. Shimmery Rayon Satin binding, cord girdle. About 56 in. long. Sizes: Extra-Small, Small, Medium or Large. State size, color; see Size Scale below. Shpg. wt., each, 2 lbs. 11 oz.
- Velvety-Smooth All Rayon Suede 77 N 6503—Dusty Rose or deep Copen Blue. \$3.49
 - Soft, Fleecey Cotton Blanket Cloth 77 N 6502—American Beauty, Baby Blue or Royal Blue. . . \$2.98
- Misses' Size Range 12|14|16|18|20|22
 to fit Bust: 30|32|34|36|38, 40 in.
- (C) House coat of the year in three fabrics!** Flashing plaid panel, new pockets and set-in waistband make it a super-flatterer! Crown zip front, about 30 in. Lgth., about 56 in. Colors: Royal Blue or American Beauty, harmonizing Plaid. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; size Scale below. Shpg. wt., each, 2 lbs.
- ▲ 7 N 6435—Celanese Rayon Taffeta (\$5.95 value!) \$3.98
 - ▲ 7 N 6436—Our Finest Washfast Cotton Seersucker. Do not confuse with cheaper quality. \$2.98
 - ▲ 7 N 6437—Our Better Washfast Cotton Poplin. . . . \$1.98
- Size Scale for Robes
 Women's Size Range 40|42|44, 46
 to fit Bust: 40, 42, 44, 46 in. To fit Bust: 30-32 | 34-36 | 38-40 | 42-44
- (D) She'll adore the cozy comfort and flowing lines of this good quality, deeply piled Cotton Chenille robe!** Gift-givers will welcome its low price! Wide revers, smart bell sleeves and inside ties. Self sash nips a flaring skirt! About 56 in. long. See slippers to match it above!
- Colors: American Beauty, Dusty Rose or Bluebird Blue. State size, color; size Scale below. Shpg. wt., each, 2 lbs. 12 oz.
- ▲ 7 N 6420M—Misses' Size Range: 12, 14, 16, 18, 20 only \$3.98
 - ▲ 7N6421M—Women's Size Range: 40, 42, 44, 46. . . . \$4.48



Slippers 79¢

Cotton Chenille "Scuffies" to match robe (D) above. Same colors. Sold only with robe. Sizes: 3, 4, 5, 6, 7, 8. Wide width only. State shoe size, color.
 ▲ 7 N 6410M—Shpg. wt., 6 oz. 79¢

Alle Modelle, die mit „Z“
bezeichnet sind, können nach der
Schulter auch in zwei- oder
Material gearbeitet werden.



K 32106
92, 100cm

K 32105
96, 104, 112cm

DK 14005
84, 92, 100cm Z

K 32107
88, 96cm

K 32158
95, 104, 112cm

NACHMITTAGSKLEIDER





Turbans Do Things for You

One of these ten is right for you!
And all ten are right for 1940!

New Zelan Turban

Resists Stains, Spots
Water Rolls Off!

\$159 Luxurious, extravagant-looking turban of superfine Rayon crepe Romaine, made supremely practical by the new Zelan finish. Stays new looking; keeps its freshness all through a summer's wearing, because it's permanently stain resistant and water-repellent. Rain, perspiration, even ink will wipe off easily, and won't leave a mark!

Hand draped turban, designed by a clever milliner to be flattering to all types of faces, little or full, heart-shaped or long. Ordinarily, hats like this with the amazing Zelan finish sell at \$2.98—and more! You can match the colors in other Sears accessories.

Colors: Blue Violet 820, Navy Blue, Patriot Red 510, Rose Coral 456, Tea Green 274, White. *Measure headsize (see Page 78); state color. Shpg. wt., 13 oz.*
78 E 9500—Fits 21 1/2 to 22-in. headsize.
78 E 9501—Fits 22 1/2 to 23 1/2-in. headsize.



\$189 The low turban, hand made, in new Vicia cloth that looks like steel.

Gay contrasting cotton flowers. Colors: Black with Turquoise flowers, Navy Blue with White, or All White. *Measure, state color. Shpg. wt., 12 oz.*
78 E 9505—Fits 21 1/2 to 22 1/2-in. headsize.
78 E 9506—Fits 22 1/2 to 23-in. headsize.

88c Drama for you!—"South American" style turban

—large the head, rises in a wide, dramatic sweep. Good felt cloth, 75% wool, balance cotton. Colors: Black, Navy Blue, Patriot Red 500 or White. *Measure (see Page 78); state color. Shpg. wt., 12 oz.*
78 E 9505—Fits 21 1/2 to 22 1/2-in. headsize.



\$179 Flower topknot, 1940 model! New "ensemble" colors in fine rayon crepe. It's hand draped. Shown in color on Page 6.

Colors: Black with Pink, Navy Blue with White, Rose Coral 456 with White, Tea Green 274 with Rose, or All White. *Measure (see Page 78); state color. Shpg. wt., 13 oz.*
78 E 9510—Fits 21 1/2 to 23-inch headsize.

\$119 Young...and elegant! A turban so cleverly draped and designed any woman can wear it and look her best! Glossy Pedaline finish.

Colors: Black, Silver Gray 670, Navy Blue. *Measure, state color. Shpg. wt., 13 oz.*
78 E 9585—Fits 21 1/2 to 22 1/2-in. headsize.
78 E 9586—Fits 22 1/2 to 23-in. headsize.
78 E 9587—Fits 23 1/2 to 24 1/2-in. headsize.

\$119 Flattering softly! New long and narrow shape with curtain back. Hand-draped fine rayon jersey. New "ensemble" colors.

Colors: Linelist (Charcoal) Green 268, Navy Blue, Rose Coral 456, Tango Rust 408, or White. *Measure (see Page 78); state color. Shpg. wt., 12 oz.*
78 E 9723—Fits 21 1/2 to 23-inch headsize.

\$119 Beauty crown! Hand draped rayon jersey turban. Plenty of width and height; becoming to fall faces! Looks so expensive!

Colors: Navy Blue, Turquoise Blue 566, Black or White. *Measure (see Page 78); state color. Shipping weight, 12 oz.*
78 E 9895—Fits 21 1/2 to 22 1/2-in. headsize.
78 E 9896—Fits 22 1/2 to 23-in. headsize.



Drape It to Suit Yourself!

It's Extra-Long

69c

\$1.00 value! It's cotton chenille! Soft, velvet-textured mesh, in rich heavy quality and long length that drapes so effectively. Not to be confused with light, skimpy textures at low prices. Twist and tie to suit yourself; change the turban's style and personality every time you wear it. Colors: Emerald Green 356, Gold 562, Patriot Red 505, Rose Coral 456, Tango Rust 408, Turquoise Blue 566, Navy Blue, White or multi-color. *State color. Shipping weight, 4 ounces.*

78 E 9740—Fits all headsizes..... 69c



\$100 Open or closed crown. Rayon crepe in colors you'll love!

Colors: Pastiche 662, Royal Blue 824, Turf Tan 212, White. *Measure; state color. Shipping wt., each, 13 oz.*
Open Crown—Adjustable Buck-Buckle
78 E 9730—Adjustable to fit all headsizes.
Closed Crown, Comes in Two Headsizes.
78 E 9885—Fits 21 1/2 to 22 1/2-in. headsize.
78 E 9886—Fits 22 1/2 to 23-in. headsize.

\$169 Cushion-brimmed! Newest version of the turban that's one of America's best sellers! Two-tone or solid color; fine rayon crepe—a hat you delight in wearing. Cotton mesh mesh.

Colors: Black with Turquoise Blue; Navy Blue with Rose Coral; Wine 514 with Blue Violet; Solid White. *Measure (see Page 78); state color. Shpg. wt., 14 oz.*
78 E 9515—Fits 21 1/2 to 23-inch headsize.

Calypso



A

ELLE



NUMERO SPECIAL :

36 PAGES - 30 Fr.

VOS PARENTS ET VOUS

VOS ENFANTS ET VOUS

178

1948

1928*** (50 P.). Unser Titelbild zeigt ein hochsommerliches Kleid aus gemustertem Material in sparter Schnittform. Schnitt 15 (Figur 14-16), Größe II, auf dem Schnittbogen 4. (Erl. für Gr. II: etwa 1,50 m Stoff 92 cm breit.) Hierzu Vobach-Schnitt, Größe II.

2



92002



3

92003



4



92000

Modische VERWANDLUNG



Zweiteiliges Sportkleidchen, Abb. 1, aus leichtem Webstoff. Der Rock hat vorn eine Faltenrippe, die sich hinten an der Taille wiederholt und mit schrägen, aufknäpfbaren Taschenklappen abschließt. Zu diesem Kleid kann nur Verrollständer die Jacke Abb. 4 getragen werden. Schnitt 1 (Figur 1-16), Größe I, auf dem Schnittbogen 4. (Erforderlich für Größe I: etwa 1,50 m Stoff 130 cm breit.) Hierzu Vobach-Schnitt 92002*** (50 P.), Gr. I oder III.

Die Bluse, Abb. 2, aus buntem Druckstoff in eleganter Schnittform ergibt mit dem Rock von Abb. 1 einen nachmittäglichen Anzug. Schnitt 2 (Figur 17-18), Größe I, auf dem Schnittbogen 4. (Erforderlich für Größe I: etwa 1,65 m Stoff 92 cm breit.) Hierzu Vobach-Schnitt 92004*** (50 P.), Größe I oder III.

Die krausenlose Jacke, Abb. 3 u. 4, aus beliebigen Material passt zu dem Anzug Abb. 2 und zum Kleid Abb. 1. Schnitt 3 (Figur 19-21), Größe I, auf dem Schnittbogen 4. (Erforderlich für Größe I: etwa 1,50 m Stoff 130 cm breit.) Hierzu Vobach-Schnitt 92003*** (50 P.), Größe I oder III.



Le Petit ECHO de la Mode

HEBDOMADAIRE

N° 18
1^{er} Mai 1949

10 fr.

Explications
et prix
des patrons
page 24.



• 32 pages •

NUMÉRO SPÉCIAL

Dans ce numéro :

Le FILM de la MODE

LINGERIE MODERNE

Au tricot : VESTE REBRODÉE

Le grand Amour de VERHAEREN

les heures élégantes

12000. Redingote habillée en lainage. Fermée par quatre boutons et ornée de fourrure. Martingale au dos.
Mét. : 2 m. 60 en 140 ;
fourrure, 0 m. 40 en 70.

12065. Robe de visite en velours. Froyée sous un corsage ajusté, elle se complète de manches à poignets.
Métrage : 3 m. 30 en 100.

12027-12037. Tailleur d'après-midi en lainage. La jupe forme en avant deux plis ronds. La jaquette à crans de fourrure.
Métrage : 3 m. 55 en 140.

12099. Robe nouvelle en velours. Le corsage à double boutonnage comporte des manches à poignet. Un pli soullet élargit la jupe.
Métrage : 3 mètres en 120.

PATRONS-MODELES (taille 44) 5 fr. ;
5m, 5 fr. 70.

PATRONS SUR MESURE : robes et manteaux, 27 fr. ; Jaquettes, 18 fr. ;
Jupes, 16 fr. Frais d'envoi : 3 fr.

NOS VELOURS

Pour robes, bleu moyen, gris et bordeaux : 285 fr. le m.

Velours frappé, noir : 320 fr. le m.

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Pour enfants, velours blanc genre fourrure : 285 fr. le m.

Largeur : 0 m. 90. Envoyez 9 points par m. Délai : 1 mois.

Adressez demandes
1, rue Gazon, Paris.



Le Petit *Echo* de la Mode

HEBDOMADAIRE

N° 29
18 Juillet 1948

6 fr.



Explications
et prix
des robes
page 16.



There is a Marlbeck stockist in almost every town in the British Isles. It is difficult to maintain stocks just now, but we are doing our very best. If you have any difficulty in finding your nearest stockist, write to Marlbeck House, 61, George St., Leeds. 1

GRADUATED PLEATS

This dress should be seen to be really appreciated, it has such a lovely skirt. It isn't bias. But a bias effect is given by the four pleats which start narrow at the top and widen out toward the hem. Such a skirt falls most beautifully. No. 3780.



3780

SQUARE DEAL

More and more square necklines are showing up. This one is framed by a square yoke. The yoke and the panel and the narrow center give all work very hard and very efficiently at making whoever wears this dress look such taller and slimmer. No. 3777.



3777

WAISTLINE SCOOP

This waistline is as wide as any, but it doesn't look it. Those half-moon sections seem to scoop out inches! It's a perfectly charming frock with a ravishing figure line, and it is our candidate for the best looking princess dress in the mode. No. 3803.



3803



3796

APRON STRINGS

Aprons have come out of the kitchen and been taken up by some of our most exclusive afternoon frocks! Real tied-on aprons or just an apron line, as in this dress. Such ends or "apron strings" start at the sides and seem to tie the "apron" on. No. 3796.

For back view and details see last page.



3783

3801

3786

Joan
Deer
Vogel

3785

For back views and postage see last page.

A TAILORED DARK SHEER dress can go anywhere in town that the soft dark one can, and it looks better coming and going on trains and buses. Which is the why of its immense popularity. The one above is a low-belt frock. No. 3783.

WHITE PRINTS make charming summer dresses, as people are finally discovering. But this white printed dress would be charming in anything. Its lines, its softness, its unpressed pleats, all make it very very pretty. No. 3801.

SUMMER BLACK is a big fashion as we have said again and again. Of course it must be sheer black. The dress at the right is a lovely example of a cool-looking sheer black frock-frock, with a new ruffle sleeve. No. 3785.

SOMETHING ENTIRELY NEW and completely charming in drapery appears in the dress above, right. Arrow pencils seem to anchor the folds of fulness. This is a lovely thing for silk or rayon crepe, or a plain sheer. No. 3786.

Le Petit

Echo de la Mode

HEBDOMADAIRE

N° 41
9 Octobre 1949

10 fr.



Expositions
et prix
des patrons
page 24.

Numéro Spécial d'Hiver
60 modèles

★ ★ SPECIAL KNITTING SECTION INCLUDED ★ ★
A U S T R A L I A N

HOME JOURNAL

**FOUR
PATTERNS
ENCLOSED**

JULY 1st,
1940.



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Sydney, for
transmission
by post as a
Newspaper.

9271

5323

5324

5325

6^D



Springtime Blues IN THE NEW FASHION, ENLIVENED WITH SNOWY WHITE

THE COAT—with very new melon sleeves, buttoned at wrist, new 12-gore, single-breasted cut, nipping waistline above a full skirt, new detachable white rayon faille collar over self collar. Of our better quality Jaillard All Wool Worsted, lined with our best quality cool, swishing, Celanese Rayon Taffeta. The beautifully fitted lines of the coat and the new collar are very becoming.

Colors: Navy Blue, Dark Cadet Blue 575, or Black.
Misses' Size Range: 12, 14, 16, 18, 20. **State size, color;** see Size Scale on Page 54. On Easy Terms, \$2 down, \$2 a month. Shpg. wt., 3 lbs. 7 oz.
 ♦ 17 H 2350..... Cash, **\$12.98**

THE SUIT—with new longer, single-breasted jacket, high revers, pleated skirt, notched collar, detachable over-collar of washable eyelet embroidered white cotton pique. The 24-inch jacket, darted and gored to fit, has square shoulders, button trimmed side pockets, lining of our better quality Rayon Satin. Slimming skirt has box pleats front and back, buttoned waistband, matching Crown zip closing. Our better quality All Wool Suiting.

Colors: Navy, Cadet Blue 575, Black, Sunset Rose 429. **Misses' Size Range:** 12, 14, 16, 18, 20 only. **State size, color;** Scale, Page 55A.
 ♦ 17 H 2700—Shpg. wt., 2 lbs. 12 oz.,... **\$8.98**

THE DRESS—has slender, lovely lines breaking into a pleated bounce—a very new fashion. Flattering froth of white in the lavish bib collar of elaborate eyelet embroidered cotton batiste, easy to detach. Dress is complete without it; can be worn with other accessories. Tiny ocean pearl buttons trim the fly-front fold on blouse below neckline and fasten through the collar. Self belt. Crown zip placket. Our best quality Celanese Rayon Crepe Romaine.

Colors: Navy Blue, Cadet Blue 575, or Black.
Misses' Size Range: 12, 14, 16, 18, 20. **State size, color;** see Size Scale on Page 26.
 ♦ 31 H 5495—Shpg. wt., 1 lb. 8 oz.,... **\$6.98**

Jewelry described on Jewelry Pages. Hosiery, shoes to wear with Navy and Cadet Blue on Hosiery and Shoe Pages. Washable white gloves, Red handbag on Accessory Pages. Hats in Millinery Section. Color numbers refer to Color-Graph. Garments marked with diamond ♦ shipped from New York. Order, pay postage from nearest Mail Order House.







A



For back views and details see last page.

THE NEW BLOUSED SUIT is shown directly above. This is the very last word on silhouettes, the bloused-back-and-straight-skirt line. Shown in linen and again in pastel wool, both "musts" in vacation wardrobes. No. 3797.

BOLEROS GO ON FOREVER because they are youthful, because they are becoming to almost every type of figure. The navy bolero ensemble is a three-piece, with an all-around pleated skirt and a striking wash. No. 3799.

JAM YOUR HANDS IN POCKETS, that's the way to wear this checked bolero suit, and the way the young crowd wears it. It is a two-piece with some new ideas on revers and on ways to insert color contrast. No. 3804.

Midsummer Suits

YOU DON'T NEED A STAR'S SALARY TO WEAR THESE

Fashions in Fur

THE FUR BUYER OF A FAMOUS LONDON STORE SHOWS HOW CHEAPLY THE MOST LUXURIOUS MODELS CAN BE COPIED AND QUOTES PRICES



Should you want to look ravishing and extravagant in the evening, have this hundred guinea arctic fox cape copied in foxaline for about fifteen guineas. If you want to be really dashing, you can have it dyed any colour to match your frock—flame looks particularly romantic and vastly expensive! Note that the cape is an extremely good shape for long-haired furs. There are no under-arm seams to suffer extreme strain, no sleeves to crack at the elbows. Jean Parher, M.G.M., wore the original.

A fox cape, like the one on the right, is the dream of most women, but the price—about fifty guineas—is somewhat depressing. Cheer yourself up with the thought that a convincing copy could be made in dyed arctic fox (about twenty-five guineas); South American shunk (twelve to fifteen guineas) or foxaline, which is the soft and pretty tummy-fur of a certain kind of hare (eight guineas). Foxaline is extremely good because it will take any dye very well. Ruth Colman, Paramount, wore the original.



This tailored gabyak pony coat with its broad shoulders and high-at-the-throat neck must have accounted for a large slice of Ginger Rogers' pay-cheque. But if you had it copied in English pony it would only cost you about twenty pounds! Another suggestion for copyists is shorn lamb in black, beige or grey—only fifteen pounds. In either it will stay smart for about three years' hard wear.

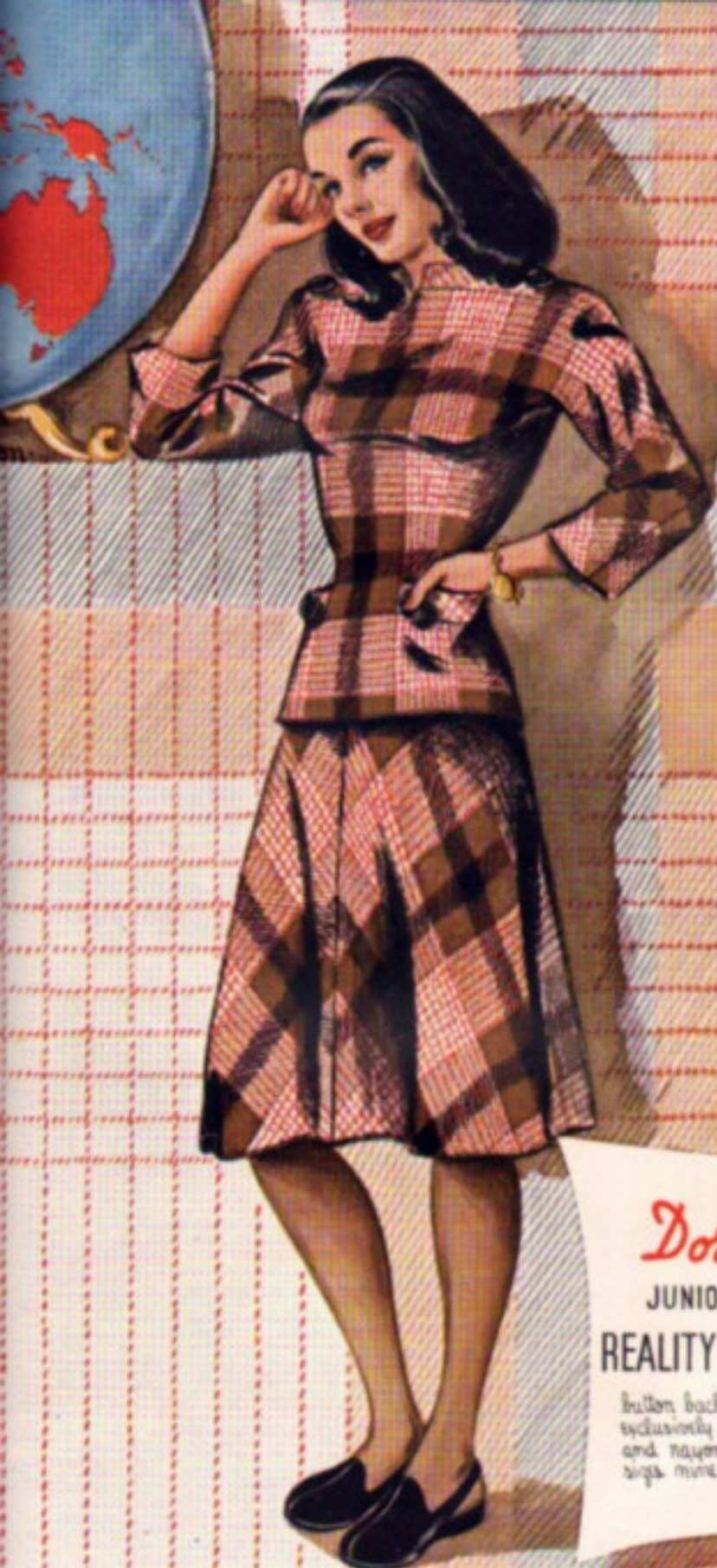


A flared style is particularly good for any fur like Persian lamb which is difficult to tailor on slim lines. This smart model is the fashionable fingertip length. Copied in caracul it would cost about twelve guineas, in Persian pane between twenty and thirty. The fur-trimmed hat to match adds just that note of exclusiveness and avoids the sloppiness of most fur hats because it is applied on firm felt. Julie Hayden, M.G.M., wore the original.



Could anything be sweeter for evening wear than this ermine bolero and muff worn by Simone Simon? In ermine it would cost at least a couple of hundred pounds but you could have a lovely copy of the bolero made in shorn white coney with real ermine tails. This would cost about ten or twelve guineas. The muff copied in coney would cost about four guineas. Incidentally, only an expert could tell the difference between the copy and the real thing and the copy would wear better.





Doris Dodson

JUNIORS DRESS FOR THE
REALITY of the CAMPUS

button back "two-piece" made of our
exclusively hand loomed looking wool
and rayon plaid in beige or gray.
size nine to fifteen
about fifteen dollars.



ski-queen

antipartic

jewel box



tee-up

polar bear

artic

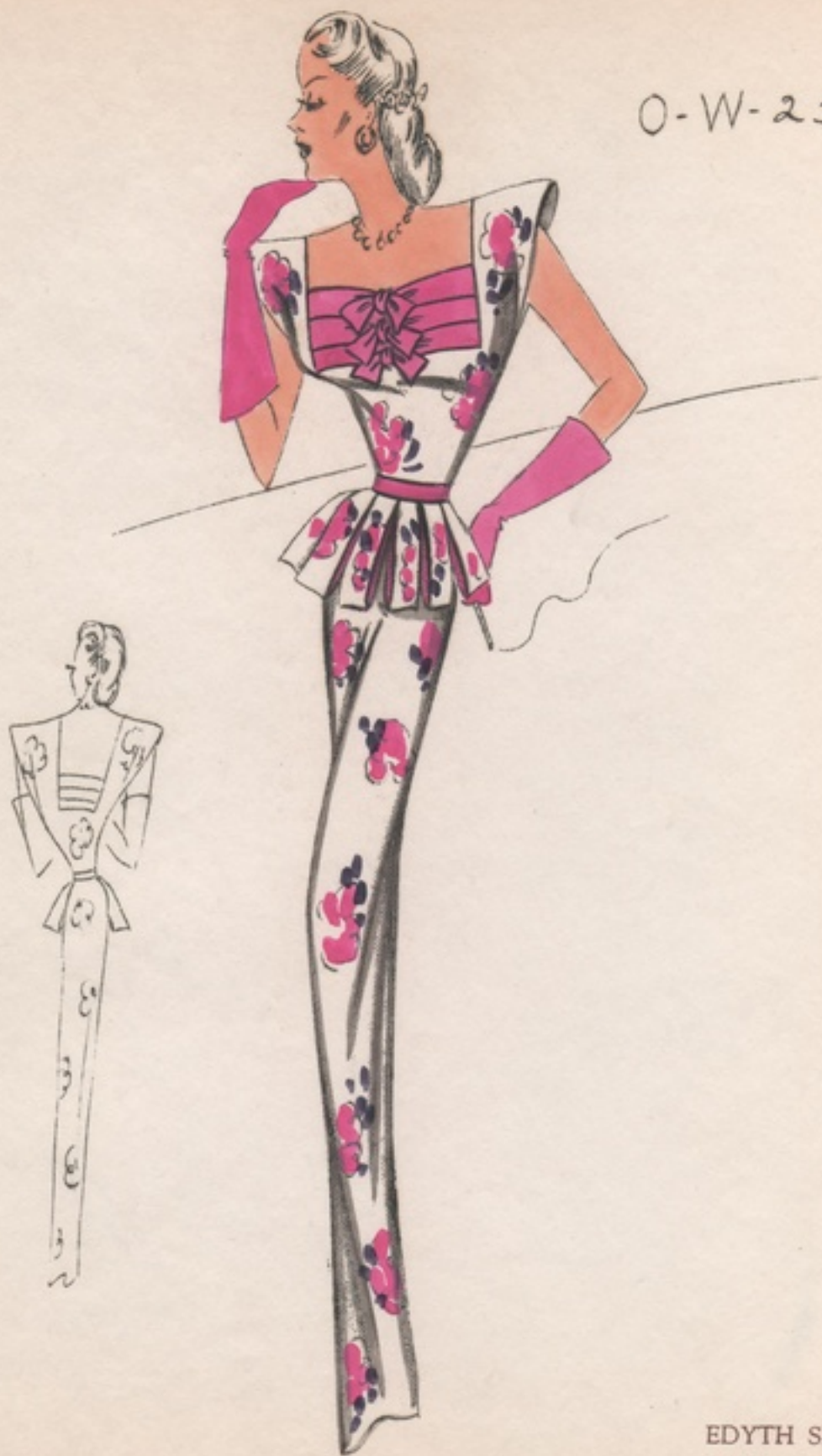
Be very careful to give these exciting new Jantzen sweaters only to people you want to look as elegant as the Arctic sweaters are always very high-powered affairs, of 100% virgin sweater wool, the only kind. It's a knit that every smart woman and strong man knows what there are not enough letters to go around, which should give you some idea of how wonderful they are. \$34 to \$49.50 at most stores.



Jantzen
sweaters



O-W-25



EDYTH SPARAG
STUDIOS, INC.

NACHMITTAGSKLEIDER



M 32143
86, 90 cm

M 32144
92, 100, 112 cm

M 32146
96, 104 cm

M 32147
92, 100 cm

M 32162
84, 92, 100 cm

M 32145
88, 96 cm

SHEER
Sophistication
FOR SLIMNESS AND CHIC



Fabric: DuPont Rayon Sheer

Fashion Frocks

STYLE 390

Sizes 36 - 50

Price, \$9.98

Please See Other Side

VICTORY BONDS BACK UP THE TROOPS

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HOME JOURNAL

Registered at
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Sydney, for
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by post as a
Newspaper.

NOVEMBER 1st, 1944



9743

6^D

**THESE
PATTERNS
ENCLOSED**

6340

6341



516



517



516—The sweep of a gentle lady in a well defined design. Long-waisted bodice, low-swooping neckline, softly-shirred detail. Princess-line back.

516—La elegancia de cualquiera dama se conocerá instantáneamente al lucir este modelo tan bien diseñado. El corpiño es bien largo, la línea del cuello es baja con unos suaves detalles fruncidos. La parte de atrás es de estilo princesa.

517—Give yourself the right to look smart in this neatly turned out dress. The lines have been studied to compliment, and the combination of contrast has been inspired to enhance. The squared neckline and dramatic hip fantasy will make you ever so feminine.

517—Este vestido le dará a Ud. la elegancia que buscaba con sus nitidas líneas. La combinación del contraste ha sido empleado para halagar su figura. La apariencia femenina se adquiere por medio del escote cuadrado y el dramático énfasis en las caderas.





TOWN-WEAR COTTON

**Adele Simpson's new
interpretation of cotton
in a two-piece suit, 39.95.
At fine stores everywhere,
or write Adele Simpson,
Five-Thirty Seventh Avenue,
New York City.**

Adele

Simpson

McCall

STYLE NEWS

April 1940



3646

INSIST ON A McCALL PATTERN - IT'S THE SHORT CUT TO PARIS STYLE

HOWLAND'S

BRIDGEPORT

CONNECTICUT



Designed by
Pearl Gray Alexander

X 737

FITTED COAT
SOFT BOOKE
SET IN FLARE
VINES FRONT FULLNESS
ENDING IN POCKETS

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124, 312 Creators Studios

Fashion drawings - 1938

NYPL/DAISY
REPRODUCTION

Le Petit *Echo* de la Mode

No 9
27 Février 1949

HEBDOMADAIRE

10 fr.

Explications
et prix
des patrons
page 16.



Dans ce numéro : **MODES POUR ENFANTS**



1940's Summer Frocks

14
32



Simple to Make





\$1.98
ALSO
BLACK

HIGH OR
CUBAN
HEELS

SUEDE IS FASHION RIGHT!

Rich Suede step-in pump with elasticized Arrabuck suede-like fabric quarter for perfect fit. Pretty pleated vamp; open toe. Leather soles. Sizes: 4 to 9; medium wide. State size. Ship. wt. 1 lb. 6 oz.

- T3 C 3979—Wine Suede with Kid trim.
- T3 C 3981—Black Suede with Patent trim.
- T3 C 3980—Wine Suede with Kid trim.
- T3 C 3982—Black Suede; Patent trim. Pair, \$1.98



\$1.98
BROWN
GREEN
BLACK

HI-HEEL WEDGIE PUMP

Flattering high wedgies to lift you to new fashion heights. Elasticized inset for sleek fit. Leather soles; 2 3/4-inch wedge heel. Sizes: 4 to 9; medium wide width. State size wanted. Ship. wt. 1 lb. 8 oz.

- T3 C 3983—Black Suede.
- T3 C 3984—Brown Suede.
- T3 C 3985—Dark Green Suede. Pair, \$1.98



NAVY
BLACK
BROWN

"SQUARED" SPECTATOR

The spectator pump squares its toe and heel for newer style and greater foot-factory. Alligator-grain tip, heel covering and back are advance 1941 style notes. Leather soles; leather-topped 1 1/2-inch heel. Sizes: 2 1/2 to 8; medium wide. In ordering state size wanted. Ship. wt. 1 lb. 6 oz.

- T3 C 3992—Navy Blue Suede.
- T3 C 3993—Black Suede.
- T3 C 3994—Brown Suede. Pair, \$1.79

Cutaway Wedgie

\$1.98

FOR ~~3~~
VALUE



SUEDE
OR PATENT

NEW - AS - THE - MOMENT

Your new Fall wedgies scoop the fashion field with their sensational "scooped-out" heel. Newest, youngest of the beloved wedgies. Copied from shoes that sell on Fifth Avenue for three times National's low price. Open toes. Leather soles; 2 3/4-inch high heel. Sizes: 3 to 9; medium wide. Ship. wt. 1 lb. 8 oz.

- T3 C 3989—Cocoa Brown Suede with Kid trim.
- T3 C 3990—Black Suede with Patent trim.
- T3 C 3991—Black All-over Patent Leather. Pair, \$1.98

**WE PAY
POSTAGE**

ON LARGER ORDERS
SEE PAGE 36A



\$1.79

FLASH!
SLEDGE
HEEL

WORTH
\$2.50

SUEDE WITH FROG-GRAIN

Look at the new "sledge" heel and the frog-grain leather trim! Different! Smart! Comfortable softie walled last. The perfect oxfords to wear with Fall suits and Winter tweeds. Leather soles; 1 3/4-inch leather-topped heel. Sizes: 4 to 9; medium wide. State size wanted. Ship. wt. 1 lb. 6 oz.

- T3 C 3986—Black Suede with Frog-grain.
- T3 C 3987—Brown Suede with Frog-grain.
- T3 C 3988—Navy Blue Suede with Frog-grain. Pair, \$1.79



98¢
SPECIAL
VALUE

WINE
BROWN
BLACK

WALLED-LAST BARGAIN

Way down goes the price of these attractive new shoes! Leather soles; 1 1/2-inch heel. Sizes: 3 to 9; medium wide. Ship. wt. 1 lb. 4 oz.

- T3 C 3975—Wine Suede Fabric-and-Simulated Calgrain.
- T3 C 3976—Brown Suede Fabric-and-Simulated Calgrain.
- T3 C 3977—Black Suede Fabric-and-Simulated Patent.
- T3 C 3978—Black Simulated Patent. Pair, 98¢

**NATIONAL
BELLAS HESS**

NEW YORK CITY, N. Y.
KANSAS CITY, MO.



When the Day is over

THIS DINNER SUIT in plain crepe is something you can count on all year around, good for any season, any place. It has a skin skirt, the first all round to come. And its little jacket has winddown creases. Don't press them back—push them up or let them fall back naturally just as they want to. No. 3810.

A COTTON EVENING GOWN is a must-have in any young vacation wardrobe, and the dress shown with its informal square neckline and little sleeves is exactly the type. Its flared skirt spreads out in three sections. The very thing for frosted organdy, dotted swiss, linen, cotton lace or pique. No. 3800.



For back view and yardage see last page.

GLITTER

*on Grey or Navy
with softly tailored blouse*



Style 614

SUIT ONLY

Colors: Grey, Navy

Sizes: 12, 14, 16, 18, 20

IMAGINE getting a suit like this for the wonderful low price that Melville is offering to you... turn down collar... well molded shoulders... four novelty buttons open the jacket... waist is streamlined by tucks... two patch pockets artistically designed with gold colored nailheads... rayon yoke lined... skirt has zipper placket... fly front with knife pleat... straight in back... You'll be a slick chic right in this suit.

Material: 50% Wool, 50% Rayon

Style 615

BLOUSE ONLY

Colors: White, Pink

Sizes: 32, 34, 36, 38

THE perfect blouse for this suit or any suit... short sleeves... gathers at shoulders... button front... self tie bow at neck... You won't want to miss this blouse.

Material: Rayon Crepe

Price Schedule

	STYLE 614 SUIT	STYLE 615 BLOUSE
PRICE, EACH	\$12.98	\$3.98
Deposit	2.50	1.15
C. O. D.	10.48	2.83

Plus Postage on C. O. D. Orders

WE PAY POSTAGE ON PREPAID ORDERS

STYLED BY
Melville
A MARK OF
DISTINCTION!



Cincinnati, Ohio

Cool when it's hot



For back views and yardage see last page.

HIP YOXES appear in dress after dress. They give that new lengthened effect to the upper part of the frock, which is smart now. The pointed yoke in the dress at the left has a certain slenderizing effect on the hips. No. 3793.

AFRONS are stepping out in society. The beige afternoon frock has a separate tuck-on apron. The dress has the silhouette which is the very latest vogue out of Paris on this subject—the broad bodice and straighter skirt. No. 3789.

COOLNESS—that's the end and aim of the third dress. Everything about it gives this effect—the pushed away neckline, the sheer material, the dusky color. Black, if sheer, if worn with white, is the coolest "color" of all. No. 3787.

A NEW SHORT SLEEVE appears in the sheer pink dress, and it is time something new in short sleeves turned up. It is a cape of Tulle sleeves, ever so pretty and in keeping with the gathers and drapery of the bodice and skirt. No. 3786.



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CHARLES NUDELMAN
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OF BLOUSES IN
FABRICS MARKED
TEBILIZED
FOR TESTED
CREASE-RESISTANCE



BRIGANCE has chosen fabrics marked Tebilized for this new and notable series. Because they are distinguished by a superfine and tested crease-resistance. Because this wonderful crease-resistance lasts the fabric's lifetime. Small wonder that you find the Tebilized tag on the world's fine fabrics, the world's loveliest clothes. For names of stores carrying these blouses and for further facts on Tebilized, write T. B. Lee Co., Inc., Testing Department, 101 West 31st Street, New York 1, N.Y. myvintagevogue.com



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Trade Mark
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Hymo

Interlining

is the only material that permanently holds the garment in shape and produces that desirable, stylish soft roll effect.

Merchant tailors will find Hymo a 100% improvement over ordinary canvas at a cost that is reasonable.

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REALLY RUGGED . . . AND MIGHTY HANDSOME TOO!

Genuine Box Loom

Sharkskin

100% VIRGIN WOOL WORSTED

COAT
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Style No. 222

Same as Style No. 202
on page 4, except with
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