





# Seventeen



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Sew it—Suds it—Wardrobe

Your stories, articles,  
artwork



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TAFETA Twirler 7.99 **C**

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*glamour*

... for now and into '61.

only **7.99** and up

They look twice-the-price!

For your "Golden Evenings" ... all year round!

SEE DESCRIPTIONS ON  
← OPPOSITE PAGE 2

Bow-Trim Clutch Bag 3.99 incl. tax **F**

**D**

ERMINE LOOK Collar! 7.99

**E**

Gold Brocade and Nylon Party Dress 11.99

Fully lined skirt!

Golden T-Strap Sandal 6.99 **G**



3 inch heel



**MEASURE  
AND  
BE SURE**

see page 125



FROM NOW THROUGH HOT WEATHER YOU'RE LOVELY IN **SHEER COTTONS**

Easy to wash, a cinch to iron, and you get Kerrybrooke quality at delightfully low prices





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**RACINE**



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Frock, 9896—2/6.  
Supplied in 3 sizes,  
4, 6 or 8 years.  
2½ yds. 36 ins. wide.  
3 yds. Edging.



5211



5225



Frock, 5211—3/-.  
View A,  
3½ yds. 36 ins. wide.  
4½ yds. Edging.  
View B,  
3½ yds. 36 ins. wide.  
32 to 40 ins. bust.  
Width at lower edge,  
105 ins.

UNDER ARM  
GUSSETT



Frock, 5225—3/-.  
5½ yds. 36 ins. wide.  
32 to 40 ins. bust.  
Width at lower edge, 140 ins



9782

Frock, 9782—2/6.  
4, 6 or 8 years.  
View A, 2½ yds. 36 ins. wide.  
Lace edging, 4 yds.  
View B, 2½ yds. 36 ins. wide.

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**EASY**  
MAIN  
PATTERN  
PIECES



10 12 14 16 18





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international  
headliners  
ON PAGE 52



H.  
8.98



J. Cashmeres  
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18.98 13.98



K.  
Blouse  
8.98

L.  
Pants  
8.98



M.  
Jacket  
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N.  
Pants  
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NEWS!

ALDENS-7





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6  
2.98  
Also Navy

7  
2.98  
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Where they are, the best made 2.98 cottons in all America!  
No better buys anywhere today for Misses and Half Sizes!

Princess Peggy 2.98

- Famous for full action cut, finest fit—for pretty, practical ways!
- All hit styled with roomy pockets, brief sleeves, full-flare skirts!
- All in washable cottons, firm-woven to give you many seasons of wear!

**BACK-ZIP CHECK.** New whitener with gay tulip pockets, color: Red, or Blue; with white. 7N1025—Misses: 12, 14, 16, 18, 20. 8N2236—Half Sizes: 14½, 16½, 18½, 20½, 22½, 24½. State size, color. Wt. ea. 12 oz. Ea. **2.98**

**BACK-ZIP CHECK.** Scoop neck, color print accents, wide-flare skirt—pretty new! State color, color: Red, Green; with white. 7N1028—Misses: 12, 14, 16, 18, 20. 8N2239—Half Sizes: 14½, 16½, 18½, 20½, 22½, 24½. State size, color. Wt. ea. 12 oz. Ea. **2.98**

**6. EYELET-RUFFLED** coatdress, spicy brand new circle print. Colors: Red, or Navy; with white. 7N1025—Misses: 12, 14, 16, 18, 20. 8N2236—Half Sizes: 14½, 16½, 18½, 20½, 22½, 24½. State size, color. Wt. ea. 11 oz. Ea. **2.98**

**8. COATDRESS STRIPER**—action sleeves! Red, or Green; with white. 7N1028—Misses: 12, 14, 16, 18, 20. 8N2239—Half Sizes: 14½, 16½, 18½, 20½, 22½, 24½. State size, color. Wt. ea. 12 oz. Ea. **2.98**

8  
2.98  
Also Green

ALDENS-111







# 3302

Miss  
Size 16  
Bust 36

**Simplicity** Printed Pattern 60c



Simple  
to make

UNIT  
CONSTRUCTION



# Fashion in Action!



1121



1122



1123

1121 — One-piece dress for casual or daytime wear. In crepe and velvet or wool and velveteen. Sizes 12-20 . . . \$2.00

1122 — Casual two-piece dress and blouse. For gay wool plaid or new cotton suitings, with piqué or linen. Sizes 12-20 . . . \$2.00

1123 — One-piece dress with smart scarf treatment, shoulder buttoning and wrap skirt. Use velveteen or wool with checked or print corduroy — crepe with taffeta. Sizes 12-18 . . . \$2.00









Patricia Fair







Bust 30











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a







FEEL FOR OTHERS—IN YOUR POCKET

A U S T R A L I A N

# HOME JOURNAL

1st  
SEPTEMBER  
1951



Registered at  
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transmission  
by post as a  
Newspaper.

These  
Patterns  
Enclosed

7853

7854

1/-







4629

Size 14  
Bust 32

35c

Pattern

PRINTED

Simplicity

DETAILS PRINTED ON EACH PATTERN PIECE







# BAMBURY

*Coats for girls...* FEATURING ADD-A-YEAR® HEMS



## Two young ladies headed for compliments!

*Left:* All-wool breezy plaid fitted coat with pretty velvet shawl collar. Grey and coral or navy and pink. About \$30.

*Right:* All-wool yarn dyed grey or brown evening style with endless trim. Lined with Milson® or corduroy. About \$35.

Sizes 2 to 4 with leggings and hat; Sizes 5 to 6 with slacks; Sizes 7 to 14 coat only

Fabric hats to match all coats for sizes 2 to 14 about \$4







# Les Beaux Jours



191 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. 1 m. 50 en 191.  
 192 Robe de l'après-midi  
 à manches courtes. Les boutons  
 sont en sautoir. Le corsage est  
 en tissu uni, le bas en tissu  
 à carreaux. Taille: 1 m. 50 en 192.  
 193 Robe longue en tissu  
 uni, manches courtes, avec un corsage  
 en tissu à carreaux. Taille: 1 m. 50 en 193.  
 194 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. Taille: 1 m. 50 en 194.  
 195 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. Taille: 1 m. 50 en 195.  
 196 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. Taille: 1 m. 50 en 196.  
 197 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. Taille: 1 m. 50 en 197.  
 198 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. Taille: 1 m. 50 en 198.  
 199 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. Taille: 1 m. 50 en 199.  
 200 Robe longue, col en  
 revers, manches longues,  
 plis au poignet. Taille: 1 m. 50 en 200.



# Du Blanc

sur vos robes  
et vos tailleurs



203 Robe en popeline  
 de laine grise, boutons  
 de faïence blanche en sautoir.  
 La jupe est garnie de  
 plis au poignet. Taille: 1 m. 50 en 203.  
 204 Robe longue en tissu uni, manches  
 courtes, avec un corsage en tissu  
 à carreaux. Taille: 1 m. 50 en 204.  
 205 Robe longue en tissu uni, manches  
 courtes, avec un corsage en tissu  
 à carreaux. Taille: 1 m. 50 en 205.  
 206 Robe longue en tissu uni, manches  
 courtes, avec un corsage en tissu  
 à carreaux. Taille: 1 m. 50 en 206.  
 207 Robe longue en tissu uni, manches  
 courtes, avec un corsage en tissu  
 à carreaux. Taille: 1 m. 50 en 207.  
 208 Robe longue en tissu uni, manches  
 courtes, avec un corsage en tissu  
 à carreaux. Taille: 1 m. 50 en 208.  
 209 Robe longue en tissu uni, manches  
 courtes, avec un corsage en tissu  
 à carreaux. Taille: 1 m. 50 en 209.  
 210 Robe longue en tissu uni, manches  
 courtes, avec un corsage en tissu  
 à carreaux. Taille: 1 m. 50 en 210.





PERMANENT FINISH

# Organdie Charmers

for  
DAYTIME  
and  
DANCE TIME!

**\$5.99**  
only EACH  
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Style No. 591



Style No. 690

Styled by **BETTY LOU JUNIORS**

Strolling in the sun or dancing under the stars, you'll look your prettiest in these dreamy, wide-skirted cotton organdie dresses. Sheer as moonlight, yet they're actually guaranteed washable and color fast. Their permanent-finish makes starching unnecessary. Both available in sizes: 7-9-11-13-15 and 8-10-12-14-16.

(left) Style 591—Dainty little-girl collar, edged with Venice-lace embroidery to match the white organdie inset in the skirt. Plaid on white organdie for a dress to wear afternoons into magic evenings. Colors: Red Plaid, Green Plaid, or Blue Plaid contrasted with White.

(right) Style 690—Elegant high-waisted dress with a Southern belle neckline—the picture-pretty collar and short sleeves edged with Venice-lace embroidery. Gay velvet coin dots dance merrily over all. Colors: Red, Green, or Navy Blue contrasted with White.

**\$5.99**  
EACH

At Jonas Shoppes in Detroit, Cleveland and throughout the country, or order by mail.

**Jonas Shoppes** Dept. D-135  
6th Ave. at 14th St.  
New York 11

Please send me the following dresses at \$5.99 each, plus 16c for postage and handling on each item. Total \$6.15.

Quant. Size Color 2nd Color Choice

Style No. 591				
Style No. 690				

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

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(If delivered in New York City, add 7% Sales Tax) **MONEY BACK GUARANTEE WITHIN 5 DAYS**



THERE'S NO PLACE LIKE  
*Holmes*  
NEW ORLEANS















## Gift-worthy housewares help with holiday entertaining

**BRIGHT...BOUNCY...UNBREAKABLE!**

Gay as Christmas! Colorful housewares smoothly molded of BAKELITE Brand Polyethylene. They're wonderfully helpful with holiday parties and year 'round household chores. And they make clever, low-cost gifts.

Giant wastebasket deals handsomely with holiday clutter, is so light-weight a child can easily lift it. Tight-sealing refrigerator containers are ideal for nuts, spreads, sauces; keep foods fresh for days. Mixer-pitcher is great for juices

and festive beverages. Mixing bowl is easy to use. All are dentproof, rust-proof, easy to clean.

Look for these and many other housewares made of BAKELITE Polyethylene in your favorite stores. You can recognize them by their snap-back flexibility, sturdy feel. Rigid quality controls in ultra-modern BAKELITE plants produce dependable polyethylene . . . for manufacturers to mold into housewares that are gala gifts, household helps all year.

### DID YOU KNOW

that polyethylene film laid on the ground before concrete slab foundation is poured makes a splendid moisture barrier for today's new houses?





# FASHION VERSATILITY . . .

*in the 3 piece ensemble*



**T**HE very sweater with the very "suit", not by accident but by design for you who are style conscious.

A perky bolero — suit (No. 1020) of wonderful reliable Dan River fabric is the tonic your wardrobe needs. The flippant dash of collar flows into a rib hugging curve. Slashed cuffs sharpen the dolman sleeves. Unpressed pleats give a whirly look to the skirt. Included is a woven cinch belt that "inches" in your waist — Black with Harmony Red suit, Brown with the Golden Chamois suit.

The sleeve-free hand-knit-look sweater (No. 1020B) in Black or Brown at only \$2.98, can lead as many lives as you wish. Ribbing fashions the turtle-neck band.

Together the Three Pieces plus the Cinch Belt are an ensemble. Independently each give you a "swapping wardrobe". The suit is wonderfully washable, too, with the same care you accord any favorite.

## MODEL 1020

Three-Piece

Fabric: Suit — Dan River Suiting

WASHABLE

Colors: Harmony Red with Black Belt; Golden

Chamois with Brown Belt

(Please give 1st and 2nd color choice)

Sizes: 9, 11, 13, 15, 17

Skirt Lengths: 30, 30, 30, 30, 30  
(Two-inch Hem)

Suit

Price . . . . . \$ 9.98

Deposit . . . . . 2.48

Balance . . . . . 7.50

(Prepay — Save C. O. D. Fee)

(Select Both — have shipped in same

package — 1020 and 1020B — \$12.50

Deposit \$2.15 — Bal. \$9.35)

## MODEL 1020-B

Sweater

Fabric: Wool

Colors: Black, Brown

Please give 1st and 2nd color choice

Sizes: Small — Medium — Large

Price . . . . . \$ 2.98

Deposit . . . . . .50

Balance . . . . . 2.48

(Prepay — Save C. O. D. Fee)

(May be ordered separately or with other styles)

Golden Chamois



Also made in  
RED  
as pictured









Wash 'n' Wear  
LITTLE OR NO IRONING

## Everglaze Minicare

ANY 2 FOR \$5.00

or \$2.79 Each

All styles in Misses'  
and Half Sizes



### WASHFAST SUN DRESSES TO WASH 'N WEAR

Misses' and Half Sizes. 80-square Cotton Percal with the special Everglaze finish. Crease-resistant, requires little or no ironing. Keeps its new look. Max. shrink. 2%.

**D** You'll be cool and comfortable in this colorful new print. Shirred skirt, 2-in. hem. Black plastic belt. Side zip. Color: Multicolor Print. Washfast. Wt. ea. 14 oz. State size. RY1388D-Misses: 12, 14, 16, 18, 20. RY1388D-Half Sizes: 12½, 14½, 16½, 18½, 20½, 22½, 24½. Any 2 for \$5.00..... Each \$2.79

**E** A delightful bow-knot print Sundress in gay Summer colors. Shirred skirt, 2-inch hem. Plastic belt. Side zipper. Washfast. Color: Navy with Red only. RY1384D-Misses: 12, 14, 16, 18, 20. RY1384D-Half Sizes: 12½, 14½, 16½, 18½, 20½, 22½, 24½. Ship. wt. ea. 14 oz. State size. Any 2 for \$5.00..... Each \$2.79

Be Sure Not To Miss the Large Beautiful Selection of New Silkbonettes in Wards Big Spring Book.



**F** Pretty ruffle and rickrack accents. Back tie waist, zipper. 2-in. hem. Washfast. Wt. ea. 14 oz. Color: Red, Medium Blue predominant. State size and color. RY1385D-Misses: 12, 14, 16, 18, 20. RY1385D-Half Sizes: 12½, 14½, 16½, 18½, 20½, 22½, 24½. Any 2 for \$5.00..... Each \$2.79

CASPOFF : WARDS★37





Catalina





# Les grandes courses de Juin



**Ensemble complet**  
2.436. Robe en mousseline de soie ornée de quatre boutons. Grand col en biais. 14 m. 25 en 120.

**Robe en mousseline**  
2.437. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.

**Robe en mousseline**  
2.438. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.



**Robe en mousseline et soie**  
2.439. Robe en mousseline et soie ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.

**Robe en mousseline**  
2.440. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.

**Robe en mousseline**  
2.441. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.



**Ensemble complet**  
2.442. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.

**Ensemble complet**  
2.443. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.

**Ensemble complet**  
2.444. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.

**Ensemble complet**  
2.445. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.



**Ensemble complet**  
2.446. Robe en mousseline ornée de boutons. Un corsage fermé oblique. Un long et ample volant. 14 m. 25 en 120. Buste 1/4 m. 25 en 120.





Style 659

Style 661



Style 660

Style 659 . . . Easy-into cotton bonan step-in dress iced with white trim and featuring side pockets. Washable. Blue, lilac or gold. Sizes 12 to 20, 11 to 17, 14½ to 24½, 34 to 44.

\$5.98

Style 661 . . . New slant on slenderness in a step-in cotton punctuated with plumer buttons and brightened with piping. Washable. Blue, lilac or gold. Sizes 12 to 20, 11 to 17, 14½ to 24½, 34 to 44.

\$5.98

Style 660 . . . Summer fantasy, a wide picture collar, big bow and delicate lace on a washable cotton gingham go-everywhere dress. Pink, blue or maize. Sizes 12 to 20, 11 to 17, 14½ to 24½, 34 to 44.

\$5.98

### STUNNING COTTONS

for Misses and half-sizers  
... washable and a honey  
for the money

**\$5.98**  
each



Style 657

Style 657 . . . It's the rage . . . the cotton calico mambo dress fested with lace and ticac on the decollete bodice and triple finished skirt. Washable. Black or red. Sizes 10 to 20, 9 to 17, 14½ to 24½, 34 to 44.

\$5.98



Style 663

Style 663 . . . Lace and a twinkle of rhinestone buttons add a luxurious look to this washable cotton madras cout-dress that's so easy to step in and out of. Side pocket concealed in the softly pleated skirt. Grey, rose, brown or blue. Sizes 12 to 20, 11 to 17, 14½ to 24½, 34 to 44.

\$5.98







New York  
Designers'  
Collection  
Plus

N/1045

SIZE 12  
BUST 34

**RUDI GERNREICH**

\$1.25

\$1.35 IN CANADA

GIFT OF

*Grey & Sons Menswear*

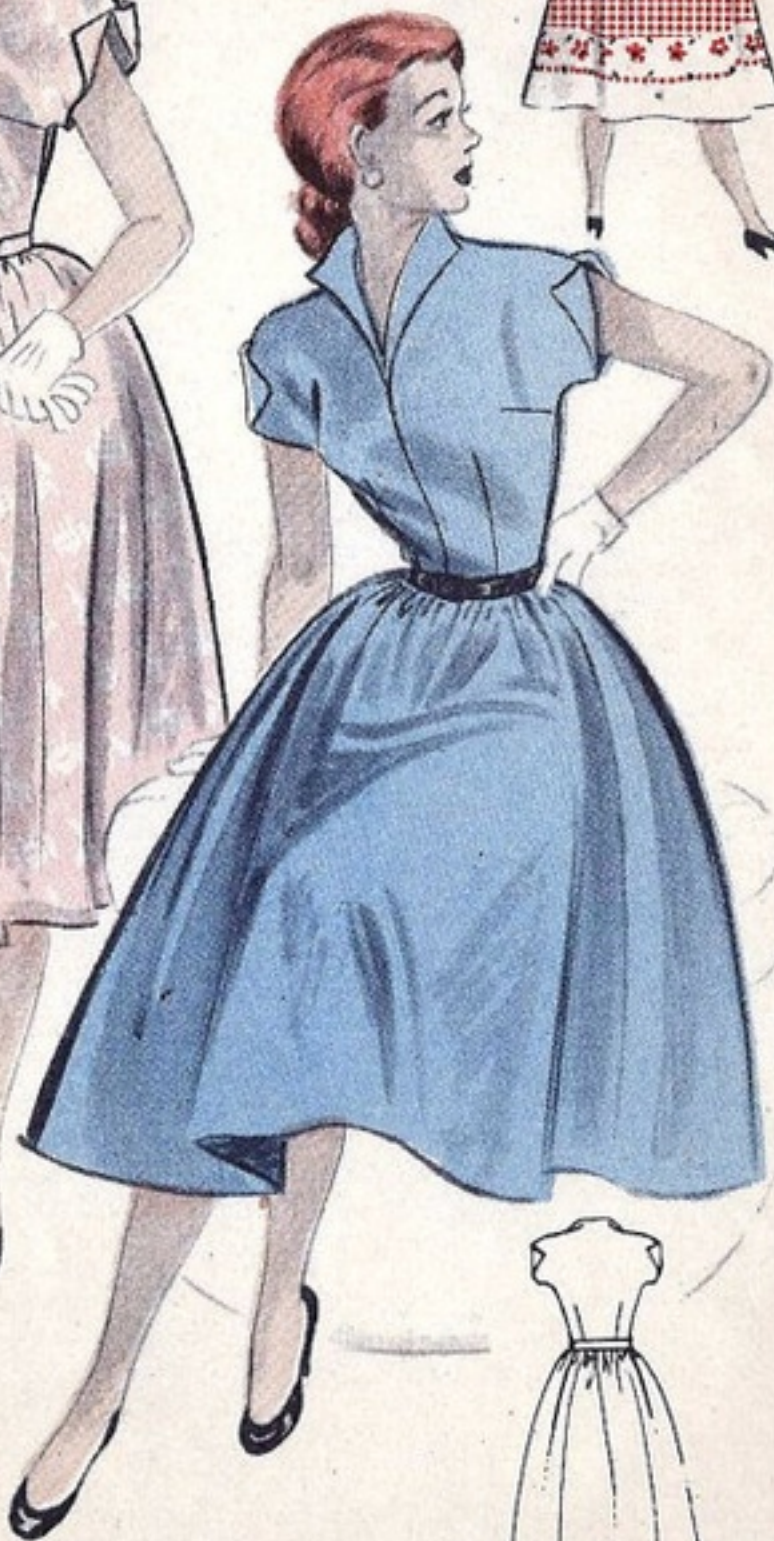


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NEW YORK

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Phoenix



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AND  
EASY**





5643

SIZE Bust Hip  
10 31 33

*Vogue*  
pattern

\$1.00

\$1.10 in Canada



**VOGUE**  
*young fashionables*

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**E**  
10.98

**F**  
9.98

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**G**  
12.98

## Fashion Preview for 1952

### BEAUTIFUL NEW DESIGNER-STYLED SHEERS

#### LOVELY SHEER WITH VELVETY TRIM 10.98

**E** One of the prettiest of the new spring-into summer frocks—rayon sheer in delicate panels with an all-over flocked design in soft, velvety black Velvray. Fined bodice is trimmed with little black velvet buttons. Tiny stand-up Queen Anne collar, narrow black velvet ribbon tie belt. Neat zipper side closing. Please state size and color.

Lilac (as shown) . . . Aqua . . . or Pink.

Sizes 12, 14, 16, 18, 20.

62 V 192—Price, delivered . . . . . 10.98

#### GRACEFUL SHEER IN FLOWER-BORDER PRINT 9.98

**F** Particularly lovely frock in rayon sheer. The dainty flower stripes are cleverly worked into the bodice to give a collar effect bordering the slim V-neckline, finished with a black velvet bow. Cap sleeves. Tucks at shoulders for fullness. Slim bodice, black velvet tie waist. Side zipper. Predominating shades of Lilac on White (as shown) . . .

Aqua on White . . .  
or American Beauty on White.

Sizes 12, 14, 16, 18, 20.

62 V 193—Price, delivered . . . . . 9.98

### THE "SWEATER" DRESS

#### 12.98

- Sleeveless, fine quality cotton frock.
- Short dyed-to-match wool cardigan.

**G** THE DRESS. Young, attractive frock in the newer sleeveless style, made from a fine imported, Sanitorized cotton in a nice quality, with self-tone window-pane checks in a satin finish. Beautifully detailed frock with the entire bodice front covered with diagonal tucking. Little Peter Pan collar, plastic buttons fastening the bodice to the waist. Stirred skirt is full all round. Narrow self belt and buckle (see illustration at upper right).

Wool BOLENO CARBONAM. Dyed to match dress. Pure wool with ribbed cuffs, border and neckband. Buttons at neck.

Navy (as shown) . . . Green (as shown).  
. . . or Coral.

Sizes 12, 14, 16, 18, 20.

62 V 194—Set, delivered . . . . . 12.98



Just 32 1/2

NEW  
Sizing





## Christmas treat

A FASHION DRESS  
TO GIVE OR WEAR

THESE ITEMS DESCRIBED  
ON OPPOSITE PAGE

**A**  
Tweed or  
Plain  
9.98



**B**  
Fine Wool  
Flannel  
12.98



**C**  
10.98



**D**  
Junior  
All-Wool  
10.98



**E**  
Misses',  
Half Sizes  
8.98

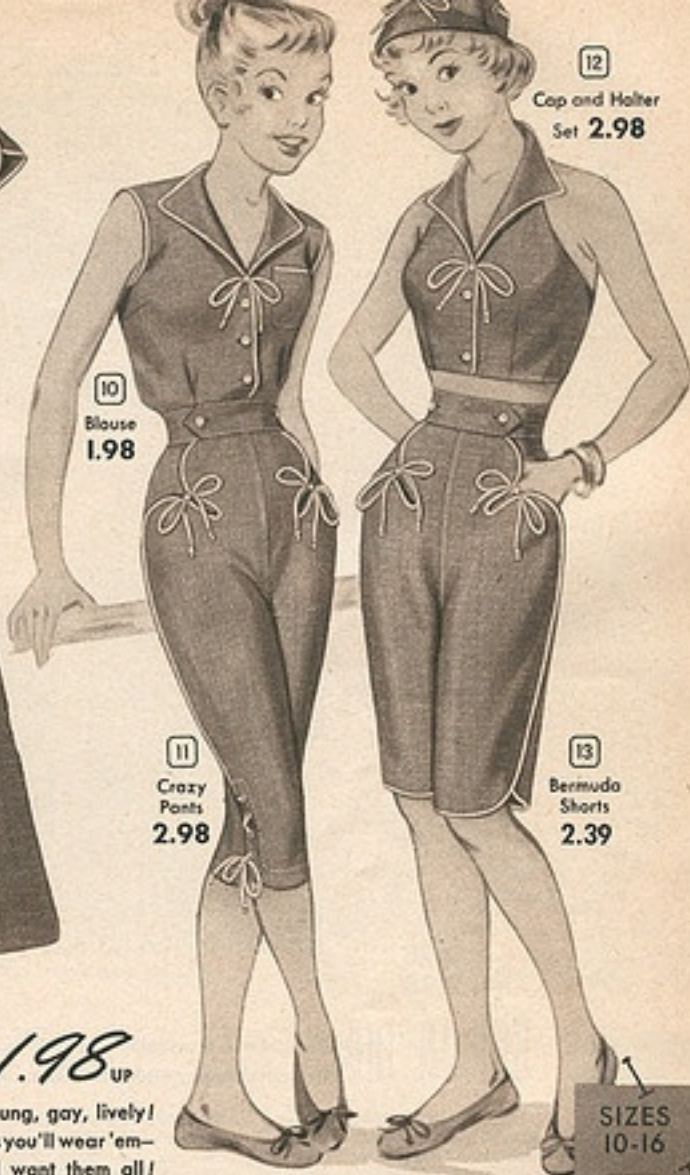






8 Short-Shorts  
1.98

9 Skirt 2.98



10 Blouse  
1.98

11 Crazy  
Pants  
2.98

12 Cap and Halter  
Set 2.98

13 Bermuda  
Shorts  
2.39

## CHAMBRAY DENIMS! 1.98 UP

New cool Blues flashed with white—young, gay, lively!  
Mix 'em, match 'em—see how many ways you'll wear 'em—  
and such top buys, thrifty Teens will want them all!

8-13. SEVEN NEW "BLUES"—so exciting you'll reach for each one! So switchable they make all the outfits you need! So Aldens low-priced you'll buy the batch! There are pants in 3 lengths (each a must)—short-shorts, bermuda shorts, sleek "crazy" pants! There's a halter and cap, a bare-arm blouse and skirt! All with the nautical look of white piping, buttons and bows against Copen Blue. All in Pepperell's Notone—a blend of rugged denim and cool cotton chambray—Sanforized, top shrinkage 1%. Wash alone.

### TEEN SIZE SCALE

You order size.....	10	12	14	16
If your bust is.....	30½	32	33½	35
If your waist is.....	24½	25½	26½	27½
If your hips are.....	32½	34½	36½	38½
Skirt length abt.....	29½	30	30½	31
Slim dress lgh. abt.....	43½	44	44½	45
Flare dress lgh. abt.....	43½	43	43½	44

Teen Sizes: 10, 12, 14, 16. State size. Size Scale, at left.

8. S21 B 7993—SHORT SHORTS with giddy side slits for that long-legged look! Button-closed, pocket curved. Wt. 7 oz. **1.98**

9. S21 B 7998—WHIRL SKIRT for square dancing or sunning—that's smart cover-up over shorts! Novel button-front opening forms 2 clever pockets, too! Ship. wt. 13 oz. .... **2.98**

10. S21 B 7994—BARE-ARM BLOUSE with a wing collar—cool as cool! Bowed and buttoned in bright white. Just perfect with matching skirt or pants. Shipping weight 7 oz. ... **1.98**

11. S21 B 7997—CRAZY PANTS—to show off lean legs, slim hips. Laced at the side in the matador fashion! Button-front opening curves into cute pockets. Ship. wt. 11 oz. .... **2.98**

12. S21 B 7995—CAP AND HALTER SET—both gay news for sunny days! The buttoned halter is backless and midriff-brief—with a flip of wing collar and spandy button front. Jockey style cap is laced, bowed and buttoned! Wear it with everything! Fits all head sizes. Ship. wt. set 9 oz. .... **Set 2.98**

13. S21 B 7999—BERMUDA SHORTS—in the new length that's the big Teen rope! Curvy slits on each side—a button-front that forms two pockets, quaily piped. Ship. wt. 8 oz. **2.39**

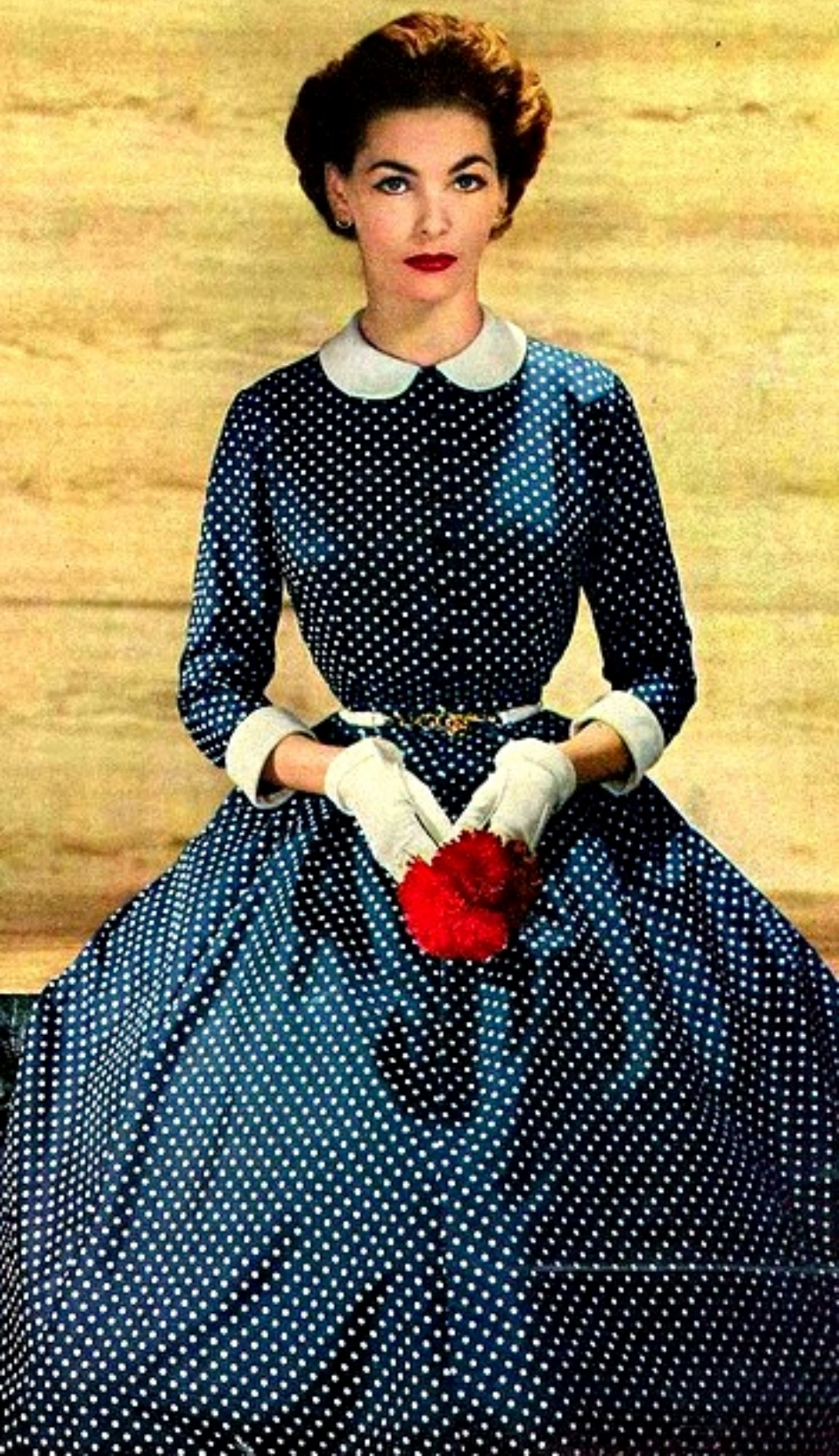
SIZES  
10-16

TEENS  
BE SURE  
YOU  
MEASURE

Use Aldens Easy Monthly Payment Plan. See page 588

ALDENS • 105





**D****\$9.98**Sizes 9 to 17;  
also 10 to 18**E****\$6.49**Sizes 9 to 15  
only**F****\$8.98**Sizes 9 to 17;  
also 10 to 18



# C

the  
magazine  
for  
women  
who  
work

# CHARM

A woman with blonde hair styled in a bun, wearing a white hat and a black dress with a white argyle pattern. She is standing in a room with ropes hanging from the ceiling. The background is a plain, light-colored wall.

*LEADING A  
DOUBLE LIFE*

*Boutique U.S.A.*

OCTOBER 1951 • 25 CENTS





# VACANCES à la plage







4707

Slenderette

Woman  
Size 42  
Bust 44

*Simplicity* Printed Pattern **65C**  
IN CANADA 75c







**Lowest Price Ever! All Wash 'n Wear**

**\$3.88**  
EA.

Wash 'n Wear  
LITTLE OR NO IRONING



**A** **Pedal Pusher Coverall.** Washable Cotton with halter collar. Self-belt with "Bac-A-Belt." Zipper. Drip dry, little iron. Ship. wt. 12 oz. Navy (shown), Turquoise, Red. Sizes: 10, 12, 14, 16, 18. See Size Chart on Page 347. SY 236—State size, color. **\$3.88**

**B** **Calotta Coverall.** Washable Cotton; Straps adjust. 2 pockets. Zipper. Drip dry, little iron. Wt. 14 oz. Turquoise or Black—each with harmonizing print top. Sizes: 10, 12, 14, 16, 18. See Size Chart on Page 347. SY235—State size, color. **\$3.88**

**C** **Two-Piece Cotton Set.** Sleeveless Blouse. Skirt with unpressed pleats. Zipper closing. Washable, drip dry, little or no iron. Ship. wt. 14 oz. Color: Print (shown) only. Sizes: 10, 12, 14, 16, 18. See Size Chart on Page 347. SY 125—State size only. **\$3.88**

**D** **2-Pc. Cotton Play suit.** Plastic belt; zipper close. Button front Skirt. Washable, drip dry, little iron. Prints: Black (shown) or Turquoise—ea. on white. Wt. 14 oz. Sizes: 10, 12, 14, 16, 18. See Size Chart on Page 347. SY234—State size, color. **\$3.88**

Fashions on these two pages are stocked in and shipped from Chicago, Ill. Order and pay postage from the nearest House.

**Pay By The Month**

SEE GREEN PAGES

For a greater selection of Sportswear, see our Big Spring, Summer Catalog.



10 ★ WARDS ALL



COTTONS YOU'LL  
LIVE IN AND LOVE... by *Kay Junior*



Style 522

← Style 522 . . . Two ways to look wonderful in a cotton duet. Checked brief jacket lined to match the wide red cummerbund on the scoop-neck dress. Washable. Black or navy with matching checks. Sizes 5 to 15, 6 to 16. Dress and jacket. \$14<sup>98</sup>



Style 524

Style 524 . . . Beau-catcher in woven cotton flatters from the scoop neck to the midriff bow and panel of buttons that parade down the flared skirt. Washable. Blue, rose or maize. Sizes 5 to 15, 6 to 16. \$8<sup>98</sup>



Style 523

→ Style 523 . . . Refreshingly smart printed coördress with tucked bodice above a molded waist . . . baby-doll sleeves and big bouffant skirt. In washable cotton. Gold, lilac or rose print. Sizes 9 to 17, 10 to 20. \$10<sup>98</sup>

→ Style 525 . . . Polka-dot ensemble with plans for the evening . . . when you doff the rhinestone-trimmed jacket and show off the bare-topped dress with double breasted buttons and wide, waist-whittling cummerbund. In washable cotton. Rose, aqua, gold or lilac. Sizes 7 to 15, 8 to 16. Dress and jacket. \$10<sup>98</sup>

Style 525

AS ADVERTISED BY  
LANA LOBELL  
IN SEVENTEEN

*Lana*  
**LoBell**  
Haverhill, Penna., U.S.A.



← Style 526 . . . A fresh look for Spring through Summer in a washable umbrella printed cotton, sparkling with rhinestones, brightly piped and bound around the waist with a wide, wide cummerbund. Enhanced with a decorative umbrella pin. Red, lilac or orange all on white backgrounds. Sizes 5 to 15, 6 to 16. \$10<sup>98</sup>

Style 526





FABRIC WITH SLIM OR FULL SKIRT  
UNFINISHED OR PLAIN





■ Avec collections, on les a admirées et appréciées parce qu'elles sont vraiment éblouissantes. ■ Roman-  
 tique, orgueilleuse, brève de séquences avec qui définit des passages. Gains et tentatives  
 roses (Bellefleur). ■ Précieuse, dentelle blanche sur fond bleu, orné par l'élégance A.C.P.

Soir en



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Beautiful dreamers picked by the famous star of screen and stage,

Jayne Mansfield

Exciting sleepy-time fashions designed by famed G.M.C! Bewitching in pink-glinted black—luscious in pastels—you, too, can enjoy their glamor at Aldens low prices!

ALL DESCRIBED ON PAGE 300



8

Double-skirt  
Nylon  
5.98  
Also All Pink,  
All Blue

ONLY  
5.98 EACH  
ANY 2 FOR  
11.50



9

Nylon-lined  
lace  
Gown 5.98  
Duster 5.98  
Also All Pink,  
All Blue



10

Nylon-lined lace  
5.98  
Also All Pink, All Blue





1243



1244



1243 — Handsome daytime dress features a modified version of the Empire look. The bodice is softly tucked with three-quarter, dolman sleeves. A short, attractive capelet completes the picture. Make it in a coordinated cotton, silk or butcher linen, or a shantung.

Sizes 12-18 . . . \$2.00

1244 — An attractive bolero, pencil-slim skirt, draped blouse and cummerbund combine to make an all-around costume of distinction. Use a cotton tweed, a linen or a shantung for the bolero and skirt and coordinate with a dramatic



PRINTED

PATTERNS

7992

Butterick

BUST

34

SIZE

14

50¢





*Nous Deux*  
**FILM**

★  
*Pour l'amour  
de sa fille,  
une femme  
sacrifie sa  
vie et son  
honneur...*  
★

# LES LUMIÈRES DU SOIR

avec  
*ETCHIKA CHOUREAU*  
*GABY MORLAY*  
*GEORGES REICH*

etc...

○

**N° 14**

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Sparkle Plenty!  
Velvety Flocked!  
1.99



20 YARDS!

**F**  
Point D'Esprit Nylon Net  
1.99



**G**  
Like 3 Petticoats In One!  
Swirling Yards 'n Yards of Nylon Net

**Smash SALE!**  
NOW 2.99 ... Was 3.99 **Save 25%**

PETTICOAT SWEETHEARTS

**3.99**  
each



**H**  
50 YARDS!  
150 Feet! 1,800 Inches!  
4 Wide, Wide Twirling Tiers

SEE DESCRIPTIONS  
ON OPPOSITE PAGE 46



**J**  
35 YARDS!  
105 Feet! 1260 Inches!  
3 Fabulous Petticoats In One!  
3 Tiers To Each Piped Skirt!

Each Hemline Piped!

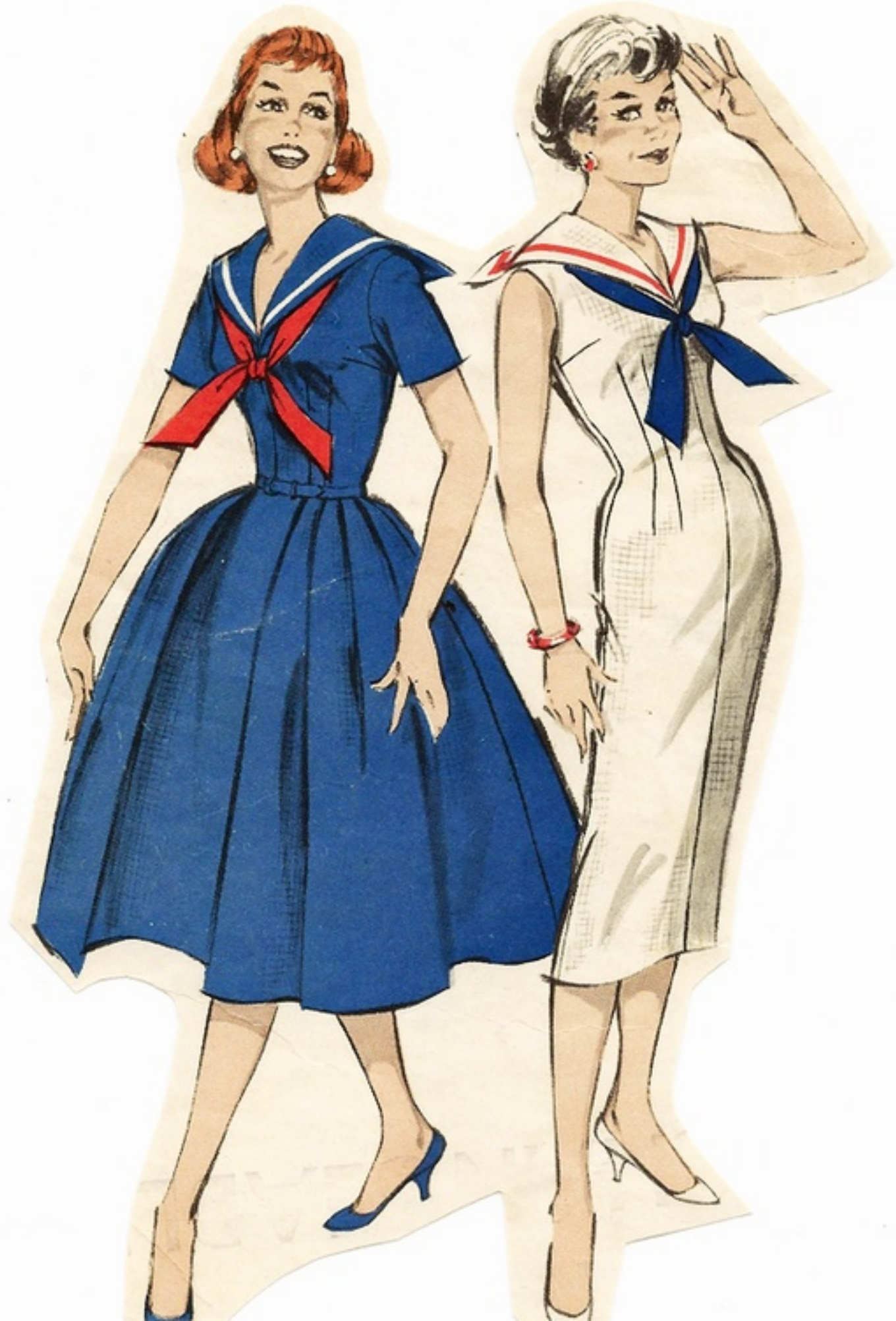
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*et à la campagne*









1030

One Size

35c

Pattern

PRINTED

Simplicity

DETAILS PRINTED ON EACH PATTERN PIECE





MODES ROYALE



1262



1263











C  
6.98



D  
7.98



E  
7.98











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Solid color style is the same thread count  
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SIZES 46 TO 52  
\$3.49



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B \$2.98  
Also Sizes 46 to 52 \$3.49



C \$2.98  
Also Sizes 46 to 52 \$3.49



D  
\$2.98

Kerrybrooke  
THE EASY WAY  
TO BUY  
FASHIONS

MEASURE  
AND  
BE SURE

see page 125

**A** BOW-TIE, WIDE-WING COLLAR. The checked plaid is smart, the collar waffle pique, and the bow is black cotton. Small pleats at skirt front. Plastic belt. Washfast. Misses' sizes 12, 14, 16, 18, 20. Women's sizes 38, 40, 42, 44. Shorter women's 14½, 16½, 18½, 20½, 22½, 24½. Please state your size. Shipping weight 1 pound.  
027 K 6612—Gold and gray  
027 K 6613—Gray and green  
Each.....\$2.98

**B** LACE DAISIES and black trim on clover print. 16-in. zipper in front. About 2-in. hem. Washfast. Wt. 1 lb. Misses' sizes 12, 14, 16, 18, 20. Women's 38, 40, 42, 44. Shorter women's 16½, 18½, 20½, 22½, 24½, 26½. State size.  
027 K 6614—Lilac.....\$2.98  
027 K 6615—Rose.....2.98  
027 K 6616—Aqua blue.. 2.98  
State sizes 46, 48, 50, 52.  
027 K 7207—Lilac.....\$3.49  
027 K 7208—Rose.....3.49  
027 K 7209—Aqua blue.. 3.49

**C** SLEEVELESS PLAID buttons to below waist. Pique trim. Washfast. Misses' sizes 12, 14, 16, 18, 20. Women's 38, 40, 42, 44. Shorter women's 14½, 16½, 18½, 20½, 22½, 24½. Please state correct size. Shipping weight 1 pound.  
027 K 6617—Brown.....\$2.98  
027 K 6618—Green.....2.98  
State size 46, 48, 50, 52.  
027 K 7210—Brown.....\$3.49  
027 K 7211—Green.....3.49

**D** DOUBLE-BREASTED 100x60 Sanforized broadcloth. Lace medallions on coachman revers. Soft pleats at front. About 2-inch hem. Washfast. Misses' sizes 12, 14, 16, 18, 20. Women's 38, 40, 42, 44. Shorter women's 14½, 16½, 18½, 20½, 22½, 24½. Please state size. Shipping weight 1 pound.  
027 K 6619—Lilac.....\$2.98  
027 K 6620—Dusty rose.. 2.98  
027 K 6621—Aqua blue.. 2.98



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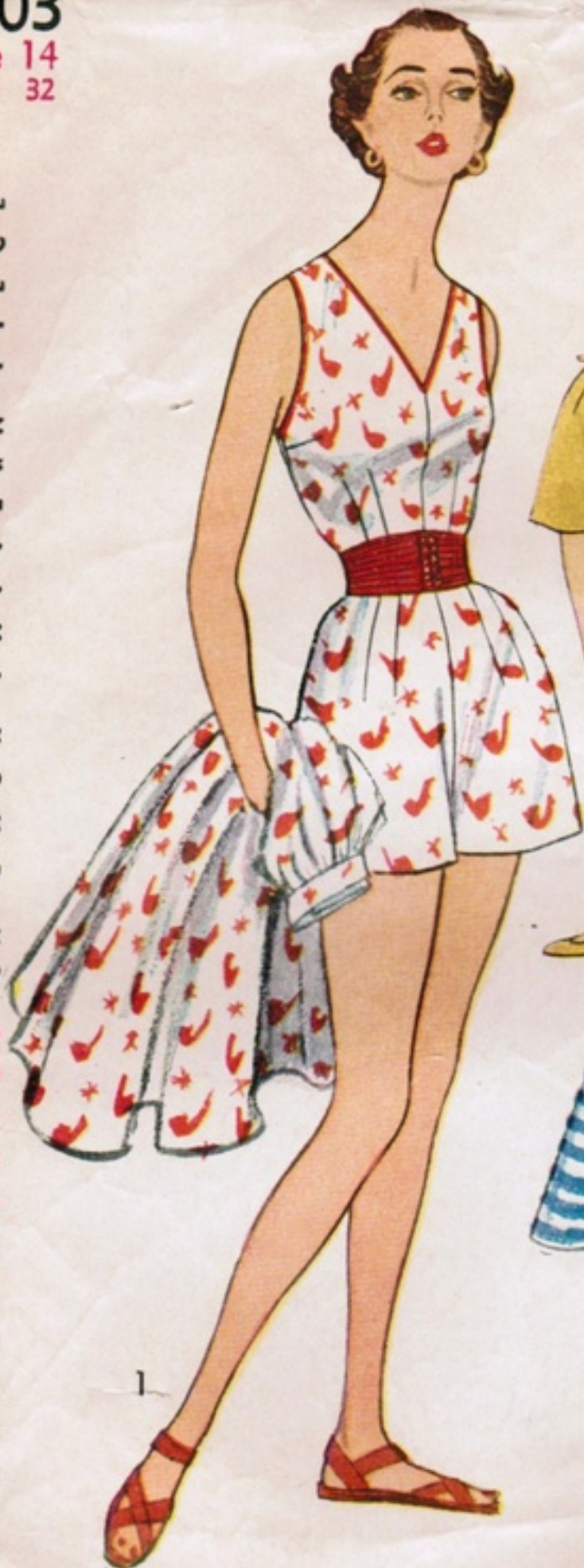


4303

Size 14

Bust 32

*Simplicity* **PRINTED** *Pattern* **35c**  
D E T A I L S P R I N T E D O N E A C H P A T T E R N P I E C E





# 5706

Miss  
Size 12  
Bust 32

**Simplicity** Printed Pattern **65c**  
IN CANADA 75c



**DIKON'S LIMITED**  
FINE FABRICS AND YARNS  
1587 TECUMSEH ROAD E.  
WINDSOR, ONT.



DESIGNED BY KAREN STARK

[CoutureAllure.com](http://CoutureAllure.com)





Miss McCall's Patterns

# Made for a quiet evening

Pattern and yardage information on page 52

McCall's Pattern 3885...50c

Someone dropped in, but there's no need to change... A formal at-home robe, waist-lifted and lace-edged, trailing a long velvet ribbon. Wash-a-Flan Sanforlan flannel. Fabrics, both pages, Lebanon. Her bouffant hairdo based on a Bobbi pin-curl wave—another at-home venture





## Spring Bouquet

For a lovelier half-size you,  
A printed broadcloth with white pique yoke  
at an unbelievably low price.



STYLE 1281  
Size 12 (10-20)  
Value Priced  
\$5.98

Multi-colored Print



*Fashion  
Frocks*

1942

Size 12  
Bust 32

*Simplicity* Printed Pattern 50c





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Poodle Print



only 5.98

Fashion's pet . . . and yours!  
Our adorable new border  
"poodle print", is the cutest  
thing around town! "Stop-  
look" styling . . . with curved  
lines, tiny middle and big  
tiered skirt.

You'll love it for movie dates  
. . . informal parties. It's sure  
to rate with the crowd . . .  
send admiring glances your  
way. Big fashion . . . the little  
price? Only \$5.98!

**GUARANTEED  
WASHABLE**



**Style 621**

ONE-PRICE

Fabric: Poodle Print Cotton

Color: Navy with Contrasting Print

Junior Sizes: 9, 11, 13, 15, 17

Lengths: 44", 44½", 45", 45½"

Price . . . . \$5.98

Deposit . . . . 1.00

Balance . . . . 4.98

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Fabric: Poodle Print Cotton

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1260

1260—Ingenuously styled two-piece afternoon dress. Softly-draped yoke joins a double-breasted bodice which ends just above the hipline. A three-gored skirt, designed for slenderizing, completes the costume. Select a silk linen, a shantung or a crepe in a plain color for the dress, and a coordinated printed trim for the yoke.

Sizes 12-18 . . . \$2.00



1261

1261—Cuffed-sleeved bolero with button-down lapels covers a halter-top sun-dress with a charming bouffant skirt. Coordinated waffle pique, an embossed cotton or shantung is recommended.

Sizes 12-18 . . . \$2.00







LIFE



LIFE





