

DE
PARIS
burda
MODELL
SCHNITT





G
\$6.39
Sizes
9 to 17



D
\$8.98
Sizes 9 to 15
only



E
\$10.49
Sizes 9 to 17;
also 10 to 18

ALL PAGE 131 . . DRESSES



Cotton by Day

- A dress with all the makings of the perfect city cotton—including, as it happens, a judicious admixture of silk. Specifics: the dark color—it's striped in blue and black; the sleeved, non-décolleté top; the extra dash of black braid scroller; a wide leather belt and the ribboned Breton sailor it's worn with here.

By Oleg Cassini, in a mix of Aberfoyle cotton yarn and silk by Chantilly.

About \$70. Hat: Adolfo of Enme; Hansen gloves.

3720

Slenderette

Woman
Size 40
Bust 42

Simplicity Printed Pattern **30c**





E
3.98



F
4.98



G
3.98



H
4.98

Deeptone Sanforized Broadcloth

DAISY-TRIMMED TOWN FROCK 3.98

E Cute young style as crisp as a cracker—fine count Sanforized broadcloth with a crisp white pique front, round white pique collar, white daisy trim. The pique front fastens with colored simulated pearl buttons—daisies trim the scallops on either side. Neat little cap sleeves have turned-back cuffs. Skirt is gently flared. Self belt and buckle. Kelly Green (as shown) . . . Navy . . . or Copper. Sizes 12, 14, 16, 18, 20.

63 V 694—Price, delivered 3.98

THREE HIGH-FASHION COLORS 3.98

G A particularly flattering frock of Sanforized cotton broadcloth, trimmed with white pique. Tiny mandarin collar, V-neckline. Narrow front of pique, trimmed with buttons to the waist. Cap sleeves are pique trimmed, as are the big picture-frame pockets on the skirt. Pockets are appliqued with white flower, contrasting leaves. Flared skirt. Terra Cotta (shown) . . . Peacock Blue . . . Navy. Sizes 12, 14, 16, 18, 20.

63 V 696—Price, delivered 3.98

LACE AND ORGANDY YOKE 4.98

F Particularly smart—one of the new dark cottons treated with white. Wide wing collar and yoke of crisp white organdy, with dainty lace trimming. Cap sleeves, fitted bodice. Skirt is wonderfully full with shirring at the waistline. Narrow self belt and buckle. Zipper closing at side. Fine count Sanforized cotton broadcloth is colorfast.

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

Sizes 12, 14, 16, 18, 20.

63 V 695—Price, delivered 4.98

"PICNIC OR PARTY" BROADCLOTH 4.98

H The "blouse-and-skirt" look in a very becoming pique and broadcloth frock. Bodice front is pique, embroidered with daisies and dots to the waist. Cool cap sleeves. Peter Pan collar and skirt are fine quality Sanforized cotton broadcloth. Skirt has unpressed pleats all around. Long back zipper closing.

Navy with Pink (shown) . . . Kelly Green

with White . . . or Red with White.

Sizes 12, 14, 16, 18, 20.

63 V 697—Price, delivered 4.98











1245



1246



1247



1245 — Two-piece ensemble consisting of a cape-collared, snugly-fitted bolero and a dress, softly gathered at the front waist with puffed sleeves and a slenderizing skirt. Use coordinated cotton, silk, linen shantung or crepe.
 Sizes 12-18 . . . \$2.00

1246 — This is a "Go Everywhere" dress with a stand-up collar, three-quarter sleeves and flattering hip pockets which are inserted into the side seams. Select linen, cotton tweed or a silk shantung.
 Sizes 12-18 . . . \$2.00

1247 — Empire ensemble. With its boxy three-quarter jacket, that covers a slimming dress, the outfit is set off by rich contrast on skirt, collar, and simulated cuffs and pockets. Use rich crepe, silk linen.

El Panama

Panama

Republica de Panama

CROSSROADS

WORLD

BAURAU LAC

TRICH



1237—A two-piece look in a one-piece costume. Two fabrics are uniquely combined to make this outstanding Empire-line dress. Use a cotton tweed with a birdseye pique dickey on a colorful broadcloth or a silk shantung.

Sizes 12-18 . . . \$2.00

1238—Dramatic, flattering dress with Paris-inspired neckline. Double row of buttons are most decorative, and hip-yoke especially attractive for the taller figure. Select a silk linen, a silk crepe or a bodied cotton, in contrast with a coordinated plain.

Sizes 12-18 . . . \$2.00

Bobbie Brooks

Dutch treat



A fashion treat... this exciting group of "go-togethers" featuring an authentic Dutch print, the Wm. Simpson fabric with Minicaire, in pedal-pushers, about \$6, a romper play-suit, about \$9, a suspended button-front skirt, about \$8, and to top them a sleeveless blouse, about \$4 and a "Windmill" blouse about \$5. Blue, green or lilac in sizes 7 to 15. (Prices slightly higher West of the Rockies)

At fine stores everywhere, for store nearest you, write **BOBBIE BROOKS**, Cleveland 14, Ohio... New York 10, N.Y.







Everglaze
FABRIC
GUARANTEED WASHABLE

a. Empire bodice checker-board print with lace-edged collar, matching bands and bow. Aqua, pink, beige. Sizes 7 to 15. Under \$9.

b. Oval dot print with matching binding 'round skirt, neck. Gold, fuchsia or teal dots on black. Sizes 7 to 15. Under \$11.

c. Flower-sprigged print with long-streamered bow Empire waistline. Pink aqua or blue background. Sizes 7 to 15. Under \$9.



Everglaze
FABRIC
GUARANTEED WASHABLE

a. Empire bodice checker-board print with lace-edged collar, matching bands and bow. Aqua, pink, beige. Sizes 7 to 15. Under \$9.

b. Oval dot print with matching binding 'round skirt, neck. Gold, fuchsia or teal dots on black. Sizes 7 to 15. Under \$11.

c. Flower-sprigged print with long-streamered bow Empire waistline. Pink aqua or blue background. Sizes 7 to 15. Under \$9.





McCalls' **EASY-MARK**
PATTERN • PAT. PENDING

MISSES' AND JUNIOR SPORTS SEPARATES:
TOP, SKIRT AND PANTS

6239

SIZE
JUST

13
33

75c

IN CANADA, 85c



J. C. PENNEY CO. - 9c
BURLINGAME, CALIF. 94010

NOTE:
This may also be used
as a regular pattern

McCALL'S EASY-MARK PATTERN

(Multi-blue transfer for quick pressing-on of pattern markings)

* PAT. PENDING











K

L

M





G



H



J



A



B



C







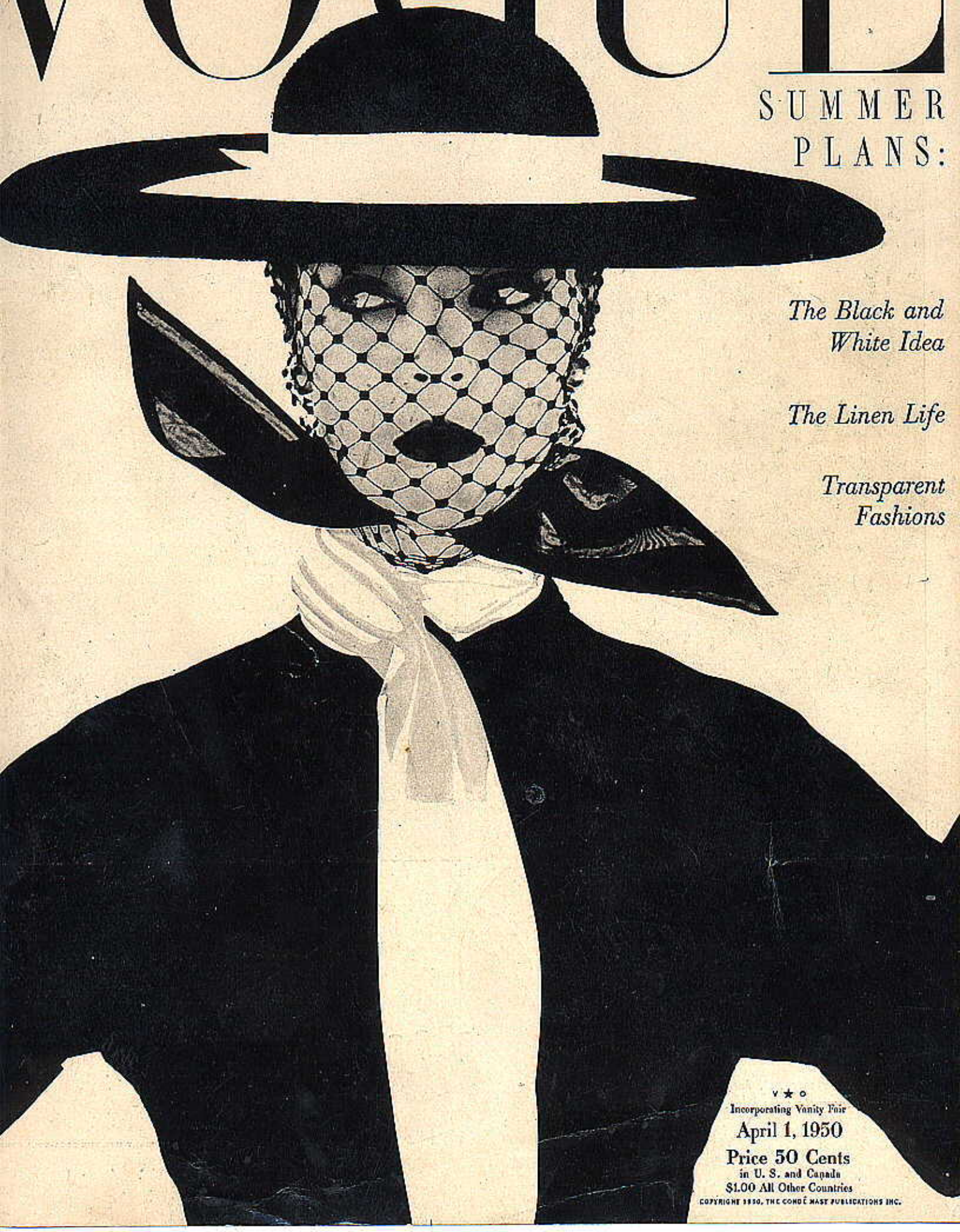
VOGUE

SUMMER
PLANS:

*The Black and
White Idea*

The Linen Life

*Transparent
Fashions*



v * o
Incorporating Vanity Fair
April 1, 1950
Price 50 Cents
in U. S. and Canada
\$1.00 All Other Countries
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Simplicity

Forecast
of Spring
Fashion



35¢

The
Women
Who Sew

1956 Spring
Pattern Book

SPIEGEL

HOME SHOPPING BOOK

SPRING AND SUMMER 1956



COVER SUIT
See Page 63



*Montgomery
Ward*

FALL AND WINTER - 1927-28

Look, Dress and Accessories Lines
Pages 21, 22, 23, 24, 25, 26, 27, 28
General Information and Guide to Books
By Catalogue Monthly Payment
Terms See Page 177B

Montgomery Ward Catalogue
222 N. W. 10th St. ST. LOUIS, MO.

BALTIMORE



PARIS

Look to PARIS for summer
fashions that
will lead you
in the most way of
DATE DE MODE!

CHANELLE KATE DRESS
\$119.95 - \$149.95
Available at all major department stores

Lana Lobell

Hanover, Penna., U.S.A.

**FASHIONS
FOR JUNIORS
AND MISSES**

style 500

\$14⁹⁸

See details on page 3

YOUR CREDIT IS GOOD

**BUY THE EASY WAY
6 MONTHS TO PAY**

SEE PAGE 38





S
E

JOYNA

THE HAZARD
OF
WORLD
RELATIONS

WARDS



PHONE
130
1001 NORTH MAIN

Cost ... Page 114

fall And

Montg
WARDS



Newest Cover-Ups

NARROWS FINISHING TOUCHES
MAKE THE FASHION DIFFERENCE



Costume Flattery in

① Individually made in 100% Wool. Back, front covered, to give you that personal touch. Be glamorous looking in the delicate, unattached pattern. 100% Wool jacket you really and warm, too. Back wrap, 38 inches wide and 74 inches long, including draps. Size range: 32-44. Wt. 4 oz. \$24.95—Wool only \$25.00

② Shaped for maximum silhouette with the beautiful, delicate pattern. 100% Wool. Back, front covered, to give you that personal touch. Be glamorous looking in the delicate, unattached pattern. 100% Wool. Jacket you really and warm, too. Back wrap, 38 inches wide and 74 inches long, including draps. Size range: 32-44. Wt. 4 oz. \$24.95—Wool only \$25.00



③

④





MADE



JUNIOR
FASHION
SHOP





*American
Designer*
PATTERN

SIZE 16
BUST 34
WAIST 28



Thomas F. Brigance



Original Design
by Thomas F. Brigance

Early 1950s design from Tom Brigance







BUTTERICK

5297

SIZE 12

\$1.00

BUST 34

Canada \$1.10

NEW
Sizing

A Marvelously Subtle Halter Dress

Butterick
Boutique



ALL PATTERN SALES FINAL
NO REFUNDS, NO EXCHANGES
TERRACE FABRIC SHOPPE
239 FERGUSON VILLAGE
DA 1-9496

8 10 12 14





PATTERN BOOK

LNC



INCLUDE
BUDGET D

SPRING A
SUMMER
1952

50 cents

1064

PRINTED








 A woman with styled hair, wearing a bright yellow dress with black polka dots and a matching shawl, stands on a grassy hillside. She is wearing black gloves and holding a black bag. The background is a clear blue sky and green hills.

burda
Moden

**MODE
WASCHE
HAND-
ARBEITEN**

Mit allen Modellen
aus 2 Schnittbogen
mit Maßangaben für
Bustweite 80 cm

PHOTOCOPIED BY THE
IN ACCORDANCE WITH
DIN 133

Tippen Sie mit
in unserem
MODE-TOTO
Nähen auf Seite 2





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.....	42½	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





LIFE



**VOGUE PATTERNS
FOR WEEK ENDS AWAY**

Four patterns, designed to be the biggest part of a country week-end wardrobe—the country over.

Above, left: The pattern of the week end could mean: sunning under the aquamarine skies of Harbour Island, Bahamas (as here); sailing under the hazier skies of our own coast. The Pattern for both: a checked shirt, here in gingham by Everfast, No. 6979; the short shorts, here in wide-wale piqué, by Everfast, No. 7334.

Above: The pattern of the week end could include sight-seeing on Harbour Island; or Sunday lunch with Connecticut neighbours. The Pattern for both: a sunny-day dress with a wide skirt; patch pockets. In matelassé piqué, by ABC, No. 7423.

Left: The pattern of going could mean: Oakes Airport, Nassau; or the Pennsylvania Turnpike. The Pattern for both: a light suit-dress, with a wide-enough skirt, high-buttoning jacket, here in pale blue Fluegelman pin-point piqué, No. 7429.

Opposite page: The pattern of the week end could mean shopping for straw bags on Bay Street, Nassau; shopping on Main Street, Anywhere. The Pattern for both: a checked shirtsleeve dress; the same check, giant size, in a button-on apron. The gingham, by Everfast, No. 7403. For other views and sizes, see page 127.





CoutureAllure.com

Jo Collins designs a sun dress in beautiful cotton by **EVERFAST**[™] with EVERGLAZE[®] tested crease resistance

COLORS GUARANTEED
by
EVERFAST FABRICS[™]

Glamor glasses

● A collection of model spectacles designed as fashion accessories rather than as functional necessities has been brought to Australia from a tiny workshop in Stuttgart, Germany.

DESIGNED by husband-and-wife team Herr and Frau Theo Schneider, each pair is an exclusive model planned in color, size, and line for a particular type of face and will never be repeated in mass production.

Until now these glasses have never been sold outside Stuttgart, where, in a small workshop, measuring 30ft. by 15ft., the Schneiders and their craftsmen have been catering for customers who vary from fashion-conscious American tourists to men and women with facial scars to hide.

The idea of making individual models occurred to Frau Schneider when, after the war, soldiers came to her optician husband asking to make frames which would conceal their facial scars.

She reasoned that many women who have to wear glasses feel just as self-conscious as men who have scars, and that there was no need for glasses to be unsightly.

With a natural flair for design,

Frau Schneider studied facial types and experimented with a variety of frames which would accentuate the good points of a face and minimise the less attractive ones.

On these flattering foundations Frau Schneider designed scrolls of semi-precious gems for evening wear, plainer motifs in gold and silver for daytime, and novelty carvings of flowers and animals for sportswear.

With each case she makes a detailed study of hair and skin coloring, and takes into account the type of cosmetics and clothing that most suit the customer concerned.

Some of her customers have brought their family jewels asking that they be included in the designs.

Until now she has never designed glasses without serving the women who will wear them.

The first collection of over 200 pairs Frau Schneider has sent to Australia, however, includes glasses that she has proved will suit every type of facial shape and coloring.

Pictures on this page are by staff photographer Eric Donnelly.



THEATRE GLASSES here elegant scrolls of brilliants.



BLUE FRAMES studded with diamonds and brilliants accentuate the eyes and are perfect for evening wear.



TAILORED for everyday wear these green plastic frames feature a simple gold motif on the wings.



LIZARDS in white ivory composition are carved on the wings of these smart light blue spectator sports glasses.



CARVED FLOWERS on attached combs give a cocktail hat effect.



SPRING OF ACORNS in brown, white, and green makes a fluttering variation.

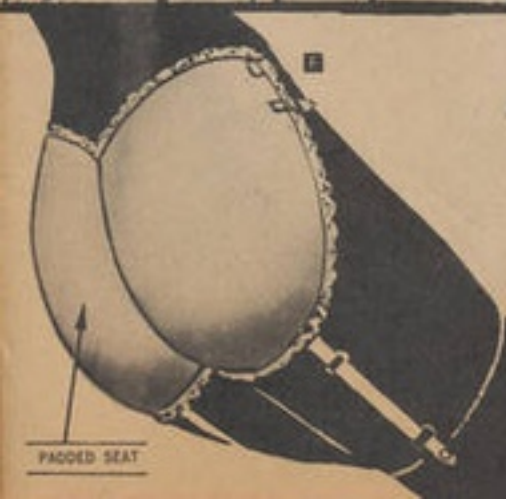
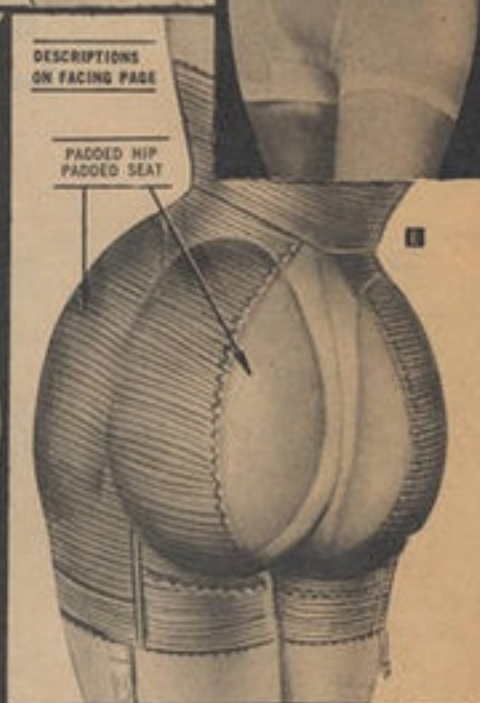
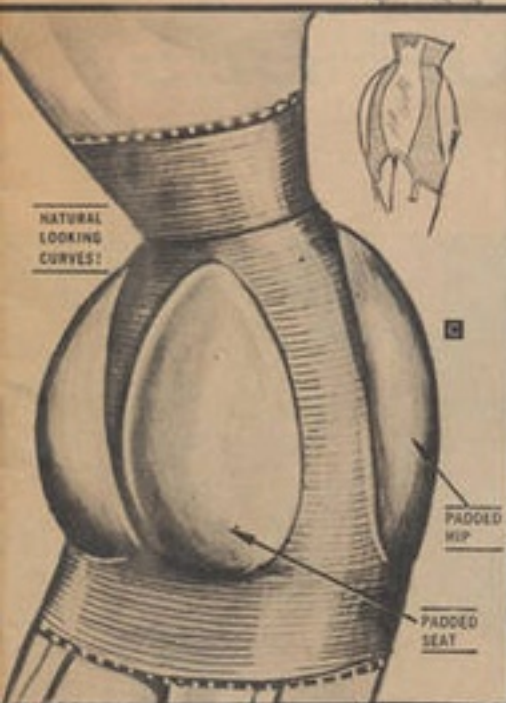
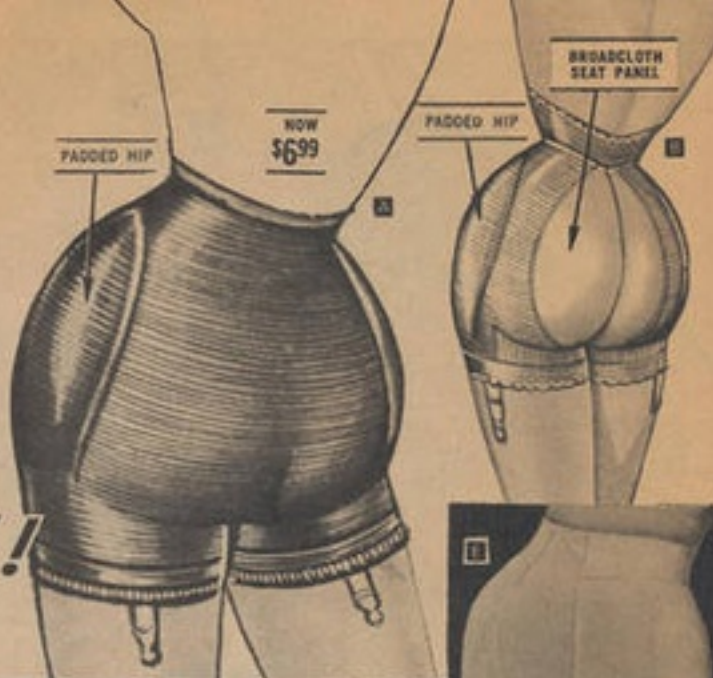


LAVISH TRACERY in gold and blue brings glamor to flesh-colored frames.



FOR GALA EVENINGS matched brilliants decorate both frames and wings and culminate in starred combs.

PAD TO BE PERFECT!



Now! PAD TO BE PERFECT!

- EQUALIZE!
- CURVE!
- ROUND OUT YOUR FIGURE!

DESCRIPTION & PRICES OF ITEMS APPEAR ON FACING PAGE





Jacketlet, McCall's Pattern 3845...50c

Skirt, McCall's Pattern 3710...45c

Because this is the season to observe the proprieties, the lovely sail of a floor-length skirt after dark...New dining habit, a gold-buttoned jacketlet and plaided tweed skirt. The jacketlet in Wash-a-Flan Sanforlan flannel; the long skirt in a worsted tweed designed by Ria Herlinger









myvintagevogue.com



Style 517



Style 517 . . . Tucker top dress and bolero duet. Dress of 50% ORLON, 50% COTTON topped with a baby soft acetate, cotton and nylon angora bolero. Washable. Blue, pink or navy. Sizes 7 to 13, 8 to 16. Dress and bolero, \$8⁹⁸

Style 518 . . . Rhinestone studded ribbons circle the empire waist and long torso of this dotted print. Washable everglazed satreen broadcloth. Orange, turquoise or black dots all on beige background. Sizes 9 to 15, 10 to 16.

▼ \$10⁹⁸



FLATTERING LINES
Exciting Ensemble

Style 519 . . . Dramatic duster and dress ensemble in linen-textured rayon. Coat with half belt and soutache embroidery . . . echoed on the scoop neck sheath. Moss green coat with beige dress, grey with pink, brown with beige or navy with pink. Sizes 7 to 17, 8 to 18.

▼ Coat and dress \$14⁹⁸

Style 519



Style 520

Style 520 . . . Dress and hat duo dotted with daisies. Long torso tapers to a full shirred skirt. In SANFORIZED cotton broadcloth. Moss green, red, turquoise or periwinkle blue. Sizes 7 to 15, 8 to 16. Dress and hat, \$8⁹⁸



Style 521

Style 521 . . . Candy stripes add spice to a dotted cotton halter dress with bare sunback, big bow and wide bell skirt. Washable. Pink, blue or black, all on white. Sizes 7 to 15, 8 to 16. \$6⁹⁸

Use our convenient "LAY AWAY PLAN" on orders of \$10 or more (See page 10 for details)



VOGUE PARIS ORIGINAL

pattern Designed

1109 by

Jacques Heim





11
Blouse
2.59

12
Skirt
3.98

13
Halter
1.98

14
Shorts
2.59

17
Halter
1.59

18
Shorts
2.59

19
Blouse
2.59

20
Skirt
3.98

Sailtone!
poplin!

MADE TO MINGLE
AND VALUE PLUS!

FROM
1.59
TO
5.98

15
Halter
1.98

16
Skirt
3.98

SAILTONE!
Dazzle dots, sparkle colors for 6 exciting parts! Wear 'em—they won't crease! Wash 'em, they stay bright!

POP LIN!
Just out—the colors, the cut! In fine high-fashion Poplin—plus a crisp cotton blouse. Amazing values, too!

21
Jumper
5.98

DESCRIBED ON PAGE 108

ALDENS-3

McCall's *the first*

PRINTED PATTERN

Women's and Misses' Bathing Suit
and Beach Coat

3164

SIZE 14
BUST 32

.60c



VOGUE ORIGINAL DE PARIS

VON

Pierre Cardin

VOGUE





v.thepeoplehistory.com thepeoplehistory.com



thepeoplehistory.com



www.thepeoplehistory.com



v.thepeoplehistory.com



Butterick

PRINTED
PATTERN

6568

HIP 43 WAIST 34

35¢

BLOUSE PATTERNS
NOT INCLUDED



carefree cottons ... only **2⁹⁹** each

Any
2 for 585

SHEER
floral print

PLISSE
no-iron

EMBOSSSED
stripe

POLISHED
cotton

A

B

C

D

Crease-
Resistant!
Shrinkage
Controlled!

DRIP DRY
no-iron

Fancy Border
BRUNCHIE

SEE ►
DESCRIPTIONS
ON OPPOSITE
PAGE 39

BARGAINS



\$3.98

**WE
PAY
POSTAGE**

WE SHIP C.O.D.

Dreamy "Blaze of Gold"

You're glamorous in our glowing beauty of a dress in new, lush "golden" Sari print—inspired by Far East fashion queens! Soft-draped surplice bodice and shapely empire midriff above a ripply whirl of a skirt. And circled in to a tiny waist with glinting "golden" belt. Big buy in colorfast cotton. Gold on Aqua or Red. Misses' sizes: 14, 16, 18, 20; women's: 36 to 44. P2155. Postpaid... \$3.98



2-Pc.
\$3.99

The "Most" for Playtime Fun

Merry mixers and so low-priced! We see you sunning in the perky playsuit in vivid color that makes all eyes see you! Add the dazzling, button-on plaid skirt—all crisp and flary—have a chic two-piecer that's fashion-packed! Colorfast cotton. Skirt in multicolor plaid, the playsuit in Red or Yellow. Misses' sizes: 14, 16, 18, 20; women's sizes: 36 to 44. P2156. Two-piece, postpd. \$3.99



SUMMER
1956

WALTER FIELD CO. CHICAGO 6, ILL.





McCall's

Fashion Firsts



Misses' Evening Dress In Two Lengths and Style
(With Purchased Beaded Banding) \$1.00

9567

Size 12
Bust 34









Das Sommer-Ensemble



18a

19a



Abb. 19

Abb. 18

Zeichn.: Vorwerk, Entw.: Stork &



Abb. 18 Besondere Liebling der Mode ist das Kleid mit Jackchen. Das Kleid mit schwingendem Rock, dazu schlichtes Leinwand mit breitem Niedergürtel in der Farbe des Musters (18a). Ein Bolero mit Reverskragen ergänzt. Schnitt für 90 cm Obw. auf dem Bogen. Stoff zum Kleid: 2,60 m, zum Bolero: etwa 0,95 m, je 100 cm breit.

Abb. 19 Günstig für die Vollschlanke! Schlanker Rock mit Gefälle, von kleine Faltschen. Ober das gemusterte Mieder greifen aufgeknapfte Ecken; dazu lose Jacke (19a), passend gefüttert. Schnitt für 96 cm Obw. a. d. Bogen. Stoff z. Kleid: 2,50 m, z. Jacke: 1,35 m, je 140 cm breit, zum Gürtel. Fütter: etwa 1,10 m, 110 cm breit legend.

the touch of Red...

SO SMART FOR SPRING



The Britany \$10.95



The Allure \$8.95

Red... classic, basic. To add the right color touch to your town-tailored blues, greys, and gay gamut of beige and natural tones.

And you'll choose it, of course, in beautiful, Fit-Tested Red Cross Shoes.

myvintagevogue.com



The Carmen \$10.95

Red Cross Shoes

This product has no connection whatsoever with The American National Red Cross

America's unchallenged shoe value \$8.95 to \$10.95

Slightly higher in Canada



Delicious Eve



65c
IN CANADA 75c

B 5 1
150

2920

SIZE 12

Junior & Misses



Sew-Easy ADVANCE
PRINTED PATTERN BY



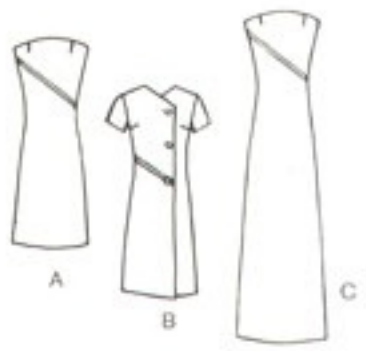
QUICK
AND
EASY





LIFE

VOGUE GRAND COUTURIER
von
Galitzine
Italien





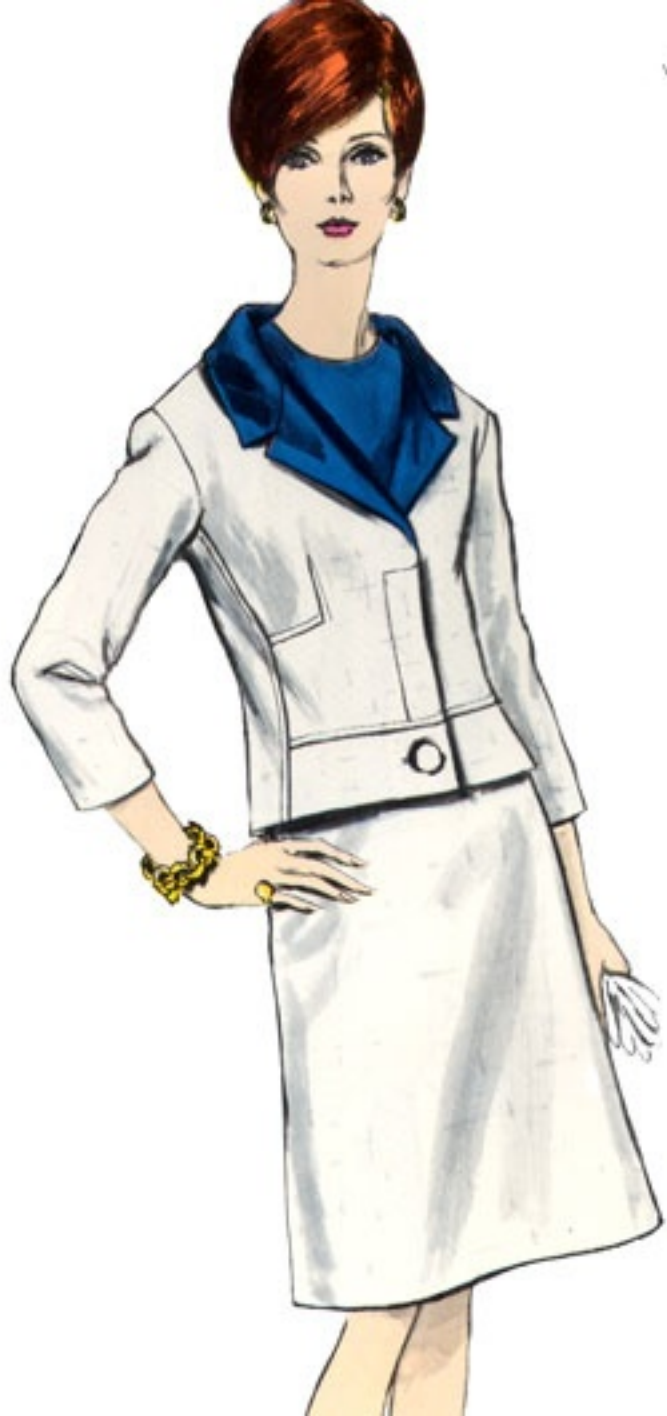


ORIGINAL DE PARIS

VON

Grès

VOGUE



for the young:

fashion excitement



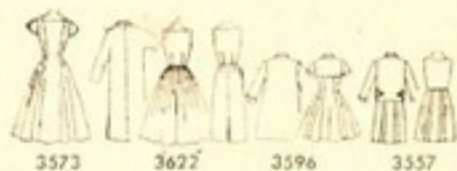
3573

3573 Date dress for Teens and Juniors has optional bow at neckline. Size 13, 3¾ yds. 42". Sizes 10-16, 11-17. 50c.
3622 Teens' "Easy-to-Sew" ensemble with full or slim dress. Duster features new Caftan side slits. Sizes 10-16. 35c.



3622

3622



3573

3622

3596

3557

THE WOMAN ■ MAKE THE CLOTHES THAT "MAKE" THE WOMAN ■ MAKE



2215

BUST 42

4/6

WEIGEL'S



2215



me and my Dan River

CORDSPUN

fresh and sparkling
as the summer air

Summer 1950

STYLE 1751T

Sizes 14½ - 24½

Value Priced

\$7.98 - 5.98

Aug 11 50

Chocolate Brown, as pictured

See Illustration for the Smart
Chocolate Brown Color

Feel the swatch below to appreciate
the fine quality of Dan River's
manufactured woven stripe cotton.

Mint Green



Fabric: Dan River Cordspun Stripe
(Cotton—Sanforized)



WEAR *Fashion Frocks* FOR '50
IT'S FASHION-WISE TO BE THRIFTY

Please See Other Side

1605

Size 13
Bust 31

Simplicity **PRINTED** **PATTERN** **35c**
DETAILS PRINTED ON EACH PATTERN PIECE



Mayer



d. Fruits-and-flowers print with mandarin collar, jewel-buttoned Empire bodice. Blue, aqua, pink. Sizes 7 to 15. Under \$9.

e. Sophisticated princess dress in modern spatter print with two-tone collar. Teal or pink on black. Sizes 7 to 15. Under \$11.

f. Gay butterfly print with a laced-bodice and deep pleat in contrast color. Aqua, pink or blue grounds. Sizes 7 to 15. Under \$9.

what's new?





Because it's so
simply and smartly
designed

You'll be...

POINTEDLY
PERFECT

STYLE 1322

Sizes 12 - 42

Price, \$6.98

Caramel with Brown
Watergreen with Brown



Fabric: Gallant Rayon (Rayon)

Fashion Frocks







McCall's PRINTED PATTERN



MISSES' AND JUNIOR DRESS WITH ATTACHED PETTICOAT "EASY TO SEW"
IN CANADA, 60.-

5770

BUST 33

50¢

EASY

your passport to the sun...

DANBY



myvintagevogue.com

Mindy Ross

Susan Ross

Photographed on board the "SS Andrea Doria, of the Italian Line"

DANBY FASHIONS

Featured at the member stores listed here and on the opposite page, of CHARLES WEILL, Inc., 101 West 21st Street, New York, New York

Long Branch, N. J.	Vogel's	St. Joseph, Mo.	Hirsch Bros.
Louisville, Ky.	Livy Bros.	St. Petersburg, Fla.	Wald's City Inc.
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Pittsburgh, Pa.	Harrie Stores Co.	Wichita, Kansas	Jones
Plainsview, Texas	Cobb's Dept. Store	Wilkes Barre, Pa.	Bergman's
Plymouth, Mass.	Sader's	Worcester, Mass.	McCarthy's
St. Cloud, Minn.	Harberger's	Worcester, Mass.	Barnard's

Mindy Ross fashions for juniors; crisp sanforized striped cotton in a pert sleeveless dress with smart waist-slimming cummerbund and its own bolero jacket for those dressy occasions... in rose, periwinkle and avocado with white... sizes 7-15; about \$11. *Susan Ross* fashions for the 10-18 figure; crisp sanforized solid cotton accented with gingham piping and bows for the chic luxury look... in black, rose, periwinkle; about \$11.

RATA
NI FIORE

FITASTA
GLASSA
HIRE



1394

by

Pucci

of Italy





6570

Simplicity

65c
IN CANADA 75c

Junior
Size 13
Bust 33



All views: Suitable for sheers

7914

Miss
SIZE 12
Bust 34

Simplicity **75c**
IN CANADA 75c

NEW
Sizing



6138

Miss
Size 14
Bust 34

Printed Pattern 50c
IN CANADA 60c

Simplicity



Views 4 and 5:
Suitable for jersey and knit fabrics only.





SIMPLE TO MAKE



BUTTERICK

4189

75c

Canada 85c

SIZE 12

BUST 32



HIGGINS
PATTERN
DEPARTMENT

**Swinging Coat
for Double-Faced Fabrics—
Fluid Dress**

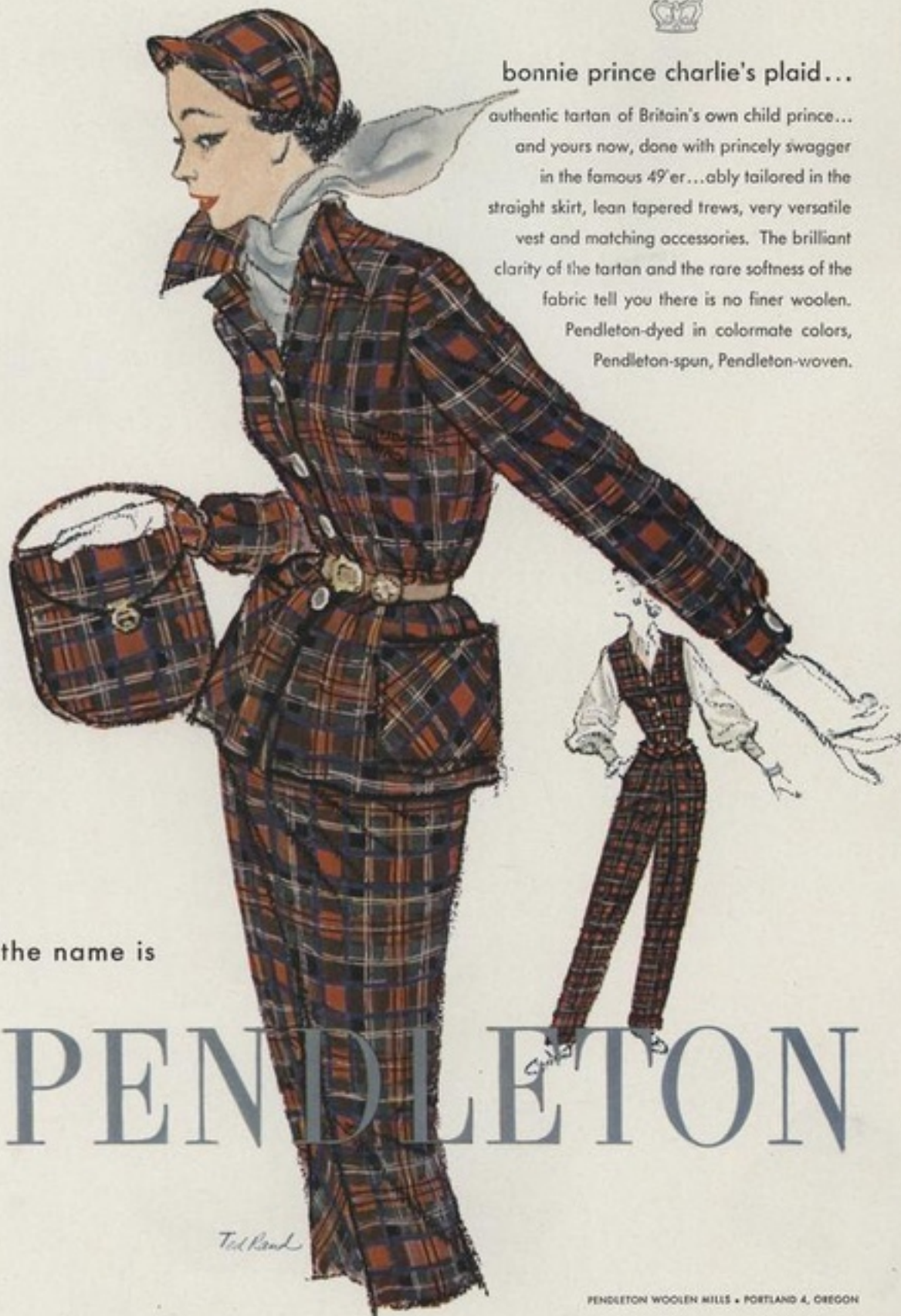


10 12 14 16 18



bonnie prince charlie's plaid...

authentic tartan of Britain's own child prince...
and yours now, done with princely swagger
in the famous 49'er...ably tailored in the
straight skirt, lean tapered trews, very versatile
vest and matching accessories. The brilliant
clarity of the tartan and the rare softness of the
fabric tell you there is no finer woolen.
Pendleton-dyed in colormate colors,
Pendleton-spun, Pendleton-woven.



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WHIRLING
SUNDRESS,
DREAMY
MATCHING
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terrific at

12.95
COMPLETE!





STOP



STOP

5634

SIZE BUST HIP

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Vogue

pattern

\$2.00

\$2.20 in Canada

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SMART

NEW

THE SPOTLIGHT IS ON YOU
BURSTING INTO BLOOM
IN FASHION PROCKS'
EXCLUSIVE SCREENED
PRINT

STYLE 1659
Sizes 10 - 20
Value Priced
\$9.98



Fashion Procks



Non-tan Hairs Combining



They Go by Air

- Prints, too, are traveling the airways, these days—this one is pale pink batiste, sprigged with clover blossoms in rosy coral. Like all the dresses worn by Miss Hepburn on these four pages, it is derived from those made for her by Hubert de Givenchy in the Paramount movie, *Funny Face*.
The one here, by Mollie Parnis. About \$80.
Dresses, here and opposite, at Bonwit Teller; Julius Garfinckel; Jenny's; I. Magnin; Neiman-Marcus. The summery leghorn hat, trailing coral pink ribbon streamers, by Lilly Daché.



Kæk Sommerbluse.

Nr. 2351. Kvik og praktisk Bluse af ternet Zephyr, væsentligst i røde og grønne Farver. Den har Nædfaldskrave, amerikansk Ærme med Opslag og skraatskaaret Brystlomme. Hvide Pynteknapper. Lukkes med Tryklaase.

Forlang Størrelse

38-40-42-44

Pris **9.50**

2351

2352

Bomuld-Shorts.

Nr. 2352. Flot/siddende Shorts af satinvævet svært Bomuldstof. De har 2 Lommer pyntet med blanke Søm, bred Linning i Livet og lukkes i Siden med Lynlaas. Føres grønne og khaki farvede i Størrelse

38-40-42-44.

Pris **14.85**

Forlang Farve og Størrelse.

Solkjole med Bolero.

Nr. 2359. Fiks og feminin Sol- og Sommerkjole af Bomuldshaircord i en pæn Kvalitet og smukt Blomstermønster. Kjolen har stor firkantet Ryg-Udskæring, glimrende Bustefacón og dybt Wienselæg baude bag-paa og foran forenden. Den lukkes med Tryklaase foran og er pyntet med hvide Knapper og to store flotte Lommer. Bælte til at binde. Den fiks Bolero er ligesom Halsudskæring og Lommer kantede med hvide Takkellidser. Føres i Størrelse 42-44-46-48. Forlang Størrelse.

Pris for 2 Dele i Størrelse 42-44 **33.50**

Pris for 2 Dele i Størrelse 46-48 **35.50**

Yndig Ungpige Bordüre-Kjole.

Nr. 2357. Henrivende Kjole af en god Kvalitet lyseblaa Vistra med hvidt Mønster. Kjolen har et fint Snit med Bordüre-Bort foran foroven og om Hofterne. Facónen er moderne med Reverskrave, amerikansk Ærme og modgaende Lukning foran, der pyntes med 2 Rækker hvide Knapper. Lynlaas i Siden og Bælte til at binde. Føres i Størrelse 38-40-42-44.

Pris **25.50**

Forlang Størrelse.

3-delt Stranddragt af storblomstret Haircord.

Nr. 2358. Klædelig Sol- og Strandkostume af en pæn Kvalitet Bomuldshaircord i elegante storblomstrede Mønstre. Det bestaar af tætsluttende, velsiddende Trusser, Busteholder med smuk dyb Udskæring og en henrivende Kjole. Den har hel Ryg, rundskaaret Nederdel og lukkes hele Vejen ned foran med Tryklaase. Hvide Pynteknapper, store Lommer med Flæse og Bælte til at binde giver Kjolen yderligere Charme. Forlang Størrelse 38-40-42-44-46.

Pris for alle 3 Dele i Størrelse 38-40-42 **32.50**

Pris for alle 3 Dele i Størrelse 44-46 **34.50**

DAELLS
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VAREHUS

2358











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PUT YOU IN A

E SLEEK
ET-TOF
VERSES . . .
STYLE-NECK
ONT—
CHIFFED BACK.

Mexicali
Mood



PLE SKIRT IS
-YARDS WIDE
GINE . . .
INCHES WIDE

STYLE 1679C
BLOUSE AND SKIRT
Sizes 10 - 20

Value Priced

\$7.98 - 6.29

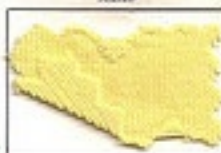
BUY BOTH AND SAVE!



Skirt Fabric: Mexicana Plaid (Cotton)

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STYLE 1679B
BLOUSE ONLY
Sizes 10 - 20
Value Priced
\$2.29 - 1.59

Blouse



Blouse Fabric:
Full-combed Cotton

SWIRL TWIRL IN THE
HIT STYLE OF THE SEASON
A SUN-DRENCHED KNIT TOPS
A BOLD GUATEMALAN SKIRT
THAT SWINGS WIDE AND
HANDSOME—A FULL CIRCLE
IT TWIRLS SIX YARDS WIDE!

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STYLE 1679S
SKIRT ONLY
Sizes 10 - 20
Value Priced
\$5.98 - 4.99

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IT'S FASHION-WISE TO BE THRIFTY

Please See Other Side