

SIMPLICITY



2376



2378

Description of these designs inside

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FASHION FORECAST, APRIL 1937

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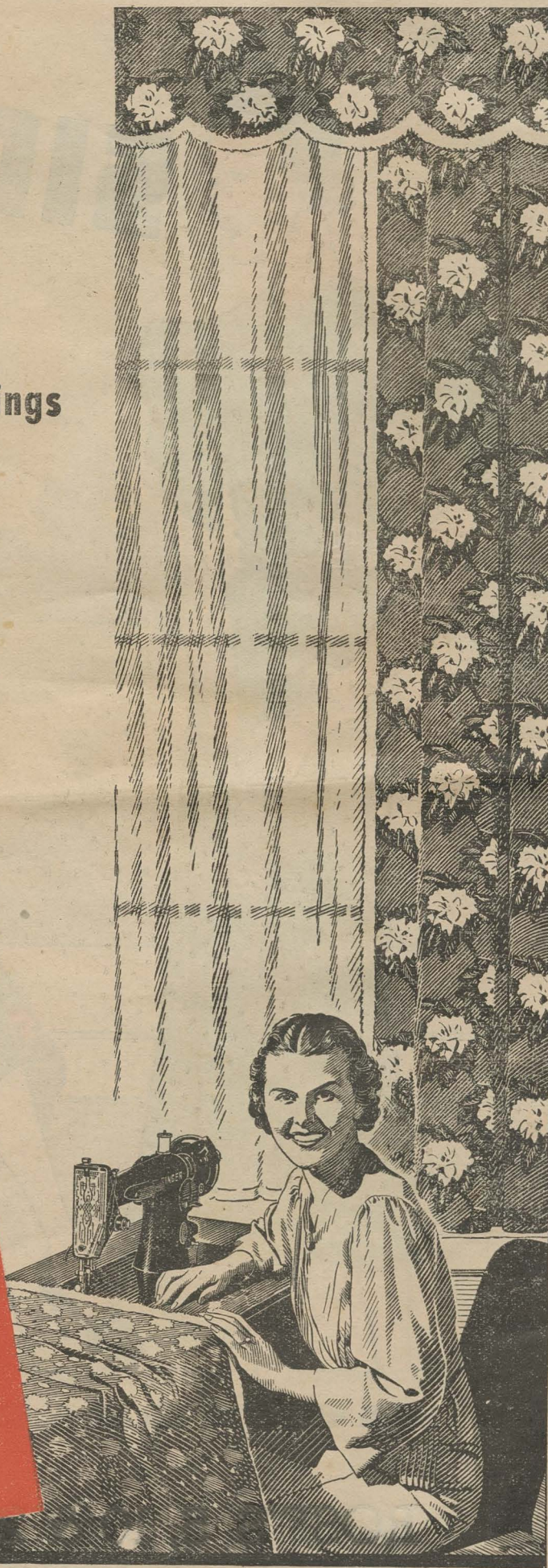
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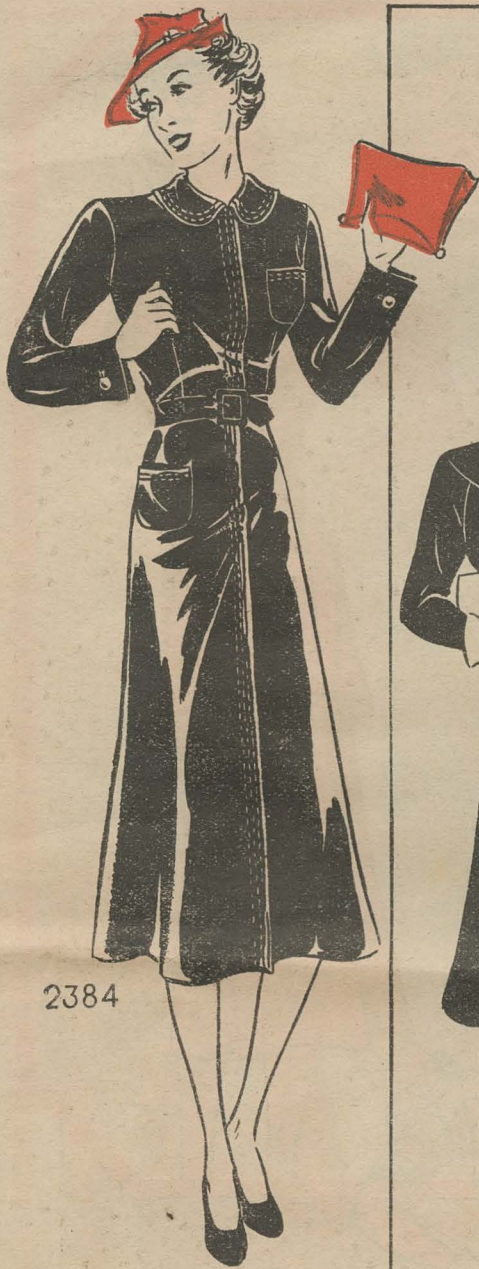


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DECORATION**
Service





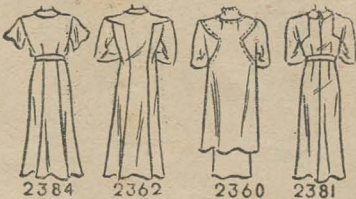
2384

2384—A SPORTY FROCK that uses stitching for a smart finish. Junior sizes 12 to 20. For size 16: $5\frac{7}{8}$ yards 35" cotton; $2\frac{5}{8}$ yards 39" silk. Price is 15 cents—9d.

2387—SOFTLY TUCKED below the yoke and that slenderizing surplice closing. Bust sizes 32 to 48. Size 36: $4\frac{1}{8}$ yards 39"; $1\frac{1}{2}$ yards 1" ribbon. Price is 15c—9d.

2386 — STREET ATTIRE for spring which features the popular three-quarter sleeves. Bust sizes 32 to 46. Size 36 requires 3 yards of 54" wool. Price is 15 cents—9d.

2381—SIMPLE but practical with shaped armholes and a turn-over collar. Sizes 12 to 20; bust 30 to 40. 16: $3\frac{1}{4}$ yards of 39"; $\frac{1}{4}$ yard contrast. Price is 15c—9d.



2384 2382 2360 2381



2360

2362

2368

2385

2385 — AN INTERESTING neckline combines with tucks for a complimentary result. Bust sizes 32 to 46. Size 36 requires $4\frac{1}{8}$ yards of 39" crepe. Price 15c—9d.

2360—A TWO-PIECE SWAGGER suit with novel seaming. Bust sizes 32 to 42. Size 34: 4 yards 54" material, 3 yards 39" lining. Price 15 cents—9d.

2362—THE PRINCESS COAT in a new version. Bust sizes 32 to 42. Size 34 requires $3\frac{5}{8}$ yards 54" material, $3\frac{3}{4}$ of 39" lining. Price 15 cents—9d.

2368—TAILORED TO A T is this double-breasted suit. Bust sizes 32 to 42. Size 34: suit, 3 yards of 54"; blouse, $1\frac{3}{8}$ yards 39". 15 cents—9d.



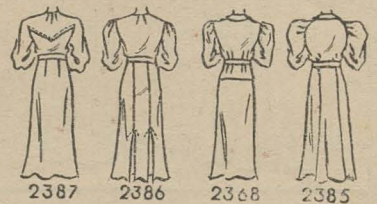
2381



2387



2368



2387 2386 2368 2385



2382

2383

2367

EASTER LINE-UP

2382 — DARTS AT THE NECK form a little stand-up frill. Sleeves are cut in raglan style. Comes in bust sizes 32 to 42. Size 34 requires 3 3/4 yards 39" material. Price 15c-9d.

2383—BRIEF CAPE SLEEVES are formed by the saddle shoulder line. Comes in bust sizes 32 to 42. Size 34 requires 3 3/4 yards 35" or 3 1/2 yards 39" material. Price is 15 cents-9d.

2367 — A FISH-TAIL effect is achieved by the tunic which extends from the front panel. Bust sizes 32 to 42. Size 34: 4 yards 39" material, 3/8 yard 39" for collar. 15 cents-9d.

2375—CHECKED COTTON is used for this youthful model in two-piece effect. Sizes 12 to 20; 30 to 38. Size 16 requires 3 3/4 yards 35" or 3 3/8 yards 39" material. Price 15c-9d.

DESCRIPTIONS OF DESIGNS ON FRONT COVER

2376 — THE WIDE GIRDLE is slipped through the blouse-front and crosses in back. Sizes 12 to 20; 30 to 40. Size 16 requires 3 3/8 yards 39" material, 3/4 yard contrast. 15 cents-9d.

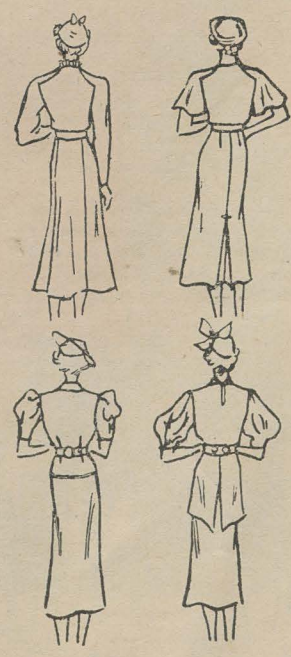
2378—A FLORAL PRINT in silk is used for this smart afternoon frock with soft neckline. In bust sizes 32 to 42. Size 34 requires 3 3/4 yards of 39" material. Price is 15 cents-9d.

2376

2378



2375





2369

2371

2361

2365

2364

2371 — CONTRAST is shown by combining print and plain. Bust sizes 32 to 42. Size 34: dress, 2 $\frac{7}{8}$ yards 39" material; jacket, 2 $\frac{3}{8}$ yards 39" contrasting material. Price is 15 cents—9d.

2369 — ALL-STAR printed silk is used for this flattering daytime ensemble. In bust sizes 32 to 42. Size 34: 5 $\frac{1}{8}$ yards 39" material, $\frac{3}{8}$ yard of 39" contrast for belt. 15 cents—9d.

2361—A TUXEDO jacket tops this simple frock. Comes in sizes 14 to 20; bust 32 to 40. Size 16: 3 $\frac{1}{2}$ yards 39" for dress and jacket facing, 2 $\frac{1}{8}$ yards 39" for jacket. 15 cents—9d.

2365 — A WESKIT jacket is worn over a tailored frock. In Junior Misses' sizes 12 to 20; 30 to 38. Size 15: dress, 3 $\frac{7}{8}$ yards 35" plaid material; jacket, 1 $\frac{7}{8}$ yards 35". 15c—9d.

2364 — TAILORED jacket frock with a sleeveless jacket. In bust sizes 32 to 42. Size 34 requires dress, 3 $\frac{3}{4}$ yards of 39" material; jacket, 1 $\frac{7}{8}$ yards 39" material. 15 cents—9d.

SPRING PROGRAM



2380

2380 — THREE IN one. 32 to 42. Size 34: 3½ yards 39". Overskirt and jacket, 4¾ yards 39". Jacket lining, 2 of 39". Price 25c—1/-.



2379

2379 — REDINGOTE ensemble in bust sizes 32 to 42. Size 34: 2½ yards 39" for dress; 2½ yards of 54" for redingote. Price 25c—1/-.



2366

2366 — TWO-PIECE and tailored in sizes 14 to 20; 40. Size 16: 2½ yards of 54" wool for dress; 1¾ yards 54" for jacket. Price 25c—1/-.



2370

2370 — POCKETS now for suit trimming. Bust 32 to 42. Size 34, blouse 1½ of 39"; 3 of 54" wool for jacket and skirt. Price 25c—1/-.



2373



2374



2390



2374 — Sizes 4 to 10. Age 8: 2½ yards of 35", ½ of contrast. 15 cents—9d.

2391—2 to 8. Age 4: 1½ yards 35" fabric, ¾ of 35" contrast. 15c — 9d.

2390—In sizes 1 to 6. Age 4: 1¾ yards 35" material, ¾ yard of contrast. Price 15 cents—9d.

2373—In sizes 8 to 16. Age 12: 2½ of 35" material, ¼ yard for collar. Price 15 cents—9d.

2389—In sizes 12 to 20; 30 to 40. Size 16 requires 2 yards of 35" material. Price 15 cents — 9d.



2363

2363—NEW BOLERO buttons in the back. Sizes 12 to 20; 30 to 38. Size 16 requires 4½ yards 35" or 4¾ yards of 39". Price 25c—1/-.



2372

2372—BECOMINGLY attired for afternoon. 32 to 42. Size 34, Skirt and sash 2½ of 39"; blouse and bolero 3¾ yards of 35" lace. 25c—1/-.



2388

2388—BEACHDRESS with fitted bodice and full skirt. Sizes 12 to 20; 30 to 38. Size 16 takes 4¾ yards of 35" novelty cotton. Price 25c—1/-.



2377

2377—EVENING IN princess lines. Sizes 12 to 20. Size 16: 5 yards 39"; 6 ¼ of 1" width ribbon for bands and bows. Price 25c—1/-.

SALLY'S

HOUSE
OF

Enchantment



Sally

"A SMART-LOOKING FROCK," Lois thought happily, as she left the shop where she had charged to her account a dress of pale green chiffon. She reflected that her husband would be pleased. He liked green with her auburn hair. But before she had driven a half-dozen blocks, she wondered if she really liked the dress. "It isn't much different from what I've been wearing to so many affairs," she sighed, and turned down a side street to go back and cancel it.

Suddenly—in a house of cunning shutters, yellow curtains, open windows, flowers—she saw a dress. She stopped her car to look. It was hanging full length in the nearest window—fresh—as if put there that minute to tempt her. She climbed out for a closer look. It was a pale sea green, a newer color than the dress in the shop; in a soft and drapy fabric, delicately accented with a gorgeous flower; and its matching jacket all-over tucked.

"Oh, I must have that dress!" A fairy girl trundling a wagon, where sat an equally fairy doll, came around the porch and stood staring. She wore a blue dress with white rosebuds scattered through it. Her hair was in ringlets. Lois had never seen her before—but something vastly familiar was in the blue stare of those childish eyes.

"You beautiful little girl! Is your mother at home?"

"Mother!" called the child, climbing the steps and tugging the wagon after her. The doll fell out. Lois stooped to it, and felt the sheer web of the doll's dress, saw the exquisite fashioning—the little stitches that had been put in by hand. The child pushed open the door and gave another lusty call.

The mother was small, girlish, in a dark dress—smart—like a French model. Behind her, the room stirred with color. "I want to ask about the dress in the window," said Lois, and was invited into the cheeriest room. Another room of soft color lay behind. A stair sloped

to a bright low window, and up this stair the child climbed, intent on some errand of her own. And over in the window hung the soft crêpe dress with its stunning jacket and its classic lines.

Lois put down the doll carefully, went swiftly to the dress. "It is for sale, isn't it? Do you suppose it will fit me?"

The young mother slipped the lovely frock over her auburn curls. The froth of pale green settled lovingly about

Lois, breaking into dramatic fullness at her feet. The mirror gave back the slim green figure. Then the richness of the velvet cape. Lois was beside herself with joy. The dark girl clasped her hands. "You're beautiful in it!"

Lois telephoned the shop. "That green chiffon I just purchased—please don't send it out. I've decided on another dress instead." Then as the girl packed the lovely dress in a box, Lois saw the fineness of the dark dress she was wearing, the exquisite turn of the cuffs as she tied the strings of the box. But the slender hands were trembling. And yes—there were tears in the girl's eyes. "What is it?" Lois asked in alarm. "Didn't you want to sell the dress?"

"Oh, yes, but I did!" Her dark eyes met Lois's in a rush of friendliness. "Just a few minutes before you came I finished that green dress and hung



Sylvia

it up. I thought I would just see if somebody would like it—now you come in; and it fits you with just that tiniest bit of altering. It's like having things happen in a dream."

"It's been rather wonderful to me, too, don't forget that," laughed Lois. "Now to whom shall I make the check? Will you let me have your pen?"

"Sally Thorndike," she spelled the name. Lois looked up at her. "Are you related to Burk Thorndike? I used to go to school with him."

"My husband's name is Burk. What school was it?" Soon they were chatting like old friends. Lois had hero-worshipped tall, pale Burk in those old days. She remembered his intense blue eyes—eyes she had recognized in the little girl. Burk was out West now, she learned. Gone for his health. Sally was trying to carry on without him; to carry on for all three of them if that could be possible for a year or more. "So you see now just what this green dress means, my first big success," she confessed to Lois. "I couldn't leave Sylvia—yet I had to do something—do it quick. I heard of the Woman's Institute—of its course in Dressmaking and Designing. And I plunged in. Almost at once, I made dresses for Sylvia, and shirts and pajamas for Burk. These curtains and draperies are a result of the Woman's Institute planning."

"All this Woman's Institute work is fun," she went on. "Just last night a neighbor said she would pay \$15 if I'd make her a dress like the rust brown tailored frock I had just made for myself. I'll show it to you."

She brought it in—a sheer



Burk

novelty wool with interesting seamings and cunning rows of buttons. "It's your designs that surprise me!" Lois cried. "I'd be delighted with a dress like this, or with one like that stunning dress you have on. I can bring you all kinds of trade!"

"Then see this," laughed Sally, and from a box in the window chest took out several yards of metallic cloth.

Lois said nothing. She only caught the lustrous stuff between her hands. Then the same thought came to both. Sally brought out a satin slip. Lois hurried out of her brown suit and stood quiet before the mirror while Sally, draping like magic, quickly brought out the oriental beauty of the patterned metallic in tunic effect, accenting the neck with flowers. An enchanting dress grew in the sunlight.

"As soon as people know about you," Lois prophesied, "you'll have to move into some beautiful shop. You'll—why, my dear, you're headed straight for victory, Sally Thorndike!"

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★Actual quotations from students' letters on file in our office.



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- How to Make Smart Clothes for Myself
- How to Become a Professional Dressmaker
- Advanced Dressmaking and Designing
- Foods and Cookery
- Millinery
- How to Run a Tea Room, Cafeteria, Tourists' Home, etc.

Name.....
(Please state whether Miss or Mrs.)

Address..... Age.....
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FOR THE SINGER WARDROBE PLAN

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PERFECT
in cut and fit. They conform exactly to the
standard of measurements approved by the
United States Department of Commerce
SIMPLICITY PATTERN CO., INC. Bond
of
Guarantee



2329

2329—DRESS AND BOLERO in sizes 12, 14, 16, 18, 20. Yardage and approximate cost for Size 16, 4 $\frac{3}{8}$ yards of 39" printed silk @ 69c—\$3.19. 2 $\frac{1}{8}$ yards ric-rac braid—10c. Findings—60c. Price of pattern—15c. Total cost—\$4.04.



2311

2311—DRESS AND JACKET Sizes 12 to 20, 40. Yardage and approximate cost, size 16: Dress and Jacket Lining, 6 $\frac{3}{8}$ yards 35" linen @ 59c—\$3.74. Jacket, 2 $\frac{5}{8}$ of 35" linen @ 89c—\$2.34. Findings—70c. Pattern—25c. Total—\$7.03.



2359

2359 — AFTERNOON DRESS in bust sizes 32, 34, 36, 38, 40, 42. Yardage and approximate cost for size 34: 3 $\frac{3}{8}$ yards 39" silk crepe @ 1.95 per yard—\$6.58. $\frac{5}{8}$ yard 1" ribbon—10c. Findings — 50c. Pattern—15c. Total cost—\$7.33.

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