

Simplicity



2281

2276

2295

Description of these designs inside

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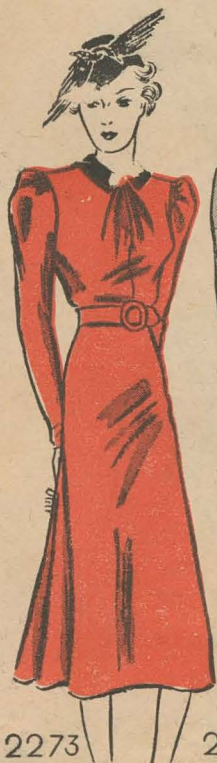
FASHION FORECAST, JANUARY 1937

ROSE'S 5, 10 & 25c STORES, Inc.

"87 Stores to Serve You"

MOUNT AIRY, NORTH CAROLINA

THE REDINGOTE — THE TUNIC — THE TAILORED ONE-OR TWO-PIECER



2273



2267



2271



2270



2293



2285

2273 — VELVETEEN is a smart trimming for this frock. Sizes 12 to 20. For size 16, $2\frac{3}{8}$ yards 54" wool, $\frac{1}{8}$ yard 35" contrast. Price is 25 cents—1/-.

2267—A NIPPED-IN jacket over a simple frock. Sizes 12 to 20, 40. Size 16, dress, $3\frac{1}{2}$ of 39", jacket, $2\frac{3}{8}$ of 39", $3\frac{1}{4}$ yards braid. Price is 25 cents—1/-.

2271 — BLACK VELVET combined with satin. Sizes 14 to 20, 40. Size 16, jacket, $2\frac{1}{2}$ of 39", lower dress, $2\frac{1}{4}$ of 39", upper dress, $1\frac{1}{8}$ of 39". 25 cents—1/-.

2270 — THE TUNIC with tucked sleeves and neckline. Sizes 32 to 42. For size 34, $4\frac{1}{4}$ yards of 39" crepe. The price of the pattern is 25 cents—1/-.

2293—POCKETS lend interest to this tailored frock. Sizes 12 to 20. For size 16, $3\frac{3}{8}$ yards of 35" fabric, $\frac{1}{8}$ yard of 35" contrast. The price is 25 cents—1/-.

2285 — A REDINGOTE with a cutaway front. Sizes 12 to 20. For size 16, redingote, $4\frac{1}{8}$ yards of 39" crepe, dress, $3\frac{1}{4}$ yards of 39". Price is 25 cents—1/-.



2279



2280



2278



2277



2266



2272

2279—A PRACTICAL ensemble. Sizes 34 to 46. For size 36, redingote, $2\frac{3}{4}$ yards 54" wool, dress, $3\frac{1}{2}$ yards of 39" crepe. The price is 25 cents—1/-.

2280—SHIRRING in the blouse and sleeves is a flattering feature. Sizes 32, 34, 36, 38, 40 and 42. Size 34, $3\frac{1}{4}$ yards of 39" crepe. Price is 20 cents—1/-.

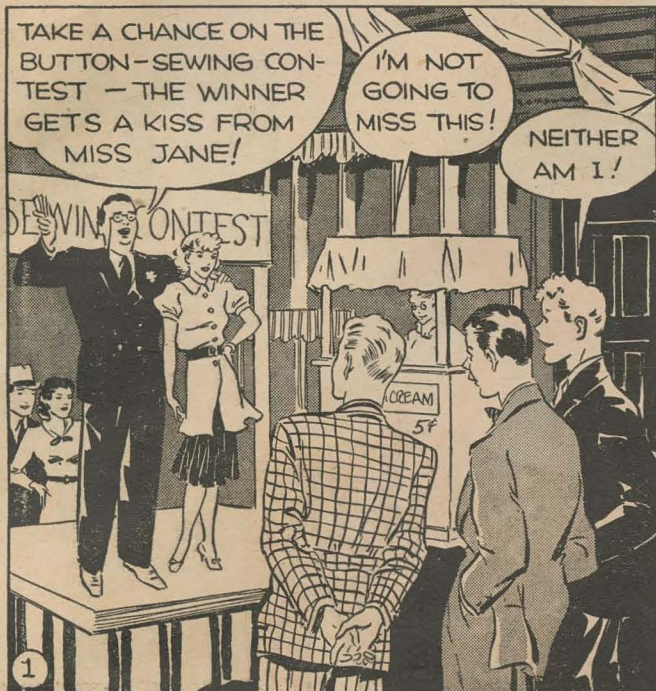
2278 — PLEATS for fullness in the front of skirt. Sizes 34 to 46. Size 36, $2\frac{5}{8}$ of 54" wool, $\frac{1}{8}$ yard of 39" contrast. The pattern price is 20 cents—1/-.

2277—A TWO-PIECE frock with smart fabric contrast. Sizes 32 to 42. For size 34, blouse, $2\frac{1}{4}$ yards of 39", skirt, $2\frac{1}{8}$ yards of 39" contrast. 20c—1/-.

2266 — YOKE DETAIL and button trimming. Note the wide girdle. Sizes 32 to 42. For size 34, dress, $3\frac{1}{2}$ yards 39", girdle, $\frac{1}{8}$ yard 35". 25c—1/-.

2272—BUTTONS galore on the shoulders and a high waistline. Sizes 32 to 42. For size 34, $2\frac{5}{8}$ yards 54" wool, $\frac{3}{4}$ yard 35" contrast. Price is 20 cents—1/-.

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BOWS—LACINGS—BUTTONS



2268—NEW HIGH neckline, tucked sleeves and slim skirt. Frock buttons in back from the neck to waist. Sizes 32 to 42. For size 34, 2 $\frac{7}{8}$ yards of 54" wool. The pattern price is 15c—9d.

2269 — LACINGS accenting the saddle shoulders and slot pockets are features to note. Sizes 12 to 20; 40. For size 16, 3 $\frac{3}{4}$ yards of 35" velveteen, $\frac{1}{8}$ yard contrast. The price is 15 cents—9d.

2274 — DROPPED shoulder line, bow at neck and wrapped lines in back distinguish this frock. Sizes 14 to 20, 40. For size 16, 3 $\frac{7}{8}$ yards of 39" crepe, $\frac{1}{4}$ yard of contrast. Price is 15c—9d.

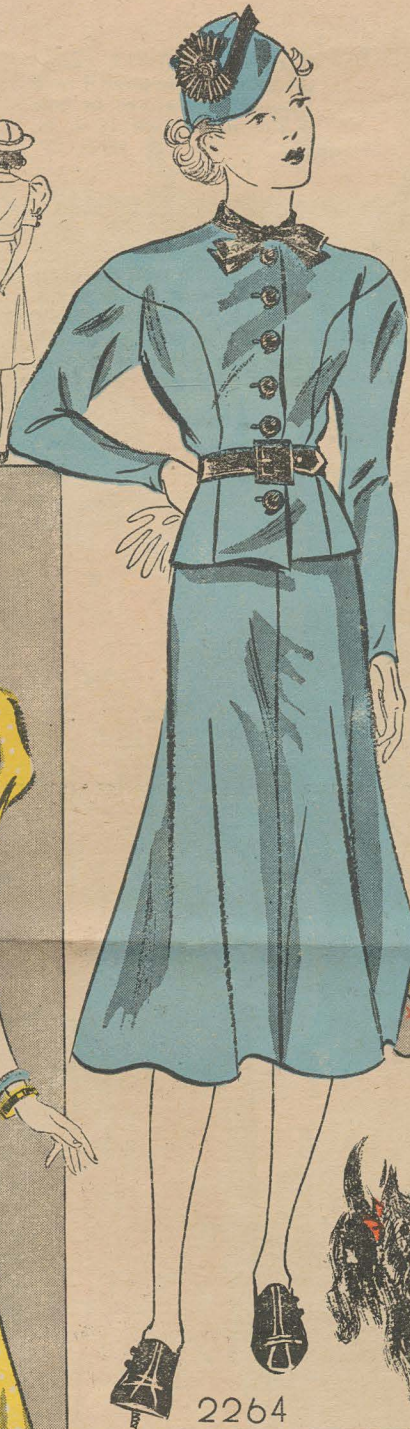
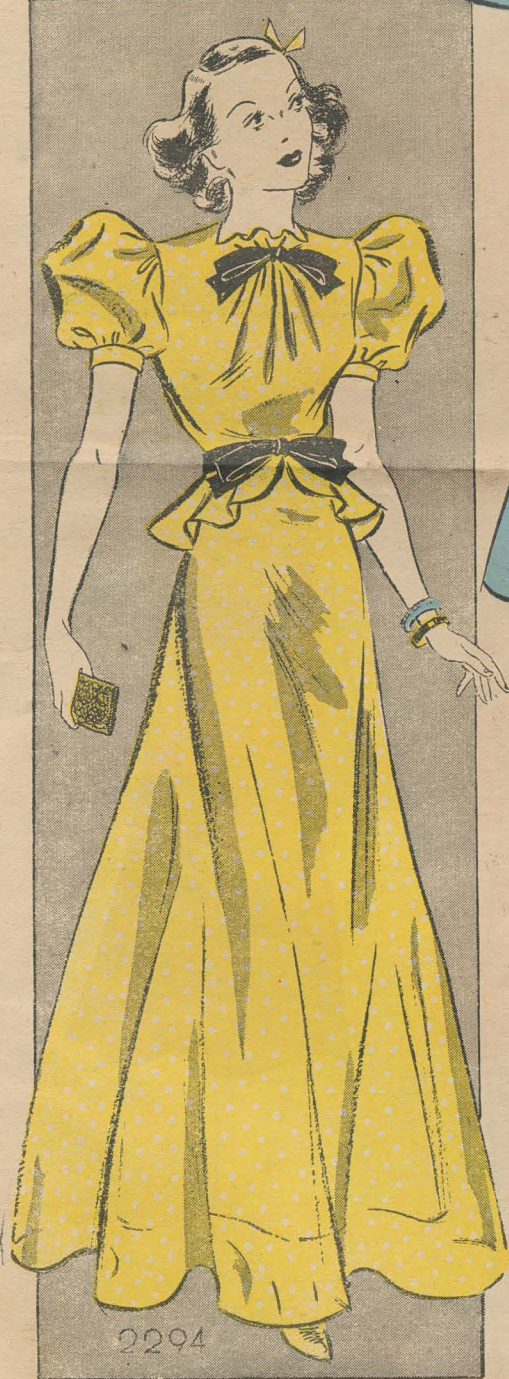
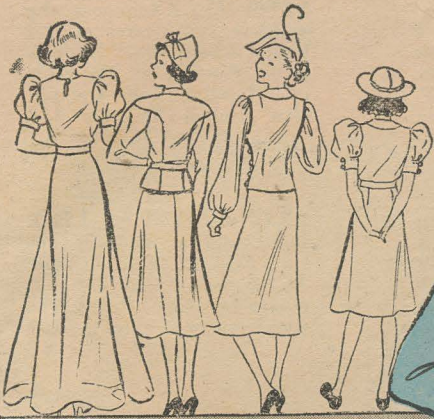
2292 — A TUNIC with stand-up collar, buttons down the front and slim skirt. Note the full sleeves. Sizes 12 to 20, 40. For size 16, 4 yards of 39" crepe. The pattern price is 15 cents—9d.

2265 — SLENDER lines for the larger figure. A flattering jabot lends softness. Sizes 34 to 48. For size 36, 3 $\frac{5}{8}$ yards 39" crepe, $\frac{1}{2}$ yard of 39" contrast. The price is 15c—9d

2292

FOR PARTY AND SCHOOL WEAR

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PERFECT**
in cut and fit. They conform exactly to the
standard of measurements approved by the
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SIMPLICITY PATTERN CO., INC. Bond
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2264 — TWO-PIECE frock with youthful lines. Sizes 12, 14, 15, 16, 17, 18, 20. For size 15, 2 3/4 yards 54" wool, 3/8 yard of 35" contrast. Price is 15c — 9d.

2294 — FOR PARTY wear. Sizes 12, 14, 15, 16, 17, 18, 20. For size 15, 4 yards 44" organdie, 2 3/4 yards ribbon. The pattern price is 15 cents — 9d.

2286 — A JERKIN in velveteen. Sizes 12, 14, 15, 16, 17, 18, 20. Size 15, blouse, 2 1/4 yards of 39" fabric, skirt, 1 1/2 of 54" plaid, jerkin, 1 1/2 of 35". 15c—9d.

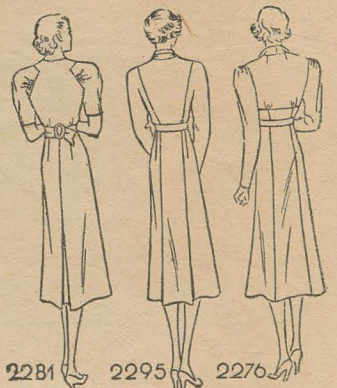
2275 — YOUTHFUL collar and puffed sleeves. Sizes 6 to 14. For size 12, 2 1/2 yards 35" cotton, 3/8 of 35" contrast. Pattern price is 15 cents — 9d.

Description of Designs Shown on Front Cover.

2281—Sizes 14 to 20, 40. For size 16, 3 1/4 yards of 39" crepe. The price is 15c—9d.

2276—Sizes 32 to 42. Size 34, 3 3/8 yards 39", 1/4 yard of contrast. Price is 15c—9d.

2295—Sizes 32 to 42. Size 34, 3 3/8 yards 54", 1 yard of ribbon. Price is 15c—9d.



SHORT SLEEVES — BACK FULNESS



2285



2270

2285—THE NOVEL cut of the yoke and the pleated back fulness are features to note in this frock. Sizes 12 to 20. For size 16, $3\frac{3}{4}$ yards 35" print. Price is 25 cents—1/—.

2270—TUCKS accent the neckline and sleeves of this button-in-back tunic. Sizes 32 to 42. For size 34, $4\frac{1}{4}$ yards of 39" metal cloth. The pattern price is 25 cents—1/—.

2271—BOWS trim the neckline and sleeves of this youthful frock. Sizes 14 to 40. For size 16, $2\frac{3}{4}$ yards 39" print, $1\frac{3}{8}$ yards of ribbon. Pattern price is 25 cents—1/—.

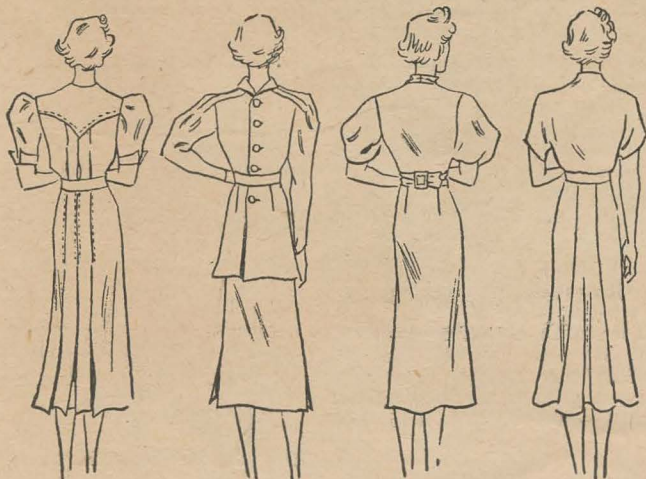
2272 — DOLMAN-LIKE sleeves and soft shoulder shirring. Sizes 32 to 42. For size 34, $3\frac{3}{8}$ yards 39" crepe. A purchased belt may be used. The pattern price is 20 cents—1/—.



2271



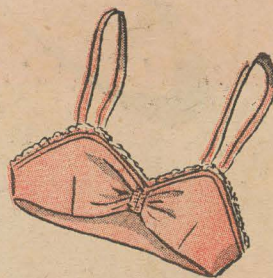
2272



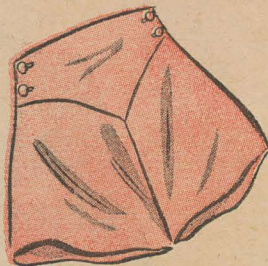
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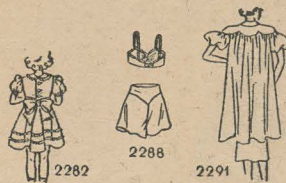


2287

2283—LACINGS finish the neckline of this youthful frock. Sizes 8 to 16. For size 12, 2½ yards 35" cotton, ⅞ yard 35" contrast, 1 yard ribbon for lacings. Price is 15 cents—9d.

2284—A SCALLOPED COLLAR, puffed sleeves and gored skirt. Sizes 2 to 8. For size 6, 1⅞ yards 35" cotton, ¼ yard 35" contrast for trimming. Pattern price is 15 cents—9d.

2282—A QUAINF frock with a full skirt gathered to a tiny bodice. Smart lace trimming. Sizes 2 to 8. For size 4, 1⅞ yards 44" organdie, 6¼ yards lace edging. Price is 15 cents—9d.



2282

2288

2291

2288—DANCE SET in satin. Sizes 32 to 42. For size 34, brassiere, ⅝ yard 35" satin, 1 yard lace edging to trim. panties, 1¼ yards 39" satin. The price of the pattern is 15c—9d.

2287—HOUSE FROCK with long sleeves and wrap-around lines. Sizes 32 to 44. For size 34, 4⅞ yards 35" cotton, 2¾ yards bias binding to trim. Price of the pattern is 15c—9d.

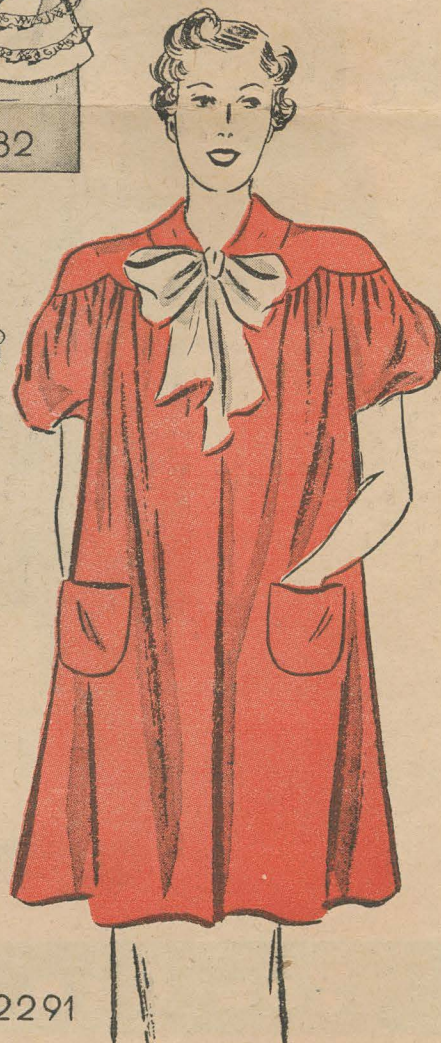
2291—A SMOCK with dropped shoulder line in scalloped effect and patch pockets. Sizes 32 to 42. For size 34, 3¾ yards 35" cotton. A purchased tie is used. Pattern price is 15c—9d.



2287

2283

2284



2291

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