

Simplicity

Fashion Forecast
MAY 1938



2764

DESCRIPTION OF THESE
DESIGNS INSIDE

2763

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Simplicity Pattern Co., Inc.

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

"100 Stores to Serve You"

MT. AIRY.

NORTH CAROLINA



2754



2769



2754—Sizes 12 to 20. Size 16 requires, $4\frac{1}{8}$ of 35" fabric; $3\frac{3}{8}$ yards 39". Contrast: $\frac{1}{2}$ of 35" or 39". Ribbon: $2\frac{1}{4}$ yards of 1" width. Slide Fastener for front opening: 10" length is required. The pattern price is 15c — 1/-.

2769—Sizes 12 to 20. Size 16 requires, $2\frac{3}{4}$ of 35" fabric; $2\frac{3}{8}$ yards of 39". Contrast: $1\frac{1}{4}$ yards of 35" fabric; 1 yard of 39" material will be needed. The price of the pattern is 15c — 9d.

2753—Sizes 34 to 48. Size 40 requires, $4\frac{1}{2}$ of 35" fabric; $4\frac{1}{8}$ yards of 39" fabric; 3 yards of 54". Slide Fastener for side placket: 9" length is needed. The price of the pattern is 15c — 1/-.



2753



**Fashion
says -**

...let **Tintex** save you \$\$\$ on Spring Wardrobe & Home Decorations

Use TINTEX for
Curtains • Dresses
Afternoon Frocks
Evening Gowns and
Wraps • Slips
Lingerie • Negligees
Stockings • Sweaters
Sportswear • Blouses
Men's Shirts • Chil-
dren's Clothes
Scarves • Drapes
Luncheon Sets • Bed
Spreads • Slip Covers
All Home Decorations

47 brilliant,
long-lasting colors!

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Notion Counters

Are you dreaming of colorful spring
apparel and fresh, gay home decorations?
And worrying about the cost? Don't
worry any longer—do as millions of smart
women do. Just use Tintex! These easiest-
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your faded fabrics to the original colors—
or, if you wish, give them new, fashion-
able colors. Save money, save time, and be
completely pleased! Remember, there's
no muss or fuss. Simple as A. B. C. And
Tintex results are *always* perfect! Ask
your dealer to show you the Tintex Color
Card—the most widely-consulted color-
authority in the world. Buy Tintex today!

PARK & TILFORD, Distributors

Tintex *World's
Largest Selling*
TINTS and DYES

SIMPLICITY PATTERNS FOR EASY SEWING—GUARANTEED PERFECT



2760

2760—Sizes 12 to 20. Size 16 requires, Skirt: $2\frac{1}{4}$ yards of 35" or 39". Blouse: $1\frac{1}{4}$ yards of 35" fabric; $1\frac{1}{4}$ yards of 39" fabric. Price is 15c — 9d.

2758—Sizes 12 to 20. Size 16, Blouse: $1\frac{1}{4}$ of 35"; $1\frac{1}{2}$ of 39". Girdle: $\frac{1}{4}$ of 35" or 39". Skirt: $3\frac{1}{2}$ yards of 39" fabric. The pattern price is 15c — 1/-.

2761—Sizes 12 to 20. Size 16, Blouse: $1\frac{1}{4}$ yards of 36"; $1\frac{1}{4}$ of 39". Skirt, and Blouse Contrast: $3\frac{1}{2}$ of 39" material. The pattern price is 15c — 1/-.



2758

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Invigorating
Chewing
Exercise

Healthful • Refreshing • Delicious

WRIGLEY'S
DOUBLE MINT
CHEWING GUM

PEPPERMINT FLAVOR

Firms face muscles. Helps beautify
your lips and teeth. Buy today.

S-104



2761

EACH PATTERN INCLUDES A PRIMER OF ILLUSTRATED SEWING INSTRUCTIONS

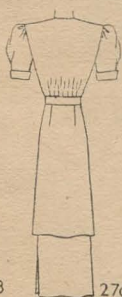


2767

Description of Designs
on Front Cover



2763



2764

2763 — Size 12 to 20. In size 16: 2 $\frac{3}{4}$ of 35" or 39". Contrast: $\frac{3}{4}$ of 35"; $\frac{5}{8}$ of 39". 15c — 1/-.

2764 — Sizes 14 to 20, 40. Size 16. Tunic Blouse: 2 $\frac{1}{4}$ of 39". Skirt: 2 of 35" or 39". 15c — 1/-.



2752



2766



2762



2756

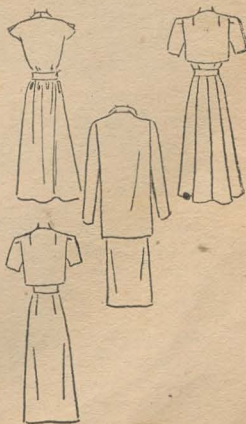
2767—Sizes 12, 14, 15, 16, 17, 18. Size 15. Playsuit: 2 $\frac{1}{4}$ yards of 35". Skirt: 1 $\frac{1}{2}$ of 35". Slide Fastener for front opening: 16" length. The price of the pattern is 15c — 9d.

2752—Sizes 12, 14, 16, 18. Bust 30 to 36. Size 16. Playsuit: 3 of 35"; 2 $\frac{3}{8}$ of 39". Skirt and Bolero: 2 $\frac{1}{4}$ of 35"; 2 $\frac{1}{8}$ yards of 39" fabric. The price of the pattern is 15c — 1/-.

2766—Sizes 12, 14, 15, 16, 17, 18. Size 15. Dress: 2 $\frac{3}{4}$ of 35"; 2 $\frac{1}{4}$ of 39", or one 52" x 52" tablecloth. Coat: 2 $\frac{1}{2}$ yards of 35" fabric. The pattern price is only 15c — 9d.

2762—Sizes 12 to 20. Size 16, Dress: 4 of 35"; 3 $\frac{1}{4}$ of 39". Belt: 1 $\frac{1}{4}$ ribbon in each color. Bolero: 1 of 35"; $\frac{7}{8}$ of 39". Trimming: $\frac{5}{8}$ yard of $\frac{1}{2}$ " ribbon or braid in each color. 15c—9d.

2756—Sizes 12, 14, 16, 18, 20. Bust 30 to 38. Size 16 requires, 4 yards of 35" fabric; 3 $\frac{1}{2}$ yards of 39" material is required. 15c—9d.





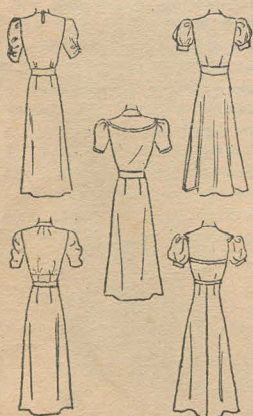
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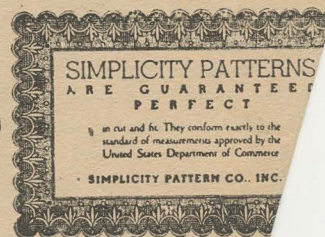
2768—Sizes 32 to 42. Size 34 requires, $3\frac{5}{8}$ of 35" fabric; $3\frac{1}{8}$ yards of 39" fabric. Slide Fastener for side placket: 9" length is required. The price of the pattern is 15c — 1/—.

2778—Sizes 12, 14, 16, 18, 20. Bust 30 to 38. Size 16 requires, $3\frac{1}{4}$ yards 35" fabric; $2\frac{7}{8}$ of 39" fabric; $2\frac{1}{8}$ yards of 54" material needed. The price of the pattern is 15c — 9d.

2770—Sizes 12, 14, 16, 18, 20. Bust 30 to 38. Size 16: $3\frac{1}{2}$ of 35"; $3\frac{1}{8}$ of 39". Trimming: 3 yards of $\frac{1}{2}$ " width bias fold tape required. The pattern price is only 15c — 1/—.

2779—Sizes 12, 14, 16, 18, 20. Bust 30 to 38. Size 16: $4\frac{1}{4}$ yards 35"; $4\frac{3}{8}$ yards of 39" fabric. Bow: $\frac{3}{4}$ yard of 1" width ribbon is needed. The price of the pattern is 15c — 1/—.

2757—Sizes 12, 14, 16, 18, 20. Bust 30 to 38. Size 16: $4\frac{1}{2}$ yards of 35" fabric; $4\frac{1}{4}$ of 39". Trimming: 6 yards of $\frac{1}{2}$ " width ribbon needed. The pattern price is only 15c — 1/—.



EACH PATTERN INCLUDES A PRIMER OF ILLUSTRATED SEWING INSTRUCTIONS



Ida Bailey Allen's FOOD FASHION FLASHES

from all over the world

7.7.7 COCKTAIL PIES. *New York City.* The newest of the new is the individual cocktail pie recently served at a Park Avenue party. Individual, small tart shells of crisp pastry are filled in circular rows with mixtures generally used for canapes; in the center is a smooth round of chilled canned salmon salad made with sauce tartare. Around this a piping of thick mayonnaise green with chopped olives. Next a ring of minced Norwegian sardines and hard-cooked egg chopped fine and mixed with a little horseradish. Then a ring of shredded pimiento, and on the outer edge, next to the crust, a ring of mayonnaise filled with chopped ripe olives. Chill and serve very cold with a tray of fresh relishes. These cocktail-pies are easy to make, unusual, and cost less than a variety of canapes and their toppings.

7.7.7 FOOD FOR SONG. *Philadelphia, Pa.* The homemaker who sings at her work, the child who sings as he plays, the man who sings in the bathtub are invariably healthy people, well fed on a balanced diet, and the same conditions are true with regard to our many birds. Recently, science has discovered that yeast in the canary's daily diet is an effective aid to health. Experiments proved that it increases the appetite, encourages digestion, aids in combating colds, a common canary ailment, and supplies vitamins known to prolong life. A bird biscuit containing yeast, kept in the canary's cage, is of great help in keeping canaries healthy and in song. And plenty of vitamins in the diet of humans likewise furnishes food for good health and happiness.

7.7.7 A NEW SALAD GELATIN MAKES ITS BOW. *New York City.* Jellyed meats, fish and moulded salads, flavored and firmed with a recent new product, a new unsweetened meatlike gelatin or aspic, are now as easy to make as a gelatin dessert. No more fuss making and clearing soup stock. Just buy a package and in five minutes a fashionable entrée or salad can be firming in the refrigerator. Prepare the salad gelatin according to directions. Then, for a spring vegetable combination, add a dash of lemon juice and a cup and a half of sliced radishes, cucumbers and green onions. For Sunday evening, try a salmon loaf. For this, add to the prepared gelatin a cup of flaked canned salmon, a small green pepper, minced, a little celery, a half cup of mayonnaise and a dash of lemon juice. I usually shape it in custard cups, and when firm, unmould each little "loaf" on a slice of tomato. Very chic.

7.7.7 RAW APPLES PICK THEM UP.

Wenatchee, Washington. Raw apples form fascinating food combinations. Diced, they add that different touch to chicken, ham or crab meat salad. Grated, they give life to sandwiches with cream cheese, and dates or a strawberry jam filling. Sliced, served with sugar, cinnamon and cream, they are news for breakfast. And for that touch epicurean, try a few shreds of raw apple in consommé.

7.7.7 NEW IDEAS FOR JELLY MAKERS.

Dallas, Texas. Jelly shelves hereabouts are influenced by the trend toward individual servings—a gay, new note in food fashions. Smart hostesses haunt the tableware department of local "dime" stores, and buy dozens of dainty little glasses to house their home-made jellies. These individual moulds add extra sparkle to special meals—the new, short-boil recipes made with pectin are the thing for those who would take advantage of first strawberries to make a flavorful batch of the jelly tidbits.

7.7.7 CINEMA SALAD.

Hollywood, California. Norma Shearer's new Cinema Salad is a wow. She went continental for the idea, for the salad calls for two kinds of meats—equal parts of cold baked ham and cold beef, mixed with an equal amount of chopped celery and boiled potato. This is added to a prepared salad gelatin, chilled until firm, unmoulded, and served on lettuce with sauce tartare. Incidentally, a good way to use up two kinds of leftover meat.

7.7.7 DO YOU KNOW BEANS?

Indianapolis, Indiana. A well known test kitchen releases new ways to use canned beans and perk up the menu. And here they are:—Bean cole slaw of canned beans, shredded raw cabbage, chopped bacon and vinegar dressing. Grilled bean and bacon sandwiches. Jellyed tomato and bean salad. Beans heated with sweet pickle relish and served on toast. Bean soup, made with a can of sieved baked beans, tomato juice and sliced skinned frankfurters. Devilled beans, made by seasoning canned beans with fried onions, catsup, brown sugar and horseradish. And until you've tasted these new ways, you *don't* know beans.

IDA BAILEY ALLEN Suggests These Ten FREE Recipe Booklets

Look over this list. Pick out the books you want. Fill in the numbers of the books wanted together with your name and address on the coupon below and mail to us. We'll do the rest. No charge. Send no money or stamps. Please do this promptly as there is a limited supply of some of the books. We cannot acknowledge your coupon but your name and address will be forwarded to the manufacturers and booklets will be sent by them to you in due time.

- 1 ADVENTURES OF THE VEG-EAT-EERS—New combination booklet in color for kiddies, with 20 Wesson recipes for giving new tempting flavors to vegetables, hot or cold—with the added goodness of pure, nourishing Wesson Oil.
- 2 BAKER'S SAMPLER BOOK OF FAMOUS CHOCOLATE RECIPES—14 recipes using the rich delicious flavor of chocolate. Chocolate in cakes, cookies, frostings, and desserts—They're not only famous. They'll make you famous!
- 3 CALUMET BOOK OF OVEN TRIUMPHS—Are your cakes tender, delicious and fragrant? Biscuits flakey and crusty? All your baking can be perfect if you follow the complete instructions in this Calumet Book of Oven Triumphs.
- 4 DELICIOUS SEA FOOD RECIPES made with NORWEGIAN SARDINES—Brand new! 24 Pages. Appetizing, delicious, nourishing Norwegian Sardine recipes: Canapes, sandwiches, salads, hearty hot dishes. Prepared by Gertrude Blair, B. Sc. Home Economist. Surprising flavor thrills for smart home-keepers!
- 5 FASCINATING RECIPES YOU HAVE NEVER TRIED—booklet of 112 recipes for Brazil nuts. Includes appetizers, main course dishes, salads, sandwiches, breads, cakes, desserts, candies, preserves.
- 6 HOW TO PREPARE A NEW ENGLAND BAKED BEAN SUPPER—Burnham & Morrill Company. An entertaining leaflet telling the story of the origin of New England Baked Beans and giving the menu and the easy way to prepare a real New England Baked Bean Feast.
- 7 JACK AND MARY'S JELL-O RECIPE BOOK—A complete selection of Jell-O recipes for desserts, pastries, fruit and vegetable salads. Also helpful Jell-O pointers, simply written and illustrated, for proper ways of molding, unmolding and varying Jell-O.
- 8 THE YEAR BOOK OF MENUS AND RECIPES—A 46-page, beautifully illustrated book containing 106 tempting recipes, menus for all seasons, valuable cookery hints. Offered by the makers of Carnation Evaporated Milk.
- 9 12 NEW RECIPES WITH COLMAN'S MUSTARD—Every one of these marvelous recipes holds the secret of some woman's fame as a wonderful cook—yet they are all easy to follow and require no fancy or expensive ingredients. You simply MUST try them!
- 10 28 MEAL-IN-A-MINUTE RECIPES—Send for this new combination file and recipe book showing 28 easy ways to prepare a Meal-in-a-Minute. Contains menus, shopping lists and other helpful information. By Van Camp's.

IDA BAILEY ALLEN
Dept. 5, 419 FOURTH AVENUE, NEW YORK, N. Y.

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City..... State.....

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EXTRA CLOSET SPACE
WITH THE NEW

ODORA

DROP-DOOR WARDROBE

Store your heavy winter clothes. • Keep your furs clean and dust-free. • Store your surplus blankets and hangings. • Attractive. Easy to set up. Solidly constructed.

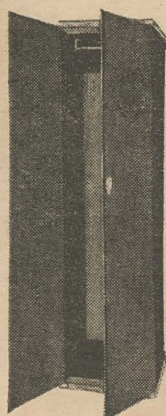
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The door slides down at the press of a button!

- Absolutely fool-proof... door won't stick or jam
- Slide up the lower panel. Presto! The handiest storage space for shoes, blankets, etc.
- Dimensioned to hold 12 heavy garments (2 ft. wide, 22 inches deep, 5 ft. tall)
- Structurally compact... steel spring lock, lacquered wood frames, reinforced nicked metal corners
- FULL LENGTH PATENTED ODORA RETAINER EMITS A PENETRATING FRAGRANCE.

"Sealed Storage Through Overlapping Doors"



ODORA
IMPERIAL
double door
STORAGE
CLOSET
1.59

Wood frame construction. Size 15" x 20" x 60". Equipped with full length patented ODORA retainer.

AT DEPARTMENT STORES EVERYWHERE

ODORA CO., Inc. • N. Y. C.



2773

2772

2774

2771

2774—Sizes 1 to 6.
Size 4, Blouse: 1 of
32". Shorts: 7/8 of
32". 15c — 9d.

2771—Sizes 4 to 12.
Size 8: 2 3/4 of 39".
Ribbon: 4 3/4 yards.
15c — 9d.



2773 — Sizes
1, 2, 3, 4, 6.
Size 2: 7/8 of
35". Elastic:
3/4. Tape: 4.
15c—9d.

2772 — Sizes
8 to 16. Size
12: 2 7/8 of
35"; 2 3/4 of
39". Braid: 3.
15c—9d.

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• Makes DRESSMAKING a pleasure and a profitable pastime.
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The neck, shoulders, bust, waist, hips and skirt are each independently adjustable to reproduce exactly any style, size or figure.
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**FADED
HAIR**

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(FREE)

Have ever-youthful looking hair this SAFE way. Clear liquid is combed through hair. Gray goes—streaks disappear. Color wanted comes: black, brown, auburn, blonde. Nothing to wash or rub off on clothing. Hair stays fluffy—takes wave or curl. Get full-sized bottle from druggist on money-back guarantee. Or mail coupon for Free Test.

FREE TEST—We send complete Test Package Free. Snip off a lock of hair. Test it first this safe way. No risk. No expense. 3,000,000 women have received this test. Mail coupon.

—MARY T. GOLDMAN—
Dept. 111 Goldman Bldg., St. Paul, Minn.

Name.....
Street.....
City.....State.....
Color of your hair?.....

EACH PATTERN INCLUDES A PRIMER OF ILLUSTRATED SEWING INSTRUCTIONS

SUN-UP TO SUNDOWN

2777—Sizes 12 to 20.
Size 15, $4\frac{3}{8}$ of 44".
Sash: $2\frac{3}{4}$ of ribbon.
Bolero: $\frac{5}{8}$ of 44", 72"
fabric. 15c — 1/-.
2755—Sizes 34 to 44.
Size 36, Dress: $3\frac{1}{8}$
yards of 39". Jacket: 2
yards 39"; $1\frac{1}{2}$ yards
of 54". 15c — 1/-.
2783—Sizes 14 to 20.
Size 16 requires,
 $2\frac{1}{2}$ of 35" or 39". Slide
Fastener for front:
14". 15c — 9d.
2781—Sizes 12 to 20.
Size 16: $2\frac{3}{4}$ of 35";
 $1\frac{1}{2}$ yards 54" border
print material need-
ed. 15c — 9d.

2759—Sizes 36 to 50.
Size 40: $3\frac{7}{8}$ of 35";
 $3\frac{1}{2}$ of 39" material;
 $2\frac{5}{8}$ yards of 54" fab-
ric. 15c — 1/-.
2776—Sizes 32 to 42.
Size 34, Dress: $3\frac{1}{2}$
yards of 39". Bolero:
 $1\frac{7}{8}$ of 35"; $1\frac{1}{2}$ yards
of 39". 15c — 1/-.
2782—Sizes 32 to 42.
Size 34: $2\frac{7}{8}$ yards 35"
or 39"; $1\frac{1}{2}$ yards of
54" border print ma-
terial. 15c — 9d.
2780—Sizes 34 to 48.
Size 40: $4\frac{1}{8}$ yards of
35"; $3\frac{3}{4}$ yards of 39".
Bias Fold Tape: $3\frac{5}{8}$
of $\frac{1}{2}$ ". 15c—1/-.
2777
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