

BUTTERICK

FASHION
NEWS



AUGUST
1931

*For further description
of this pattern
see page 16*

3958

JOSEPH HORNE CO

The Best Place to Shop After All

The last word.



3964

3964 The "coachman" coat. For 36 (size 18), you need 3 $\frac{1}{4}$ yards 54-inch homespun. Designed for sizes 14 to 18 and 32 to 44. Price, 45 Cents.

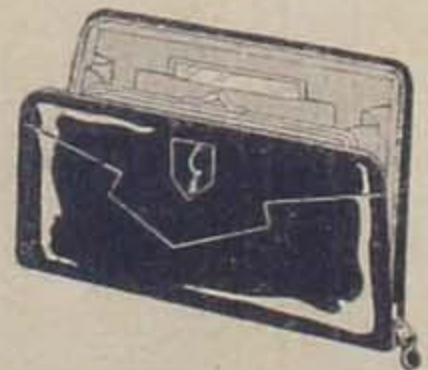
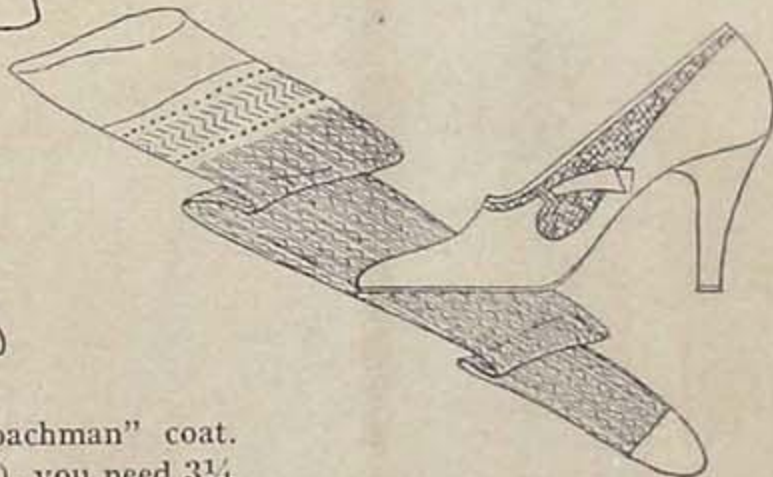
- on stockings—mesh ones, fine lacy meshes and meshes with large holes in square and diamond shapes. We see them everywhere, and we think the lisle meshes look tremendously chic with tweed.

- on shoes—a new leather, ecre kid. It has the appearance of fine crushed Morocco, and it makes a much newer looking shoe trimming than the usual reptile.

- on scarfs—printed ones, especially striped and dotted prints. With these often go a striped or dotted belt or hat band. In plain scarfs, taffeta is the last word, in brilliant color or chalk white. The majority still wear their scarfs tied Ascot fashion but many smart women are tying the taffeta scarfs in "pussy-cat" bows under their chins.

- on belts—patent leather in bright colors—lobster red, billiard green, bright yellow and bright blue—for that color accent with white frocks. Also white patent leather belts with colored frocks.

- on bags—Chanel's flat bag of wooden beads made in white and solid colors and shown on the



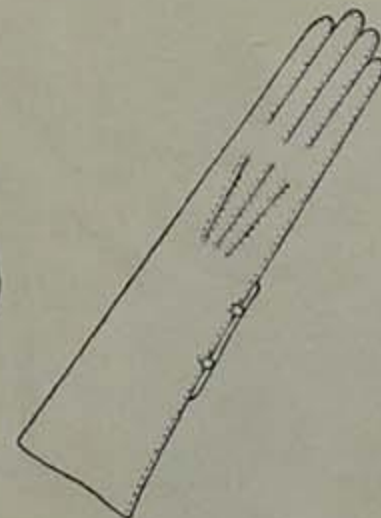
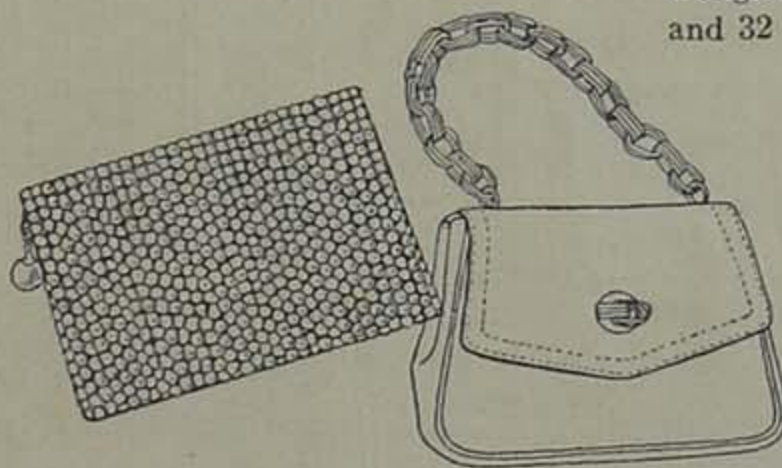
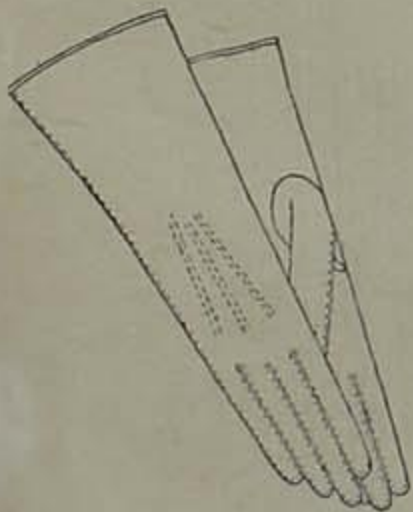
opposite page. And the patent leather bag, below, that opens up on three sides and so eliminates that desperate digging for change, compacts and whatnot.

- on white gloves—fabric ones of cotton suede. They are getting around with the Very Best People now. And you can hardly tell them from doeskin. We see them in the country worn with cotton and with woolen clothes. In town—and they are actually being worn in town by smart people—we think they look best if there is another touch of cotton in the costume somewhere. For instance, a piqué collar on the wool coat, or a cotton or linen blouse with the wool suit. And the last word on the fabric glove itself is the gauntlet glove with a very wide flare. Fabric gloves are made in all lengths now, and you can get them with black or brown hand stitching.

- on sports coats—the polo coat cut on coachman lines, double breasted and buttoning up to the neck. Eggshell and dusty yellow are two new colors for this coat, but white still leads here as it does everywhere.—MARIAN COREY.



3949 The cotton mesh sports frock. For 36 (size 18), 4½ yards 35-inch cotton mesh. Designed for sizes 14 to 18 and 32 to 44. 45 Cents.



Smart Clothes Make The Woman Sm



3954



3956



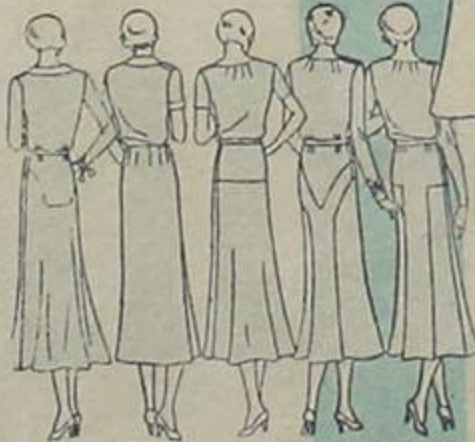
3993



3942



Blouse
3950
Skirt
3725



3954 3950 3956 3993 3942
3725

3993 Frock with four-piece skirt plaited at front and each side of back. Width 2 yards. Size 36, 4 $\frac{3}{8}$ yards shantung 32. Sizes 14 to 18 and 32 to 44 bust. 45 Cents.

3942 Plaited frock. Width 1 $\frac{3}{4}$ yards. Size 36, 3 $\frac{7}{8}$ yards of striped cotton 35, with $\frac{1}{2}$ yard of contrast 35. Sizes 14 to 18 and 32 to 44 bust. Price, 45 Cents.

3956 Frock with flared yoked skirt attached at natural waistline. Width 2 yards. Size 36, 3 yards of 35-inch linen. Sizes 32 to 44 bust. Price, 45 Cents.

3954 Crêpe de Chine frock with attached flared skirt. Cap or wrist length sleeve. Width 2 $\frac{3}{4}$ yards. Size 36, 3 $\frac{1}{2}$ yards 39, with $\frac{1}{2}$ yard 35-inch contrast. Sizes 14 to 18 and 32 to 44 bust. Price, 45 Cents.

3950 Blouse. (See Deltor for fagoting.) In 32 to 44 bust. 3725 Three-piece skirt. Width 1 $\frac{5}{8}$ yds. In 35 to 47 $\frac{1}{2}$ hip. For 36 bust, 39 hip, 1 $\frac{5}{8}$ yds. lawn 35; 2 yds. light weight wool 39 to 54. 35 Cents Each.

Smart Women Make Their Clothes



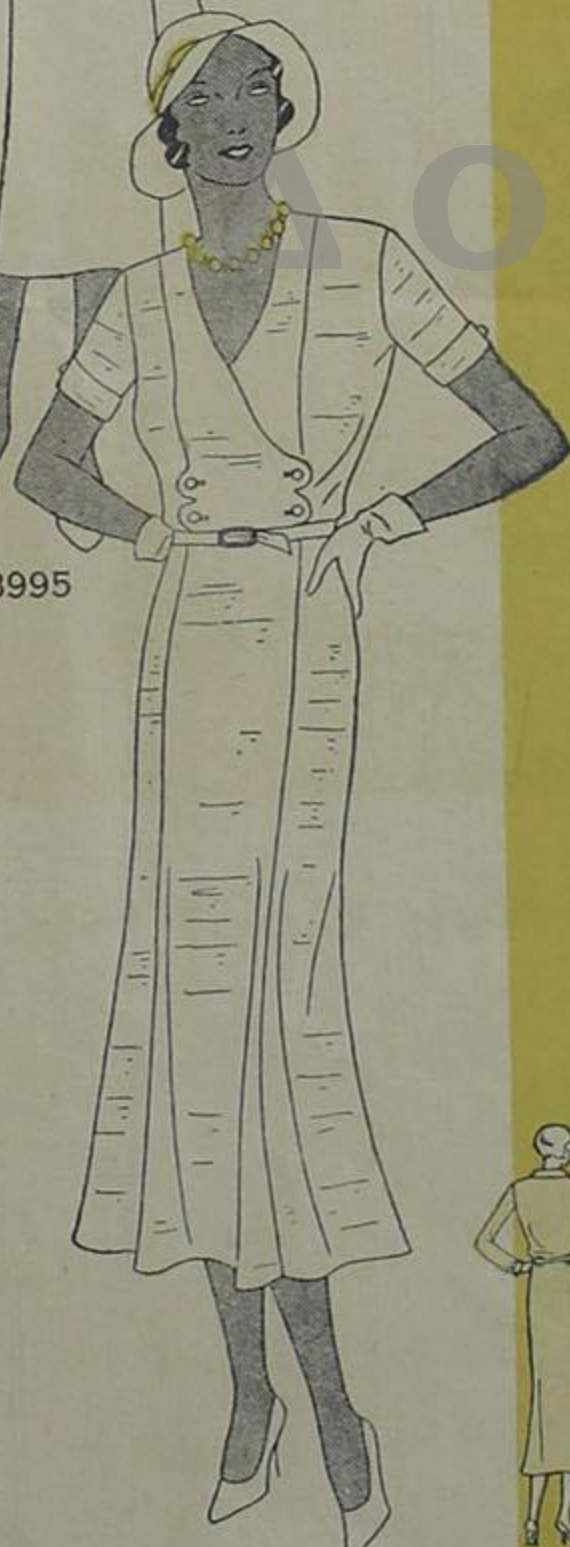
3973

3981

3995



3979



3999



3973 3981 3995 3999 3979

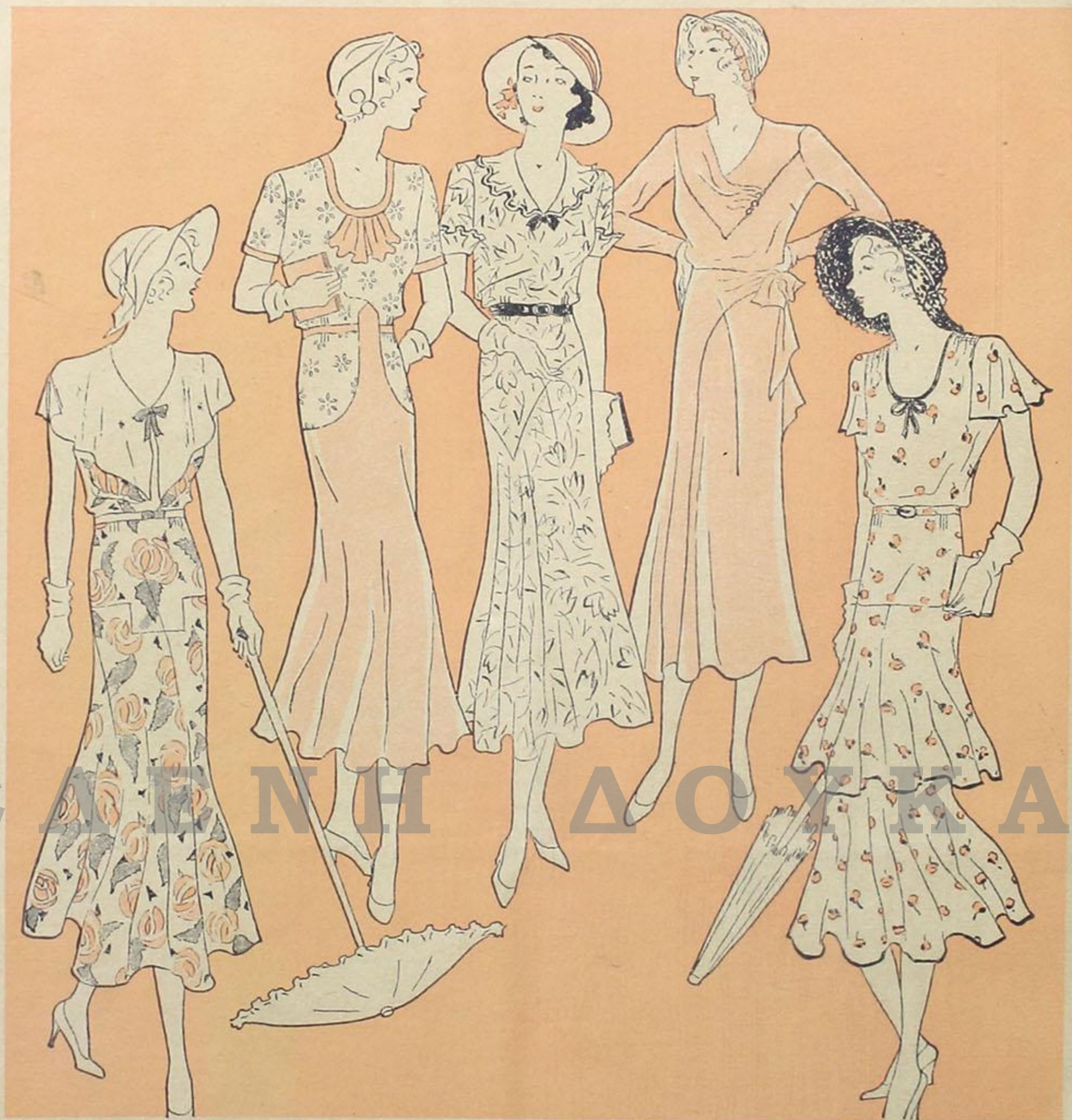
3973 One-piece frock. (See Deltor for fagoting.) Width $1\frac{7}{8}$ yards. Size 36, 3 yards 39, with $\frac{5}{8}$ yard 39. Sizes 14 to 18; 32 to 48 bust. Price, 45 Cents.

3981 Cotton mesh makes this chic frock. Plaited each side of front and back. Width $1\frac{7}{8}$ yards. Size 36, $3\frac{1}{8}$ yards 39. 14 to 18; 32 to 44 bust. 45 Cents.

3995 Frock with flares across sides. Width $1\frac{7}{8}$ yards. Size 36, $3\frac{1}{8}$ yards silk crêpe 39, with $\frac{3}{8}$ yard contrast 39. Sizes 14 to 18; 32 to 44 bust. 45 Cents.

3979 Frock with plaited skirt attached across front, one-piece back. Width $1\frac{7}{8}$ yards. Size 36, $2\frac{7}{8}$ yards of 39-inch linen, with $\frac{5}{8}$ yard of 39-inch contrast. Sizes 14 to 18 and 32 to 44 bust. Price, 35 Cents.

3999 This frock attaches a six-gored slightly flared skirt at natural waistline. Underarm closing. Width $1\frac{3}{4}$ yards. Size 36, $3\frac{3}{4}$ yards of 32-inch shantung. Sizes 14 to 18 and 32 to 44 bust. Price, 45 Cents.



3899

3965

3962

3960

3916

Those Crisp Cool Short Sleeved Frocks



3899 3965 3962 3960 3916

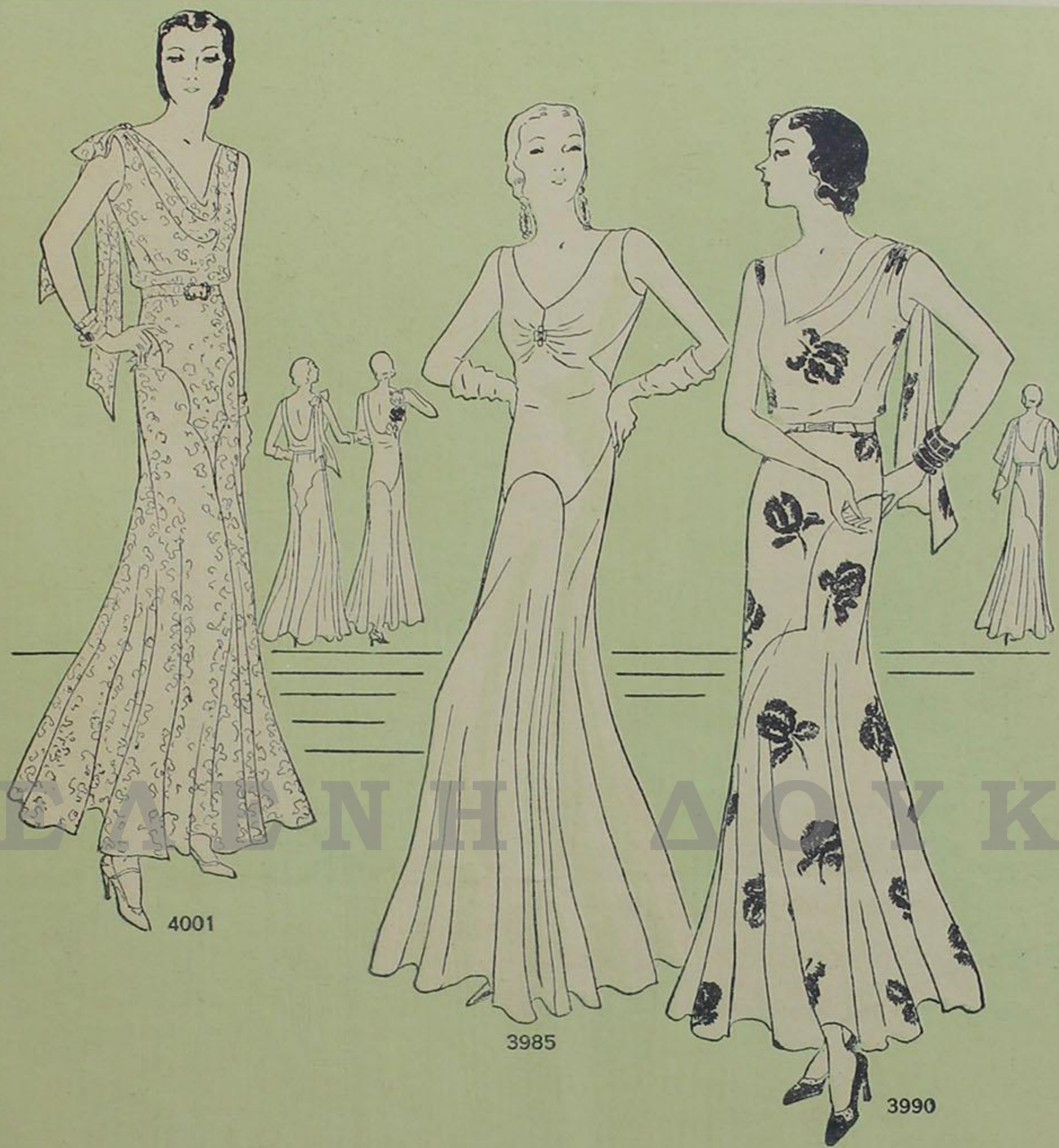
3962 Flared frock. Width 3 yards. Size 36, 3 $\frac{7}{8}$ yards 39, with $\frac{1}{2}$ yard 39 for frills. Sizes 14 to 18 and 32 to 44 bust. Price, 45 Cents.

3965 Frock. Width 2 $\frac{3}{4}$ yds. Size 36, 1 $\frac{5}{8}$ yds. embroidered silk 39; 2 $\frac{3}{8}$ yds. silk crêpe 39. Sizes 14 to 18 and 32 to 44 bust. 45 Cents.

3899 Bertha frock with two-piece flared skirt. Sleeves optional. Width 4 $\frac{1}{8}$ yards. Size 36, 4 $\frac{1}{8}$ yards printed cotton voile 39, with $\frac{3}{4}$ yard plain 39. Sizes 14 to 18 and 32 to 44 inches bust. Price, 45 Cents.

3916 One-piece frock with two tiers. Width 4 $\frac{1}{8}$ yds. Size 36, 4 $\frac{1}{2}$ yds. 39; 10 yds. bias fold tape. Sizes 14 to 18; 32 to 44 bust. 45 Cents.

3960 A chic frock with draped neck and flared skirt. Width 2 $\frac{1}{4}$ yards. Size 36, 3 $\frac{5}{8}$ yds. silk crêpe 39. In 32 to 44 bust. 50 Cents.



The "Uplift Dress" Among New Frocks

4001 Evening gown in ankle or longer length, with draped neckline. Four-piece flared, yoked skirt attached at natural waistline. Closed at left underarm. Width $3\frac{5}{8}$ yards. Size 36 requires $5\frac{1}{4}$ yards of 35-inch lace. Sizes 32 to 44 bust. Price, 50 Cents.

3985 A charming evening gown with draped bodice; flared skirt in ankle or longer length. It may be cut bias or straight. (For making flowers see Deltor.) Width $3\frac{7}{8}$ yards. Size 36, cut straight, $5\frac{5}{8}$ yards satin 35 to 39. In 32 to 40 bust. Price, 50 Cents.

3990 Printed silk crêpe makes this lovely evening gown, with front and scarf in one. Two-piece skirt in ankle or longer length, having a bias flared lower part, attached at natural waistline. Size 36, lower part cut crosswise, $4\frac{1}{4}$ yards 39. Sizes 32 to 44 bust. Price, 50 Cents.

**"MAKING
SMART CLOTHES"**
is the dressmaking guide
BEGINNERS' NEED
only 25c
at the Pattern Counter



3989

3968
3955

3989 Surplice frock, with bias or straight cutting, two-piece flared skirt. Width $2\frac{1}{4}$ yards. Size 36 (frock cut straight) $3\frac{3}{8}$ yards of printed silk 39. Sizes 32 to 44 bust. Price, 45 Cents.

3968 Slip-over blouse. Sizes 32 to 44 bust. 3955 Two-piece skirt. Width $2\frac{3}{8}$ yards. Sizes 35 to 50 hip. For 36 bust, 39 hip, $4\frac{1}{4}$ yards of crêpe de Chine 39 inches wide. Prices, 35 Cents Each.

3986 Revers frock with four-gored, yoked skirt attached at natural waistline. Width $2\frac{1}{4}$ yards. Size 36, 4 yards rayon 39, with $\frac{1}{4}$ yard contrast 35 for vestee. Sizes 32 to 44 bust. Price, 50 Cents.



3989

3968
3955

3986

3985

3988

4001

3986

E A E N H A O Y K A

For afternoon, early and late

3985 Dinner or formal afternoon gown, cut bias or straight with draped bodice. Four-piece flared skirt in ankle or longer length. Size 36, frock cut straight, $5\frac{3}{4}$ yards 35-inch lace. Sizes 32 to 40 bust. Price, 50 Cents.

3988 Dinner or formal afternoon frock with skirt flared across side and attached to basque. Size 34, skirt cut crosswise, $5\frac{1}{8}$ yards printed silk crêpe 39. Sizes 14 to 20 and 32 to 38 bust measure. Price, 50 Cents.

4001 Dinner or formal afternoon gown, with draped neckline, and four-piece yoked, flared skirt in ankle or longer length. Width $3\frac{5}{8}$ yards. Size 36 takes $4\frac{3}{4}$ yards of 39-inch silk crêpe. Sizes 32 to 44 bust. 50 Cents.



3985

3988

4001

BEGINNERS' PATTERNS

T rue Story—No. 2

“Do you see this suit?” demanded a lady of us. We did—and we were impressed. “I MADE it”, she went on. “With a Butterick Beginners’ Pattern. And it is the GRANDEST suit I ever had. I just wish I had the time to stand in this store all day and tell EVERYONE how wonderful these patterns are!” And, don’t you know, we wished so, too.



3953 3976 3923

3953 Beginners’ Pattern—Nightgown with kimono sleeve. Width $1\frac{7}{8}$ yards. Size 36, $3\frac{1}{4}$ yards printed georgette 39; $5\frac{1}{8}$ yards bias fold tape. In 32 to 52 bust. 30 Cents.

3923 Beginners’ Pattern—Nightgown with two-piece flare. Width $2\frac{1}{2}$ yards. Size 36, $3\frac{7}{8}$ yards crêpe de Chine 39, with $1\frac{1}{2}$ yards of $1\frac{1}{4}$ in. lace. In 32 to 48 bust. 35 Cents.

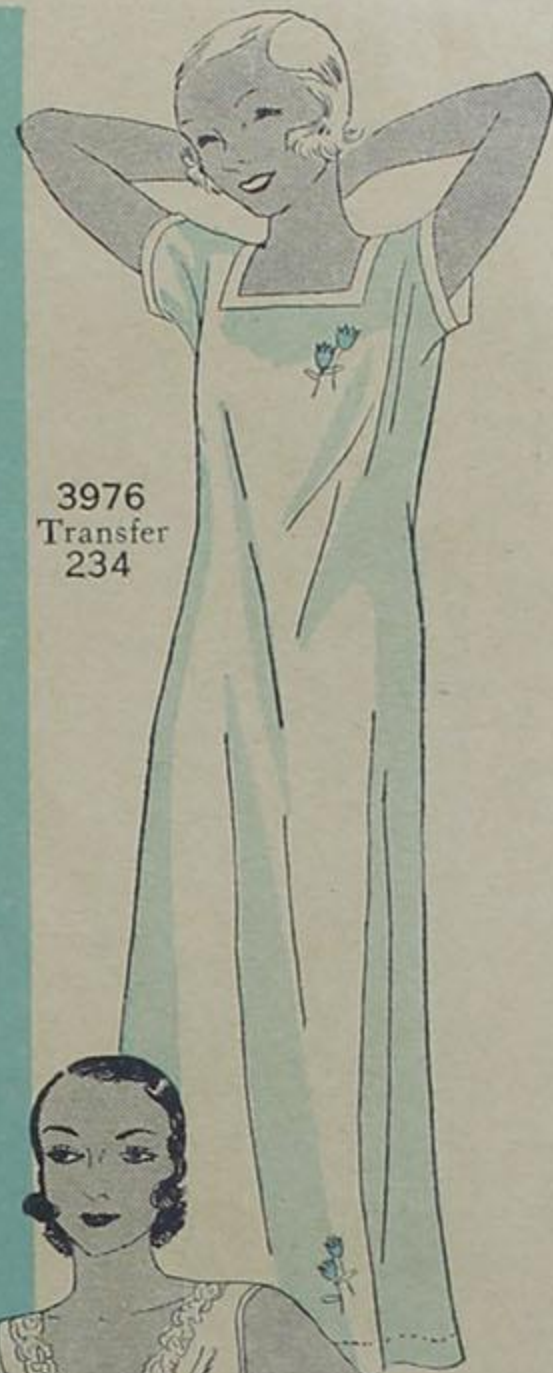
3976 Cotton crêpe nightgown with kimono sleeve. Size 30, $3\frac{1}{8}$ yards 32, with $\frac{1}{2}$ yard contrast 32. In 20 to 32 breast (sizes 1 to 14). Nightgown, 25 Cents; Transfer, 35 Cents.



3953

3923

3976
Transfer
234



Smartest Lines to Slenderness



3967



3991



3997



3983



3987



4000



3967 3991 3997 3983 3987 4000

3997 Plaited frock. See Deltor for fagoting. Width $2\frac{1}{8}$ yards. Size 40, $4\frac{1}{4}$ yards printed silk 39, with $\frac{3}{4}$ yard plain 39. Sizes 34 to 48 bust measure. Price, 45 Cents.

3991 Frock. Width $2\frac{7}{8}$ yards. Size 40, lower part cut crosswise to avoid piecing, 4 yards printed silk 35, with $1\frac{3}{8}$ yards plain 35. In 34 to 44 bust. 50 Cents.

4000 Frock with attached four-piece flared skirt. Underarm closing. Width $2\frac{3}{4}$ yards. Size 40, $4\frac{1}{2}$ yards silk crêpe 39. In 34 to 48 bust. Price, 50 Cents.

3987 Flared frock. Width 3 yards. Size 40, skirt cut crosswise to avoid piecing, $4\frac{1}{4}$ yards printed rayon 39, with $\frac{3}{8}$ yard georgette 39. In 34 to 48 bust. 50 Cents.

3983 Satin frock with four-piece flared skirt. Width $2\frac{7}{8}$ yards. Size 40, $4\frac{5}{8}$ yards 35, with $1\frac{1}{4}$ yards of contrast 39. Sizes 34 to 44 bust measure. Price, 50 Cents.

3967 A smart frock for the matron. Flared skirt with plait at front. Width $2\frac{3}{4}$ yds. Size 40, 4 yds. silk crêpe 39; $\frac{5}{8}$ yd. sheer crêpe 35. 34 to 44 bust. 45 Cents.

Those Friday-to-Monday Frocks



3980

3971

3977

3974

3978
Beginners' Pattern

3980 Frock with plaited skirt across sides. Width $1\frac{7}{8}$ yards. Size 34, $3\frac{1}{4}$ yards linen 35; 4 yards bias fold tape. Sizes 14 to 20 and 32 to 38 bust. 45 Cents.

3971 Flared frock. Width $2\frac{3}{4}$ yards. Size 34, skirt cut bias, $3\frac{1}{2}$ yards printed rayon 39, with $\frac{5}{8}$ yard plain 35. Sizes 14 to 20 and 32 to 38 bust. Price, 45 Cents.

3978 Beginners' Pattern—Frock with flared skirt. Width $2\frac{1}{4}$ yards. Size 34, skirt cut crosswise, $3\frac{5}{8}$ yards 39. Sizes 14 to 20 and 32 to 38 bust. Price, 50 Cents.

3977 One-piece frock with flared flounces. Width of frock 46 ins. For 34, $3\frac{5}{8}$ yards crêpe de Chine 39, with $\frac{1}{2}$ yard 35. Sizes 14 to 20 and 32 to 38 bust. 45 Cents.

3974 Shantung frock with plaid silk vestee and sleeve puffs. Width 2 yards. Size 34, 3 yards 39, with $\frac{3}{4}$ yard 35. Sizes 14 to 20 and 32 to 38 bust. Price, 45 Cents.

3988 Evening, dinner or formal afternoon frock. Size 34, skirt cut crosswise, $5\frac{1}{8}$ yards crêpe satin 39. Sizes 14 to 20 and 32 to 38 bust. Price, 50 Cents.



3988

3980 3971 3977 3974 3978

Clothes That Can Be Tubbed



3857 3945 3801 3927

3927 Beginners' Pattern—Frock and apron. Size 23, 1 $\frac{3}{4}$ yds. 35; 6 $\frac{7}{8}$ yds. bias fold. 21 to 24 breast (sizes 2 to 6). 25 Cents.

3801 Pajama ensemble. For 30, 5 yds. shantung 32, $\frac{1}{2}$ yd. contrast 32; 7 $\frac{1}{2}$ yds. tape. 23 to 33 breast (4 to 15). 35 Cts.

3963 Two-piece frock. For 30, blouse 1 $\frac{1}{8}$ yds. 35, with $\frac{1}{4}$ yd. 35; skirt 2 $\frac{3}{8}$ yds. 35. 23 to 33 breast (4 to 15). 35 Cts.

3970 Frock and bloomers. Size 25, 3 $\frac{1}{4}$ yds. 32; $\frac{1}{4}$ yd. 27 and 3 $\frac{1}{4}$ yds. bias fold tape. 24 to 28 breast (6 to 10). 35 Cts.

3857
Transfer 162

3945

3801

3927
(Beginners' Pattern)

3857 Pajamas in one-piece effect. Size 28, body $\frac{3}{4}$ yd. 35; trouser, etc., 2 $\frac{3}{8}$ yds. 35. 23 to 32 breast (4 to 14). 25 Cts.; Trans. 30 Cts.

3945 Romper for beach, play, gymnasium, etc. Size 28, 1 $\frac{7}{8}$ yds. 35; 10 $\frac{1}{8}$ yds. bias fold tape. In 21 to 33 breast (2 to 15). 25 Cents.

3982 Pantie frock. Size 23, 2 $\frac{1}{8}$ yds. dotted swiss 32, with 2 $\frac{5}{8}$ yds. bias fold tape. In 21 to 24 breast (sizes 2 to 6). 30 Cents.

3996 Frock with flare across sides. Size 30, 3 $\frac{1}{8}$ yds. tub silk 32, with 3 $\frac{1}{4}$ yds. bias fold. In 26 to 33 breast (8 to 15). 35 Cents.



3982 3996 3963 3970



3982

3996

3963

3970

And Always Come Up Smiling



3994 3913 3959 3992

3994 Gored frock. Size 23, $1\frac{5}{8}$ yds. linen 35; $\frac{1}{2}$ yd. contrast 27. In 20 to 24 breast (1 to 6). 30 Cents; Trans. 35 Cents.

3913 A sleeveless frock with one or two collars. Size 30, $2\frac{1}{2}$ yds. cotton voile 39. 26 to 33 breast (sizes 8 to 15). 35 Cents.

3984 Frock with skirt joined under belt. Size 25, 2 yds. 35; $\frac{1}{2}$ yd. contrast 35. In 24 to 28 breast (6 to 10). 35 Cts.

3966 One-piece frock. Size 30, $2\frac{1}{2}$ yds. gingham 32, with $\frac{1}{2}$ yd. lawn 32. In 26 to 33 breast (sizes 8 to 15). 30 Cents.



3994
Transfer 234

3913

3959

3992



3984

3966

3972

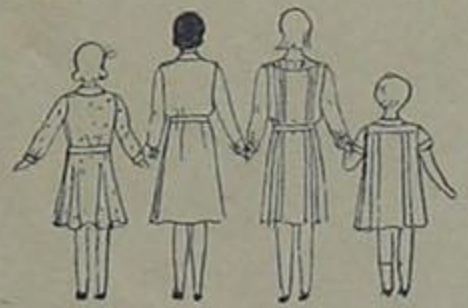
3961

3992 Frock with separate shorts. Size 25, $2\frac{5}{8}$ yds. printed lawn 35; $\frac{5}{8}$ yd. plain 35. In 24 to 28 breast (sizes 6 to 10). 35 Cents.

3959 Flared frock. Size 30, $2\frac{3}{4}$ yds. printed rayon 35; $\frac{1}{2}$ yd. plain 35; $4\frac{3}{8}$ yds. bias fold. 26 to 33 breast (8 to 15). 35 Cents.

3972 Frock and bloomers. Size 30, frock 3 yds. 35 with $\frac{1}{2}$ yd. 32; bloomers $1\frac{1}{2}$ yds. 35. In 23 to 34 breast (4 to 16). 35 Cents.

3961 Frock and one-piece French panties. Size 23, $2\frac{7}{8}$ yds. dimity 27, with $\frac{3}{4}$ yd. plain 27. In 21 to 24 breast (2 to 6). 30 Cents.



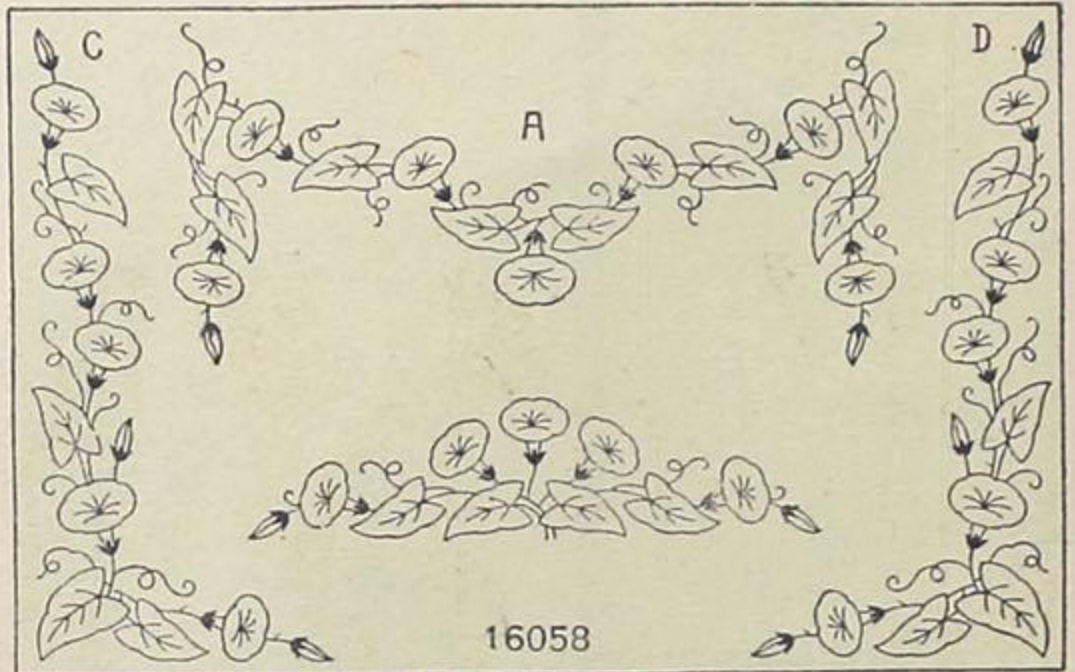
3984 3966 3972 3961

A New Smocked Frock Cut on Transfer Lines



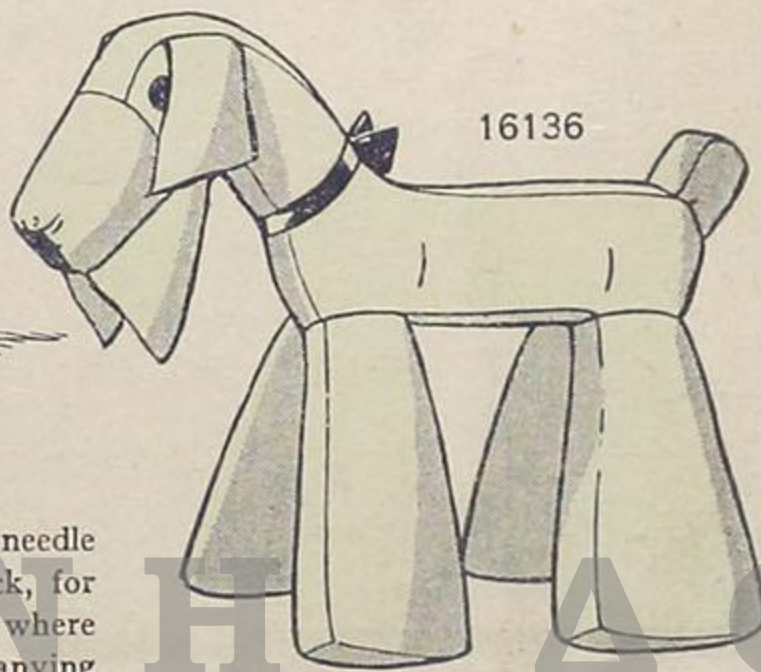
16135

16135 An inexperienced needle woman could make this frock, for transfer lines show exactly where to cut it out and the accompanying Deltor gives instructions for the making and smocking. 2, 4 and 6 year. 40 Cents. Blue or Yellow.



16058

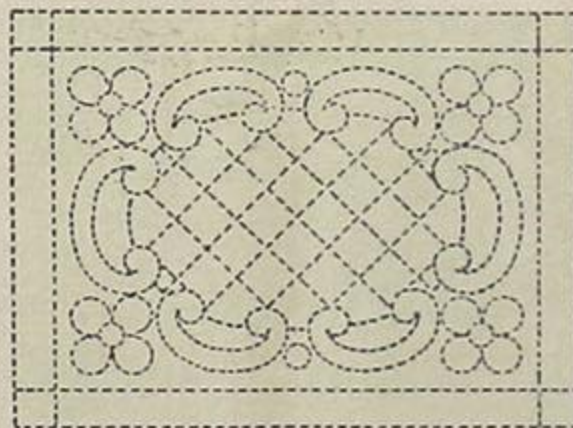
16058 What could possibly be more enchanting in an old fashioned bedroom than morning glories in blues, pinks and purples. They could be used on spreads, curtains, and vanity sets and should be worked in applique. 35 Cents. Blue or Yellow.



16136

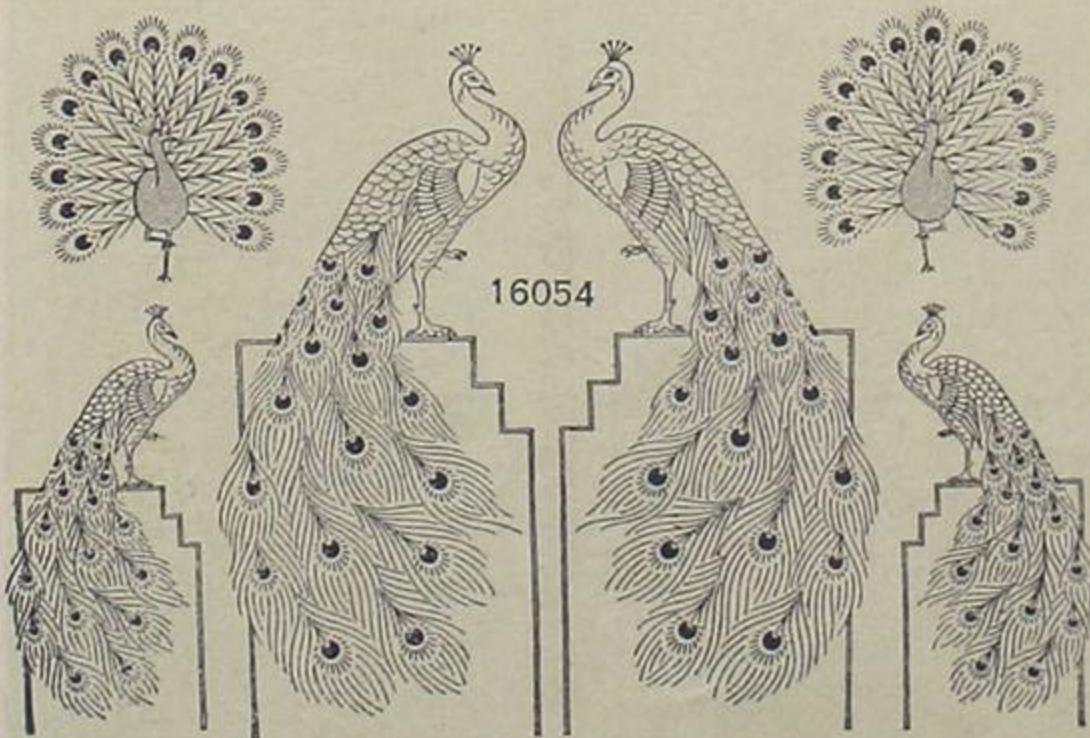
16136 A dog whose lines are strictly modern might not prove a success in all dog circles but would be in his element in the nursery. He is 13 inches high, and could be made of furcloth, velvet, terrycloth, or similar material. 25 Cents. Blue or Yellow.

16054 The rich colorings of the peacock's gorgeous plumage may be used with great effect in stitchery on pillows, screens, panels, etc. The transfer includes 6 designs in sizes from 7 by 8 inches to 9½ by 20½ inches. 35 Cents. Blue or Yellow.

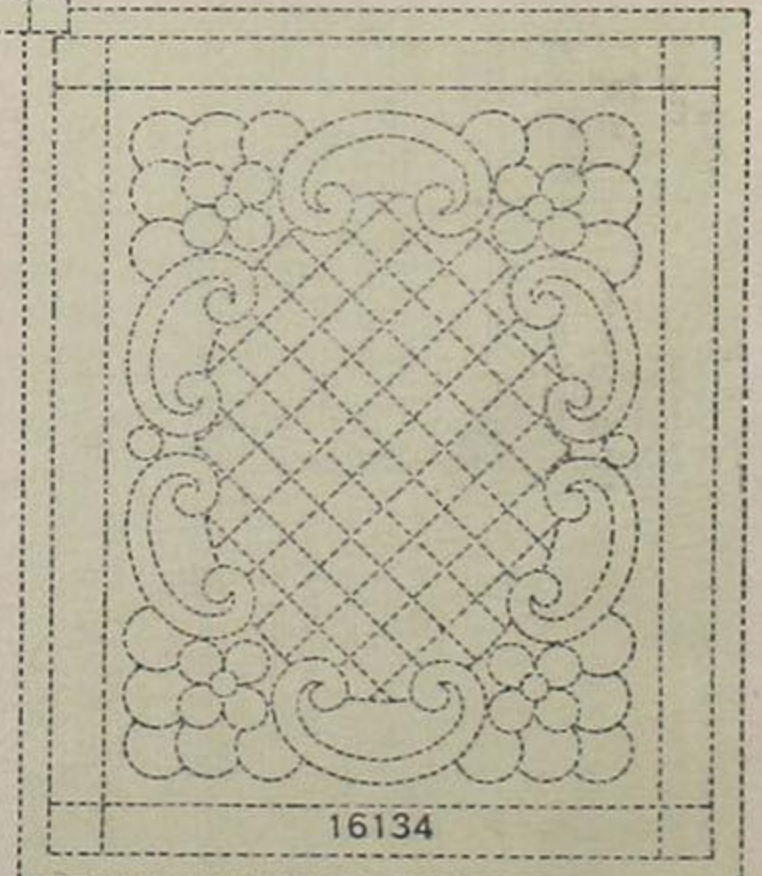


16134

16134 For the new baby who is satisfied with nothing but the best a silken carriage set could be quilted with this transfer. The cover measures 24½ by 31 inches and the pillow 13½ by 17½ inches. 45 Cents. Blue or Yellow.

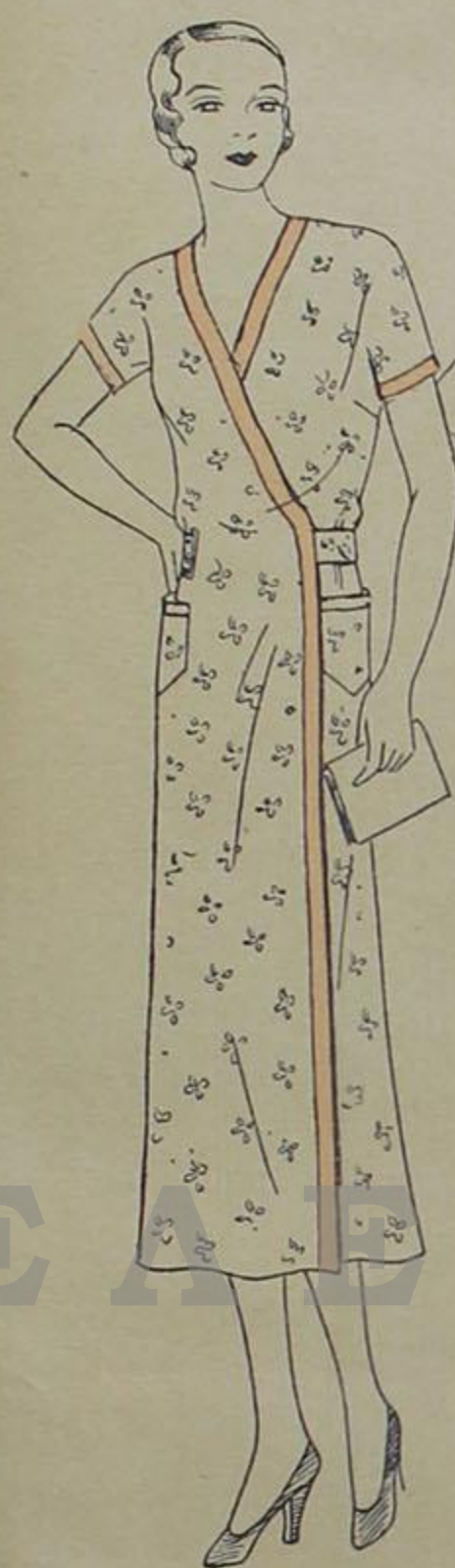


16054



16134

Work Frocks • Sleeping Pajamas



3917



3975



3998



3937



3957



3957

3917 One-piece apron frock with reverse front. Width 1½ yards. Size 36, 4⅛ yards printed linen finished cotton 35, with 4½ yards bias fold tape. In 32 to 48 bust. 35 Cents.

3975 Wrap-around morning frock with yoked skirt. Width 1½ yards. Size 36, skirt cut crosswise, 3⅜ yards cotton print 35, with 1¼ yards plain 35. In 32 to 48 bust. 35 Cents.

3937 One-piece pajama with or without inserted godets. Size 36, 3¼ yards of printed cotton 35, with ¾ yard of plain cotton 27. Sizes 14 to 18 and 32 to 44 bust. Price, 35 Cents.

3998 Two-piece pajamas with pep-lum blouse with drop shoulder. Size 34, 2⅞ yards of crêpe de Chine 39, with 1 yard of contrast 39. Sizes 14 to 20 and 32 to 38 bust. 35 Cents.

3957 Slip-over pajamas with or without the fly. Size 38, 4¾ yards of 35-inch broadcloth. Wash silks or fine cottons may be used. In 32 to 52 breast (14 to 19 neck). 35 Cents



3917

3975

3998

3937

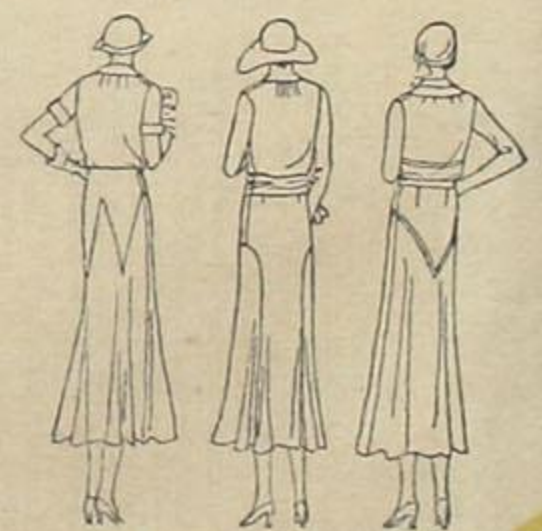
BUTTERICK

FASHION
NEWS



AUGUST
1931

E A E N H Δ O Y K A



3951

3969

3951

3969

3958

All Butterick Fashions are reasonably priced from 25 to 50c.

Ask to see the Special Group of high-style, low price patterns!

3951 Bows and fagoting trim this smart frock. Flared, yoked skirt attached at natural waistline. See Deltor for fagoting. Width 3 yards. Size 36, skirt cut crosswise, $4\frac{3}{8}$ yards rayon 39. In 32 to 44 bust. Price, 50 Cents.

3969 Frock with skirt flared across sides and attached at natural waistline. Cap or long sleeves. Width $2\frac{3}{4}$ yards. Size 36, $4\frac{1}{8}$ yards printed silk crêpe 39, with $\frac{1}{8}$ yard plain 35. Sizes 14 to 18 and 32 to 44 bust. 45 Cents.

3958 Silk crêpe in two colors makes this chic frock. Yoked skirt attached at natural waistline. Width $2\frac{7}{8}$ yards. Size 36, upper part $1\frac{1}{8}$ yards 39; skirt cut crosswise, $3\frac{1}{4}$ yards 39. Sizes 14 to 18 and 32 to 44 bust. Price, 50 Cents.