

PICTORIAL

PRINTED
PATTERNS

JULY
1931



5711

Descriptions and
back views of
these models on
pages 8 and 9.

5718
5719

PARIS OFFICE: The New York Herald Building, 21 Rue de Berri (just off the Champs Elysées)

Printed in U. S. A.

THE DRESS OF THE MONTH



Anyone can make this dress

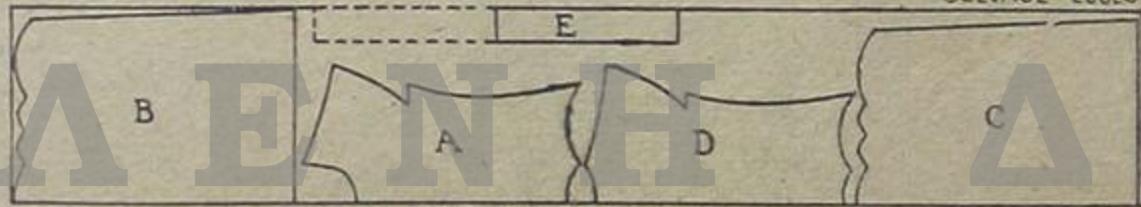
Look at the pictures and learn to sew—it's easy!

Dressmaking sketches printed on the pattern pieces show you just what to do.

As for your material—to make this frock in size 16 you'll need 3 yards 36-inch dotted linen. Width about $1\frac{7}{8}$ yard. Designed for sizes 14 to 42, 35c—1/-.

36" material

SELVAGE EDGES



LAY YOUR PATTERN PIECES ON THE FABRIC LIKE THIS—THEN CUT

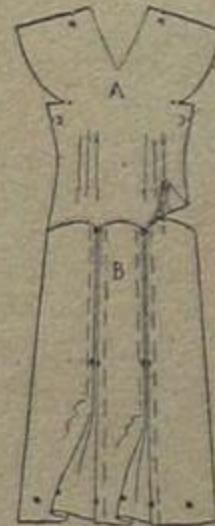
ONE, TWO, THREE, FOUR, FIVE PIECES—count 'em—that's all there are in this pattern. Here you see just how to lay them on your material and cut without wasting as much as a thread! Your pattern also includes cutting guides for other widths, so you may use any material. And there's a sewing lesson in your pattern that explains every dressmaking step.



THEN THE PICTURES TELL THE STORY—Here are three of the dressmaking pictures printed on your pattern pieces. They illustrate the sewing lesson—and it's surprising how easy it is to take up darts or put on binding when you see it pictured. Pleats, too, are perfectly simple when you have a dressmaking sketch to guide you—and so it goes.



OF COURSE YOU CAN MAKE THIS DRESS—for we've thought of everything to help you. And what with cutting guides, sewing lessons, and illustrations that tell all—you can't go wrong. So hurry and get your pattern, choose your material (dotted linen would be nice—it's cool and smart), and start in. In no time at all you'll have a darling dress.



LITTLE WOMEN

We Have Solved Your Fashion Problem

• • In this fashion sheet and in each succeeding monthly issue of Pictorial Patterns you will find smart Paris styles that have been selected just for you and made up in proportions to fit your figure.

• • Think what this means. No longer a struggle to alter each piece of the pattern to bring it down to your measurements, and then when you finish, a woeful wondering of what has become of the chic and grace shown in the illustration. No, indeed; here are models adapted for you from the great Fashion Creators of Paris.

• • Designs in which every seam, every line from collar to hem has been cleverly conceived to add poise and height to your figure. What a joy to know, first, that each Paris creation is an absolutely correct model for you, and then to go about the making of it with little or no adjustments.

• • And you are entitled to it because you are among the daintiest of feminine figures, and should not have had to work with patterns made for a bigger sister.

• • Well, it is never too late to mend, and we are going to keep you right uppermost in our minds as we make our selections from the great Paris couturiers.

• • Watch the fashion pages of Pictorial Review Magazine each month, or visit the stores selling Pictorial Patterns for further illustrations of styles added to the collection for "Little Women."

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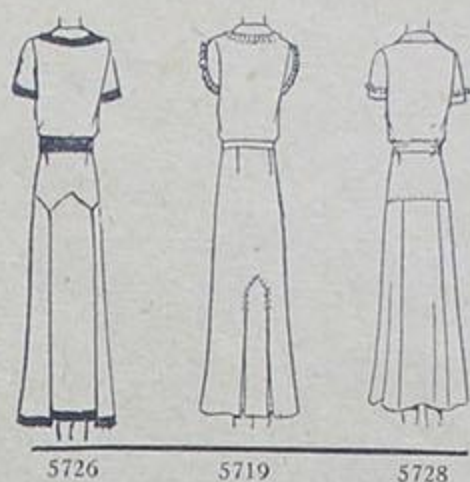
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PLANNING A VACATION WARDROBE? BE YOURSELF, SARTORIALY, IN FRENCH COSTUMES THAT SUIT YOUR PERSONALITY

We have smart models for every type—all adapted from Paris successes—easy to make



The best way we know of to keep cool when you're vacationing is to look smart—and to know you look smart. Other women, admiring your chic wardrobe, may grow warm with envy — but you, sure of your fashionable success, will be more coolly poised each moment. It's a grand system.

... So many types are smart, you may change your fashion personality with every costume, and be right each time. Glance through these pages and pick your type. Frock 5726, on this page, has a collar that will make you look as young as you say you are! If you "tailor" well, look at the mannish waistcoat of model 5734, page 8—gorgeous for the very feminine. Like to look boyish? We've just the thing—frock 5732, page 9—and it is smart. Want something sweet yet practical—the taffeta overblouse you can wear with anything? We have it—model 5576, page 10.

... As for your colors—remember, the great white way is the fashion way this season; and Paris cables green, alone or with black, is most important. And don't forget sheer wool, shantung, taffeta, and satin.



5726—Frock 45 cents—1/6. Sizes 14 to 42. Size 16 requires 3 yards 39-inch white shantung, 1/2 yard 39-inch yellow, 1/2 yard black. Width about 1 3/4 yard.

5719—Frock 35 cents—1/-. New cap sleeves. Sizes 14 to 42. Size 16 requires 3 5/8 yards 36-inch dotted linen, 5/8 yard 36-inch plain. Width about 2 1/4 yards.

5728—Frock 35 cents—1/-. Contrast again. Sizes 14 to 46. Size 16 requires 3 yards 36-inch yellow linen, 1 yard 39-inch white batiste. Width 2 yards.

OUR NEW PARIS ADAPTATIONS INCLUDE
A SCARF FROCK, OF COURSE



5705



5702



5703



5708



5709



5710

5703—Frock 65 cents—2/-. Sizes 14 to 42. Size 16 requires 5 yards 39-inch satin. Width about 4½ yards.

5702—Frock 65 cents—2/-. Sizes 14 to 42. Size 16 requires 5¾ yards 39-inch chiffon. Width ¾ yards.

5705—Frock 65 cents—2/-. Sizes 14 to 42. Size 16 requires 4¾ yds. 39-inch flat crêpe. Width ¾ yards.

5709—Frock 65 cents—2/-. Sizes 14 to 42. Size 16 requires 6½ yards 39-inch chiffon. Width ¾ yards.

5710—Frock 45 cents—1/6. Sizes 14 to 42. Size 16 requires 2¾ yds. 54-in. wool, ¼ yd. 36-in. white piqué.

5708—Frock 50 cents—1/6. Sizes 14 to 42. Size 16 requires 5¼ yards 39-inch flat crêpe, ¼ yard white.

Vionnet

Arécoll

Lelong

Maggy Rouff

Madeleine

Madeleine

YOUR SUMMER FROCKS ARE HERE FROM
PARIS—EACH A SMART SUCCESS



5707



5701



5706



5712



5711



5704—5556

Lyolène

Augustabernard

Madeleine

5707—Frock 50 cents—1/6. Sizes 14 to 42. Size 16 requires 3 3/8 yards 39-inch print, 3/8 yard plain flat crêpe.

5711—Frock 50 cents—1/6. Sizes 14 to 42. Size 16 requires 3 yards 39-inch fabric. Width about 2 3/8 yards.

5701—Frock 45 cents—1/6. Sizes 12 to 40. Size 16 requires 3 1/8 yards 39-inch fabric. Width about 2 3/8 yards.

5706—Frock 50 cents—1/6. Sizes 14 to 42. Size 16 requires 2 5/8 yards 54-inch fabric, 1 1/4 yard ribbon to trim.

5712—Frock 50 cents—1/6. Sizes 14 to 42. Size 16 requires 2 5/8 yards 54-inch fabric, 5/8 yard 36-inch light.

5704—Jacket-blouse 35 cents—1/-, Sizes 14 to 42. Size 16 requires 2 7/8 yards 39-inch. Shown with Skirt 5556.

Lelong

Patou

Vionnet

MAKE THESE IN SILK,
FOR THEY'LL MAKE YOU THE
BELLE OF THE SUMMER COLONY



Contrasting silks . . .
the brief taffeta jacket
. . . what's cute in
sleeves . . . soft cape-
lets and softer shirring
spell success. . .



5544—Frock 50 cents—1/6.
This "princess" likes her cape-
let! Sizes 14 to 42. Size 16
requires 4½ yards 39-inch
printed chiffon. Width 3½ yds.

5542—Frock 45 cents—1/6.
That's a pleat in the bodice!
Sizes 14 to 42. Size 16 re-
quires 1 yard 39-inch white,
2¾ yds. print. Width 2¾ yds.

5581—Frock with Jacket 50
cents—1/6. Sizes 14 to 40.
Size 16 requires 3¾ yards 39-
inch triple chiffon, 1¾ yard
36-in. taffeta. Width 3½ yds.

5551—Frock 45 cents—1/6.
Two-ruffle sleeves! Sizes 14
to 42. Size 16 requires 1¾
yard 39-inch plain, 3¾ yards
dotted voile. Width 3½ yards.

5596—Frock 50 cents—1/6.
Shirring gives one-sided inter-
est. Sizes 14 to 42. Size 16
requires 3¾ yards 39-inch
triple georgette. Width 3 yds.



COTTON UP TO COTTON
IN FROCKS EASILY MADE FROM
OUR CLEVER 35-CENT PATTERNS



5575



5609



5559



5666

They're young, they're smart, they're cotton, and they cost practically nothing to make... our idea of perfect vacation frocks...

5609—Frock 35 cents—1/-. Puff sleeves and a square neck. Sizes 12 to 44. Size 16 requires 3 3/4 yards 39-inch voile, 2 1/8 yards ribbon for belt.

5575—Frock 35 cents—1/-. Sure to make you the belle of the summer colony. Sizes 14 to 42. Size 16 requires 3 3/4 yds. 36-in. linen. Width 2 yds.

5666—Frock 35 cents—1/-. For informal teas. Sizes 14 to 42. Size 16 requires 4 1/2 yards 27-inch dotted Swiss, 1/8 yd. 36-in. plain. Width 2 5/8 yds.

5559—Frock 35 cents—1/-. A chic vacation frock you can simply "live in." Sizes 14 to 48. Size 16 requires 3 3/8 yards 36-in. lawn. Width 1 5/8 yd.

5637—Frock 35 cents—1/-. For sports. Sizes 14 to 46. Size 16 requires 3 5/8 yards 32-inch striped shirting, 3/8 yard plain. Width 1 3/8 yard.



5575 5609 5559 5666 5637



5637

HIGH-NECKED FROCKS, LOW-NECKED J.



Ensemble
5573
Mon. 719

Ensemble
5570

Frock 5734
Blouse 5323

5573—Ensemble 65 cents—2/-. Sizes 14 to 42. Size 16—2 $\frac{3}{8}$ yds. 39-in. white, 3 $\frac{3}{8}$ yds. black. Mon. 719, 60 cts.—2/6.

5570—Ensemble 65 cents—2/-. Sizes 14 to 42. Size 16 requires 2 $\frac{3}{8}$ yards 36-inch green, 3 $\frac{3}{8}$ yards white linen. Width 1 $\frac{7}{8}$ yd.

5734—Jumper-Frock 35 cents—1/-. Sizes 12 to 40. Blouse—5323. 30 cents—1/-. Sizes 14 to 42. Size 16—4 $\frac{5}{8}$ yards 36-inch plain.



5573

5570

5734

5633

5733

5633—Frock 50 cents—1/6. Sizes 12 to 40. Size 16 requires 5 yards 39-inch eyelet organdie, 6 $\frac{7}{8}$ yards ribbon. Width about 4 yards.

5733—Frock 50 cents—1/6. New collar. Sizes 14 to 46. Size 16 requires 3 $\frac{3}{8}$ yards 39-inch print, $\frac{5}{8}$ yard plain. Width 1 $\frac{7}{8}$ yard.



Frock
5733

Frock 5633

Descriptive	mod
157	cel
14	3/8
25	2 1/2
57	14
Fr	42
Si	36
5711	yd

KETS ARE NEW—CONTRAST CONTINUES



Frock 5721



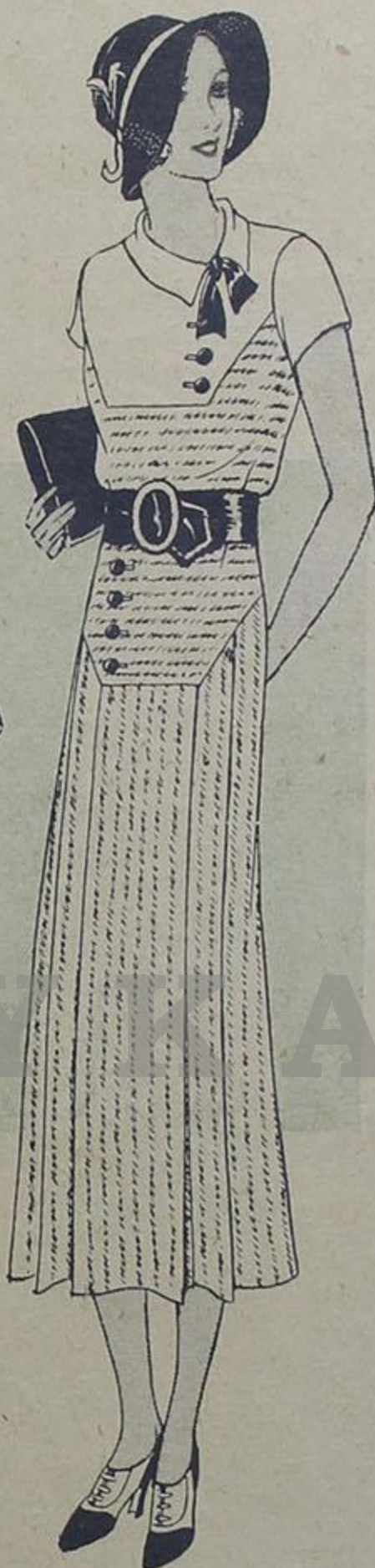
Jacket-Frock Ensemble 5627



Frock 5715
Mon. 723



Ensemble 5573



Frock 5732

and back views of
on front cover

-Frock 50
-1/6. Sizes
2. Size 16—
39-in. white,
ls. print.

-Jacket. Sizes
48. 5719—
Sizes 14 to
a. 35c—1/-.
6—2 3/8 yds.
white, 3 7/8
reen.



5719

5715—Frock 35 cents—1/-.
Sizes 14 to 42. Size 16 re-
quires 3 yards 36-inch
linen. Width 1 7/8 yard.
Mon. 723, 3 ins., 60c—2/6.

5627 — Jacket-Frock En-
semble 65 cents—2/- . Sizes
14 to 42. Size 16 requires
3 7/8 yards 39-inch print,
1/4 yd. plain, 3 yds. ribbon.

5721—Frock 45 cents—1/6.
Chic contrast. Sizes 14 to
42. Size 16 requires 15 7/8
yard 39-in. light, 2 3/8 yds.
dark. Width 2 1/4 yards.

5573—Ensemble 65 cents—
2/- . Sizes 14 to 42. Size
16 requires 3 1/8 yards 39-
inch printed batiste, 5/8 yard
plain. Width 1 3/4 yard.

5732—Frock 35 cents—1/-.
High neckline. Sizes 14 to
42. Size 16 requires 2 7/8
yards 36-inch cotton mesh,
3/4 yard 36-inch linen.



5721

5627

5715

5573

5732

ADVANTAGES FOUND
ONLY IN
PICTORIAL
PRINTED PATTERNS

Perhaps you do not know that Pictorial Printed Patterns have several important advantages possessed by no other patterns on the market.

- 1 While some patterns are perforated, notched and cut out ready for use, but not printed, and other patterns are printed and have numbered notches, but are not cut out ready for use, Pictorial Printed Patterns possess all of these mechanical advantages being Cut-out (no unnecessary margins to trim away), Perforated, Notched, Printed, and in addition contain these advantages which no other patterns offer:
- 2 Printed instructions for adjustments given on the pattern right at the point where they are to be made.
- 3 Directions printed alongside each notch showing the numbered notch to which it is to be joined.
- 4 Dressmaking sketches showing step by step just how the garment is to be sewn together.
- 5 There is a clear cutting and construction guide, the Pictograf. The cutting guide shows how to lay out the pattern in the size you have selected on all standard widths of material, and the Construction Guide shows how parts are to be assembled in completing the garment.
- 6 PATTERNS FOR LITTLE WOMEN — Only in Pictorial Printed Patterns will you find these specially proportioned patterns. Designs in which every seam, every line from collar to hem, has been cleverly conceived to add poise and height to your figure.
- 7 LARGER HIP PATTERNS—Only in Pictorial Printed Patterns will you find special patterns cut to fit the proportions of the larger hip figure and styled to give grace and slenderness.

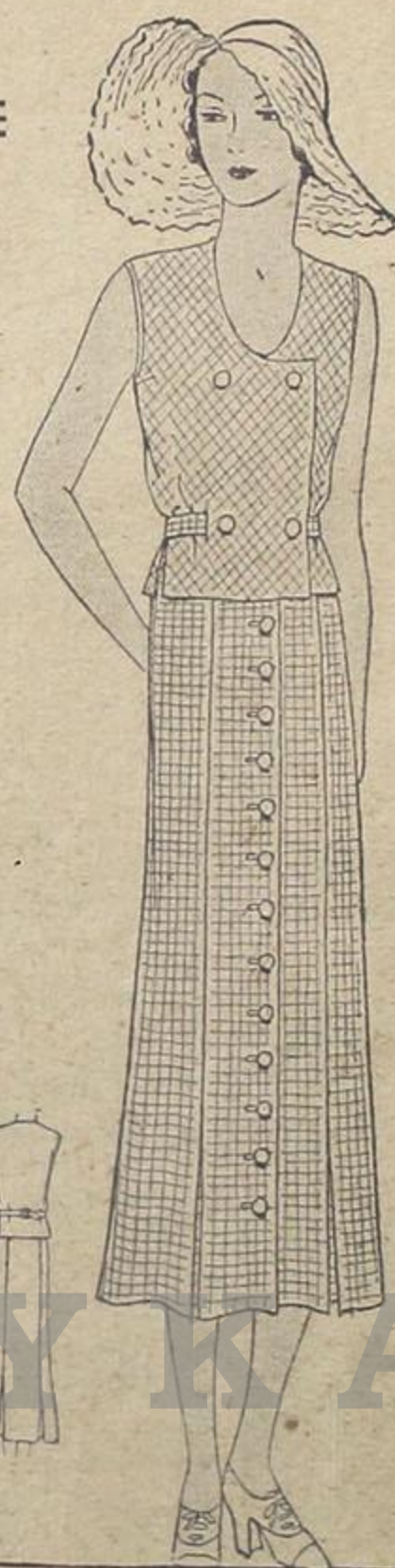
The Pictorial Review Company maintains an office in Paris and has a representative there who sends last minute information on the new mode so that in Pictorial Printed Patterns you are sure of having the very latest Paris styles.

YOU'LL MEET THESE
IN SMART PLACES EVERYWHERE

5555—Frock and Beret 45 cents—1/6. Grand for gardening or beach wear. Note buttons. Sizes 14 to 40. Size 16 requires 3 7/8 yards 36-inch check gingham for frock. Width about 2 yards.

5725—Pajamas 35 cents—1/-. The new pajama with the cute bows looks like a dress, can be worn for almost anything—and is. Sizes 12 to 40. Size 16 requires 5 1/8 yards 39-inch print.

5576 — Overblouse 35 cents—1/-. Make this versatile model in white taffeta, and you may wear it either as a blouse or a jacket. Sizes 14 to 42. Size 16 requires 2 1/4 yards 36-inch taffeta.



5555



5725



5576

Cottons—crisp, informal, gay—are taking all honors this summer. The ABC percale pattern shown below proves daisies do tell what's smart.



FOUR FROCKS? NO, ONE IS A PAJAMA—CAN YOU FIND IT?



5579—Frock 45 cents—1/6. The cool-looking light top. Sizes 14 to 42. Size 16 requires 1 1/8 yard 36-inch plain, 3 yards dotted. Width 1 7/8 yd.

5584—Blouse. Sizes 14 to 42. 5653—Divided Skirt. Sizes 27 to 36 waist. Each 35 cts.—1/-. Size 16 requires 1 yd. 54-in. pink flannel, 2 yds. white.

5577—Blouse. Sizes 14 to 42. 5729—Skirt. Sizes 27 to 36 waist. Each 35 cents—1/-. Size 16 requires 3 1/4 yards 39-inch print. Width 1 3/4 yd.

5718—Jacket 35 cents—1/-. A light tailored jacket is the better half of a 1931 sports outfit! Sizes 14 to 48. Size 16 requires 1 3/4 yard 54-inch.

5720—Pajamas 45 cents—1/6. Smart and conservative. Note two-piece effect. Sizes 14 to 42. Size 16—4 3/4 yds. 36-in. percale, 5/8 yd. plain.

ABC PERCALE



HUSTLER WILLIAM ALEXANDER
OF MISSOURI

MAKING MEN OUT OF BOYS!

For ten years our Young Hustlers Division has earned the enthusiastic approval and cooperation of parents everywhere, because of its success in "helping the boy" and making men out of boys. Hustler William Alexander, of Missouri, is one of 30,000 ambitious young folks who are now benefiting from our plan. Mr. Morris Alexander, William's dad, writes:

"I hardly know what to say about the boy's progress. Ever since he has been on your extensive selling staff I have said that this little business he adopted is one of the cleanest and most honorable he could find. I have noticed that Pictorial Review is read mostly in the homes of a high grade of people rather than of the other kind who really would not benefit the boy by their contact.

"I feel he has well trained himself toward becoming a successful business man, as it takes real hustling and perseverance to carry on this very profitable little business of his own. This is not the first time I have expressed myself regarding the inestimable rewards of William's work. I wish you continued success with your big army of manly boys."

If your boy is eager to get ahead, he will want to join the Young Hustlers Division. It costs no money. Give him the chance to earn regular cash profits, win quality Pic Prizes and receive a business training that will make a little man of him. His name and address on the coupon below will bring him the particulars of our Help-the-Boy Plan.

— — HELP-THE-BOY COUPON — —

Mr. Allan B. Scott
Young Hustlers Division
The Pictorial Review Company
New York, N. Y.

Without any obligations, please tell this boy how he can earn money, win prizes close to every boy's heart and obtain a business training free of cost.

Name

Street

City State

ESPECIALLY DESIGNED TO SLENDERIZE THE HIPLINE

The Pictorial Review Larger-Hip Patterns are the only patterns on the market designed in style and proportion to slenderize the woman whose hip measurement is above the average.

5735—Larger-Hip Frock 50 cents
—1/6. Slenderizing diagonal lines.
Sizes 35 to 45. Size 41 requires
4 7/8 yards 39-inch shantung.



L. H. 5735

L. H. 5736

5736—Larger-Hip Frock 50 cents
—1/6. Sizes 35 to 45. Size 41
requires 4 7/8 yards 36-inch print,
1 yard plain. Width 2 yards.

5508—Larger-Hip Frock 50 cents
—1/6. Sizes 35 to 49. Size 41
requires 5 3/8 yards 39-inch print,
3/8 yard 18-in. lace. Width 2 3/4 yds.

5686—Larger-Hip Frock 50 cents
—1/6. Slenderizing. Sizes 35 to
45. Size 41 requires 3 3/4 yards
39-inch voile. Width 2 1/4 yards.



L. H. 5508

L. H. 5686



L.H.
5508

L.H.
5686

L.H.
5735

L.H.
5736

NEW PATTERNS FOR
LITTLE WOMEN ARE
SHORT BUT CHIC

A bit shorter in skirt and bodice, a bit fuller through arms and hips, these designs, exclusive with Pictorial, give Little Women that smart, slim look. And they are easy to make!

5654—Little Women's Coat-Frock Ensemble 65 cents—2/-. Sizes 12½ to 44½. Size 20½ requires 4⅞ yards 36-inch cotton tweed, 4⅞ yards 36-inch linen.



L. W. 5654

L. W. 5730

5730—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½—4⅞ yds. 36-in. print, ½ yd. plain, 2 yds. ruching.

5652—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½ requires 3½ yards 39-in. shantung, ⅝ yd. contrasting.

5731—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½ requires 3½ yards 39-inch print, ¼ yard light to trim.



L. W. 5652

L. W. 5731



L.W. 5654

L.W. 5730

L.W. 5652

L.W. 5731

FREE! How to do
FRENCH NET
the NEW Crochet



IT started in Paris. It's the rage of Fifth Avenue. It is spreading like wild-fire—this newest, smartest kind of crochet. For yokes, bandings, tie scarfs and decorations on sports and daytime dresses, French Net is the last word in fashion. It's just right for berets, for drape scarfs and jabots and for lingerie trimmings. Best of all, it's amazingly easy to do. If you crochet now, you will be positively excited about these new, lovely stitches and their decorative uses. And if you have never held a crochet hook in your hand before, you will find French Net delightfully simple to do if you use Nos. 30 or 50 J. & P. Coats or Clark's O. N. T. *Boilfast Mercerized Crochet Threads.*

FREE—Send for These 21 Designs

Just mail the coupon below for simple directions, easy as A B C, and 21 beautiful designs you can make quickly.

Let us also send you the handsome new book, just published, containing 100 imported designs for crocheted edgings, insertions and laces. Check coupon and enclose 10 cents (coin or stamps).

THE SPOOL COTTON COMPANY
Dept. 5-U, Box 551, Newark, N. J.

Please send me, *free*, simple directions and 21 designs for French Net—the NEW Crochet.

Name _____

Street or R.F.D. _____

City _____

State _____

If you wish us to include the new book of 100 imported crochet designs, enclose 10c and check here.....

J. & P. COATS — CLARK'S O. N. T.
The Two Great Names in Thread

Ask at the pattern counter for the Pictorial Fashion Book—it's full of Paris fashion news



5724

5714

5724—Frock 30 cents—1/-. Sizes 2, 4 and 6 years. Size 4 requires 1 yd. 39-in. voile, 3/8 yd. embroidered voile.

5714—Frock 30 cents—1/-. Sizes 2, 4 and 6 years. Size 4—1/2 yd. 36-in. white, 1 yd. yellow, 2 3/4 yds. binding.

5717—Coat 35 cents—1/-. Sizes 6 to 16 years. Size 14 requires 3 1/2 yards 54-inch tweed, 2 1/4 yards 39-inch lining.

5727—Play or Camp Suit 35 cents—1/-. Sizes 6 to 14 yrs. Size 8—1 1/2 yd. 36-in. yellow, 1 yd. striped, 1/4 yd. white.

5723—Frock 35 cents—1/-. Sizes 6 to 14 years. Size 8 requires 1 1/2 yard 36-inch plain linen, 1 3/8 yard checked linen.

5521—Frock 35 cts.—1/-. Sizes 4 to 12 yrs. Size 8—1 3/8 yd. 39-in. white, 7/8 yd. yellow. Initial 6, 2 ins., 15 cts.—9d.

COTTONS AND CONTRAST—TWO C'S IN THE ABC OF SMALL SUMMER FASHIONS



5391

5722

5391—Overalls and Hat 30 cents—1/-. Sizes 2 to 12 years. Size 4 requires 2 yds. 36-in. percale, 10 5/8 yds. binding.

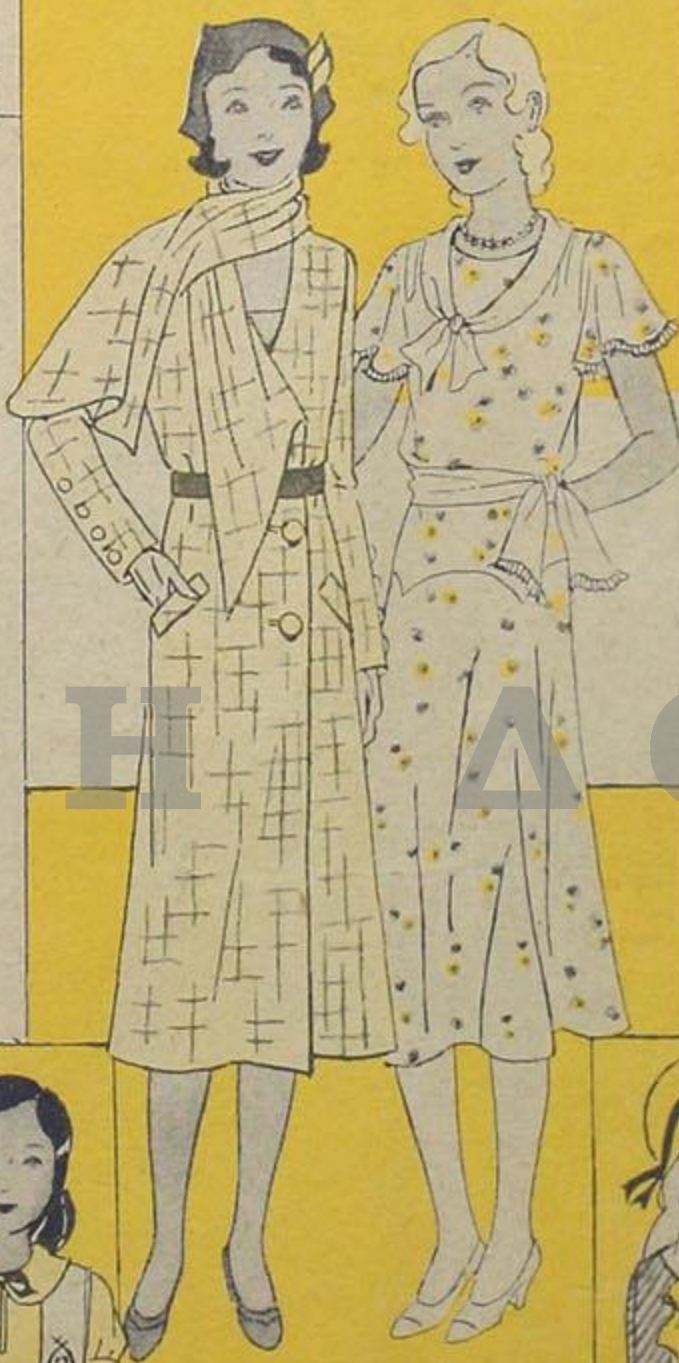
5722—Frock 30 cents—1/-. Our favorite. Sizes 1 to 5 years. Size 4 requires 1 3/8 yard 36-inch sheer linen.

5716—Frock 35 cents—1/-. Sizes 8 to 15 years. Size 14 requires 3 5/8 yards 36-inch printed linen, 7/8 yard plain.

5560—Ensemble 35 cents—1/-. Sizes 2 to 7 years. Size 7 requires 1 7/8 yard 36-inch plain linen, 1 1/8 yard striped.

5594—Frock 35 cents—1/-. Sizes 6 to 14 years. Size 8—1 7/8 yd. 36-in. print, 1/2 yd. 39-in. plain, 1 1/4 yd. ribbon.

5713—Frock 35 cents—1/-. Sizes 8 to 14 years. Size 8—1 5/8 yd. 27-in. dotted swiss, 1 yd. 27-in. plain, 7/8 yd. pleating.



5717

5716



5727

5723

5521—Initial 6



5724 5714 5717 5716 5391 5722



5727 5723 5521 5560 5594 5713



5560

5594

5713

Special Summer Offer



Personal help with your Sewing Problems

New plan entitles you to special personal instruction — your immediate sewing problems solved — no cost — no obligation — simply use coupon

WHAT help do you need right now with your summer sewing? What are you planning to make or what would you like to make? A dress for yourself, a child's frock, draperies for your home? Or would you like help in altering a pattern? Whatever your need or your sewing problem, you can have personal help at once through this special offer.

Not One Penny of Cost

During June, July and August, every Singer Sewing School in the United States and Canada is giving a series of special free Summer Sewing Courses. They are short, interesting, practical. They bring you the personal help of a competent teacher, the same teacher who conducts the complete Course in Home Sewing given to all purchasers of Singer machines.

For the summer months only, these Special Courses are Free. There is not one penny of cost to you. Not the slightest obligation on your part. Simply choose the Course that meets your needs and enjoy its benefits.

Come now and be among the very first to accept this unusual offer. Tell your friends and invite them to come

with you. Do not miss this opportunity to have personal help on your immediate sewing problems.

Send Coupon for Enrollment Certificate

Fill out the coupon below and take it to the Singer Shop nearest your home (see telephone directory for address). You will receive at once your Enrollment Certificate entitling you to this free help on your sewing problems. Or, send the coupon to us and we will immediately send you by mail your Enrollment Certificate and the address of the Singer Shop where you may enjoy these special Summer Sewing Courses free.

Your Enrollment Certificate also entitles you to your choice, free, of any one of these books in the Singer Sewing Library — "How to Make Dresses," "How to Make Children's Clothes," "How to Make Draperies," "Short Cuts to Home Sewing."

Singer Sewing Machine Company, Inc. Dept. G-30
Singer Building, New York City, N. Y.

Please issue to me an Enrollment Certificate entitling me without cost or obligation, during June, July or August, to special personal instruction at the nearest Singer Sewing School. I am also to have my choice, free, of any one book in the Singer Sewing Library.

Name _____

Street (or R. F. D.) _____

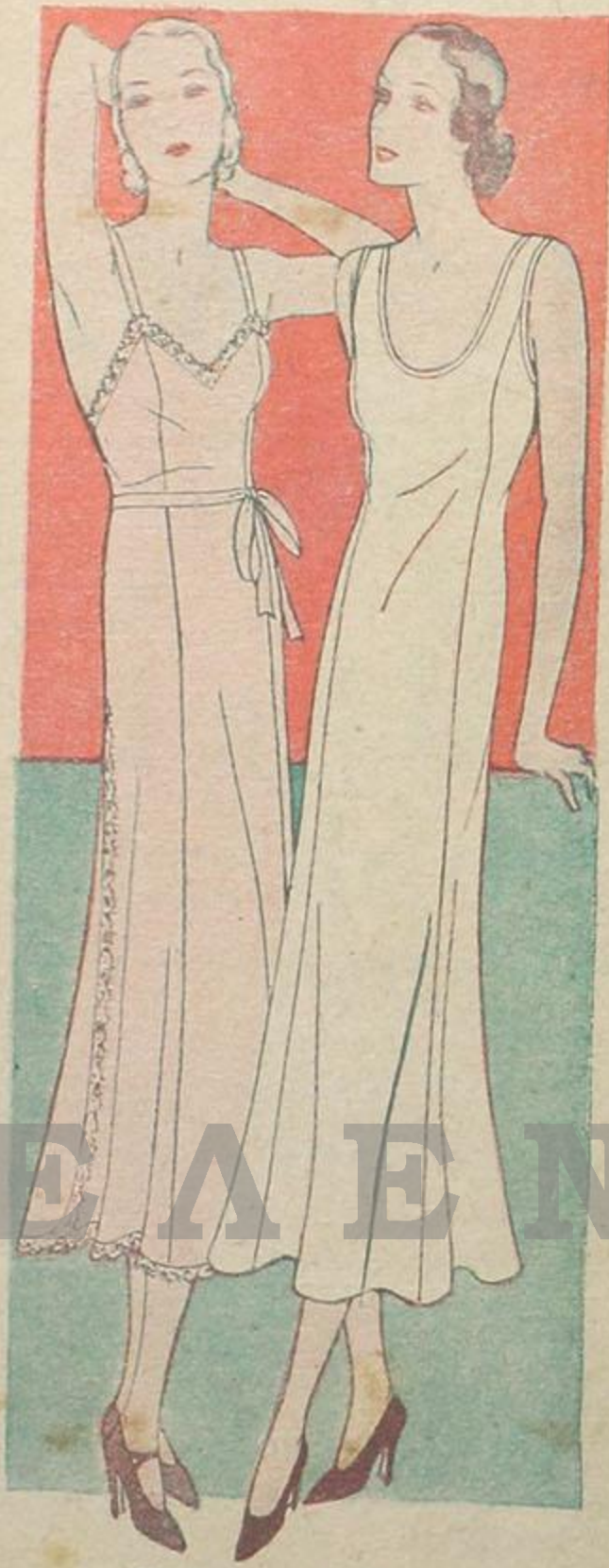
City or Town _____ State _____

SINGER SEWING SCHOOLS

Conducted by SINGER SEWING MACHINE COMPANY

PICTORIAL PRINTED PATTERNS

Your frock is only as smart as the slip beneath it. For today, the chic frock is the perfect-fitting frock—hence, slips must mold your figure without a wrinkle. These two models do—and they're easy to make besides. Make one of taffeta, so it will rustle!



5414 5335

BENEATH IT ALL
THE FITTED SLIP
OF CRISP TAFFETA

5414—Slip 35 cents—1/-. Wrap and tie it to fit perfectly. Sizes 14 to 46. Size 16 requires 25 3/4 yards 39-inch flat crepe, 5 1/4 yards lace edging, 2 7/8 yards ribbon to trim.

5335—Slip 35 cents—1/-. Lines that cooperate with the modern silhouette and make you glad taffeta is "back." Sizes 14 to 48. Size 16 requires 23 1/4 yards 36-inch taffeta.



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Match Your Make-up! to Your Type

IT is as important, now, to harmonize your powder and rouge to your type as to have your accessories match your costume. And Horne's Salon of Custom-made Cosmetics makes it possible, here in Pittsburgh. By this new method you are analyzed according to the individual tone, texture and coloring of your skin, the color of your hair, and even your personality, and then your best points are emphasized by just the right powder, rouge and lipstick. Then, you see, you don't look "made up" at all!

The matching is done in the little, sequestered Salon on the fourth floor, where one's beauty secrets are as safe as material treasures in a vault.



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