

P I C T O R I A L

PRINTED
PATTERNS



Descriptions
and back views
of these models
on page 15



OCTOBER · 1931

THE PICTORIAL REVIEW COMPANY - - New York City
PARIS OFFICE: 21 Rue de Berri (just off the Champs Elysées)

Printed in U. S. A.

COORDINATE YOUR WINTER WARDROBE—
BE ELEGANTLY DRESSED—YET THRIFTY!

Careful planning does it! You only need the "big four" of fashion—this coat and these three frocks—to be ready for every smart occasion. (Wear No. 5805 without the guimpe, and it's an evening dress, you see.) But pick your colors wisely—with a black coat, greens, blues, red, and champagne tones are good; if your coat is brown, you'll find that rust, yellows, beiges, and coral blend nicely. Add the accessories sketched—and there you are!



WOOL · TWEED · SATIN · VELVET

5825

5823

5824

5805

5825—Coat 50 cents—1/6. The broad-shouldered, slim-hipped line. Sizes 14 to 48. Size 16 requires 3 3/8 yards 54-inch wool, 3/4 yard 54-inch fur cloth, 2 3/4 yards 39-inch lining.

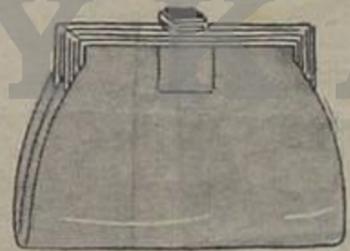
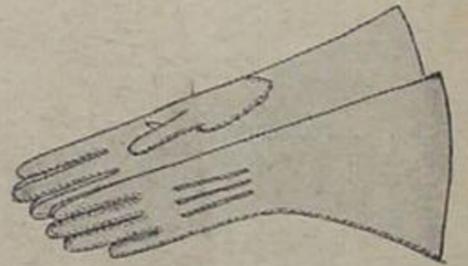
5823—Frock 45 cents—1/6. With a single inverted-pleat in front. Sizes 14 to 48. Size 16 requires 2 3/4 yards 54-inch plaid tweed, 5/8 yard 36-inch linen. Width about 1 3/4 yard.

5824—Frock 45 cents—1/6. The scarf collar frames the face becomingly. Sizes 14 to 46. Size 16 requires 3 5/8 yards 39-inch black satin, 1 1/8 yard white. Width about 2 1/2 yards.

5805—Frock 45 cents—1/6. The lace guimpe. Sizes 14 to 42. Size 16 requires 3 1/2 yards 39-inch velvet, 7/8 yard 36-in. nainsook, 3/4 yard 36-inch allover lace. Width 2 3/4 yards.



5827



5827—Hat and Scarf—30 cents—1/-. Tipped rakishly down over the right eye, that's the hat-line that made Empress Eugénie bewitching. Head sizes 21, 22 and 23 inches. Size 22 requires 1 1/4 yard 54-inch woolen for hat and scarf, 5/8 yard 36-inch lining fabric for hat.



5825 5823 5824 5805

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Satins

BRIGHT girls will scintillate in satin this autumn, says Paris. And it's a grand idea. For the new frocks, with their flowing straighter lines, are at their best in this material; black and white, the popular black and green, all the fall color combinations take on new brilliance. And printed satins (see No. 5796 on this page) bid fair to take the town by storm. All in all, everyone who knows her fashions will have at least one satin frock this year—and you will see this fabric used in suits! So hurry and make your satin costume now—then rise and shine!

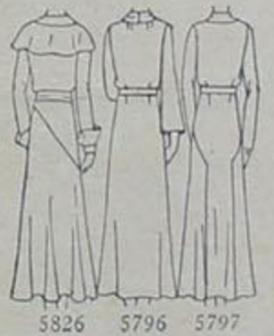


5826



5796

5797



5826 5796 5797

5826—Frock 45 cents—1/6. You'll need at least one black satin! Sizes 14 to 42. Size 16 requires 4 yards 39-inch black satin, 5/8 yd. 39-in. white. Width 2 3/8 yds.

5796 — Frock 45 cents — 1/6. Printed satin is new—and so smart! Sizes 16 to 44. Size 16 requires 3 3/4 yards 39-inch printed satin, 5/8 yd. 39-in. plain. Width 1 3/4 yd.

5797—Frock 45 cents—1/6. Sizes 14 to 42. Size 16 requires 3 3/4 yards 39-inch green, 1 yard white, 3/8 yard light green, 3/8 yard black satin to trim. Width 2 3/8 yards.

Larger Hip

ONLY IN PICTORIAL PRINTED PATTERNS WILL YOU FIND THESE SPECIAL STYLES . . .

cut to fit the proportions of the Larger-Hip figure, and designed to give grace, slenderness and chic.



L. H. 5776

L. H. 5276
L. H. 5686

L. H. 5735

5776 — Larger-Hip Frock 50 cents—1/6. Sizes 35 to 45. Size 41 requires 3 yards 54-inch woolen, 3/4 yard 39-inch satin, 1/2 yard ribbon. Width 2 3/8 yards.

5735 — Larger-Hip Frock 50 cents—1/6. Diagonals! Sizes 35 to 45. Size 41 requires 2 7/8 yards 54-inch woolen, 5/8 yard 36-in. piqué. Width 2 1/8 yds.

5820 — Larger-Hip Frock 50 cents—1/6. Sizes 35 to 49. Size 41—4 1/4 yards 39-inch dark, 3/4 yard 39-inch light. Transfer 12807, b. or y., 35 cents—1/6.

5276 — Larger-Hip Coat. Sizes 35 to 51. 5686—Larger-Hip Frock. Sizes 35 to 45. Each 50 cents—1/6. Size 41—5 3/8 yards 54-in., 3/8 yd. 39-in. fabric.

5775 — Larger-Hip Frock 50 cents—1/6. Sizes 35 to 45. Size 41 requires 4 yards 39-inch velvet, 1 yard 36-inch lace, 1/4 yard 39-inch crêpe for vestee.

5700 — Larger-Hip Frock 50 cents.—1/5. Sizes 35 to 45. Size 41 requires 4 1/4 yards 39-inch light, 3/4 yard 39-inch contrasting. Width about 3 3/4 yards.



L. H. 5775

L. H. 5820
Trans. 12807

L. H. 5700

L.H. 5276



L.H. 5776

L.H. 5686

L.H. 5735

L.H. 5775

L.H. 5820

L.H. 5700

Little Women

ONLY IN PICTORIAL PRINTED PATTERNS WILL YOU FIND THESE SPECIAL STYLES

in which every seam, every line from collar to hem, has been proportioned to add height to your figure.



L. W. 5699

L. W. 5821

L. W. 5789



L. W. 5771

L. W. 5792

L. W. 5652

5699—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½ requires 3½ yards 39-inch printed, ½ yard 39-inch plain. Width 2 yards.

5789—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½ requires 3½ yards 39-inch black, ¼ yard white satin. Width about 15⅞ yard.

5792—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½ requires 3⅞ yards 39-inch dotted, ½ yard plain. Width about 2½ yards.

5821—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½ requires 2¾ yards 54-inch wool, ¾ yard 39-inch white. Width 1⅞ yard.

5771—Little Women's Frock 50 cents—1/6. The new puff sleeves. Sizes 12½ to 40½. Size 20½ requires 4½ yards 39-inch satin. Width 15⅞ yard.

5652—Little Women's Frock 50 cents—1/6. Sizes 12½ to 40½. Size 20½ requires 3⅞ yards 39-inch velvet, ⅝ yard 39-inch satin. Width 2½ yards.



L.W. 5771

L.W. 5792

L.W. 5652

L.W. 5699

L.W. 5821

L.W. 5789

Any one can sew with Pictorial Printed Patterns—they're easier to use than any other pattern

WEAR A BRIGHT COAT OVER
A DARK FROCK, OR VICE VERSA

This year Paris is so fond of contrast, she even wears contrasting ensembles—black with red or beige; brown with yellow or rust.



5787

5825

5801

5799

Did you ever put a sleeve in backwards? Use Pictorial Printed Patterns and you'll never do it again.



5772

5743

5787—Frock 50 cents—1/6. Contrast your satins! Sizes 14 to 42. Size 16 requires 4 yards 39-inch black satin, 1/8 yard pink. Width 1 1/8 yard.

5825—Coat 50 cents—1/6. Sizes 14 to 48. Size 16 requires 3 3/8 yards 54-inch red woolen, 1/4 yard 54-inch fur cloth, 2 3/4 yards 39-inch lining.

5801—Coat 50 cents—1/6. Wear it over vivid colors. Sizes 14 to 42. Size 16 requires 3 3/8 yards 54-inch gray wool, 3 yards 39-inch lining.

5799—Frock 45 cents—1/6. Sizes 14 to 42. Size 16 requires 2 1/4 yards 54-inch red and gray tweed, 5/8 yard 36-inch white linen. Width 1 5/8 yard.

5772—Frock 50 cents—1/6. Sizes 14 to 42. Size 16 requires 3 1/8 yards 39-inch rose beige crêpe, 3/4 yard 39-inch white crêpe. Width about 1 3/4 yard.

5743—Coat and Scarf 50 cents—1/6. Wear it with a beige frock. Sizes 14 to 42. Size 16 requires 2 7/8 yards 54-inch wool, 3 yards 39-inch lining.



5787 - 5825 5801

5799 5772 5743

ONE JACKET MAKES TWO COSTUMES THIS SEASON

Now that jackets may match or contrast, wear them with many skirts or frocks. Each combination makes a new costume! . . .



5718
5510

5718
5777



5582
5559

5582
5729



5482
5726

5482
5556

You cannot make a mistake putting in sleeves with a Pictorial Printed Pattern.



5718—Jacket. Sizes 14 to 48. 5510—Skirt. Sizes 27 to 36 waist. Each 35 cents—1/-. Size 16 requires 1 3/4 yd. 54-in. plaid, 1 5/8 yd. plain.

5718—Jacket 35 cents—1/-. Sizes 14 to 48. 5777—Frock 45 cents—1/6. Sizes 14 to 42. Size 16—4 3/8 yds. 54-in. plaid, 3/4 yd. 39-in. silk.

5582—Jacket 45 cts.—1/6. Sizes 14 to 42. 5559—Frock 35 cents—1/-. Sizes 14 to 48. Size 16—2 3/4 yds. 36-in. dark, 3 1/8 yds. 39-in. light.

5582—Jacket 45 cents—1/6. Sizes 14 to 42. 5729—Skirt 35 cents—1/-. Sizes 27 to 36 waist. Size 16—5 1/8 yards 36-in. velveteen.

5482—Jacket. Sizes 14 to 46. 5726—Frock. Sizes 14 to 42. Each 45 cents—1/6. Size 16—4 1/2 yds. 54-in. dark, 5/8 yd. light, 1/2 yd. 48-in. fur cloth.

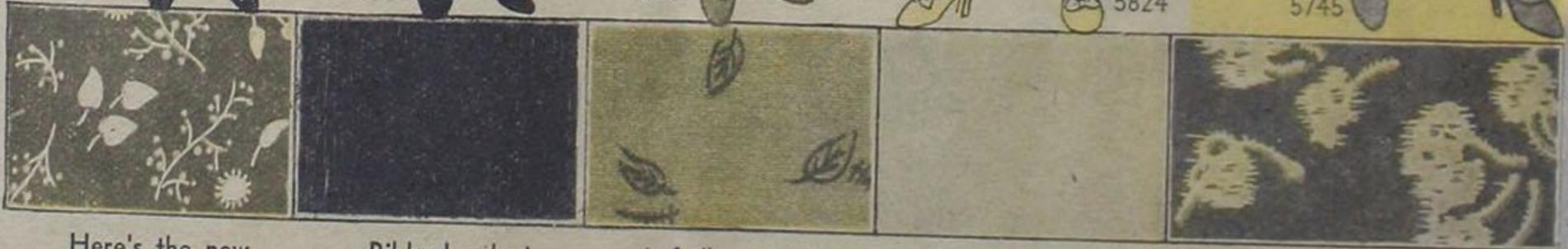
5482—Jacket 45 cents—1/6. Sizes 14 to 46. 5556—Skirt 35 cents—1/-. Sizes 27 to 36 waist. Size 16—2 1/4 yds. 54-in. dark, 2 yds. light.

Save money on your Pictorial Review subscription. Place your order at the pattern counter

YOUR FORMAL FROCKS ARE "ELEGANT" THIS YEAR



E A E N H Δ O Y K A



Here's the new printed satin

Ribbed velvet is "in" again

A faille print has a white collar

The important satin —with contrast

Metallic georgette for elegant gowns



5796

5796—Frock 45 cents —1/6. The printed satins are new and utterly delightful. Sizes 16 to 44. Size 16 requires 3 3/4 yards 39-inch printed satin, 5/8 yard 39-inch plain. Width 1 3/4 yard.



5805

5805—Frock 45 cents —1/6. The "guimpe frock" combines elegant fabrics. Sizes 14 to 42. Size 16 requires 3 1/2 yards 39-inch ribbed velvet, 1 1/4 yard 39-inch satin. Width 2 3/4 yards.



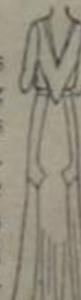
5807

5807—Frock 45 cents —1/6. Sleeve flares and a belt that ties in front are new. Sizes 14 to 42. Size 16 requires 3 3/8 yards 39-inch printed faille, 3/4 yard 39-inch plain. Width 1 1/2 yard.



5824

5824—Frock 45 cents —1/6. Showing what's new in sleeves and a draped collar. Sizes 14 to 46. Size 16 requires 3 1/2 yards 39-inch satin, 1 1/8 yard 39-inch contrasting. Width 2 1/2 yards.



5745

5745—Frock 65 cents —2/-. Sumptuous metal cloth molded to the figure is 1931 chic! Sizes 14 to 42. Size 16 requires 4 3/8 yards 36-inch print, 1/2 yard 36-inch plain lamé. Width 4 5/8 yds.

WISE "ÉLÉGANTES" WILL MAKE THESE—INEXPENSIVELY!



Rise and shine in angel-skin satin

Colorful plaids for this year's tweeds

Look luxurious in black satin

New—plaid jacket and plain skirt

Even silk-and-wool is diagonal now

5783—Frock 65 cents—2/-. Louiseboulanger's ladylike lines in gleaming satin give the new elegance. Sizes 14 to 42. Size 16 requires 3½ yards 39-inch angel-skin satin. Width ¾ yds.



5783

5786—Frock 50 cents—1/6. The two-piece frock simulates a suit with a dashing air! Sizes 14 to 42. Size 16 requires 3 yards 54-inch plaid tweed, ½ yard 54-inch plain. Width ¾ yard.



5786

5784—Frock 50 cents—1/6. The chic wrap-around theme. Sizes 14 to 42. Size 16 requires 3¾ yards 39-inch black satin. 1¼ yard 3-inch fur banding, ¾ yard 36-inch interlining.



5784

5790—Suit 65 cents—2/-. Smart suits look like frocks! Sizes 14 to 42. Size 16 requires 1¼ yard 54-inch plaid mixture, 2 yards 54-inch yellow, ½ yard 54-inch fur cloth. Width 2½ yds.



5790

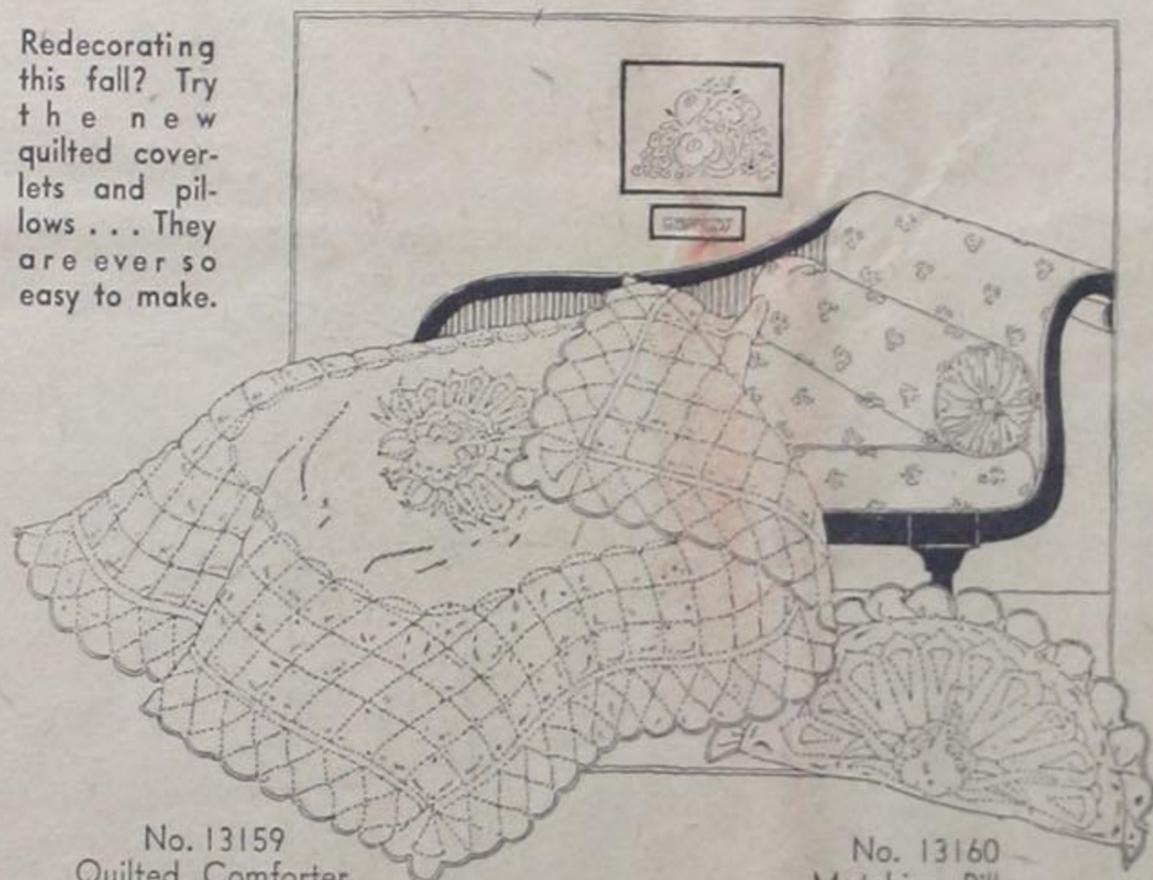
5823—Frock 45 cents—1/6. The important double sleeve gives the wide shoulder-line. Sizes 14 to 48. Size 16 requires ¾ yards 39-inch diagonal print, 5/8 yard plain. Width ¾ yard.



5823

QUILTING—THE SECRET OF A LUXURIOUS BOUDOIR AT SMALL COST

Redecorating this fall? Try the new quilted coverlets and pillows . . . They are ever so easy to make.



No. 13159
Quilted Comforter

No. 13160
Matching Pillow

Transfer Pattern No. 13159, blue or yellow, 75 cents—3/-. The n'th degree of luxury is reflected in this easily made velvet coverlet lined with satin. This pattern provides a quilting design with peacock motif for a comforter 71 x 80 inches or for a chaise-longue coverlet 52 x 76 inches and complete directions.

Transfer Pattern No. 13160, blue or yellow, 30 cents—1/-. An inviting pillow to match comforter No. 13159, making a boudoir ensemble that leaves nothing to be desired in the way of comfort and decoration. This pattern provides shape and design for a half-moon pillow 17 x 34 inches and a scallop for a 4-inch frill.



No. 13156 Clipper Ship Design

Transfer Pattern No. 12815, blue or yellow, 35 cents—1/6. Pattern includes 4 sprays 5½ inches deep x 16 inches long, six small wreaths 8 x 8½ inches, and two large wreaths 13½ x 14½ inches as shown, also extra cutting guides for appliqué.

Transfer Pattern No. 13156, blue only, 40 cents—1/6. The clipper ship is a favorite in modern decoration, and no wonder, when it has so many charming uses. On this quilted pillow it sails merrily over an ocean of conventionalized waves, with sea gulls circling overhead. Shape, design and complete directions for a quilted pillow 16 x 22 inches are supplied.



No. 12815 Box-Shape Pillow

No. 13134
Taffeta Pillow

Transfer Pattern No. 13134 blue or yellow, 30 cents—1/-. This pillow is just one of the many delightful uses to which the designs included in this pattern may be put. Two rights and two lefts of two motifs 4½ and 8 inches high as well as appliqué cutting guides are included. To be embroidered in one-stitch or blanket stitch.

These patterns may be purchased at our pattern counters

Hundreds of embroidery designs appear in "Home Craft and Embroidery Magazine," 15c a copy at all pattern counters; 9d in England

THE SUCCESS OF YOUR FROCK DEPENDS UPON THE PATTERN

That is why it is so important that you use a pattern that is absolutely accurate and one which you can follow quickly and easily without danger of error.

Pictorial Printed Patterns can be safely and successfully used by any one, no matter how inexperienced they may be, for all the instructions are given in a new, clear, simple way and you are never left to guess or wonder.

You don't have to read a lot of complicated instructions printed in eye-torturing fine type. You don't have to guess what part of the instructions belong to which part of the pattern. Even the simplest finishes and joinings are illustrated for you, and right on the piece of the pattern which they concern. Read over the list of special features offered in Pictorial Patterns and think what they mean to you when you make a frock.

1. They are printed, perforated, notched and cut out. There are no margins to trim away or overlap. Other printed patterns are not perforated, notched or cut out.
2. A sketch is printed on each piece of the pattern showing just how to do finishes, joinings, and other work pertaining to that particular piece.
3. Directions are printed beside each notch showing the correspondingly numbered notch to which it is to be joined.
4. Directions for lengthening, shortening, widening or narrowing to suit individual measurements are given.
5. There are special patterns just for little women which impart all the smart lines of the Paris model without the need for adjustments.
6. Also special patterns to fit women who are larger through the hip measurement which give smart, slenderizing lines.

And, as you doubtless know, Pictorial Printed Patterns bring you the newest and smartest styles from the great Paris houses almost as soon as they leave the hands of the original designers.



**IF YOU'RE YOUNG AND GAY AND CLEVER,
MAKE THESE FROCKS—AND SAVE!**

5728—Frock 35 cents—1/-. Sizes 14 to 46. Size 16 requires 27 $\frac{3}{8}$ yards 39-inch rose flat crêpe, $\frac{3}{4}$ yard 39-inch white. Width 2 yards.

5620—Ensemble 45 cents—1/6. Sizes 14 to 42. Size 16 requires 23 $\frac{3}{8}$ yards 54-inch diagonal wool, $\frac{1}{2}$ yard 39-inch crêpe for frock.

5678—Frock 50 cents—1/6. Smart cape. Sizes 14 to 42. Size 16 requires 5 $\frac{3}{4}$ yards 36-inch lamé, 1 $\frac{1}{4}$ yard ribbon. Width 3 $\frac{5}{8}$ yards.

5726—Frock 45 cents—1/6. New high collar. Sizes 14 to 42. Size 16 requires 2 $\frac{1}{2}$ yards 54-inch red wool, $\frac{3}{4}$ yard 36-inch linen to trim.

5711—Frock 50 cents—1/6. Paris adores contrast. Sizes 14 to 42. Size 16 requires 2 $\frac{1}{4}$ yards 39-inch black satin, 1 $\frac{1}{4}$ yard 39-inch pink.

5804—Frock 45 cents—1/6. Cute collar! Sizes 12 to 20 years. Size 16 requires 4 $\frac{5}{8}$ yards 39-inch metalized georgette, 1 $\frac{1}{4}$ yard ribbon.



What does the mirror tell you?



"I'll tell you how it was, dearie, I could not look in a mirror without seeing my harsh, pimply skin. My breath was bad, too. So I asked our family doctor what I could do. He said: 'All you need is to keep the intestinal canal free from body poisons—go to the drug store and get Dr. Pierce's Pleasant Pellets, a simple vegetable laxative which acts on the liver and bowels.'"

Now, girls, if you want a lovely, smooth skin, sparkling eyes, sweet breath, take Dr. Pierce's Pellets. They can be had at any drug store in tiny vials of 60 Pellets for 30c. Just ask for

Dr. Pierce's Pleasant Pellets

If you wish to consult Dr. Pierce's Clinic in Buffalo, N. Y., just enclose wrapper from Pellets and you will receive medical advice free.



GRAY STREAKS.

A famous, clear, colorless liquid brings youthful color to fading strands. Just comb it through hair. Gray streaks vanish. Color comes: black, brown, auburn, blonde. Entirely SAFE. Leaves the hair soft, lustrous—easy to curl or wave.

We'll send complete Test Package FREE. Apply to single lock snipped from hair. See results yourself. Will you try it? Just mail the coupon.



MARY T. GOLDMAN
OVER TEN MILLION BOTTLES SOLD

FOR FREE TEST PACKAGE

MARY T. GOLDMAN,
4632 Goldman Bldg., St. Paul, Minn.

Name

Street

City State

Color of your hair?

Elegance, the keynote of

SELECTIONS FROM THE SMARTEST CREATIONS OF THE COUTURIERS



For fabric requirements see pattern envelopes



5810



L.W. 5817



5809



5819



5818

5808—Coat 65 cents—2/-. New—wider armholes, broad shoulders. Sizes 14 to 42.

5810—Frock 50 cents—1/6. Very grand made in double-faced satin. Sizes 14 to 42.

5817—Little Women's Ensemble 65 cents—2/-. For short sizes. Sizes 12½ to 40½.

5809—Frock \$1.00—4/-. It's formal without guimpe and sleeves. Sizes 14 to 42.

5819—Ensemble \$1.00—4/-. Jenny accents the trim, slim waistline. Sizes 16 to 42.

5818—Suit and Blouse \$1.00—4/-. Longer coat, slimmer waistline! Sizes 14 to 42.

Martial et Armand
Marcel Rochas
Mirande
Maggy Rouff
Jenny
London Trades

of Paris' latest models

ADAPTED FOR PICTORIAL PRINTED PATTERNS
FOR FALL AND WINTER

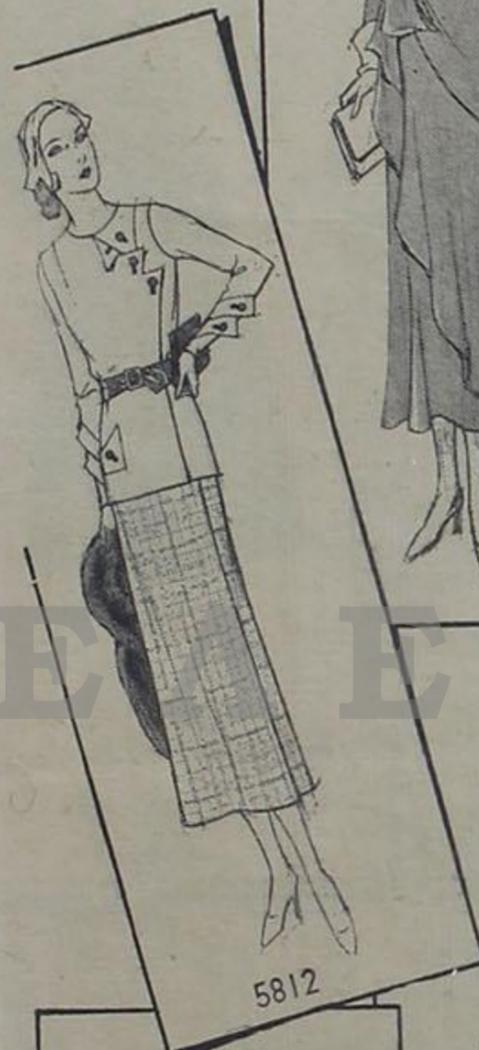


5815



5811

For fabric re-
quirements see
pattern envelopes



5812



5814



5813



L. H. 5816

*Jenny
Lelong
Goupy
Louiseboulanger*

5812—Frock 50 cents—1/6.
Spiral cuffs and a "step-
back" effect. Sizes 14 to 42.

5815—Frock 65 cents—2/-.
The new drapery takes a
straighter line. Sizes 14 to 42.

5811—Frock 50 cents—1/6.
The wide puffed under-
sleeve is new. Sizes 14 to 42.

5816—Larger-Hip Frock 50
cents—1/6. To make you
look slender. Sizes 35 to 45.

5813—Frock 50 cents—1/6.
Many buttons and an im-
portant scarf. Sizes 14 to 42.

5814—Frock and Cape \$1.00
—4/-. Bias seamings are
flattering. Sizes 14 to 20 yrs.

FAMOUS FRIENDS of Your GREAT-GRANDMOTHER



EVEN as a girl, she knew and used these friendly black and white threads under the famous names of Clark's O. N. T. and J. & P. Coats. And because she took pride in sewing as an art, she used each size for its proper purpose—fine threads for dainty stitches, heavier threads for sturdy seams. For this is a sewing secret—when the thread is right in size for the fabric and purpose, your stitches blend with the texture and your seams have the strength of the fabric itself. Next time you go to a notion counter, get a supply of these famous black and white six-cord threads in a wide assortment of sizes. Then you will always have handy the proper size for every sewing need.

**CLARK'S O.N.T.
J. & P. COATS**



The Two Great Names in Thread

NO TROUBLE TO MAKE—
AND LOTS OF FUN TO WEAR



5795
Trans. 12623
b. or y.
25 cts.—1/3

5806

5722



5800

5803
Trans. 12904

5798



5802
Trans. 12672
b. or y.
25 cts.—1/3

5793

5795—Frock 25 cents—1/-. Sizes 2, 4 and 6 years. Size 6 requires 2 1/4 yards 27-inch challis, 3 1/2 yards binding, including bow.

5722—Frock 30 cents—1/-. Gay puff sleeves. Sizes 1 to 5 years. Size 5 requires 1 5/8 yard 36-inch chambray, 1/4 yard contrasting.

5803—Frock 30 cents 1/-. Sizes 6 to 14 years. For size 10, 2 5/8 yards 39-inch crêpe. Transfer 12904, b. or y. 40 cents—2/-.

5802—Frock 35 cents—1/-. Sizes 8 to 16 years. Size 12 requires 2 7/8 yards 36-inch taffeta, 1 1/2 yard frilling, 3 yards ribbon.

5806—Frock 25 cents—1/-. Sizes 2, 4 and 6 years. Size 6 requires 1 7/8 yard 36-inch plaid, 1/2 yard plain, 2 yards bias binding.

5800—Frock 30 cents—1/-. French. Sizes 10 to 17 years. Size 12 requires 2 1/2 yards 39-inch print, 1 5/8 yard ribbon.

5798—Frock 30 cents—1/-. Novel collar. Sizes 10, 12, 14 and 16 years. For size 12, 1 7/8 yard 54 in. wool, 3/8 yd. contrasting.

5793—Frock 35 cents—1/-. Sweet for parties. Sizes 10 to 17 years. Size 14 requires 2 1/4 yards 39-inch velvet, 1 yard 36-inch lace.



MAKE THESE
IN A VERY
FEW HOURS



5822



5822—Blouse 35 cents—1/-. Make it in two shades of satin. Sizes 14 to 40. Size 16 requires 1½ yard 39-inch satin, ¾ yard 39-inch contrasting.

5794—Little Women's Slip, 35 cents—1/-. Perfectly cut for little figures. Sizes 12½ to 44½. Size 20½ requires 2¾ yards 36-inch white taffeta.



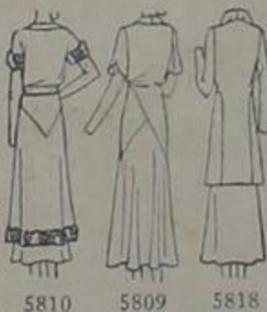
L. W. 5794

Descriptions and back views
of models on front cover

5810—Frock 50 cts.—1/6. Sizes 14 to 42. Size 16—5 yds. 39-in. velvet, 2¾ yds. 3-in. fur banding to trim.

5809—Frock \$1.00—4/-. Sizes 14 to 42. Size 16—4¼ yds. 39-in. black, ¾ yd. white.

5818—Suit and Blouse \$1.00—4/-. Sizes 14 to 42. Size 16—3¾ yds. 54-in., 3¾ yds. 39-in.



Step by Step to the Dress You Want

Singer Sewing Courses now help you to make your own lovely clothes



A competent teacher guides you in choosing a becoming design and appropriate fabrics—



In altering and adjusting your pattern to your individual measurements—



In laying out the pattern and cutting out your materials—



In assembling your dress—in fitting it perfectly—and in using the machine for all the stitching.



She helps you step by step until your dress is finished—smart, distinctive, just as it looked in the fashion book.



IN this book are dozens of attractive new designs, with patterns simpler than ever before. In the stores in your own town are lovely, tempting fabrics, lower in price than they have been for years. And now, not far away, wherever you live, there is a competent teacher ready to help you in creating, with these materials, the distinctive dress you want.

You will find the Singer School near you a pleasant, inviting place to spend an afternoon. Every convenience in modern equipment is there for your use—fashion books and magazines, large cutting tables, deep mirrors for fitting, and modern Singer Electric machines to stitch your seams with magic ease and swiftness.

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