

V O G U E

PATTERNS

AUGUST 1 COLLECTION



No. 7452—For now . . . for later, the soft little dress in a dark silk crêpe. Tiny draped sleeves, full, gathered skirt. Cut in sizes 12 to 20 (30 to 38). "Easy-to-Make." For size 16 (34): about $3\frac{1}{2}$ yds. 39" material. 50 cents



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JORDAN MARSH COMPANY, *Boston, Mass.*

for now...

for later

THE DARK TOWN DRESS



CRÊPE DE CHINE. NO. 7443



No. 7443—Slimming details...slightly flared skirt, a soft, low neckline. (Long sleeves, too.) Sizes 14 to 20 (32 to 38), 40 to 46. Size 16 (34): about $3\frac{1}{2}$ yds. 39" material. 75 cents.

No. 5-4230—The sheath, cut with a wide, pretty neckline. (There is an optional, jutting peplum in the pattern.) Sizes 12 to 20 (30 to 38). Size 16 (34): about $3\frac{3}{8}$ yds. 35". Price, \$1.

No. 7445—The soft, billowy silhouette in feminine silk sheer. The sleeves can be double. "Easy-to-Make." Sizes 12 to 20 (30 to 38). Size 16 (34): about $4\frac{1}{2}$ yds. 39" material. Price, 60 cents.

No. 7441—The sheath in satin for evening (in crêpe as a basis for accessory changes). "Easy-to-Make." 12 to 20 (30 to 38). 16 (34): about $2\frac{1}{2}$ yds. 39" with nap. 50 cents.

No. 7448—A narrow silhouette points up a sophisticated, flared godet. Two-piece skirt. (The sleeves can be long.) Sizes 12 to 20 (30 to 38). Size 16 (34): about $3\frac{3}{4}$ yds. 39". 75 cents.

No. 7453—Flaring afternoon dress. Portrait neckline outlined by triple bands in the front. Sizes 12 to 20 (30 to 38). Size 16 (34): about $3\frac{7}{8}$ yds. 39" material. Price, 60 cents.



7443 5-4230 7445 7441 7448 7453



SHEER. NO. 7445 SATIN. NO. 7441 CRÊPE. NO. 7448



NOW IS THE TIME TO START



THE STREET DRESS

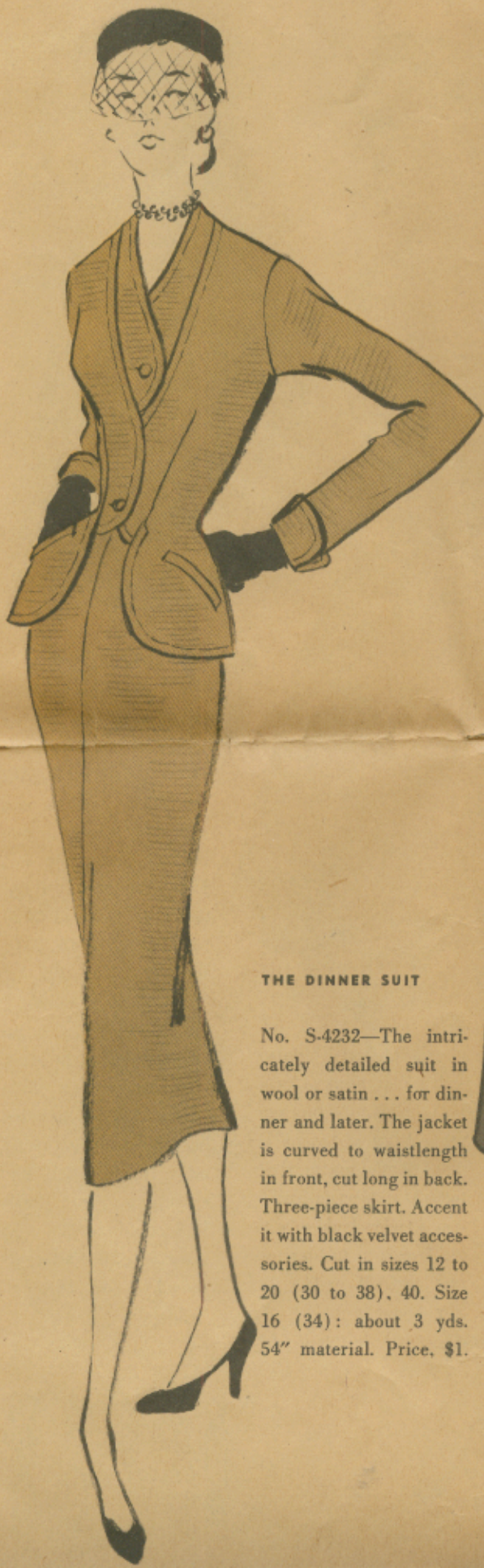
No. S-4231—The dress you wear during the first days of fall alone, later under a coat. Make it in sheer wool or wool jersey. (The sleeves can be short.) Four-piece skirt with a deep pleat in the front. Cut in sizes 12 to 20 (30 to 38), 40, 42. Size 16 (34): about $2\frac{1}{8}$ yds. 54" material. Price, \$1.



THE TOWN SUIT

No. 7444—Good classic lines in two shades of grey heather wool jersey. The suit jacket is finished with bias bands. Welt pockets. Two-piece skirt. Sizes 12 to 20 (30 to 38). Size 16 (34): about $1\frac{7}{8}$ yds. 54" for jacket and 1 yd. 54" for skirt. Price, 75 cents.

MAJOR FALL INVESTMENTS



THE DINNER SUIT

No. S-4232—The intricately detailed suit in wool or satin . . . for dinner and later. The jacket is curved to waistlength in front, cut long in back. Three-piece skirt. Accent it with black velvet accessories. Cut in sizes 12 to 20 (30 to 38), 40. Size 16 (34): about 3 yds. 54" material. Price, \$1.



THE CASUAL COAT

No. 7442—The coat you wear any time of the day . . . practically four seasons. Make it in tweed, camel's hair, fleece. The curved raglan sleeves go over suits easily. Small (28-30), Medium (32-34), Large (36-38). Medium: 3½ yds. 54" material. Price, 75 cents.



S-4231 7444 S-4232 7442

THREE VERSATILE STARTING POINTS



THE SHEATH

No. 7101—For informal evenings . . . start with a bare little sheath in faille, crêpe or taffeta. Or make the sheath in wool and you can wear it with blouses during the day. Two-piece skirt. "Easy-to-Make." Sizes 12 to 20 (30 to 38). Size 16 (34) : about 2¾ yds. 39". 60 cents. Add overskirts.

No. 7455—Make an apron overskirt in black lace, another in faille (both aprons included in pattern). You could make one in taffeta and encrust it with braid. "Easy-to-Make." 24 to 32 waist. Size 28: Faille version, 2 yds. 39". 50 cents.



SKIRT NO. 7446

BLOUSE NO. 7447

HALTER NO. 7454



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THE IMPORTANT SKIRT

No. 7446—Flared skirt, released pleats. "Easy-to-Make." Try linen. 24 to 32 waist. 28: $2\frac{7}{8}$ yds. 35". 40 cents.

No. 7447—Linen blouse. 12 to 20 (30 to 38). "Easy-to-Make." 12 to 20 (30 to 38). 16 (34): 2 yds. 35". 40 cents.

No. 7454—White piqué halter. Sizes 12 to 20 (30 to 38). For size 16 (34): about $1\frac{1}{2}$ yds. 35". Price, 50 cents.

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THE CLASSIC JACKET

No. 7451—Cardigan jacket in linen. Sizes 12 to 20 (30 to 38), 40 to 46. 16 (34): $2\frac{7}{8}$ yds. 35". Price, 50 cents.

No. 7418—"Easy-to-Make." Four-piece linen skirt. 24 to 38 waist. For size 28: 2 yds. 35". Price, 40 cents.

No. 6951—Shapely pleated linen skirt. Sizes 24 to 30 waist measure. Size 28: $2\frac{3}{8}$ yds. 35" material. 50 cents



JACKET NO. 7451

SKIRT NO. 7418

SKIRT NO. 6951

LINGERIE

SILK CRÊPE

No. 7450—Cool and feminine nightgown that is "Easy-to-Make." (No seam at the waist). Sizes Small (30-32), Medium (34-36), Large (38-40). Medium size: 3½ yds. 39". 40 cents.



BATISTE

No. 7449—Cool little bed jacket softly gathered in the front and back. "Easy-to-Make." Small (30-32), Medium (34-36), Large (38-40). Medium: 2½ yds. 35" material. 40 cents.



GINGHAM

No. 7440—Softly tailored shirtwaist housecoat in plaid tissue gingham. (Full, three-quarter length sleeves, too). 12 to 20 (30 to 38). "Easy-to-Make." 1C (34): 5¾ yds. 35". 60 cents.



7440

7450

7449