

Problems of Dressmaking by Madam Echet

CENTRALIA, Wash., Oct. 11.—Madam Echet: I have some good ideas that I would like to make up like the pattern in the October McCall's, on page 71, No. 2811. What do you think? The lace is cream and the skirt a blue satin. I have a blue serge that would be just the color for a school wear and for the street. Please name a pattern for me to go by, as I cannot wear anything without your help and your help and thank you. ELSA.

ELSA, Centralia, Wash.—Kindly write with ink or a softer lead when addressing this column, as I can scarcely see what you have written.

For the dress you have mentioned I think the style very good, though a bit extreme for the general wear that such a dress will demand. Why not eliminate the very long sleeves and have the elbow? The wrist length would be very unbecoming in the type shown. Or if you feel that you wish the very extreme, then why not the sleeves shown in the same issue on page 76, No. 2837?

For a dress which shall meet the wear of schoolroom and street there is on page 73 of the same book, No. 2878, a pleasing model.

LOS ANGELES, Cal., Sept. 11.—I am 24; have medium brown hair and dark brown eyes; am 5 feet 3 inches tall and weigh 110 pounds. I have very little natural color in my face. My measurements are: Waist 26 1/2, hips 33 1/2, bust 33 1/2. I would like a dress suitable for wear in a department store or schoolroom, of material that will wear. I also have another problem: I have a white georgette dress made up after the 11-straight-pleat pattern found in the Women's Home Companion, No. 192. I would like to dye the georgette a suggest color and style. I wish this dress to wear to church and in afternoon. In both dresses I wish something unusual, both dresses will still rather inconspicuous. What general hat lines would you suggest for me? My face is rather broad through the cheek bones and my chin is somewhat pointed. Would wide brims make me look shorter? Thanking you most sincerely I am, respectfully, IRMA SHARPE.

IRMA SHARPE, Los Angeles, Cal.—It is always a sincere pleasure to greet the reader residing at a distance and who finds or has found interest in our department.

With the high collars you might like the type which is the standing turnover. The long neck wears them well and for the dress model I am sure that you will like the cross lines as shown on the model in the October Fashionable Dress, page 29, No. 2247, with the collar pattern on the same page in No. 2248. The two can be very nicely combined. For the material there is the tricotine or serge in the blue or navy, of extra or midnight. Also the fir green, which, with the black cross trim in moire ribbon, would be very attractive.

I do not keep on the reference file any numbers as dated in your letter, and so cannot plan the lines of crepe. A paper made with the black trimmings would be stunning and the crepe used in the draped skirt. The long-waisted blouse to be of the satin with the draped line over the front and back. The garland line is being used by the French masters and is most artistic. A round neck, with the set-in of crepe made in a shirred line and the cord finish top will prove becoming to your neck line.

Wear both your dresses at the six-inch length and the latter with the draped streamer dipping below the skirt's edge. In making the streamer of the dyed material, join the ends of your panels on one long length and drape in becoming manner.

For the hat which will be most becoming I would say that the wide brim should prove the favorite. Add a little dip in the brim with the black satin and paprika frock. The hat of black velvet with a wide brim shade worn on the right dipping edge and the frayed ends a bit over the edge.

PORTLAND, Sept. 12.—Dear Madam Echet: I am 19 years old, feet 5 inches, weigh 130 pounds, rather stout, dark complexioned, very little color; dark brown hair and brown eyes. I want to have a dark blue pointed tulle or tricotine dress made for everyday wear and want to combine it with red or some other color. Which of these two materials would be the most serviceable? Also could you suggest a pattern to make it by. I want it to be rather long-waisted, close fitting and skirt with the panel on each side, faced with the red or another color. For the facing what kind of material would I get? I also have some black cotton crepe which I would like to have made up for an evening dress. Could you suggest a pattern for me? Are wishes to be worn much this season? I would like to have made so as to wear with a sash if possible. Also, could you suggest a color to come to me in a blue taffeta?

I will need my wool dress shortly, so I hope to see your answer soon. Thanking you very much for your suggestion, I am yours truly, BUSINESS GIRL.

Business Girl.—For the woolen dress please see the Style for October, where, on page 8, there appears in No. S 6172 a model you will like, where, on page 8, there appears in No. S 6172 a model you will like. The side trim is especially interesting and will give you length. Have the blue tricotine braided in the black soutache. The style is splendid for the street figure because of the slit on the side. The buttons and the belt of red suede. The evening dress of black tulle seems made so as to wear with a sash if possible. Also, could you suggest a color to come to me in a blue taffeta?

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For the blue taffeta I would have the model shown in the Fashionable Dress for September, page 18, No. 2143. Let the collar, sleeve, trim and skirt strap be of the flame red in a duvetyl. This will make a fetching frock.

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Each package of "Diamond Dyes" contains directions so simple any woman can dye or tint her old worn, faded things new. Even if she has never dyed before she can put a rich, fadeless color into shabby skirts, dresses, waists, coats, stockings, sweaters, coverings, draperies, hangings, everything. Buy Diamond Dyes—no other kind—then perfect home dyeing is guaranteed. Just tell your druggist whether the material you wish to dye is wool or silk, or whether it is linen, cotton or mixed goods. Diamond Dyes never streak, spot, fade or run.—Adv.

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—hundreds of new and beautiful designs for the holiday season may be seen at the Stationery Department, Main Floor. By placing your orders now prompt delivery is assured. All work guaranteed in every respect.

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Lovely New Crepe Dresses In a Feature Offering at

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—Here is a group of Dresses that is sure to appeal to many women who have been on the lookout for an opportunity to secure charming frocks for the approaching holiday season. And most charming models these are, made up in —Lennox Crepe —Satin-Back Crepe —Canton Crepe —three of the season's favorite silken fabrics for quality Dresses. Straightline effects with plaited, panel or draped skirts. Also novelty blouse styles and the very fashionable long-waist models with novelty girdles of metal and beads or with narrow tie belts. Many show the new slashed sleeves. Beautifully trimmed with silk embroidery, hemstitching, beads, buttons, etc. The selection is varied enough to please the most exacting taste, but early shopping \$39.85 is advisable. Specially low priced \$39.85 Second Floor



Extra Values! Silk Petticoats Special \$5

Second Floor—All-Silk Jersey, Taffeta, Pussy-willow and Satin Petticoats in an exceptionally attractive showing at five dollars. Surprising values, too, at the price. Plain and novelty styles with plaited, ruffled, tucked and stitched flounces. All the newest Fall colors—jade, brown, \$5 cerise, navy, taupe, etc. Specially priced \$5 Sweaters \$13.95 —High-class Sweaters of fine quality wool and mohair in light and heavy weights. Popular tuxedo styles, plain and fancy weaves, trimmed with brushed wool and Angora. Some with belts, others with braided sashes. Black, \$13.95 navy and a variety of colors; only \$13.95

Reliable Bedding —Lowest Prices

—Cotton Blankets, heavy quality, size for double bed. Gray and tan with pink or blue borders. On special sale today, only \$2.50 —Mixed Wool Blankets in double bed size. White with colored borders; at \$5.00 —Cotton Comforters, full size, covered with silkoline. Specially low priced at \$2.98

—Immense stocks of Dependable Merchandise carefully selected by experts—every article priced to afford the utmost in value for the money—larger and better assortments to select from—prompt, courteous service. These are but a few of the important features that go to make this a SAFE AND PLEASANT PLACE TO SHOP!



Semi-Annual Clearance Any Trimmed Hat

—Twice each year we hold a great Millinery Clearance. Customers look forward to these events with keen interest, for the Sales embrace every trimmed hat in the stock—this means that customers may select their hats and have the advantage of practically a full season's service at a big saving. Sale starts this morning. —Extra salespeople will be here and every effort will be made to see that you are given courteous attention, but those who can do so are urged to shop during the morning hours, and thus help relieve the inevitable jam of the afternoon. —You owe it to yourself to attend this very important underselling event.—Second Floor.

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Absolutely No Reserve Any Hat 1/2 Price

—Dress Hats, Dancing Hats, Dinner Hats, Tailored Hats, Street Hats, Outing Hats—models that portray the latest word in style. There are light hats and dark hats, large hats and small hats—hats for maids and matrons, in every conceivable shape and material. The one big Millinery Sale where your dollars do double duty!

All \$10 Hats Now \$5 \$45 Hats \$22.50

—\$12.50 Hats at \$ 6.25 —\$25.00 Hats at \$12.50 —\$15.00 Hats at \$ 7.50 —\$27.50 Hats at \$13.75 —\$16.50 Hats at \$ 8.25 —\$30.00 Hats at \$15.00 —\$18.50 Hats at \$ 9.25 —\$35.00 Hats at \$17.50 —\$20.00 Hats at \$10.00 —\$37.50 Hats at \$18.75 —\$22.50 Hats at \$11.25 —\$40.00 Hats at \$20.00

SEE WINDOW OF SALE HATS —Millinery Salons 2d Floor

Women's High Shoes

—SPECIAL 3 DAYS' SALE—John Kelly, Selby, Williams & Hoyt, Grover and other famous makes. A splendid opportunity to save on your WINTER FOOTWEAR.

\$7.50 to \$10.00 Shoes \$5.95 Main Floor—Women's black or brown kid Shoes with cravenette toppings, high half Louis leather heels—black kid with flat heels and pointed toes—gunmetal but-toned or laced Shoes with low heels. Regular \$7.50 to \$10.00 values—pair \$5.95

Shoes Worth to \$12 \$7.95

—John Kelly's black or brown kid and tan calfskin Shoes with walking soles and military heels—"Lady Walker" flexible soled Shoes with low heels and round toe. \$8.95 Values to \$14.00 at \$8.95

—Brown or black all-kid Shoes with high curved heels—brown kid vamps with cloth tops and military heels—cordovan calf with Cuban heels. Lines formerly selling from \$7.95 to \$12.00—the pair \$7.95

These Chilly Nights Suggest Warmer Night Wear

—We are splendidly prepared to meet the requirements of our customers with large stocks of warm Outing Flannel garments at the lowest prices. Right now is the time to choose for winter.

Women's Outing Flannel Night Gowns

Second Floor—Great variety of styles in the showing, allowing wide latitude for individual choice. Made up in best of outing flannels in a variety of striped and solid colors—orchid, flesh, maize, honey-dew, etc. Round or V-neck styles. Specially low priced at \$1.25 to \$3.50 —Outsize Gowns priced \$2.25 to \$2.98 —Pajamas—one and two-piece, at prices ranging from \$1.69 up to \$4.50 pair.

Children's Gowns —Warm, comfy Nighties in a large assortment of neat styles in novelty stripes and solid colors. Sizes for children 8 to 14 years. Priced at 98¢ to \$1.75 —Scalpax Kiddies' Sleepers, sizes 6, 8 and 10 only. Regular \$2.50 values on special sale today at \$1.29

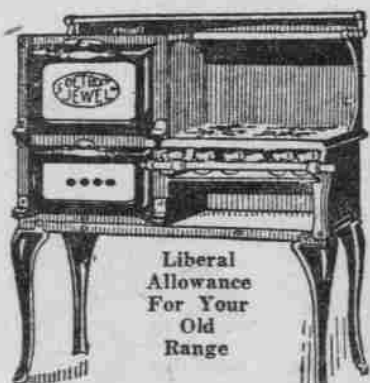


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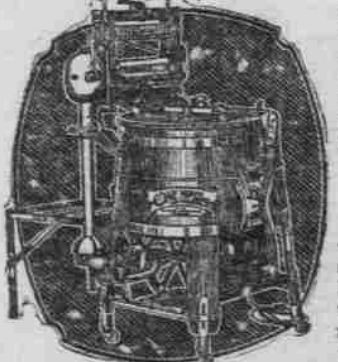
\$5 Down and \$5 per month will send a Detroit Jewel "Bake Better" Gas Range to your home at once.

Detroit Jewel Features —Patented oven construction. Oven size 16x18-inch; plenty of room for a large roast; 3 regular top burners, 1 large top burner and 1 pilot burner; white enameled door panels, broiler and toaster oven. Liberal Allowance For Your Old Range



A One-Minute Electric Washing Machine

in your home means reduced laundry expense, less labor and quicker and better work. One of these wonderful machines will pay for itself in a very short time. Sold on our easy-pay plan— \$2 Down —balance on easy weekly installments of \$2.00. The One-Minute Washer is made from the best of materials and all mechanical parts are guaranteed first quality. The next time you are in the store step off the elevator at the Third Floor and let us tell you more about this famous Electric Washing Machine. Price \$97.50. We give S. & H. Trading Stamps.



New Trimmings

Main Floor—New Fur Bands and Collars to match—new Braids, Tassels, Fringes, Laces, Allovers, Flouncings —the season's very latest novelties are now ready for your inspection.

Candy Specials

—Maple Peanut Nuggett, a delicious confection. Special, lb. 33c —Fresh Chocolates, assorted flavors. Priced special, pound 37c Candy Dept.—Main Floor

Set of 4 Kitchen Bowls 69c

Third Floor—Not more than two sets to a customer. Made from excellent quality glass—sanitary and easy to clean. Each set contains 4 bowls in varying sizes as shown 69c above. Regular \$1.00 sets, on special sale today at 69c

Sale of Electric Lamps and Shades

Third Floor—An artistic Lamp gives added charm and cheerfulness to the home. Select yours now and pay a much lower price. Note items below.

Boudoir Lamps \$4.95 —Choice of several different styles in bases and a variety of patterns in parchment shades. Similar to sketch \$4.95 at right. Priced special at \$4.95 —Other Boudoir Lamps \$3.98, \$5.95

Bridge Lamps \$14.75 Third Floor—Gold or Tiffany finish, complete with parchment shades in assorted designs and colors. \$14.75 Priced special at \$14.75 —We give S. & H. Stamps.

Bridge Lamps \$17.48 Third Floor—Tiffany or mahogany finish Bridge Lamps, complete with silk shades in assorted colors. Beautiful designs. Specially priced, at only \$17.48

Floor Lamps \$24.75 —You must see these Lamps to appreciate what remarkable values they are. Choice of several new and very attractive designs in polychrome. Complete with high-grade silk shade. Various colors. Special at \$24.75

Butter Boxes 56c —covered glass Boxes, to hold 2 lbs. of butter. Sanitary and convenient. \$56c Regular 75c values at 56c

Oven Glass Pie Dishes At 48c —Fire-proof glass. For baking purposes. Sanitary and easy to clean. Regular 75c values at only 48c

Decorative Dinner Sets At Special Prices

Third Floor—Selected numbers from our regular lines offered at special low prices. Take advantage of these savings.

Cottage Sets On Sale —Semi-Porcelain Sets, 32 pieces. White and gold decoration. Priced special at \$4.98 —Pink Floral Border Sets of 32 pieces. Regular \$10.00 values. Priced special \$6.98 —Conventional gold stamp sets of 46 pieces. Regular \$8.95 \$12.50 values; special \$6.98



Bavarian China —Thin China Sets, floral decoration, 49 pieces; special \$22.50 —Moss rose spray decoration, 48 pieces; \$24.75 priced special

OWK Coffee 29c Lb.

—No deliveries except with other purchases made in the Grocery Department. Why pay 40c or more for your coffee when you can buy our famous OWK Imperial Roast at this low price? 3 pounds for 29c, 85¢, or, per pound, only —Baking Powder, Royal, regular 45c size. Specially 40¢ priced for this sale at 40¢ —Tree Tea, Ceylon or English Breakfast; regular 65¢ 59¢ grade; priced special, lb. Model Grocery 4th Floor

Featuring 2-Knicker Suits

—the kind that will stand up under the wear and tear of real live American boys! The price—only \$12.50

—snappy patterns in tweeds and novelty mixtures in grays, browns, etc. Extra strong seams, coats with hand-tailored collars and lapels. Lined with mohair. 2 pairs of knickers, with each \$12.50 suit. Special at \$12.50 —See our special showing of Juniors' new Fall Overcoats at prices \$7.85 to \$15.00



Boys' Store Main Floor

Toyland Specials

Fourth Floor—Look ahead and profit by these special offerings. No telephone or C. O. D. orders accepted for these items.

\$1.50 Dolls 95c —13-inch Dressed Dolls with sleeping eyes and long curls. Best standard \$1.50 val. 95c on special sale at \$1.50 —\$1.50 Teddy Bears For \$1 —Every little girl and boy loves a Teddy Bear. These are extra well made and are just the right size. Regular \$1.00 \$1.50 values for only \$1.00 —Pile Driver \$1.00 —Panama Pile Driver—a toy that affords hours of fun and amusement for the kiddies. Regular \$1.25 Pile \$1.00 Drivers on sale today \$1.00 Fourth Floor