



INSIST ON A McCALL PATTERN • IT'S THE SHORT CUT TO PARIS STYLE

• SMITH & STRANGE

32, 34, 36 South Street

Worthing



BLOUSES AND CULOTTE

McCALL 8789. This can also be made with tunic-length peplum. Short sleeve in one with bodice. Drapery. Size 36, $1\frac{1}{4}$ yards 39-in. 8 sizes, 12 to 18, 36 to 42. $1\frac{1}{5}$.

McCALL 8856-8405. Tunic blouse with draped neck and flaring peplum. Blouse 8856, size 36, 3 yards 35-inch. 8 sizes, 12 to 18, 36 to 42. $1\frac{1}{5}$. Skirt 8405, size 30, $2\frac{1}{4}$ yds. 39-inch. 7 sizes, 24 to 36. $1\frac{1}{5}$.

McCALL 8886. Besides the two sleeves shown, this blouse has a long sleeve shirred at wrist. Size 36, short sleeves, $1\frac{1}{4}$ yards 39-inch. 8 sizes, 12 to 18, 36 to 42. $1\frac{1}{5}$.

McCALL 8881. Sports shirt. Wear it with a divided skirt, a tailored suit or riding clothes. See its full back in the small sketch below. Size 36, $2\frac{1}{4}$ yards 35-inch. 8 sizes, 12 to 18, 36 to 42. $1\frac{1}{5}$.

McCALL 8643. Divided skirts, often called culottes, are all the rage. There's nothing more comfortable. Slidefastener closing and back pocket. Size 30, $3\frac{1}{4}$ yards 36-inch. 7 sizes, 24 to 36. $1\frac{1}{10}$.

AN IMPORTANT JACKET FROCK



A dress with its own jacket—and a very important jacket, too, because of its baby-swagger length and because of its pleats. It may be made smartly in plain or printed silk crepe, or in a heavy sheer. It is grand looking for the dark-printed-dress-with-white-pique-coat type of costume. And if you are thinking of fall so early in the season, nothing could be more high style than this jacket costume in wool.

McCALL 8882. The dress has puffed top sleeves or long plain ones. The baby swagger jacket has its fullness in pleats. Size 36, 6¼ yards 39-in. 8 sizes, 12 to 18, 36 to 42, 2/8½.

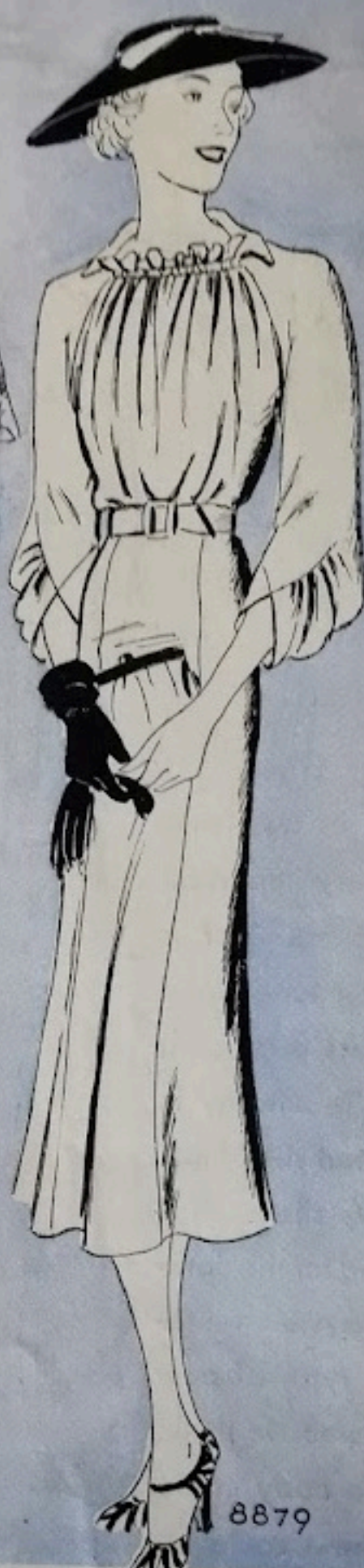
8882

THE

SEMI-SHEERS, THE CHIFFONS,



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McCALL 8799. Alix' afternoon frock with the new flowing sleeves and cross-over draped neckline. Sketched in flowered chiffon. Size 36, $3\frac{3}{4}$ yards 39-inch. 8 sizes, 12 to 18, 36 to 42. 2/1.

McCALL 8879. Nothing is lovelier than white in summer. This skirt is about 2 yards at the hem—suitable for any sheer. Size 36, $3\frac{3}{4}$ yards 39-inch. 8 sizes, 12 to 18, 36 to 42. 2/1.



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McCALL 8876. These sleeves are in one with the bodice. The tucks make them full and give a yoke effect. Size 36, $3\frac{1}{2}$ yards 39-inch, contrast, $\frac{1}{4}$ yard 39-inch. 8 sizes, 12 to 18, 36 to 42. 2/1.

McCALL 8878. Dotted swiss, chiffon, or organza are best for this frock. White organdy frills. Size 36, $3\frac{1}{2}$ yards 35-inch, frills, $\frac{1}{4}$ yard 35-inch. 8 sizes, 12 to 18, 36 to 42. 2/1.



TWO KINDS OF DRAPED NECKLINE

McCALL 8857. A sheer crêpe frock with a soft draped neckline. This neck is new. Note how it lies up against the throat in front, how it dips in back. Also a long plain sleeve and a short puffed one. Size 36, $3\frac{1}{2}$ yards 39-in. 8 sizes, 12 to 18, 36 to 42. 2/1.

McCALL 8869. Printed chiffon afternoon frock. The neckline is prettily draped, the skirt flared all-around. See its shirred back in the small sketch. Size 36, $3\frac{3}{4}$ yards 39-inch printed chiffon, collar, $\frac{1}{4}$ yard 39-inch. 8 sizes, 12 to 18, 36 to 42. 2/1.

SHEERS AND SEMI-SHEERS

This is a Summer of delicious looking sheer dresses. The frock at the right is a lovely one for a see-through fabric, and the list of the sheers that it can be made of, is long. There is Georgette, which is in style again, and organza and marquisette which are furiously smart in plain dark colors, and net, chiffon, chiffon-voile and novelty voile, all the semi-sheers and heavy sheers, and the sheer synthetics.



McCALL 8865. Sheer fabrics are best for this frock and for summer, too. Shown in printed chiffon and plain organza. Size 36, 3 $\frac{3}{4}$ yards of 39-inch. 8 sizes, 12 to 18, 36 to 42. 2/1.

NICE IN ANYTHING, FROM SILK TO COTTON



McCALL 8794. The four pleats in the jabot have the effect of many. Pleated sleeves, also pleats in the skirt and in the bodice in back. Size 36, $3\frac{3}{4}$ yards 39-inch. 10 sizes, 12 to 18, 36 to 46. $1/10\frac{1}{4}$.

McCALL 8798. Shirtwaist frock in linen, printed on white ground. An inverted pleat straight down the back gives it fulness. Size 36, $3\frac{3}{4}$ yards 35-inch linen. 8 sizes, 12 to 18, 36 to 42. $1/10\frac{1}{4}$.

McCALL 8791. The all-white shirt-frock in silk crêpe with lots of pleats and a touch of color in the belt and bow. Size 36, $3\frac{3}{4}$ yards 39-inch, contrast, $\frac{1}{4}$ yd. 39-in. 10 sizes, 12 to 18, 36 to 46. $1/10\frac{1}{4}$.





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THESE HAVE TWO-WAY NECKLINES

McCALL 8785. The neckline can also be worn fastened, exposing just a bit of the vest. Nice either way. Size 36, $3\frac{3}{4}$ yards 39-inch, vest, $\frac{3}{4}$ yard 39-inch. 10 sizes, 12 to 18, 36 to 46. 2/1.

McCALL 8777. Another two-way neckline—unfastened it turns back in low revers making a cool neckline. Note inverted tucks on shoulder. Size 36, $4\frac{1}{4}$ yds. 35-in. 10 sizes, 12 to 18, 36 to 46. 1/10 $\frac{1}{2}$.

McCALL 8782. Shirtfrock with coolie collar. Its sleeves are in one with the yoke. It has a lovely back. Be sure to notice it below. Size 36, $3\frac{1}{2}$ yards 39-inch. 8 sizes, 12 to 18, 36 to 42. 1/10 $\frac{1}{2}$.



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THE SMARTEST OF ALL FROCKS AND THE

McCALL 8874. Checked silks and cottons make smart and serviceable summer frocks. The yoke and sleeves of this one are in one. Size 36, $3\frac{1}{2}$ yards 35-in. 8 sizes, 12 to 18, 36 to 42. $1/10\frac{1}{2}$.

McCALL 8871. It looks like a coat dress but really isn't—the buttons do not quite meet. Also nice in printed silk crêpe. Size 36, $3\frac{1}{2}$ yards of 39-inch. 8 sizes, 12 to 18, 36 to 42. $1/10\frac{1}{2}$.

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TYPE THAT LOOKS BEST ON EVERYONE

McCALL 8863. A simple tailored frock that makes up nicely in almost any fabric. Its neckline can also be worn closed. Size 36, 3 $\frac{3}{4}$ yards of 39-inch print. 8 sizes, 12 to 18, 36 to 42. 1/10 $\frac{1}{4}$.

McCALL 8862. A white frock with its smart touch of color provided by its slide fasteners. This yoke and square sleeve are in one piece. Size 36, 4 yards 35-in. 8 sizes, 12 to 18, 36 to 42. 1/10 $\frac{1}{4}$.

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ORGANDY

NIGHT

MOTH



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8883

The tunic is terribly important at all hours of the day or evening. This one can, as you see, be made in two fabrics or in one. We show it first in black and white satins, and then all of crepe. It is lovely in taffeta. The skirt is made on a close fitting camisole which means one is protected when the arm is raised. Note this new draped sling armhole.

McCALL 8870. This frock will practically guarantee a perfect evening. Its ruffles are double and stand out crisply. Its tiny waistline has no belt and needs none because it's fitted so smoothly. Size 16, 5 $\frac{3}{4}$ yards 39-in. fabric. 5 sizes, 12 to 20. 2/8 $\frac{1}{2}$.

McCALL 8883. This tunic evening gown is important. It's shown in black and white satin and printed taffeta. The tunic has a graceful draped sling armhole. Size 36, tunic, 2 $\frac{3}{4}$ yards 39-inch, skirt, 2 $\frac{1}{4}$ yards 39-inch. 8 sizes, 12 to 18, 36 to 42. 2/8 $\frac{1}{2}$.

Complete Style Showing



... McCall
Fashion Book

1/-

AT THE McCALL PATTERN DEPARTMENT

PAJAMAS AND A SLIP



McCALL 8809. Wrap-around slip. Good for maternity wear, for women with difficult figures, or for anyone who likes a shadow proof slip. Size 36, 2½ yards 39-inch. 10 sizes, 12 to 18, 36 to 46. 1/5½.

McCALL 8884. The pajama pants are more flared than most. The top has nice details—an inverted pleat in back and inverted tucks in front. Size 36, 4¾ yards 39-inch. 8 sizes, 12 to 18, 36 to 42. 1/5½.

DRESSES FOR HOT DAYS, COATS FOR COOL DAYS



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McCALL 8872. Tailored dotted-swiss frock suitable for parties. In navy swiss it's a cool play frock. A nice ensemble with the coat next to it. Panties. Size 4, 2 1/2 yards 35-inch, collar, 1/4 yard 35-in. 4 sizes, 2 to 6 years. 1/0 1/2.

McCALL 8873. Printed-cotton frock with a stand-up ruffle collar. The little ruffle around the yoke takes the place of a sleeve. Skirt shirred to yoke all around. Panties. Size 4, 2 yds. 35-in. 5 sizes, 1 to 6 years. 1/0 1/2.

McCALL 8860. This is sister's frock. Note the pleated fulness and rick-rack trimming. Just as nice in dark colors with white braid. Panties to match. Size 2, 1 1/2 yards 35-inch, 3/4 yard braid. 4 sizes, 2 to 6 yrs. 1/0 1/2.

McCALL 8858. The coat and smart little hat come in the same pattern. The coat has pleats in back, too. Nice for school in bright tweed. Size 6, 2 yards 54-inch, collar, 1/4 yard 35-inch. 5 sizes, 2 to 8 years. 1/0 1/2.

McCALL 8861. The same design in a suit for little boys. See the next page for this suit made with shorts instead of knickers. Also a long sleeve. Size 4, 1 1/2 yards 35-inch, 1 1/2 yards braid. 5 sizes, 1 to 6 years. 1/0 1/2.

BOY AND GIRL CLOTHES, AND A NEW NIGHTIE



McCALL 8861. There's more than one way to make this suit—with knickers instead of shorts and with a long sleeved blouse. See it again on page 17. Size 6, $1\frac{1}{2}$ yards 35-inch, piping, $1\frac{1}{2}$ yds. 5 sizes, 1 to 6 years. $1/0\frac{1}{4}$.

McCALL 8814. The kind of frock all wardrobes need. The back has a straight-across yoke and two pleats. The collar is a small sailor. Panties. Size 4, $2\frac{1}{2}$ yards 35-inch, contrast, $\frac{3}{4}$ yard 35-in. 4 sizes, 2 to 6 years. $1/0\frac{1}{4}$.

McCALL 8864. Nightgowns very much like what grandmother used to wear are the newest and sweetest for little girls. This can be made with a long sleeve for winter time. Size 8, 3 yards 35-in. 6 sizes, 4 to 14 years. $1/0\frac{1}{4}$.

McCALL 8806. This is a semi-princess frock. It's belted in back and half-way around the front. Sketched in printed crêpe. Nice, too, in cotton challis or plain gingham. Size 10, $2\frac{1}{2}$ yards 39-in. 5 sizes, 6 to 14 yrs. $1/0\frac{1}{4}$.

McCALL 8796. Colored binding trims this printed frock. It has a long sleeve, too, or it can be made with just a frill in place of sleeves. Panties. Size 2, 2 yards 35-inch, piping, $\frac{1}{4}$ yard 35-in. 4 sizes, 2 to 6 yrs. $1/0\frac{1}{4}$.

FOUR THRILLING DRESSES AND A PRINTED COAT



McCALL 8867. Princess frock with drop-shoulder sleeves. Shown in printed crêpe. Also nice in challis. Size 10, 2½ yards 35-inch, collar, ¾ yard 35-inch. 5 sizes, 6 to 14 yrs. 1/0½.

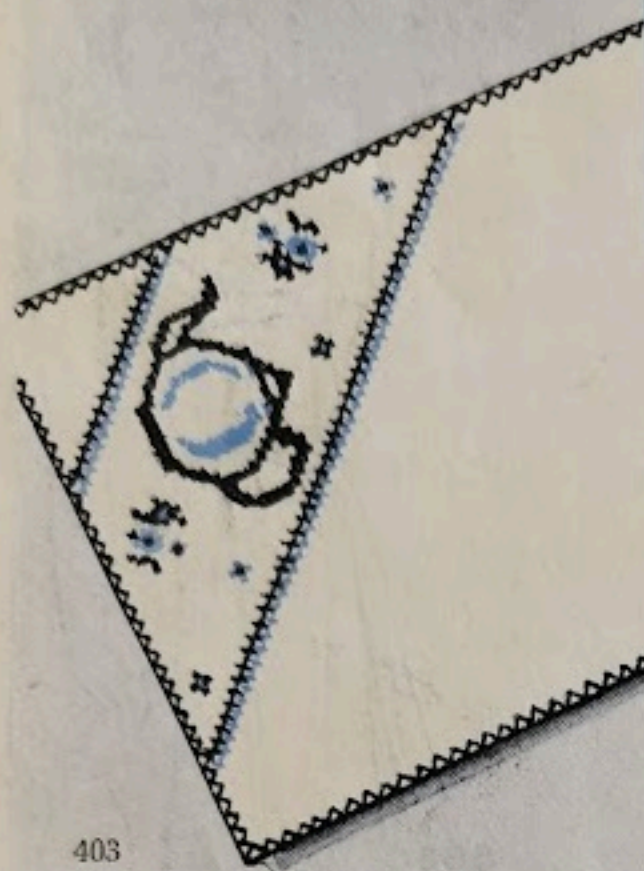
McCALL 8885. Printed voile frock with ribbon belt and bow—very cool and summery. Nice, too, in checked or plaid gingham. Size 12, 3½ yards 35-inch fabric. 4 sizes, 8 to 14 yrs. 1/0½.

McCALL 8797. Lace trims the yoke and collar of this organdy party frock. Panties. Size 4, 1½ yards 39-inch, collar, ¼ yard 35-inch, 2½ yards lace. 4 sizes, 2 to 6 yrs. 1/0½.

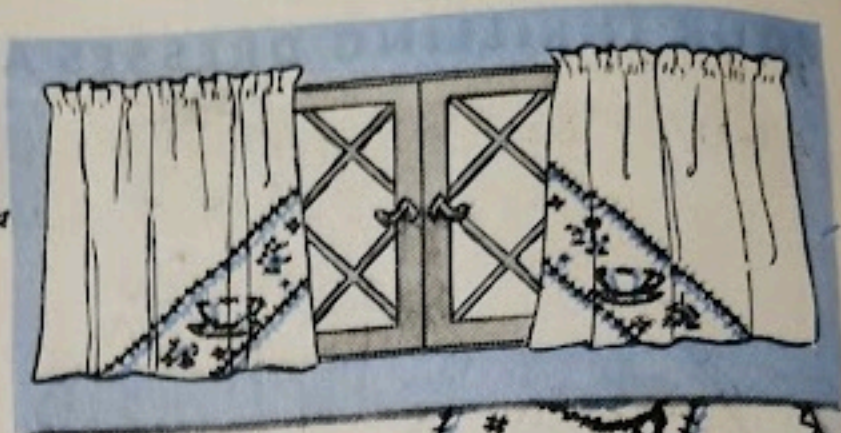
McCALL 8880. Shirt-waist frock. Two pleats in front, one down the center back. Shirred-at-top puffed sleeves or long plain ones. Size 8, 2½ yards 35-inch. 4 sizes, 8 to 14 yrs. 1/0½.

McCALL 8816. The printed piqué coat to wear over summer frocks. It can also be made with collar and revers. Hat included. Size 4, 2½ yards 35-inch. 4 sizes, 2 to 6 yrs. 1/0½.

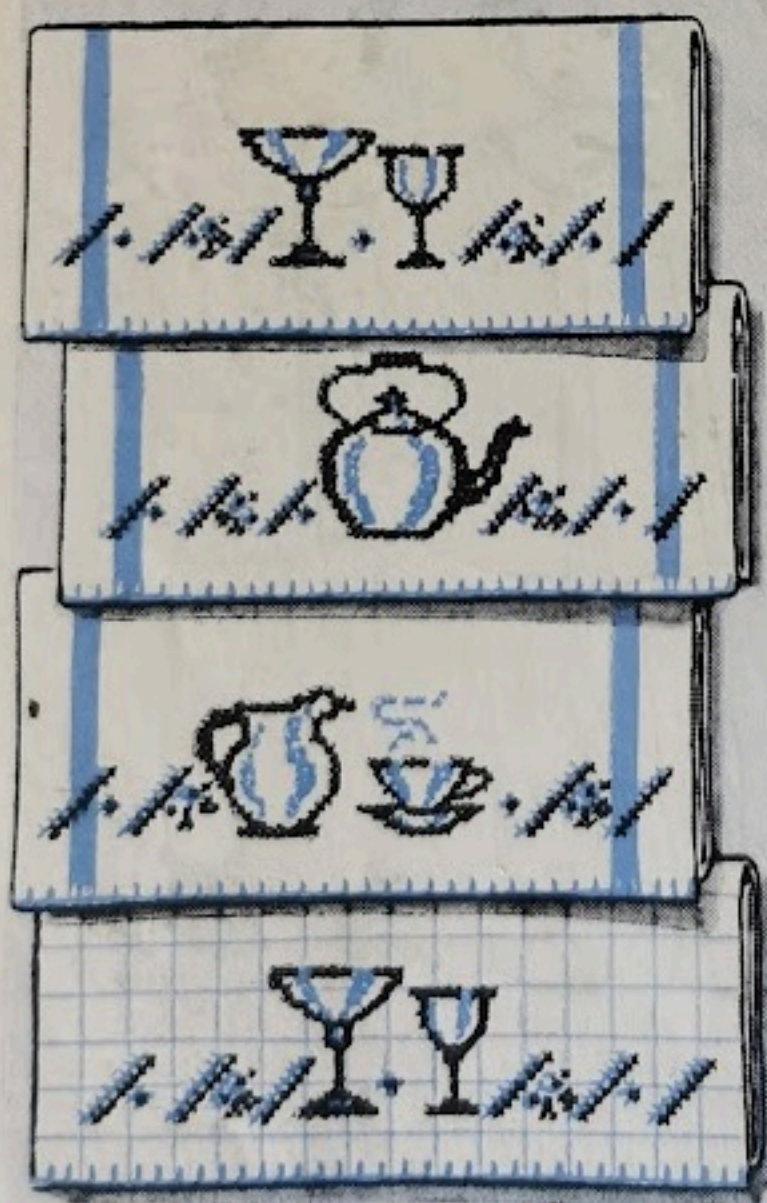
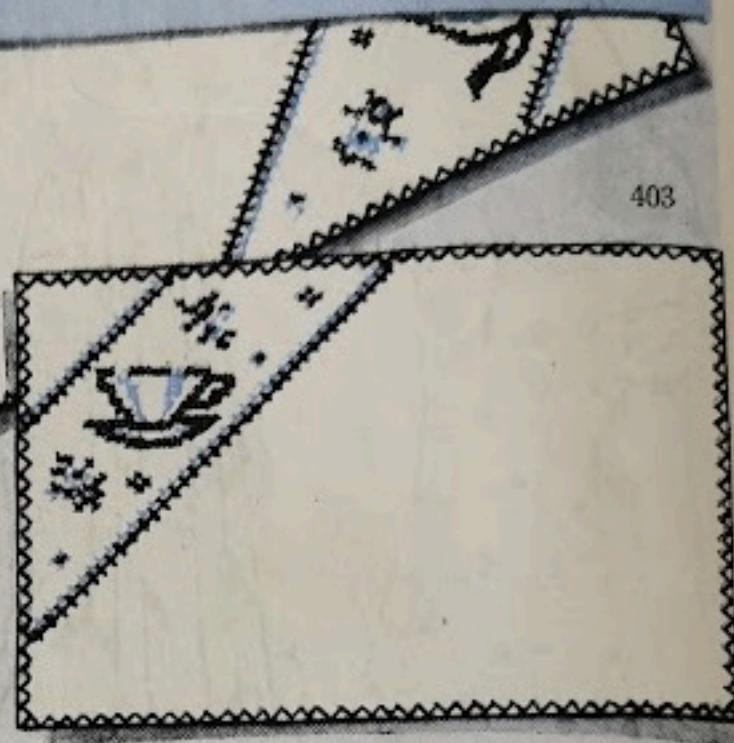
TWO TONE EFFECTS FOR NEW CHARM



403



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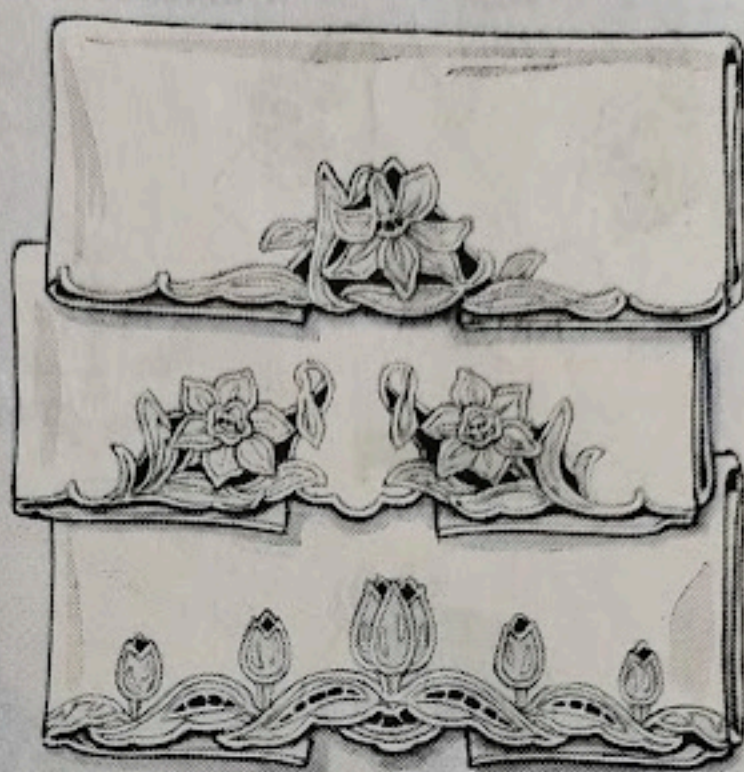
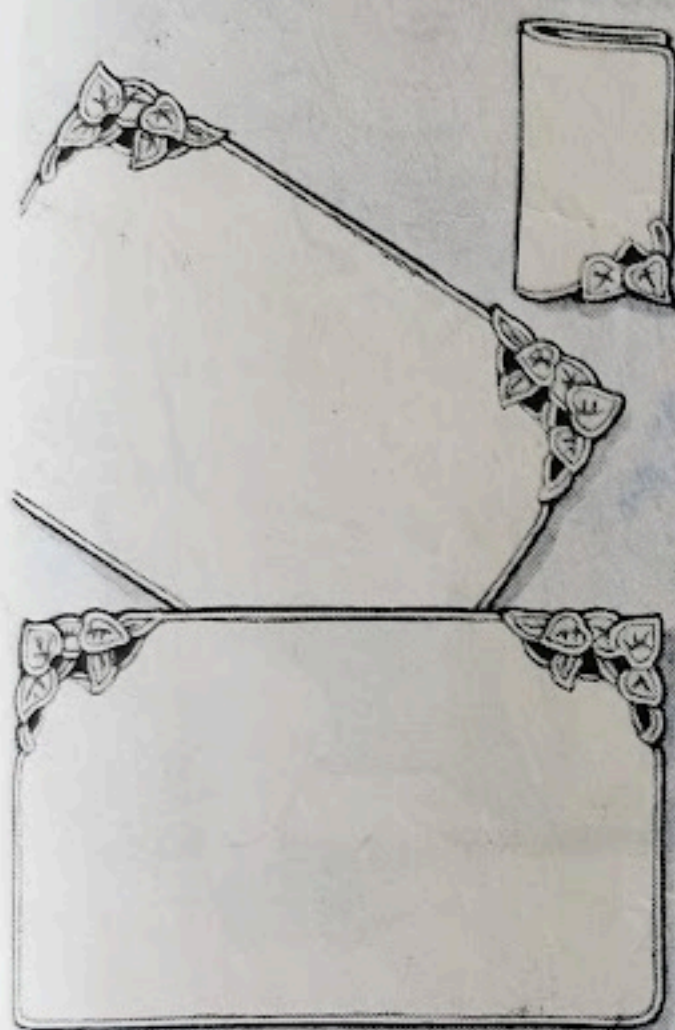


ANY number of lovely color combinations may be used in this charming cross-stitch breakfast set, No. 403, but we particularly recommend light and dark tones of blue or green for the china motifs and bands, with pink and green for the flowers. This, on a white or soft blue linen—or on unbleached muslin. Black and white cross-stitch on yellow linen is smart too. Ideal with curtains to match. 6 designs for place mats, 4 for curtains, 2 teapots for runner, 6 napkin motifs. Blue transfer, 1/3.

IF THERE'S anything nicer than cross-stitch for summer pick-up work we're yet to find it. These towel designs, No. 404, are bright with color and nice on either plain or cross-bar toweling. Quick and simple work—no effort to do these warm days. The familiar kitchen motifs, worked in two shades of your chosen color, are flanked by little posies in flower colors. The crosses in this design are 8 to the inch. Two each of 3 designs, from 3 1/4 to 4 1/4 inches high and 15 1/2 inches wide. Blue transfer, 1/0 1/2.

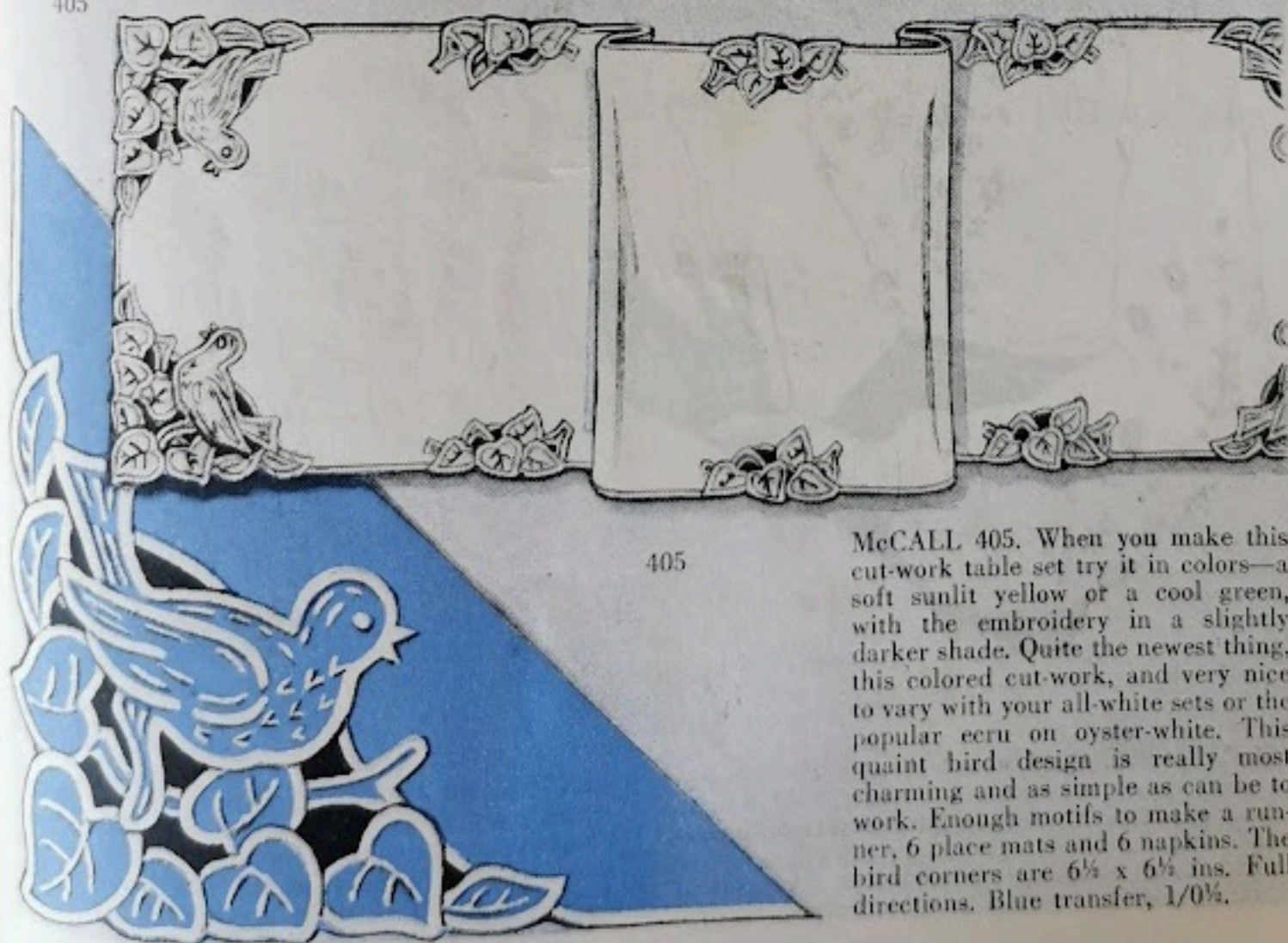
PLEASANT WORK FOR THESE VACATION DAYS—
AND NICE IF YOU HAVE CHRISTMAS IN MIND

318



McCALL 318. Garden flowers to border towels and pillowcases—and perhaps you don't know how smart they are in garden colors! The lily may be on green linen worked in white, the jonquils on yellow worked in a darker shade, and so on. You're sure to like them. Two of each design 22½ ins. wide, about 3½ ins. high. Blue transfer, 1/0¼.

405



405

McCALL 405. When you make this cut-work table set try it in colors—a soft sunlit yellow or a cool green, with the embroidery in a slightly darker shade. Quite the newest thing, this colored cut-work, and very nice to vary with your all-white sets or the popular ecru on oyster-white. This quaint bird design is really most charming and as simple as can be to work. Enough motifs to make a runner, 6 place mats and 6 napkins. The bird corners are 6½ x 6½ ins. Full directions. Blue transfer, 1/0¼.

**. NOW'S THE TIME
TO MAKE A
PEASANT BLOUSE**



McCALL 402. Good news! A gorgeous peasant blouse—yours to make—in a smart, new design. Alive with bright colors in the cross-stitch flowers and deep smocked top. Simple directions. Sizes 14-16, 36-38. Small size, long sleeves, 2 $\frac{1}{4}$ yards of 39-inch material. Yellow or blue. Pattern, 1/10 $\frac{1}{2}$.

McCALL 401. Cross-stitch makes a handsome decoration on these full sleeves, whether they are short or long. Such combinations as black on green, red on white, brown on tan are very stunning. Sizes, 14, 16, 36, 38. Size 16, long sleeves, 2 $\frac{1}{4}$ yards of 35-inch. Yellow or blue. Pattern, 1/10 $\frac{1}{2}$.

AROUND TEA TIME



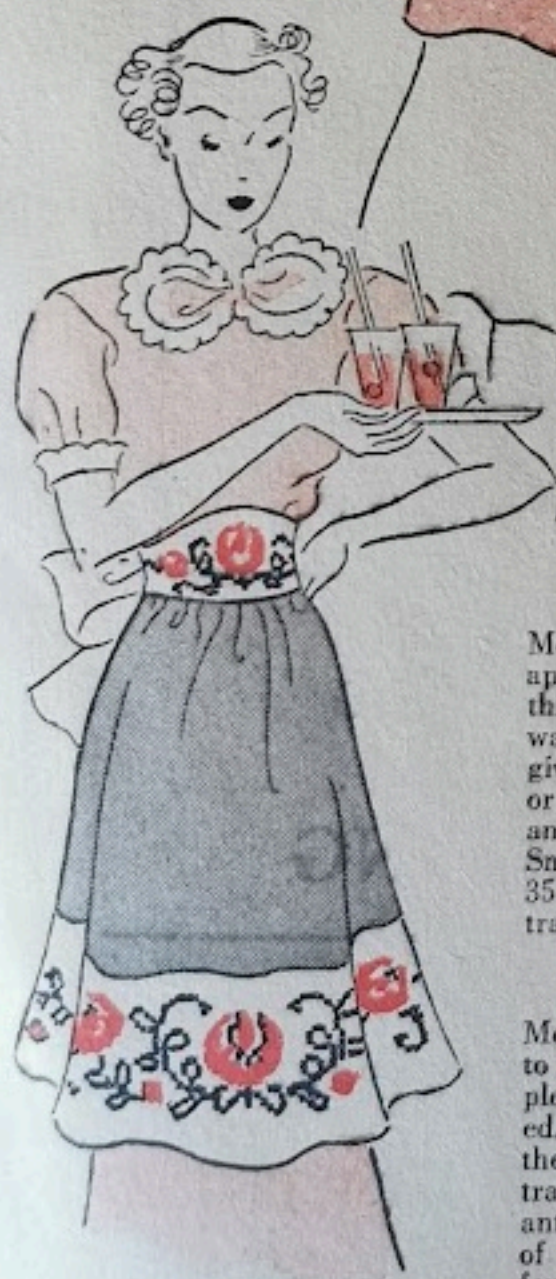
407



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McCALL 407. A tempting little apron—and what flattering things it does! Tucks nip in the waistline, ripples and daisies give it grace. Sweet in organdy or swiss. A few simple stitches and it's done. Sizes 14-16, 36-38. Small size requires 2½ yards of 35-inch material. Yellow or blue transfer. Pattern, price, 1/3.

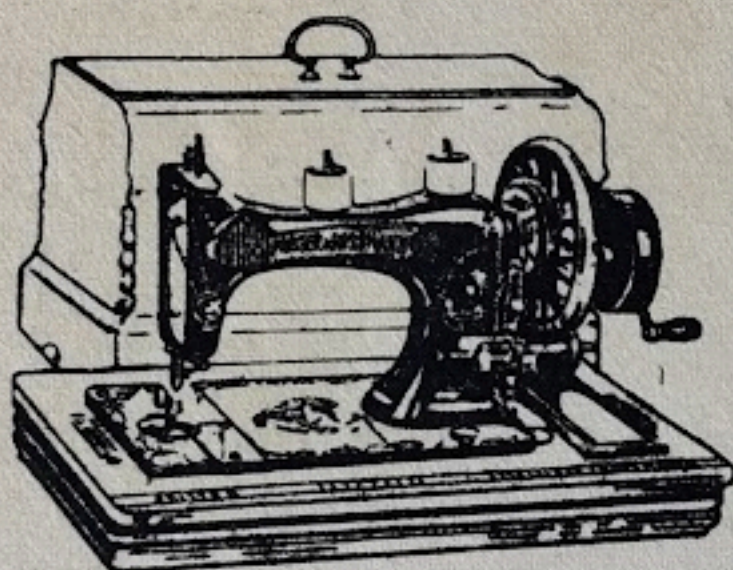
McCALL 406. Don't be afraid to make this apron as gay as you please, for that's what's intended. Use vivid dashing colors in the cross-stitch and strong contrasts in the bands. It's "peasant," you see. Requires ¼ yard of 35-inch, ¾ yard contrasting for bands. One size. Yellow or blue transfer. Pattern, price, 1/3.



406

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AND A
SEWING MACHINE

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