

New and Original Fashion Designs

For Smart Women

By Mildred Lodewick

FROM the time little daughter steps out of the go-cart she begins her acquaintanceship with Madame la Mode. Her little frocks cease to be merely clothes and breathe the atmosphere of style. Of course the tiny tot herself is quite oblivious to this, but her mother, whose efforts have been spent in that direction, looks on with pride. It is not as easy as it seems to achieve style in youthful clothes. They follow in the trail of the fashions for grown-ups, but only express them in a naive, light-hearted manner. Anything too committal, too obviously smacking of the mode, is not in good taste. The frock I am showing to-day ideally interprets the desired style, which children's clothes should incorporate. It is built on straight lines, as so many grown-ups' are, and besides, as are some of the newest. It also features the side trimming, being slashed up to the hipline on each side seam, to be met by a braid or embroidered motif that drops a cord and tassel in the opening. The sleeves are slashed in the same manner as the skirt, with smaller motifs placed on the shoulders. Should one choose velvet or duvetyn for the frock, or a woolen fabric such as suede cloth or serge, the gumples could be of China silk, and a plaited section of it could also fill in the openings in the skirt. But a more practical suggestion for the skirt openings would be to replace them with wide inverted plaits which, when trimmed as suggested, would appear like openings.

This model is well suited to the stout figure, although the slender one could also carry it smartly. It is a delightfully adaptable model that may be made as dressy or as practical as desired, through the choice of fabrics and trimmings and colors.



A KIDDIE FROCK SUITABLE FOR MANY FABRICS.

Ans.—Use the tan for panels on skirt, for chemisette and under cuffs. Brown ribbon to tie neck and sleeves and brown embroidery for trimming.

Dear Miss Lodewick: I have a suit made of black tricot which I would like to make over into a dress if you could help me out with your valuable suggestions. The coat is double breasted, long tight sleeves, skirt plain, with a pocket on right side. I am forty-three years of age. Would like some color introduced, as I have been in mourning.

MRS. B. T.

Ans.—You will probably have to make sleeves a bit more snug for your dress. Trim with dull blue and silver braid. Black crepe de Chine jacket on skirt. Dull blue or white collar. Silver knob buttons.

MRS. R. T. B.

STOUT WOMEN

Extra Size Apparel At Lowest Prices

Lane Bryant LOWER STORE A BARGAIN BASEMENT

21 W. 38th St. (bet. 5th and 6th Aves.) 25 W. 39th St. BROOKLYN—Hanover Place, Just Off Fulton St., Opposite Manhattan Theatre.



Smart Coats

A large selection of Coats appropriate for utility or dress wear. Fashioned of Velour, Homespun, Plush, Serge, in becoming slenderizing styles for stout women. Sizes to 56 bust. Pictured is a fine quality Polo Coat.

\$19.85

Other Coats \$14.95 to \$39.50

Stylish Dresses

Smart Dresses for street or afternoon wear, beautifully fashioned of Crepe de Chine, Georgette, Taffeta, Mignonne, Tricotine, Serge. The season's newest trimmings are effectively displayed. Sizes to 56 bust. Pictured is a Taffeta Dress.

\$13.95

Other Dresses \$9.85 to \$39.50

Slenderizing Suits

Newest models at lowest prices. Tricotine, Serge, Velour, Yalamia Cloth, Tweed. Embroidered, tailored or fur trimmed. Sizes to 56 bust.

\$14.95 \$19.95 \$25.00 to \$49.50

Perseverance Brings Home The Bacon and a Ford, Too

G. H. O'Brien Sent In Over 50 "What Did You See?" Before He Won His Car.

When George H. O'Brien returns to-day to his little home at No. 102 Otis Avenue, Grant City, S. L., from another day's search for work, his wife, Clara, is going to impart to him some good news. Already their three children, Maude, who is ten; Grace, seven, and Dorothy, five, who know the good news, are dancing and clapping their hands in glee and singing Lizzie, and Mr. O'Brien, accordingly, Papa O'Brien, who is a carpenter, has been out of work for six months. Last Sunday he sold the family Ford to help pay the family's grocery bills. The children have been crying—so do children become attached to retainers—because they miss their Lizzie, and Mr. O'Brien, accordingly, has become more sad.

But Mrs. O'Brien has good news in store for him. An Evening World reporter carried it to her this morning. "What Did You See To-Day?" page of The Evening World, another Ford to replace the one the children have been crying for.

There's joy in the little green house on Otis Street, which Mr. O'Brien



GEORGE H. O'BRIEN.

built with his own hands. "Oh!" exclaimed Mrs. O'Brien, "maybe it'll mean George's luck has changed! He'll be so glad to hear it!" Then followed the story of how Mr. O'Brien has been out of work and how the children have missed Lizzie.

but the O'Brien family deserves to win on more counts than these. "George and I together," said Mrs. O'Brien, "have been sending in items to the page since it first started. We must have sent at least fifty, but this is the first one printed."

So it is proved again that perseverance brings home the Ford. Try, try again!

Mr. O'Brien saw his prize-winning "What Did You See?" across the street from his house. It was about a neighbor who was building a home helped by his good wife. It was a sympathetic story because Mr. O'Brien is himself a carpenter and had just a few months previously built a home under almost similar circumstances, and he told it well.

Here it is:

BUILDING A HOME BY CANDLE-LIGHT.

Directly across the street from my home, No. 102 Otis Avenue, Grant City, S. L., a carpenter is building a home for himself, working hard throughout the day for a contractor and working every evening on his own home that is to be. Everything went pretty well with the plucky fellow until the daylight saving season ended, since which time it has not been possible to work in the evening to such advantage. To-night, however, we heard hammer and saw as late as 9.30, when I decided to step over and see how my friend could possibly be carpentering in the dark. He wasn't. His good wife, as ambitious as himself, held a lighted candle in each hand and was following him about from place to place. They deserve and are bound to have a good home.

HEARN

FOURTEENTH STREET WEST OF FIFTH AVE. Founded 1827

Store Open All Day Tomorrow Columbus Day, Until 5.30

THURSDAY

FRIDAY

Two-Day Sale

Women's Extra Size Apparel and Accessories

Fall Fashions of Slenderizing Style for Women of Large Figure

Hearn was the first department store in the city to establish a department devoted entirely to the costume needs of the large woman, and remains the first in prestige, assortment and values. The carefully planned offerings below are an excellent example of the advantages offered by our Department of Women's Extra Size Apparel and Accessories located on Third Floor.



Women's Extra Size COATS 25.00 Were \$35.00

Models of fine Bolivia, Velour, in styles with long lines—lined throughout with satin—illustrated—black, brown and navy—sizes 42 to 54.

Women's Extra Size DRESSES 17.50 Were \$27.75

Crepe de Chine and Poiret Twill models, with long waist, embroideries, beadings and strictly tailored styles—the selection is large and attractive—\$2 1/2 to 52 1/2. Black, navy and brown.

Women's Extra Size SUITS 28.50 Were \$33.50

Strictly tailored models in twill and tricotine, with long lines. Coats are well lined. Navy blue and black. Sizes 39 to 50 bust.

Women's Extra Size SERGE SKIRTS 4.24 Were \$5.75

Navy blue and black models of superior quality—35 to 42 waist measure. Full assortment of SEPARATE SKIRTS to..... 15.75

Women's Extra Size Accessories

Extra Size Flannelette Night Dresses—pink or blue stripe—full cut—square or V neck..... Special 1.48

Extra Size Knit Skirts—gray and white..... Special .78

Extra Size Chemises—of trousseau crepe—daintily trimmed with lace and medallions—pastel shades—were \$5.75..... 4.48

Extra Size Envelope Chemises—of trousseau crepe—several styles, tailored and lace trimmed—built-up and strap shoulders—were \$4.50..... 3.48

Extra Size Black Satin Apron Frocks—cretonne, basket pockets—sashes..... Special 2.35

Double Extra Size Silk Hose—full fashioned—black—were \$2.97..... 2.33

Women's Double Extra Size Union Suits—low neck, sleeveless, band top finish—loose or tight knee—were .87..... .63

Women's Double Extra Size Medium Weight Underwear—various styles of vests and drawers—were \$1.07..... .87

Extra Size Overblouses—henna, navy and black georgette—beaded back and front—sizes 46 1/2 to 54 1/2—were \$17.68..... 12.97

Extra Size Taffeta Petticoats—deep hemstitched flounce—small knife-pleated ruffle—new changeable shades—black and navy—were \$4.94..... 3.85

Extra Size Silk Petticoats—heavy Milanese jersey—straightline model, ribbon trimmed—all new fall shades—were \$6.97..... 5.94

Extra Size Silk Hose—full fashioned—black—were \$2.25..... 1.73

Extra Size Housedresses—dark color percales, with small figures, in belted models—sizes 48 to 52—were \$1.44..... 1.15

Women's Extra Size Burson Hose—ribbed top in black, white, cordovan and balbrigan—also hemmed top in black and white—were .30..... .40

Triple Extra Size Burson Hose—balbrigan, black and white—were .65..... .52

A China Service is either good—or impossible

SOMEBODY once asked Victor Hugo whether it was easy to write a great poem. He said, "It is easy or it is impossible." There is no half measure of a china service, either. It is either good or impossible. And an unworthy one is the only one you cannot afford to own.



THOSE famous English potters, Minton of Stoke-upon-Trent, are the authors of this dinner service of exceptional beauty of design and fineness of fabric. It is sunny and cheerful in color—dignified enough for dinner use and cheerful enough for a Summer breakfast. Its price is \$100 for a service of 103 items. Ample reserve stocks of this distinguished pattern are always available at Ovington's.

OVINGTON'S

"The Gift Shop of Fifth Avenue"

FIFTH AVENUE AT 39TH STREET

The McCreery Haberdashery

Special for Columbus Day!

MEN'S PAJAMAS

OF OUTING FLANNEL

\$1.65

Cut full and well tailored of soft, fleecy, outing flannel in neat striped effects. The coats are trimmed with silk loops.

SWEATERS \$7.00

Made of brushed wool in Oxford gray, brown and blue heather mixture. They have long sleeves, two pockets and six buttons down the front.

DRESSING GOWNS

\$15.50

These are of imported English wool in plain colors and checked effects. Collar, cuffs and edging trimmed with silk cord in contrasting colors.

WOOLEN HALF-HOSE

\$1.15

Imported English woolen half-hose in weight suitable for fall and winter wear. Oxford gray with embroidered silk clocks in various colors.

James McCreery & Co.

FIFTH AVENUE

MAIN FLOOR

35TH STREET



SUNDAY WORLD WANTS WORK MONDAY WONDERS