The SAN FRANCISCO SUNDAY CALL

WOMAN'S SECTION

SUNDAY, APRIL 3, 1910

THE SMARTEST FASHIONS OF WELL DRESSED FOLK

A NEIGHBORLY CALL

MADGE MY DEAR:

I have some stunning ideas for gingham house frocks that, in my sisterly generosity, I shall pass on to you. The other morning I dropped in with one of the queer "April-fool" toys for the little tot next door. She was dressed in sweet simplicity in a smocked dress, a note quite new and very easily copied in even older models. But the gingham's the thing by which we'll catch the conscience of the spring (forgive me, Mr. Shakespeare!).

One showed the simple use of plain colored material, and for comfort I certainly recommend it. Collarless, with a turned-down strip of embroidery, again repeated as cuffs for the elbow sleeves. The belt at the waist line, the plain tunic over the pleated skirt and the deep hem were combined on this one frock. Absolutely up to date, I should say.

A green plaid gingham dress was cleverly combined with plain green that formed caps over the shoulders and a front panel on the bodice. As a continuation of this piece, a deep yoke of plain green gives a slenderness at the hips. The skirt was edged with a deep hem of the green. Buttons in threes accented the lines of the plain trimming, and the frock was without a collar.

Another idea for a striped model was collarless, and it was particularly well trimmed with bands of material that formed decided trimming, because of the opposite arrangement of the stripes. Fulness on the bodice and skirt was due to fine pleats. Three-quarter sleeves and the shallow yoke were touched up with embroidery. The tunic line on the skirt was pointed up at the front and outlined by the trimming.

Each one of these stood for comfort and style, two very necessary things, even in gingham dresses. If you follow these ideas in colors suitable to yourself, you will be successful, even in the morning hours.

Your devoted sister,

ELEANOR.