

What's New In Patterns? Easy Sew--Custom Look



SHIRTTWAIST DRESS from Simplicity pattern 5151 is great in crepe, challis, lightweight wool. It's a How-To-Sew pattern.

Simple patterns have long been a part of the home sewing scene -- for use by beginners or when the project was a hurry-up one.

This fall simple patterns have a big difference. They're designed not to look simple.

The McCall pattern company set up a research project -- with the aid of a psychologist -- to determine what women want when they buy a pattern.

They learned -- not too surprisingly -- that women who sew their wardrobes definitely want easy patterns but that they don't want the finished garment to look as though it had been easy to make.

So the answer McCall's came up with was a line of new patterns with a lot of appeal and a long name -- "Looks So Great -- Nobody Would Ever Suspect They Were So Easy To Make."

The Simplicity Pattern Co., Inc., meanwhile, has been adding more and more dressmaker touches to its "How To Sew" line. One shirtwaist dress, new this fall, has a cross-over belt holder treatment of the type usually found in high price ready-mades.

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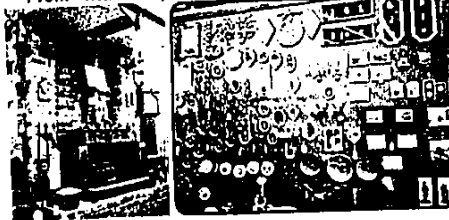


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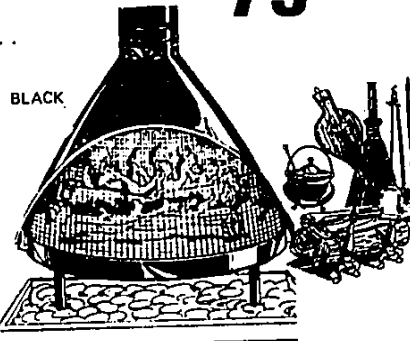
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