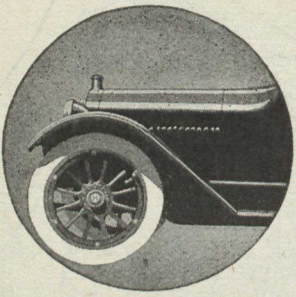


Hupmobile



SERVICE, as the Hupmobile owner knows it, and service as it is generally understood, are two radically different things.

Hupmobile service is an intimate, intensified system of supervision. It keeps the owner and his car in close and continuous contact with the service station.

The service station sees to it that every Hupmobile is tuned up to concert pitch all the time.

All at no cost to the owner, who pays with coupons which we supply without cost when the car is purchased.

The coupons cover four hours of service labor by trained Hupmobile experts, each month for eight months.

Is it worth anything to you to have a car whose care never gives you a moment's distress? A car which keeps you serenely and continuously satisfied?

That is what the Hupmobile owner has. He enjoys the tremendous advantage of expert care. He is, in short, the most contented of owners.

Can you afford even to think of buying any car that does not offer the equal of Hupmobile service?

Five-passenger Touring Car.....\$1650
Two-passenger Roadster.....\$1650
Seven-passenger Touring Car.....\$1875
Prices F.O.B. Windsor

Courtesy First—
Safety for Others in Motoring

Hupp Motor Car Corporation
Windsor, Ontario



9145

9151



THE NEW SEASON'S STREET WEAR

NO. 9145.—Surplice closings are much liked. They are always pretty and generally becoming. This gown is finished with a pretty collar and ornamental pockets that trim the skirt most successfully. It is made here of serge in a light weight, trimmed with moire silk and braid. The combination is fashionable and good and the gown serviceable, but it may be copied in a variety of materials. Serge is a favorite, but alpaca is much used and could be made in this way. Street dresses of broadcloth are in demand and the light weight broadcloths are admirable. If an indoor dress is wanted, taffeta could be used, for taffeta serves for almost every hour of the day. There are various ways in which the serge could be treated to make variety. Every kind of needlework is fashionable. Embroidery with wool and silk threads or beads is seen upon many of the newest and handsomest models. This dress made of serge and embroidered with worsted would be exceedingly attractive and smart, while the labour is very slight, since the threads fill up rapidly. A very good effect can be obtained by combining grey and dark red on a blue background. Just a little simple design worked on the edge of the collar, the pocket laps, the cuffs, the front edges of the blouse and the belt, would make a very distinctive and really elegant gown. Serge is sometimes embroidered with beads, and jet bugles can be applied in straight rows, three or five, each row alternating with a space. If they are used to finish the pocket laps, the cuffs, the fronts of the blouse, the belt and the collar, you will get a very smart effect and the

work of sewing on these beads is trivial. Silk threads are liked for embroidery on serge, and both conventional flowers and the purely conventional designs are used. Simple stitches are preferred, either the over and over stitches that fill up rapidly, darning or French knots. Alpaca is pretty trimmed with velvet ribbon and as it is here of alpaca with the collar and trimming of faille silk, edged with braid, would be exceedingly handsome. If an indoor dress of taffeta is under consideration, it would be pretty to make it all of one material and use bands of velvet ribbon in place of the braid, or you could make the dress of a plain taffeta and the trimming of plaid. Taffeta is pretty trimmed with serge; serge on taffeta has a good effect and the serge can be edged with braid or with velvet ribbon.

The medium size requires 10 1/4 yards of material 27, 6 1/2 yards 36 or 4 yards 44 inches wide, with 3/4 of a yard for the trimming and 4 1/2 yards of braid; the skirt is 3 yards and 14 inches in width at the lower edge. The pattern No. 9145 is cut in sizes from 34 to 42 inches bust measure.

NO. 9151.—The coat in Redingote style is one of the newest and smartest. For the present season it is made in pongee and in various silks that are adapted to tailored treatment. Here, a heavy crepe and the coat is exceedingly smart. For the coming season, the model is good for all cloaking materials, but for immediate wear nothing better than pongee could be

suggested. It is summer-like in effect, pleasant and cool to wear, light of weight, sheds dust and is perfectly adapted to the tailored style. If preferred, the skirt can be cut shorter as indicated in one of the small views, and the cape omitted, but most women will like the coat as it is shown here as it is exceedingly smart treated in this way. The pocket laps arranged over the skirt are exceedingly well liked and much used. As a rule, tailors use these laps for trimming only, but if pockets are wanted they can be inserted beneath. The deep cuffs suggest the gauntlet idea and are exceedingly smart and harmonize perfectly with the cape, but if a very plain coat be wanted, both the cape and cuffs can be omitted. In this case the sleeves should be underfaced and stitched, trimmed with banding or finished in any way that may suit the especial need. Broadcloth makes an exceedingly handsome coat of this kind and is greatly in vogue. Wool velour will be good for this style. Duvetyn is one of the materials advocated for the Fall, and is perfectly adapted to this model. For the early season velvet trimming will be fashionable. This coat of broadcloth with the collar and cuffs of velvet would be exceedingly handsome. When the Winter arrives, fur bandings will be used.

The medium size requires 6 1/2 yards of material 36, 5 yards 44 or 4 5/8 yards 54 inches wide for the longer coat; 4 3/4 yards 36, 4 yards 34 or 3 yards 54 inches wide for the shorter coat. The pattern No. 9151 is cut in sizes from 34 to 44 inches bust measure.

Patterns of styles shown above will be mailed to any address upon receipt of 10c. When ordering be sure to state clearly your name and address, number of pattern wanted, age or bust measure. Address Pattern Department, Everywoman's World, Toronto, Ont.