

ORIGINATIONS From the EXCLUSIVE AMERICAN HOUSES



From STEIN & BLAINE
To taupe broadcloth with wide revers, add a braided waistcoat, collar and cuffs to match, plus a wide moleskin scarf with pockets, and winter can be faced in all confidence. Every seam is sewed with silk.



From FIELDS
If a single drapery or fold should alter, the slim silhouette of this blue silk frock would be gone! But every seam is silk-sewed, and the gown will hold its lines perfectly. It is embroidered with beads and buttoned down the back.

EXQUISITE gowns—and exquisite perfection of finish. That goes without saying. Every model is faultlessly made—fastidiously even as to the unseen details—the very quality of the silk with which they are sewed.

Many American manufacturers actually substitute cheap thread for silk in sewing even costly garments. Unknowingly, shops of the highest standards have accepted such merchandise. Unknowingly, American women have bought gowns, suits and wraps cheapened by such inferior workmanship.

Because these six leading houses stand for the highest ideals in American dressmaking, because they wish to show their approval of the movement for silk seams, and to help stamp out the substitution evil, which is a discredit to American dressmaking, they are presenting here their most interesting originations for the coming season.

From JOSEPH
When a dinner gown of champagne voile is embroidered and banded with the new llama's wool, you may know it



comes from Joseph. Especially when there is a deep collar of bronze gold velvet and a girdle that drops to the hem. All seams are sewed with silk.



From HARRY COLLINS
To this biscuit-colored broadcloth tailleur, banded and colored with mink, Harry Collins gave a last touch—he fastened the coat at one side. The beauty of line is assured by sewing every seam with silk.



From LOUISE & CO.
This black satin afternoon frock achieves its simplicity and distinction by virtue of a wide scarf of the satin which usurps the place of collar, bodice front and tunic. The deep fringe is of silk, and every seam is sewed with silk.



From HENRI BENDEL
Bendel attributes the especial success of this girlish frock to the peculiar burnt-orange he chose for

its cluster of velvet popples and simple ribbon velvet girdle. This light blue taffeta embroidered in silver is, of course, sewed with silk.

DO YOU ever wonder why it is that some gowns, some suits, lose their line and finish in a ridiculously short time? It is the difference between well made and shoddily made. The smallest thing, the last thing you would think of, is frequently the cause of unsatisfactory wear in a garment. Examine the seams!

Silk seams mean longer wear—that the thread in the garment will not fade—that it will not show in coarse stitches—that it will not shrink or pucker—that the dust will not cling to it. Above all, that your new coat or suit will keep its lines and its newness wonderfully.

Every one of these things means more than ever today, when women are buying clothes for quality and good wear.

Refuse to accept any garment sewed with cheap thread instead of silk!

For the manufacturer it means a petty saving of about five cents

on your suit or dress. For you it means a cheapening of the entire garment—seams fading and losing their lustre, coarse stitchings showing—the entire garment losing its good lines in no time because the cheap thread used to sew it would shrink and pucker—or break under strain.

Demand that all your silk and woollen clothes be sewed with silk. The best American houses unite in endorsing the movement for silk seams. It means the difference between an insincere, shoddily-made garment and an honest one.

Insist on quality throughout. Wherever you buy, be sure your gown or suit is sewed with silk.

IF YOU WISH TO KNOW MORE ABOUT THIS MOVEMENT for stamping out this substitution evil and insisting on quality in the very sewing of seams, write for interesting booklet, "Behind the scenes with the men who make your clothes." Address: Publicity Committee, Silk Sewed Seams, 354 Fourth Avenue, New York.

GUARANTEED SEWED WITH SILK