The new fall Models say "Conserve"

AND EVERY DOLLAR DOES ITS DUTY

TO BUY well is to save. The dress that hangs in your closet, the dress that got "shoddy" after a dozen wearings, is the dress you can't afford. You probably never suspected the reason why so often a new frock lost its style, its newness, after a few wearings or a sudden shower. Because it was sewed with cheap thread instead of silk!

That is why your frock drew and puckered at the seams, wrinkled along the hem and generally lost its smartness. That is why the stitches caught the dust, coarsened, faded—and didn't even dye properly when, in desperation, you had the dress dipped. It was not sewed with silk!

Not even the shops suspected that manufacturers were substituting cheap thread for silk in even the most expensive models! To save a manufacturer from 5 to 6 cents on a costume, your frock was to lose its lines, its newness, its *chic*. It was to be a disappointment and a waste of good money.

Today you can protect yourself. The shops are eager to cooperate with you. The label "Guaranteed sewed with silk" in a garment assures you that it is exquisitely and conscientiously made throughout.

In New York alone already twenty-five leading stores have joined this movement for the "Silk seams" label.

FROM STERN BROTHERS

This princess dress developed in black tricollette has the loose panel back so favored this fall and the deep silk fringe. All seams sewed with silk. $135.

FROM LORD & TAYLOR

Tunic frock of satin charmeuse trimmed with jet bugles. The bell sleeves and beaded nosegay at hem and shoulder are especially *chic*. Sewed throughout with silk. $110.

FROM BEST & CO.

For war days, what could be more appropriate than the charming simplicity of this frock of black drop-stitch tricolette? Luxuriously soft and serviceably firm, it wants no trimming save the three large buttons at the girdle. Guaranteed sewed with silk. $45.

FROM JOHN WANAMAKER

To carry out the slim lines of this black satin-faced crêpe meteor, Wanamaker has added the smart "apron" front panel, trimmed, of course, with fringe. All seams silk sewed. $48.50.

FROM JAMES McCREERY & CO.

Here the tunic is cut with a point, and for contrast, the blouse under straight revers of the black satin, is Copenhagen blue georgette. Guaranteed sewed with silk. $48.

GUARANTEED SEWED WITH SILK

Every model on this page is from a house that is proud to carry the "Silk seams" label in its stock. You can buy any one of these models and feel confident that as long as you wear it, the lines of your frock will be as perfect as the day you purchased it.

IF YOU WISH TO KNOW MORE ABOUT THIS MOVEMENT for preventing this substitution and for insuring silk sewed 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