

"Take it back!"

Why New York women are justified in returning goods to the stores
How women are being deceived

"If you find anything you buy from us to be not what you thought it was, return it to us and we'll gladly refund your money."

So the stores say, and rightly.

Examine the next suit you buy, the next dress, or blouse or skirt.

Inspect the seams.

You never thought to do that! Of course not! You have always taken it for granted that the ready-to-wear clothes you buy are well made and sewed with silk throughout.

To your surprise you will find that even the most expensive suits are most often sewed with cheap thread instead of silk!

The daintiest dance frocks! Exquisite crepe blouses tucked and sewed throughout with a substitute for silk! Silk dresses and suits! The finest serges and woolens!

Why the manufacturer substitutes thread for silk.

A buyer for one of the best stores said, "Most manufacturers sew even the loveliest materials with cheap thread instead of silk. They do this for the petty saving of a few cents on a dress for which you may pay \$75.00."

By sewing your daintiest blouse with a substitute for silk, the manufacturer saves about 2c!



You have every right to return merchandise which you find is *not* sewed with silk! Dainty dance frocks! Exquisite crepe blouses tucked and sewed throughout with a cheap substitute for silk! Silk dresses and suits! The finest serges and woolens!

Refuse to accept merchandise that is ruined in this way.

By sewing your handsomest suit, your gayest sport silk, with cheap thread, he saves from five to eight cents!

The garment is utterly cheapened, but you will never detect it, the manufacturer says. "Women never think of looking at the seams of ready-to-wear clothes."

When the Silk Association of America undertook to inform the stores that many of their finest garments were being sewed with substitutes for silk, many stores were frankly amazed.

How this store protects its customers.

"We are doing everything in our power to fight this substitution evil," says one store having a high reputation for the quality of its merchandise. "In our orders to manufacturers, we specify silk seams throughout all silk and woolen merchandise. In our examining rooms, the seams are carefully inspected, and garments not sewed with silk are returned to the manufacturer."

If your store does not do as much to protect you, you yourself should return to it the clothes which you find are *not* sewed with silk.

You should insist on having silk seams throughout your ready-to-wear clothes.

Every store admits that you have a right to ask: "Is it sewed with silk?"

Refuse to accept any dress or suit or blouse that is sewed with cheap thread instead of silk!



(Above.)—"Send it back!" my husband said, when I showed him the dearest little chiffon dress for which I had just paid \$40.00. The seams had not been sewed with silk. "It's outrageous!" he declared. "A man can buy a \$15.00 suit with an absolute guarantee that every stitch in it is sewed with pure silk!"

The 5c which the manufacturer had saved had spoiled the gown! Before you buy, ask: "Is it sewed with silk?"



(Above.)—"It was such a dainty Georgette blouse! I washed it so carefully! But the color of the cheap thread that was used to sew it ran." —"Never mind, I'll 'dip' it, I thought, but the thread was *not* silk, and the stitching of the tucks came out another color than the blouse!—It is a ruin!"

Had the manufacturer spent 2c more, her blouse might have been sewed with silk throughout. Before you buy, ask: "Is it sewed with silk?"



"I hadn't worn my new suit two weeks, when I noticed that the stitching had faded. How dingy it made the suit look! The stitching looked so cheap and coarse! And how it gathered the dust!"

Pure silk keeps its luster and its color. It makes a fine, smooth, supple seam. It never gathers dust. Before you buy, ask: "Is it sewed with silk?"



Small boys' suits can be rip-proof! Ask your store whether or not it guarantees its boys' suits to be sewed with silk throughout.

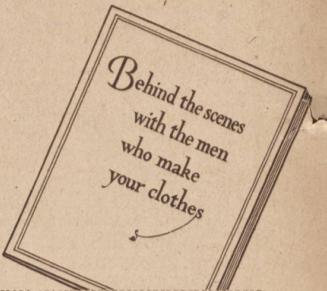
This is what one New York store says: "We adhere to the most rigid standards as regards the silk with which we sew all our boys' suits. The fact that we do not remember the last time we saw one of our suits ripped at the seam is proof of the wisdom of this policy begun more than twenty years ago."

Silk seams are three or four times stronger than cotton, as shown by a scientific test made by the United States Conditioning and Testing Company. Silk Seams 'give' under a strain, then spring back into shape. They are elastic. Before you buy, ask: "Is it sewed with silk?"



(Above.)—"I never knew before why it is that sometimes seams pucker so hopelessly! I was caught in the rain, and there was no pressing my skirt so it would hang right again. The seams were sewed with cheap thread instead of silk!"

Pure silk is moisture proof. After months of exposure to dampness, it will retain its strength, its luster and its elasticity. Silk seams never pucker or lose their shape. Before you buy, ask: "Is it sewed with silk?"



Tear This Out and Mail It To Us

The Silk Association of America, 354 Fourth Avenue, New York City.

Please send us your booklet "Behind the scenes with the men who make your clothes," and tell what I can do to make sure that every blouse or dress or suit I buy is sewed with silk throughout.

Name _____
Address _____

