

ADVERTISEMENT.

ADVERTISEMENT.

ADVERTISEMENT.

ADVERTISEMENT.

ADVERTISEMENT.

ADVERTISEMENT.

ADVERTISEMENT.

AUTUMN FROCKS from the Specialty Shops



A message to women on war-time shopping

The American woman prides herself on looking as *chic* during the war as ever before. That is one way she "carries on." So she buys more carefully, demands quality in every detail that her gowns may hold their style.

To buy and then find, after a few wearings, that your frock has puckered at the seams, lost its distinction of line, is worse than folly—it is waste.

Yet that is very apt to happen—when you purchase without the guarantee that your gown is sewed with silk!

Every one of these gowns has the label which is so vital today—"Guaranteed Sewed with Silk." It is your assurance that the gowns are exquisitely made throughout.

Even to the shops it had not occurred that many manufacturers were substituting cheap thread for silk—to save about five cents on a gown!

But now they are cooperating to stop this substitution.

Silk seams mean longer wear—that the thread in the garment will not fade, show in coarse stitches, 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. You may buy any one of these gowns and find in it the label, "Guaranteed Sewed with Silk."

IF YOU WISH TO KNOW MORE ABOUT THIS MOVEMENT for stamping out this substitution evil and insisting on 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 City.

GUARANTEED SEWED WITH SILK



From
J. M. GIDDING & CO.

This beige Georgette crepe with narrowly pleated tunic gives the fall silhouette. Motifs are done in blue silk. All seams sewed with silk.

From JEROME

Not one apron, but three to this frock of navy blue tricotine and black satin. Arabesque embroidery in old gold sanctions a curious antique girdle. Every seam silk sewed.



From RUSSEK

Solid soutache embroidery is used for the collar and border, even for the daring cuffs and pockets, of this frock of black satin. All seams sewed with silk.



From
BONWIT TELLER & CO.

Black matelasse with black charmeuse, in a very chic straight-line apron frock. The deepest silk fringe, is very fashionable this season. Guaranteed sewed with silk.

From
MAISON BERNARD

Afternoon gown of black satin duvetyn, showing the new draperies, wide sleeves and the long lines of a paneled back. All seams sewed with silk.



From
GEORGE BERNARD

Afternoon frock of white satin, with collar and cuffs of brown velvet. The skirt has long silk fringes. Guaranteed sewed with silk.

Guaranteed sewed with silk