



From BONWIT TELLER
Photograph by Apeda, N. Y.
All the world-old fascination of floating draperies is imprisoned in this very modern tea gown of periwinkle blue Georgette crepe embroidered in silver motifs. Of course it is sewed throughout with silk.



From JOHN WANAMAKER
Photograph by Joel Feder
Entirely French is the combination of short tipped up skirt and narrow train. Note the interesting repetition of the gold lace of the tunic in the short sleeves and around the hem of the skirt. Its air of extreme elegance is carried out by the seams, which are silk sewed throughout.

In Fashion—the Line is Everything

AFTER all, the true beauty of costuming lies, now as always, in the charm of graceful lines. Destroy the line and you lose that which makes your gown distinctive.

In spite of this many manufacturers, to save a few cents, are sewing with cheap thread instead of silk!

Cheap seams!—you know how they pucker and shrink, how they pull out of shape. Your gown is practically ruined after the first or second wearing!

The best stores recognize the danger of this substitution evil. They are co-operating to stamp it out. Twenty-two of the leading New York and Brooklyn stores are showing gowns and suits with the label "Guaranteed Sewed with Silk."

You can buy any model shown on this page and be sure that it will keep its graceful lines, its original chic after many wearings—for each one carries the Silk Seams label.

Don't let there be any "failures" in your frocks for Spring. Insist on silk sewed seams.

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



From STERN BROTHERS
Photograph by Joel Feder
Flowered Georgette in its fluffiest mood was caught in at the waist with satin and finished with a narrow picot sash, for midsummer. The full draping in the front will always "look right" because the seams are sewed throughout with silk.



From LORD & TAYLOR
Photograph by Joel Feder
Even the most tailored things are succumbing to our first after-the-war Spring. The bright waistcoat and worsted embroidery are vivid proof of it on this otherwise severe interpretation of the Spring suit. Tailored lines demand silk seams.



From GIDDING
Photograph by Joel Feder
White picot trim is a decidedly novel method of accenting long panel lines in this blue taffeta walking frock. Where the effect of the gown depends so entirely on its careful tailoring, it is more than ever necessary to insist on silk sewed seams.

Guaranteed Sewed with Silk