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The shops decree satins for fall and soft, loosely woven woolens are in vogue

EVERY frock on this page is "Guaranteed sewed with silk." In New York alone over twenty of the leading shops are now offering silk-sewed garments, each bearing the important label "Guaranteed sewed with silk."

Never before have "lines" been so all-important as this Fall.

Frocks are simple and colors dark. The slim silhouette is in vogue. Soft satins, silks and woolens are the favored materials. In the *lines* of a frock this Fall lies its *chic*.

The only way to be sure of them is to buy gowns "Guaranteed sewed with silk."

That label in these frocks and coats means that the seams will not pucker or shrink or break, that the stitching will not fade, coarsen and collect dust. It means, in a word, that the lines for which you buy any of these models *will hold*.

War time is no time to buy and then after a few wearings find that "somehow" your frock has lost its newness, that it looks shoddy and cheap. Its style is gone—vanished after a few wearings or the first shower. That is what happens when cheap thread is substituted for silk in your frock.

See that the frock or coat you buy is sewed with silk—it means lasting wearing quality and *chic*.

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.

From STEWART & CO.

This bead-embroidered georgette is combined with satin, and with a hint of the new draping in the skirt, shows the very new cuff which falls free of the close under-sleeve. Guaranteed sewed with silk. $49.50

From JAS. A. HEARN & SON

In this autumn frock the tunic is combined with the straight severe bodice and bell sleeves so popular this season. In the interests of conservation, the girdle, like the frock, depends entirely on itself for distinction. Every seam silk sewed. $64.00

GUARANTEED SEWED WITH SILK

From SAKS & COMPANY

This afternoon frock of satin meteor is scalloped not once and again, but again and again, in jet. And when the bodice is embroidered, then the sash must be jet fringed. Guaranteed sewed with silk. $89.50

From WORTH

Here the ever important top coat is developed in duvet de laine with shawl collar and deep cuffs of sealskin. For the smart pockets and the border to the panel back chenille trimming is used. Every seam silk sewed. $79.50

From BLOOMINGDALE BROS.

With scarlet piping at the neck and scarlet braid and gold buttons down the side, this blue jersey frock is distinctly military. Every seam silk sewed. $37.50

Guaranteed Sewed with Silk