



How your daintiest frocks are cheapened

"Is your dress sewed with silk?" the writer asked a pretty woman who was wearing the dearest little dance frock of Georgette crepe and lace.

"Of course it is!" she replied proudly. "I made it myself!"

The daintiest dress you buy ready-to-wear is sewed, in nine cases out of ten, with thread instead of silk!

No matter what you pay for it, no matter how lovely the material, it is most probably sewed with a substitute for silk!

"Women will never notice the difference," the manufacturer says, so he substitutes thread for silk and makes the small saving of five to eight cents on even the costliest dresses!

Why women complain

Thread fades and loses its luster. It makes the nicest dress look dingy! It snaps under strain. It does not "give" the way silk does. Seams of thread pucker. They do not keep soft and smooth and elastic the way silk seams do.

Most women never dream that the sewing of the seams with thread is the reason why so many dresses lose their smartness and chic so quickly.

Silk dresses sewed with a substitute for silk! It seems incredible! Ask any store whether or not the dresses

and suits it offers you are sewed throughout with silk! Examine the seams yourself!

You will find that even in some of the nicest stores, expensive suits, dresses, and blouses are offered you sewed with thread instead of silk!

What you can do to make sure you get silk

This warning to women to be on their guard against this widespread substitution has been issued by the Silk Association of America for your protection.

Many stores did not know, until the fact was proved to them, that manufacturers were deceiving them and sewing even the finest grade of dresses and suits with substitutes for silk.

Now a few of the best stores instruct their buyers to write "Sew all seams with silk" in every order for silk or woolen merchandise.

Your store will do the same thing if you insist. Before you buy another blouse or dress or suit ask the saleswoman, "Is it sewed with silk?"

Return it to your store!

Send back to the store any merchandise which you find is sewed with a substitute for silk. You have a right to expect silk sewed seams throughout. Your store knows that, and so does the manufacturer.

You have only to insist "Is it sewed with silk?"

Behind the scenes with the men who make your clothes

TEAR THIS OUT AND MAIL IT TO US

The Silk Association of America, 354 Fourth Ave., N. Y. City.

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

Name
Address

Is it sewed with SILK?



NEW HOSIERY SHOP

PECK & PECK announce a new hosiery shop in the Astor Trust Building, Fifth Avenue at 42nd Street—a most accessible location and one of the busiest corners in the world.

PECK & PECK have specialized in hosiery for more than thirty years, and offer only the best values and qualities obtainable in street, sport and evening hose for men, women and children.

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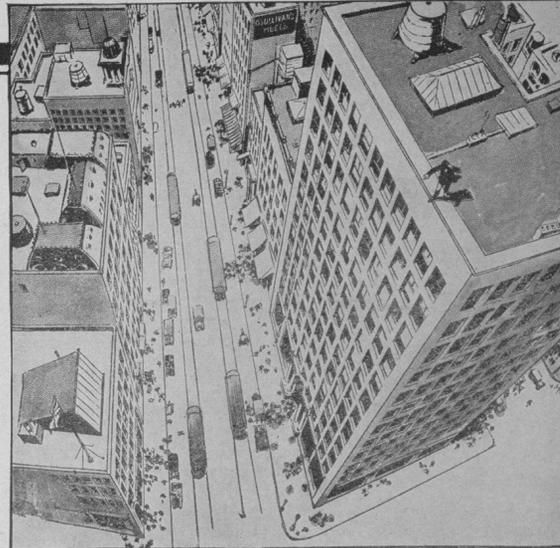
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\$3.50 to \$35.00 at Quality Stores.

Handsome booklet of new Spring Styles sent on request.
Lily of France Corset Co. 19th St. at 6th Ave., N. Y.



If he should step off

If this man should step off the top of a sixteen-story building, he would hit the pavement below with an impact of 600 tons.

If you could add together the separate little shocks you get with every step you take on city streets, the total in a two-mile walk would be a shock of 600 tons.

If you wear heels of hard leather, these repeated little shocks are carried directly through your spine and nervous system every day. Each step is a little thing in itself, but the cumulative effect is a dangerous tax on your nervous system.

Take the strain off your spine

You can avoid this needless waste of energy. You can avoid the constant jolts and jars that wear you out.

O'Sullivan's Heels will conserve the energy you now waste on hard pavements. These little shock absorbers take the strain off your spine. They help you fight fatigue by adding fresh vigor to your step instead of wasting energy with every step you take.

The best heels for city wear

The heels best suited to modern city streets and floors are O'Sullivan's Heels.

They are guaranteed to outlast any other heels on the market. Because of our special process, O'Sullivan's Heels combine the durability with the greatest resiliency. They are made of great perfect heel material.

Buy your new shoes O'Sullivanized. Good dealers sell the latest style shoes with these heels already attached. Have O'Sullivan's put on all your shoes at once. Every day you delay putting on these heels, you are wasting your most valuable asset—Energy.

In black, white or tan; for men, women and children; 50c attached. Insist on O'Sullivan's—avoid the disappointment of substitutes.



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BEWARE OF SUBSTITUTION

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Motor Apparel Catalogue and Chauffeurs' Correct Apparel Chart Mailed on Request.

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