MY LADY'S mind is set on a new ribbon because she knows that to be in fashion one must wear ribbons. Our Ribbon Department is ready for her.

In these days when ribbons are playing a more important part than ever in the scheme of dress, we have made careful provision to have our ribbon section made attractive and inviting, with its stock perfectly fresh and displaying, we are sure, the particular ribbons most needed. In purchasing our line of ribbons for your Fall and Winter and Holiday choosings, we have been carefully guided by a truly developed sense of real ribbon values. Included in this line are the recognized quality products of America's foremost manufacturers, the pick of the most famous looms in the world. We realize that our ribbon customers have come to know what good ribbons should be, and consequently we have gone to the master-weavers in our quest for an exclusive assortment of distinctive ribbons to place before them.

This department is now in complete readiness, and many of the ribbons we carry in stock are displayed made up into extremely pretty novelties for varied uses, and others are shown as they are utilized in connection with under and outer dress. These models are displayed to help you in the practical and economical use of the ribbons we sell you.

You will find ribbons for every conceivable purpose. Ribbons with real character, in all color and design combinations. There are many charming effects in fanciful and fantastic patterns, of just the desired widths for use as girdles, vestees, or panels and other trimming embellishment, to give the distinctive touch that is always sought to finish a cherished frock. These wide ribbons are woven with threads of gold or silver metal, or come in all over silk, to suit your every taste and desire.

Throughout the pages of RIBBON-LOGY, which is a reliable source of authoritative information on the uses of ribbons, you will find a series of hints and suggestions to help you to the better use of the ribbons you buy. These suggestions are offered as preliminary to the service we extend through our ribbon sales force. The corps of assistants in this section have studiously prepared themselves to assist you in the choosing of ribbons and are fully competent to guide you in the use of them.

You must visit this ribbon display while the assortments are complete and fresh. Make our store your shopping headquarters and our Ribbon Department your chief objective. The valuable information we can impart on ribbon lore is first-hand knowledge, and will prove helpful to you in the adaptation of ribbons in a better way, a more satisfying way and a more economical way.
IN THE conduct of our Ribbon Department much thought has been given to the plan whereby intelligent and authoritative guidance can be extended to our ribbon customers. It is not supposed that a mere novice can at once master the art of constructing the novelty things shown in the following pages of RIBBONOLOGY. On the other hand, however, it has been proven that with the aid and assistance of our ribbon sales force, ordinary needle workers can quickly grasp its significance and technique. Briefly stated, it is beyond belief what unlimited possibilities there are confined in a yard or two of ribbon.

To become proficient in the art of using ribbon to the very best advantage, consult with any one of our selling force, who is always pleased to show customers through the stock and give valuable hints and suggestions for the best use of the ribbons chosen.

The fundamental principle underlying scientific shopping is to know exactly how to get the most out of the merchandise you invest in. It is at this point in your shopping experience that your consultation with our ribbon assistants is invited. You will find them thoroughly informed and always courteous, patient and eager to impart knowledge you can use in working out problems you have in mind.

It is difficult to enumerate the various uses for ribbons. Hand Bags of ribbon are always distinctive and different, and when used in combination with a hat to correspond, the artistic effect is never-failing. Many rare and beautiful examples in Hand Bag construction are shown, of various shapes and made of every character ribbon, in the following pages—some of plain satin ribbons in a variety of colorings, others of the more elaborate metal and brocade ribbons. The yardage instructions given for making everything pictured in RIBBONOLOGY are carefully estimated and will be found positively accurate.

The practical and artistic application of ribbons to dress for under and outer wear is more general today than ever. The clever dresser can do wonders with it, to the extent that a mediocre sort of gown can be set off and actually transformed into a thing of real beauty by the added touch that a graceful, decorated length of ribbon can give it.

All of the following illustrated articles express some practical idea. Any one of them can be worked out for one's personal needs, or with the approach of the holidays, think how easily they can be utilized for gift purposes. Individual tastes can readily be satisfied and there is always the outstanding advantage that in giving these distinctive things one is not apt to duplicate a remembrance that might come from some other source.

Of the long list of articles shown one can readily hit upon a specific something to fulfill an immediate requirement. Beside Hand Bags, very distinct pictures are shown, and instructions for the making, of Camisoles and Breakfast Caps: Ribbon trimmed Negligees and Pajama Suits; Girdles; Fancy Articles for Toilet Table uses and Decorative purposes; Telephone Covers; Boudoir Electric Lights; Lamp Shades; Fancy Pillows, Evening Bags and Vanity Bags, etc., etc.

For your every ribbon need, visit our ribbon section. We are prepared to serve you from a choice collection of the market's finest ribbons, and what is of just as great importance, we will gladly inform you how you can use them to the best advantage.
Miss Dorothy Dickson, who has danced her way to international fame on the legitimate stage, and is now engaged in making a series of feature pictures for Famous Players-Lasky Corporation, poses in this series of pictures to show the remarkable possibilities in practically applying ribbons to dress. Figure 1 shows Miss Dickson in a plain slip dress of chiffon velvet. In pictures 2 and 3 Miss Dickson is wearing the same dress with its ribbon accessories. Satin De Luxe Satin and Taffeta Ribbon is used in picture No. 2, and "J. C." Metal Brocade Ribbon forms the neck ruff and girdle in picture No. 3. The crush travel and sport hat worn in picture No. 3 is made of "J. C." Moire Ribbon No. 80.
MODELS OF FALL GOWNS SHOWN AT THE FASHION ART LEAGUE OF AMERICA EXHIBITION AT THE HOTEL CONGRESS, CHICAGO

To achieve the coveted touch of exquisite loveliness dress creators of prominence place their whole faith in the beautiful effects possible through the use of good ribbons.


Fifteen
What other joys of the golden age of childhood compare with the dressing period?

Of the multitude of fascinating things that can be done with ribbons, undoubtedly those pictured on the pages of Ribbonology immediately following will have the greatest attraction for womankind. Dress ideas for infants, children and misses always have a strong appeal for the feminine heart, which prompts us in the belief that mothers everywhere will delight in the wonderfully dainty, frilly things illustrated.

It would seem that many of the ribbons in our stock were specially woven for the purpose of being used to make kiddie things, and designing wearables for tiny infants. Just a glance at the models shown made of these ribbons will carry conviction on this point more convincingly than anything that can be said about them.

It will be noticed that undreamed of little conceits for various uses for the comfort and happiness of the baby are illustrated. For play-time moments there are several trifling articles, some of them to dangle from the carriage top, while others form a component part of the treasured layette. These novelty things have come into popular favor. They are all quite easily made and can be fashioned by any one with a fair knowledge of needlework. Artistic pieces like these are very acceptable as gifts and many are used for such purpose whenever something out of the ordinary is wanted.

It is interesting to note how completely ribbons fill the bill when cunning articles for wear are needed for infants. These are all faithfully illustrated and careful yardage instructions are given, in such simple way that any one can acquire the knack of making them.

Beautiful ribbons, more than any other form of trimming, add a world of loveliness to dresses, caps, shoes and even baby's favorite chair. The cunning and charm of the little ones are emphasized by the witchery of pretty dress—always better achieved with the aid of fine ribbons.

Growing youngsters also insist on ribbons as necessary to beautify their dresses. A few examples of accessories for these older children are shown, but these few prove beyond peradventure of doubt that, as a first aid, the possibility of the use of ribbons for enhancing the charm of dresses for little ones is as great as when they are utilized in the wardrobes of adults.

Creative ability coupled with sound judgment in the use of ribbons will give unlimited results to the woman who cares to accomplish something different. There is no other fabric that so readily lends itself to fancy work of any character, or one that is easier to work with. When in doubt about what you can do along this line of endeavor, take advantage of the free instruction service we offer you. Let our ribbon counter assistants help you. Let them aid you in the choice of your ribbons and advise you how best to use them. We urge such action on your part and invite you to come to the ribbon section with full confidence in our readiness to show you a choice assortment of fine ribbons at the most attractive prices, and in our ability to better advise you in their uses.
Ribbons for Every Hour and Every Occasion

Part reproduction of animated picture displayed where America’s Best Ribbons can be bought
LIFE-LIKE RIBBON-MADE FLOWERS

Jac Roses, Killarney Roses, etc., etc., in all their beauty and natural colorfulness. Made of "J. C." Satin De Luxe and Sankanae Satin and Taffeta ribbons.