RIBBONOLOGY is indeed a veritable treasure chest of information on the practical uses of ribbons. As a help to our customers in the choice of ribbons and to garner facts and ideas on their use we feel it will prove to be invaluable. Its storehouse of hints and knowledge on the uses of beautiful ribbons for making art novelties and dress accessories, and also their application to all manner of feminine wear, marks it as a never-failing source of inspiration to all users of ribbons, and a faithful, reliable guide to those who aim to couple economy with their artistic endeavors in ribbon craft work.

Every sign points to the continued popularity of ribbons. Very narrow ribbons are being used lavishly, and all widths up to and including the broadest numbers, are in great favor. They are all in such general use and for such a wide range of purposes, that we have added largely to our stocks for the forthcoming season and holiday period, and cordially invite you to visit our Ribbon Section if only to see what attractive displays we have for your selection.

Not content with having made a permanent place for themselves in the realm of women's and children's wear, ribbons have now proceeded to establish themselves also as a first aid in art novelty work, which includes all sorts of little conceits for the home and numberless odd and pretty things for unlimited uses.

Our ribbon demonstrator, who has full and accurate knowledge of the possibilities confined in a length of ribbon, as well as our entire sales-force in this department, will be pleased to show you our assortment of ribbon-made novelties. Acquaint yourself in-the rudiments of the art of making these beautiful things. With RIBBONOLOGY to consult and study you will find it a simple matter to become quite proficient in the work, and especially so, when, should you fail to grasp the true significance of the directions given in the booklet, you can resort to our Ribbon Department service as frequently as you wish to.

Willing hands and deft fingers can accomplish wonders in this work. From the pictures in RIBBONOLOGY alone, the average needlewoman can fathom the secret of making any of the things illustrated. But there is no need to depend solely on the pictures. Complete instructions are given at the bottom of each page, and if carefully followed there is slight chance of failure in the attempt to duplicate any one of the extensive line of models shown.

In any event, do not fail to visit our Ribbon Department. Inspect our stocks and examine the made up things we have arranged for your consideration. There is every likelihood that you will find something to please your fancy or that of some friend you contemplate remembering with a gift and if not, submit your plans to our ribbon workers. They will cheerfully show you through the department and execute any orders you place with them.
WOMEN love pretty things made of ribbons, and most of them desire to make them if they can—for their own use or for friends. A piece of ribbon can so readily be transformed into any number of attractive novelties, to say nothing of the endless variety of additions to dress which can be fashioned in this way, that it is quite easily understood why they have become so generally popular and so much utilized.

Something useful or ornamental can always be developed when a sufficient bit of ribbon is at hand—an attractive hand bag, something entirely new and different in a hair bow for a little miss, a girdle to brighten and renew an aging frock, or any one of the dozens of odd and useful things pictured in RIBBONOLOGY.

THE PARACHUTE BAG

The season’s most striking model in a novelty hand bag is illustrated on this page. The Parachute Bag is entirely new, its outstanding feature being its simplicity in construction, together with the smart chain and slide used. Any one of the fancy brocade ribbons in our stock can be utilized to make this bag, or a plain weave, in satin or gros grain, can be chosen if preferred. Any one who has the will to do so can readily construct this novel bag from the easily followed directions printed just below the picture. Many hand bags made entirely of attractive ribbons are on display in our Ribbon Section. These are ready for your immediate use or you can purchase your ribbon from us and copy our models, if you desire.

MEN’S RIBBON NECK-TIES

As an accessory to dress for men scarcely any one other article of attire is so important as the neck-tie. It is a never-ending desire of every man to own neckwear that carries the stamp of exclusiveness. Our fancy brocade ribbons are so admirably suited for neckwear designing that worn around need no longer worry and fret about how best they can gratify the wish for something different on the part of their men folks. On another page of RIBBONOLOGY several four-in-hand scarfs and a Bat Wing bow tie are illustrated. Supplementary to the directions given there and as a further help to our customers who wish to make these ties at home, an accurately cut paper pattern of a four-in-hand scarf, with explicit instructions for making, is enclosed in RIBBONOLOGY. Come to us for your ribbon lengths and use this pattern to fashion distinctive and becoming neck-ties for your holiday giving.

In ribbon work, as in any art that calls for some originality and inventiveness, ingenious minds find it not in the least difficult to develop new ideas. The models of ribbon-made things pictured throughout RIBBONOLOGY are representative of what is possible in this work. They are presented to our patrons merely as examples and as an incentive effort on our part to introduce this class of work more generally. Through this procedure we hope to arouse greater interest in our Ribbon Department and impress on our customers that if a ribbon is needed, and information on its use, our service is such that the merest novice can feel safe in asking for and taking our counsel.
1. SWEET PEA CORSET—No. 26/107; 2½ yds. Aleck's Black Velvet Ribbon, No. 5, for bow and hanging ends; 1½ yds. Camilla's Faille Ribbon, No. 259, to make sweet pea; use leaves and wire to suit.

2. DRESS ORNAMENT—No. 26/118: 1½ yd. Sankanyae Satin Ribbon, No. 100, for foundation; 5½ yd. Satin De Luxe Satin Ribbon, No. 6, for shirred ruffles; 5 yds. Satin De Luxe Satin Ribbon, No. 1, used to edge ruffles and to make tassels.

3. LINGERIE ORNAMENTS—No. 43/34: ¾ yd. Lady Fair Two-Tone Double-Faced Satin Ribbon, No. 2, for large petals; 2½ yd. Lady Fair Ribbon, No. 2, for small petals; 5 yds. Lady Fair Ribbon, No. 2, for center knots and outside loops.

4. LINGERIE SET OF 5 PIECES—No. 62/6: For Garters: 2 yds. Sankanyae Satin Ribbon, No. 1, to cover; 2½ yd. Blastra: 1¼ yds. Lace, to edge ribbon; Flower decorations to suit; For Bow: 3 yds. Sankanyae Satin Ribbon, No. 2, and 1 yd. Sankanyae Satin Ribbon, No. 9, to make three bows.

5. LINGERIE ORNAMENT—No. 43/35: 1½ yd. Sankanyae Satin Ribbon, No. 114, for braided effect; 3 yds. Violet Wasp Ribbon, No. 114, for bows and ends.

6. SASH TASSEL—No. 43/36: ¾ yd. Lady Fair Two-Tone Double-Faced Satin Ribbon, No. 9, for knob top; 9 yds. Lady Fair Ribbon, No. 1, for tassel and top loops.

7. LINGERIE ORNAMENTS—No. 43/37: 3 yds. Lady Fair Two-Tone Double-Faced Satin Ribbon, No. 2, for knotted rosettes; 1½ yds. Lady Fair Ribbon, No. 3, for ends.

8. CORSET—No. 26/104: 1½ yd. Sankanyae Satin Ribbon, to make complete, including flowers. Use leaves and wire and pop centers to suit.


10. LINGERIE ORNAMENT—No. 43/37: 2 yds. Lady Fair Two-Tone Double-Faced Satin Ribbon, No. 2, braided, and for bow knots.
VARIOUS ARTISTIC USES OF RIBBONS

1. Amal CHILDREN shows how Furf Cut-out is used throughout with a distinctive "J.C." Metallic Bowdrie Ribbon. The use of this Medal of Furf Bowdrie Ribbon, in stars and ornaments, is a prominent feature in this costume.

2. A bergetta. Hat makes use of "J.C." Metallic Bowdrie Ribbon, with Pinkie Deco design. 7 yards of the Ribbon is required. The Ribbon is used in a bow on the sides and shoulders. 3 yards of "J.C." Metallic Bowdrie Ribbon, No. 11, the latter used for a band and how decorated.

3. Juliana. Hat made of 1 1/2 yards of "J.C." Metallic Bowdrie Ribbon, with Bow and ribbons. 3 yards of "J.C." Metallic Bowdrie Ribbon, No. 66, for around waist and hanging loops at back. 1 1/2 yards of the same Ribbon, No. 6, for narrow loops and ends, as shown. Flower decoration at waist.

4. A smart model. Hat made of 2 yards of "J.C." Metallic Bowdrie Ribbon, No. 11. In every design, combined with 11 yards of "J.C." Metallic Bowdrie Ribbon, No. 20, forming tassels, hanging loops, as shown.

5. ALEXANDRA BLACK VELVET RIBBON is used to combine with the same Deco in this beautiful design. 3 yards of "J.C." Metallic Bowdrie Ribbon, No. 6, in every design. 1 yard of "J.C." Metallic Bowdrie Ribbon, No. 66, for around waist and hanging loops, as shown.

6. HANDKERCHIEF HAT—No. 370. Bow 3 yards of "J.C." Metallic Bowdrie Ribbon, No. 6, for around waist and hanging loops, as shown. To make up it requires 2 yards of "J.C." Metallic Bowdrie Ribbon, No. 20, to form bow.

7. GIRDLE—No. 22. 12 yards of "J.C." Metallic Bowdrie Ribbon, No. 1. In every design, combined with 12 yards of "J.C." Metallic Bowdrie Ribbon, No. 20, forming tassels, hanging loops, as shown.

8. GIRDLE—No. 32. 12 yards of "J.C." Metallic Bowdrie Ribbon, No. 1. In every design, combined with 12 yards of "J.C." Metallic Bowdrie Ribbon, No. 20, forming tassels, hanging loops, as shown.

9. AERICLE. Outfit made of 1 1/2 yards of "J.C." Metallic Bowdrie Ribbon, No. 1. In every design, combined with 1 1/2 yards of "J.C." Metallic Bowdrie Ribbon, No. 20, forming tassels, hanging loops, as shown.

10. AERILE TURBAN. 2 yards of "J.C." Metallic Bowdrie Ribbon, No. 1. In every design, combined with 2 yards of "J.C." Metallic Bowdrie Ribbon, No. 20, forming tassels, hanging loops, as shown.
THE following pages of RIBBONOLOGY show how effectively ribbons can be used to fashion finery for infants. Of all things women delight most in making diminutive belongings for babies and children. Nearly every necessity and probably all of the luxuries of the layette are now a matter of ribbons, ribbons, ribbons—the conclusion being that they are much more readily adaptable to such use and certainly can be handled on a more economical basis.

The pictures of things shown hardly do them justice. To fully grasp their charm you must see them displayed in all their loveliness in our Ribbon Department. Let us persuade you to take advantage of this showing and let us urge you to familiarize yourself in this phase of ribbon work. Of all things made of ribbons these articles for babies and children are the easiest to copy and make. All of them cannot be featured in RIBBONOLOGY but many real and original ideas are pictured. As can be seen from the printed directions given, they are not in the least difficult for the average needlewoman. Original models of most of these illustrated things are included in our display—arranged for your immediate purchase or simply as a demonstration idea for you to consult and work from. And to see these things will be convincing—you will at once think of some baby girl or boy who will need one of the fascinating little garments, or perhaps you will find that a toy or some odd little contraption for the go-cart or carriage will be more fitting. In any case, regardless of what you decide to have you can rely on it that your requirements can at once be fulfilled from the varied assortment of novelties on display in our Ribbon Department. For infants you will find Baby Coats and Bonnets, Booties, made entirely of ribbon or showing ribbon used in combination with another adaptable fabric. Carriage strap and Clamp Sets, Sachets of all kinds and in all shapes, Hot Water Bottle Covers, quaint little ribbon-made toys, etc., etc.

To fully appreciate the varied character of the assortment of things we have ready and to gain some idea of the simplicity of their execution, you must make a personal visit to our Ribbon Department and carefully inspect them.

The needs for growing children are also an important item which we have not overlooked. Ribbon only speaking, there are just as many attractive things for these as for the infant class, and they are just as good to look at. Little girls demand pretty things and clothes just like grown-ups do. These growing youngsters are just as keen in their likes and dislikes as their elders, and in catering to them we have prepared a number of suggestive ideas which include models of trimmed dresses, of course—little hats, with an accompanying bag to match, and many other articles of attire. Even fur scarfs and mufffs take on a more juvenile atmosphere when ribbons are used with them for adornment, and they can be added to and attached at home with the greatest of ease.

When you come visiting our Ribbon Department be sure to bring the younger folks with you. They will delight with you in the unlimited number of things we are showing to arouse surprise and genuine pleasure. You will find for them and for yourself and friends so many suggestive ideas that you will count the time you spend with us as a most valuable and enlightening experience.
Ribbons for Every Hour and Every Occasion

Part reproduction of animated picture displayed where America's Best Ribbons can be bought
81/22—GRASS CLOTH PORCH PILLOW
(TOP)
Use 2 3/4 yards Sankanac Satin Ribbon, No. 150, to cover pillow, then re-cover with 3/4 yard Grass Cloth. Use 3 yards Sankanac Satin Ribbon, No. 1 1/2, to lace through mesh as shown; 1 3/4 yards Sankanac Satin Ribbon, No. 6, to bind edges; 3/4 yard Sankanac Satin Ribbon No. 9, 3 3/4 yards No. 5 and 1 1/2 yards No. 22, in various colors for flower decorations.

81/21—COUCH PILLOW
(BOTTOM)
Use 3 yards Sankanac Satin Ribbon, No. 150, to cover pillow; 2 yards Satin De Luxe Satin Ribbon, No. 80, to make points and 10 yards Sankanac Satin Ribbon, No. 1, in various colorings to crochet flower decorations.

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