OUR RIBBON DEPARTMENT

Ribbons of Character and Individuality Ready for Your Inspection

Visit our ribbon department for an inspection of the wonderful line of beautiful ribbons we have collected for the Fall and Winter seasons, and for your Christmas needs. No more fitting dress or enticing charm for this section is possible than the attractive assortment of ribbons and ribbon novelties we have gathered for your consideration.

We wish to emphasize the fact that at no time in our history have we ever shown a more comprehensive, distinctive and exclusive collection of choice ribbons and novelties. There is a refreshing difference in these new ribbons and the models of fancy work.

In answer to the exceptional demand for ribbons of all kinds, the manufacturers have vied with each other in producing new designs and patterns, and the choice variety of unique and really artistic ribbons we place before you are representative of the best of their stocks. It is impossible for us to enumerate in these pages every detail of our elaborate assortments.

Let it suffice when we say that the exquisite charm and loveliness of these ribbons is such that you will more than realize every expectation in your mind when you examine them, while you will surely revel in the witchery and fascination of the artfully made ribbon novelties. These novelty things are displayed primarily for the purpose of showing you what unbelievable things can be done with ribbons. We are showing you an exhaustive assortment of models, and they are all very dainty, they are all extremely useful, they are good to look at and every one will serve some practical purpose. These things you can make up for yourself if you wish, and we will gladly help you to do so.

They are all simple of construction, so much so that the merest novice with the needle can quickly master the trick of executing them. Let our sales force aid you in this fascinating art. We are willing and anxious to be of assistance to you in this connection, and you will find our department girls eager in their endeavors to render you such service with all possible courtesy and earnestness. Ribbons are so readily adaptable for fancy work purposes, and so widely conform themselves for all dress accessories that you will find their use a real pleasure and pastime, whether you have in mind something to make for your own use, for family needs, or for gift requirements for the approaching holiday period. Come in while our stocks are perfectly fresh. Come while the assortments are intact and complete. While it is true that we are adding to our stocks regularly, it is hardly likely that at any later period we will be able to show you a more attractive assortment than right now. Make our ribbon department your headquarters. There is so much here that is inspiring, so many things to interest you that you should at once make up your mind to see these without delay.
HOW TO USE RIBBONS
Timely Hints and Suggestions

THE secret of the success we have achieved in making our ribbon department the most popular and attractive in our city is due to our modern plan of telling our customers of the many ingenious and saving ways to use ribbons. We freely demonstrate to you how the strikingly pretty things illustrated in Ribbonology can be made by yourselves, if you desire to make them. Camisoles and Breakfast Caps; Vests and Over-Blouses; Lamp Shades and picturesque Screens; Waste Baskets; Hats and Bags; combination sets of Hat; Scarf and Bag; Evening and Vanity Bags; Boudoir Lights and Telephone Screens; Candle Sticks; Pin Cushions; Utility Bags; and dozens of other artistic novelties for decorative purposes—for the dressing table, for odd corners of the home, to say nothing of their appropriateness as gifts for Christmas giving and other anniversary events. And all of these beautiful things are easily fashioned of ribbons. The gorgeous new ribbons for the Fall and Winter seasons, radiant in their superb colorings, rich and resplendent in their gold and silver tinsel, and even the wonderful quality staple ribbons, lend themselves most admirably for such uses, and for adding the charming touch that tells to frocks, negligees and lingerie. Luxurious accessories for the most intimate details of dress can be fashioned by any woman blessed with ordinary accomplishments as a needle worker. Not much coaching or time necessary to learn the art of accomplishing splendid results in this work. Instructions, if you desire them, can be obtained from our ribbon department assistants who will gladly show you made-up models of most of these novelties, or we will make up special models for you to work from in your own home. Our chief and paramount object in rendering this service to you is to popularize our ribbon section and to show you how delightfully and generally useful ribbons can be. Every woman is inherently desirous of perfecting herself in the pleasing pastime of doing fancy work. Working with ribbons makes this very easy, because of the outstanding advantages in their use, and once you are familiar with the handling of them you will realize how much better they adapt themselves for the work than any other material obtainable. The ribbon way is the handsiest and the really economical way. Unnecessary cutting is obviated, needless hemming is done away with, and very little piecing is required, as is always the case when yardage material is used. Place your whole faith in ribbons because of how generally they can be utilized in the making of exclusive novelties that carry that much sought for personal touch. If for gift purposes or for your own use you can rest content in the knowledge that the things you make will be distinctive and different and that they will not be duplicated over and over again in your immediate neighborhood. Let your way be the ribbon way and let our ribbon department assistants guide you along the way.
WONDERFULLY DAINTY THINGS FOR DAINTY BABYHOOD

For the making of baby things—for things wearable and as accessories for baby's layette, ribbons have no rival. Articles of this nature made of ribbons are now more numerous than since it was realized how admirable ribbons are for such needs. The tiny garments for infant wear are so easily fashioned, and the supple and soft ribbons now obtainable fit in so well with the scheme of things, that it is a wonder mothers everywhere have hit upon the notion of giving first thought to ribbons when a new arrival is expected. It is such a simple matter to make all of the baby's under and outer clothes of the wide ribbons now so prevalent. As illustrated in the following pages (and in every instance you will find that the exact ribbon yardage required for every garment and article is given) it can readily be seen that to make any of the examples pictured very little cutting is necessary, in fact, the wide ribbons, generally speaking, are of just about the right width, so practically no cutting or hemming is in the least necessary. Baby things made of ribbons are provokingly pretty. They are so delicately cunning. And it needs but a peep at these things displayed in our ribbon section to convince you that we have chosen our assortment with much forethought, with much wisdom as to the requirements in each individual instance. Next to loving a baby the feminine heart revels in baby things. There is an irresistible charm about such things for all womankind, and with this fact in mind we are featuring an exhaustive line of them made up entirely of the staple ribbons we always carry in our ribbon stock. You will find, too, that we are showing a splendid assortment of toys for the baby, also made of ribbons, as well as fittings for the baby's carriage. Soft and downy carriage robes are in the lot, and play pillows that aid in inviting peaceful slumber are shown in a variety of styles and color combinations. The carriage toys are ingeniously executed, and in such elfin-like way, that they overtop any attempt at duplication by any other means than through the agency of ribbons.

Older kids' garments and accessories (and in every instance you will find that the exact ribbon yardage required for every garment and article is given) can readily be seen that to make any of the examples pictured very little cutting is necessary, in fact, the wide ribbons, generally speaking, are of just about the right width, so practically no cutting or hemming is in the least necessary. Baby things made of ribbons are provokingly pretty. They are so delicately cunning. And it needs but a peep at these things displayed in our ribbon section to convince you that we have chosen our assortment with much forethought, with much wisdom as to the requirements in each individual instance. Next to loving a baby the feminine heart revels in baby things. There is an irresistible charm about such things for all womankind, and with this fact in mind we are featuring an exhaustive line of them made up entirely of the staple ribbons we always carry in our ribbon stock. You will find, too, that we are showing a splendid assortment of toys for the baby, also made of ribbons, as well as fittings for the baby's carriage. Soft and downy carriage robes are in the lot, and play pillows that aid in inviting peaceful slumber are shown in a variety of styles and color combinations. The carriage toys are ingeniously executed, and in such elfin-like way, that they overtop any attempt at duplication by any other means than through the agency of ribbons.

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Ribbons for Every Hour and Every Occasion

Part reproduction of animated picture displayed in Ribbon Departments that carry our staple lines