The store news is The Silk Parade

Beginning tomorrow, the stores are going to exhibit a comprehensive display of silk!

Next week will be devoted to a Fashion Parade of Silks in all the stores. The newest ideas in silk fashions, silk piece goods, silk bonnets, silk lingerie, accessories, furniture, draperies—everything conceivable that is made of the acknowledged queen of fabrics—will be on review!

For silk is news of the first magnitude this season! Authorities agree that you're in fashion if you're in silk.

Besides, you know from experience how well silk cleans, how dependably it wears, how smart it looks, how luxurious it feels.

So go and see all the lovely silk things the stores have to show you. And when you buy silks, velvets, suans, crepes and those fabrics that mean silk to you, ask for them by name—silk suans, silk velvets, silk wools, silk crepes, etc.

Look for the International Silk Guild label on pure silk.

The silk parade will embrace everything from this to this to this.