"Made in U. S. A." Materials

advertised below were used in Costumes at Advance Showing of Autumn and Winter Fashions by

The Fashion Art League of America

at Morosco Theatre August 1st. Proceeds of sale of programs, as well as two gowns, went to the fund of the Women's Apparel Unit for the Women's Overseas Hospital Service.

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AT the Style Show recently held by the Fashion Art League of America, the genius of our American designers brought to light a new use for Ribbon as a dress trimming.

The gown illustrated is a creation by Madame Crone of Indestructible Voile, very cleverly embroidered and bound throughout with **Johnson-Cowdin Two-Toned LADY FAIR RIBBON** in pastel colors.

There is a **Johnson-Cowdin Ribbon** for every purpose.

Because of their adaptability the various brands of **Johnson-Cowdin Ribbons** were strongly featured at this display—an acknowledgment of the ribbon preference of the leading Fashion Creators.

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ABC TRADE MARK

IRENE BORDONI, of Hitchy-Koo, 1918.
Costume by Blackburn *Trimmings by American Bead Co.*

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See Page 10

The great American democracy should worry about a little thing like breaking the heat record. Coney Island municipal baths on the day that sizzled the worst. © Underwood

Oh-um-ah! The delectable season of watermelon is with us once more. And there's no place like the East Side for flavor. © C. Curtis

Cool? If you have any doubts, just come in. This is Charlotte Boyle, national sprints and plunge-for-distance champion and metropolitan half-mile title holder. © C. Curtis

One of our East Side intellectuals who hasn't any insurance and isn't taking unnecessary chances on that important upper story. © C. Curt.

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