QUALITY SERVICE PRICE

Dale

Buy Direct from Factory and SAVE MONEY

EXTENSIVE line of Floor, Bridge, Boudoir and Table Lamps.

Beautiful assortment of silk and parchment shades.

Vases and ornaments attractively mounted for electric light.

Visit our showrooms. Make your selections of fixtures from samples connected; this insures satisfaction.

We do not issue catalogues or pamphlets.

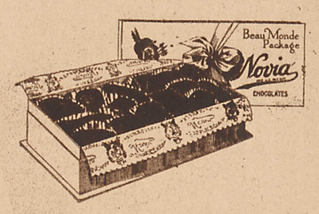
109 West 13th St., *New York*
ONE DOOR WEST OF 6TH AVE.
DALE Lighting Fixture Co.

For Your New Year's Dinner

YOUR kitchen may be without sugar but your New Year's dinner need not be without sweets.

After the salad, or between courses, or after the coffee while you are still talking around the table, serve Novia Chocolates and your family and guests will be satisfied.

In our special Beau Monde package you will find a varied assortment, chosen to suit discriminating lovers of good candies.



Novia Chocolates also come in other assortments and sizes.

"The Better Kind"

Novia

CANDY COMPANY
382-384 Jefferson Street
Brooklyn New York

Can be bought wherever candy is sold

Don't discard your Tan or White Leather Shoes

Get three months more wear out of them for 25c

GRIFFIN RAPID BLACK DYE

(Odorless — Permanent)

Will positively make your Tan or White leather and kid shoes a fine Jet Black. Your shoes can then be shined just as any black shoe.

Not intended for Suede or Nappy leather.

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The Tailored Woman INC

"A SHOP OF TAILORMADES"

Suits Coats Frocks Blouses

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FROCKS FOR SOUTHERN WEAR

An assemblage of the very loveliest of first Spring frocks—in every detail representative of "Tailored Woman" standards.

Mignette is one develoved from silk eponge in copen, white and rose, effectively finished with contrasting shades. *125.00.*

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VAN RAALTE *Veils*

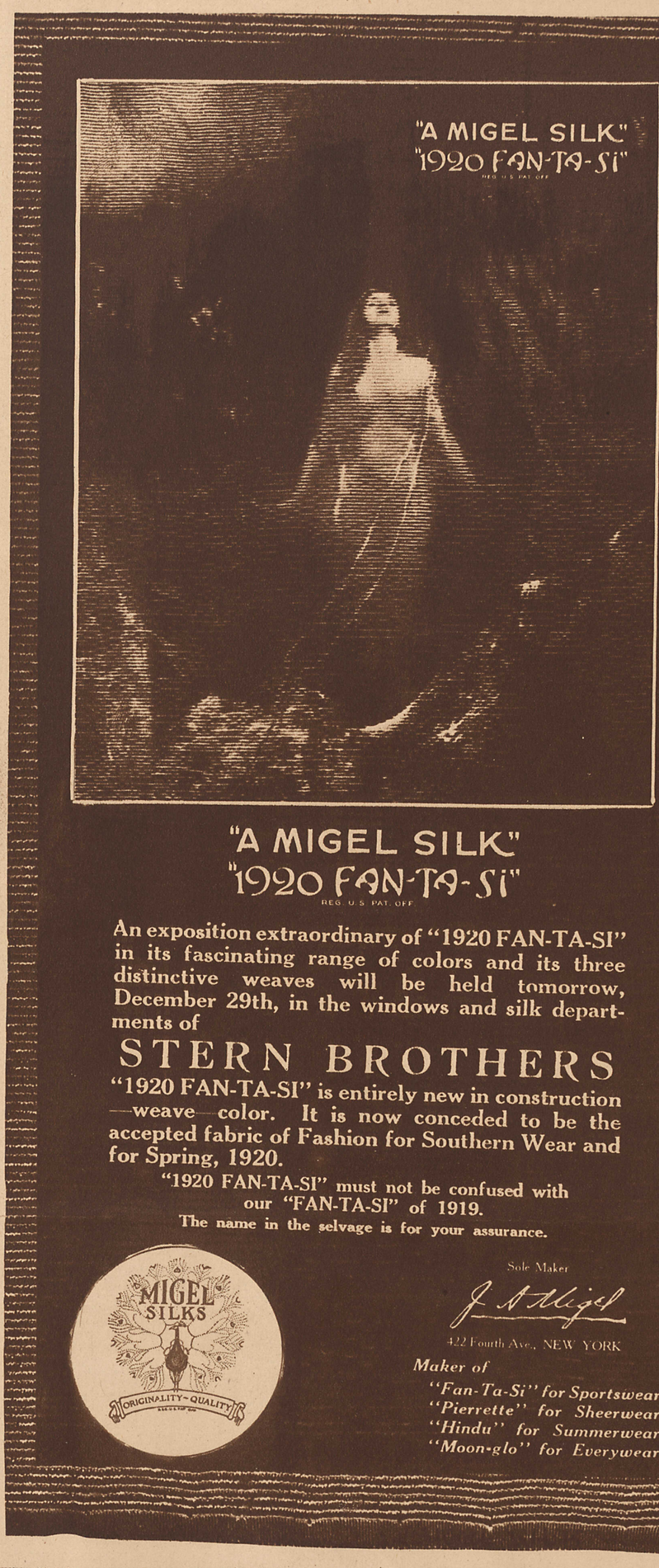
Pert

The fine meshes of Van Raalte Veils are flattery filters to redouble your features' charms

Makers of Silk Underwear, Silk Gloves and Silk Hosiery

Look for this little white ticket

VAN RAALTE MAKE



"A MIGEL SILK" "1920 FAN-TA-SI"

REG. U.S. PAT. OFF.

An exposition extraordinary of "1920 FAN-TA-SI" in its fascinating range of colors and its three distinctive weaves will be held tomorrow, December 29th, in the windows and silk departments of

STERN BROTHERS

"1920 FAN-TA-SI" is entirely new in construction —weave—color. It is now conceded to be the accepted fabric of Fashion for Southern Wear and for Spring, 1920.

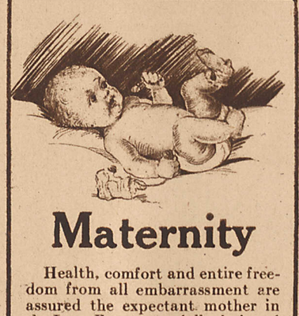
"1920 FAN-TA-SI" must not be confused with our "FAN-TA-SI" of 1919.

The name in the selvage is for your assurance.

MIGEL SILKS
ORIGINALITY—QUALITY

Sole Maker
J. A. Migel
422 Fourth Ave., NEW YORK

Maker of
"Fan-Ta-Si" for Sportswear
"Pierrette" for Sheerwear
"Hindu" for Summerwear
"Moon-glo" for Everywear



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Everything for Baby, Too

In an assortment of styles and fabrics that will please the most discriminating mother.

Out of town customers write to Dept. L-17 for free Style Book.

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Our latest improvement, the Gem Sound Perfector, insures clear, positive hearing in any assemblage, at any distance.

Try our Auto Ear Massage; used to stop head noises and improve hearing. Call at our office for a *free, private demonstration.* Expert advice without charge. *Ask or write for booklet.*

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It is unsurpassed in relieving Rheumatic Twinges, Neuralgia, Sciatica, Lumbago, Sore Muscles, Stiff Joints, Neuralgic Headache. *Penetrates without rubbing* to the affected part, promoting a warm tingle of comforting relief. Will not stain the skin, takes little to produce gratifying results.

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Suit, Overcoat and Cap to Match

With good fabrics scarcer than ever, there is but one road to satisfaction in Motor Apparel, and that is Quality. In one particular Outfit, of fine dark gray all-wool whipcord, we offer, considering conditions, the very limit of good value, in chauffeur's apparel at a moderate price. Other outfits, in wide variety, at higher prices, and equally desirable.

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