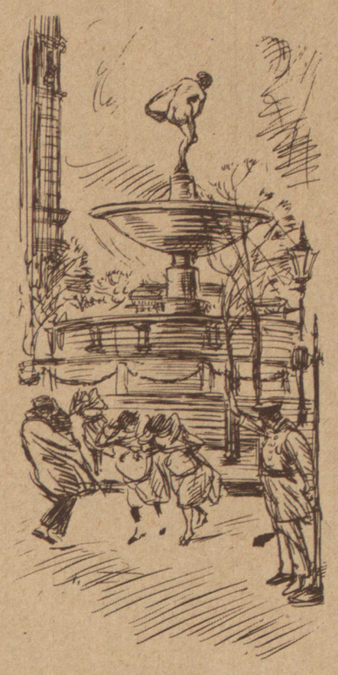
The Victory Arch



The Plaza

Drawings by Wallace Morgan
Fifth Avenue from 32nd Street looking north to 34th Street.

OVINGTON'S

"The GIFT SHOP of FIFTH AVENUE"

312-314 Fifth Avenue, near 32nd Street, New York

THE shops of the Rue de la Paix and the Rue de Rivoli were the pride of ante-bellum France. All Tokio knows and takes pride in the quaint little stalls which line the Motomachi. The fame of the Bond Street and Piccadilly shops goes from John o' Groats to Land's End.

What these shops are, each to its own people, Fifth Avenue is, not to New York alone, but to all America!

Famous Old Fifth Avenue!

Here gowns vie with each other in rare fabric and exquisite coloring; limousines, hansoms and busses line that famous old thoroughfare as never before, and the most distinguished shops in all the world are crammed with new and distinctive merchandise.

Fifth Avenue is prepared. Her wares are in array for the most discriminating shopping public in the world—a public which is as much Richmond and Seattle, Dallas and St. Paul as it is New York itself. For Fifth Avenue stretches its length for thousands of miles—its shops are national institutions.

Christmas and Weddings, Parties and Homes

Ovington's is a shop of this kind, a name that stands out even in the brilliance of Fifth Avenue shops. For throughout America its very name suggests the best of Christmas gifts, wedding receptions where presents are smarter than usual, bridge parties where the prizes are cordially received, and homes whose appointments are perfect.

To the generation past Ovington's was known and respected as a fine old china and glassware house, conservative and good. To-day it still holds its prestige as such—its china and glassware stocks are among the largest and most carefully selected in the world, but to this old reputation Ovington's has added a new—a treasure-box for those on the quest of the beautiful.

For seventy years Ovington's has grown and grown, but though it has earned and still holds the title of "The Gift Shop of Fifth Avenue", it has never forgotten that its first success was founded upon giving substantial value.

Distinctive, Original and Exclusive

Ovington's stock embraces both the inexpensive and the costly. Its china and glass are superb—its lamps are distinctive, original, and exclusive, the stock of Sheffield is the most complete in New York, its mirrors and frames are individually designed and cannot be purchased elsewhere.

Brides without number, from all America, are able to trace their most charming gifts to Ovington's. The punctillio of weddings does not demand this, but custom seems to have decreed it.

But famous as it is as a shop for wedding presents, it is at the holiday season that Ovington's rises to its greatest usefulness.

Christmas Is Around The Corner

For, now, as Christmas approaches it is only natural that this Fifth Avenue Shop which all the year round, specializes on gifts and giving, should be best prepared with suggestions for Christmas.

To-day, the shop is a veritable maze of gifts—many of them original with Ovington's—all of them distinctive.

As you enter Ovington's you will be amazed at the variety. As you visit each of the five floors, your wonder will increase at the seemingly inexhaustable wealth of suggestions and, as you price the wares you will be agreeably surprised at the moderate prices which are placed upon them.

CHRISTMAS SUGGESTIONS

Picture Frames, $3.50 to $20.00
Lamps and Shades, $10.00 to $500.00
Sheffield, $5.00 to $100.00
Sheffield Tea Sets, $35.00 to $250.00
Candy Jars, - $3.50 to $15.00
Crystal Articles decorated with Sterling Silver, $5.00 to $25.00
China Tea Sets, $5.00 to $100.00
China Dinner Sets, $60.00 to $500.00
Mirrors, - - $5.00 to $150.00
Candlesticks, - $3.50 to $50.00
Bookends, - - $3.50 to $25.00
Polychrome Articles, $3.50 to $50.00
Smoker's Articles, - $3.50 *up*
Desk Sets, - $7.50 to $100.00
Beaded Bags, - - $15.00 *up*
Velvet and Leather Bags, $5.00 *up*
Salad Sets, - - - $10.00 *up*

Large assortment of Table Crystal, Enamelware, Breakfast Sets and Novelty Furniture.

SO that you may easily send the charming gifts you select at Ovington's, cards and envelopes, either plain or with holiday decoration, are always available at Ovington's. Full facilities for writing are also provided.

TO make the pleasant task of selecting Christmas Gifts more convenient tables are arranged with gifts specially priced at $3.50—$5.00—$7.50 $10.00—$12.50—$15.00 and each table contains unusual values.

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