



For the beauty of the ornate candelabra when lighted with glowing shades. Even unlighted it would be a beautiful object. A pair of this design costs \$25, but there are hundreds of others here at Ovington's, both plain and colored, from \$10 to \$150 the pair.



Crystal vase for vase, tray or fruit stand, wide colored band overlaid with engraved roses. Plates \$10 a dozen, soup cups \$10, other pieces \$10 to \$15 per dozen.



For the photograph you prize above all others, the hand-drawn frame of ivory. Picture frames, in fact, in gold, silver or a variety of cases, this fall can be seen for \$25 on.



This covered vegetable dish will save you vegetables, heavy silver plate, set decorated with raised floral designs. \$15, other attractive patterns \$1.25 to \$10.



The women who value their arrangements seriously want to get the right kind for every kind of room, and the will certainly welcome this Christmas bowl \$11.50, many other charming silver-plate \$1.25 to \$10.



A beautiful and serviceable gift for a man, job and office, cigarette case and match case, each piece with 100 sets. Complete \$10.50.



A beautiful reproduction of an old English set, heavy silver plate, grape and leaf design, in wood and enamel effect. Set includes tea and coffee pot, sugar bowl, cream pitcher, egg bowl, \$25. Many other patterns up to \$150.



Big squares of heavy silver-plate, Italian design, very gay. They can be used for luncheon plates as well. The particular pattern is \$10 a dozen, but there is a wide choice of other patterns from \$1 to \$25.



What success you have had in all your other things, is it not because you have bought the right kind? Buy now this gay tray, heavy silver-plate, hand-drawn design. \$12.50, other patterns \$10 to \$15.



He wishes, undoubtedly, every body would have this box, and who would not appreciate this fine cigarette case for Christmas? 2 inches long \$10, many other interesting boxes from \$1.25 to \$10.



A set of one of these little gifts whose small price is in perfect proportion to the service it renders. Ovington's store is large selection, in fact, silver and cutlery, from \$2.50 to \$10.



Now is the Time and Ovington's the Place for Christmas Gifts!

It is at this time of the year that Ovington's reaches the full bloom of its glory. Literally, the shop is lined with good gifts. Thousands and thousands garnered from all over the world. Yet so cleverly arranged that in fifteen minutes you can see the cream of our world harvest.

The gifts are charming, every one. Some have the virtue of novelty—only making their debut this Christmas. The very charm of others is the dignified halo they have acquired in decades of Christmas giving. But whatever you choose—be they the brain children of daring modern designers,

or copies of old world things that have endured for centuries—you will find them priced reasonably. To enable you to select easily, this multitude of gifts is arranged in groups according to price—\$3.50, \$5, \$7.50, \$10, \$12, \$15, \$20, \$25. Each group, you will discover, holds remarkable values. Each gift seems more desirable than its neighbor.

Which is not too much to expect at Ovington's. For we think of gifts not merely at one season, but day in and day out, the whole year through, and are therefore better able to serve you, better able to be accurate at Christmas time.

OVINGTON'S

"The Gift Shop of Fifth Avenue, Inc."
FIFTH AVENUE AT 39TH STREET



"A" says it's a plain teapot, "B" says it's a decorated teapot. And "B" is right. Moreover, 1/2 of heavy silver plate with decorative touches to the top. Capacity, one quart and the price, \$15.



It may be a gift, but this china does seem to improve the flavor of other dinner tables. This set is set in silver, with floral decorations, gold edge, handles and knobs, 17 pieces \$25. Other Ovington sets range from \$10 to \$100.



Handled per your good against the heavy toasters. Two round, handle under bowl and top, 11 1/2 inches high \$25. Many other styles at \$25 to \$100.



A very fine set of crystal glasses. Goblets \$10 dozen, champagne \$45, claret \$45, port \$45, finger bowls \$10, Aqueduct plates \$25. In other patterns you can order a special service for \$10 for 100 or \$25.



Flowers that will never fade, that demand no attention, and always be beautifully decorative. The most in their art, in a picture of Italian pottery, 10" long, 12" high \$100. Other \$10 to \$100.



Porcelain salad service, decorated with floral design in grey colors, against a white background. Set of bowl, 6 plates, wooden box and spoon \$10; other Ovington sets from \$1 to \$25.



When you decide to send the fine hostess a gift, you may choose a very attractive set of plates. Quality service plates, dark blue decorated with gold design, under spray of leaf design. \$200. Other patterns from \$25 to \$100.



Jewel case of light silver, leather lined with moire. Front with removable top, 7" long, 1 1/2". Other jewel cases from \$10 to \$25.



Delta Britain tea set, light yellow with raised floral design. The set consists of 17 pieces and costs \$25; other sets from \$1.25 to \$10.



Managers and glass coffee set, hand with 3 drawers, 2 wooden, 10" high, 14" long, 12" wide, \$10. Other sets from \$1.25 to \$10.

Entwurf WALLACE MORGAN Drawing

Die Inserate auf Seite 52, 53, 54, 60, 61 wurden von der Reklame-Agentur Pedlar & Ryan, New York, Inc., für die Firma Ovington (Geschenkartikel), New York, geschaffen

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