



WHEN the festive tables are decked on Christmas morning with the lamps and the silver, the china and the mirrors, the bronzes and the leather—all of which are too large and much too gorgeous to be confined in the pendant hosiery—then does the wise soul, blessed with the wit to come to Ovington's, reap his reward—and then does the outlander—he at the top of the picture—fade from the party as if he were cursed with halitosis!



**OVINGTON'S**  
"The Gift Shop of Fifth Avenue, Inc."  
Fifth Avenue  
at 39th Street



GUY ARNOUX

## During January China and Crystal are Less



If the china cabinet discloses a need for place plates, think quickly of Ovington's. The January discounts make our exquisite collection that much easier to choose from, that much easier to acquire.



And whether it is additions to an established service, or a new crystal pattern that's to be desired upon, January is a lucky month to do it. The lowest discount is 10%—but any number of beautiful and interesting sets are discounted as much as 33 1/3%.



January is the month of the china sale at Ovington's and we sets are one of the features. Many fine sets from the great past are swayed by liberal discounts.



Do not compromise on an unworthy dinner service. Rather buy part of a good set and add to it from time to time. You have every beautiful pattern to choose from here at Ovington's—from patterns of more simplicity to those magnificently encrusted in gold.

IN presenting the January china sale we are slaves of custom—that ancient custom which ordains that, during January, all of Ovington's great collection of imported china and table crystal shall be offered at a discount. And during eighty years of this custom generations of hostesses have looked on January as the month to stock up on Ovington china and crystal.

Whether you need a dinner set or a goblet, a tea set or a refreshment set, a salad bowl or sherbet glasses—choose now. For every bit of imported china—every bit of crystal—is 10% to 33 1/3% less. And the earlier you come the wider your choice.

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There are many people who think morning the best time of day, and when your breakfast is set up on glistening Ovington china, you'll almost incline to that opinion yourself. Trays, too! All kinds, enamel and wicker, painted and plain. Some with collapsible legs, some with deep side pockets for the mail and the paper—all guaranteed to make breakfast in bed a luxurious affair.



Naturally, the sooner you attend, the better selection you will have among the many opportunities presented to replenish your equipment of crystal as well as china.



Crystal plates have proved to be so beautiful and so useful an accessory to the art of dining that their popularity remains higher and higher. Many beautiful patterns, some in color. All discounted—10% to 33 1/3%.



Do you need a coffee set? Then by all means see the January collection. These are formal sets, of course, but some of the most interesting depart from the conventional and appear in quaint outlines and queer coloring.



Why is it that so many hostesses take a lot of care in selecting their china, and then run an otherwise lovely effect by bringing on a motley set of replaceable glassware? You can buy at Ovington's the most beautiful glass in the world at no great outlay, and you can always obtain replacements.



The  
Longest  
Gangplank  
in the  
World\*

WHEN she embarks upon the fitful sea of matrimony give her a gift to speed her on that far-flung voyage. Set sail yourself for Ovington's, and pilot yourself into this Harbor of Gifts—where all is peace and plenty—and where even your check book will be safe from rude buffeting.

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\*With our thanks to the Press for the leading.

MARGARET  
FREEMAN

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Drawings

MARGARET  
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