



WHEN the festive tables are decked on Christmas morning with the lamps and the silver, the china and the mirrors, the brocade and the leather—all of which are too large and much too gorgeous to be confined in the pendent boudoir—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 Ave., Inc."  
Fifth Avenue at 39th Street

MARGARET  
FREEMAN



If the china cabinet discloses a need for place plates, mark quickly on Ovington's. The January discount makes the gorgeous collection that much easier to choose from, that much easier to acquire.



And whether it is additional to an established service, or a cereal pattern that's to be decided upon, January is a lucky month to do it. The newest designs—10%—many names of beautiful and interesting sets are discounted as much as 33½%.



January is the month of the china sale at Ovington's and tea sets are one of the favorites. Many tea sets from the great patterns are awayed by liberal discounts.



Do not compromise on an inexpensive dinner service. Rather buy pieces 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 stark simplicity to those magnificently encrusted in gold.

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.

Tray, too! All kinds, enamel and wicker, painted and plain. Seats with collapsible legs, nests with deep side pockets for the mail and the paper—all guaranteed to make breakfast in bed a luxurious affair.



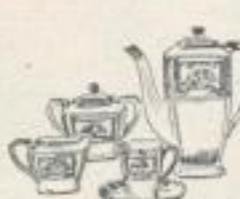
Why is it that so many homes take a lot of care in selecting their china, and then ruin an otherwise lovely effect by bringing in a sister set of inferior glassware? You can buy at Ovington's the most beautiful glass in the world at no great outlay, and you can always obtain replacements.



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 as beautiful and as useful as accessories to the art of dining; that their popularity mounts higher and higher. Many beautiful patterns, some in colors. All discounted—10% to 33½%.



Do you need a coffee set? Then try all means see this January collection. These are limited sets, but some because of the more interesting depart from the conventional and appear in quaint outlines and queer coloring.



### 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 buffettings.

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Appreciate the art in the "Prairie  
Life for the Landing."

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