

# M O D E

THE FASHIONABLE  
NEW STOCKING COLOR



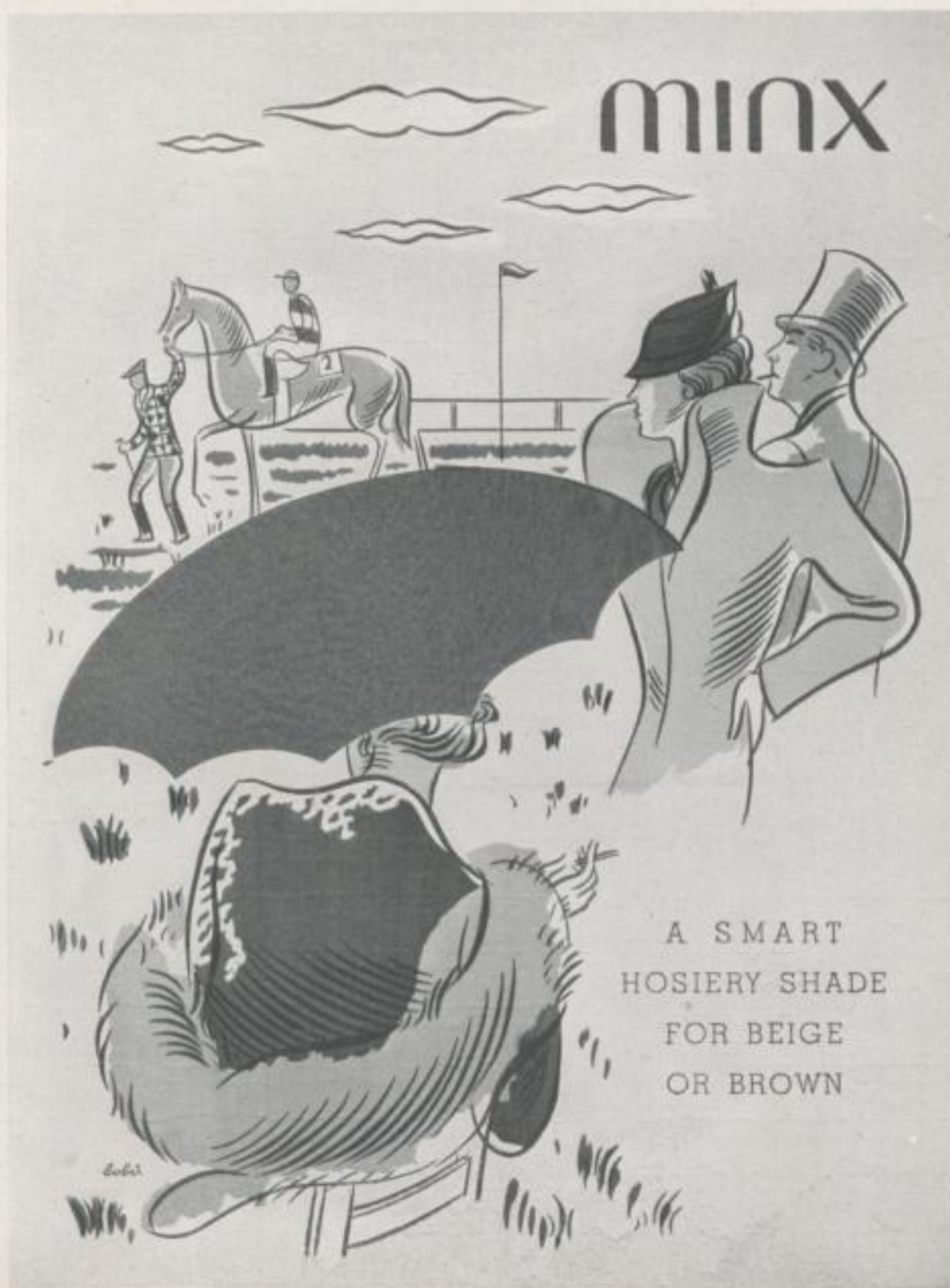
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colours. This is particularly important for the customer, for she can also send her orders on the basis of the samples in the catalogue, and thus avoid the trouble of going into town and only then finding what she wants. Not every business would have had the courage to entrust the management of its advertising to a woman whose activities in this capacity are merely based on her good taste, and Nolde & Horst deserve a special word of praise for having ventured to make this successful experiment.

Transl. by W. L. Campbell.

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A SMART  
HOSIERY SHADE  
FOR BEIGE  
OR BROWN