



A LEADER IN CLEARER HOSIERY

The ringless development has made manufacturers clearer fabric minded Buyers are demanding greater clarity of texture. A style conscious public is wearing clearer, sheerer stockings. NOLDE & HORST, in the lead as usual, has made a clean sweep of foggy areas in hosiery fabric. We are ready with clearer, sheerer numbers in two, three and four-thread constructions. Every stocking has the famous Triple Guard® heel and toe

NOLDE & HORST  
SOLE COMPANY INCORPORATED  
FINE HOSIERY

NEW YORK, Empire State Building • CHICAGO, Merchandise Mart • SAN FRANCISCO, 833 Market Street

DECEMBER



For perfect gift merchandise, choose our exquisitely sheer, flawless in texture, beautifully finished. Their colors are lovely as well as correct. They are smartly packaged and are appropriate for Christmas selling. Their unexcelled quality will be remembered long after the season has been forgotten

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SALES COMP., New York

NAVY! TITIAN! PAPRIKA!



NEW FASHION HOSIERY UNMATCHED FOR ELEGANCE, COMFORT, DURABILITY, AND STYLISHNESS. THESE WILL ATTRACT ATTENTION, PLEASE, AND BE THE MOST SUCCESSFUL OF YOUR STOCKS.

NAVY. A dark, navy blue, fine finished by the finest weavers. The color is rich and deep, and the texture is smooth.

TITIAN. A combination of dark and light colors in a pattern that is both elegant and modern. The color is rich and deep, and the texture is smooth.

PAPRIKA. A pattern of red and black in a design that is both elegant and modern. The color is rich and deep, and the texture is smooth.

FLORAL. A pattern of red and black in a design that is both elegant and modern. The color is rich and deep, and the texture is smooth.

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IN THE LEADING STORES OF THE EAST



For almost half a century NOLDE & HORST Hosiery has been sold in the leading stores. Through changing conditions, its outstanding quality has become a tradition among buyers. When you buy NOLDE & HORST hosiery you get a quality that meets the most exacting demands of the public. Take advantage of this fact in building your hosiery department. Our quality is available under the NOLDE & HORST brand in your own name.

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