

The Parade Of The Manikins

OPENING day in the grand salon of one of the fashionable Parisian dressmaking shops. Dazzling lights, gorgeous draperies, gilded chairs, flashing jewels . . . Behind the miniature stage a bevy of beautiful manikins—in velvet, satin, chiffon and lace. The curtains part. One by one they emerge, pirouette, descend the steps—and before you sweeps a magnificent array of the latest fashion!

Perhaps it has never been your good fortune to witness one of these affairs. But the imaginative mind need not go to such distant places to learn what is new and charming in the world of personal adornment . . . or what is useful and modern for the home . . . or tasty and wholesome for the table.

Let the day's advertisements pass in review! For in word and picture they, like manikins, display before you the latest and best things from the realm of merchandise.

Studying the advertisements is not only very interesting, but it enables you to shop with greater assurance of getting exactly what you want—and the greatest value for your money!

Read the Advertisements. They are Fascinating
and Useful News!

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