

No woman ever has enough beautiful lingerie

THERE will be many a woman's heart made glad this Christmas with dainty rayons in petticoats, costume slips, bloomers, teddies, night clothes, step-ins, combinations or vests. The gift seeker can buy with surprising economy and absolute confidence by selecting garments bearing the *Amray* fabrics label. It stands for soft texture, luxurious weightiness, permanent colorings and Colgate-indorsed washing qualities in a range of materials which include:

**TRICOSHAM
MILO SHEEN
CRYSTAL RAY**

You'll find it will pay to say "Amray" when buying rayon lingerie



AMRAY FABRICS

AMERICAN RAYON PRODUCTS CORP., New York

"Merry Christmas to all
and to all a good LIGHT!"



Now—Eveready
Flashlights in
Christmas clothes

The ideal gift—
ideally packaged

No. 2671—the Eveready
2-cell Focusing Spotlight
with the 200-foot range.
\$3. complete with battery.

YOU can save wandering and wondering this year. Give Eveready Flashlights to everyone on your Christmas list. A handsome gift and a useful one. No age limit. Everybody, from six to sixty, wants a genuine Eveready.

This year, Eveready Flashlights are garbed in bright, cheerful holiday array—a special, holly-decorated package that is as convenient as it is attractive. No

further wrapping is needed.

Your Christmas money cannot buy greater value. Eveready Flashlights are now provided with a ring-hanger for hanging up the flashlight when not in use. Safety-lock switches prevent accidental lighting and wasting of current. Other features found only in this original and most wanted flashlight. Give Eveready Flashlights this Christmas!

Eveready Flashlights meet every need for light—indoors and out. There's a type for every purpose and purse, and an Eveready dealer nearby.

Manufactured and guaranteed by
NATIONAL CARBON COMPANY, INC.
New York San Francisco
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**EVEREADY
FLASHLIGHTS
& BATTERIES**
—they last longer

Les Américaines who know well their Paris, well know the vogue of ARYS in Paris



Famous ARYS odeurs are:

- Fox Trot (illustrated above)
- Un Jour Viendra (illustrated at left)
- L'Heure Heureuse
- Un Jardin La Nuit
- Le Jasmin
- Secret D'Arays
- L'Amour Dans Le Coeur
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A Permanent Wave that is Beauty Itself!

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Quality Fixtures for every use—at moderate prices. An assortment of appropriate Holiday Gifts.

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