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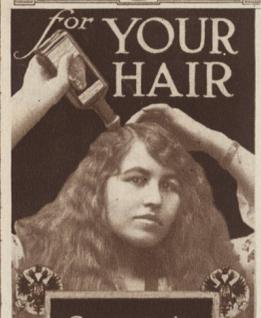
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"The most important, most needed improvement made in any article of women's apparel for years."

## A New Invention

### Does for stockings what double-tips did for silk gloves

It has not been so very long since double tips on silk gloves were first introduced, yet today they are so generally used that few people remember that they were originated by the Kayser Company.

The new Kayser invention—the But-i-nol Silk Hose—consists of six strong buttonholes worked in the top of the stocking. These are worked on tape so they can't break. The moment you inspect the But-i-nol top, you realize the strength of the buttonholes. Adjust the garter clasps, then pull as hard as you can; you will find you can't possibly break the buttonholes! This will give you some idea of the strain they will stand.

### They reduce the chance of a "run" to the lowest possible degree.

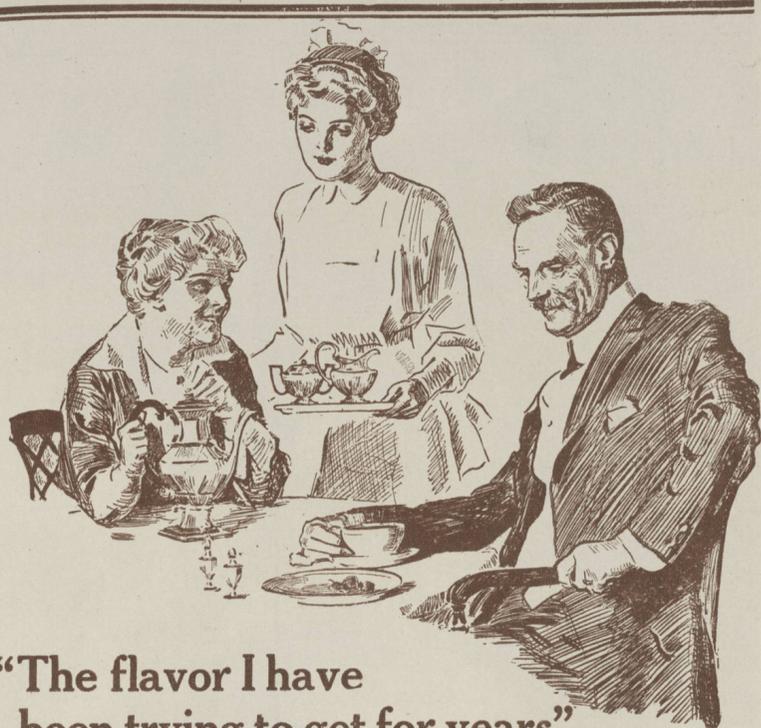
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Costs no more—every good dealer has them.



In black, white, and all the fashionable shades.

**But-i-nol Silk Hose**



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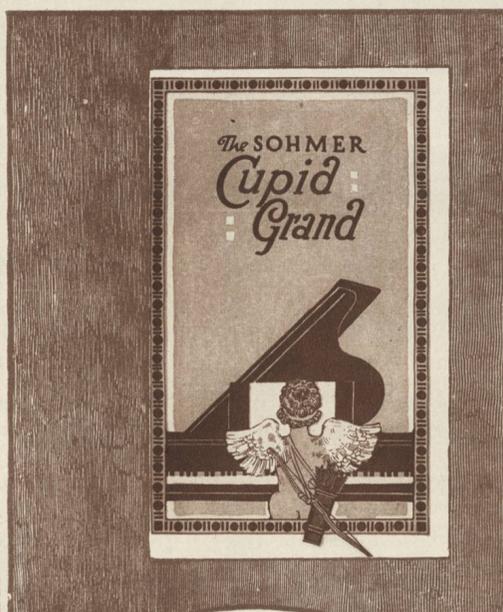
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