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Everyone wants cut glass these days, for sideboard, dining table, buffet, dresser, parlor and even the office. Naturally enough they are attracted to a store that has a goodly assortment of it. They may not say anything about it if you haven't it; but they flock to the store that has, and without hesitation, consider that store the most up to date.

Few people realize the amount of thought, artistic and mechanical skill and time required to change shapeless masses of glass into the many tempting designs of cut glass now so familiar.

The manufacture of cut glass is an art, and one which has been developed to a wonderful degree during the past few years, especially in America. A decade ago cut glass was almost all imported; to-day the dealer handles the American product almost exclusively. Cut glass of American manufacture so far exceeds that of foreign make that there is little demand for the latter.

The American manufacturer understands his business thoroughly, and takes advantage of every opportunity offered for securing the best material, skilled workmanship and designs. His product is so perfect in every particular that it seems almost impossible to improve upon it.

American glass cutters have become the most expert in their work of any in the world, and modern facilities have been invented to reduce the cost of production. The limit seems to have been reached.

As a result, cut glass is to-day the most beautiful ever known, and the lowest in cost.

American cut glass in color, weight and finish is unsurpassed, and it has a brilliancy, sharpness and scintilating brightness which cannot be excelled. Of course, there are different grades of American cut glass, and, like many other classes of goods, the market is flooded with inferior stuff, full of flaws, poor workmanship, and made after designs that are clumsy and inartistic.

Poor cut glass is a bad investment, both for the dealer and the customer, and one that does not build business. Rich cut glass is a good investment, grows in increasing appreciation, and is one of the best articles that a merchant can put on to "pull" for him.