

Repairing and Remodeling of Fur Coats and Sets  
at Moderate Rates

An Expert Mail Order Service

# Mawson & DeMany

1115 Chestnut Street  
Opp. Keith's

## 10 Per Cent Off the Actual Tagged Prices

Tomorrow Begins the First Day of the First  
December Fur Sale Ever Held in Philadelphia

### The Cause

#### UNSEASONABLE WARM WEATHER ENDS TONIGHT

Drop of Twenty Degrees Before Tomorrow Morning Expected to Usher in Seasonable Temperatures

The temperature early this afternoon came within one degree of breaking the high mark of 49 for a December 8, set in 1877. By the middle of the afternoon the local forecaster expects that a new record for this date will be set.

The highest temperature ever recorded on a December day was 76, made in 1873, but there have been a number of days in this month in the past when the official mercury went up to 65 and even 49. Unofficial thermometers registered from two to three degrees higher than the official instrument at the Weather Bureau, today, ranging from 60 to 42, depending on location.

This warm spell, which dropped in so unexpectedly, arrived about midday on Sunday. From that hour on the mercury began to rise. Yesterday the air was very mild, but the sky being clouded over, the heat was not so apparent as it is today.

**THE CAUSE**—The truth of the cause is the news clipping of Monday's paper, reproduced herewith. It needs no stretch of imagination nor a great effort to appreciate what this news item means to a fur manufacturer who has prepared with large and unusual purchases for an extraordinary December business.

**THE EFFECT**—We have not touched a tag or a price in our store. We give you the personal privilege of deducting 10% off the actual marked price on each coat, set, muff or scarf.

**THE GUARANTEE**—The good faith plus the good will behind this pre-Christmas offer lies in our "must-be-pleased" or money-back policy of 77 years' standing.

### The Effect

MAWSON & DEMANY  
FURRIERS  
FOR WOMEN AND MEN  
1115 CHESTNUT ST.

Hudson Seal Coat  
~~98.50~~  
88.65

**The Proof**  
The authenticity of this sale is evidenced in this actual photo reproduction of the same items as advertised in the page ad in the Evening Ledger, Friday, December 1st.

French Seal Coats  
Genuine skunk collar.  
**49.05**  
Regular Price, 54.50

French Seal Coats  
Black opossum collar and border.  
**62.55**  
Regular Price, 69.50

Hudson Seal Coats  
Dyed muskrat, skunk collar and border.  
**76.05**  
Regular Price, 84.50

Hudson Seal Coats  
Dyed muskrat—40- and 45-inch flare model.  
**88.65**  
Regular Price, 98.50

Black Fox Sets  
Barrel muff and all-fur scarf.  
**31.50**  
Regular Price, 35.00

Kamchatka Brown Fox Sets  
Barrel muff—animal scarf.  
**35.55**  
Regular Price, 39.50

Dyed Blue Fox Sets  
Barrel muff and all-fur scarf.  
**52.20**  
Regular Price, 58.00

Battleship Grey Fox Sets  
Barrel muff and all-fur scarf.  
**70.65**  
Regular Price, 78.50

### Fur Sets

Reg. Price	For Xmas
32.50	Raccoon Sets . . . . . 29.25
45.00	Beaver Sets . . . . . 40.50
47.50	Skunk Sets . . . . . 42.25
60.00	Australian Opossum Sets . . . . . 54.00
65.00	Pearl Wolf Sets . . . . . 58.50
65.00	Taupe Wolf Sets . . . . . 58.50
69.50	Kolinsky Sets . . . . . 62.55
70.00	Black Lynx Sets . . . . . 63.00
70.00	White Fox Sets . . . . . 63.00
75.00	Red Fox Sets . . . . . 67.50
84.50	Dyed Blue Fox Sets . . . . . 76.05
89.50	Cross Fox Sets . . . . . 80.55
90.00	Moleskin Sets . . . . . 81.00
94.50	Ermine Sets . . . . . 85.05
98.50	Pointed Fox Sets . . . . . 88.65
110.00	Slate Fox Sets . . . . . 99.00
145.00	Fisher Sets . . . . . 130.50

### Fur Coats

Reg. Price	For Xmas
74.50	Natural Muskrat Coats . . . . . 67.05
135.00	Hudson Seal Coats . . . . . 121.50
145.00	Hudson Seal Coats . . . . . 130.50
155.00	Hudson Seal Coats . . . . . 139.50
195.00	Leopard Skin Coats . . . . . 175.00
245.00	Hudson Seal Coats . . . . . 220.50
245.00	Scotch Moleskin Coats . . . . . 220.50
375.00	Natural Mink Coats . . . . . 337.50

### Inexpensive Fur Gifts For Tomorrow's Shoppers

Often the word "Gift" covers extravagant and promiscuous shopping on the part of many who, in their desire to please, hurry through their shopping list, and thereby waive the consideration of economy. Every line of our Christmas ornaments carries a gift suggestion, while in between the lines one may read our policy of volume sales at small profits. We do not distract from the Christmas spirit by detailed reasons for the wonderful values that we are offering to gift hunters, but merely point to our three-quarters of a century of integrity and stability in one specific business—fur specialists.

#### Fur Sets

Reg. Price	For Xmas
35.00	Raccoon . . . . . 31.50
55.00	Skunk . . . . . 49.50
39.50	Red Fox . . . . . 35.50
59.50	Pearl Wolf . . . . . 53.55
95.00	Black Lynx . . . . . 85.50
98.50	Slate Fox . . . . . 88.65
98.50	Dyed Blue Fox . . . . . 88.65
175.00	Kolinsky . . . . . 157.50

#### Fur Coats

Reg. Price	For Xmas
54.50	French Seal Coats 49.05
100.00	Natural Muskrat 90.00
120.00	Hudson Seal . . . . . 108.00
145.00	Hudson Seal . . . . . 130.50
225.00	Leopard Skin . . . . . 202.50

**Final Sale of Informal Hats**  
for Street or Afternoon Wear is reflected in the value, not the price. Values 12.00 to 15.00.  
**5.00**

**New Dress Hats for Formalities**  
Every woman must have one Dress Hat. Our unusually smart collection of quality models wins your heart the minute you try them on.  
**12.50, 15.00, 18.00**