

Mawson & DeMany

1115 Chestnut Street
(Opposite Keith's Theatre)

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For 78 Years Makers and Sellers of Finest Furs!

But Never An Event Like This!



This Day We Announce a Great Concentration of Fur Values Without Precedent in the History of Our Business for THANKSGIVING and CHRISTMAS Buyers!

WE ADDRESS this word with equal earnestness to women who can afford to have nothing less than the richest furs money can buy; to women whose tastes demand Mawson & DeMany qualities, but who must purchase with circumspection; to men intending to make wives, daughters or sweethearts Thanksgiving or Christmas gifts of furs.

Tomorrow morning you can come into our store, make unrestricted selection from our all-embracing winter stocks—now filling every available inch of selling space—and enjoy these:

CERTAIN ADVANTAGES—OUTSTANDING AND UNIQUE!

- First**—Those who prefer to pay cash can make a small deposit when buying and the purchase will be reserved in our storage vaults until desired.
- Second**—Those with credit accounts can buy now and pay in January.
- Third**—Liberty Bonds accepted for cash.
- Fourth**—An expert mail order service. The benefits of this event are yours, no matter where you live. A postal will bring any information you wish.

- Fifth**—Purchasing agents' orders accepted.
 - Sixth**—Extra large-size coats up to 50 bust measure, cut in CORRECT PROPORTION ALL OVER.
- AND REMEMBER, our entire stock is in this Concentration Event. The items listed are a mere handful of the thousands of furs here. No matter what your fur need, whether immediate or future, concentrate your own efforts to take advantage of this event.

Scarfs

THE SMARTNESS OF DESIGN AND GRACE OF LINE GIVE THESE "SMALL FURS" UNUSUAL DISTINCTION.

- Red Fox 22.50
- Kamchatka Blue Fox . . . 22.50
- White Fox 22.50
- Black Wolf 29.50
- Taupe Fox 29.50
- Dyed Blue Fox 34.50
- Slate Fox 39.50
- Ermine 39.50
- Mole 39.50
- Cross Fox 44.50
- Russian Kolinsky 79.50

Muffs

CANTEN AND BARREL MUFFS IN VARIOUS SIZES.

- Hudson Seal 14.50
- Skunk 19.50
- Wolf (all colors) 19.50
- Beaver 24.50
- Red Fox 24.50
- Mole 27.50
- Taupe Fox 29.50
- Kamchatka Fox 34.50
- Black Lynx 37.50
- Russian Kolinsky 49.50
- Battleship Gray Fox 59.50

FUR COATS

EACH COAT HAS SOME DISTINGUISHING TOUCH. FOR INSTANCE, OUR NUTRIA COATS ARE OF THE SOFT, LIGHT-WEIGHT PELTS, NOT THE HEAVIER, HARSHER KIND. HENCE THEY FALL IN RIPPLES—NOT FOLDS.

- Natural Muskrat Coats 69.50
Three-quarter length. Smart Model. Hudson Seal or Natural Raccoon Collar and Cuffs.
- French Seal Coats 69.50
Three-quarter length. Flare Model. Skunk Opossum Cape Collar and Wide Border.
- Sable Marmot Coats 74.50
Three-quarter length. Large Cape Collar and Cuffs and Belt of Hudson Seal or Natural Raccoon.
- Hudson Seal Coats 74.50
Three-quarter length. Smart Model. Seal Collar and Cuffs.
- Hudson Seal Coats 98.50
Three-quarter length. Collar and border of Silky Skunk.
- Nutria Coats 125.00
45-inch Belted Model. Large Cape Collar and Cuffs of Hudson Seal.
- Hudson Seal Coats 130.00
Three-quarter length. Smart Model. Large Cape Collar of Wolf, Skunk or Fox.
- Hudson Seal Coats 145.00
45-inch Smart Model. Flare design with Large Cape Collar of Skunk or Taupe Wolf.
- Leopard Skin Coats 145.00
Three-quarter Length Flare Model; Handsomely Draped Collar of Hudson Seal.
- Hudson Seal Coats 185.00
45-inch Flare Model. Large Cape Collar and Cuffs and Border of Silky Skunk or Taupe Wolf.
- Natural Squirrel Coats 265.00
45-inch Full Model. Cape Collar and Cuffs of Kolinsky, Fox or Skunk.
- Moleskin Coats 295.00
45-inch Flare Model. Large Cape Collar, Cuffs and Wide Border of Silky Skunk, Taupe Fox or Taupe Wolf.
- Baby Caracul Coats 650.00
Elaborately trimmed with Kolinsky Draped Collar. Belted Model.
- Hudson Seal Wrap 695.00
With Elaborate Collar and Yoke of Finest Russian Kolinsky.
- Russian Kolinsky Coat 895.00
Copy of Imported Model. Handsomely Designed.
- Broadtail Coat 895.00
Beautiful Model. Russian Kolinsky Collar and Cuffs.
- Natural Mink Coat 985.00
Choice dark skins, beautifully designed into One of Our Handsomest Models.
- Ermine Cape 1250.00
Handsomely trimmed with Tails. Exclusive design.

Fur Sets

YOU NEED TO "FEEL" THE QUALITY FOR YOURSELF, TO "TRY ON" THE LOVELY, GRACEFUL MODELS, TO REALIZE THE VALUES HERE.

- Natural Raccoon 29.50
- Skunk 34.50
- Taupe Wolf 34.50
- Hudson Seal 39.00
- Nutria 39.50
- Red Fox 49.50
- Jap Cross Fox 49.50
- Black Fox 59.50
- Taupe Fox 59.50
- Jap Kolinsky 69.50
- Kamchatka Blue Fox 74.50
- Black Lynx 79.50
- Pointed Wolf 79.50
- Natural Fisher 89.50
- Scotch Moleskin 95.00
- Cross Fox 98.50
- Slate Fox 98.50
- Mink 98.50
- Royal Ermine 155.00
- Hudson Bay Sable 345.00
- Silver Fox 425.00



The Sign of Fur Value Extraordinary

SILKY WOLF SCARFS \$14.50 Actual Value, \$4.50

The desirable taupe or Kamchatka color. Wide, full animal model. Warmth and grace and dressiness that add a most desirable touch to a costume.

Keep a Keen Lookout for These "Fox Head" Specials—They'll Surprise You!

HERE ARE THE CONVINCING AND STURDY FOUNDATION STONES OF THIS EVENT

A GREAT BUYING CAPACITY. We buy hundreds of thousands of dollars' worth of furs throughout the year. Fur sellers make an effort to get our business.

LOOKING AHEAD—AND CASH. Our eyes are always on the fur market. We seize every opportunity to get reliable furs when business chances lower their cost.

MANUFACTURE IN OUR OWN WORKROOMS—No middlemen's profits. We keep (year in and out) our own corps of skilled workmen. We sell throughout the year, not merely for a brief season, thereby making a smaller margin of profit possible.

RESULTS—Better furs for the same money than elsewhere. Lower cost for the same quality than elsewhere.

Greater variety all the time at Mawson & DeMany's.