

GOWNS

SUITS — WRAPS

*Extraordinary
Reductions of
25% to 33%*

Sterling

1210 Walnut Street

Roseway 1335-37
Walnut Street

Opposite
Ritz-Carlton

For Friday and Saturday
Our Entire Stock of
**GOWNS, COATS AND
MILLINERY**

Reduced 1/3 to 1/4
Their Former Prices

ALL SALES ABSOLUTELY FINAL

**HOUSE
OF
WENGER**

Twelve Twentynine
Walnut Street

Exquisite Grace
Expressed in
Regal Pelts

The lovely wrap shown is perfectly fashioned of Baby lamb and luxurious chinchilla. Our salon has an assemblage of fur garments which rival its luxuriousness.

Millinery

Exclusive and unusual are Chertak Chapeaux—a sartorial fact recognized by Philadelphia's smartest women.



H. H. & A. B. AYERS

**Timely Holiday
Reductions in
Quality
Furs**

Snug smart Coats, cozy, clever Muffs and Neck pieces, all at very special Christmas prices, now on display for selection—nothing makes a more satisfying gift.

H. H. & A. B. AYERS
1330 Walnut Street



Free Theatre Tickets ADVERTISING CONTEST

Contest Details—First read carefully every advertisement on this page. Choose the one that appeals to you most and write in ink a **SHORT** essay of 200 words about it. In your story tell why the advertisement appeals to you and why you think it is the best advertisement on the page. Have your essay in the office of the Empire Advertising Agency, 501 Empire Building, on or before Monday, noon, December 15th. Tickets will be sent the winners for the Forrest Theatre Thursday evening's performance December 25th.

Awards—First prize, four seats; second prize, two seats.

Victrola Records

**The Gift
That Lives Forever**

Make your Christmas gift live forever by giving Victrola Records. Every humor, every liking can be gratified in the Victor Catalogue.

OUR FIVE STORES
are ready to help you make your selection. Sound proof booths, large stocks and courteous, experienced service.

Victrolas : \$25 to \$430

TALKING MACHINE CO.
143 S. Broad Street

1225 Chestnut St., After Feb. 1, 1920

Broad & Columbia Ave. OPEN 4038 Lancaster Avenue
52nd & Chestnut Streets EVENINGS 5610 Germantown Ave.

Exclusive Victrola Distributors

**This Christmas
We Have Ten Stores**

for the convenient selection of your Pull-Proof Scarfs and other haberdashery gifts.

Neckwear	65c to 5.00
Silk Shirts	8.50 to 15.00
Madras Shirts	2.50 to 6.00
Mufflers	1.00 to 15.00
Gloves	1.50 to 6.00
Silver Belt Buckles	2.00 to 10.00

All Goods Handsomely Boxed

Guilford's
Ten Stores in Philadelphia

The Largest Exclusive Haberdashers in the State

1038 Market Street
1225 Market Street
1305 Market Street
1518 Market Street
1430 Chestnut Street
27 South 15th St.
1416 South Penn Sq.
Broad & Girard Ave.
3647 Woodland Ave.
2436 N. Front Street

Benguyer
1214 Walnut Street

FRIDAY AND SATURDAY

Astounding-Two Day Sale
of
Season's Smartest Millinery

100 Models	200 Models
\$5	\$18

Were \$18 to \$30
Rich velvets, luxurious meta-cloths and exclusive duvetyms for all occasions.

Were \$25 to \$40
Creations of gorgeous brocade, and also fur-trimmed models of various ultra-fashionable materials.

Drastic Reductions
Affect Our Entire Exclusive Stock of
Coats Gowns Suits

BONWIT TELLER & CO.
The Specialty Shop of Originations
CHESTNUT AT 13TH STREET

Announce
CHRISTMAS GIFT SUGGESTIONS

Departments of Handkerchiefs, Neckwear, Glove Silk Underwear, Hosiery, Sweaters, Waists, Novelties, Perfumes (Imported and Domestic), and Toilet Accessories

All Purchases Suitably Boxed for Gift Giving

NECKWEAR Fancy Collars .25 to 2.25 Collar and Cuff Sets 1.50 to 12.50 Stocks and Jabots 1.50 to 15.00 Chemisettes and Vests 2.50 to 25.00 Evening Scarfs 7.50 to 19.50	HANDKERCHIEFS Women's Plain and Fancy .25 to 2.25 each Boxes, Containing 3 1.00 to 3.75 Men's Handkerchiefs .50 to 2.50 Children's Handkerchiefs (Peter Rabbit) These in Box .50	BLOUSES Hand-made Blouses 8.75 Georgette Blouses 5.90 to 19.50 Tailored Silk Shirts 8.75 to 25.00 Creme de Chine Blouses 8.75 to 22.50 Net Blouses 8.75 to 35.00
GLOVE SILK UNDERWEAR Bodices 1.75 to 5.95 Vests 2.45 to 12.95 Knickers 2.65 to 10.95 Envelope Chemises 3.95 to 11.95 Petti-Boekers 9.50 to 12.50	SWEATERS Shetland Wool Sweaters 12.50 Llama Wool Sweaters 21.50 Sweaters of Pure Silk 32.50 to 75.00 Pure Silk Scarfs 11.50 to 15.00 Wool Scarfs 3.75 to 17.50	HOSIERY Silk Hosiery 1.95 & 2.50 All-Silk Hose 2.50 to 3.25 Fancy Hosiery 3.95 to 29.50 Wool Stockings 1.50 to 2.95 Women's Socks 1.50 & 1.95

PERFUMES
Popular Domestic Extracts 1.00 to 5.00
Domestic Toilet Waters 1.00 to 3.75
Imported Extracts 4.00 to 25.00
Imported Toilet Waters 3.75 to 9.25 (Tax Not Included)

NOVELTIES

Our collection of Novelties consists of many dainty accessories for the Boudoir and Dressing Table that are different than those seen in most shops.

1.00 to 10.00

L. Stone Co.
1306 Walnut Street

ANNOUNCE AN
**Extra Special
Holiday Sale In
All Departments**

With Exceptional Reductions in
SUITS, DRESSES & COATS
Assembled from the regular stock

\$45.00
Formerly \$75.00 to \$165.00

80 Tricolette Dresses
35 Evening Gowns 45 Smart Suits
50 Tricotine Dresses 65 High-cost Coats
69 Georgette Frocks 71 Satin Gowns

FOR every occasion, frocks, suits and coats of the highest order, made of the choicest and most fashionable fabrics. Included in the assemblage are creations from our own workrooms, and adaptations of Paris models. Many are enriched with choice furs; all are distinguished by L. Stone's perfection of fashioning.

NO CREDITS EVERY SALE FINAL NO EXCHANGES.