

# The Greatest Christmas Is Over—and Now New Interests Arise

## "We Never Had a Lovelier Christmas Than the Last One"

"Tell us about it," and she said:  
 "Well, you see, it was two whole days, a Saturday and Sunday Christmas, forty-eight hours long, which does not come often."  
 "What was the chief feature of it?"  
 "Why, Mother, of course, just as she always is—the whole thing every Christmas. She seemed so young and so happy, with us and the boys at home for two whole days. Our old friends came in, and we had two old-time home dinners, and in the evenings all of us were toted into a dark room, where we had a surprise of moving pictures.  
 "We sang the old songs together until midnight, and not a soul of us was tired for a minute, not even Mother."

This being Christmas WEEK, let us lengthen out our best holiday, and keep on celebrating by filling up the gaps of forgetfulness, if such there were. It is hardly ever possible to think of everything by the clock.

[Signed]

Dec. 27, 1920.

## Women's Jersey Suits in Pale Colors at \$35 Each

These are the sports suits which women are taking South with them. They are custom made in our own factory, which means admirable finish; are in delightful shades of jade green, a very pale grayish blue and a light rose, and are made in three styles, all belted.

\$35 seems astonishingly little for anything so good.

(First Floor, Central)

## White Camel's-Hair Coats for Women Going South

They will surely be needed—these good, warm sports coats, and they look particularly well with separate skirts and the lighter-colored Spring-like frocks.

All are the genuine camel's-hair, some have belts and others are unbelted. There are various other little differences in the styles and \$95 to \$135 are the prices.

(First Floor, Central)

## Novelty Fur Coats

These are most fashionable indeed this year, and there are the short lengths in belted styles, and longer coats, all in the best fur styles of the Winter.  
 Natural gray squirrel coats are \$485 to \$1000.  
 Civet cat coats are \$425 to \$500.  
 Leopard cat coats, beautifully marked, \$595 to \$765.  
 Golden brown beaver coats are \$700 and upward.

(Second Floor, Chestnut)

## Spring Riding Habits Are Ready

Women's breeches and coats of pongee and linen—white and natural, very smartly cut and tailored, and ready for use in Southern resorts. Prices \$30 to \$75 in the Little Salon of Sports Clothes.

(First Floor, Central)

## Accordion Silk Stockings "Seconds" at \$3.75

Two-color accordion-ribbed silk stockings are among the best-like of women's fine hosiery. They are heavy in weight and elastic and women who cannot wear wool like them especially. If these were first grade goods they would be more than double their present price and the imperfections are so slight it is almost impossible to find them.

(West Aisle)

**THE** newest St. Gall embroideries for lingerie dresses are being shown in the White Goods Store. They are interesting on account of their beauty as an account of their English eyelet patterns—a favorite old style revived. They are on sheer batiste and organdie—usually white or ecru—and prices run from \$1.25 a yard for a collar edging to \$14.50 a yard for an eyelet flouncing.

(First Floor, Chestnut)

**AFTER** the busyness of getting ready for Christmas and then enjoying it, there is nothing more refreshing than an hour or two spent in the Salon de Beauté.

One may have a shampoo or a scalp treatment or a facial treatment, may have one's hands put in order or hair dressed, all in the quietest and pleasantest of little rooms. Appointments may be made by telephone or in person.

(Third Floor, Chestnut)



## French and American Frocks In an Exhibition of New Fashions for Southern Resorts

**T**HE American frocks, inspired and often copied, from Paris models, are as practical as they are artistic—which is saying a great deal. They include sports models and models for afternoon and evening gowns, each with some new idea, each individual and charming in line and color. There is one three-piece model—a sports dress—made of jade green and white crepe de chine, with a rounded cape heavily embroidered with white wool, which is a joy to the eye. Another sports model is of a curious striped wool in which green, yellow, russet and brown tones appear; it has a high neck and side closing and a golden giraffe; the whole is exceedingly Russian in effect. Another striking gown is of crinkly silk crepe of emerald tone, very heavy, with curious neck and long sleeves flared with lacquer red, and a rich ornamentation of beads where the giraffe should be. There are delicate chiffons headed in the new manner outlining the embroidery; there are white crepes de chine with side panels of scallops; there are evening gowns with draperies of fine black lace, and coarse seré flots; there are delicious new combinations of color generally; there is another sports dress of oddly striped wool, the stripes running horizontally and the high collar of Kolinsky fur. As for the Paris morning frocks, these are astounding in their simplicity—being of linen and voiles in pale delicate tints, and put together entirely with handwork. Prices of all these, both French and American, compared with prices of a year ago, seem exceedingly moderate.

(First Floor, Central)

## Jewel Cases for Her Christmas Jewelry

After this Christmas many women need new jewel cases and here is a splendid selection. Cases of all sizes and many shapes, in dull, polished and suede-finish leather; some black but chiefly colors, including light, bright shades. Cases for traveling and for the dressing table at home. Prices, \$5 to \$50.

(Main Floor, Chestnut)

## Paris, Looking Toward Spring, Sends New Printed Voiles

It would be hard to imagine anything finer or more lovely in coloring or design than these new voiles for Southern frocks. The other French voiles are totally different but scarcely less beautiful in their striking all-over block printings. They are also 33 inches wide and \$2.75 a yard. One is an exquisite crepe weave in soft gray, tan, horizon blue or cafe au lait

(First Floor, Chestnut)

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(First Floor, Chestnut)

## Georgette and Silk Waists

The Georgettes are high-necked, with novel trimming of satin or grosgrain ribbon laid in points. Black, navy and bisque, \$8.50. The tailored silk waists are pongees with Peter Pan collars at \$2.85 and \$5.50; and crepes de chine in white and flesh with tailored pleatings \$9.85.

(Third Floor, Central)

## Women's Tan Lace Boots in Wing Tip Styles

Two smart street boots of dark tan calf-skin, with wing tips, perforations, punching and blind eyelets. One style has narrow toes and Cuban heels. The other style has modified brogue toes and military heels. Price, \$12 a pair.

(First Floor, Market)

## New English Smocked Dresses for Children

Of that fine, firm white flimsy which is made in England, these little dresses are in charming styles, all smocked by hand. Some are done in rose pink and some in Chinese blue, but every one is pretty! There are several styles, they are in sizes to fit little girls of 2 to 6 years and the prices are \$12 and \$16.50.

(Third Floor, Chestnut)

**PETTICOATS IN LARGE SIZES** Made entirely of jersey in black only, \$9.50; made of silk jersey with messaline flounces, black and colors, \$8. All excellent, fresh merchandise. A NEW shipment of hand-embroidered nightgowns and chemises comes from Japan. The garments are pink, and the work delightful; prices of nightgowns are \$15 and \$18.85; of chemises, \$12.50 and \$13.75.

(Third Floor, Central)

## Here's a Fine Sale of Young Women's Coats at \$38.50

Fur trimmed, warm, splendid Winter coats they are, in the desirable fashions of the Winter, well made and of excellent fabrics in the fashionable colors. They are coats of fine velours, of sports materials and of soft pompom cloth in brown, reindeer, tan, Pekin blue and other dark and light mixtures. Not one, but many styles from which to choose—and finished with great collars of soft taupe nutria, of Australian opossum and of natural racoon. Some are button trimmed, most of them have narrow belts, and all are lined and interlined. 14 to 20 year sizes.

## Girls' Coats—\$25 Each

Smart new sports coats in full length, of warm, soft polo cloth in the fashionable red-brown shade. Well tailored and good looking, these are coats which not so long ago sold for as much again—and more! They are in a good sports style, have silk linings and interlinings and are finished with narrow belts. 14 to 17 year sizes.

(Second Floor, Chestnut)

## There's Nothing Like Tub Silks for Southern Wear

And there's nothing like as good an assortment of them anywhere else. Some people have told us that they thought we had too many, but these same people don't know how fast these silks sell or the numbers of new ones arriving all the time. The very best and heaviest quality for sports dresses, skirts, blouses and men's shirts, white or stripes of almost any color or combination of colors, 32 inches wide, at the revised price of \$3 a yard.

(First Floor, Chestnut)

## A Great New Opening of Oriental Rugs All Priced on a New Low Basis

Several hundred Oriental rugs of exceptionally fine grade have come in to sell on a new low-price basis. Perhaps the outstanding feature of this remarkable new collection is the assortment of Chinese weaves. Of these there are about 100 pieces, almost all in carpet sizes, and they are as high class and beautiful a lot of rugs as have come out of China in many a day.

### These are Mongolian rugs, and there are no finer Chinese rugs than Mongolian

The colors, typical Chinese blues, tans, orange and mulberry shades, are particularly good and the texture of the rugs is heavy and superior. It is years since rugs of this class have been offered in the same variety at anywhere near the prices we have marked on them. Nearly all are in the neighborhood of half the rates hitherto obtaining for Chinese weaves.

### Persian Carpets

There are about 100 Saruk and Mahal carpets in the new shipments, all of them rugs of true caste and warranted excellence.

The Saruks have all the richness of coloring and heaviness of weave for which the best pieces of this kind are noted, these rugs being among the superlatively fine examples of Persian loaming.

The Mahals are less costly, but no less excellent rugs, of good, substantial weave and unusual warmth of coloring, the prevailing shades being deep reds, blues and ecru tones.

### Asia Minor Weaves

Another group is made up of Anatolian carpets of an especially fine grade and in a selection of colors and designs that are rich in decorative adaptabilities. It is one of the rarest opportunities in years to be able to choose from any rug in such a large assortment of high-grade pieces at anywhere from 35 to 50 percent less than they have been up to lately.

(Seventh Floor, Chestnut Street)

## "TOSSED COINS" BY AMORY HARE

A volume of graceful poems, most of which have appeared in various magazines; price, \$1.50.

All the pictures and art calendars in the Book Store have had prices lowered to half—and there is still plenty of time to send them for New Year's greetings.

## WOMEN'S COTTON UMBRELLAS AT \$3.50

Covers of strong black taffeta made of Egyptian cotton, frames eight-rib paragon, edges of silk tape, handles plain and carved wood; price, \$3.50. Excellent for common use generally.

(Main Floor, Market)

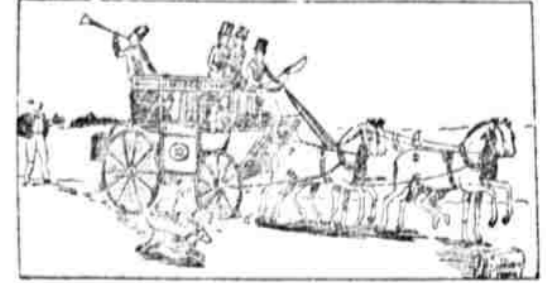
## NEW MIRRORS IN HAND-CARVED FRAMES

Oblong and square mirrors, some of the correct type for placing over buffets. They are framed in hand-carved wood with antique gold and silver finish, and are priced at \$7.50 to \$10.

## BICYCLES TO TAKE SOUTH

There are no better bicycles made than the Columbia and the Continental. These two makes have given complete satisfaction for years and can be counted on to continue to do so. Columbia chainless models, \$85.4 Columbia chain models, \$85 and \$72.50. Columbia juvenile models, \$51 to \$55. Continental bicycles for men and women, \$55. Complete bicycling outfit, \$50.

(The Gallery, Juniper)



## Men's New British Overcoats In the London Shop

A shipment just received from Kenneth Durward, of Ulster House, London, makes our stocks of these fine and fashionable overcoats agreeably complete.

The new coats are of chevots and floeces, chiefly in overplaid and in medium and heavy weights. The majority are single-breasted models, but there are double-breasted and a few Balmacaans.

There is something about these British coats that no overcoat made on this side of the water quite duplicates. It may be the materials, it may be the distinctive designs, it may be the fine fashion—it may be all three combined, but the effect is inimitable. Every man who has ever worn one wants another. Prices \$40 to \$80.

(The Gallery, Chestnut)

## A New Dress Hat for Men

No denying it, a great many men consider silk hats a nuisance. Yet they want a different hat for dress. For their benefit we had made by Lincoln-Bennett, of London, some soft black dress hats that are light weight and comfortable, yet correct in fashion. They can be put into an overcoat pocket without being hurt. In fact, they will last a lifetime. There are just 144 of these hats and they are here only. Price \$12.

(Main Floor, Market)

## Some Men's Christmas Neckties Came Late

So men who plan to use part of their Christmas money in the purchase of new neckwear will find fresh stocks to choose from. Plenty of all kinds, from 50¢ to \$3.50, with good selection in the silk knitted ties that are so successful for \$1.

(Main Floor, Market)

## Men's Good Handkerchiefs \$5.50 a Dozen

These are the kind he likes for everyday use—for they are plain white, are of sturdy linen that will launder well and wear the same, and are finished with narrow hemms plainly hemstitched. We'll mark them for you, if you wish, with ink, for 30¢ a dozen.

(Main Floor, Central)

## 1000 Honeycomb Bedspreads All Priced on a Lower Scale

Honeycomb bedspreads are what you like. We don't think it was possible ever seen such a collection at such a low price. These bedspreads should be a thousand miles ahead of the others by the way. From such a large and excellent assortment at a new low scale of prices. 72x84 in. \$4.10 each. 64x84 in. \$3.75 each. 72x84 in. \$4.10 and \$2.50 each. 84x84 in. \$4.10 each. 84x84 in. \$4.10 each. 84x84 in. \$4.10 each.

(Sixth Floor, Central)

## The Desirability of Axminster Rugs

is the result of beautiful colors and designs combined with sturdy wearing qualities. In a new shipment we have received are some striking Oriental patterns. 9x12 ft., \$60.50 and \$72.50. 3 1/2 x 6 1/2 ft., \$18 and \$21.50. 8 1/2 x 10 1/2 ft., \$6 and \$7.50. 26 x 31 in., \$9 and \$11. 6 x 9 ft., \$3.50 and \$4.00. 2 1/2 x 4 in., \$5.50 and \$6.50. Runners 2 3/8 x 9 ft., \$15.75. 2 3/8 x 12 ft., \$21. 2 3/8 x 15 ft., \$27. (Seventh Floor, Chestnut)