


## What the Blue Tag

 Means to the Oyster Lover\author{
 of purity. It brings you an oyster from exclusive ocean beds off Cape Charles, $\mathrm{V}_{2}$ miles from mainland. Naturally , fat, not "fattened," juicy, not "floated," they are hurried to your table fresh and delighuful branded with he blue Seatag trade-mart of individual oyster excel. lence.

For the Epicure
Do you really know good ysters? You who pride ourself upon the enviable bility to order a perfect diner, will prize Seatag Oy ters. They are better oyster to begin with; and the orig inal Seatag method of iden ification is the greatest ad vance in the oyster industry

Phila. Distributor: H. H.CLIFTON CO.,Reading Terminal Market, Arch St.Wall Ask for Seatag Oysters at Leading Hotels featag Oyro

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## Another Earle Store Achievement!

Right Now, When Every Store Is Complaining of the Scarcity, We Announce

## This Sale of Women's and Misses'

 Fur-Trimmed Silk Plush Coats
##  up to $\$ 40.00$ up to $\$ 40.00$

 up to $\$ 40.00$}Another instance of the alertness of the Earle Store organization-making this sale possible when hundreds of women will be out to buy their new winter coats tomorrow.
These coats were used as salesmen's samples and show-room pieces; naturally they are of best taioring and style-butThey were handled and they naturally show a little roughness in the pile that is hardly noticedble-but in true Earle Store fashion we call your attention to it. The hurts are not harmful-but just enough to induce the maker to sacrifice his
They are in the smart, new lengths, from 42 to 50 inches, full flare, belted or semi-fitted effecte.
Many show collars entirely of fur, with band of fur on bottom to match, while others are fur-trimmed, and yet some have immings of beaver plush.
Lined throughout with guaranteed satin or peau de cygne.
The furs used for collars and trimmings are taupe moufflon, natural raccoon, natural opossum, dyec opossum, dyed rac-
con and nutria.

## Another Earle Store Wonder Sale in Progress-Offers You Women's and Missss' $\$ 20$ to $\$ 35$ Fur-Trimmed Suits  15

