MRS. WILSON CHOOSES
FOODS FOR THEIR VALUES


THE UNWELCOME WIFE




Black and White Serge


Please Tell Me What to Do by cyntin


IF YOU DON'T SHOP EARLY If Christmas Comes Upon You Beforo You Have Had Time to
Think About It You Fon't Be Able o Enjoy It Peacefuly Ahink About it You oni Be Able to Enjoy



 About Flowers

THROUGH A WOMAN'S EYES

| A Plea for a C. M. W. F. |  |
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## -MERCHANTS CHAIN STORES-

## Women of Philadelphia

Tomorrow-Saturday we open our new store at 38-40 South 8th Street Grand Opening Sale

Stylish Wear for Stylish Women at Values That Defy Competition As an Opening Sale We Will Offer a Stunning Selection of Coats, Wraps,
Coatees, Dresses, Millinery and Underwear at Reductions so Drastic as to Make Buying Irresistible.
50\% Off Manufacturer's Actual Cost DRESSES AS LOW AS . . . . . . . . . . . . . . . $\$ 10.00$ COATS, WRAPS AS LOW AS . . . . . . . . . \$15.00 TRIMMED HATS AS LOW AS

Only One Sold to a Cuntomer

Merchant Sthain Stores
StylishWear for StylishWomen 38-40 S. 8 th St. 38-40 S. 8th

## Why Pay Any More?

We have shown the public, on dozens of occa-
sions in the past, , ust how our Producer-to-Consumer
Plan operates and why it is the one method of mer-
We have shown the public, on dozens of occa-
sions in the past, just how our Producer-to-Consumer
Plan operates and why it is the one method of merPlan operates and why it is the one method of mer-
chandiaing that saves the consumer the most money.
By thus eliminating the "middlemen's" profits, we are By thus eliminating the "middlemen's" profits, we a,
able to pass these savings on to our customers in the able to pass these savinge on to our customers in the
form of lower prices.
Here is more striking proof of our ability to save

## "Asco" 0ats <br> $10^{c}{ }^{\mathrm{chs}}$

The very finest quality white oats grown. Thoroughly steamed (thus requiring little cooking) and carefully packed in sanitary dust-proof cartons. by the human body. A heat generator and a splendid body-builder Compare the price-the quality speaks for itself।
"Up in the morning, chipper and bright,
A dish of oatmeal to start the day right."
Drop in one of our Stores today and get a package!

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[^0]:    Thero't an "Asco" Store near your home. They are located all
    and throughout Pennaylvania, Now Jerooy, Delaware and Maryland

