| BULL FAGING | Some One Is Sure to Pick Right Name for Big Fair |
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Many truths will be revealed to fashionable Philadelphia women．

First－That Gidding prices are lower than they have been for many years past－in fact，before－the－war prices are ruling now．
Second－We have，through the ad－ vantages of our organization，been able to submit to our patrons in our own establishments the most im－ portant values of our career．
Third－We ask your comparison we want you to see how well we have prepared this wonderful assemblage of fashions for you．

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Distinctive，Smart and Unusual Are These Coats，Wraps and Dresses

Exemplifying Everything That is New and Worthy in＂Stecker＇＇Fashions at New Low Prices

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The First Reduction Sale of the Season in Plain \＆Fur－Trimmed Suits

Our entire stock of this season＇s most attractive models．Every ashionabte abric，ini arvacior is inctrded．Wed have made
Suits That Were $\$ 55, \$ 65, \$ 95$ to $\$ 155$ ，are now \＄25，\＄34，$\$ 54$ to $\$ 95$
Model Suits－One of a Kind－Similarly Reduced


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Sport Coats
of Tweeds，Chinchilla，Polo Cloth and Novely fab
smatt and practical modesp，plain and fur trimmed．
$\$ 39.50$ to
$\$ 39.50$ to $\$ 110$ Values at
\＄19．50，\＄35 to \＄65

The Cold Winds of Last Saturday were reminders of how close at hand Winter really is．It is an advantage to have your coal remember that you car depend upon＂America Coal＂for entire satisfaction． Main Office， 600 Arch Street


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