

From FRANK & SEDER—A Page of Value-Challenging News for Saturday Gift Shoppers

Eleventh and Market Streets

Mail orders for any of these goods promptly filled. Personal charge accounts solicited of responsible parties.

Amazing Pre-Christmas

Coat Sale!

A New \$7000.00 Worth of Lovely Winter Coats Fashioned for Women and Misses of the Famous "Salts" Silk Plush and Fur Fabrics

Every Coat Bearing Its Own Guaranteed "Salts" Label

\$25.00

Look for Their "Salt's" Labels Sewn in Every Garment



Fabric costs ranging from \$6.50 to \$13.50 per yard

Values \$42.50—\$45.00—\$49.50 and even \$55.00



"Salt's" Esquimette Plush, \$25

"Salt's" Esquimette Plush, \$25

"Salt's" Behring Seal, \$25

All of these Coats Handsomely Enriched with Furs Large Fur Collars, Fur Cuffs and Deep Fur Borders

Featuring these World-Famous

"Salt's" Peco Silk Plush
"Salt's" Baffin Seal Plush
"Salt's" Meritex

← SALT'S FABRICS →

"Salt's" Baby Lamb
"Salt's" Mattelamb
"Salt's" Arabian Lamb

Every Coat in the Entire Sale Bearing the Double Guarantee of the House of "Salt's" and Frank & Seder.

ALMOST a century of prestige is back of every yard of goods that goes into the making of these luxurious coats. The world-wide reputation enjoyed by the House of "Salt's" (founded by Sir Titus Salt, Bart., in 1836) for supremacy in the artistic reproduction of natural furs is disputed by none. The beautiful lustre and deep rich pile of these fascinating fabrics defies the original natural skins.

Guaranteed "Sol" Satin-Lined Thruout. Large, Medium and Small Sizes.

Two Hundred \$49.50 and \$55 Salt's Esquimette Silk Plush Coats at

Large collars of fur, cuffs and bottom enhancing their attractiveness. Linings of fancy silk or Sol Satin. Women's and Misses' sizes up to 54, with over 30 different styles to choose from. **\$35.00**

FRANK & SEDER

Eleventh and Market Streets
Philadelphia's Dominating Apparel Store for Women, Misses and Children

"Salt's" Peco Silk Plush \$25

"Salt's" Behring Seal \$35

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"Salt's" Peco Silk Plush, \$25

Look for Additional Frank & Seder Advertising in Other Papers

Lovely Duvet-de-laine and Silk Tricolette Frocks—Special Saturday Price

\$25.00

We snapped the entire sample line of a New York maker's exclusive \$65, 59.50 and 49.50 grades. Besides those of silk Tricolette and Duvet de laine—fine English Velvets, Crepes Georgette and severe-line Broadcloth gowns were included. Fashions and colors decidedly the newest. Choosing for Women and Misses.

Another Lot Includes Braided Velvet Dresses at

Intended pricings for these were \$29.50, 39.50 and 49.50, and notwithstanding their superior worth, they go on sale at the \$15.00 price with full savings for you. Other Frocks included are of Serge, Jersey and Charmeuse. **\$15.00**



\$25.00

\$25.00

Frank & Seder—Main Dress Salons—Fourth Floor

Furs

\$45.00 and \$49.50 Taupe Fox Sets

Selected matched Sets, with heads and tails. Very extraordinary for Saturday. **\$25.00**

\$25 and \$29.50 Fox and Wolf Scarfs Red Fox, Taupe Wolf and Point Wolf. **\$15.00**

\$85.00 Selected Fox Sets, **\$47.50**

\$175.00 TRIMMED FUR COATS

Tiger Coats, trimmed with Skunk Opossum, Raccoon and Hudson Seal. Brocaded Silk lined; 40-inch length, belted models. **\$85.00**

All Fur Stocks Now Marked at January Clearance Reductions.

Frank & Seder—Second Floor

Full Christmas Blouse Selections

A Splendid Gift Shopping Place for the Thrifty Holiday Shopper

At \$2.95—

A completeness and diversity of selection almost unique at this low marking. Blouses of Georgette, of fine soft quality; Blouses of Crepe de Chine, Shadow Lace or Chiffon—charming all, and mightily acceptable as Gifts.

At \$3.90—

Are 50 new styles—and such Blouses! Washable Satins and Tub Silks fashion tailored models of marked simplicity and charm, while on the Georgettes and Crepes de Chine, beaded and embroidered designs add notes of feminine loveliness.

At \$4.90—

Fascinating Christmas-tide Blouses, these: of Georgette, Crepe de Chine and Radium Lace. Colors beautiful, too: Matze, Peach, French Blue, Orchid, Fleah, White, Navy and Black.

At \$7.50—

Blouses for the most fastidious of tastes—here one is a soft, subdued shade, others in brilliant color combinations. Beadings employed on all, among which are the new iridescent, steel and milk white beads.

Exquisite Blouse of Georgette—Bugle Beaded—\$8.75.



Shadow Lace Blouse \$2.95

Beaded Georgette Blouse \$4.90

Attractive Gift Boxes With Any One of These Blouses for the Asking

Frank & Seder Blouse Department—Street Floor

Specials! Christmas Stockings

And Other "Appreciated" Gifts at Trifling Costs; Savings Substantial

Women's \$1.35 Silk Stockings—a Saturday Only Sale at **68c**

Allowance 6 pairs to a customer. Full fashioned and seamless, double roses and high spliced heels. Black, white, colors and novelty stripes—all sizes.

Special! Women's \$7.50 Silk Gowns at \$4.98

Both crepes de chine and satin gowns included—fashioned in full cut styles, with short lace sleeves.

Men's Hemstitched Handkerchiefs, 6 for 69c

Done up in attractive calendar packet; good full sizes—very special.

Women's Handkerchiefs 3 in a Box for 25c

White lawn with attractive silk embroidered corners.

Women's Onyx Silk Hose. Saturday—\$1.45

First quality, all sizes: Black, white, navy, field mouse, cordovan and gray.

Fine Neckwear Specials—44c to \$2.98

Collars, sets and vests in delightful variety, embracing laces, organ-dies and Georgettes.

Children's Handkerchiefs 3 in a Box for 39c

Pretty handkerchiefs with embroidered corners.

Frank & Seder—Street and Fifth Floors

