

# Now Comes a Big Plush Coat Event!

## Offering \$35,000 Worth of Famous SALT'S

**FRANK & SEDER** Garments at Record Low Prices **FRANK & SEDER**  
Eleventh and Market Streets

### A Before-Xmas Sale That Will Draw Women From Miles Around

Arranged  
on Our  
First Floor

Market Street  
Front

where we have given over the entire FIRST FLOOR for this spectacular Annual Before Christmas Event.

Plenty of Large Sizes

that are so often absent from advertised sales are represented here.

#### MEN

contemplating the purchase of a Christmas Gift that will be at once acceptable and prove a source of lasting comfort and satisfaction to the wearer can give no gift more handsome and so much appreciated as one of these lovely "SALT'S" Silk Plush Coats.

"SALT'S" Peco Silk Plush Coats Worth \$35 to \$45 Saturday Price

**\$25.**

"SALT'S" Peco Silk Plush & Esquimette Coats Value to \$59.50

**\$35.**

"SALT'S" Behring Seal Plush Coats, Worth \$59.50 to \$75.00

**\$45.**

Tomorrow, Saturday, the Day of the Sale

Models Portrayed From the Actual Garments



## Exactly 3760 of These Luxurious Garments



ESTABLISHED BY  
**SIR TITUS SALT**  
BARONET

IN 1836 Sir Titus Salt commercially developed alpaca. Later he aided in the development of the manufacture of mohair (the hair of the angora goat). These proved the basis of his great fame and fortune.

In 1860 Sir Titus Salt erected the model town of Saltaire, England. In 1891 a portion of the English plant was removed from Saltaire, England, to Bridgeport, Conn., and the American plush, velvet and pile fabric industry of the company was established.

THE Actual Values Represented in these three amazing groups, as universally presented in other stores' showings of like garments, are listed below to give you an idea of the phenomenal savings embraced. Other stores' pricings are—

**\$35.00 to \$45.00 Coats**

*Priced Here \$25.00*

Many of the Coats elaborated with collars, cuffs and borders of genuine fur, still others self-trimmed and some with contrasting "SALT'S" fur fabrics to enrich them.

**\$49.50 to \$59.50 Coats**

*Priced Here \$35.00*

A splendid showing of the fashionable Sports Coatees with smart pockets and clever belt treatment. Also various full-length models in both dressy and swagger modes.

**\$59.50 to \$75.00 Coats**

*Priced Here \$45.00*

Handsome linings and an all-pervading elegance of finish down to their smallest detailing further pronounce these garments the last word in exclusive coating.

"SALT'S" Hudson Seal Plush Coats **\$79.50**

Sports Coats and Wraps, \$100.00 to \$125.00 Values  
These garments—the last word in elegance—trimmed with Natural Raccoon, Skunk Opossum, Australian Opossum, Hudson Seal and Nutria Fur. Brocaded and fancy silk lined.

**FRANK & SEDER** A Small Deposit  
Eleventh and Market Streets  
within reason, will hold any of these garments until Christmas.

The Great Scarcity of These "SALT'S" Fabrics Today Is Testimony to the Leadership and Broad Spirit of Economy Service of Frank & Seder

as every woman knows that not only does the name "SALT'S" represent the highest standard of quality attainment, but in addition women know

That "SALT'S" Fabrics Sold Over the Counter by the Yard Cost From \$10.00 to \$22.00 Today

and are not always procurable even at any price.

The fact that we have made Ourselves Headquarters for "SALT'S" coats and have stocked in advance, taken with our known policy of LOW PROFITS, alone sponsors this extraordinary offer.