

SATURDAY—Markdowns of 40%—50% and 60% Throughout the Store—SATURDAY

GREATEST REDUCTION SALE OF THE YEAR

SUITS Reduced to **\$12** Formerly Sold at \$25
SUITS Reduced to **\$23.75** Formerly Sold at \$50 Values
Women's and Misses' Fur Trimmed, Silk Lined, Women's and Misses' SECOND FLOOR

FRANK & SEDER

Eleventh and Market Streets

An Astounding New Purchase—1750 Tricotine, Serge, Velour, Satin & Velvet

Reduction Sale of Coats

Greatest Subway Event ever held



Reduced! Reduced!
1850 Fur Trimmed WINTER COATS
Were \$29.50—\$35 & \$42.50

Women's Coats, Misses' and Extra Size Coats; Sports and Full length—lined thruout. Many with large Fur Collars

All-Wool Velour Coats with Silk Plush Collars and Cuffs, Silvertone Coats, Thibet Coats, Mixture Coats, Kersey Coats with Sealine Collars and Polo Cloths.

89 COATS \$5
\$15 Values; Full Length; Women's & Misses'. SUBWAY

185 COATS \$10
\$25 Values; Fur Trimmed; Women's & Misses'. SUBWAY

Reduced! Reduced!
Women's & Misses' \$45 to \$60 Fur-Trimmed COATS

Special grouping higher-priced Coats—combined with New Purchases at 40c to 50c on the Dollar. All-Wool Velour Coats, Silk Plush Coats, Silvertones, Goldtones, Jullard Kerseys, Chamoistyne Velours and Tinseltones.

210 COATS REDUCED TO \$50
Bolivian, Veldynes and other luxurious fabrics. All fur-trimmed. Values to \$100
FRANK & SEDER—FIRST FLOOR

First floor \$25

ON SALE—FIRST FLOOR

DRESSES

Styles and materials so wonderful that they'll sell like magic. Scarcely two alike.

Values \$25 to \$40

Double Our Sale Price Would Not Duplicate These Dresses Elsewhere. You'll Agree to This When You See the Dresses.

\$10 never meant so much as it will mean in this Saturday Dress Sale. The dresses are marvelous—the values surpass anything ever offered. A surprise for every woman.

Up to \$49.50 **DRESSES \$15**
Wonderful Dresses in sizes and styles for Women and Misses.

\$10

\$49.50—\$55 & \$65 **DRESSES \$21.50**
Frocks for every occasion at this price. Women's and Misses'.



FOURTH FLOOR

Sensational Saturday Sale **WOMEN'S DRESS SKIRTS**
Up to \$15 Values



Fashionably smart velvet checks, plaids, silvertones and serges. Pleated and plain models with soft gathered hoods. Wonderful values. Sizes 25 to 40.
SKIRTS \$5
Up to \$6.00 **SKIRTS \$2.98**
Plaids, checks and chic mixtures. Ideal business skirts.

EXTRA SPECIAL
\$5.00 Jersey Silk Petticoats
Featuring newest ruffle effects. Petticoats in every imaginable shade.
SECOND FLOOR

Fur Prices 1/3 to 1/2 Off **\$120 French Coney COATS**



Taupe shades. Full flare, 3/4-length. Belted and silk lined. Large roll collar and cuffs.
\$55
2 Extra Specials
\$195 Marmot \$88 FUR COATS
Kolinsey shade; 3/4-length. Plain or bordered. Large collar and cuffs. Silk brocade lined.
\$55
\$250 Nat. Lynx Coats \$100
3/4 length. Black lynx or seal trimmed. Large collar and cuffs. Belted. Silk lined.
SECOND FLOOR



Mammoth Sale
4980 Pairs Women's \$8—\$10—\$12—\$14 SHOES
\$10 Tan Calf Shoes go at only...
\$14 Black Kid Shoes go at...
\$14 Beaver & Brown Kidskins at...
\$12 Ko-Ko Calfskin Shoes go at...
\$10 Patent or Gunmetals go at...

1/2 Price 1/2 & less
\$3.90
A Pair of \$1.50
RUBBERS FREE With Every \$3.90 Purchase or Over Saturday
STREET FLOOR

Women's \$4 Fine Felt **SLIPPERS \$1.49**
Ribbon trimmed. All colors. Splendid values. Finest gifts.
Women's Dress and Comfort **SHOES \$1**
Good leather shoes for dress, and tan elastic side comfort shoes.
Boys' \$5 Shoes Black and tan. \$2.29 shoes.

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Buys an Extra Big Girl's \$10 Coat or Dress
Read All About This 'Great Sale'
First Buy a \$10 Silk or Serge Dress or Heavy Cloth Coat for \$10, Then \$1.00 More Entitles You to Any Other \$10 Garment. \$11 Buys \$20 Worth Saturday—2 Dresses or 2 Coats or a Dress and a Coat.
Important In case you do not want a Dress and a Coat, you can select Two Dresses or Two Coats; or you can bring a Friend in—select Two Garments—for which you pay only \$11 and then you can split the price between you. Coats and Dresses—sizes 6 to 14.
FRANK & SEDER—FIFTH FLOOR

10 Original Dollar Sale 10

Ready-to-Wear Velvet HATS \$1.00
Values to \$4.00 Women's, Misses' and Children's. Also untrimmed hats. THIRD FLOOR

Women's WAISTS 2 for \$1
Pretty lace trimmed and tailored styles. Wonderful values! STREET FLOOR

Children's \$2 Union Suits—Heavy \$1
ribbed—all styles—Special at...
Women's \$2.00 Silk Hose and Wool Sports Hose. All Fall colors \$1
79c Chamoistyne Gloves—Finely interwoven—Saturday—2 prs. for \$1
Women's \$2.50 Black and Floral Petticoats—all sizes—Special... \$1
Women's and Misses' \$4 Trimmed and Untrimmed Hats—Saturday \$1
Babies' 45c Wool Knit Booties—All Colors—Special—5 pairs for \$1
Kiddies' \$1.59 Tub Dresses—Solid Colors—Sizes 2 to 6—2 for \$1
Babies' \$1.98 White Flannelette Crib Blankets—Shell Edges—2 for \$1
Girls' \$1.50 Striped Out. Flannel Bloomers—all Sizes—2 for \$1

\$2 & \$3 Jap Silk & Batiste CHEMISE \$1.00
Cambric tops, embroidered & lace trimmed. Bargain Balcony

Kiddies' \$1.25 Gingham Rompers—Sizes 2 to 6—Saturday—3 for \$1
Boys' \$2 Corduroy Knickers—Sizes 6 to 16—Special at... \$1
Boys' \$3.00 Warm Sweaters—Blue, Red, Grey—6 to 14—Sat. \$1
Boys' \$1.25 Knee Pants, 6 to 12—\$1 Limited quantity—Sat'day—2 for \$1

\$2.50 Serge Skirts \$1.00
Women's. Smart styles in all sizes. SECOND FLOOR

Subway Reductions
These Dresses, at these drastically low prices, are the biggest bargains ever offered.
\$5 & \$5.98 DRESSES \$2
Women's and Misses'; SUBWAY
\$10 & \$12.50 DRESSES \$5
Serges and Silks. Women's and Misses'; SUBWAY
\$15 & \$22.50 DRESSES \$8
Serges and Silks; Women's and Misses'; SUBWAY

FRANK & SEDER—ELEVENTH & MARKET STREETS