

No C. O. D.'s—No Mail or Phone Orders Filled ALL SALES FINAL NO EXCHANGES Carry Small Packages With You to Facilitate Service

Tomorrow, Saturday, Starts the Frank & Seder Epoch-Making

We Reserve the Right to Restrict Quantities in All Instances Use All Stairways to Avoid Congestion

\$400,000 "NO-PROFIT" SALE

\$400,000 Worth of New Winter Merchandise to be Sold at Exactly the Wholesale Price We Paid for It.

This is the Appeal! FRANK & SEDER Is Ready to Buy \$400,000 of MERCHANDISE —At Once—For Cash— And Put It on Sale at Exactly the Wholesale Prices that We Pay for It "No Profit" Sales

6 Days Ago Frank & Seder Electrified the City by Announcing Its Readiness to Buy 400,000 Dollars' Worth of Merchandise and Place It on Sale at Exactly the Wholesale Cost to Us, Without Adding One Cent for Expense.

The Mercantile World was stirred to its depths. No such industrial sacrifice has been made by a retail store in recent years. Here was a Big Idea—Real. Unselfish—Effective! Not one cent of profit on the sale of \$400,000 worth of merchandise—just to create an irresistible demand for goods.

That means jobs—plenty of jobs, for thousands of men and women willing to work, but unable to find anything to do. It was a Direct Appeal to the PATRIOTISM of manufacturers and jobbers to join the Frank & Seder Store in quoting prices that mean putting their people back to work.

How they responded! The Frank & Seder sacrifice of all profits inspired them to do likewise. They not only forgot profits, but also sacrificed part of their costs. Be it said to the everlasting credit of the WHOLESALE INDUSTRY that its leaders are ready to stand up and be counted on when the PUBLIC EMERGENCY CALLS FOR SERVICE AND SACRIFICE.

This Merchandise Goes on Sale Tomorrow at Exactly the Prices We Paid for it. If the manufacturer's price to us was \$1—then our price to the public is \$1. Not one cent is added for store expenses.

Please do NOT expect to find ALL the merchandise in our store reduced for this sale Our regular stock, amounting to \$1,000,000, is priced, as you well know, on the Frank & Seder Basis of Big Sales and Small Profits.

The Merchandise in This "No-Profit" Sale Is Designated by BLACK TICKETS

and is conveniently displayed in every department of the store.

NOTICE: Pay Cash for "No-Profit Merchandise"

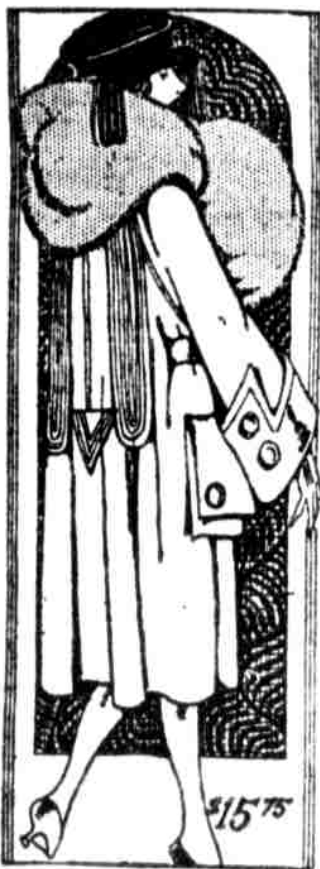
Inasmuch as all "No-Profit" Merchandise is sold AT COST—we can only sell on a CASH BASIS. Therefore, no Personal Charges or Purchasing Agent Orders will be accepted.

Actual COST OFFERINGS

COATS - DRESSES - SUITS

GREAT "APPAREL VALUES" IN THESE "NO-PROFIT" SALES—SATURDAY

300 Fur Trimmed—Silk Lined | 500 Roshanara Crepe-Canton | 250 Fashionable 3-Piece



BOLIVIA COATS

Values that surpass your fondest hopes. Your Winter Coat need supplied, opens the way for more production and you and the manufacturer are both benefited. \$15.75

At Actual Wholesale Cost

Handsome embroidered and fancy stitched effects. Silk linings and warm interlinings. Other new materials included and all the colors of the season.

Normandy Bolivia—Suedine & Chamoistyne COATS

All Fur Trimmed & All Silk Lined \$19.50

Gorgeous Coats with Australian Opossum, Nutria, Wolf and Skunk Opossum collars. ACTUAL WHOLESALE COST

COAT DEPARTMENT—FIRST FLOOR



Crepe & Tricotine DRESSES

The thousands of unemployed in the Dress Industry will have a better chance for jobs. Start them going by your purchase of a Dress, far, far above anything you ever imagined for \$7.25. \$7.25

Actual Wholesale Cost

Beaded and Embroidered Models—Some Fur Trimmed—Also Fur Trimmed Serge Dresses.

400 Chiffon Velvet—Poiret Twill & Canton Crepe DRESSES

Just what we paid the manufacturer for them \$16.75

Roshanara crepes, satins, velours and tricotines in beautiful elaborated models are also included in this lot.

FRANK & SEDER—FOURTH FLOOR



JERSEY SUITS

The Manufacturer's Sacrifice for immediate cash to start his factory going full force at once, is the reason for these wonderful values. \$7

Actual Wholesale Cost

COPEN, BROWN, OXFORD AND NAVY SHADES, ONLY \$7

Fur Trimmed BROADCLOTH & Velour de laine SUITS

All Silk Lined and Interlined Actual Wholesale Cost \$16.75

Some Suits are embroidered; others of Velour are superbly tailored. Sizes 14 to 44. Sealine and beaverette trimmed; all silk lined and warmly interlined. Stouts in serge and poplin.

FRANK & SEDER—SECOND FLOOR

SUBWAY NO PROFIT SALE

Buy Garments—Make Jobs for Garment Makers

Help Dress Manufacturers to Resume!

SUBWAY NO PROFIT SALE



300 WINTER COATS

325 Coats Exactly at Cost \$9.50

At Actual Wholesale Cost \$6.50

A marvelous opportunity to get a winter coat at cost. Velours, Chevots, Silvertones, Tibets, Silk Plush and Polo Coats. Large Fur, Kerami or self collars.

300 SUITS

In Frank & Seder's No-Profit Sale, get a tweed, tricotine or jersey suit for only \$8. At actual cost! Fur-trimmed suits in velour, tricotine, jersey and poplin. New styles. All colors. \$8

895 DRESSES at Cost

Serge Dresses Jersey Dresses Georgettes Taffetas and Velour Checks \$1.75

One and two dresses of a kind. But marvelous values, going at cost to bring increased business and make jobs.

200 Dresses \$3.75

400 DRESSES \$5

AT COST! Beaded Georgette dresses, French serges, satins, charmeuse, tricotines and velours. Many styles and colors.

House Dresses WHAT WE PAID FOR THEM 75c



FRANK & SEDER Eleventh and Market Streets