

Last 3 Days of this Epoch-Making Frank & Seder Sale

\$400,000 "NO PROFIT" SALE

To Put the Dollars Making Jobs for the Unemployed

\$400,000 Worth of Merchandise Being Sold at Exactly Wholesale Cost to Us

During this unprecedented series of sales, not one cent is added for store expense; if the manufacturers' price to us was \$1—then our price to the public is \$1.

SINDEL, STERN & CO., INC.
 MAKERS OF
 YOUNG MEN'S, STUDENTS AND
 BOYS' CLOTHING
 OFFICE & SALES ROOM
 800 FIFTH AVE.
 (Corner 8th St.)
 NEW YORK, October 25th, 1921.

Messrs. Frank & Seder,
 Philadelphia, Pa.

Mr. Levenson,
 Clothing Buyer

Dear Sir:

I cannot help but write you how your wonderful sale astounded me on Monday and was more than pleased to find that you were selling the goods I sold you at ridiculous prices and exactly what they cost you as you told me you would, when I sold them to you.

For this, you should be congratulated and admired because a step in this direction, in this period of unemployment must surely be appreciated by your customers and the public generally.

Wishing you the success you deserve, I remain,

Very truly yours,
Simon Stern

SS/38L

Read These Letters

FRANK & SEDER

Eleventh and Market Streets

Read These Letters

We Are Pleased That Other Merchants Have Adopted the "No Profit" Idea

We are glad to see them join this movement—but we say to all Merchants who adopt this plan, "Keep the Faith!" WHEN YOU SAY "NO-PROFITS"—LET IT MEAN "NO-PROFITS." Do as the Frank & Seder Store does—quote exactly the wholesale price to the public! Do not add a single cent for expenses. KEEP THE FAITH—OR LEAVE THE PLAN ALONE!

The Merchandise in This Great No-Profit Sale Is Designated by Black Tickets

which are conveniently displayed in every department. 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.

PHILADELPHIA BOARD OF TRADE
 ORGANIZED OCTOBER 16, 1898
 COURSE BUILDING
 PHILADELPHIA

October 25th, 1921

Messrs Frank & Seder,
 11th and Market Sts.,
 Philadelphia.

Att.: Mr Seder

Gentlemen:

In connection with the efforts of the Board of Trade to facilitate a reduction in unemployment and a re-establishment of business generally upon a basis more nearly normal, it is encouraging to observe the practical methods which, as we are advised, you have adopted in co-operation with this nationwide movement.

It is possible that the example which is thus set by you may have a wide influence with very satisfactory results and with the hope that this may result I desire to commend you upon your courage and public spiritedness.

Assuring you that the Board of Trade will gladly aid you in any way within its power, I remain

Very truly yours
J. W. McCall
 Asst Secretary

ACTUAL COST SALES OF THE FAMOUS "SALT'S" PLUSH COATS

Here is one of the most marvelous of the No-Profit Sale Offerings. An opportunity to buy these luxurious, world-famous "Salt's" Garments at the actual wholesale cost to us. Come early!



SALT'S PECO SILK PLUSH COATS

Rich, deep-pile Silk Plushes in plain and fur-trimmed models; warmly lined and interlined.

10⁷⁵

FIRST FLOOR

We paid the manufacturer \$10.75 for these coats; you get them at \$10.75. Think of the savings. Smart Winter models.

AT COST
Peco Silk
Plush Coats
(SALT'S)

13⁷⁵

with Fur Collars, Cuffs and Borders
Beautiful deep-pile Plush—lustrous and rich. Full and Sports-length models; lined and interlined.



Exact COST
Peco Silk
Plush Coats
(SALT'S)

22⁵⁰

Trimmed with Skunk Opossum
Full and Sports length models; lined throughout with flowered silks and warmly interlined. Exact cost to us.



FIRST FLOOR \$13.75 \$22.50 \$13.75 FRANK & SEDER—FIRST FLOOR \$10.75 \$22.50 \$13.75 FIRST FLOOR

ACTUAL COST SALES OF— COATS, DRESSES, SUITS



The crowds of women buying enthusiastically proclaim these the most marvelous of values; and the more you buy, the more jobs there will be.

310 Fur Trimmed COATS

Cost Us \$15.75
You Pay \$15.75

The Greatest Sale of Coats Philadelphia has ever known. You get a Bargain and at the same time help hundreds of women and men.

Actual Cost

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

Normandy Bolivia—Suedine & Chamoistyne COATS

All Fur Trimmed & All Silk Lined

Gorgeous Coats with Australian Opossum, Nutria, Wolf and Skunk Opossum collars. Actual wholesale cost.

15⁷⁵

19⁵⁰



Never did we think it possible to purchase Dresses of this quality at this price. But the manufacturer cleared his shelves—buying means helping the unemployed get jobs. Price to you is cost!

385 Roshanara Crepe DRESSES

Maker's Price \$10.75
Our Price to You \$10.75

Not a single penny added for store expense. You get the most beautiful of Dresses at

ACTUAL COST
Canton Crepes, Tricotines, Roshanara Crepes, Satins, Crepe Meteor and Charmeuse.

10⁷⁵

400 Chiffon Velvet—Poiret Twill & Canton Crepe DRESSES

Just what we paid the manufacturer for them

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

16⁷⁵



On this Group the manufacturer co-operated with us and sacrificed his profit also—so can you imagine the result! You Buy at Exact Cost!

230 3-Piece Jersey SUITS

More factories started and fewer men and women idle every time you buy. We sacrificed all profits; so did the manufacturer.

ACTUAL WHOLESALE COST
COPEN, BROWN, OXFORD & NAVY SHADES

7

Fur Trimmed Broadcloth & Velour de laine SUITS

All Silk Lined and Interlined
Actual Wholesale Cost

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 sergo and poplin.

16⁷⁵

GOODS PURCHASED ON PERSONAL CHARGE SATURDAY, PAYABLE AS NOVEMBER