

FRANK & SEDER : ELEVENTH and MARKET STREETS

Tomorrow—Saturday Starts Frank & Seder's Epoch-Making Event

# FRANK & SEDER'S \$500,000

Men—Share in the Big Challenge Sale Saturday

CHALLENGE SALE No 1

## MEN'S Suits & O'Coats



\$12.50 \$16.50 \$22.50

Regular \$25 to \$55 Grades  
New Topcoats Also Included

What a sacrifice this means on our part—we need not dwell on—but what this Challenge Sale means to every PHILADELPHIA MAN we must emphasize. It brings 3000 garments—the products of the country's best clothing makers at the VERY LOWEST PRICE LEVELS in years. The values are unbelievable.

THE SUITS range from cassimeres and worsteds to blue, brown or black pencil-striped fabrics. Newest models. Stouts and slims included.

TOPCOATS of all wool imported fabrics.

THE OVERCOATS include raglans, kimono-sleeve models, box coats, swagger or conservatives. Every coat guaranteed all-wool and hand-tailored.

MEN'S SHOP—THIRD FLOOR

3450 Prs. Trousers

In 3 Groups—at Practically Cost

\$1 \$2 \$3

Everyday trousers, Dark Worsteds, 29 to 42. Worsteds and Cassimeres, Neat stripes. All sizes. Wool, Serges and the Worsteds. All sizes.

FRANK & SEDER—THIRD FLOOR



\$500,000 Worth to Be Sold at

Some Limited Lots Will Also Be Sold Below Cost

For days and days the Frank & Seder Challenge Sale announcements have electrified the city. Word of the Big Series of Underselling Sales has swept to the furthest most sections of Philadelphia and to every suburb within a radius of sixty miles.

Our intention to sell \$500,000 worth of new winter merchandise at cost and slightly above cost has attracted city and State-wide interest. No such sacrifice has been made by a retail store in many years.

## Our Great "Challenge"

Values that Challenge Competition

CHALLENGE SALE No 3

### 600 Fur-Trimmed Bolivia Coats

Worth \$29.75 to \$35.00

New Winter Bolivias, Velours, Normandies, Women's & Misses'

\$15

Fur Collars, Handsome Embroideries and Fancy Stitchings

Ordinary standards of value disappear in the presence of an offering like this. Many styles to choose from and in sizes for women and misses.

### Normandy Bolivia Coats

\$35.00 to \$45.00 Values

All silk lined! Fur trimmed or smart tailored sports models in the better coatings. Gorgeous coats for dress-bolivias, chamoistynes, and velours with good-looking large fur collars. Women's and misses.

\$19.50

FRANK & SEDER—FIRST FLOOR



### "I Challenge Anyone"

Said our Furnishing Buyer, to duplicate these Shirt Values at anywhere near this price. It's a big sacrifice of profits—but I'll do it for this special occasion—Our Challenge Sale.

CHALLENGE SALE No 2

A Challenge Sale Unrivaled!

### Boys' Suits

### O'Coats & Mackinaws

At Practically Cost



High-grade guaranteed velvet suits and wool overcoats. 2 1/2 to 8 year sizes.

\$1.75

All-wool and wool mixture suits and overcoats. Newest models. 3 to 9.

\$2.75

High-grade wool mixture two-pants suits; all-wool mackinaws or overcoats. Sizes 8 to 17.

\$3.75

\$2 Knickers. . . . .87c \$2 Sweaters. . . . .68c  
Boys' knickers. Wool mix- Heavy knit coat style. tures and corduroy. 8 to 17. V. without coat. 8 to 15.  
\$2 Boys' Suits. . . . .75c \$1 Union Suits. . . . .44c  
Fine 2-piece combination. Less than Boys' full weight ribbed union suits. 6 to 14.  
Every one guaranteed. 1922.

FRANK & SEDER—THIRD FLOOR

### \$5 SILK SHIRTS

Eagle Crepes, White Silk Jerseys White Silk, Broad-cloths, Perfect Mellows-puns

\$2.45



\$2.50 Madras Shirts

White madras corded madras crepe madras and woven madras of fine quality. All sizes. None to dealers.

95c

Men's Flannel SHIRTS, Heavy flannel and grey flannel. 8 to 17. Double brown knicker with button down. Back All sizes.

\$1.10

10,000 "Lion" & "E. & W." Collars 25c Values and Other Popular Makes  
Newest shapes and styles. Out they go at 3c  
Sold in Dozen Lots Only  
One of the biggest offers of the Challenge Sale.

FRANK & SEDER—THIRD FLOOR

CHALLENGE SALE No 6

A Style, Quality and High Price Challenge Combined!

### Women's \$5 New Fall Low Shoes

Patent colt one-strap pumps, all patent or beige cuff and strap, grey or fawn strap and back. Patent colt wishbone or criss-cross straps, black satins, some with brocade backs. Black and tan kid pumps and oxfords. All heel styles.

\$2.50

### Women's \$6 & \$7 Spanish Tongue Pumps

Women's turn-sole patent colt, Spanish tongue pumps, patent with brocade backs, two-tone cross straps, black kid or brown calf oxfords. All sizes; all heel styles.

\$4.15

SHOE BALCONY

Boys' \$3 Shoes. \$1.65  
Boys' moccasins & child dress shoes. Extra special at \$1.65.

\$4 Strap Pumps \$1.79  
Women's patent, black and brown kid strap pumps.

Infants' \$1.50 Shoes 79c  
Brown or black. 5 to 8. Colored top shoes. Sizes 1 to 2.

Men's \$4 Shoes \$2.65  
Black or tan. 8 to 10.

BARGAIN BALCONY



Only One of the Many Smart Fall Styles to This Date.

2 Big Challenge Offerings!

Women's \$2 Corsets

CHALLENGE SALE No 7

Women's 75c Bandeaux

Medium and elastic top corsets; also girdles with rubber sections.

77c

Fancy brocade with satin stripes. Sizes 32-44. Buy Saturday and save.

35c

FRANK & SEDER—STREET FLOOR

For Women and Misses—A Great

### Challenge Sale Underwear

CHALLENGE SALE No 8

Union Suits 65c  
Also bloomers. Women's heavy cotton suits. High neck; long sleeves.

\$1.50 Chemise & Gowns 79c  
Fine batiste or lingerie cloth envelope chemise and gowns, lace and embroidery trimming.

\$3 Silk Chemise 1.79  
Also bloomers. Crepe de-chine and rayon silk.

\$3.50 Princess Slips 2.39  
Fine tub silk. Tulle top and bottom. Black and navy.

Vests and Pants 65c  
21 Values. Women's flannel, serge, and long sleeves.

\$1 Flan. Gowns 65c  
Women's flannel, serge, and long sleeves.

89c Chemise 38c  
Also petticoats and bloomers. Double trim.

Union Suits 55c  
41 Values. Children's heavy flannel, serge, and blue stripes. Double lined. Sizes 2 to 12.

\$3.98 Bath Robes 2.45  
Blanket robes. Attractive patterns. Satin bound; cord girdle.

Extra Size Gowns 89c  
\$1.50 Values. Heavy flannel, silk with pink and blue stripes. Double yokes.

FRANK & SEDER—STREET FLOOR

### The Basement Challenge Sale No 16

### 300 WINTER COATS



Fur-Trimmed Dress Coats and Sport Coats

Values to \$20

Smart silvertones, velours, tibets, chevrons, in full length and sport models. Double faced and plaid back polaires, with four pockets and inverted back pleat. Misses' and women's.

350 Silk and

Values to \$15

Dresses that eclipse anything ever offered before for \$5. You must see them to realize how wonderful they are.

\$8 to \$10 Dresses \$3.75  
Satin, crepe de chine, velours, serge, tulle. Straight-line, two-piece and embroidered models.