

FRANK & SEDER : ELEVENTH and MARKET STREETS

# A Sale That Challenges the Entire City. Doors Open Promptly at 9

# 1000 CHALLENGE SALE

## of New Winter Merchandise

### at Most and Slightly Above Cost

In Addition, Our Regular Stock of Winter Merchandise, Amounting to **\$1,000,000**

is priced on the Frank & Seder Basis of Big Sales and Small Profits.

Tomorrow this Sale opens. The city is so thoroughly awake to what is going on that we anticipate the biggest crowds and the greatest volume of business in the history of our store.

One would have to be bargain proof, indeed, not to feel the "impulse" to come and buy when they can secure the season's most desirable and wanted goods at prices way below the actual value of the merchandise.

No Mail, C. O. D. or Phone Orders Filled on Challenge Sale Goods We Reserve the Right to Limit Quantities in All Instances Please Pay Cash Whenever Possible

During the Sale Period We Challenge All Competition

at the same time, challenge comparison application of

Qualities & Assortments

the purpose of this Challenge Sale to supply Fall and Winter needs of all Philadelphia and suburbs at PRICES LOWER than have preceded in many years.

Challenging Values! This Sale Saves Mothers Money

## Big Girls' Winter Coats

**\$10 & \$12.50 Values**  
 Sizes 7 to 10; 8 to 14  
**\$4.75**

**Big Girls' \$19 Fur Trim'd Coats \$9.75**  
 Sizes 7 to 10 and 8 to 14, in Bolivias, Polaires and Kitten's Ear cloths. Notably fine all-wool fabrics. All lined; plain or fur trimmed.

**Kiddies' \$4 White Coats \$1.50**  
 Corduroy Coats of exceptional quality. Cute styles for little girls and boys. Box and belted models. Warmly lined. Sizes 1 to 3.

**Kiddies \$8 and \$9 Winter Coats \$3.25**  
 Newest styles in winter coats. Chinchillas, Velours and mixtures. Sizes 2 to 6.

**\$7 Teddy Bear Sweater \$4.75**  
 Brushed wool sets, sweaters and leggings.

**Babies \$1 Warm Wool Shirts... 50c**  
 Winter shirts with long sleeves and high necks.



FRANK & SEDER—SIXTH FLOOR

## "Challenge" Apparel Offering

at Challenge Competition

### 800 Silk & Cloth Dresses

their Values to \$25

**\$8** Tricotines and Poiret Twills Women's & Misses'

**\$12.75** Poiret Twill Dresses

Philadelphia women will be benefited by this opportunity. Beaded and embroidered models; all the new shades. A real challenge offer at \$8.

FRANK & SEDER—FOURTH FLOOR



Varieties Challenging Competition

**CHALLENGE SALE No. 5**  
**New Fall SUITS**

\$25 Values **\$6.25**

Velours  
 Tinsel-tones  
 & Poplins  
 Silk Lined &  
 Tussah Lined  
 Misses' Sizes:

This is truly a marvelous suit offer. If you can wear a 14, 16 or 18 size you are certainly in clover, for never before were such wonderful up-to-date, fine-fabric suits offered for such a low price.

**Fur Trimmed Suits For \$15.75**  
 \$35 Values  
 Velour de laines and tricotines. Fur trimmed or richly plain tailors, all silk lined. Women's, misses' and some extra sizes.

FRANK & SEDER—SECOND FLOOR

Just What We Mean By CHALLENGE SALE!

"Challenge Sale" in its full meaning is illustrated most heartily in these Millinery Values. These hats are simply marvelous! Practically given us by their makers to make this sale challenge all other values.

## La France HATS

**Real \$8 Values! \$3.50**

La France hats always uphold a standard of exclusive style—but these hats for this sale challenge all former La France hats—even for beauty! So come! They'll fascinate you.

Black Velvets and Pannees, Colored Velvets and Duvetynes, Ostrich, Coque, Plumage, Ribbons and Ornament Trims.

**\$3.50 Velvet Hats \$1.50**

Piping rock and scratched felt hats. Ready-to-wear silk velvets included.

**Kiddies \$3 Hats \$1.75**

Cute little crushed velvets and plushes, with program streamers and embroidery touches.

**Kiddies' \$4 Beaver HATS \$2.25**

Long nap beavers that have clear, active and quality—and mean more than one season.



FRANK & SEDER—FIFTH FLOOR

## Sale of FURS

A Challenge Sale That Will Astound All Philadelphia

Our amazing purchase from Cohn & Schenker, a leading New York furrier, enables us to offer for this CHALLENGE SALE these Coats at prices at which we will gladly rebuy them from purchasers later in the season. All furs guaranteed. Only one fur coat to a customer.

**\$150 French Seal Coats Skunk Trimmed \$78**

French seal coats with rich skunk trimmings. Beautifully lined. Also natural muskrat and civet cat coats.

**\$125 Fr. Seal Capes and Wraps \$45**

Up to 48-inch length. Luxurious garments, made of carefully selected skins. Beautifully silk lined.

**\$130 French Seal Coats \$50**

Gorgeous French Seal Coats, silk brocaded and embroidered linings. 40 inches long.

**\$595 Alaska Seal Coats \$275**

Full length. Every skin government stamped.

**\$395 Hudson Seal Coats Skunk Trimmed \$195**

Luxurious Hudson Seal Coats with immense collars and cuffs of skunk, squirrel or beaver. 40 inches long.

**\$250 Caracul Coats and Wraps \$110**

Also Capes. Up to 48-inch length. Lined with superior quality Bushman crepe.

**\$525 Hudson Seal Coats \$250**

For length. Finest quality skins. Trimmed with skunk, squirrel, beaver, bobinsky and system trim.

**\$450 Nat. Squirrel Coats, \$250**

Natural squirrel coats, very luxurious—and a wonderful value.



FRANK & SEDER—SECOND FLOOR

Challenges With Greater Emphasis Than Unparalleled Values

## "Challenge" Priced

**425 Coats \$9.75**  
 \$25 Values  
 Fur-trimmed bolivias, suedine, fine velours and silk plushes. Many silk lined.

**125 Suits \$4**  
 Who would fail to get one of these Challenge Values? Silk lined. T weeds, serges, jerseys.

**142 Suits \$8**  
 Knockout Values! Embroidered or plain tailored suits in velour, tricotine, jersey and silvertone. Silk lined. Belted or long-line coats.

**\$1.59** Dresses

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Another "Challenge" Defying Competition

**\$6 Fall SKIRTS \$3.85** **\$2.98 New SKIRTS \$1.65**

Attractive, new Prunella Skirts; pleated models. Fashionable in brown, black and navy stripes.

Exceptionally smart styles in cotton prunellas. Wanted stripes. Browns, navy and black.

FRANK & SEDER—SECOND FLOOR

Another "Challenge" in Hosiery

**\$4 Kayser, Van Raalte & Onyx Silk HOSE**

**\$1.77**  
 Pure thread and ingrain full-fashioned silk hose. All-over silk and some with lisle tops.

**\$2.25 Full-Fashioned Silk Hose**  
 Onyx silk hose. Full-fashioned. Pure thread silk. Some slightly irregular. Black, white and colors.

**\$1 Silk and Wool Hose 39c**  
 Women's sport hose. Heather mixtures. Wonderful qualities.

**75c Fiber Silk Hose 27c**  
 Women's lustrous fibre silk hose. All colors.

FRANK & SEDER—STREET FLOOR



Challenge Sale! \$3 and \$4 **Silk Waists \$1.55**

Georgette waists prettily trimmed with val and Venice laces. Mignonette overblouses with deep silk fringe. Beautiful new shades. High-grade blouses, low priced.

**\$10 Lace Tunics \$4.75**  
 "Samples." Spanish lace tunics and matelasse Jacquettes included. Filet lace trimmed. Georgettes and crepes de chine.

**\$5 to \$7.50 Blouses \$2.00**  
 Wonderful crepe de chine and Georgette overblouses and blouses. Exceptional qualities.

FRANK & SEDER—STREET FLOOR

A Notable "Challenge" in Glove Values

**French Glace Kid Long Gloves \$1.50**

Women's French glace kid long gloves—the most wanted gloves of the season. Three popular colors.

**85c Gloves 37c** **\$1.50 Gloves 69c**  
 Women's cashmere gloves. Long fabric gloves. 16-button length. All sizes. Full shades. All sizes.

FRANK & SEDER—STREET FLOOR

Big "Challenge" Offer **\$4 & \$5 Sweaters \$1.88**

Women's slip-on and tuxedo sweaters. Trend and tuxedo styles. Smart slip-ons in every shade of womanly color combinations. All newest styles, at \$1.88.

**\$5 Brushed Scarfs \$2.75**  
 Wide scarfs with two pockets and belt. Brown, navy, maroon and buff.

**\$7 Slip-On Sweaters \$3.44**  
 Pure wool worsted with combination of fine silk. High-class slip-on sweaters. Dainty and droll shades.

FRANK & SEDER—STREET FLOOR

**CHALLENGE SALE No. 14**

This Challenge Sale Breaks All Records

**Velvet Hand Bags \$1.05**

Up-to-date panne and brocaded velvet bags. Silk lined and equipped with purse compartment and mirror. The frames alone are worth this price.

**\$1.50 Bags & Beauty Boxes, 55c**  
**\$3 Leather Hand Bags, \$1.44**  
**\$2 Boxes & Hand Bags, 84c**

FRANK & SEDER—STREET FLOOR

