

FRANK & SEDER—Philadelphia's Overcoat Headquarters Announces for SATURDAY

# THE YEAR'S GREATEST SALE MEN'S OVERCOATS

The sensation of the season! 3242 Men's High-Grade Overcoats, purchased from three of New York's biggest manufacturers at 30c and 40c on the dollar.

A sale made possible through the enormous combined buying power of our three vast clothing departments in Philadelphia, Pittsburgh and Detroit.

These wonderful Overcoats, fresh from tailoring benches, bring to Philadelphia men the very pinnacle of clothes values.

Men who come here for overcoats can rest assured that they are getting high-grade garments, backed by the powerful resources of our four-million-dollar clothing organization.

## 3242 Brand-New Overcoats That Regularly Sell From \$20.00 to \$55.00, Tomorrow

Better Overcoats—and more of them—than we have ever offered in any previous sale. No man who needs an overcoat should pass up this offer—and no man who sees the coats will pass it up if he needs one. No matter what kind of a coat you like—whether light, medium or heavy weight—dress or business coat, you will find it in this sale.

Raglans, Box Coats,  
Great Coats, Belters,  
Usters, Ulsterettes  
New Kimono Coats  
All Hand-Tailored

All the models have that built-in style, richness of fabric and exclusiveness of design generally associated only with clothing sold at much higher prices. This collection of overcoats is convincing proof of Frank & Seder's Men's Clothing Store's successful efforts to give Philadelphia men even greater values.

*Every Wife and Mother in Philadelphia*

who is accustomed to helping her husband or son select his clothing is especially urged to come. From the economy point alone there is enough saved to buy a new coat or dress for yourself.

\$11<sup>75</sup>

\$16<sup>75</sup>

\$22<sup>75</sup>

\$29<sup>75</sup>

Seldom have we seen such coats. The markets yielded up some of their best offerings—and weeks of hard work were rewarded with these 3242 coats that we could easily sell for \$10 to \$25 more! This sale will be nothing less than a coat festival for every man in Philadelphia. Best of fabrics! Rough and smooth coated materials in a wealth of patterns and colors.

Vicunas, Tweeds,  
Herringbones, Kerseys,  
Metcalfs, Chinchillas,  
Mixtures, Cheviots  
and Heathers

Belters, pleated backs, sash or patch pockets, single or double breasted, dressy yoke effects, new novelty pockets, huge collars that turn up to the ears and satin linings in the greater number of them. Sizes to fit every man, whether he is in the Dempsey class or tips the beam at 110.

*We Pledge*

our word that this sale will be one of the snappiest affairs that have been seen in the clothing business of Philadelphia in the past ten years.

Take Express Elevator From Lobby to Third Floor

Companion Sale for Boys  
**Boys' Overcoats & Mackinaws**

Values \$10, \$12 to \$15

\$7.95

Wonderful garments, mothers, at the biggest savings ever offered. High-grade warm, all-wool winter overcoats and mackinaws in the season's newest models.

THIRD FLOOR

Newest all-wool mackinaws with high storm collars and muff pockets. Plain colors and wanted plaids. Sizes 6 to 16 years. This sale for Saturday only.

**FRANK & SEDER**  
Eleventh & Market Streets

