

Gimbel Brothers

Store Opens 8:30

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Store Closes 5:30

Gimbel Brothers

Friday, June 9, 1916

Men's Summer Clothing—A Sale

\$52,000 Worth at the New Prices—Gimbel Leadership

We respect the intelligence of our readers. We know, by the auditor's figures, that the Gimbel clothing business is running ahead by tens and hundreds of thousands. It must be that Gimbel service is best. We know that it is best—we know that by tests and comparisons; and these tests are made not to gratify our vanity or bolster a notion—but to get the plain, brutal truth. Gimbel Clothing for Men is satisfying—

- 1st. Because fabrics are right.
- 2d. Because we make good on colorings—and offer no such excuse as "poor dyes."

The risk is properly ours. 3d. Because we hold to real tailoring of old-fashioned goodness; with designing by the snappiest men's fashion creators in the land. As the business grows, it further strengthens our power to serve. We bid for business with the double incentive of quality and price. Present profits are least of our worries. Volume—that's the goal. Therefore, We give, in lowered prices, every cent of advantage we gained in fortunate purchases of lots not quickly taken in other sections from our supplying tailors—and we include in the sale remaining limited lots from our own numbers.



\$14 for Men's and Young Men's \$20, \$22.50 and \$25 Suits
\$17 for Men's and Young Men's \$25, \$28 and \$30 Suits
\$22 for Men's and Young Men's \$30 and \$35 Suits

Over a hundred good things—including blue-serge; plenty of serge.

\$15 for \$25 silk-lined Beltsac Suits—green worsted flannel. And in brown, blue and gray.

A Bid for Volume—\$5 for \$10 Palm Beach Suits—Beltsac and plain. Duly labeled.

\$3.75 for \$5 and \$6 white and striped Flannel and Serge Outing Trousers—Hungerford system. And for any wear; striped worsteds and serge (blue or gray) trousers.

\$1.50 to \$6.50 for \$2 to \$8 Automobile Dusters—many styles.

\$1 to \$8.50 for \$2 to \$10 Mohair Office Coats—black, blue, gray, tan and striped.

\$7.50 for \$10 and \$12.50 knitted-fabric and flannel Norfolk Sports Coats.

—Gimbels, Second floor.

Boys' Blue Serge Norfolk Suits, \$6.50

For ages 6 to 18. Good, serviceable clothes; good-looking, too. Extra pair of trousers with these suits. Pinch-back coat—the favorite; three-piece belt.

Serge Suits, \$5 to \$15.

Boys' \$12 Norfolk Suits for \$8.50

These of tweed and cassimere. Many of the suits have extra pair of trousers included. For ages 7 to 18.

White Rep Junior Norfolk Suits, for ages 2½ to 10. Special at \$2. A group of Norfolk Suits—broken sizes, but in all for boys of 7 to 18—best things of the year—\$10—been \$13.50 to \$16.

Norfolk Suits—tweed and cassimere—\$5—been \$7.50 and \$8.50. Washable Suits, \$1.30, \$1.85, \$2, \$3 and \$4.50. Washable Norfolk Suits, for ages 6 to 17—\$3.75, \$5 and \$6.50. Blouses, 50c, 75c and \$1.



Undermuslins : White Sale

New Items and New Savings Create New Interest

Gimbels experts constantly on the alert for values out of the ordinary in Undermuslins for the White Sale. And as soon as a purchase is consummated, the merchandise is rushed forward for the benefit of Philadelphia women as well as those living nearby. These items of new interest:

White Petticoats, Flare Models

Of cambric with deep embroidery flounce with the desired flare. \$1, value \$1.50.

Petticoats of nainsook. Full-flaring flounces in lacy effect give fullness. \$1.50, values \$2 and \$2.25.

Petticoats, new lacy styles with full-flare flounce threaded in ribbon. \$2, value \$3.

Envelope Chemise, \$1, Values \$1.50 and \$1.75

Dainty. Of lingerie fabric with pretty laces and embroideries as trimmings.

Silk Camisoles, \$1, Values \$1.50 and \$1.75

Developed of silk crepe de Chine and wash satin, with beautiful laces used effectively.

Corset Covers, 50c, Value 75c

Of nainsook with laces and embroideries for trimmings; threaded with ribbon.

Crepe de Chine Envelope Chemises, \$2.95; Value \$3.95. (Pictured)

Choice of white or flesh. Tailored or lace-trimmed models.

—Gimbels, Second Floor. And some on Grand Aisle, First floor.



\$2.95

1,000 Pairs Women's \$6 to \$8 Low Shoes, \$3.60

Several of our supplying shoemakers work, too, for stores in other cities. We have taken over—at a saving—several little surplus lots and combined them with our own stock. Hence this bargain. All feet can be fitted. These low shoes comprise the various colored leathers and combinations of leather. \$6 to \$8 values at \$3.60.

Men's Low Shoes at \$3.85

Regular \$5 to \$6.50 values; gunmetal calf and patent-leather. Good line of sizes.

Gimbels—Foremost for White Shoes

Pumps for Large Misses

Patent-leather, Nu-buck, white canvas, dull and patent-leathers—broken sizes combined. At \$2.35, values \$3 to \$4. Barefoot Sandals—1 to 5, at \$1; 5 to 8, at \$1.50; 11½ to 2, at \$2.

—Gimbels, Second floor.

Summer Hosiery Styles for All

The hosiery need for every member of the family well met at Gimbels.

Women's Phoenix Silk Hosiery in black, white and the favored colors. Values unusual at 75c and \$1 a pair.

Women's white Hosiery of fine yarns; splendidly fashioned, white in greatest demand. Priced at 25c, 38c and 50c a pair.

Children's summer Socks—white, plain dainty colors and the dainty fancy styles. Good-wearing qualities, at 25c and 35c a pair.

Men's Phoenix silk Socks—practically unlimited assortment of plain colors and popular fancy effects. 50c a pair. —Gimbels, First floor.

Women's Suits For Week-End Trips

Sports and Dress Wear Smart!

Gimbels suits fit so perfectly as to require, in most instances, only the turning up of a hem to be ready to don. The right suit for any occasion awaits you.

Taffeta Sports Suits at \$17.50

Plenty of navy blue and black. Coats skeleton-lined with unique pockets and belts. Few with lined coats that are \$25 values. Choice at \$17.50.

Palm Beach Suits at \$10.75

Norfolk and demi-fancy models with pleats and belt. Choice of natural and hair-line stripes in navy or black. Sizes 34 to 46.

Linen Suits at \$6.90 : New

Favorites with women because they are cool and adaptable. Of white, rose, Hague blue, natural and navy linen. Pretty style touches.

Good Pickings in Cloth Suits at \$15, \$20 and \$24.50: Save a Half! Innumerable styles, colors and fabrics. Easy to select a suit to fit your need.

—Gimbels, Salons of Dress, Third floor.



Taffeta Suit, \$17.50

Children's Day in Trimmed HATS

Trimmed Hats for children and misses, of peanut, Java, Milan, hemp, Tuscan and fancy braids; youthful shapes garnished in silk ribbons, velvet and flowers.

95c, Values \$2 to \$3.50

Panama Hats for children, banded in silk gros grain ribbon, or daintily trimmed in ribbons, at \$1.95, value \$5.

—Gimbels, Third floor.

Neckfixings for Women at 50c and \$1

Sleeveless Guimpes of fine white net trimmed in lace; semi-high collar, at \$1, value \$1.50.

Pique Collar-and-Cuff Sets—two new models, at 50c a set, value \$1.

Collar-and-Cuff Sets of embroidered organdie; new flat shapes, \$1 a set—special!

Vestees of Oriental lace, pleated-back collars; also of embroidered organdie, at 50c.—Gimbels, First floor.

Summer Hats For Women Light and Airy!

Ready-to-wear or untrimmed; to fit your need. Dainty trimmings, too. And remember our free hat trimming service.



\$2.95

White, ready-to-wear Hats; sailor shapes; some with velvet crown and Georgette crepe facings; variously trimmed, at \$2.95.

Untrimmed Panama Hats; small sports and large drooping shapes, at \$2.95, value \$5. One style pictured.

Untrimmed Milan hemp Hats in pink and white; sailor and poke; some with horse-hair edge, at \$1.95.

Untrimmed Leghorn Hats, 75c; Value \$2

Light and airy. Large drooping brim and sailor shapes.

At 25c, value 45c to 75c—Flowers, including pond lilies, roses, daisies and wheat. A jobber's clearance lot—hence the savings. —Gimbels, First floor.

Striped SKIRTS

A Dominant Note in Wash Skirt Fashions

Stripes perpendicular and stripes with a slant—all well represented in this showing of striped Wash Skirts.

Smart Models at \$3.95

Many two-tone colors. Of crepes and gabardines. Also plain-colored stripes. Novel pockets with matched stripes and new belts a feature.

At \$2.95—plain white Wash Skirts of the favored fabrics, cut on the most approved lines with generous size pockets, belts and pearl buttons that fasten, as well as trim the skirt. All lengths; waist measures to 30 inches.

At \$1.50—extraordinarily good values. Wash Skirts with pretty style touches. —Gimbels, Salons of Dress, Third floor.



At \$5, value \$8.95 At \$5, value \$8.95

—Gimbels, Salons of Dress, Third floor.

Misses' Silk Sports Dresses at \$16.75

Of charmeuse. Two-piece—mighty hard to know whether it's suit or dress! But it will serve both.

Splendid quality, beautiful shades of flesh, rose, gray, navy blue, besides white. 14 to 18 year sizes. At \$16.75—small wonder we have hard work keeping enough on hand!

Other Sports Dresses, of linens, voiles and pongees, variously at \$3.95, \$5.75, \$6.75, \$6.95 to \$12.75.

Misses' Sports Suits

Of wool jersey, at \$19.75. All the new colors.

Of taffeta, at \$19.75. Three new styles—all with smart, flaring skirts.

Misses' Sports Coats

Of white chinchilla, at \$10.

Of corduroy, at \$8.75, \$10, \$12.75 and \$15. White and fancy colorings.

Of taffeta or serge with taffeta, at \$15, reduced from \$25 and \$29.75.

Navy blue and black.

Girls' Lingerie Dresses: Manufacturers' Samples

Just in time for Children's Day, Sunday.

Hundreds of lovely little styles with fluffy skirts and deep collars and the quaintest imaginable variations of Russian and coatee models. 6- to 14-year sizes. Two pictured.

Lovely knotted ribbon girdles—some have the wide ribbon pulled through wide eyelets.

Prices \$3, \$3.95 and \$5

Values \$3.95 to \$8.95

Fresh New Shipments Arrived and Unpacked Increase Interest

In the Subway Store "Outlet Sale" of Dresses—Women's : Misses'

We told how several Philadelphia and New York manufacturers contributed generously to this sale—and scarcely hoped for such response. Why, the weather's storm didn't keep folks away who wanted to share the substantial savings—many bought the whole summer's supply. A fine readiness tomorrow—

Silk Dresses—sizes 14 to 44, at \$5, values \$7.50 to \$10.

\$1.95 for Dresses of linen; dainty style.

Dresses of figured and striped marquisette, white embroidered voile, lingerie; and Sports Dresses, at \$2.95, values \$5 to \$7.50.

\$3.95 for voile and marquisette Dresses.

\$5 for Dresses of white and embroidered voile; also voiles-and-net; values \$7.50 to \$10.

95c for girls' \$1.25 to \$2 Dresses—rep, linen, chambray and percale; 6 to 14 years.

Girls' white Dresses—lingerie and voiles, at 95c, values \$2 to \$2.50.

75c, \$1, \$1.25 to \$2 Tub Skirts at 50c, 75c, 85c and \$1

Great variety in rep, cordaline, striped linens, linen crash and cotton gabardine—wonderfully good styles.

Women's and misses' Dusters, at \$1, \$1.95 and \$2.95.

Women's misses' and girls' new Bathing Suits, at \$1.50, \$1.95, \$2.95

and up to \$5. New white chinchilla Coats, at \$5, values \$7.95 and \$10.

—Gimbels, Subway Store.

Corsets—Good Models at 50c, value 75c

—Gimbels' Subway Store.

Women's \$1 New Pique Sets at 50c

All-white net Pichus, with Oriental lace edging, at 50c, value \$1.

—Gimbels' Subway Store.

83c to \$1.25 Sheets at 48c and 68c

Large size; slightly imperfect. Crochet Bedspreads at 78c and 85c; value \$1 to \$1.50—slightly imperfect.

—Gimbels' Subway Store.

Shoes—Subway Store Specials

For tomorrow's needs—and all summer—

Women's White Canvas Colonials at \$1.95

Large tongues and covered buckles, turned soles, Louis heels, sizes 2½ to 7.

Men's Oxfords at \$3 and \$3.50

New, wanted styles in patent-leather, gunmetal, tan calf and glazed kid; welted oak soles; all sizes, 6 to 10.

Children's White Shoes at \$1 to \$1.75

White canvas button styles; also Strap Pumps—priced as to size.

—Gimbels, Subway Store.

Save a Third on These Women's Waists

At \$1, value \$1.50—new Waists—plain or fancy-trimmed, in white or color; some frilled and the new sports Waists.

At \$2, value \$3—silk and lingerie Waists—white or flesh-color; all sizes.

At 50c, value 75c—black or white lawn Waists—made with tucks and long sleeves; sizes 36 to 46.

—Gimbels, Subway Store.

Well-Known, Well-Liked Sewing Machines : Reduced

Halma Sewing Machines—made by the famous Domestic Sewing Machine Company—

Will do all sorts of family sewing and will stand the wear—ball-bearing; nickel-trimmed, drop-head model, with automatic bobbin-winder; handsome golden oak case, highly polished.

Complete set of attachments free.

Guaranteed liberally for five years. Free instructions at home within city.

At \$12.95, instead of \$18

Payable \$1 down; \$1 weekly

—Gimbels, Subway Store.



Men's and Young Men's \$15 Suits Remarkable Subway Store Values at \$10

Best values we have had for a long time—staple blue serges, fancy worsteds and brown and gray cassimeres and chevots. Good range of sizes.

There are smart models in "belter" or plain back for the young man; also conservative styles.

Men's \$1.50 to \$4 Office Coats at \$1 to \$3

Mohairs, alpaca in blue, black, gray and fancy weaves.

—Gimbels, Subway Store.

Boys' Clothing : Exceptional Savings

Blue serge Norfolk Suits—all-wool; 6 to 18 years, at \$3.95 and \$4.95.

Wash Suits—3 to 10 years, at 50c, \$1 and \$1.50.

Wash Knickers—linen, beach-cloth and khaki, at 50c and 65c.

—Gimbels, Subway Store.

38c to 75c Corset Covers at 25c to 50c

Pretty lace or embroidery-trimmed styles with ribbon beading.

Women's Nightgowns and Combinations, at 80c, value 75c—nearly all white; also extra sizes.

—Gimbels, Subway Store.

Men's \$1 New Plaid Shirts at 65c

Fast colors, too; sizes 14 to 16.

—Gimbels, Subway Store.

Men's \$1.50 Straw Hats at \$1

Very latest styles, of course!

—Gimbels, Subway Store.

Little Folks' 75c Wash Dresses at 50c

Pretty colors, for ages 2 to 6 years.

Children's muslin Drawers, at 10c, value 15c—2 to 12 years.

Children's Drawer-Waists, at 10c, value 15c—2 to 12 years.

—Gimbels, Subway Store.

GIMBEL BROTHERS

MARKET : CHESTNUT : EIGHTH AND NINTH