

Store Hours, 9 to 5:30

# GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH  
Thinking of Monday

Saturday, Oct. 2, 1920

October sales at Gimbels will give a total saving of Half Million Dollars.

We have openings for several hundred salespeople—experienced and young people to learn. We pay salary while teaching them.

## 78th Anniversary of the Founding of Gimbels Will Be Celebrated by Unusual Value-Giving—Sales Open Monday

The Gimbel business was founded in 1842—and today is an actual and very active continuation of the founder's family control. Father; father and sons; fathers and sons.

When a business is young and run simply to make a living—then wise men dream; dream of future days when the business can be broadened—can be made a composite of business and sentiment; can be made to

serve the public better and thereby win a larger public. And in making the dreams come true, the business developed—first, another smallish store; then Milwaukee—and what growth came there! And then, twenty-six years ago, Philadelphia; then, ten years ago, New York—and just recently a buying coalition that widens also our foreign organization and makes us the largest retail-store buyer in America.

The public's large interest in all this lies in the advantage we can give in—

### Variety and Excellence of Goods, Supremacy in Fashions and Dependability in All

Therein lies real value-giving, for goods lacking in desirability cannot be good bargains.

In celebration—and proof of our power to serve—

**A Month of Money-Saving Sales.**

Here follow some of the first-ready events. Tomorrow's papers will carry Gimbels as the big news.

### 1000 Pairs of Children's Fine "Perfection" Shoes Go On Sale Monday Morning at \$2.90, \$4.90 and \$6.40

—Save \$1.10 to \$2.10!—Ready Monday



School Shoes of black calfskin. Dressy Shoes of fine patent colt with kid tops. All are button styles. Broad nature-shape toe. Double stitched.

Sizes 6 to 8 Reduced to \$2.90  
Sizes 8 to 11 Reduced to \$4.90  
Sizes 11½ to 2 Reduced to \$6.40

High laced. Low Broad walking heel. Welted sole. Pictured. Growing Girls' Suede-Top Tan Calf Shoes at \$6.90 —Been Selling for \$2 More

—Gimbels, Second floor

## A Famous Gimbel Silk Sale—Starts Monday As One of the Big-Saving Features of the Anniversary Month

First in silks always, the Gimbel Store leads in value-giving—and its sales are marvels of style-interest and economy. Silks were sky-high; Japanese money troubles threw the silk world into a state of panicky fright and down went prices—down senselessly low. They have started upward again, but here are some of the bargains we found and kept for this Anniversary Month—

### Shirting Silks Reduced to \$2.68 a Yard

Included are famous Jersey weave—broadcloth—Crepes de Chine and Silk duck weaves—great variety. 32-inch. Save more than a third.

### Dress Satins Reduced to \$2.68 a Yd.

Choice colors, plenty of navy blue; 35 inches. Save a third.

### Fine Pongee Silk Reduced to 95c a Yd.

Average width 33 in.; natural color.

### 40-In. Satin Charmeuse Reduced to \$2.95 a Yard

Save half on these rich colored Satins—choice colors.

### 40-In. Charmeuse Reduced to \$3.90 a Yard

Rich dress satins in good variety of most wanted colors. Save more than a third.

### Fine Taffeta Silks Reduced to \$2.68 a Yard

Navy Blue and choice colors. 35 inches wide. Save a third.

### Crepe de Chine Reduced to \$2.68 a Yard

Two fine qualities in choice colors—at remarkable savings. Ample selling force.

—Gimbels, Silk Salons, Second floor, Grand Aisle, First floor, and Subway Store

## Stock of Five Furniture Factories—Savings Run to Half Sale Opens Monday Morning

Two hundred thousand dollars' worth of furniture is ours for this Anniversary Month at savings of third to half—through a change in their selling arrangements. The American Furniture Company, of Philadelphia, has for years been wholesale selling agents for this group of furniture manufacturers, making them the largest distributors in this section. Now, the activities of the company have changed, in the line of larger development, and the furniture of five of the concerns—among them Seymour Furniture Co., of Indiana, and the Sutter Manufacturing Co., of Shelby, Ohio—comes as a feature of the Gimbel Anniversary Sales.

### Bedroom, Living-Room and Dining-Room Furniture Included

Extended payments are cheerfully arranged with buyers of furniture—giving the advantages of the sale and an easy payment plan.

- 10-pc. Mahogany Dining-Room Suite for \$600 Saving is 40 percent.
- 4-pc. Walnut Dining-Room Suite for \$285 Louis XVI. Saving is \$115.
- 10-pc. Walnut Dining-Room Suite for \$375 Windsor design. Saving is 25 percent.
- 10-pc. Dining-Room Suite for \$900 Louis XV. Saving is \$300.
- 4-pc. Mahogany Dining-Room Suite for \$500 Chippendale. Saving is \$350.
- 10-pc. American Walnut Dining-Room Suite for \$500 Queen Anne. Saving is \$200.
- 10-pc. Dining-Room Suite for \$700 Chippendale. Saving is \$200.
- 4-pc. Walnut Dining-Room Suite for \$250 Queen Anne.
- 4-pc. Dining-Room Suite for \$325 Queen Anne. Saving is \$200.
- 4-pc. American Walnut Dining-Room Suite for \$450 Chippendale. Saving is 25 percent.
- 3-pc. Tapestry Living-Room Suite for \$275 Saving is fifty percent.
- 3-pc. Tapestry Living-Room Suite for \$250 Saving is fifty percent.

- 3-pc. Tapestry Living-Room Suite for \$350 Saving is fifty percent.
- 3-pc. Living-Room Suite for \$450 Gray mohair velour. Saving is fifty percent.
- 3-pc. Tapestry Living-Room Suite for \$400
- 3-pc. Tapestry Living-Room Suite for \$225 Saving is fifty percent.
- 3-pc. Solid Mahogany and Cane Living-Room Suite for \$375 Saving is 33 1/3 percent.
- 3-pc. Mahogany and Cane Living-Room Suite for \$185 Saving is 33 1/3 percent.
- 3-pc. Solid Mahogany and Cane Living-Room Suite for \$300 Coverings of blue silk velour.
- 3-pc. Solid Mahogany and Cane Living-Room Suite for \$475 Spanish renaissance. Saving is 50 percent.
- 3-pc. Upholstered Living-Room Suite for \$350 Silk velour. Saving is fifty percent.
- 3-pc. Tapestry Living-Room Suite for \$375 Saving is 50 percent.
- 3-pc. Upholstered Living-Room Suite for \$400 Mohair velour. Saving is 50 percent.

- 3-pc. Upholstered Living-Room Suite for \$325 Silk velour. Saving is 40 percent.
- Upholstered Arm Chairs and Rockers for \$100 each
- Silk velour. Saving is 50 percent.
- Solid Mahogany Arm Chairs and Rockers for \$20 each Saving is \$10.
- Solid Mahogany Arm Chairs and Rockers for \$25 each Silk velour valance backs. Saving is \$15.
- Tapestry Arm Chairs for \$75 Saving is 50 percent.
- Fireside Chairs for \$87.50 Floral wool tapestry. Saving is 50 percent.
- Mahogany Arm or End Tables for \$12
- Solid Mahogany Library Tables for \$30 Colonial. Saving is 50 percent.
- Mahogany Spinnet Desk for \$45
- Solid Mahogany Martha Washington Sewing Cabinets for \$15
- 3-pc. Solid Mahogany Living-Room Suite for \$450 Black and gold silk damask. Saving is 50 percent.

- 3-pc. Mahogany and Cane Living-Room Suite for \$550 Louis XV. Saving is 50 percent.
- Solid Mahogany Gate-Leg Tables for \$35 Gate-Leg Tables for \$10 Dull mahogany finish.
- Davenport Tables for \$25 Dull mahogany finish.
- Solid Mahogany Library Tables for \$45 Louis XVI. Saving is \$20.
- Solid Mahogany Library Tables for \$40 Queen Anne.
- 4-pc. Queen Anne Chamber Suite for \$200 Mahogany or walnut. Saving is 50 percent.
- 4-pc. Queen Anne Chamber Suite for \$250 Mahogany or walnut.
- 4-pc. Mahogany or Walnut Chamber Suite for \$375 Louis XVI or William and Mary design.
- 4-pc. Mahogany Chamber Suite for \$450 Heppelwhite. Saving is \$200.
- 4-pc. Queen Anne Chamber Suite for \$450 Mahogany, appliqued walnut veneer trimmings.
- 4-pc. Antique Ivory Chamber Suite for \$450 Adam. Saving is \$350.
- 4-pc. Walnut Chamber Suite for \$300 Louis XVI. Saving is \$150.

- 4-pc. Queen Anne Chamber Suite for \$350 Saving is \$150.
- 4-pc. Colonial Chamber Suite for \$350 American walnut or mahogany.
- 4-pc. Queen Anne Chamber Suite for \$375 Walnut or mahogany.
- 3-pc. American Walnut Chamber Suite for \$200 Adam. Saving is 50 percent.
- Brass Bedsteads for \$30 Saving is \$15.
- Brass Bedsteads for \$35 Saving is \$15.
- White Enameled Iron Bedsteads for \$15 Saving is \$15.
- White Enameled Iron Bedsteads for \$16 Saving is \$16.
- 45-Pound Felt Mattresses for \$16.50 Saving is \$6.50.
- 50-Pound Blue Ribbon Felt Mattresses for \$22.50 Saving is \$7.50.

## GIMBEL "BON MARCHE" GLOVE SALE WEEK OF OCTOBER 4-9

Twenty-one years ago the Gimbel Store originated "A Week of Gloves at Paris Prices." Even with the American tariff to surmount the sale was an annual event till the war halted it. Last year the sale was resumed—but not up to the old standard

### This Year—the Miracle of Merchandising!

French, English and American Gloves are Included—Thirty-two lines of gloves, covering every need. All reductions are from our regular Gimbel gloves.

- Women's French Kid Gloves, two-clasp, overseam sewn; Paris point backs; white and champagne, at \$2.45
- Women's One-Clasp Suede Gloves, embroidered backs; tan, mode, brown, beaver and gray, at \$1.55
- Women's Washable Strap-Wrist Cape Gloves, overseam sewn; tan, brown and beaver. Save dollars, at \$3.95
- Slip-on Style in tan, brown and beaver, also \$3.95
- Women's 8-Button Length Suede Gloves; tan, brown, beaver and gray, at \$3.15
- Women's 12-Button Length French Glace Kid Gloves, overseam-sewn; white, Paris point backs, at \$4.65

- Women's Slip-on Suede Gloves, gauntlet effect; tan, brown, beaver and gray, at \$2.15
- Strap-Wrist Style, at \$2.65
- Women's One-Clasp Gray Mocha Gloves, half pique-sewn, at \$2.95
- Women's Two-Clasp Cham-oisette Gloves; white and drab, at 85c
- Women's Two-Clasp Silk Gloves, guaranteed finger-ends; white, with contrasting hem and embroidery, at \$1.15
- Women's One-Clasp tan Wash-able Cape Gloves, at \$2.85
- Women's Washable Duplex Gloves, for three-quarter sleeves, heavy silk embroidery; white, yellow lined, at \$2.35

- Women's Strap-Wrist White Lambskin Gloves, \$4.15 spear-point backs, at
- Women's Slip-on White Lambs-kin Gloves, over-seam sewn, at \$3.15
- Women's Strap-Wrist Duplex Gloves, spear-point backs. White, natural, chamois, beaver and sand, at \$1.85
- Women's 8-Button Milanese Silk Gloves, white, mastic and mode, at \$1.35
- Women's 12-Button Length Chamoisette Gloves, white, gray, and pongee, at \$1.65
- Women's Milanese Silk Elbow-Length Gloves, Paris point em-broidery, white and \$1.95
- Women's Slip-on Doette Gloves, 6-button length, spear-point backs, white, yellow lined, at \$1.85

- Misses' and Children's Gloves
- Misses' Fine French Kid Gloves, two-clasp, pique sewn, black embroidery; white, black and tan, \$2.15
- Misses' Two-Clasp Kid Gloves, overseam sewn; white, tan, black and brown, \$1.85
- Boys' and Girls' Tan Cape Gloves, fleece lined \$1.05
- In gauntlet style, \$1.15
- Boys' and Girls' Pique-Sewn Gray Mocha Gloves, Paris point embroidery; sizes for ages 3 to 10, at \$1.95
- Boys' and Girls' Wash Duplex Gloves, white, mode and gray, at 85c

- Men's Gloves
- Men's One-Clasp Heavy Milan-ese Silk Gloves, with double-tipped finger ends, gray, \$1.15
- Men's One-Clasp English Tan Cape Gloves, overseam sewn, at \$2.85

- Men's One-Clasp Suede Gloves, gray, regular and short fingers \$2.15
- Men's One-Clasp Gray Mocha Gloves, overseam sewn, at \$4.65
- Men's One-Clasp Gray Mocha Gloves, wool lined, \$6.50

### "Bon Marche" Glove Sale in the Subway Store

- Women's Imported One-Clasp Glace Gloves, pique sewn, white, black, tan, brown, \$1.95
- Women's Kid and Cape Gloves, broken lines from our own regu-lar stock, white and colors; all sizes in lot \$1.65

- Men's Jersey Cloth Gloves, fleece lined, gray, at 38c
- Boys' and Girls' Gloves
- Boys' and Girls' Jersey Cloth Gloves, fleece lined, gray, at 35c
- Men's Wool Gloves, in Aztec brown, at 45c

—Gimbels, Subway Store