

Store Hours, 9 to 5

For Wednesday

Millinery for fall and winter is newly gracious and charming—see Paris or Gimbels.

GIMBEL BROTHERS MARKET CHESTNUT 11 EIGHTH NINTH

This is Millinery Opening Week—Paris at its prettiest.

For Wednesday

Wednesday Bargains in Gimbels Subway Store

"Subway Store Days" Bring Values that Even Gimbels Cannot Offer Continuously

No store can be a truly exclusive "bargain" store, because "bargains" are the accidents of trade—and all accidents would spell ruin, but about one-seventh of all goods finally sell at a loss—to the necessary well-being of the business world. Here is a day-full of bargains—

Women's and Misses' \$35 to \$37.50 Fur-Trimmed Velour Suits At \$22.50



Suits with the new high chin-collars of fur! Suits with deep bands of fur bordering the whole coat! Suits with elaborate embroidery. Suits with clusters of stitching—rows that run down and across and up again to give a panel-effect in back. As many more suits without fur—but with big, interesting collars of the velour. And such splendid colorings! Browns. Reindeers. Navy blues. The three colors that velours take best. All silk-lined coats, too. Misses' sizes: 16 and 18. Women's sizes: 36 to 44.

Girls' School Dresses at \$1

Value \$2 Gingham, Lineens, Chambrays. Twenty-five styles including Regulations. Cute, big-sashed styles, too. All easy to tub. 6 to 14 year sizes. \$3 to \$5 Bloomer-Dresses at \$2 The sensible kind with the detachable bloomers. Check and plaid gingham. "Lazy Daisy" and cross-stitch embroidery. 6 to 14 year sizes.



Odds and Ends of 1847 Rogers Bros. Silver-plated Flatware

—30c ea. Values 50c to \$2 Discontinued patterns. Medium forks. Egg spoons. Medium knives. Sugar tongs. Oyster forks. Butter spreaders. Salad spoons. Cheese scoops, etc. 30c each.

4-piece Silver-plated Coffee Sets, at \$5.95 Wonderful Value

Women's and Misses' All-Wool Slipover Sweaters. \$2.50 and \$3.50

Regular \$2.95 and \$3.95 In a black weave or open mesh. Long and short sleeves, the open mesh shows a little flare below the belt. All light shades; also white, black and navy. Sizes 36 to 46, at \$2.50 and \$3.50.

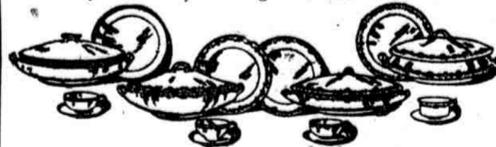
Girls' All-wool Coat Sweaters—\$3.95. Value \$5 The kind for school wear. Colors—buff, peacock, navy and brown. Sizes 27 to 36.

Special Luncheon —50c

Roast Sirloin of City-Dressed Beef. Fresh Mushroom Sauce. Candied Sweet Potato, Corn on Cob. Tomato and Lettuce Salad. French Roll, Butter. Pudding, Pie, Ice Cream or Watermelon. Iced Tea, Coffee or Milk.

Sale of 4700 Dinner Sets at About Cost

Makes This the Greatest September China Sale Philadelphia Has Ever Known The best makes from Europe and the best makes of leading American potteries will be found in this Sale. Every wanted composition, rich borders, many with coin-gold handles. Prices quoted are the lowest in several years. Early choosing is advised.



4500 American Porcelain Dinner Sets, 31 to 106 pieces. Every good American pattern represented. Every wanted design, best quality. Savings run from 25 to 40 per cent. 100- and 106-pieces Coin-Gold Handle Dinner Sets. Attractive rich border designs, bread and butter plates in all sets. Complete for 12 people. \$75.00 Sets at \$59.50 \$47.50 Sets at \$29.50 \$65.00 Sets at \$47.50 \$45.00 Sets at \$22.50 \$60.00 Sets at \$42.50 \$37.50 Sets at \$27.50 \$55.00 Sets at \$39.50 \$32.50 Sets at \$19.50 \$52.50 Sets at \$32.50 \$29.50 Sets at \$19.50 50- and 51-piece Dinner Sets, complete for six people. Best quality; some have coin-gold handles. Neat attractive conventional patterns. \$50 sets, \$39.50, \$49.50 sets at \$30; \$30 sets, \$25; \$27.50 sets, \$18.50; \$25 sets, \$15; \$20 sets, \$13.95; \$13.95 sets, \$8.95.



\$110 Fur Coats at \$69.75

Bay seal (the finest French cone, seal-dyed); 36-inch models; can be worn with or without a belt. Very fine skins. Very smart style. Generous collar and deep, flared cuffs. Silk-lined.

\$10 Fur Scarfs at \$5

Stone-marten, opossum and natural black opossum chokers. Full-haired. Fluffy. Exceptional quality. All with the cute heads and fluffy tails.

500 Pairs Marquette Curtains \$1.25 pr.

Value \$1.75 2 1/4 yards long, hemstitched, dainty lace edge; white or ecru color. At \$1.25—fine value.

3000 Yards White Curtain Net—20c yd. Value 30c 50 inches wide; open mesh, for sash or full-length curtains.

Window Panel Curtains—\$2.95. Value \$4 2 1/4 yards long; marquette, flit lace-trimmed.

Nightgowns and Envelope Chemise at 75c ea. WERE \$1

Of soft nainsook; dainty lace- or embroidery-trimmed. Specially priced for Subway Store Day at 75c each. 600 Black Sateen Petticoats at \$1. Value \$1.50 Fitted top and pleated flounce, cut full, very good qualities. Crepe Kimonos at \$1.38. Dainty Band Aprons, 38c. Value \$1.75 Made of Dianna Cloth, which is much heavier than serpentine crepe; in pink, lavender, light blue and ecru. Cut full and finished with Persian border. Made of checked gingham; two styles, one full gathered, the other round with ruffle.

Exceptional Quality Mercerized Cotton Napkins \$1.85 doz.

An assortment of pretty patterns; size 21x21 inches. Only 350 dozen in lot. Value \$3, but tomorrow at \$1.85 dozen. Heavy quality satin mercerized Cotton Damask, at 58c yd. In several attractive floral designs. Its splendid wearing and laundering qualities are unusual at less than \$1 per yd. Tomorrow... 58c yd.

All-Wool Broadcloth \$1.85 yd.

Lustrous finish. Navy blue and African brown, 54 inches wide. Excellent value, at \$1.85 a yd.

Men's and Women's Umbrellas \$1

Of American "eta" (cotton); good assortment of handles. Excellent for business use.

12,000 Pillow Cases 19c

Dependable quality; 42x36 and 45x36 inches. Mighty fine value at 19c each. Buy as many as you wish! Remnants of Unbleached 36-in. Canton and Shaker Sheeting—12 1/4c yd. Flannel—25c yd. Useful lengths, 40 inches wide. Heavy quality. Shop-soiled Blankets—\$3 to \$6.55 pr. Various wool-nap (cotton) and woolen blankets in the lot.

3600 Pairs of Women's Low Shoes at \$1

Special purchase of surplus stock accounts for this low price. White canvas plain pumps. White canvas buckle pumps. White canvas Colonial. White canvas eyelet ties.



1000 Net and Lingerie Blouses 85c

Worth \$2 Dainty, serviceable blouses that are "good enough" for everyday use. All-white and colors; long and short sleeves. All sizes at one price, 85c.

G. B. Corsets—\$1.50

Values \$2 and \$2.25 Several different models, topless and low bust corsets; pink broche and coutil. Some slightly shop-soiled, but fine values.

Gimbel's Hard-Water Soap Combination \$1.35

Reg. \$2.50 Value 1 dozen cakes Gimbel Soap. 12 Wash Cloths. The two for \$1.35.

Venise Lace Neckwear 25c and 38c

Half price and less. Round neck and semi-roll styles.

Bundle Tape at 10c

Assorted widths. Men's and Boy's Collar Bands, at 5 for 25c. Wood Coat Hangers, at 5c each. Wash Cloths, at 5c each. Second. Rick Rack, assorted sizes, 10c a piece.

Tricolette—\$1.15 yd.

Navy, seal, pink, orchid, golden, brown, orange, honeydew, rose, black and white. 36 inches wide.

New Fall Charmeuse—\$1.68 yd.

Brown, navy, rose, pink, henna, turquoise, ecru, gray, coral and plenty of black.

Five Almost-New Player Pianos \$395

Mahogany finished, 88-note instruments. Tuned free of charge for six months. Rare values at \$395. Very Easy Payments

Women's Cotton Stockings—30c

A stocking that's very much in demand just now. Slight "seconds" of 55c grade. About 500 dozen in the lot; at 30c pair.

Children's Socks—15c

Three-quarter and regular lengths. Plain colors and some with stripe tops. Fine mercerized grades. Some are first quality, other seconds. At 15c pair.

Men's Union Suits—75c

Broken sizes of light-weight knitted union suits, first quality, various styles. Sizes 34 to 42. Some have been selling as high as \$1.75. Others \$1.50.

2220 Men's Woven and Printed Madras Shirts, at \$1

Factory-handled, but would be \$1.50 and \$1.75 shirts otherwise. Colored stripes, but conservative! Also white pongee and cheviot materials among the lot. Neckband and collar-attached styles. You'll find many are new and fresh, but all at \$1. Take your "pick."

All-Brass Bedsteads, at \$10.50

Finished in the best of lacquer, 2-inch continuous posts or 2-inch posts, top rails, with large corner mounts. One-inch fillers.

720 Women's Hand Bags and Purses—50c

Were variously 85c to \$1.25. Big assortment of colors and styles; "pick" of several kinds of leathers. At 50c—exceptional value.

Coffee 5 lbs. for \$1

Dry roast, "Good Luck Blend," ground as desired, at 5 lbs. for \$1. Cocoa—Purity, fresh ground; 38c value, at 3 lbs. for 70c, or 25c lb.

All-Silk Ribbon 22c yd.

Instead of 33c. Light and dark colors; 4 and 4 1/2 inches wide.

24-in. Pearl Bead Necklaces 50c

Graduated. Regularly \$1.95.

Men's White Cambric Handkerchiefs 55c a doz.

Fine quality.

Women's Fabric Gloves 10c yd.

For underswear and babies' wear. 15c quality.

Nearly New Talking Machines \$39

Universal tone arm. Will play any disc record. Remember!—lot is limited, at \$39. Great values.

279 Men's Palm Beach Suits \$7.50

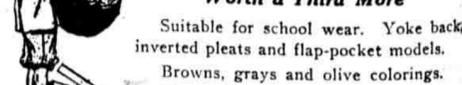
Less Than Half Price A gathering of summer light-weight suits to go on sale tomorrow at about cost price. Single- and double-breasted models for young men and men who stay young. Choice of blue, tan and gray. Buy for now and next season. Sizes 32 to 40. Slight charge for alterations. At \$7.50.

88 Men's Blue All-Worsted 2-piece Suits at \$10

—Gimbels, "Subway Store Day"

Boys' All-Wool Norfolk Suits \$6.50

With Extra Pair of Knickers Worth a Third More Suitable for school wear. Yoke back, inverted pleats and flap-pocket models. Browns, grays and olive colorings. Sizes 7 to 16 years. At \$6.50.



9x12 feet Axminster Rugs at \$18.75 and \$24

Worth Close to Double The kind with the soft high-pile; variety of patterns in panels and centres. About half price, at \$18.75 and \$24. Tapestry Brussels Rugs in Oriental patterns. These rugs are "built" for sturdy wear. 9x12 ft. Reg. \$13.75. Some slightly mismatched. Figured Japanese Grass Rugs in pretty novelty effects. Made especially for Gimbel Brothers. Half price.

9x12 ft. \$4.50 8x10 ft. \$3.50 3x6 ft. 75c Seamless Velvet Rugs—splendid selection of desirable patterns and color. Very slight weaving defects. 9x12 ft. \$29.50 8.3x10.6. \$27 6x9 ft. \$15.75 Heavy Cork Linoleum. Remnants, long lengths, two yards wide; plenty of a pattern } 50c to match. The regular \$1 quality