

IRISH OPTIMIST



Frank P. Walsh, counsel to Sinn Fein, photographed on his return from Ireland. He said prospects for Irish freedom are brighter now than ever.

KEYPORT

Mr. and Mrs. John Stultz and the former's son, Harold, left for their new home in St. Petersburg, Fla., Friday, making the trip by automobile, and stopping at various points of interest enroute. Prior to their departure for their new home Mr. and Mrs. Stultz were given a farewell party by Mr. and Mrs. William A. Ewing, which was attended by a number of their friends.

Mr. and Mrs. William Dryden of Asbury Park are spending several days with the latter's brother, Theodore Kelsey, and wife. Mr. and Mrs. Dryden and Mr. and Mrs. Kelsey expect to take a trip to Atlantic City for a short stay prior to the return of Mr. and Mrs. Dryden to their home. Mr. Dryden, who is an official of the Stainbach company, is enjoying his annual vacation.

Mrs. Harold G. Smith and Therese, of Atlantic City, guests of Mr. and Mrs. J. Manck this week.

Wednesday night the Epworth League of Calvary M. E. church will have as guests of the Epworth League the Matawan church at Matawan. A cottage prayer service was held at the home of Daniel M. Decker, Monday night.

Among those who attended the meeting of the Monmouth County Historical Society at Red Bank, on Thursday afternoon, were Gilbert T. and later, Mrs. L. Brower Walling, Mrs. H. Sands, Mrs. A. M. Brown, Mrs. T. B. Reynolds and Mrs. Charles Crawford.

The Monmouth County Sunday school convention held at Ocean Grove in St. Paul's M. E. church, on Thursday was attended by a number from Calvary M. E. church including Mrs. A. O. Brown, Mrs. T. Walter Snyder, Mrs. S. P. Day, Mrs. Thomas W. Dawson and Rev. A. C. Brady.

Mrs. Thomas Morrison of New York, was the guest of relatives in the borough on Thursday.

On Tuesday afternoon the Guild of the Reformed church will meet with Mrs. Arthur S. Van Buskirk.

The regular monthly meeting of the Ladies Aid of the Reformed church will be held Wednesday night at 9 o'clock.

The annual picnic of the Reformed Sunday school will be held on the church grounds this afternoon.

Harry West has returned from an extended tour of the New England states.

The borough has been well represented at the Trenton fair every day this week.

The sewing school of the Reformed church will meet on Wednesday afternoon, supervised by Mrs. Andrew Dykstra and Mrs. Peter Van Rixort.

Mrs. F. W. Tilton of Third street, has been confined to her home for several days with illness.

Plans for the block dance to be given on Thursday evening of next week by the Hook and Ladder company's auxiliary are progressing. A number of attractive features will take place in connection with the block dance.

Mrs. M. Lester Terry entertained a number of friends at cards on Thursday evening in honor of her guest, Mrs. Charles J. Durr of New Haven, Conn. Five hundred was enjoyed and the prize winners were Miss Helen Osborn and Mrs. Paul G. Zimmermann. During the social hour following Mrs. Durr rendered a number of charming solos and Mrs. Durr and Mrs. Terry gave a number of duets. The serving of an elaborate supper concluded the evening's enjoyment. Those present were Mrs. Josie A. Hoff, Mrs. Rufus O. Walling, Mrs. N. Hodgson Rosevear, Mrs. Paul G. Zimmermann, Miss Annie L. Tilton, Miss Helen Osborn, Mrs. Charles J. Durr and Mrs. M. Lester Terry.

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Gimbels Greatest Sale

ELEVENTH BIRTHDAY

Begins Next MONDAY

¶ So that all may know of the tremendous merchandising movement to begin next Monday at the Gimbel Store, this advance notice is put forth.

¶ It is the culmination of thirty weeks of intense effort on the part of an organization famous for its supremacy in the distribution of vast lots of goods.

¶ Purchases aggregating millions of dollars are involved. ¶ Nothing so vast has been attempted here before though ten great Birthday Sales have preceded this one. ¶ Every need of the individual, every requirement of the

home has been provided for in our merchandising plan. ¶ Quality has been the standard of our purchases. And the prices at which all merchandise will be offered are so low as to be entirely out of proportion to the worth of the goods. ¶ Our organization is keyed up to an enthusiasm hitherto unapproached. ¶ The display and demonstration of merchandise in the store will be unusually attractive and the arrangement of the new stocks with the new scheme of decoration will be a revelation to both old and new friends. ¶ The message of the sale is being spread to the far points of the shopping territories of New York.

¶ Sunday we shall list some of the offerings. ¶ They will demonstrate that nothing should interfere with your attendance on the opening days of the sale. ¶ Throughout October, the Birthday Month, come to this store at every opportunity. The daily offerings will be sensational.

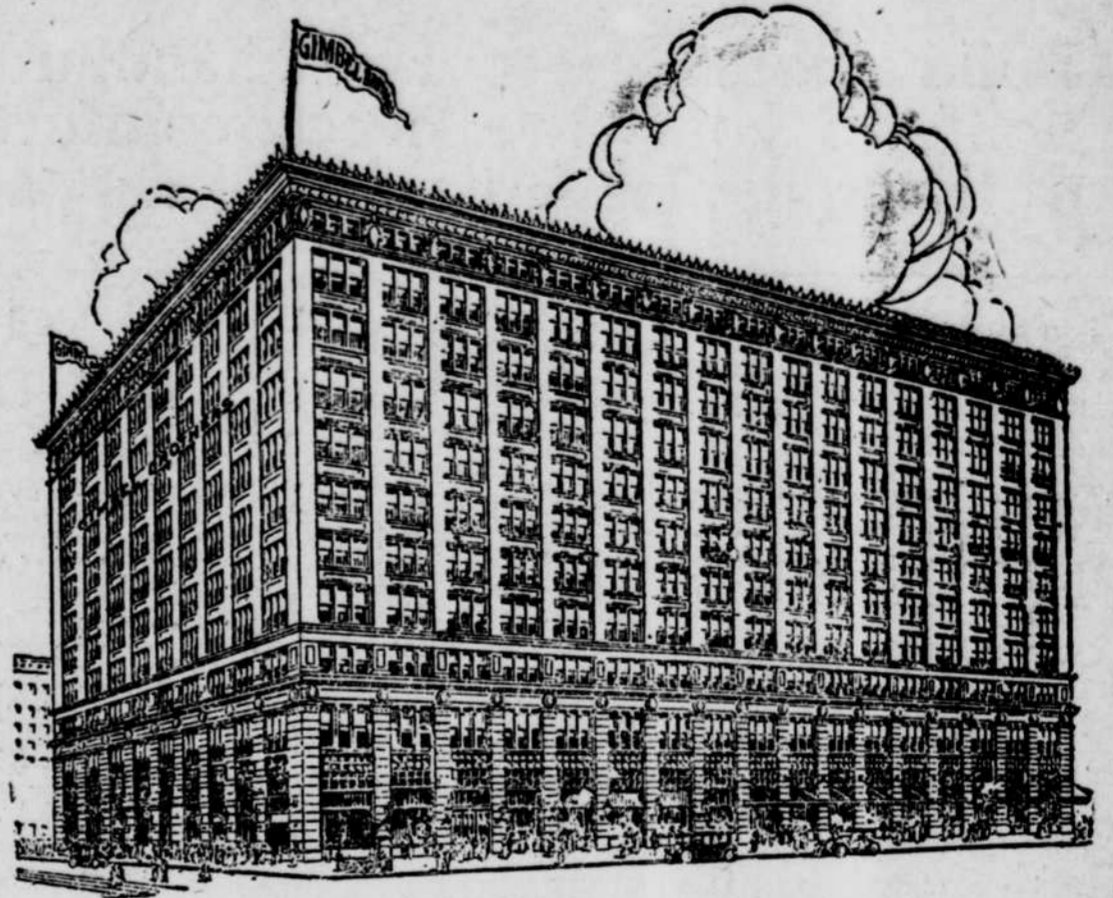
¶ Since the last Birthday Sale, Gimbels has acquired and disposed of the retail stocks of two great old commercial institutions. New York will remember the sale of the stocks of that fine old china and glass store of Higgins & Seiter on 37th Street and the sales of the stocks of America's most famous Oriental store—Vantine's of Fifth Avenue. It is interesting to note in this connection that insofar as possible Gimbels has duplicated the stocks of these two businesses and maintains now for the clientele of these two old stores assortments comparable to those which were carried by Higgins & Seiter and Vantine's.

¶ During the past year the entire store has been redecorated, refurbished and renovated. The street floor has been entirely remodeled. A marble floor has been laid. Sections have been re-arranged. Spacious aisles have been made. New service features have been installed—everything is like new. Upwards of a half million dollars has been spent in improvements—all for the betterment of our daily service to our customers.

¶ With a full realization of which accomplishments, the store puts forth as a celebration for the Eleventh Birthday of its coming to New York

*Gimbels Greatest Sale
Next Monday,
October Third*

GIMBEL BROTHERS
32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY



This is the Gimbel Store. Reached directly, under cover, by Broadway Subway, Seventh Avenue Subway, Hudson Tubes, Pennsylvania Station, Long Island Trains, Sixth Avenue Elevated.