

Gimbel Brothers

Store Opens at 9

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For Tomorrow—Tuesday

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Store Closes 5:30

Monday, October 6, 1919.

ANNIVERSARY SALES—GIMBEL SUBWAY STORE

To sell intelligently and pleasantly—to properly display and thoroughly know—the many inexpensive goods needed by every family—the Gimbel Store in 1902 was divided into two operating parts: the upstairs sections given to even finer goods than before, and a—

Two Acre Subway Store With More than a Hundred Special Merchandise Managers

Same Gimbel ownership; same Gimbel guarantees; same Gimbel service—but less costly goods.

And in anniversary—

A Week of Very Remarkable Value-Giving

Not low-price goods for baits, but regular "worth while" goods—representing style and service—away under present values. The Subway Store shares the—

Bon Marche Glove Sale and the Great Gimbel Silk Sale

Fur Coats— in the New Smart, Short Styles—**Anniversary Bargains** at \$129, \$155 and \$185 Save \$25 to \$44



Enormous collars—that turn up or turn down as the weather suggests.
The Coats at \$129 Marmot. 36 inches long. Gorgeously silk-lined.
The Coats at \$155 Marmot. 36 inches long. Very fine skins.
The Coats at \$185 French seal dyed French coneys' coats—with gray squirrel collars. Both 36- and 38-inch lengths.

Big Fluffy Neck-Pieces Specials at \$9.75 to \$39.75
 The Manchurian Fur that wears so well. Black, taupe and Lucille.

Pink Batiste Envelope Chemises and Crepe Bloomers at 55c

The Chemises are featherstitched in blue; bloomers are elastic at waist and with knee ruffle. Specially priced at 55c

Flannellet Petticoats at 50c

Neat stripes; finished with ruffle.

Clearance of 500 House Dresses at \$1

Lawns, voiles and a few percales in various models. Sizes 36 to 42. Worth two and three times as much.

36-inch French-weave Serge at 78c a Yard

In navy and other wanted colors. Save a third at 78c yard.

Fancy Ribbons at 35c yd.

Plain and fancy edged taffetas; 4 to 5 1/2 inches wide. All silk, at 35c yd.

Popular New Glengary Scarfs at \$6.50

Of soft "downy" wool. Just the thing for cool frosty days. They're belted and have patch pockets, and are finished with fringed ends. Special for the Anniversary Sale, at \$6.50. Collars of double net, embroidered and lace-trimmed; others have insertion and are finished with a pleating of net in the semi-roll shape. Excellent value at \$6.50.

Women and Misses are Enthusiastic Over the Values Offered in this Extraordinary Sale of New Winter Coats at \$28



And well they might be for they are the best coats we ever sold at so low a price! The sale started with a thousand coats in fifty different models.

All the fashionable Fabrics

Such as silvertones, split silvertones, tinseltones, broadcloths, polo cloth, leopard fur-cloth and silk plushes. All the favorite colors are represented—chestnut brown, seal brown, reindeer, navy, horizon blue, deep red, mahogany, green, Peking blue, taupe, Oxford, plum and black.

Stunning New Models

Clever short coats of silk plush and of Leopard fur-cloth with seal plush collar and cuffs. And the in-demand full loose backs. Also belted models. Chin-chin; choker or shawl collars of self material or of sealine, cone and skunk-opossum furs and a fine quality silk plush. Many are lined throughout in silk. Note the six styles pictured.

Sizes
 14 to 18 years for misses, 36 to 44 bust for women, 46 to 53 bust for extra size women.

Subway Store Aisle and Regular Coat Section. Extra salespeople in attendance.
Save \$10 to \$25 at the Sale Price of \$28



Hand Bags and Envelope Purses at 75c to \$2.65

Save 50c to \$2

A truly wonderful group of leather goods. All brand new merchandise. Various leathers, silks and velvets in the lot. Latest designs and newest colors. The velvet bags have a tassel at bottom and are smart-looking. Extraordinary values at 75c to \$2.65

Fancy Beaded Necklaces in Combination Colors, at 25c Half Price

String of red bead necklaces, at 10c and 16c. Fancy colored bead necklaces, at 50c. Fancy enameled Bar Pins and Brooches; dainty enameled colorings, 10c and 18c.

Fancy Lining Sateens at 68c a yard: 36 inches wide.

Good range of colors and small patterns. Save about half at 68c a yard. Fast black sateen at 60c yard; one yard wide. Save 25c a yard.

Women's Plain White Handkerchiefs, at 5c each. Half Price

With corded border. Women's plain white handkerchiefs; colored rolled edge. Assorted colors, at 33c dozen.

Special Anniversary Lunch at 60c

Chicken Salad Mayonnaise Fried Prime Oysters Saratoga Potatoes Roll, Butter, Pudding, Pie or Ice Cream Oyster Blend Coffee, Tea or Milk

36-inch Percal and 32-inch Dress Gingham at 25c a yard

Two wonderful values. Quantity is limited. Just about enough for one day's selling at 25c yard.

Linen-Finish Cotton Suiting, at 35c yard

35 inches wide. Comes in all the wanted shades. Special for this sale at 35c yard.

3500 Yards of Silk at Average Half Price—\$1.95 yd.

Twice a year one of the largest silk manufacturers in America sends to Gimbel all the cut pieces of silk on their shelves at about half price, therefore you can figure your savings to be the same.

The lot includes Taffetas, Satins, Messalines, Moires, Crepes, Fancy Silks and Shirtings. All at the one price. \$1.95 a yard.

Light and dark shades of all colors. Also navy blue and black. Dress lengths to half prices.

Waterfall Silk at 85c a yard

35 inches wide; plain and fancy weaves. Solid colors in every shade. Specially priced for this sale at 85c a yard.

Popular-make Corsets, Specially Priced at \$1.50

Low bust and elastic top, with medium length hip lines. Of coutil or novelty cloth. At \$1.50.

Bandeau Brassieres at 33c

Well fitting, fasten in back.

Assorted Chocolates at 48c lb.

Save 12c on Every Pound.

Clearance of Mill "Seconds" of Bleached Seamless Sheets at \$1.68

No defects worse than slight oil stains. Many sizes, 81x90 in. up to and including 90x108 in. Among the lot are many extra-heavy and linen-finished (cotton) sheets.

Save One-third and more at \$1.68 each.

100 dozen Bolster Cases, in wanted size 42x72 in. At today's wholesale price, 60c each. 1000 pairs of Cotton Blankets in gray or white. Double-bed size. Save one-fourth, at \$2.95 a pair. 100 extra-heavy winter Comfortables; double-bed size. No borders. Colors are mostly dark. Very serviceable. Save one dollar on each Comfortable, at \$3.95.

1000 Lace-trimmed Scarfs at 75c ea.

Very elaborately lace-trimmed with lace insertion and rows of embroidery in center or on ends. The lace could hardly be made for the price of the scarf! Buy now for Christmas and save considerable at—

75c each

2000 Yards of 72-inch Satin-Finish Mercerized Table Damask, at 75c a yard

Several desirable designs; heavy quality for restaurants and hotels as well as homes. Less than today's market price, at 75c yard.

Subway Store "Bon Marche" Glove Sale—Extraordinary Values

The sale started today and will continue until Saturday.

Women's 1-clasp white cape Gloves, at \$1.10. Women's 2-clasp Chamoisette Gloves, white, gray and mode, at 65c. Boys' and girls' tan cape Gloves, lined, at 85c. Boys' and girls' gray Suede Gloves, lined, at 85c. Boys' and Girls' Tan Cape Gauntlets, lined, at 85c. Boys' push Gauntlets, lined, 75c. Men's plush Gauntlets, lined, \$1.35. Men's Jersey Cloth Gloves, lined, at 45c. Men's Tan Cape Gloves, 1-clasp, at \$1.85.

Boys' and Girls' School Shoes at \$2.65, \$2.95 and \$3.95



Various leathers. Many styles and shapes. Sturdy and serviceable; just the wanted kinds for rough-and-ready wear.

Children's Shoes, at \$1.85

Good strong lace and button shoes in black leather, broad toe shapes; sizes 6 to 11, at \$1.85; also patent leather turned sole button shoes in sizes 5 to 8, at \$1.85.

Boys' Shoes at \$2.65 and \$3.25

Box calf and gunmetal blucher, strong leathers soles; shoes that will give service; sizes 9 to 13 1/2, \$2.65; sizes 1 to 5 1/2, \$3.25.

Men's Blanket Bath Robes at \$6.75

Bought in February and just delivered and of course much below today's price. Trimmed with cord and tassel to match, at \$6.75.

Men's Neglige Shirts, at \$1.55. Men's Four-in-hand Ties, at 55c. Soft-finish percales; neat stripes. Specially priced for this sale. New effect with French cuffs. Sizes 14 Full colors. Sale price, 55c. Buy for Christmas.

—Gimbel, "Subway Store Anniversary"

Anniversary Sale of Men's and Young Men's New Fall Suits at \$22.50

SAVE A FOURTH AND MORE

A special purchase from a prominent Philadelphia manufacturer. All of these suits are exceptionally well tailored. In the group are worsteds, chevots, cassimeres and tweeds. Neat conservative styles for men and smart, up-to-date models for young men.

Exceptional Value at \$22.50

31-Piece Gold-Band-Decorated Dinner Sets at \$3.95

First quality. Each set consists of six large plates, six small plates, six dessert saucers, six tea cups and six saucers. One meat platter. Exceptional value, at \$3.95. (Pictured.)

Dainty thin blown glass Table Tumblers; clear crystal glass; engraved with your initial, at \$1 dozen. (Pictured.)

Refrigerator Bowls; four assorted sizes, 6, 7, 8, 9-in. sizes; first quality, at 50c set.

A remarkable showing of Dinner Sets at substantial savings:—

31- to 38-piece sets, \$3.95 to \$7.95. Initial Table Tumblers, \$1 doz. 50-piece sets, \$10 to \$17.50. 100- to 106-piece sets, \$19.50 to \$37.50. A great lot to choose from.

Great Anniversary Sale of Brand New Sewing Machines at Great Saving

Our close factory connections enabled us to get these machines at a concession for the October sale.



Cosmo and Emblem Machines at \$23 and \$27

They are made and guaranteed by the Domestic Sewing Machine Company and that alone is sufficient guarantee that they are thorough in every detail and guaranteed to do any family sewing as good as machines at double their prices. Machines enclosed in handsome golden oak cases. Four drawers with all attachments. Free instructions at your home if you live within city limits.



\$2 Cash and \$1 Weekly Brings any Machine to Your Home.

400 Armure Portieres \$1.75 each: Half Price

Full length Portieres of mercerized figured Armure. Colors—Green, Brown or Red. Suitable for window or door draperies. Many match into pairs.

500 Lace Curtain Samples at 38c each. Half price. 1 1/2 yards long. Salesman's samples of Scotch net lace. Various designs suitable for half-sash curtains.

300 Window Shades, at 50c; worth 50 percent more; 36x72; clearance of opaque and oil. Various colors. Complete with fixtures; slightly imperfect, at 50c each.

—Gimbel, "Subway Store Anniversary"

9x12 ft. Axminster Rugs, Special at \$35

Some of the rugs show slight weaving defects, but the majority are perfect. The savings range from a fourth to half. Just a few of the many bargains:—

8.5x10.6 ft. Axminster Rugs at \$33. 6x9 ft. Axminster Rugs at \$25. 4.6x6.6 ft. Axminster Rugs, at \$13.50. 9x12 ft. Seamless Tapestry Brussels at \$24.50. 8.5x10.6 ft. Seamless Tapestry Brussels at \$22.50. 7.6x9 ft. Seamless Tapestry Brussels at \$21.50. 6x9 ft. Seamless Tapestry Brussels at \$16.75. 9x12 ft. Wool-and-Fiber Rugs at \$8.00. 9x12 ft. Wool-and-Fiber Rugs at \$10.75.

Best quality New-Process Felt-Base Floor Coverings; variety of tile parquetry and geometrical effects as follows: Full rolls at 45c sq. yd. Just half long lengths, two yards wide; plenty of a pattern to match, 35c square yard.

Three-yard wide. Gold Seal Congoleum; long lengths, slight seconds; variety of patterns; best quality. Special at 45c square yard. Less than half price.

Inlaid Linoleum, colors through to the back; all full rolls. "B" quality. Special, \$1.35 yard. "A" grade parquetry, \$1.85 yard.

GIMBEL BROTHERS
 Market : Chestnut : Eighth : Ninth