

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5

Gimbel Brothers

Friday, June 16, 1916.

# "Poor Richard" Economy Carnival—Gimbels

## The Philadelphia Region to be the Manchester of America

10,000 Members of the Advertising Clubs of the World

will be the guests of Philadelphia's "Poor Richard Club" for a week, beginning June 25th. "Poor Richard" (Benjamin Franklin) is the patron saint of the printing craft.

Every good point of the region should be emphasized, and the Gimbel Store is running a great sale—covering every section of the Store—showing the power of a great store in a great city to really serve the public.

Really remarkable values are being given—new lots each day.

The Sale is on.

It will continue till the Convention comes and goes.

The Philadelphia-Chester-Wilmington District will mighty soon be recognized as—

### The Manchester of America

It is fast coming to be the home of the most powerful, most varied and most useful industries of the world—it is destined to lead the world. Already its mills and factories pay out—

### A Million a Day in Wages

And both worker and capitalist are enjoying a prosperity that makes itself expressed in new regard for outfittings for the person and the home.

The Gimbel store meets the demand, holding to staple and fine goods; refusing to handle trash or risky goods at any price.

And in all lines of goods holding to this—

### Gimbels Lead in Value Giving

During this special occasion—The Poor Richard Economy Carnival—we offer very great bargains in every line—savings in many instances approaching half. The Gimbel Store is pretty generally recognized as Philadelphia's House of Fashions—hence, Gimbel styles, as well as Gimbel qualities, can be depended upon.



### Saturday—Women's Oxford Day at Gimbels—Bargains

Gimbels easily lead in shoes—showing foremost styles. —Second floor.

**Misses' Suit Sale** In Full Swing!  
**\$9.75 and \$15** Values \$20 to \$50

Note the savings—they are large enough to satisfy the most economical. Hundreds to choose from. Suits for travel, sports or dress wear. Best fabrics—in the \$15 group, silk combined with cloth. Plenty of navy blues. Sizes 14 to 18 years.



**Misses' Corduroy Tub Skirts** at \$3, \$3.95 and \$5. Trig!

Choice of white, Copenhagen and rose. Of white and checked chinchilla. Smart cut.

**Intermediate Girls' White Dresses, for Grammar School Graduates,** \$5 to \$15.

A pretty, dainty model pictured, at \$10, and many others as attractive. Developed of voiles, organdies or nets; many charming adaptations of the coatee and peplum models. Lavishly garnished in Valenciennes or Venise laces. Sizes 12, 14 and 16 years.

**White Dresses for Young Girls,** at \$2, \$3, \$3.95, \$5 to \$15

Pleasing fashions—full and frilly. Of voiles, lawns, batistes and dotted voiles; coatee or peplum models. Sizes 6 to 14 years. —Gimbels, Salons of Dress, Third floor.

### Still More Styles Added to The June Waist Sale

Crepe de chine Waists in a dozen different styles and in "suit colors," besides flesh and white, at \$3 for regular \$3.95 grades.

**\$3 and \$3.50 Habutai Silk Waists** at \$2

Cool, tailored, stylish. In flesh, white and black.

**\$3 and \$3.50 Organdie Blouses** at \$2

Apparently endless style variety. Voiles and lawns in the same price group.

**\$3.95 and \$4.50 Lingerie Blouses** at \$3

Twenty styles. Voiles, sheerest lawns, organdies and handkerchief linens.

**Athletic Blouses of Linen** at \$3.50

Twenty-five more styles added today.

**Artistic Blouses of Linen** at \$3.50

Ramie-weave in French blue, American Beauty rose, reseda green and white.

A "slip-on" style with a peplum. —Gimbels, First floor and Third floor.

### Women's Dresses : Rare Bargains in Fluffy Nets, in Silk Sports Styles

Apparently every woman is buying one or the other—mostly both!

**Silk Sports Dresses,** at \$10.75, \$12.75 and \$16.75

Worth \$15, \$19.75 and \$25.

Made of the four most fashionable silks—pongee, crepe de Chine, taffeta and silk poplin.

**White Net Dresses,** at \$8.90 to \$12.75

Worth \$12.75 to \$19.75.

Novelty styles, with or without peplums; in long-line or high-waist effects. Many half lace—plenty of others elaborately embroidered.

—Gimbels, Salons of Dress, Third floor, and some on The Thoroughfare, First floor.

**Women's \$1.15 and \$1.35 Silk Hosiery** at 75c

A lot comprising "firsts" and first-class "seconds." —Gimbels, First floor.

**Men's \$5.50 to \$6.50 Oxfords** at \$3.45

### They Are a Sample Line



Dark tan, black calf and patent leather—the very best of the summer styles—the winners! Some white buckskin or sport Oxfords included. Sizes 6½ to 8; A, B, C.

Men's \$7 Golf Shoes, at \$4.90—steel spuds, leather soles. Boys' \$3.50 to \$4.50 Shoes and Oxfords at \$2.60

Samples—all the wanted leathers. Sizes 3½ to 5, and for little boys—11a to 13a. —Gimbels, Second floor.

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

Dye and quality guaranteed, and they must be kept in mind this Summer when buying clothing. Our guarantee: A new suit for one that fails. Sack suits and the much-wanted "beltsac" (belt effect in back) are included. Palm Beach Suits—"beltsac" and plain—\$5, \$6.50 and \$7.50. —Gimbels, Second floor.

### 12,000 Men's Sample STRAW HATS

—the sample lines of Chas. Levy & Son, New York—foremost in the business, will be sold at Gimbels tomorrow—Saturday—

**At \$1.85—Values \$2.50 to \$6**

There are Milan, Split, Sennit, Mackinaw and rough straws—the whole line of right things. —Gimbels, First floor, Grand Aisle, 9th Street End.

### Men's \$1, \$1.25 and \$1.50 Shirts

Varied good styles—these are the "Winchester" shirt. Chiefly soft cuffs. —Gimbels, Ninth and Market.

### Women's Coats : Vacation Sorts at Economy Carnival Savings

Three hundred sports coats of finest wool chinchilla. Prices: \$10, \$12, \$12.75, \$15, \$16.75 and \$19.75 Values: \$15, \$16.75, \$19.75, \$21.75 and \$25

Nine styles. Plenty of the stripes and plaids best liked for country wear, but even more of the all-white "the Boardwalk" favors. —Gimbels, Salons of Dress, Third floor.

### Boys' Blue Serge Norfolk Suits With Extra Knickers

Nobby, patch-pocket, "pinched"-back model for ages 7 to 18 years.

Most of These Have Extra Knickers

Boys' Norfolk Suits at \$8.50 Boys' \$13.50 to \$16 Norfolk Suits at \$10

Fancy gray and brown effects in tweeds and cassimeres—8 to 17 years. Special, because broken assortments from regular stocks—for 6 to 18 years. —Gimbels, Third floor.

### An Unusual Sale of Dresses is Going on in the Subway Store

Also Coats : Suits and Skirts—Sizes for Women : Misses and Girls Included

**Women's and Misses' Dresses** at \$1.95; Value \$3

\$2.95 for women's and misses' \$4 to \$6.50 lovely embroidered or plain white Dresses—also of linen, colored or plain voiles and figured materials.

\$5 for women's and misses' \$7.50 to \$10 finer grade Dresses—of voile, white and colored, also plain marquisette.

Sizes in the above are 14 years to 44 bust.

**SPECIAL**—Women's and misses' silk and serge dresses—samples—ones and twos of a kind—at \$6.95. Values \$10 to \$12.50.

Women's and misses' golfing coats—a lovely model with combination white collar and cuff and sash—rose, copen, mais, green and tan, at \$3. Values \$5 and \$6.50.

New Summer Suits of Panama cloth, sizes 14 years to 44 bust, at \$5.95 and \$7.95.

**2000 Tub Skirts—Prices 50c, 75c, 85c and \$1**

There are various cotton gabardines, lineas, reps, cordaline and linons, in all-white, also a variety of rose, black and navy stripes. Corduroy Skirts—a clean-up—rose, mais, green, Copenhagen and tan, at \$1.95 and \$2.95; values \$3.50 to \$5. —Gimbels, Subway Store.



### Four Hundred and Forty-Eight Men's and Young Men's \$15 SUITS, \$9

"Poor Richard" Economies, at Men who have their summer suits to buy, attention! Here's an unusually good variety of the season's newest styles, in neatly tailored suits—some half-lined with mohair, others full-lined—fully up to Gimbel standard. Many men will be anxious to take advantage of this price concession, so hurry! \$9. Men's Office Coats at \$1, \$1.50, \$2, \$2.50 and \$3, values \$1.50 to \$4—mohair, alpaca and fancy effects. Men's \$2 khaki Trousers, at \$1.50. —Gimbels, Subway Store.

**Gimbel Brothers** MARKET : CHESTNUT : EIGHTH : NINTH