

# GIMBELS—Philadelphia Development Sale

## A New Thoroughness in the Distribution of Personal and Household Supplies—Savings in Every Line of Seasonable Goods

Philadelphia Must Keep Going—The Momentum of Present Progress Must Be Used to Make Greater Progress for the Entire Philadelphia District. Development of This Vast District Can Come Only Through the Development of the Units—This Store Must Double Its Business—We Demand Business by Deserving It—The Best Values in Philadelphia Are Given by the Gimbel Store—for as Volume of Business Increases We Save on Rent and Other Expenses.

What has the Gimbel Store to offer?

Choice from collections of desirable goods of the value of Six Million Dollars.

Our New York store has an equally great stock. And our Milwaukee store a third as much. Such stocks are justified by the large selling—and Gimbel orders win favorable prices and the natural economies that come from handling goods in a large way. It costs a quarter to send a few pounds by freight, while a carload—thirty to fifty tons—costs only a few dollars. In many ways volume lessens percentage of expense.

Gimbel goods are gathered by foremost specialists in the lines. Each man or woman spends the whole time studying one group of things. If a man quotes a dozen-price on shirts, the buyer knows the value of the goods, yards required, cost of buttons and making. Pins to hold the folds are reckoned by the cost per pound. The shoeman doesn't bother about shirts—doesn't know, till he reads this, that we insist on five buttons down front and

not the stingy four. But the shoeman knows how much the horsehide cost that makes the cordovan leather. And so it goes. The jeweler knows diamonds and emeralds and rubies; the perfumer knows the worth of the real breath of violets and the worthlessness of make-believe odors.

The Gimbel Store shuns "cheap" goods, because they are dear to you—and the store's growth depends on its serving you well.

We sell inexpensive goods—if worthy, and fine goods inexpensively.

Central Philadelphia squares or blocks should develop a fifty-million-dollar-a-year business. As business grows real service grows.

### A Month of Bargains in Dependable Goods

Gimbels stand pre-eminently first in fashions; garments for men, for women, for young folks; first in millinery, first in shoes, in furs, in silks; first in upholstery and floor coverings. First in groceries—pre-eminently in holding to pure-food standards.

#### Women's Satin Dresses at \$13.75

Satin, crepe de Chine, taffeta and charmeuse. Afternoon styles. Dark colors and black.

#### ALL-WOOL SERGE DRESSES AT \$10.75

With the famous "whiskbroom pockets." Pleated-top skirt. Blue and black. —Gimbels, Salons of Dress, Third floor.

#### Women's \$37.50 to \$39.50 Suits at \$29.50

Five "different" styles—fur-trimmed. Five "different" styles—of equal elegance—without furs. Finest glove-finish wool-velours, broadcloths, gabardines, wintry plaids.

Influences of Chanel, Lanvin and Cheruit plainly in evidence. \$29.50 for \$37.50 to \$39.50 grades. —Gimbels, Salons of Dress, Third floor.

#### Women's \$25 Tweed Coats at \$18.75

Rain-proof tweeds. Belted model. Brown or gray. Lined to the waist.

\$29.75 Coats for \$23.75—imported black zibelines. The big collar is of silk-plush.

\$35 wool-velour Coats at \$25—very full; belted with novelty skirts and inlaid collar. Blue, brown, black, green. —Gimbels, Salons of Dress, Third floor.

#### Boys' \$8.50 Norfolk Suits at \$6.50

Fancy tweeds—nobby new models, many with extra pair full-lined knickers, for ages 6 to 18 years.

New Norfolk Suits for boys. All told, embrace the newest models and colorings, for ages 6 to 18 years.

Boys' Mackinaws, for ages 6 to 17 years, are \$5 to \$8.50.

Boys' Junior Overcoats, for ages 3 to 12 years, are \$5 to \$15—fancies and chinchilla.

Boys' \$12.50 and \$13.50 Norfolk Suits at \$10—new single- and double-breasted models, for ages 6 to 18 years.

Boys' \$8.50 and \$10 Junior Overcoats at \$6.50—for ages 3 to 12 years—smart double-breasted blue chinchilla.

First Long-Trousers Suits, at \$13, \$15 and \$17.50—"pinched-back" or sack models. —Gimbels, Third floor.

#### \$2.50 Gas Irons at \$1.25

Complete with cord and stand; 6-lb. size.

Galvanized Garbage Cans, with tight-fitting cover; 12-qt. size, at 65c; 15-qt. at 85c.

Electric Coffee Percolators, 7-cup size, at \$5; value \$8.

Electric Stove and Toaster, at \$1.25; value \$3.50.

Royal Rochester Aluminum Tea Kettles, 5- and 6-qt. sizes, at \$2.25; value \$3.50 and \$3.75.

Folding Card Tables, leatherette top, mahogany-finish, at \$2.50; value \$3.50.

Curtain Stretchers, 6x12 ft., at 55c; value 75c.

5-ft. Step Ladders, at 55c; value \$1. —Gimbels, Fourth floor.

#### Daintiest Neckwear—Save a Third

Hand-embroidered white net Guimpes at \$2, instead of \$3.

75c Crepe de Chine Collars at 50c—deep back. Hemstitched edge.

#### \$4 Solid Gold Bracelets at \$2.50

Stone set. Mighty good-looking!

\$2.25 lingers. Clasps at \$1.50. Solid gold, too.

\$6 Silver Casserole Dishes at \$4

\$3.50 silver bonbon Baskets at \$2.25. —Gimbels, First floor.

#### Specials in Art Needlework

At 50c, value \$1, linen Scarfs, stamped for working.

At 18c, value 35c, and at 65c, value \$1.25, stamped Centerpieces.

At 25c, value 50c, stamped and tinted scarfs, pillow tops and centerpieces. —Gimbels, Third floor.

#### Women's \$6 to \$10 Boots Now \$3.95

400 of smart, up-to-date pairs of Shoes at this price!

Men's \$7 Golf Shoes at \$4.75—tan calf with saddle straps, spudded sole and heel.

Men's Army Shoes at \$4.75—tan and black calf. (Munson last.) —Gimbels, Second floor.

#### \$1.50 Rubber Hot-Water Bottles at \$1

2-qt. size; red; guaranteed.

Gimbels 15c imported Castile Soap, at 10c.

4 lb. white Castile Soap, at 38c—three for \$1.10. —Gimbels, First floor.

## Velour Hats The Entire Output \$1.95, value \$4 of a Famous Maker

Women's, Misses', Children's : At \$3.50, value \$6—Ready to Wear

Not a hat among them but is a beauty—in texture, shape, color.

All the new dress and sports shapes.

Crowns satin lined throughout.

Trimmings—the approved tailored bands and bows of grosgrain ribbon.

Colors—black, brown, taupe, king's and navy blue, green and purple.

\$1.95 for \$4 Hats

\$3.50 for \$6 Hats

—Gimbels, First floor.

#### \$22.50 to \$95 Innovation Trunks at \$18.75 to \$55

The famous Wardrobe Trunks, that carry clothes without wrinkling. Factory European output to be sold in this country.

—Gimbels, Fifth floor.

#### \$65 Three-Piece Library Suite at \$40

Mahogany, covered in brown leather or tapestry, \$7 fumed oak Arm-Chairs or Rockers with spring seats, at \$4.50 each.

\$15 white enamel Twin Bedsteads, at \$7.50 a pair—continuous posts, 3 ft. wide, high head and foot ends.

\$60 fumed oak Buffets, at \$35—massive; 54 inches long, mirror back.

\$75 Library Suite at \$50—three pieces; 4-in. mahogany frames, covered in Spanish leather or wool tapestry.

—Gimbels, Furniture, Sixth and Seventh floors.

#### Men's \$20 and \$22.50 Suits, \$15 Men's \$25 Overcoats, Silk-Lined, \$16.50

Two Sale specials well-dressed men should be sure to share.

In Suits at \$25 there are 134 styles, of imported and American wools.

"Kuppenheimer" and "Society Brand" clothes in Philadelphia only at Gimbel's. Suits, at \$20 to \$40; Overcoats, at \$20 to \$35.

—Gimbels, Second floor, Ninth Street.

#### Men's Stiff Hats at \$2—Seconds of a Famous Maker's \$3.50 and \$5 Fall Styles

Can't permit the name—promised not to. But the hats are first-class seconds—doubt if you can detect the imperfection. Big value at \$2.

#### Gloves—Special at \$1.15

Women's washable capeskin Gloves, at \$1.15. Pearl-white, tan, gray and sand.

Women's \$2.50 Gloves at \$1.85. White lambskin, in 16-button-length.

Women's 50c silk Gloves at 38c—white with black stitching.

Men's \$1.50 Gloves at \$1.25—tan cape. —Gimbels, First floor.

#### \$4.95 Albatross Negligees at \$3.95

Accordion-pleated skirt. The picturesque fichu effect of fine white voile. All the best colors.

\$4.50 corduroy Lounging Robes at \$3.95. Silk-lined throughout.

\$1.50 crepe Kimonos at \$1, trimmed with fluted ribbon. —Gimbels, Second floor.

#### Good Savings on "Family Umbrellas"

At \$1.15, value \$1.50, men's and women's Umbrellas. Cotton gloria covering; silk cases. Wide variety of handles.

At \$1.50, value \$2, men's and women's union taffeta Umbrellas. Silk case and tassels. Newest handles.

At 50c, value 85c, children's Umbrellas. Mercerized cotton covering. 20- to 22-inch sizes. —Gimbels, First floor.

#### Women's 15c Handkerchiefs for 10c

All-linen. Hemstitched.

15c to 35c Handkerchiefs for 12½c to 18c—sheer linen with wide hem.

25c crepe de Chine Handkerchiefs at 15c—with pretty colored borders. —Gimbels, First floor.

#### Men's \$3 and \$4 Soft Hats at \$2—Samples

From another good maker.

Men's Caps, at 50c, 65c and \$1.

Boys' and little boys' Hats, at \$1 to \$5. —Gimbels, Market and Ninth.

#### A Wealth of

#### New Trimmed Hats at \$5 to \$7.50

Small hats in black. Sailors with mushroom or up-turned brims. New draped hats.

—Gimbels, Millinery Salons, Third floor.

#### Boys' Shoes at \$3—Special

Boys' tan calf Bluchers and straight lace English-style Shoes; dull calf and patent-colt, at \$3, values \$3.50 and \$4.

—Gimbels, Second floor.

#### 7c Sewing Silk, 3 Spools for 15c

100-yard; black, white, colors.

Gimbels celluloid Hair Pins, plain, loop or waved; in shell or amber effect; at 25c a box, 2 boxes for 35c.

Collapsible nicked Coat Hangers, 2 in a box, at 30c, value 50c; 4 in a box, 50c, value \$1.

Gimbels 5c mercerized Darning Cotton at 6 spools for 25c. Black, white, tan. —Gimbels, First floor.

#### Books at 10c

Published at 50c—

Harper's Half-Hour Series, 10c.

Bell's Biographies of Great Artists and Writers, 10c. —Gimbels, Book Store, First floor, rear.

#### Bar Pins at \$2; value \$2.75

#### New \$2 Pearl-Bead Necklaces at \$1.50

Opera-length; graduated style. —Gimbels, First floor.

#### Children's Flannel Night Clothes at 55c

Instead of 75c

Night drawers and nightgowns. Pretty colors—2- to 14-year sizes.

#### \$6.50 Chinchilla Coats for \$5

#### \$12.50 Corduroy Coats for \$7.50

Winter styles—and winter warm. 2- to 6-year sizes. —Gimbels, Second floor.

#### Women's \$59 Fur Coats at \$49.75

Rich brown marmot skins. Smart box-y style—very full. Becoming collar and deep cuffs. Richly lined.

\$225 Hudson Seal Coats at \$195

Very choice skins. Big collar, cuffs and deep border of dyed skunk.

Fur Sets at Conspicuous Savings

\$55 for \$67.50 natural mink Sets. Animal-trimmed scarfs. Round or flat muffs.

\$115 for \$135 mole Sets. Long, fancy stole; the new canteen muff. —Gimbels, Salons of Dress, Third floor.

#### \$2 a yard for \$3 Silk-and-Wool Satin Faille Plaid

Silk-and-wool, corded weave with combination of rich satin plaid in self-color; 40 inches wide.

\$3 for \$4.50 silk-and-wool French Duveltyne; 45 inches wide. —Gimbels, Colored Dress Goods Salons, Second floor.

#### \$30 Portieres at \$22 a Pair

Velour Portieres, double-faced, with rich borders; high lustrous finish, in rich color combinations, or same color on both sides;

\$22 a pair; present value \$30.

LACE SILL CURTAINS—Irish Point, Marie Antoinette, Cluny and real Arabian—

\$2.50 a pair; value \$4.00

\$3.00 a pair; value \$5.00

\$4.00 a pair; value \$6.00

\$6.00 a pair; value \$9.00

\$10 each, value \$13, for large size hand-rubbed finish Cedar Chests. —Gimbels, Fifth floor.

#### Rugs and Carpets—Sale Special

\$36.50 and \$39.50 Fine Seamless Axminster Rugs, 9x12 ft., at \$31.

\$31.50 heavy Seamless Velvet Rugs, 9x12 ft., at \$26.

\$1.65 heavy Velvet Carpets, at \$1.45 a yd.

\$1.65 fine Axminster Carpets, at \$1.25 a yd. —Gimbels, Fifth floor.

#### \$3.50 Irish Pattern Cloth at \$2.75

Size 70x70—mostly round.

\$3.75 for \$4.50 Scotch Damask Pattern Cloths—70x70.

\$1.35 for \$1.65 heavy bleached Table Damask—70 inches wide.

13-pc. Madeira hand-embroidered Lunch sets, at \$3.50. —Gimbels, Second floor, Linen Store.

#### 40c Chocolate Belmonts at 30c lb.

40c Chocolate-covered Mint Patties at 30c lb.

40c Molasses Blackwalnut Chips at 25c lb.

30c Assorted Fruit Drops at 25c lb.

Alpha Chocolates at 50c lb. box.

Purity Chocolates at 30c lb. box. —Gimbels, Grand Aisle, First floor, Chestnut Street Annex and Subway Store.

#### \$10 Electric Center Table Lamps at \$7

Mahogany; height 25 inches; silk shade 16 inches diameter.

\$3 for \$5 Dresser or small Table Lamps; mahogany; silk shade. —Gimbels, Fourth floor.

#### New Organdies at 25c and 35c—40-Inch

—Gimbels, White Goods, First floor, Rear, and Second floor.

#### \$50 French China Dinner Sets at \$27.50

112 pieces; from Wm. Guerin, Limoges, France. All handles gold stippled. —Gimbels, Fourth floor.

#### 50c a Yard for \$1 York Twilled Silks

A splendid bargain in all-silk Twills; variety of colors.

\$1.35 for \$2 Gros de Londres—A newer than Taffeta weave, in the newest colors; 35-inch.

\$1.35 for \$1.75 Society Satins—35-inch; soft, lustrous Satins of splendid wearing quality.

\$2.50 for \$3 Satin Charmeuse—One of the popular Silks in a superior quality; black and street colors; 40-inch. —Gimbels, Silk Salon, Second floor.

#### 50c Quaker Blend Coffee at 4 lbs. for \$1.15

Limit 50-lb. lot at \$13.75; 25-lbs. \$6.95, or 10-lbs. \$2.85—it's the coffee used in our restaurant.

Whole grain Shoe Peg Corn, 15c cans, close to half price—case, dozen or half-dozen lots—at 8½c a can.

\$1 Monarch Chop Tea; fancy leaf, tippy Ceylon, Formosa, Oolong, English Breakfast, Mixed, at half price, in 5-lb. lots at \$2.50; 3 lbs. for \$1.65, or lb. at 60c.

Imported mammoth Queen Olives—large, crisp and meaty, at three 50c quart jars for \$1.25, or 45c each.

New-pack purity brand tender early June Peas, 12c cans, case \$2.35, dozen \$1.18, or 10c a can.

Ginger Ale—Lenox, sparkling extra dry, case of 10 dozen bottles or dozen lots, at 7½c a bottle. —Gimbels, Chestnut Street Annex.

**GIMBEL BROTHERS**  
MARKET : CHESTNUT : EIGHTH and NINTH