

Gimbel Brothers

Store Opens at 9

For Tomorrow—Wednesday

Store Closes 5:30

Gimbel Brothers

Tuesday, September 9, 1919.

Subway Store Day—Gimbels Great Bargain Feast

Never confuse the Gimbel Subway Store with mere "bargain basements." It is easy to collect and sell showy things—and with practice it may grow easy to call them "bargains," but trash or poor-style goods wouldn't be a true bargain at any price.

The Gimbel Subway Store is planned to give representative showing, with fairly-good surroundings, of garments and every kind of goods the store deals in, at prices that give such good savings as one finds between a cafeteria and a big hotel. In both

cases the things are thoroughly good.

Once in a while we secure enough lots of goods at a saving to justify a very real bargain day—Tomorrow—Wednesday—is such an occasion.

15 Fresh New Models in Women's and Misses' Serge Dresses at \$17.75

A Sale Group that Insures Savings of \$5 to \$10



At \$17.75



At \$17.75 At \$17.75 At \$17.75 At \$17.75

Verily a "scoop"—for serge this season is at a premium. And note that French serge is used in the making—a soft, fine weave.

Fifteen of the new season's prettiest models are represented—five are pictured. There are straight lines and Russian lines—Eton jacket, chemise and bodice fashions.

Plain tailory or elaborately braided trimmed styles. Military silk braid or lacet ribbon braid form effective designs, or the former is applied in rows and rows. Buttons, too, are extensively used, in some instances extending down the back from the neck line to hem of skirt. Narrow belt ties that tie in front or back. In fact, there is a style to suit any preference. Navy blue predominates—black also is represented.

Just a Piece of Unexpected Good Fortune Brings the Price of These Fine Serge Dresses Down to \$17.75

All sizes—misses' 14 to 18 years—women's 36 to 44. Of course you'll need a dress for the approaching season. Why not buy now—and pocket the saving?

—Gimbels, "Subway Store Day"

House Dresses at \$1, \$1.55 and \$2.35

Three price groups—and all wonderful bargains. Samples—and clean-up groups. Various of lawn, percale and gingham. All sizes, but not at every price. Silk Petticoats, \$3.75. Samples. Chemises 95c. Of nainsook. Lacy and tailored effects. Jersey top and satin petticoats. 50 dozen Envelope Chemises, 65c. Pink and white. Tailored and hemstitched or featherstitched in blue. Some lacy styles. Nightgowns and Envelope

Children's Ribbed School Stockings, 25c Pair

Black, white and tan. Mill seconds—will wear splendidly. Save half, at 25c a pair. At 38c a pair—Women's Drop Stitch Stockings, lace effect. In black, white and African brown. Seconds. Men's Cotton Socks at 15c a pair. Mill seconds. Black, brown and gray.

Boys' Balbriggan, Gauze and Mesh Drawers. Sizes 24 to 28 only. At 2 pairs for 25c. 38c for Women's Swiss Ribbed Vests. Bodice style. Regular and Extra sizes. —Gimbels, "Subway Store Day"

700 Tiny Girls' Dresses at \$1

A clean-up group of gingham Dresses in pretty plaids, fancy stripes and plain colors. In 2- to 6-year sizes. Choice at \$1. Children's Early Fall Coats at \$2. Plain blue serge and pretty

Women's Handkerchiefs, 33c a dozen

Plain white, with colored rolled edge. —Gimbels, "Subway Store Day"

Longcloth at 25c yd.

Full yard wide. Pure white bleached. Extra heavy quality. —Gimbels, "Subway Store Day"

Check Ribbons at 45c a yard

The wanted ribbons for children's school wear. Bright color combinations. Width 4 1/2 inches. —Gimbels, "Subway Store Day"

Venise Lace Collars at 25c and 40c

Round and semi-roll shapes. —Gimbels, "Subway Store Day"

New Net Waists at \$3



At \$3

Quite dressy. Three pretty models. Lace and ruffle trimmed. Picture shows one of the attractive styles. Sizes 36 to 44.

Cotton Waists at \$1.25. Some Samples. Some clearance groups from our own stocks included. Of voile, organdie and dimity, tailored or trimmed models. In all white or white, color trimmed. All sizes in one style or another. —Gimbels, "Subway Store Day"

G. B. Corsets, Topless—at \$2

Of fancy pink broche. Elastic band through waist. A thoroughly comfortable model for medium and slender figures. —Gimbels, "Subway Store Day"

Hand Bags at \$1 to \$1.75

Worth \$1.50 to \$3.50. Samples and few of a kind. Of leather, silk and velvet. Save a third to a half. —Gimbels, "Subway Store Day"

S. L. and G. H. Rogers A-1 Silverware

Lexington design. Liberal saving. Tea Spoons, at \$3 a dozen. Dessert Spoons, \$5 dozen. Forks, 2 sizes, \$5 and \$6 dozen. Knives, 2 sizes, \$5.50 and \$6.00 dozen. Sugar Shells and Butter Knives at 80c each. And many other items. —Gimbels, "Subway Store Day"

White Enameled Bedsteads, \$5

Post effect. All sizes. Combination Mattress, of striped rattan with felt top, bottom and sides. At \$7.75. —Gimbels, "Subway Store Day"

Chocolate Carmel-lows at 58c lb.

Very toothsome sweet. —Gimbels, "Subway Store Day"

Union Kitchen Toweling, 16c Yard

Half linen and half cotton. Neat blue border. Very absorbent quality. This price is less than today's wholesale price. Not over twenty yards to a customer. 72-inch satin-finish mercerized Table Damask at 75c yard. Turkish Towels at 35c. Big liberal size. —Gimbels, "Subway Store Day"

Window Shades at 60c

In dark green. Size 36x72 inch. Opaque. Complete with all fixtures. Slight defects. Save a fourth. American Cretonnes, 24c yd. Nottingham Panel Curtains at 80c each. These are 2 1/2 yards long, 45 inches wide. All-over Scotch Net Lace Curtains at \$3.95 pair. Length 2 1/2 yards. lace center. A third saved. —Gimbels, "Subway Store Day"

Remnants of Velvets at \$1.15 Yard

All lengths. In black and colors. Save half.

Silk Remnants at \$1.68 Yard

Many weaves and colors. Plenty of black and navy. —Gimbels, "Subway Store Day"

Brand New Sewing Machines at \$25, \$34, \$42

The collection comprises: Domestic, Willard, and Cosmo Machines. The fact that they come from the Domestic factory is a sufficient guarantee.

A Limited Number of Singer Machines at \$29.50

They are slightly used, but equal to new.

\$2 Down, Balance \$1 a Week

Will bring any machine to your home. Handsome cabinet machines are included in folder and folder. When closed make an attractive ornament for any room. The Ten-Year Gimbel guarantee. Free instructions at your home if you live within city limits. —Gimbels, "Subway Store Day"

Women's White Lambskin Gloves at \$1.68

Two clasp. Over seam or pique sewn. —Gimbels, "Subway Store Day"

Men's Soft Hats at \$1.85

New Fall shapes and shades. Save a third. Boys' school cloth Hats, at 65c. —Gimbels, "Subway Store Day"

Bleached Seamless Sheets, \$1.68

Sizes 81x90 and 90x90 inches. Of extra heavy linen-finished sheeting. Sale price less than today's mill price. \$1.68.

Clearance of Bleached Pillow Cases in two sizes, 42x36—45x36

One-third saved at 28c for either size.

Outing Flannel in wanted colors and stripes at savings of one-fourth and more.

27 inch.....30c yard. 36 inch.....40c yard

Mill lengths of Cambric, Shrank Muslin and Jean at 28c yard.

1000 pairs of wool-finished (cotton) Blankets. Heavy quality. Double bed size. In white, tan or gray. At \$3.50 a pair.

500 heavy winter-weight comfortables. Silkline covered. At \$3.75. —Gimbels, "Subway Store Day"

GIMBEL BROTHERS

Market : Chestnut : Eighth and Ninth

For Sturdy School Wear Girls' Tub Dresses

Marked Down to \$2

Each year a greater number of girls wear tub dresses to school. Here is a lot of school dresses marked down to \$2 because sizes are broken—although all sizes in one style or other.

The popular Regulation Dresses in white with colored trimming—or in blue. With or without yokes.

And gingham dresses, apron style, trimmed in black braid. In green, blue or pink. Pictured.

Waist style dresses with broad belt and contrasting color smocking. In 6- to 14-year sizes.



At \$2

Clearance of Women's and Misses' Tub Dresses at \$1.75 and \$3.75

Were double and triple sale prices. Various fabrics and styles. —Gimbels, "Subway Store Day"

Clean-up Group of Women's and Misses' Suits and Wraps

At \$9.75 and \$12.75



At \$12.75

Weights for early fall wear. The Wraps at \$9.75 and \$12.75 include coats, capes and dolmans. Various of velvet, serge and checked fabrics. Black, navy and light colors. The fabric alone is worth more than the price asked for the garment. Sizes for women and misses.

The Suits at \$9.75 and \$12.75—

—Include serges and poplins. Belted models, many are braided-trimmed. Mostly in light colors. Such suits will come in handy for cool days. Many at half former selling prices. Sizes for women and misses. —Gimbels, "Subway Store Day"



At \$9.75

Men's and Young Men's Suits at \$15

Clearance of various short and odd lots. Interesting groups for those who are looking for excellent value to share in these remarkable savings of half and more.

The suits include worsteds, chevilles, cassimeres and tweeds. Styles suitable for young men—conservative styles for men. —Gimbels, "Subway Store Day"

Men's Neglige Shirts, \$1.35

Choice of fine silk and cotton, satin stripe cotton pongee, woven and printed madras and percale. A maker's "seconds" and clean-up of own stock of muscled and handled shirts. A rubbing will renew their freshness. A saving of 50c to \$4 on every shirt. Sizes 13 1/2 to 18. May we urge an early selection?

Men's \$1.50 and \$2 Night-Shirts, 95c

Of muslin with surplice neck—plain white and some color trimmed. "Seconds" —Gimbels, "Subway Store Day"

31-Piece Dinner Sets, \$2.50

Neat gold line or gold band decoration. Set consists of six Dinner plates, six bread and butter plates, six dessert saucers, six cups and saucers and one meat platter. Sold by the factory as seconds. Pictured.



Decorated Dinnerware at 10c to 50c

Factory accumulation of odd pieces. Included are plates, cups and saucers, meat dishes, vegetable dishes, dessert saucers and such. —Gimbels, "Subway Store Day"

Boys' Norfolk Suits at \$7.90

Many with extra pair knickerbockers. Fabrics and colors suitable for Fall and Winter wear. More than half with extra pair of knickers—full lined. All ages, 7 to 17 years.

Boys' Wash Suits, at \$1.90—serviceable for school wear. Reduced lines. For ages 2 1/2 to 10 years. —Gimbels, "Subway Store Day"

Women's Fall Shoes—Maker's Clean-up of Cancelled Orders \$4.45

Secured from a well-known Boston maker—a clean-up of cancelled orders. More than a fourth saved. High laced Fall shoes of black kid, patent leather, gun-metal and tan; high curved heels and military heels; broad toes as well as the long slender vamps so much in favor. Sizes 2 1/2 to 7. Choice \$4.45.

Men's New Fall Shoes at \$4.90. Black gunmetal and box calf lace Heavy tan shoes and black gun-metal shoes. Sizes 10 to 5. welted soles. —Gimbels, "Subway Store Day"

Boys' School Shoes at \$2.90. Heavy tan shoes and black gun-metal shoes. Sizes 10 to 5. —Gimbels, "Subway Store Day"

Dress Goods Remnants at 38c to \$3 a yard

All colors—and plenty of navy blue. Good lengths. Save a third to a half. —Gimbels, "Subway Store Day"

Pearl Necklaces at 25c and 50c

Uniform size. Neck lengths at 25c. Also graduated Opera lengths at 50c. —Gimbels, "Subway Store Day"

Rug Sale Extraordinary With Savings of a Fourth to a Half

An opportune sale—for all women would like a new rug for some room in the house. A few of these rugs have slight weaving defects—all are guaranteed.

AXMINSTER RUGS

11.3x12 ft.—Sale Price.....\$46.50

9x12 ft.—Sale Price.....\$34.50

8.3x10.6 ft.—Sale Price.....\$32.50

7.6x9.0 ft.—Sale Price.....\$29.50

4.6x6.6 ft.—Sale Price.....\$13.50

EXTRA HEAVY SEAMLESS VELVET RUGS

9x12 ft.—Sale Price.....\$31.50

8.3x10.6 ft.—Sale Price.....\$29.75

7.6x9.0 ft.—Sale Price.....\$23.50

SEAMLESS TAPESTRY BRUSSELS RUGS

9x12 ft.—Sale Price.....\$24.50

8.3x10.6 ft.—Sale Price.....\$23.50

7.6x9.0 ft.—Sale Price.....\$21.50

6x9 ft.—Sale Price.....\$15.75

TAPESTRY BRUSSELS RUGS

Panels and centre designs; Sturdy wearing Rugs—9x12 ft. at \$13.75.

WOOL AND FIBER RUGS

Reversible—9x12 ft. at \$8.75 to \$12.75.

2500 small size Axminster Rugs, fine selection of choice patterns.

27x54 in.\$3.75 and \$4.25

36x63 in.\$5.50 and \$6.25

ROYAL WILTON CARPET SAMPLES

27x36 in.\$1.50 and \$2.50

27x54 in.\$2.50 and \$3.75

LINOLEUMS

A carload of Linoleum; full rolls, part rolls and remnants at these low sale prices.

Inlaid linoleum; colors through to the back; pretty patterns; slight seconds.

B. quality at \$1.35 sq. yd.

A. quality, Parquet, at \$1.85 sq. yd.

NEW PROCESS FLOOR COVERING

Three yards wide Gold Seal Congoleum. Variety of patterns; slight seconds at half price. 50c sq. yd.

New process floor covering; best quality; slight seconds.

Full rolls at 45c sq. yd.

Long remnants, two yards wide, 35c sq. yd.

Shorter lengths, many of same pattern, to match, 25c sq. yd.

—Gimbels, "Subway Store Day"