

Gimbel Brothers

Store Hours—9 to 5:30

For Tomorrow—Saturday

Friday, January 2, 1920.

# The January Adjustments of Men's and Boys' Clothing Stocks

**Bring Savings** Of \$12.50 to \$22.50 on Men's  
Of \$6.50 to \$11.50 on Boys'

This doesn't mean that clothing prices have taken a drop. On the contrary, these January reductions only emphasize the need for taking full advantage of the chances to save—because clothing prices at sources of supply have gone up several paces for next fall and winter. The man who buys two or three suits and an overcoat now will be "all to the good" for next season.

**\$27.50**  
For Men

For Ulsters of Oxford frieze, worsted lined. Town Ulsters of melton and novelty mixtures. Overcoats—single- and double-breasted. Suits—double- and single-breasted; all wool.

**\$37.50**  
For Men

For Ulsters } **Prices Recently Ran Up**  
Town Ulsters } **to \$60**  
Overcoats }  
Suits }

**\$47.50**  
For Men

For Ulsters } **Average Saving Just \$20**  
Town Ulsters }  
Overcoats }  
Suits }

**\$65**  
For Men

For Ulsters—Great Coats Overcoats "Made in London" Overcoats Single- and double-breasted Suits

Reversible Leather Coats, at \$21.50, \$27.50, \$37.50 and \$47.50.

—Gimbels, Second floor.



## Subway Store's

"1920" Sale of

## Men's and Young Men's Suits, Overcoats and Ulsters

at

**\$16.50** **\$24.50**  
**\$32.50**

Any man who knows ruling prices for Suits and Overcoats will at least want to see these remarkable values before he decides to spend his money elsewhere.

Just a "sample" of Gimbel Service.

### The Overcoats

—include single- and double-breasted models.

Form- or semi-fitting or full-back style. Collars of velvet or self-material. Some have the all-round belt.

Satin shoulder and sleeve lining and piped seams.

The big warm Ulsters are interlined (body and sleeves) with wind- and water-proof material. Various dark colors and Baltic Friezes. All sizes. Your choice at \$16.50, \$24.50 and \$32.50.



### The Suits

—comprise single- and double-breasted models with the high-waist line.

Colors are brown, gray, blue and fancy mixtures.

Cheviots, cassimeres and tweeds. All sizes. Your selection at \$16.50, \$24.50 and \$32.50.

## Men's All-Wool Mackinaws at \$12.50

These will find favor with men who work outdoors. Mackinaws give freedom of limbs and at the same time keep the body warm. All sizes in various designs. At \$12.50. Excellent value.

## Men's Sweet Orr Co.'s Famous Corduroy Trousers at \$4.50

Well made—strong—durable. And—

## Men's Cassimere and Worsted Trousers at \$3.45

Sale Starts Tomorrow

—Gimbels, Subway Store.

## Boys' Overcoats at \$7.45



Made of wanted fabrics, the kind that give warmth. The sizes run from 3 to 12 years. Save a third at \$7.45.

Boys' Junior Overcoats and Suits at \$4.65. These are for little boys of 2 to 7 years. Save a third to half.

Boys' Soldier Suits, at \$1.90. Regulation khaki-color cloth. Well made and worth double this price.

Boys' Norfolk Suits at \$7.45 and \$9.50. Save a fourth to a third. For boys of 7 to 17 years. Wanted models and materials.

Big Boys' Overcoats at \$11.75 and \$13.50. Save a third. Choice styles and colorings in sizes 8 to 18 years.

—Gimbels, Subway Store.

**GALVANIZED, COPPER AND ZINC SHEETS**  
L. D. Berger Co., 59 N. 2d St.  
Bell, Market 554. Keystone, Mtn 4086.

**SHIRTS MADE TO ORDER**  
3 for \$10.50  
RUE MUSE SHIRTS  
908 Chestnut St. 5th Floor  
Take Elevator

**BELLAK PIANOS**  
TALKING MACHINES  
1129 CHESTNUT ST.

**KUNKEL'S COAL**  
The finest quality coal, plus unexcelled service, sells Kunkel's and has built up the largest independent coal business in West Philadelphia without a salesman.  
51st & Grays 63d & Market

**SAVE MEAT—SAVE MONEY**  
With every roast of meat, poultry and game, and every baked fish, serve a liberal amount of **BELL'S SEASONING**. It increases the pleasure and decreases the cost. Hotel chefs, restaurateurs, and home cooks will find it a most useful and economical supply. You need only a little package.  
**BELL'S SEASONING**  
W. M. G. BELL CO.  
Ask Grocers For BELL'S SEASONING

**WHETHER** the building is old or new, there's bound to be leaks between the window frames, door frames and the walls. It's our business to calk them airtight, dustproof and permanently.

Ask for our book—Have us estimate.

**EV-AIR-TIGHT**  
CALCULATING COMPANY  
18 S. Seventh St.

**Invest Your Surplus**  
We recommend the purchase of **Am. Gas & Elec. Co.** Preferred Stock at \$43 per share Pays \$3 dividend annually This is 7% on the investment

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Members Philadelphia and New York Stock Exchanges  
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A course at Neff College will add to your commercial, personal and social success. COURSES: Oration, Education, Public Speaking, Salesmanship, Dramatic, Citizenship. Students enrolled at any time.  
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**'tention!**  
Oppenheim Readers  
THERE is a real treat in store for you. On Jan. 3 we shall publish **THE GREAT IMPERSONATION** The Best Story Oppenheim Ever Wrote  
A Book of the Hundred Thousand Class (Order Your Copy Today)

**The St. James**  
THE salary of the St. James Chef is far, far ahead of the salary of the average college Professor. Which isn't a bit unfair. Both have brains—but the Chef has special skill in addition to brains. The Professor feeds the Head, the Chef the Body—and the Body must be fit, or the Brain won't function. So the Chef at the St. James is really worth the salary we pay him!  
**The St. James**  
Walnut at 13th Street  
W. B. Johnson, Manager

### Boys' Clothing—Third Floor

Ulsters, for big boys—\$13.50, \$18.50, \$23.50.  
Overcoats, for boys of 2½ to 10—\$11.50, \$13.50, \$16.50, \$21.50.  
Oregon City All-wool Mackinaws—for boys of all ages—\$9.50.  
Suits, for boys of 8 to 18—\$13.50, \$18.50, \$23.50. Mostly with extra pair of lined knickers.  
Corduroy Suits, for boys of 7 to 17—\$9.50—a very great bargain.  
Dressy Suits, for boys of 2½ to 9—velvets, silks, worsted knit—\$13.50.  
Regulation serge middie and velvet suits, at \$8.50.  
Wash Suits—fine choice—\$2.50.

—Gimbels, Third floor.

### Women's Dresses—The Finest Tricotines and Silk Duvels and Novelty Tricolette Reduced to \$75

Three models in Tricolette—with adorable necklines! And there's a touch of dull gold about the embroidery of one model, and a lovable lingerie collar upon the smartly plain bodice of another.

One fur-trimmed model in duvelty—so good looking! So very expensive looking! ornate or simple; dressy or tailleur; elaborately braided or Chinese coin-trimmed.

### And a Big, Big Group Now \$25

Serges—mostly blue.  
Jerseys—mostly "natural."  
Chiffon—afternoon styles.  
Satin—rich, glowing.  
Crepes de Chine—especially in big sizes.

—Gimbels, Salons of Dress, Third floor.



\$95

### 1000 Women's Sealskin Fabric-Fur Coats—at Less Than Present Wholesale Prices

The finest fabric-furs made—the grades that most closely reproduce the very feel and look of real furs.

"Bobby" Lengths at \$33.75 to \$135

Other Lengths at \$39.75 to \$95

Or with huge fur collars—or collars, cuffs and borders of natural raccoon, skunk-dyed opossum, taupe-dyed nutria, squirrel, beaver or kolinsky—at \$49.75 to \$195.

### And All Cloth Coats—Radically Reduced—Now \$25 to \$175

Including—Bobby sports coats, Tailleur coats, Afternoon and restaurant coats. Up to gorgeous theatre and opera wraps. Savings are \$14.75 clear to \$120!

—Gimbels, Salons of Dress, Third floor.

## A More Helpful White Sale Than Ever! 5000 Envelope Chemises Between \$1 and \$2.25—Averaging Half Price

White nainsook envelope chemises at \$1, \$1.25, \$1.50 and \$2.25. Good, substantial sorts, or all lace and fluffy.

Pink envelope chemises at \$1.50, \$1.95, \$2.25 and \$2.50. Tailored or lace-trimmed or adorably blue-stitched.

### 10,000 Nightgowns Between \$1.25 and \$3.95—Average Half Price

White nainsook at \$1.25, \$1.50, \$2, \$2.25 and \$3, with particularly lacy models at \$3.50 and \$3.95.

Pink batistes at \$1.50, \$2, \$2.25 and \$2.50 and if they're not hemstitched, they're hand-embroidered.

### Seco Silk Lingerie at \$2 to \$5.95

With the Strength of Cotton; the Shimmer of Silk

Nightgowns at \$3.95, \$4.95 and \$5.95.

Bloomers at \$2 and \$2.95.

Envelope Chemises at \$2 and \$2.95.

### 5000 "Samples" at 85c to \$18.95—Cotton or Silk

The nainsook samples at 85c to \$6.95. The silk

at \$2.85 to \$18.95. Both groups including envelope chemises, petticoats and nightgowns.

—Gimbels, Second floor, and Grand Aisle, First floor.

### Corsets at \$3.50 and \$5 Featured

in the White Sale and a corset for every figure-type at each price.

Choose from satins, broches and coutil. And the best makes—La Markette, Binner and Smart Set. In white and pink. Save half on any corset in the two sale groups.

—Gimbels, Pink Shop, Second floor.

### Pretty White Dresses for Babies At \$1, \$1.25, \$1.50 to \$2.95

And the little tots require so many such dresses to keep clean and sweet looking. Many yoke and smocked styles, with pretty edgings and tucks used as trimmings. In 2 to 6 year sizes.

For the tiny lass of 2 to 6 years are dainty white lawn dresses in tailored or fancy effects. At \$1.50, \$2.25 and \$2.95.

White Sateen Bloomers, in 2 to 18 year sizes, priced according to size—75c to \$1.55 a pair.

—Gimbels, Second floor.



Nainsook and Lace \$1.00

Cotton Crepe \$1.50

Very Lacy \$1.50

"Seco Silk" \$3.95

Ribbon \$2.50

### Little Short of Wonderful Gifts

## Heavy Huck Towels at 40c

Bleached; hemmed ends; colored borders, 40c—and that's lower than this grade wholesales for today.

1200 Bleached Turkish Towels, Hemmed Ends, at— } 25c

And here's another January Sale special—

Fancy-Bordered Turkish Towels: "Seconds"—at— } 60c to 85c

Deep, fancy Jacquard borders; you will have to look critically to see why these are called "seconds"—if "firsts" the prices would be fifteen to sixty-five cents more.

Huck Towels, some are linen-and-cotton, others are all-cotton; hemmed } 50c and hemstitched; save fifteen cents at—

—Gimbels, Linn Store, Second floor.

### "Durable" Sheets and Pillow Cases SAVE A FOURTH

Many persons postponed buying sheets and pillow cases, thinking prices would go down. But it has been just the other way!

This January sale offers the only low prices on bedclothing that we see for months to come.

Durable Sheets and Pillow Cases are made especially for Gimbels of the finest even-thread material, free of sizing or dressing. Less than today's wholesale price—

"Durable" Sheets	\$1x29 in. \$2.00
64x90 in. \$1.50	
62x90 in. \$1.50	
62x90 in. \$1.65	
72x90 in. \$1.65	
72x90 in. \$1.85	
81x90 in. \$1.85	

"Durable" Pillow Cases	42x36 in. \$ .38
	48x36 in. \$ .42

5000 Pairs of White and Plaid Woolen Blankets at— } \$6.95  
Double-bed size. a Pair  
Save \$1.55 on each pair

Blankets at \$7.95 Pair: Save \$2 to \$3.05

Woolen, white, gray or plaid. Single-bed and double-bed sizes.

5-lb. Blankets at \$8.95 a Pair

Woolen, white. Bound with mohair.

1000 pairs of white, gray and plaid Blankets, many are extra-size; wool-and-cotton mixed. Save 2.50 to \$5.00, at a pair, \$9.45.

Better quality Plaid Blankets, from 50% wool to all-wool warp and filling, at \$13, \$16.50, \$20 and \$22.50 a pair; prices begin at \$12.00.

White Blankets of the better qualities, at \$16.50, \$20 and \$22.50; prices begin at \$13.50.

Crochet Bedspreads, all double-bed size; save one-fourth, at \$2.15, \$2.45 and \$3.35 each.

—Gimbels, Second floor.

**Gimbel Brothers: Market: Chest Eighth and Ninth**