

Gimbel Brothers

Store Hours—9 to 5:30

For Tomorrow—Thursday

Gimbel Brothers

Wednesday, January 7, 1920

Gimbel Brothers

# Gimbels

The public makes and unmakes stores. The public is patient and forgiving to a degree, but it holds the whip. The store that serves prospers. The store that under-serves or over-reaches, withers.

Gimbel Store has grown in volume of business as has no other store of its years—which shows the esteem in which it is held by the great home-making shopping world of Philadelphia. We must preserve that esteem.

# Gimbels

## Tremendous Clothing Inducements : Suits and Overcoats

**Saving of \$12.50 to \$22.50 on Man's Suit or Overcoat—Saving of \$6 to \$11 on Boy's Suit or Overcoat**

When you have a thing to do it is all the pleasanter if it can be done advantageously. The comptroller of stocks demands tremendous unloading this month—and we so order the process as to win thousands of new customers that we know we can make into permanent friends.

### Choose and Save an Average Third

**At \$27.50**  
For Men

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

**At \$37.50**  
For Men

Usters  
Town Usters  
Overcoats  
Suits

Prices last week ran up to \$60

**At \$47.50**  
For Men

Usters  
Town Usters  
Overcoats  
Suits

Average saving just \$20

**At \$65**  
For Men

Usters  
Overcoats  
Suits  
London Great Coats

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

—Gimbels, Second floor

### Boys' Clothing—Third Floor

Usters, for big boys—\$13.50, \$18.50, \$23.50, \$27.50.  
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, many with extra pair of knickers, for boys of 8 to 18—\$13.50, \$18.50, \$23.50.

Corduroy Suits for boys 7 to 18—\$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, \$8.50.  
Wash Suits—fine choice—\$2.50.

### In the Subway Store—Same Fine Economy

Men's Overcoats, Usters and Suits, at \$16.50, \$24.50 and \$32.50.  
Men's all-wool Mackinaws—Oregon Mills—\$12.50.  
Men's Sweet, Orr & Co. Corduroy Trousers, \$4.50.  
Men's Trousers, \$3.45—close to half price.

Boys' Suits and Overcoats—groups of many little lots for ages 3 to 6—at \$4.65.  
Norfolk Suits, \$7.45 and \$9.50.  
Overcoats, for boys 8 to 18, at \$11.75 and \$13.50.  
Mackinaws, for ages 6 to 18—\$7.45 and \$9.50.



## Lace-Topped Lingerie—White-Sale Groups Between \$1.25 and \$3.95

And the Envelope Chemises have fine little lace edgings wandering around the hem of the cleverly cut "skirt."

Some of the nightgowns have just a saucy lace frill for a sleeve.

Wide laces. And narrow laces. And motifs. And edgings. And insertions.

Lace-Topped Nightgowns at \$2 to \$3.95. Nainsook or batiste.

Lace-topped Envelope Chemises. White nainsook or pink batiste.

Lace-Topped Camisoles at \$1.25 to \$3.50—pink or white crepe de chine or tub-satin.

### Lace-Flounced Petticoats—Sale Grouped at \$1.50 to \$8.95

Rows—and rows—and rows—and rows of lace.

### Embroidery-Trimmed Envelope Chemises at \$1

White nainsook, with firm, effective embroideries. Beautifully "cut." Beautifully made.

Bloomers at 65c and 75c—Reinforced

At 75c—sturdy crepe. —Gimbels, Second floor



\$1.95 \$3.95

### Caps for Baby at Half—50c to \$1.50

Cunning little caps of white silk, some are hand-embroidered, or with perky bows—or fur-trimmed. Suitable for babies of 1 month to 2 years. Choice at 50c to \$1.50.

### Little Girls' Beaver Hats at \$2.50—Less Than Half Price

In navy, French blue, brown and black. With ribbon band and streamers.

—Gimbels, Second floor

### Corsets at \$3 and \$5

#### In the White Sale

—That offer savings ranging a third to a half.

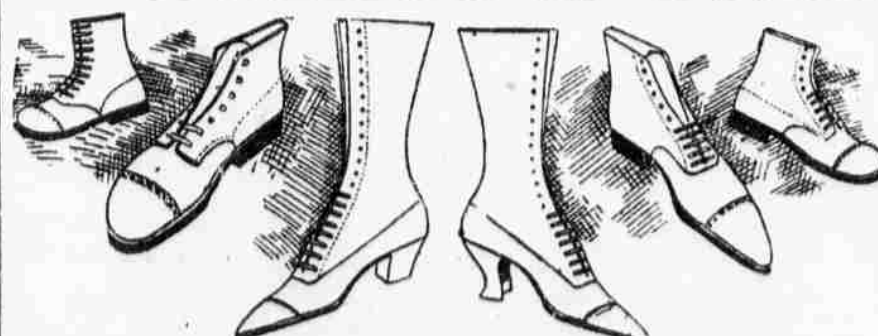
At \$3 are W. B. Corsets, low bust, long skirt. Of fine white broche.

At \$5 are high-grade Corsets, representing such makes as La Markette, Binner—and other well known makes. Of silk, satin or broche. —Gimbels, Pink Shop, Second floor

### Save a Third on Women's Corduroy Lounging Robes at \$9.75

Breakfast coats, lined throughout in French blue or coral, with pockets and belt—and flounce on skirt. On straight robe model in orchid, French blue, coral and American beauty. Now reduced to \$9.75. —Gimbels, Second floor

## More Boys' Shoes Ready in the Bankruptcy Sale of 20,000 Pairs of H. W. Budd & Co. SHOES For Men, Women and Children



Entire Stocks From Chestnut Street Store, Eighth Street Store and Haverford Avenue Store

Boys' School Shoes—tan and black—wide and narrow toes—heavy soles. Sizes 10 to 13½, at \$2.95. Sizes 1 to 5½, at \$3.95.

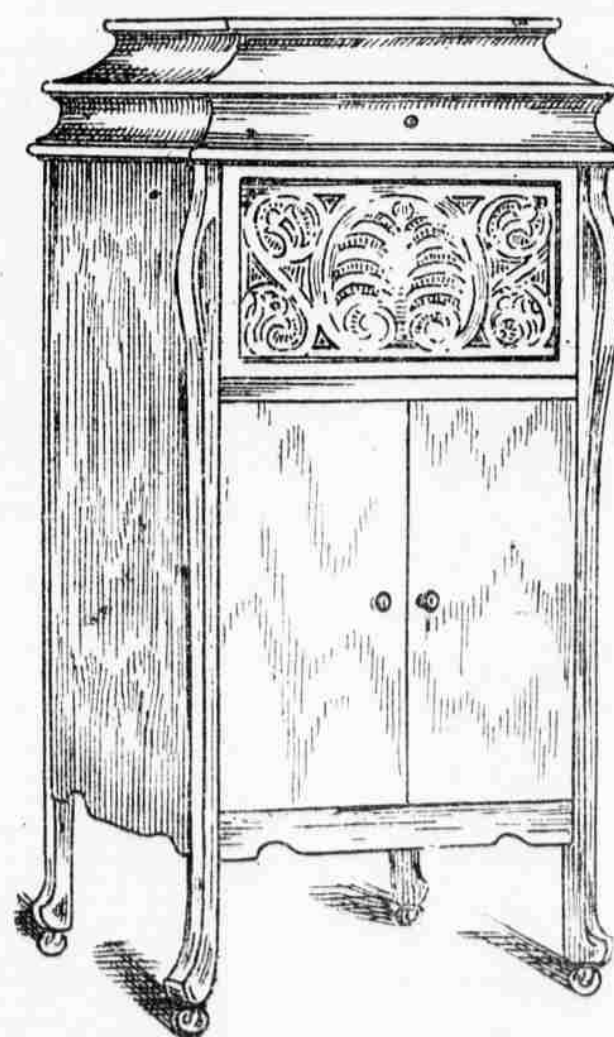
- Group 1—Men's Shoes, at \$3.95
- Group 2—Men's heavy tan work Shoes, at \$4.95
- Group 3—Men's tan and black Shoes—including dress styles; English lasts, at \$5.95
- Group 4—Men's high-grade Shoes—black kid and Russia calf, at \$7.95
- Group 5—Storm King Rubber Boots—these come half way up leg, at \$3.95
- Group 6—Men's buckle Arctics, at \$1.50
- Group 7—Boys' school Shoes—heavy soles. Sizes 1 to 5½, at \$3.95
- Group 8—Shoes for small boys. Black; strong. Sizes 9 to 13½, at \$2.95
- Group 9—Children's button Shoes—turned soles; roomy toes. Sizes 4 to 8, at \$1.45
- Group 10—Baby Shoes—soft soles—various leathers, at 40c
- Group 11 Women's Shoes in various leathers, toe shapes, at \$2.95
- Group 12 Women's Shoes in various leathers, toe shapes and heels—great values, at \$3.95
- Group 13 Women's Shoes in various leathers, toe shapes and heels—great values, at \$4.95
- Group 14 Women's Shoes in various leathers, toe shapes and heels—great values, at \$5.95
- Group 15 Women's Shoes in various leathers, toe shapes and heels—great values, at \$6.95
- Group 16—Women's dress Shoes—many good styles, at \$7.95
- Group 17—A thousand pairs of women's Shoes—Louis and military heels, at \$8.95
- Group 18—Women's dressy Shoes—colored leather and gray satin tops, at \$9.65
- Group 19—4000 pairs women's storm and low-cut Rubbers, good quality, at 69c

Group 5—Storm King Rubber Boots—these come half way up leg, at \$3.95  
Knee-length Rubber Boots, \$3.45

—Subway Store—Main Aisle and Regular Section —Gimbels, Subway Store

## SALE EXTRAORDINARY of about Two Hundred CONREID PHONOGRAPHS

Absolutely New and Perfect at \$69 each Full-Size Cases



A slight change in the style of case permits us to make this remarkable offer.

The Conreid Phonograph (sold in other stores under a different name as high as \$125) is thoroughly well made, with double spring motor and universal tone arm so that all flat records may be played. Mostly mahogany cases, full size.

Every One Should Be Sold Thursday—for Such a Value is Irresistible Terms Easy Enough to Meet Your Requirements

Gimbels HARDMAN HALL, Seventh floor Also First floor Thoroughfare and Subway Store

Gimbel Brothers, Philadelphia Without obligation on my part please give full information regarding Talking Machines and easy terms of payment. E. L.—170

**GIMBEL BROTHERS** Market : Chestnut : Eighth and Ninth