There is no sacred "value" to manufactured goods. Gimbels Labor and material and factory expense may total what they will—but if right goods get in wrong hands, or any hands get over-ful, down go prices.

The two hundred Gimbel Buyers just stay on the market and take, in any quantity, goods of our standard at the price break. We add our own short lots—and the combination is a day-ful of Bargains; Subway Store Day.

Sale of Men's and Young Men's Suits, Overcoats and Ulsters

Co-operation with several of our regular suppliers enabled us to secure these SUITS and OVERCOATS at a very great price concession. They are just the styles that up-to-date young men pick out. We have marked them \$24.50 for quick clearance.

Save from \$7 to \$13.50 at \$2.4.50

Georgette Waists-Half Price-\$3.95



New Model in Silk Pongee -Special at \$5.50 With tucks and big buttons and

particularly becoming collars. 1000 Blouses at 95c -Half-Price and Less

Beaded and embroidered styles.

Because they show handling-nothg a bit of soap and water won't Middys and many samples included. Silk Pongee,

-Gimbels, "Subjecty Store Day"

Sale of Girls' Dresses at-

Of ginghams in plaids and plain colors, or of percale, linen and chambray.

Normal or slightly raised waist lines. With odd shaped pockets and belts. In 6 to 14 year sizes. Bargains at \$1.55.

Girls' Winter Coats to Go at \$6.75

Practical warm coats for school wear. Of cheviot, velour, corduroy and colored plush; half or lined throughout. With belts and large collars. For ages 6 to 14 years.



Women's and Misses' Dresses at \$14.50



It was stock-adjusting time with this manufacturer-so the dresses on hand he closed out at a lowered price for quick clearance. To these we have added reduced price dresses from our own stock.

Jersey dresses are especially featured! The former in French blue. navy blue, gray, fan, reindeer, brown and black. Coat and straight-line models. Many with embroidered fronts, others with a touch of embroid-And serge dresses-straight-line, peplum and tunic models. Some headed; others prettily trimmed in pleatings. Two models are pictured. Also taffeta and satin dresses-mostly ones and twos of a kind.

Reduced Price Groups

the Sale at \$14.50

Misses' sizes-14 to 18 years.

skirts. To close out, at \$5.

Quick Clearaway of Winter Coats at \$9.75 Savings of \$5.25 to \$10

For women and misses. Sports coats or plaid plush. And long coats of tweed, mixtures and cheviots; some are trimmed in plush. Snugly fitting collars—and belted. Misses' sizes 14 to 18 years. Women's sizes 36 to 44 bust.

Women's Skirts Reduced to \$5

Fews-of-a-kind: Save \$1.95 to \$3.95 Of checked velour with odd shaped pockets and wide belts; embroidered silk poplin and taffeta. Popular colors. Regular sizes and some extra sizes in the taffeta

Reduced -Gimbels, "Subiday Store Day"

Four

Groups of

Overcoats and Town Ulsters

Single- and double-breasted models, soft roll, velvet and self collars, box backs, form-fitting, semi-fitting, patch pockets or flat pockets. Conservative styles and smart town ulsters.

Colors-blue, Oxford grays, browns, grays, mixtures, fancy and novelty effects.

Sizes range from youths' 17 to men's 42 size.

Most of these coats have satin sleeve and shoulder lining. Big warm roomy ulsters, body and sleeves interlined with wind- and water-proof materials.

The Suits

Single- and double-breasted styles. Some form-fitting with high waist line effect. Half lined, others full lined, piped seams, close fitting collars—neat conservative styles for men of quiet tastes. Especially well tailored-colors include blue, grays, brown and greens in neat mixtures. Plenty of worsteds, cheviots, cassimeres and tweeds.

Excellent range of sizes.

Petticoats, \$1.65; made of white lining.

Your Choice-\$24.50

Women's Underwear

Samples Sale Grouped

at 75c to \$6.95

Nainsook and silk. All garments in the lot, few of a kind.
600 Corset Covers and Crepe Bolero Jackets and Slumber loomers, at 65c.
Slippers, at 38c. Worth double.

china silk, white or lavender

600 Bungalow Dresses, at \$1.50.

-Gimbels, "Subway Store Day"

Bloomers, at 65c.

Envelope Chemises, at 85c; two Quilted Jackets, at \$1.95. Made

Petticoats, \$1.25, made of black Made of striped ginghams and

summer, as well as present. Sold by the piece, at 85c to \$3 a yard.

Men's Shirts at \$1.75

Samples, seconds, small lots and a clean-up of our shophandled Shirts, including madras, woven and printed cotton pongee, percale and like wanted materials. All have soft cuffs. "Seconds' meaning only a stain or misweave. White and colors in the lot. Sizes 14 to 17. Special at \$1.75.

Men's Plated Worsted Sweater Coats, \$2.65 Maker's surplus stock. Fine plated (worsted outside) sweaters V-neck and shawl collar. Navy and maroon only. Sizes 36 to 46. This is half price-\$2.65.

Average Saving, \$2

Among the lot are many beautiful plaids—variously mohair bound or whipped. Also many white blankets, mohair bound. Plaids can be had in pink, blue, gray or tan. All for full double beds. While they

double beds. Save one-third, at \$2.95. Some are shop-handled.

Cotton Blankets for single and double beds. Some shop soiled.

Colors-white, gray or tan. Special, \$1.95 and \$2.65.

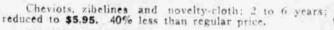
500 extra-heavy Comfortables white cotton filled, for full-size beds. Save one-third, at \$6 each.

beds. Save one-third, at \$6 each.
A limited lot of Crib Comfortables. Many colors to choose from.

Clearance of soiled (oil spots) Utica Seamless Sheets—one size only, 90x108 in. Much less than wholesale—therefore none to deal-

A limited lot of wool finished (cotton) Blankets for single and

100 Little Children's Winter Coats, Special at \$5.95



800 little children's Dresses, made of gingham, chanibray and fancy striped lawn. For ages 2 to 6 years. Spe-Woolen Dress Goods Remnants, 85c to \$3 yd. cial at \$1.25. Lengths for almost every need and fabrics suitable for spring and

Knit Toques and Silk Caps; one month to four years, 25c and 35c. Half price.

Pairs of Woolen Blankets at \$7.95 Pair

-Gimbels, "Subway Store Day"

Velvet Rugs: 9x12 ft. at \$34.50 Seamless

Chicken Pie (home style) Mashed Potatoes Asparagus Tips on Toast

Special Luncheon.

65c

Checked Plush

Butter Sauce Waldorf Salad Roll Butter Ice Cream, Pudding or Pic Quaker Blend Coffee, Tea er Mille

-Gimbels, "Subway Store Day

Player Piano Rolls, 4 for \$1

Good selection of instrumental

\$34.50 (9x12 feet) and \$32.50 (8.3x10.6 feet).

Figured Prairie Grass Rugs; some slightly Inlaid Linoleum, colors through to the Jute-face Tapestry Bruss hop-damaged; limited lot: 8x10 ft. and 9x12 back; variety of choice patterns; full rolls, at for hard wear, at 90c a yard.

High-grade worsted-face Tapestry Brussels

New Process Floor Coverings, best grade

Jute face printed Tapestry Brussels Rugs, timest grade. Plain centers with puetty borfor sturdy wear; one good pattern; 9x12 it., dered effects, extra-heavy quality; 9x12 ft. Special at \$20.

Boys' Clothing:

\$1.25 and \$1.50 sq. yd. Long remnants, at 95c sq. vd. variety tile, parquetry and geometrical effects. Long remnants, two yards, wide, at 45c

Jute-face Tapestry Brussels Stair Carpet,

Heavy jute-face Velvet Stair Carpet, for hard wear, at \$1.50 a yard,
—Gimbels, "Subway Store Day"

cloths at \$13.50.

\$13.50.

All with extra pair of lined knickerbockers.

One \$13.50

-Gimbels, "Subscay Store Day

8:3x10:6 ft. at \$32.50 All are perfect. Any number of pretty and attractive patterns-Oriental and neat all-over effects. Wonderful values a

9x12 ft. Axminster Rugs, variety of pretty Rugs; all seamless (some marked imperiect); patterns; some have slight weaving defects, variety of pretty patterns; 9x12 ft., at \$31. 9x12 it. Wool-and-Fiber Rugs, reversible,

sq. yd. Half price. Short remnants, many to match, at 30c

1000 Yards of Georgette Crepe at \$1.15 yard Silk-and-cotton; 36 inches wide. Beautiful colored designs and terns. Worth one-third more, at \$1.15 a yard.

Remnants of Velvets, all short lengths, at 25c. 45c and 58c a piece.

-Gimbels, "Subway Store Day"

Odds and Ends of Wash Goods at 22c yd. This is the accumulation of remnants from our great annual mill Lot includes fleecedown, ginghams, percales, chintz and

many other desirable wash goods. Many of the desirable wash goods. many other desirable wash goods. Many of these goods cannot be

Domestic-Make Sewing Machines at Substantial Savings

Brand New Emblem Sewing Machines at \$26 Cosmo Machines at \$28



Made and guaranteed by the famous Domestic Sewing Machine Co.

Take advantage of these law prices-do not delay buying your Sewing Machine. Bargains in Slightly-Used Sewing Machines

Singer, \$49

White, \$29 New Home, \$29 Willard, \$39 \$5 brings any machine to your home, then pay \$1 weekly for the halance.

Values are unusual. -Gimbels, Subway Store Day

500 Dark Green Window Shades at 62c-Save 25%

Size 30x72 heavy cloth opaque mount-ed on guaranteed spring rollers. Complete with all fixtures for hanging. At-300 Pairs of Scrim Dutch Curtains

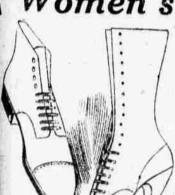
at 88c a pair, Worth Third More 214 yards long; sheer quality; hemstitched; face edge. Valance for center. Made with casing ready to hang.

Curtains at \$4.75 a pair 252 and 3 yards long Handsonic real lace effects; double net Various designs.

100 Pairs of Scotch Net Lace



white, at 10c a piece. -Gimbels, "Subway Store Day" -Gimbels, "Subicay Store Day Half Price Women's Shoes at \$2.45



Big Fur Neck-Pieces

Reduced to \$15

-Save \$10

Muffs Reduced-

Now \$5 to \$19.75

-Save \$3.75 up to \$10

Variously of Manchurian fur, seal-yed concy, natural raccoon, taupe ox and brown fox.

Natural Hair Nets

at 75c a dozen

Washable Lingerie Ribbon, blue

-Gimbels, "Subway Store Day"

Lineen Suiting, 25c yard

Two-clasp chamoisette and du

to 95c a pair.
—Cimbels, "Subway Store Day -Gimbels, "Subway Store Day"

Sale includes cups, saucers, plates, dessert dishes, meat dishes egetable dishes, etc. Odd decorations include coin-gold and blue A stock clearance of odd lots, short lines, etc. Clean-up prices - 5c to \$1.35 each.

spray pattern.

ting, at \$2.95. \$2.95 ea. \$13.50 for 50-piece, Dinner

-Gimt.els, "Subway Store Day



Traveling Bags at \$1.25 to \$11.95

Brand new stock and well made

Pearl Bead Necklaces

at \$1 27 inches long; graduated beads with jeweled catch.
-Gimbels, "Subway Store Day"

Ribbon Remnants

at 15c to 50c yd.

Creams at 48c lb.

at this price.
-Gimbels, "Subicay Store Day Women's Neckwear at 50c Manufacturer's sample line. All the wanted and up-to-the-minute

G. B. Corsets at \$1.50

Graduated front clasp; medium

bust and skirt. Of white coutil.

Specially priced at \$1.50.

Gimbels, "Subtray Store Day

Men's and Women's

Umbrellas, \$3.85

American taffeta (cotton), as-sorted handles and sizes. Special

styles in Georgette crepe, organdie, lace and net. Special at 50c.

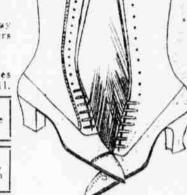
Oimbele, "Subucy Store Day

ost; heavy fillers at head and foot, at \$11.

GIMBEL BROTHERS

-Gimbels, "Submay Store Day

Market : Chestnut Eighth and Ninth



1000 Pieces of Ivory-Color Celluloid Toilet Ware at 10c Pink, blue and white Consisting of Powder Boxes, Eaby Brushes, Mani-cure Pieces, Cup Holders and many others. Your choice at 10c each. Floating Castile Scap, large bars.

at 25c. S. K. & F. Aspirin Tablets, 100 5grain tablets at 25c bottle.

Gimbels, "Subway Store Day"

Some are made of keretal (cloth), nbroid and leather (cowhide).

-Gimbels, "Subway Store Day"

Women's Shirts, Drawers and Union Suits at \$1 each Heavy cotton-fleeced high-neck, long sleeves shirts: medium-weight drawers and union suits; broken lots, at \$1 each.

Men's heavy- and medium-weight Underwear; odd lots and samples; more shirts than drawers, at \$1 each. Sizes broken. Boys' and girls' Union Suits, cream white and natural gray; ages 272 Women's and Children's Sweaters

65 Spencers and Slip-overs, at \$1.50. 116 girls' Coat Sweaters, at 75 women's wool Sweaters.

Prices-\$1.50, \$3.45, \$4.95, \$7.50 -Gimbels, "Subway Store Day"

silk Slipovers, at \$7.50.

Average savings of three dollars Group No. 1-Boys' Chinchilla Reefers, Group No. 3-Boys' Overcoats, warm at \$13.50. Fine pavy blue with red flannel lining; plain Snappy coats in sizes 8 to 17 years. Group No. 4-Boys' Norfolk Suits at

grays or brown, linings to match; 3 to 10 years. Group No. 2-Boys' Chinchilla Overcoats at \$13.50.

Full double-breasted, belted and convertible collars; plaid lined. Sizes for boys 6 to 12 years.

500 Irish Linen All. Table Cloths

at \$4.50 to \$18.75 Save One of our manufacturers asked us if we couldn't use a lot of samples and mill rejects at a price

concession. Without hesitating we said send them in; so here they are! Assorted sizes in the lot, different qualities, some are double damask. Hundreds of designs. Variously priced \$4.50 to \$18.75. ant qualities, some are double damass. Findings of design. Sold only in dozen lots.

300 dozen of full-bleached Huck Towels, at \$ 2.35 a dozen. Sold only in dozen lots.

Gimbels, "Subject Store Day"

20-pc. Chests of Roger

Brothers Silverware at All good lengths. Can be used for almost anything, at 15c to 50c \$9.75 This dainty fine silver-plated ware. 20 pieces--Gimbels, "Subway Store Day" o knives, 6 forks, b tea spoons, sugar shell. I butter knife,
—Gimbels, "Subseqy Store Day"

Women's White Handkerchiefs 6 for 30c

One corner embroidered.
-Gimbels, "Subway Store Day Peanut Cluster

White Enameled Bedsteads at \$11

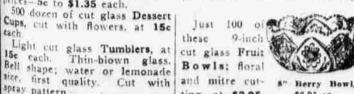
Feather Pillow and Bolster Sets, \$5

Samples and slightly shop soiled; some are worth two to three



attachency (cotton); plex Gloves, also strap-wrist with bleach. Full yard-wide, at self and contrast stitching, at 65c

25,000 pieces of Odd Dinnerware at Substantial Savings



Sets; blooming rose pattern and gold-line finish. First quality, all pieces being perfect. Complete for six parsons.

Save \$5.25 to \$8: Special Purchases and