

Gimbel Brothers

Store Hours—9 to 5:30

For Tomorrow—Saturday

Friday, January 23, 1920

Gimbels

The most important silk sale that America knows. Great economy; great variety.

TWO GREAT SALES OPEN MONDAY

Critics say that the furniture sale to open Monday will be new in vastness, interest and economy.

Gimbels

"Kuppenheimer" and "Society Brand" Clothes Join the Important Gimbel Sale

Ulsters, big, loose, double-breasted garments, full or half belt, join the sale. \$36.50, \$43.50, \$65.
Town Ulsters, not quite so long, \$24.50, \$32.50, \$36.50, \$43.50, \$52.50, \$65.
Double-breasted Overcoats—self or velvet collar—the plain Chesterfield included, \$24.50, \$36.50, \$43.50 and \$65.

Suits, \$27.50, \$36.50, \$43.50, \$65

The rest of the London-made Overcoats, \$65.
Fur-collared Overcoats, savings a third—\$35 to \$112.
Fur-lined Overcoats, \$145 to Northern mink lined, \$325.
Mackinaws—the real wool comfort coat—fearless of weather. \$13.50. Patrick's, Duluth, Mackinaws, \$18.50.
The Gimbel Store is of right winning the great clothing business of Philadelphia.



—Gimbels, Second floor.

Save Half and Almost Half on Girls' and Misses' Winter Coats, \$15 To Make Room for Spring Garments That Are Rushing In



Misses' Coat—Now \$15

Four hundred coats to choose from when sale starts tomorrow morning. Coats to fit the girl of six years up to the young miss of twenty.
In the Girls' Coats at \$15 materials include cheviot-velours, silvertones and heather-tones. Tailored and a few dress models. Half lined or lined throughout. In navy, henna, gray, green, brown, tan and Peking. For ages 6 to 16 years.
The Misses' Coats at \$15 include those of zibeline, English mixtures and cheviot-velours, pleated loose backs or belted models—some blouse back. Raglan or set-in sleeves. Lovely colors such as horizon blue, navy, Peking, green, brown, reindeer, wine and black. For ages 14 to 20 years.
Coats for the little girl, the high school girl or business miss.

**All at the Newly
Low Price of \$15**

—Gimbels, Salons of Dress, Third floor.



High School Girls' Coat, \$15

Be Your Own Dressmaker Learn to Sew in the Gimbel School of Dressmaking

Eight Lessons, \$5

You can accomplish a great deal in eight sewing lessons from our expert's instruction. Individual attention is given.
Learn cutting, fitting and finishing—make a frock, cloak or blouse while learning. The saving pays you for your training, while learning to sew.
Five sessions daily, at 9, 10:30 A. M., 1, 2:30 and 4 P. M. Enroll and make a lesson appointment at Pattern Sections.

—Gimbels, Pattern Sections, First and Second floors.

Wolf Furs—Very Durable— Very Fashionable—Reduced



Including a handful of very smart animal-capes—with the head stretching down from one arm and the great brush drooping from the other.
Brown and black-dyed—the two leading favorites—Now \$89.

Wolf Sets Now \$75 to \$107
Save \$20 to \$22

Variouly black, brown and gray.
Wolf Animal Scarfs
Brown—Now \$29.75, \$39.75, \$49.75, \$55, \$62.50 and \$72.50—Save \$10 to \$12.50.
Taupe—Now \$29.75, \$37.50, \$49.75, \$59 and \$69. Save \$6 to \$10.

Wolf Muffs
Now \$29.75 and \$49.75
Save \$10 to \$12.75
Taupe and brown.

—Gimbels, Fur Salons, Third floor.

Women's Coats—a Sale A New Group Arrives—

—with the smartest, prettiest of the new wrap-effect sleeves—neither raglan nor set-in! But the prettiest square-cut effect—roomy enough to protect the fluffiest dress, yet somehow snug.

The Fabric? Bolivia.
The Sale Price? \$68.50.
The Saving?—close to half!

Chameleon-Cord Coats at \$59.75
Nutria-Collared Bolivias at \$79.75
Save Third to Half

Lined and warmly interlined.
With novel, advance spring features.
In the favorite colorings—the browns, the bison, the beavers, the blues, the oxfords and black.

Seal Fabric-Fur Coatses Now \$32
Three-Quarter Sports Length—
Now \$39.75

Reproductions of the smartest fur styles made. Smartly lined.
Even the belts are smart!

"Printzess" Tailored Coats—at \$25, \$35 and \$45—Just About Half-Price

—Gimbels, Salons of Dress, Third floor.

Women's Dresses—An Important Reduced Price Group, Now \$25

"Fews" of apparently endless styles and fabrics! Including—
Very "good" wool jerseys, in peplum-effect, with very effective embroidery. Taupes and sands. Now \$25.
A sprinkling of very smart wool-velours—in the rich, soft browns of the season. Now \$25.
A handful of Georgette crepes. Now \$25.
A couple of dozen crepes de chine (mostly extra sizes). Now \$25.
And Satins. Now \$25.
And taffetas. Now \$25.
And serge. Now \$25.
Here and there a fur-trimmed velveteen. Now \$25.

And Evening Dresses—Two Styles—Now \$25

One of black satin, jet-vested, with a blue-topped girdle. Here and there a coral satin or an orchid. The other style—Georgette crepe in an exquisitely draped model. And in tangerine, magenta, jade-green and pale yellow.

Waists at \$2.35—Half-Price

Sheer Voile—Hand-Drawn—Lace-Trimmed.
Front-Frilled—Collar-Frilled—or Rever-Frilled.
Fifteen Styles—All Sizes in Each Style

—Gimbels, Salons of Dress, Third floor.

Pottery Necklaces From England, at Half \$1.50 and \$1.95

Women in search of something different in Bead Necklaces will appreciate these. In colors of pink, lapis, blue and yellow. Now at half price—\$1.50 and \$1.95.
Shorter Necklaces of pottery beads prettily combined with gilt or steel beads, at 75c.
Gold-filled Bracelets, secret lock, engraved or engine turned. The vogue for short sleeves brings with it a demand for bracelets. At \$1.95, \$2.50, \$3.75, \$4 to \$5.75.
Sterling Silver Flexible Bracelets, set with brilliants, at \$6.50, \$7 to \$10.

—Gimbels, First floor.



Chocolate-Covered

Boys' Mackinaws All-Wool Close to Half } \$9.50

Plaids; shawl collars; patch pockets.
OVERCOATS for boys 3 to 10 years, at \$11.50, \$13.50, \$16.50 and \$21.50. Reduced.
And for boys 11 to 18 years, at \$13.50, \$18.50, \$23.50 and \$27.50. Reduced.
Boys' Corduroy Suits, 7 to 17 years; all-around belt, slash pockets, at \$9.50.
Norfolk Suits, 7 to 17 years, with extra pair of trousers; in the January clean-up at \$13.50, \$18.50 and \$23.50.

—Gimbels, Third floor.

Marshmallow Fingers: 65c lb.

Chocolate Nonpareils, at 60c lb.
Solid Chocolate Krinklets, at 70c lb.
Chocolate-covered Raisin Clusters, at 65c lb.
Nut Bars of Milk Chocolate, at 65c lb.

—Gimbels, Chestnut Street Annex, First floor, Grand Alala and Subway Store.

Pianos and Player-Pianos "Used" and Wareroom Samples In the Sale In Large Assortment and at Very Low Prices

Whatever choice you make, that particular instrument will be a bargain—and you may find just the one you have wanted when the price was higher! Very easy terms.
Upright Pianos, \$50 and up.
Player-Pianos at savings of \$100 and more. For instances—
New Reduced Packard Welte Mignon Player-Pianos, at \$1095
New Reduced Milton Upright Pianos, at \$340
New Harrington Grand Pianos Made by Hardman, Peck & Co., Makers of the Celebrated Hardman, Reduced to \$725
New Reduced Vose Player-Pianos, at \$725
And some remaining of the forty-seven—
**Little Used
Player-Pianos at— \$485**
and, guaranteed as fully as though new.

Men's : Boys' Shoes Reduced



Men's Now \$9.85

Now \$6.90

Men's "Welbred" Shoes and Oxfords, the good styles of the winter, clean-up lots; save \$2 to \$3, at \$9.85.
Men's Shoes, all sizes and leathers in the lot, save \$1 to \$3, at \$6.95.
Men's "Perfection" Shoes, short lots, save close to half, at \$4.95.
Men's Work Shoes, high cut storm shoes, oil grain, save \$2 to \$3.50, at \$6.45.
Boys' Shoes at \$5.65
Save \$1.50 to \$2.50 from stock. Boys' Shoes, tan and gunmetal calf or patent colt, solid leather soles, at \$3.95.

—Gimbels, Second floor.

In the Subway Store

Captured 800 Women's and Misses' Jersey, Serge and Silk Dresses To Sell at \$14.85 and \$19.75

Jersey Dresses are specially featured at both prices. And Jersey dresses are favorites with smart dressers.

In the \$14.85 group are Jersey Dresses in coat and straight-line models, some have embroidered fronts. In French blue, navy blue, gray, reindeer, brown and black.

The serge dresses at \$14.50 are in straight lines, peplum or tunic models. Some are beaded, others are trimmed in narrow pleatings. Note the models pictured.

Also taffeta and satin dresses—one and two of a kind.

In the \$19.75 group are Jersey Dresses that are hand embroidered down the front (pictured). Also a model, embroidered and button-trimmed. In reindeer, brown, Peking and navy blue.

For Misses—14 to 18 years.
For Women—36 to 46 bust.

Savings of \$5.10 to \$10

Sale Prices \$14.85 and \$19.75

—Gimbels, Subway Store. Jersey Dress, Hand Emb., \$19.75. Serge Dress, \$14.85. Jersey Dress, \$14.85.



Girls' Coat Now \$6.75

Girls' Winter Coats Reduced to \$6.75

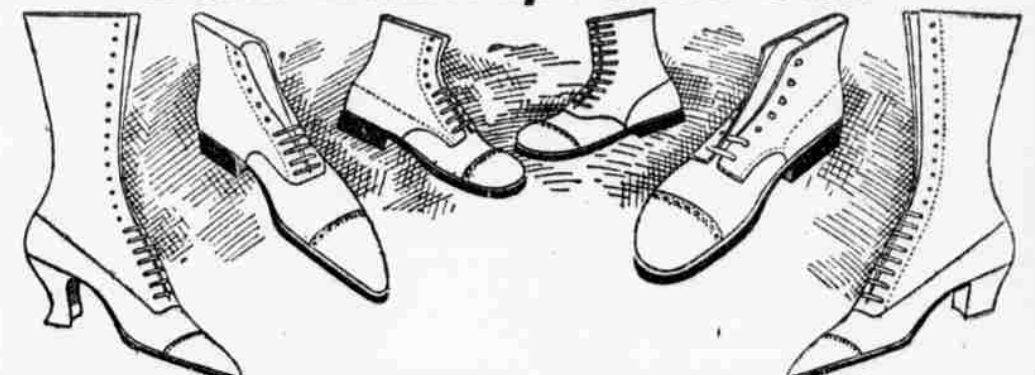
Practical, warm coats for school wear. Of cheviot, velour, corduroy and colored plush; half- or lined throughout. With belts and large collars. For ages 6 to 14 years.

Girls' Pretty White Dresses Special at \$2.95 and \$3.95

Dresses of crisp white organdie or sheer lingerie. Overskirt and Jacket models, lavishly trimmed with lace and embroidery. And with colored ribbon sashes. In 6- to 14-year sizes.

—Gimbels, Subway Store.

Still Good Selections in the Budd Bankrupt Shoe Sale



Women's Shoes at \$4.95. About half price.
Black kid; patent leather and tan high lace shoes with turned soles.

WOMEN'S SHOES

Various styles and leathers; these are of highest grades.

Misses' and Children's Shoes, \$2.95
Gunmetal; lace and button; good stout winter shoes in sizes 8 to 2.

Boys' Shoes, \$2.95 and \$3.95
Heavy box calf and gunmetal bluchers; well made shoes that will stand rough wear; sizes 10 to 13½; \$2.95; 1 to 5, \$3.95.

Men's Shoes at \$4.95
Dark tan leather shoes on two lasts—broad and narrow—Goodyear sewed soles; also heavy tan work shoes with double soles.

Children's Shoes at \$1.45
Black kid; turned soles; button; sizes 4 to 8.

—Gimbels, Subway Store.

Men's and Young Men's Suits and Overcoats at \$16.50, \$21.50, \$24.50 Generous Savings

Several special groups. Many Suits and Overcoats are from our Second Floor section.

Big, Roomy Ulsters Are Among the Overcoats
Unusual values and choice selections in the season's wanted fabrics. Every one neatly tailored. All sizes.
Body and sleeves interlined with wind-and-water-proof material.

Men's Trousers, \$3.45, \$4.50, \$5 and \$6.50
Splendid choice in serviceable as well as dress trousers. Worsted, chevots, cassimeres and tweeds.

364 Men's All-Wool Gray Uniform Trousers, Special at \$4.50
Excellent value in heavy blue gray material. Suitable for letter carriers, messengers, watchmen and men out-doors. All sizes, choose at \$4.50.
Complete assortment of Sweet-Orr Famous Corduroy Trousers, at \$4.50 and \$6.50.
Men's Corduroy Suits (Three Pieces), at \$16.50.
Oregon all-wool, Mackinaw Coats. Special at \$12.50.



Save a Third on Boys' Suits, Overcoats, Reefers and Mackinaws, Various at \$7.45—up to \$15

The materials are the durable kinds—tweeds, heavy chevots, chinchillas and variety of other neat fabrics.
Colors are blues, grays, browns and olive.

Boys' Junior Overcoats, 3 to 12 years, at \$7.45 and \$10.
Overcoats for large boys, 11 to 17 years, at \$11.75 and \$15.
Boys' Mackinaws, 6 to 18 years, at \$9.50.

Boys' Norfolk Suits, 7 to 17 years, at \$7.45. All with extra pair of full-lined trousers.
Boys' Norfolk Suits, 7 to 17 years, at \$7.45.

—Gimbels, Subway Store.

GIMBEL BROTHERS : Market : Chestnut
Eighth and Ninth