

Gimbels
Store Hours, 9 to 5:30

It would seem highly advisable for every family to buy a year's supply of Gimbel Hard-Water Soap in this sale, at 95c a dozen big cakes. Costs \$1.50 the rest of the year. Delivered about February 18th.

The February Furniture Sale is tremendously important. Newly-large stocks—most important savings. Payments can extend over a long period. Single piece or the furnishing of a whole house—Gimbels are most helpful.

Gimbels
Philadelphia, Monday, February 9, 1920

Tuesday is Subway Store Day

One family lives well on an income that keeps another "guessing." Why? One family shops carefully—the other just buys—yet in the belief that it buys carefully. Know your store—and take full advantage of its merchandise offers.

The Gimbel Subway Store is in no sense a mere "bargain store" with flashy trash. It is a distinct part of this great merchandising organization, pledged to good service; holding to inexpensive goods and getting many at very great savings.

Special Luncheon at 65c
Roast Leg of Veal
Stuffed Brown Sauce
Mashed Potatoes
Creamed Spinach
French Roll
Butter
Pudding, Pie or Ice Cream
Quaker Blend Coffee, Tea or Milk
—Gimbels, "Subway Store Day"

Large Animal Fox Scarfs at \$49.75
In the lovely taupe and brown tones which are so much in favor this season.
You save \$15 to \$20 on these furs, at \$49.75.
—Gimbels, "Subway Store Day"

G. B. Corsets at \$1.50 Excellent Value
In models for average figures. Long hip lines with medium bust, well boned, specially priced at \$1.50.
—Gimbels, "Subway Store Day"

5000 Bleached Seamless Sheets at \$1.85
500 dozen Bolster Cases, size 42x72 inches, dependable muslin, special at 95c each.
Clearance of Bleached and Unbleached U. S. S. B. Pillow Cases, quality is excellent; government stamping is easily removed. Save one-third and more, at 35c and 39c each.
A limited lot of white woolen Blankets for full-size beds, mohair binding, neat pink or blue borders. Save one-fourth, at \$6.95 a pair.
200 dozen extra-heavy U. S. S. B. Crochet Bedspreads for single beds; almost half price, government stamping is easily removed. Special at \$1.95 each.

Hand Bags and Purses at 25c to \$1
A fine lot of samples plus a lot of slightly hurt odds from our own counters. Lot includes silk and velvet Hand Bags, Leather Bags, Purses, etc. Lot is limited at these prices, 25c to \$1.
—Gimbels, "Subway Store Day"

Sport Plaids at \$1.35 a yard
Good color combinations and neat designs; 42 inches wide, at \$1.35 a yard.
42-inch Suiting Checks in black and white; some have a neat tint of color. Less than wholesale, at 95c a yard. Limited stock.
—Gimbels, "Subway Store Day"

4-Piece Silver-plated Tea Sets at \$15
Excellent value and heavy quality. Specially priced at \$15.
Brilliant Rhinestone Pins, various shapes, at 75c.
Lingerie Clasps, at 10c to 25c.
—Gimbels, "Subway Store Day"

2400 Men's Handkerchiefs, at 15c each
White hemstitched Handkerchiefs, initialed, at 15c each. Specially priced. "Seconds".
—Gimbels, "Subway Store Day"

Lining Sateen at 50c a yard
Fast black, 36 inches wide. Save 10c on each yard.
—Gimbels, "Subway Store Day"

White Chiffon Voile at 40c a yard
Mill lengths; 38 inches wide. Save 20c a yard.
Mill lengths of fine white Dress Lawns, 36 inches wide. Exceptional value, at 40c a yard.
—Gimbels, "Subway Store Day"

White Enameled Bedsteads at \$10
2-inch continuous post, heavy fillers at head and foot. Three-foot only.
Cotton-and-felt Mattresses, packed in sanitary cartons, at \$10. All sizes.
All new-feather Pillow-and-Bolster Sets, blue-and-white ticking, at \$5.
—Gimbels, "Subway Store Day"

Natural Hair Nets (Fringe Only) at 75c a dozen
Wire Hair Pins, black or bronze, 3 packages for 10c.
Hooks and Eyes, black or white, at 20c a gross (6 cards).
Safety Pins, at 6 cards for 40c.
—Gimbels, "Subway Store Day"

An Enthusiastic Money-Saving Sale of Women's and Misses' Coats, Suits and Dresses



Coat, \$13.50 Suit, \$15 Suit, \$15 Jersey Dress, \$14.50 Dress, \$3

Dresses, \$14.50
Smart Jersey, serge and dressy satin and taffeta Dresses, featuring over-skirt and new drape effects. Navy, tan, brown, king's blue and black. Many cleverly embroidered. Sizes 14 years to 44 bust. Also extra sizes.

Coats, \$13.50
Save \$7.50 to \$10
These reductions mean wonderful values. Warm velours, silvertones, silvertips and plushes. High storm, fur and self collars—coats for real winter wear. Sizes from 14 years to 44 bust. Also extra sizes.

Great Sale of Women's Skirts, \$5
Included are popular plaids, taffetas and embroidered silk poplin models—cool and dressy for spring wear. Plenty of navy and black.
\$5.00
—Gimbels, "Subway Store Day"

Suits Reduced to \$15
Save \$7.50 to \$15
Suitable styles for present and spring wear. Sports and dress models, smartly belted and button-trimmed. Black and colors. Sizes 14 to 44.
—Gimbels, "Subway Store Day"

200 Girls' White Dresses Special Values at \$3
Save \$1.50 to \$3
Girlish models, elaborately lace- and tuck-trimmed, with many artful embroidery touches. Some are "samples," others slightly "shop-handled"—but their beauty towers above the slight soil. Wonderful values. Sizes 6 to 14 years. Empire and long waisted styles.
—Gimbels, "Subway Store Day"

500 Yards of All-Silk Pongee at \$1.58 yd.
Worth one-half again as much. Natural color for men's shirts and women's dresses; 32 and 34 inches wide. Excellent value at \$1.58 a yard.
Fancy weave Tricolette, in navy and black, at \$4.90 a yard. Less than the wholesale price. A very fashionable fabric; 36 inches wide.
Black Taffeta, chiffon finish, at \$2.68 yard; 36 inches wide. A bargain at this price.
—Gimbels, "Subway Store Day"

36-inch Printed Percalé at 35c
Remarkable value for this yard-wide material. Excellent assortment of patterns. Popular for house dresses, shirts and boys' blouses. Some are slight seconds. Special at 35c a yard.
Woven Cheviots, at 35c a yard—a strong serviceable fabric. Excellent for children's wear and working shirts. Fast colors.
—Gimbels, "Subway Store Day"

Castile Soap, Large Bars, at 25c a bar
"Bob White" Toilet Paper, 4-oz. roll, at 12 rolls for 50c.
High grade Toilet Paper, 12 rolls in a carton, at 30c a carton.
A. P. W. Paper Towels, 150 in a roll, at 21c a package. Save a third.
—Gimbels, "Subway Store Day"

House Dresses at \$2.95
Worth Up to Double
These are from a well-known maker and are specially priced for Subway Store Day. Sizes 36 to 46, but not in every style.
Cotton Serge Dresses, in black and white checks, at \$1. Sizes 36 to 40. Collar and cuffs of black satin, novelty pockets and detachable belt.
Dressing Sacques, of blanket cloth and eider-down, at \$2.50. Some are slightly shop-soiled. All sizes. Worth double.
—Gimbels, "Subway Store Day"

Drop Your Bundle of Troubles and Spend a Merry Hour With
Ted Lewis and His Jazz Band
From "The Greenwich Village Follies" at the Shubert
Gimbel Auditorium, 7th Floor
Tuesday Afternoon at 2:30
The Philadelphia Sensation

Women's Lingerie Blouses at \$1.65 and \$2.35
Fine white voile blouses, high or square-necks, lace-trimmed; wanted frilly styles, special at \$2.35.
Lingerie Blouses, colored, color-trimmed and all-white. Round, square- and high-neck blouses; voiles, organdies and linen, at \$1.65. Shop-handled.
—Gimbels, "Subway Store Day"

530 Pairs of Men's High-Grade Shoes at \$7.95
Savings of \$2 to \$3
Of tan Russia calf; black kid and gunmetal calf; various shapes to suit young men and older men; sizes 6 to 10, wide as well as narrow widths.

Women's Shoes at \$4.65: Save \$2 to \$4
Black kid, patent-leather, gray kid and tan; lace boots with curved heels and military heels; sizes 2½ to 7.

Misses' and Children's Shoes at \$2.65
Button and lace. Sizes 6 to 2.

Boys' School Shoes at \$2.65
—Gimbels, "Subway Store Day"

Heavy Seamless Velvet Rugs at \$31.50 and \$33.50
Variety of oriental and all over effects. Some have slight weaving defects. 9x12 ft., \$33.50. 8.3x10.6 ft., \$31.50.
Seamless worsted-face Tapestry Brussels Rugs, 9x12 ft., special at \$25. Some have slight weaving defects.
Axminster Rugs—high pile, soft rich colorings, some show slight weaving defects, 9x12 ft., \$36.75.
Heavy Wool-and-Fiber Rugs, reversible, slight seconds, 9x12 ft., at \$16.75.
Inlaid Linoleum, colors through to the back. Variety of tile and hardwood effects; full rolls, at \$1.25 and \$1.50 sq. yd.
New Process Floor Coverings, best grade, full rolls, at 55c sq. yd.
Remnants, at 30c and 45c sq. yd. As to size.
—Gimbels, "Subway Store Day"

Women's 1-Clasp Tan Cape Gloves at \$1.95
Save 55c at this price
Children's 1-clasp gray suede Gloves, warmly lined, at 85c. Save a third.
Men's knitted Gloves, special at 38c.
—Gimbels, "Subway Store Day"

Women's Neckwear at 35c
Venise lace tab collars help to finish the round-neck dress; in many pretty patterns, at 35c. Specially priced.
—Gimbels, "Subway Store Day"

Men's and Women's Umbrellas at \$2.15: Save a Third
Made of American taffeta (cotton). Good assortment of handles. At \$2.15.
—Gimbels, "Subway Store Day"

51-Piece Dinner Sets at \$10.95
Complete set for six persons. Gold lace border. All pieces full gold-line finish. These sets are first quality, open stock pattern. Save \$4, at \$10.95 a set.
1000 dozen dainty thin-blown glass Table Tumblers, first quality; your initial engraved free of charge. Special at \$1 a dozen.
—Gimbels, "Subway Store Day"

Gimbel Brothers
Market : Chestnut : Eighth and Ninth

1200 Men's and Young Men's Overcoats and Suits at \$22.50: Save \$12.50

Overcoats include single- and double-breasted, form-fitting, semi-fitting and Chesterfield models. Various mixtures. All sizes, at \$22.50.
Suits comprise single- and double-breasted and high waist-line models for young men. Plenty of blues, grays, browns and greens in neat and fancy mixtures. Good range of sizes, at \$22.50.
—Gimbels, "Subway Store Day"



Boys' Winter Suits and Overcoats at \$10.75

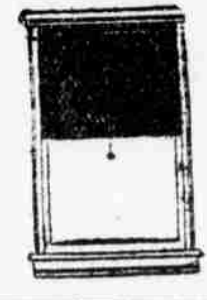
Select a Suit or Overcoat for the boy at this "rock bottom" price.
Boys' Overcoats, all sizes, 3 to 17 years. Clearance lots of fancy cheviots and chinchilla cloths. At \$10.75.
Boys' Norfolk Suits, 7 to 17 years. All with extra knickerbockers. At \$10.75.
—Gimbels, "Subway Store Day"

300 dozen Dainty Nightgowns and Envelope Chemises at 95c each

Lace and embroidery trimmings. Close to cost price, at 95c each.
Sateen Petticoats, all-black, at \$1.25. Neat styles. Shell-pink batiste Bloomers and white crepe Flannelette Petticoats, at 65c. Knee-length, scalloped edge. Bloomers, at 65c. Elastic band at knee and waist.
—Gimbels, "Subway Store Day"

2000 Window Shades at 75c. Save 20%

Size 36x72; heavy cloth opaque, mounted on guaranteed spring rollers. Complete with all fixtures, ready to hang. Special at 75c.
Remnants of Cretonnes, 5000 yards, at 45c a yard, worth 30 per cent. more. In neat and attractive patterns.
500 pairs of Scrim Curtains, lace insertion, 2½ yards long, at \$2.50.
—Gimbels, "Subway Store Day"



1200 Men's Negligee Shirts at \$1.70

The factory price today is more. Well-made and roomy; all new season's colorings. Made with soft cuffs; sizes 14 to 17.
Knitted Mercerized Mufflers, for men, women and children, at 15c. Save three times as much and more.
—Gimbels, "Subway Store Day"

New Player-Pianos Greatly Under-Priced

These well-known Player-Pianos are just a little ware-room-used, hence the low prices. Easy terms.

H. C. Bay Co. Mahogany	\$485	UPRIGHT PIANOS	
Solo Concerto Mahogany	\$545	Kimball Oak	\$225
Solo Concerto Mahogany	\$565	(Used)	
Ricca Mahogany	\$615	Milton Oak	\$395
Bond Piano Mahogany	\$735	(New—little show worn)	

Columbia Combination—\$125
A first payment of as low as \$5—will send this Special Combination to your home. The balance in small monthly payments.
Columbia Grafonola, E-2
Three 10-in. Record Albums
Three 12-in. Record Albums
1 Record Brush
200 Extra Needles
\$125
—Gimbels, "Subway Store Day"

12,000 Hemmed Napkins at 6c each Less Than Half Price

These were embroidered for a large restaurant in town, but the proprietor retired, so we bought them. Now we are going to sell them at less than they cost to make. Purchase one or one thousand if you desire. The name is embroidered in corner but can be easily taken out.
1200 yards of Irish Barnsley Toweling, absorbent quality, at 12½c a yard. Eight-yard lengths. None sold to dealers.
Large-size Hemstitched Table Cloths, at \$4.
—Gimbels, "Subway Store Day"

Women's Underwear at \$1 a Garment
Heavy white cotton fleeced underwear. Vests have high-neck and long sleeves; drawers are tight and ankle length. Save a fourth to half at \$1 each.
Women's Tights and Drawers, sleeves, ankle length; special loose knee, lace-trimmed, at 38c, values, at \$1.
(3 for \$1.10.)
1200 Men's Sample Socks, at 25c a pair
Boys' and girls' Union Suits, Plain and fancy colors; some ages 2 to 16 years; high neck, long slightly irregular.

Children's Winter Coats at \$5.95
In chinchilla, zibberna and fancy mixtures, 2 to 6 years.
Children's outing flannel Sleeping Garments, 2 to 8 years, special at 95c. Some with feet.
Children's Wash Dresses, assorted plaids, figured lawns and plain colored gingham, sizes 2 to 6 years, at \$1.25.
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Clearance of Sewing Machines \$5, \$12, and \$26
Every Machine in Perfect Running Order

New Machines from our stock. Machines taken in exchange for higher priced ones. Machines used for demonstration purposes. These are included in this sale. Each one has been thoroughly overhauled by our experts and is now in perfect condition. The prices are lower than any we have offered for the past months.
Willard Sewing Machines, \$39
Cosmo Sewing Machines, \$28
Domestic Sewing Machines, \$43
Emblem Sewing Machines, \$26
These Machines are all made by the famous Domestic Sewing Machine Co.
\$5 Down—\$1 Weekly
Instructions free at your home if you live within city limits.
—Gimbels, "Subway Store Day"

