Crowds in Streets, Theatres and Dance Halls in Quandary as Electric Lights Fail

chief activities are carried on at night, jost thousands of dollars by the break-down, which began at 9:40 o'clock and was not completely repaired until this morning.

Continues Until 2 A. M.

Continues Until 2 A. M.

Shubert and Keith's, the performances in all the first-class theatres were held up from fifteen minutes to half an hour while emergency lighting systems were being rigged up.

All the movie houses in the affected district were without lights. Goodnatured audiences sat and listened to natured audiences sat and listened to the music and same for an hour or see

ating plant of the company, known as the Schuylkill plant.

As the short circuit occurred the oil switch in Substation A was blown out, SION REGNS

switch in Substation A was blowd out, together with the current transformer. This set fire to the switch compartment, and the whole substation was immediately filled with smoke and flames.

Four main feeders leading to as many supplementary diect-current stations in the heart of the city were shut down, throwing the four substations out of the city were shut down.

throwing the four substations out of As an immediate result not one kilo-watt of electricity was available in what is known as the "direct current section"

FIRE BURNED OUT CABLE
Thousands of pleasure seekers and night shoppers milled around for several hours in a daze, wondering and

Sudden termination of electric power in the central section of the city last night caused much excitement, confusion and inconvenience.

Theatres, cafes, restaurants, stores and industrial establishments whose chief activities are carried on at night, the reserved of dollars by the break.

Continues Until 2 A. M.

The heart of the city, from Vine to Pine streets, between the two rivers, was in almost total darkness for an hour and one-half, while local trouble, occasioned by the main breakdown was experienced till after 2 o'clock.

Without warning, a snort-circuit occurred at 9:30 o'clock on one of the main feeders, leading from the Philadelphia Electric Co.'s substation A, at Twenty-eighth and Christian streets.

Substation A adjoins the main general streets with water and listened to the music and sang for an hour or so in many cases, and then filed out. "Rain checks," good for any future performances, were distributed.

Medieval temple days were recalled at the Masonic Temple, where ten Masonic lodges held meetings by candle light. All the "work" was done according to regular custom, and candidates who entered the meetings with fear of the goat in their minds were treated to some unscheduled thrills by the very aspect of the rooms. The members dined by candle light also.



TIME WAS WHEN PHILADELPHIA WOMEN WERE OBLIGED TO TRAVEL TO NEW YORK FOR THE EXCLUSIVE SMART-NESS AND NEWEST SARTORIAL IDEAS REQUIRED BY THE WELL DRESSED. TIMES HAVE CHANGED-THE HIGH-CLASS WALNUT STREET APPAREL SHOPS NOW MAKE THE FATIGUE OF A NINETY-MILE JOURNEY TOTALLY UNNECESSARY.

Be it an importation, an excellent copy of a French garment, or one of the many lovely models America is now creating, I am sure you can find it at Gidding's palatial new shop in the Rizz-Carlton Hotel, Broad and Walnut. This establishment has been rightly called the "Paris Shop of America." I glimpsed there an enchanting summer afternoon frock, a Bathé original. It is of finest white net entirely covered with hand embroidery and chalk-white beads, the whole quaintly curved over a plain net foundation. The neckline is V'd at the front. A touch of unusual chic is the sash of navy taffeta oddly fastened with long ends at each side of the waistline. It is rather remarkable that so luxurious an importation is but \$145. It is but one of many of those "different" fashions Femininity so covets, to be found in this lovely

Fashion has decreed that the sports suit shall be of paramount importance this spring and summer season, both for town and country. Benguyer's, whose fascinating little apparel salon is located at 1214 Walnut street, has sport suits par excellence. Picture a fine basket weave wool of La France rose, trimmed with broadcloth and belted in white kid-adorable-with all the exclusiveness and chic that its price of \$110 would suggest. Unusually clever, too, are the real English and Scotch tweeds, the all-around snappy suits that are decreed for fashionable wear now and a bit later. Stunning suits of these imported fabrics can be had at Benguyer's as low as \$65.

Those smart, small marten neckpieces are just the finishing touch of chic required for the spring suit or cloth frock when the coatless days are here. One of the best of Philadelphia fur establishments, the House of Wenger, at 1229 Walnut, has some splendid little marien neckpieces, dyed or natural, for \$65 each-a most inviting price for the quality of pelt. This house carries the best furs that can be gathered from the earth's four corners for the adornment and comfort of the smartest of

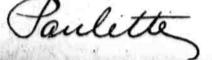
The very suit you will wish to wear with that marten neckpiece can really, in this day of high prices, be had at Louis Sterling Co.'s, 1210 Walnut, for \$75. It comes in a fine navy tricotine with excellent lines indeed for a ready-made tailleur. The model which I saw was rigidly plain, but at the same price there were several different good styles from which to select. The sleeves of the garments are well fitted-a joy to the woman who appreciates good tailoring. The skirt has good, straight lines and is of a comfortably fashionable width. It's a tremendously good looking suit for the money.

Of course, you must have a hat or two—drop in and see those exclusive models to be had at the shop of Gertrude Wilkinson & Co., at 1316 Walnut—hats which have both the dash and finish of the real French chapeau. Not this season have I seen a hat which pleased me more than several to be found in this shop at \$20. Their chic is really beyond description, but you would adore a close navy turban or interwined satin straw and heavy grosgrain ribbon-a graceful, conservative hat, yet altogether different from anything you will see. Rivaling this and at the same price is a hat of smooth burnt straw, a rollbrim sailor, swirled in navy grosgrain and finished with a pin of inlaid wood. The difference of Wilkinson hats is a joy to the truly fashionable.

Schmalzbach's, 1422 Walnut, is a mecca for women of fastidious taste, who revel in the exhibit of beautiful garments displayed for their pleasure. I must describe one of their good-looking frocks for you—a versatile model suitable for afternoon wear and semi-formal dinner wear. It is apparently inspired by the graceful Moyen Age period, having a dropped waistline, the entire upper part of the gown being of black georgette embroidered in red beads over a black silk camisole, the skirt of black, but in a contrasting material, taffeta fluted oddly to the georgette bodice. The bottom of the skirt is conservatively puffed in Turkish fashion. The rounded neck and short kimono sleeves are heavily bordered with the beads. It is a lovely frock at the price, \$125.

Think of a French navy serge frock at \$39.75! It is a semi-dress model, having a curved collarless neck and short sleeves, richly embroidered in antique gold. Odd hip pockets, giving a modified pannier effect, are also gold embroidered. The lines of the frock are straight and altogether it is a delightful frock for either the slender or the medium plump. Fascinating rows of tiny gold buttons adorn the center of the frock and its smart sleeves. Really, its price is surprising. The Roseway Shop, at 1385-37 Walnut, at which this frock may be seen, has any number of good-looking models at just such reasonable prices.

Week of March



Gimbel Brothers



Filled from Coupon Specials

Women's Blouses, at \$1 and \$1.55

poplin; in khaki-color and navy blue, at ,\$1.

clearance of our own stocks, at \$1.55.

pink coutil, at \$1.90.

ovan, at 75c.

Clean-up of tailored Blouses in wool challis and

Lingerie Blouses-manufacturers' samples and

W. B. Corsets, at \$1.90

Women's Lisle Stockings, at 75c

Women's Pink Vests, 65c. "Kayser made." Women's silk-top Union Suits, at \$2.

Men's Silk Socks, at \$1. Black and colors.

1000 Morning Dresses, at \$3.15

collars—collars of white pique, organdie, poplin or self material; detachable belts, sash ties, pockets. Some Billie Burkes. All sizes, but not in all styles.

Percales-checks, plaids and stripes. Novelty

—Gimbels, "Coupon Day," Second floor, Some on Grand Aisle.

Ginghams-plaids and stripes.

oiles-checks and stripes.

Slight seconds, full fashioned; navy and cord-

Women's full-fashioned white silk Hosiery, \$2.

-Gimbels, "Coupon Day," Pirst floor.

A practical low-bust model; long hip; dainty

-Gimbels, "Coupon Day," Third floor.

-Gimbels, "Coupon Day," First floor.

-Gimbels, "Coupon Day," Second floor.

This Does Not Apply to Other Goods

Friday is Coupon Day

Sincerely what it claims to be-the selling of last fews and short lengths of all the good things the Store offers at-

Savings Running to Half

There are no merely "made-to-sell goods mixed in to affect cheapness. That's why the bargains are so worth-while.

Women's Wool Gabardine or Wool Velour Capes, at-

Silk and Wool Poplin, 40-inch, at

\$2.50 a yard

Women's Silk and Fabric Gleves, at 78c

Slightly mussed; 2-clasp and 8- and 12-button,

-Gimbels, "Conpon Day," Grand Aisle.
Women's strap-wrist duplex Gloves, white, yel-

Women's strap-wrist cape Gloves, brown and

Women's overseam glace Gloves, white, at

Women's French suede Gloves, tan, at \$2.15.

Men's Gloves for street and auto wear, at

Men's 1-clasp cape Gloves, in brown, at \$3.50.

Men's 1-clasp chamoisette Gloves, in gray, at

Girls' Sample Spring Coats, at

6- to 14-year sizes.
—Gimbels, "Coupon Day," First floor.

\$5 and \$7.75

WOMEN'S SUITS Twenty-Six Styles

Sale-Grouped at \$48.50

Twenty-six of the smartest styles that half-again to double \$48.50 has been able to equal this entire season!

One and two of a kind. Of serge and burella;

-Gimbels, "Coupon Day," First floor.

low, drab and mode, at \$1.85.

Women's Gauntlets, fabric buckle-trimmed, drab, white, yellow and mode, at \$1.38.

All-wool Batiste, 42-in., at \$1.95 a yd. 50-in. Cream Storm Serge, at \$1.25 a vd. Gimbels, "Coupon Day," Second floor.

54-in, all-wool Mannish Serge, at \$2.75 a yd. All-wool navy Panama Cloth, 36-in., at \$1.25

Shades-partridge, tan, taupe, black and navy, at All taffeta silk-lined Serge Capes, at \$22.50. Women's Black Taffeta Capes, pongee silk vests, at

Women's Smart Polo-Cloth Coats, at \$23.75. Women's full length tailored street Coats; poplin or wool gabardine; silk-lined to waist, at \$33.75.

beaver, at \$3.25. .

Not a "handled" suit among them. No "discards." No "jobs." No "cancellations."

Boys' Norfolk Suits, Ages 8 to 16 years, at \$16 Same suit with extra pair of full-lined knickers, at

Fancy mixtures, with all-around belt and slash pock

Boys' Reefers, ages 3 to 8 years, at \$7.50. Shepherd check, and tan and gray worsteds.

Boys' Norfolk Suits, ages 8 to 18 years, at \$23.50.

With extra pair of full-lined knickerbockers.

Boys' Washable Suits, ages 2½ to 10 years, at \$2.50.

—Gimbels, "Coupon Day," Third floor.

Muslin Underwear. at 75c to \$5.95

Nightgowns, envelope chemises, petticoats, camisoles and bloomers.

at \$3.95. New spring colors; pretty changeable

Women's Glazed Kid Oxfords, at \$6.90

cadia Pumps, welted soles, leather Louis heels: small tongue effect; also turn sole and covered Louis heel, at \$6.90. Save a third.

Louis heel and plain toe, at \$3.95.

Women's glazed kid lace and button Shoes, welted soles and Cuban heels, at \$4.85. Save half.

calf vamps; light-color cloth tops, round toes, at

Girls' Chiffon and Georgette Dresses,

In white and flesh; straight-line, waist and em-

-Gimbels, Salons of Dress, Third foor.

at \$15

pire models. Some show handling. Sizes 6 to 16

years. Save up to \$10. Special at \$15.
—Gimbels, "Conpon Day," Pirst floor.

\$5.85. Save a third.
—Gimbels, "Conpon Day," Second floor.

Welted soles and Cuban heels.

Black and colored Heatherbloom Petticoats,

Flowered Cotton Taffeta Petticoats, at \$1.95.

200 Sample Silk Petticoats, at \$4.95. Black and

Women's patent leather and dull leather Ar-

Women's patent leather lace fabric top shoes.

Prench Buckles, (imported), beaded, at 95c. Growing Girls' Shoes, in tan Russia and black

-Gimbels, "Coupon Day," Pirst floor.

Odd lots and samples; silk and nainsook

Dark Tan, Gunmetal Calf or Cordovan

Men's Shoes and Oxfords at \$6.95

360 pairs of Men's Slippers, at \$2.95.

Fine black kid romeo Slippers; sizes 6 to 11. Boys' Shoes, at \$2.95, army oak black calf; sizes 10

Boys' Shoes, at \$4.65. Gunmetal calf and patent

-Gimbals, "Coupon Day," Second floor

Dress Ginghams, at 45c a yard 32 inches wide. Save a third. Longcloth, yard wide at 38e a yard.

Novelty Lawns, 36 inches wide, at 40c a vard.

Gimbels, "Conpon Day," Pirst and Second floors. Domestic and Willard Sewing Machines, at \$51

\$5 cash and \$1 weekly brings any machine to

Fifty Emblem Sewing Machines, at \$29. Made by the famous Domestic Sewing Machine Com-pany. \$2 cash, \$1 weekly for the balance.

—Gimbels, "Coupon Day," Subway Store.

Men's Shirts, at \$1.48

Men's Pajamas, at \$2. Save \$1. Men's Terry Cloth Bath Robes, at \$3.95. Soiled from handling; worth two and three times as

Men's fine woven Madras Shirts, at \$2.95. Save one dollar and five cents. A wonderful assortment of candy, pin and pencil stripes; guaranteed colors;

Men's Pad Garters, 35e each, or 3 for \$1. Single and double grip, plain colors.

Boys' muslin Night Shirts, 95c. Small lot of Boys' Collar-attached Blouses, ages 7, 8, 9, 10,

11, 12 years, 75c. Ehirts, neckband style, \$1.25. Soft double cuffs; about wholesale price today. All sizes, -Gimbels, "Coupon Day," First floor.

> Star Safety Razor Blades, 6 in a package, at 10c

Star Blades, \$1 size at 50c. Jonathan Crookes & Sons, of Sheffield, England, Razors, at 50c. Rasor Sets, many only one of a kind; at half price and less.

Shaving Brushes, at 25c. Daggett & Ramsdell Shaving Cream or Shav-Molle Shaving Cream, at 19c.

Men's Cloth Hats, at \$2.25

Men's and Boys' Caps, at 75c.
Boys' Cloth Hats, at \$1.50.
—Gimbels, "Conpen Day," First floor.

Women's Umbrellas, at \$2.15

Of American taffeta (cotton); colored bakelite tops and wrist cords, at \$2.15.
Women's Colored Umbrellas,

with colored or white handles, also sterling silver tips and rings, at \$9.
—Gimbels, "Coupon Day," First floor.

In the Subway Store

Men's and Young Men's Spring Suits. \$23.50. Women's and misses' new Easter Suits, at

Women's and misses' Coats, at \$18.75. Girls' lovely spring Coats, at \$10.

Girls' White Dresses, slightly shop-soiled, at \$2.50 and \$3.50.

Women's and misses' Dresses, at \$13.75. Women's and misses' Suits, at \$25. Women's High Shoes, at \$2.95. Lace and

Men's Shoes, \$4.95. High shoes and oxfords. Children's Shoes, at \$2.95. Various styles. Best quality Seersucker Gingham, at 35c yd. Leather Goods, at 5c to \$4.95. Shop-soiled. Sale of Trunks, at \$10.95. Odds.

Traveling Luggage, at 50c to \$8.95. Odds Children's Muslin Underwear, slightly mussed.

Bleached seamless Sheets, \$2.15 each. 81x90. Summer Dimity Bedspreads, 81x90, at \$2.95. Petticoats, at \$1; made of black sateen. Petticoats, at \$1.65; made of white sateen,

Clearance of Housedresses, at \$1.55 to \$2.55. Sample Muslin Underwear, at 50e to \$2.95. Men's Socks, at 121/2c pr., slight seconds. Women's medium weight cotton Stockings, a

Children's and infants' Socks and Stockings,

Women's light-weight Vests and Drawers, as 38c each. Suiting Serge, fine weave soft finish; black

only. 36 inches wide, at \$1. All-wool mannish Suiting Serge, 54-inch, at

\$2.75 vd. Mill lengths of white Dress Lawns, at 25c yd.

Cretonne Remnants, save close to half, at 35c vd. Women's hemstitched Handkerchiefs, 6c each.

Vestees of Venise lace, at 85c. Emblem Sewing Machines, at \$29. Made by the famous Domestic Machine Co. \$2 cash, \$1 weekly for the balance.

Bust Confiners, hook front or back, at 25c. Odds and samples of Linens, at Se to \$4.75.

Final clearance of odd China and Glass, at lean-up prices.

Boys' Norfolk Suits, Junior Suits and Reefers,

Rogers' silver-plated Flatwear, at 35c to 50c. Clean-up sale of odd lots of Jewelry, at 10c

Baby Pants, small, medium and large, 50e pr. Men's Neglige Shirts, at \$1. Not all sizes.

Dressy Lingerie Waists, at \$1.25.

Japanese Matting Rugs, woven designs, rersible, 9x11.6, at \$5. Tapestry Brussels Rugs, Oriental patterns,

New Process Ploor Coverings, full rolls, at

Remnants, at 25c and 40c sq. yd., as to size. Westover Toilet Paper, 7 rolls for 25e All new feather Pillows, fancy ticking, at 95e.

Children's Gloves, lined and unlined, 68e pr. Women's kid and cape Gloves, at \$1.85. Men's tan cape Gloves, at \$1.65 pr All-silk plaid Ribbon, 30e vd., 5 inches wide,

Men's Soft Felt Hats, at \$2.35.
- dimbels, "Coupen Day," Subway Store

Every fashionable length of coat. But fresh-spic-span fresh-perfectly tailored models. Mostly navy blue Variety that swings from changably "different" tailleurs to braid-laden -famous U. S. serges, tricotines of rare worth-yes, Poiret twills, too. | flares and embroidery-trimmed dressy models. Thirty Styles Sale-Grouped at \$59

Novelty models-box-y styles; and styles with ornate little waistcoats; and styles with buttons that march between tuck-clusters; and long coats that straight line"; and coats that flare their bouffancy.

And simply glorious tailleurs-with the famous Gimbel "little touches."

Not just "plain" suits-not just what you've already had-not just the duplicate of what you've already half-worn-

In Both Groups, Besides-Styles for the "Extra-Size" Woman.

But as fascinating variety as in sizes 36.

MILLINERY-Rose-Brimmed-or Poppy-Crownedor Heather-Wreathed

Black-or brown-or navy blue hats of every conceivable size, flower-trimmed-varying all the way from brilliancy to daintiness of color. Or brilliant color-veiled with maline or net or maline-braids.

Or the flower hat that Paris apparently likes best-inlaid layers of flowers with the maline braid built right up over them. "Shape-Sizes" range from tiny, close-fitting hats of tiny, closely massed flowers up to the great, garden party hat with its huge poppies.

Prices Hover Around \$10.50 -Gimbels, Salons of Dress. Third floor.

500 Ostrich Feather Trimmed Hats, at \$7.50

Large, medium size brims. Various colors, at -Gimbels, "Coupon Day," Millinery Salons, Third floor.

Straw Braid, at 75c to \$2.50 a piece 9 to 10 yards in a piece. lab. visca and kako;

variety of colors.

—Gimbels, "Coupon Day," First and Third floors. Card Cases, Wallets, Pass Cases, etc., at 25c to \$1

\$1.35 for Hand Bags of black pin morocco leathers. \$1.65 for Hand Bags of black and navy, gray and brown, beaver, grain lamoskin, e \$1.95 for light-weight Japanese matting-covered

- \$2.35 for Dressing Cases; nickel and ebony \$1.35 for long grain leatherette Music Folds.

\$2.85 for Hand Bags and Envelope Purses; assorted metal and self-covered frames. \$1.35 for moire Silk Bags; edged metal frames; chain handles. __Gimbels, "Coupon Day," Pirst floor.

Ice Chests width 26 th in., depth at \$13.50 Refrigerators; width 23 in., depth 151/2 in., height

Easy Hour Electric Washing Machine and Swinging Wringer, tub made of southern cypress wood. Cooker Gas Stove, three-burner top-enameled drip pan and white enameled door, at \$19.95.

Oil Heater and Boiler, capacity 3 quarts, at

\$3.75. Jewel Gas Irons, complete with cord and stand, 6-pound size, at \$1.95. Sad Iron Heating Plate, at 35c. Steel Fry Pans, 9-inch, at \$1.

Sheet Iron Roast Pans, at 35c.

Tin Wash Boiler, copper bottoms, wood handles, family size, \$1.45. Zinc Face Wash Boards, at 35c.
Wizard Floor Polishing Mop, large size, at 95c.
Aluminum Lip Saucepans, 75c, \$1.25 and \$1.45.

Aluminum 10-quart Preserving Kettles, at \$1.50. 5-quart aluminum-covered Kettles, slightly damaged, at \$1.50.

White enameled finish Bread Boxes, at 950 . Three-ring Wooden Towel Holder, at 10c. Gimbels, "Coupon Day," Fourth floor.

Women's Ready-to-Wear Hats, at \$1.50

All-satin, straw and Georgette-and-silk combinations; black and colors, at \$1.50. Ready-to-wear Hats, silk and satin in black and colors, at \$3.

Satin-and-straw combinations in Sport Hats, \$6. Gimbels, "Coupen Day," Third foor. Women's Ready-to-wear Hats, satin-and-straw combinations, all-satin and all-straw; black and

Untrimmed straw Hats, black and colors, at 95c. - Gimbels, "Coupon Day," First floor. Special Easter Toy Baskets, Filled, at \$1

Filled with toys and trimmed with chickens and rabbits and ribbon. Special price, \$1. Auto wheel Coaster Wagon, at \$7.25. Horsie Toddler for small children, in 4 sizes, at

\$2.35, \$2.65, \$3.35, \$3.85. Last of our 1919 Baby Coaches, at half price, at \$15 to \$30. -Gimbels, "Coupon Day," Fourth floor.

Fancy Bead Necklaces, at \$1 Combined with metal chains. Worth about three times as much. Pottery Chains, combination of colorings, at 50e.

Gunmetal Purses for holding small change, at 25c and 50c. Worth double. Sterling Silver Finger Rings, fancy mounting set with brilliant rhinestones, at \$2.50. -Gimbels, "Conpon Day," First floor.

Wreaths of Flowers at \$1.75

Burnt Plumage Bands, at \$1.25. Gimbels, "Coupon Day," First foor. Women's Irish Linen Handkerchiefs, 6 for \$1.15

embroidered in one corner; variety of patterns, at -Gimbels, "Coupon Day," First floor

Women's Irish linen Handkerchiefs, hemstitched;

Bleached Irish Table Linen, at \$2.65 yd.

Heavy quality; assorted designs; 70 inches wide. Irish Linen Table Cloths, 63x63 inches up to 2x3 yards; variously priced. \$4.50 to \$15.75 Save 40%. Bleached Turkish Towels with blue border, at

72-inch round Lunch Cloths, trummed with imitation Cluny lace and lace medallions, at \$9 each. Heavy bleached Union Crash Toweling with neat blue border; good absorbent quality, at 23e yd.

-Gimbels, "Coupon Day," Second floor. Thousands and thousands of pieces of odd lots of shop-soiled Linens from stock including Towels, Toweling, Table Damask, Napkins and Fancy Linens; save up to half, at 10c to \$18.50.

Gimbels, "Coupon Day," Second and First floor.

Floor Lamps, at \$12 Silk shade included Some are imperfect. Candlesticks, at 25c and 50c each.

Silk Shades for small lamps, at 50c to \$1.50.

—Gimbels, "Coupon Day," Thoroughtare.

Floor Lamps, beautiful stand and silk shade; gas or electric, at 25c. -Gimbels, "Coupon Day." Fourth floor. Wall Paper, at 71/2c, 15c and 28c a piece At 71/2e a piece-values worth double or more kitchen, sitting-room and bedroom papers.

sitting-room papers. All are less than half price. At 28c a piece-imitation grass cloth effects, embossed papers, oatmeal and engraved tile papers. _All sold with borders or binders to match -Gimbels, "Coupon Day," Fifth floor.

At 15e a piece-fine selection of bedroom and

Just 35 Wolf Scarfs, at \$47.50 In brown and taupe. Save \$10 to \$15.

—Gimbels, "Coupon Day," Third foor.

Peanut Cluster Creams, at 50c lb. Vanilla Eating Chocolate, at 28c a half pound cake.

Glossy Stick Candy at 55c lb. Annex, Grand Aisle and Subway Store.

9x12 ft. Fancy Willow Grass Rugs, at \$17 \$17.75 for 9x12 heavy reversible

Wool - and - Pibre Rugs. \$47 for 9x12 ft. Smith seamless high pile Axminster Ruge.