

Philadelphia, Pa., Thursday, April 22, 1920.

The raising of production costs must stop and in very many lines have stopped. Good shoppers fare very well now.

WOMEN WONDER

AT HER CLOTHES

"Diamond Dyes" Make Faded, Old, Shabby Garments New

Don't worry about perfect results. Use "Diamond Dyes" guaranteed to give a new, rich, fadeless color to any fabric, whether it be wool, silk, linen, cotton or mixed goods—dresses, blouses, stockings, skirts, children's coats, feathers, draperies, coverings. The Direction Book with each package tells so plainly how to diamond dye over any color that you can not make a mistake. To match any material, have druggist show you "Diamond Dye" Color Card—Adv.

KELLY'S 12 N. 9th
Open Day & Night
Oysters in Every Style
Planked Shad Dinner, 69c

READING GLASSES

As low as \$1.50
I specialize in accurate fitting of bifocals and special lenses for difficult cases. Helpful Eye Suggestions. Magazine Mailed Free.

W. L. BACHE Registered Optometrist
613 MARKET STREET
Formerly at Second and Market Sts.
Uptown Office: 2001 W. York St.
Open Evenings, 7 to 9 P. M.

Lighting Fixtures

Direct From Manufacturer to Consumer
25% REDUCTIONS
Until Saturday, May 1st

Come in and see our most complete stock of GAS and ELECTRIC FIXTURES.

We can save you money on any fixture you desire.
PITTSBURGH GAS & ELECTRIC FIXTURE CO.
35 N. 9th St.

How to Find the Cream You Need

Stand in a good light, examine your face carefully in a mirror, and then—

Study This Chart

Proved by use in more than 4000 Beauty Shops

Acne Cream—for pimples and blackheads.

Astringent Cream—for oily skin and shiny nose.

Combination Cream—for dry and sallow skin.

Foundation Cream—for use before face powder.

Lettuce Cream—for cleansing in place of soap and water.

Motor Cream—for skin protection, before exposure.

Tissue Cream—for wrinkles and crows' feet.

Whitening Cream—for freckles and blemishes.

You may secure the advice of Marinello Experts at our

Western Office 100 Madison Bldg. 365 5th Avenue Chicago

Eastern Office 100 Madison Bldg. 365 5th Avenue New York

MARINELLO
Of Beauty for Every Face

Marinello Toilet Preparations may be had at all Drug Stores, Department Stores and Shops

Store Hours: 9 to 5.30

Very important selling of women's good-style shoes is in progress. \$3.98 for high shoes, \$5.40, \$6.90, \$7.40 and \$9.60—chiefly low shoes, meeting so-called "values" up to \$17.

Gimbel Brothers

MARKET : CHESTNUT : EIGHTH : NINTH
For Tomorrow—Friday

1000 Women's Wraps—in the Seventeen Most Fashionable Shades of Tan

Sports Coats—in the new lengths.
Street Coats—with irresistible "little touches."
Dressy Coat-Wraps—of inimitable "cut" and "line."
Capes—the most fascinating are accordion-pleated.
And unique Cape-Coats—reproductions of the Paris "successes." Various—

At \$25, \$29.75, \$35, \$45, \$49.75, \$55, \$59.75, \$69.75, \$89.75, \$97.50, up to \$165

Beginning with polo-cloth and serge and tricotine and wool-velour and "flex-o-tex" going up to bolivia and herringbone bolivia and "fan-ta-si" and silk duvetyne and chantoyant—and camel-hair, a veritable craze, begins at \$55.

Philadelphia's Most Complete Collection of Voluminous Rubberized Capes
Indispensable for rain—wonderful for motor-trips—and to be found among fashionable women's sea-bathing outfits.

Of English tweeds—at \$25.
Of Schappe silk—at \$29.75.
Of Henrietta—at \$29.75.
Of rich satins and heavy, crepe crepes de Chine, variously at \$45 and \$59.75.
Plenty of the fashionable tans.
And navy blue, too. And black. And gray.
—Gimbels, Salons of Dress, Third floor.

Georgette Blouses

—Two Brand New Models—

At \$5



At \$5 back from the shoulder seam. In pink and in white.

Both have short flared sleeves.
—Gimbels, Salons of Dress, Third floor.

Misses' Suits—

Reduced to \$46.50

\$13.25, \$18.50, \$28.50—up to \$32.50
Clipped from Former Prices

Mostly novelty models.
About twenty styles—not all sizes in every style.
Mostly navy blue—but some very smart tan-shades, too.
Plenty of pleated skirts.
Eton styles. Pony-coat styles. Flare-jackets that button only at the throat. Jackets that "link" at the waist-line. Braid-trimmed models. Embroidered models. Satin sashes with deep silk fringe. Waistcoats—some gold-touched.
—Gimbels, Salons of Dress, Third floor.

Phenomenal Sale of Handsome 88-Note Player-Pianos

at \$425
And Payments Can Be as Little as \$3 a Week

Every home should have music—no home need be without music if no member of the family can "play" the piano. The Player Piano solves the problem. Anyone can play it—old or young. Easy Terms

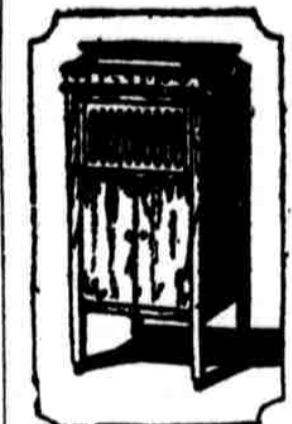
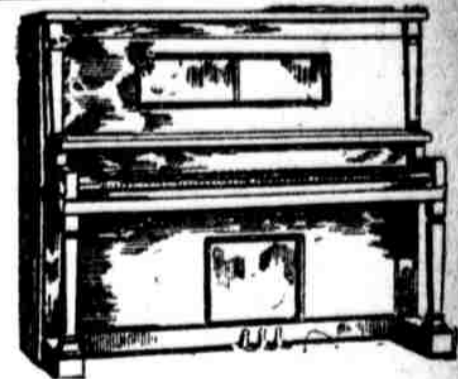
As little as \$3 a week on the balance, on these 88-Note Player Pianos at \$425. And the price includes free twelve rolls of 88-note music, a piano bench (seat) and tuning for a year.

Conreid Phonographs

As Little as \$5 Special, at— \$69
On Easy Terms

The "Conreid" plays all disc (flat) records of all makes. First payment may be as little as \$5. Full-size 46-inch mahogany case, Adam style. Double-spring silent Krasberg motor—can be wound while playing. Tone modulator. Speed regulator.

Fill in and mail to
Gimbel Brothers, Philadelphia
I am interested in
Without obligation to me, please send fuller particulars.
Name
Address
—Gimbels, Raridman Hall, Seventh floor, also Subway Store



Conreid—46 inches high—\$69

A Standard For Shoes:



The best leathers the markets afford, made up without skimping by the best workers in the industry.

The Boot Shop knows no other basis for quality.

Steigerwalt
Boot Shop
1420 Chestnut St.
Where Only the Best is Good Enough

Allen
When You Buy a Car you feel you are investing a substantial sum of money. Each year for eight years the Allen Car has met the exacting standards of the experienced motorists. No matter how exacting your desires may be you will find the Allen will measure up. A catalog will tell the full story, or write or phone for a demonstration.
MOTOR CORPORATION
820 N. Broad St., Phila.
Voplar 4166

Women's Slip-Over Sweaters at \$5.95



Of pretty Zephyr wool in smart novelty weave.
Purled waist and cuffs and the cutest collarless "V"-neck.
Newest spring colors—beautiful buff, deep rose, pale pink, turquoise blue, American Beauty and charming salmon-pink.
Sizes 38 to 44.
—Gimbels, Third floor.

Sale of Untrimmed Hats at 95c

—Manufacturing Milliners' Clearance—Save \$1—up to \$4

Over a hundred shapes. Mostly black, blue and brown. Liseses. Pippings. "3-N-Japs" and Milan hems.

And Trimmings at 25c

—Save \$1 to \$4.25

Wreaths. Bunches of roses. Bunches of forgetmenots. Wings. Breasts. Quills. Bands.
—Gimbels, First floor.



Women's Fancy-Weave Stockings, Special at 45c a Pr.

Filmy drop-stitch and lacy effects. Slightly "second"—nothing to weaken wearing quality. All sizes.
Little Children's Fancy Socks fine soft cotton. White with color-striped tops; only because we bought them last year is the price 25c

Men's Athletic Union Suits Special at \$1.65 a Suit. Of fine, soft, cool check nainsook. Roomy "cut"—comfortable!
—Gimbels, First floor.

Sale of Fantasi, Baronet, Dew-Kist, Georgette and Other Rich Silk Skirts

At \$16.75 Savings Run Up to \$23

Besides Fan-ta-si, and Baronet satins, and "Dew-kist" and Georgette, there are Crepes de Chine and Taffetas and Baronet satins combined with rich, heavy Crepes de Chine and accordion-pleated silk poplins, and charmeuse-satins, and fascinating sports plaids.

Pleated—Tailored—Tucked—Be-Ruffled—and Novelty Styles
—Gimbels, Salons of Dress, Third floor.



Ruffled Taffeta, Figured Fan-ta-Si Sale-Priced, \$16.75

Save an Average Third on Boys' Norfolk Suits at \$12.50

A lot of Suits "promoted backwards" to strengthen a lower-priced group. Fine mixtures—fine bargains, at \$12.50, for boys 7 to 15 years.

With Extra Trousers	Norfolk Suits	Without Extra Trousers
\$18.50	8 to 17 Years	\$15

Mixed tweeds; all-around belt.

Man-o-War Reefers at \$12.50: \$15

"Admiral" Style—Made in England. Blue cheviot (two weaves). For boys 2½ to 10 years.
—Gimbels, Third floor.

30x3½ "Super Service" Auto Tires, \$14.95

And 30x3½ Tubes at \$2.25

Made a purchase of six hundred of these "Super-Service" Tires. These are—
All New—All First Quality—
All of the Non-Skid Type—
Save 18 Percent

Size	Price	Price
30x3½	\$17.50	\$22.50
32x3½	\$22.50	\$27.50
34x3½	\$27.50	\$32.50
36x3½	\$32.50	\$37.50
38x3½	\$37.50	\$42.50
40x3½	\$42.50	\$47.50

Electric Spot Light; mirror back, \$2.95.
Genuine Hand Klaxon Horns, \$3.85.
30x3½-in. Tire Covers, well made, \$1.15.
"Violet Ray" Lens, cover the law, \$2.50.
—Gimbels, Sporting Goods and Auto Supplies, Fourth floor.

Introductory Offer of Landers, Fray & Clark's "Universal" Aluminum Ware—Specials

The name of the makers is its own guarantee of excellence—their name stands for dependability of goods. "Universal" on an article means that "how good—not how cheap" was the ruling idea in its production. And yet, while introductory prices prevail, this aluminum ware is at very low prices. Just here-and-there hints—

- 3-qt. Pudding Pans at \$1.35
- 1-qt. Soup Strainers at 90c
- 2-qt. Sauce Pans at \$1.15
- 3-qt. Stew Pans at \$1.50
- 2-qt. Coffee Pots at \$3.50
- 4-qt. Convex Sauce Pans at \$2.50
- 4-qt. Convex Kettles at \$2.50
- 8-qt. Preserving Kettles at \$2.75
- 5-qt. Tea Kettles at \$5.75

—Gimbels, Fourth floor.

A SPEAR STOVE FOR EVERY PURPOSE



NO MATTER what your heating or cooking problem may be, we can solve it for you. We have Spear Stoves for heating individual rooms, garages, storage houses, detached buildings, hot-water stoves and stoves for laundries.

Send for our booklets on Spear Ranges and Spear Heating Appliances. They are full of helpful suggestions.

JAMES SPEAR STOVE & HEATING CO.
1823 Market Street
Bell—Spruce 2470
Keystone—Race 753
(Spear Stoves made in Philadelphia since 1889)

Women's and Misses' Beautiful Coats, Capes and Dolmans at \$10.75, \$13.75 and \$16.75

Save Third—or Half

Samples and "little groups." Dolmans with sweeping cape backs—graceful!
Capes—smart with braid and fancy buttons. And accordion pleated Capes with big silk collars—these at \$16.75.
Beautifully tailored Coats—plenty of sports lengths!
Navy, black and spring shades. Various of velour, serge, cheviot, basketweave, polo-cloth, jersey, silver-tone and mixtures.
Women's sizes, 36 to 44; misses', 14, 16 and 18. Some extra-sizes—up to 52 bust.
Big values, at \$10.75, \$13.75 and \$16.75.
—Gimbels, Subway Store.

In the Subway Store 1200 Men's Neglige Shirts at \$1.55

Save at Least a Fourth

These Shirts should have been delivered last Fall—we bought them, if bought now would cost us 25 to 33 per cent. more. Of fine quality percale with soft turn-back cuffs and center pleat. In lavender, black, blue and green stripe effects. Sizes 14 to 17. Buy a Summer's supply at \$1.55.
—Gimbels, Subway Store

Just 30 Axminster and Seamless Velvet Rugs, 9x12 ft., at \$35

Away Underpriced

Standard quality and unusual patterns. Because of slight weaving defects, but which will not harm the wear, we have made this big reduction. Every rug is guaranteed.

As there are only thirty of these rugs we will not fill mail of phone orders.

Save a third, at \$35.
Willow Grass Rugs, pretty figured patterns, slightly shaded, at half or near half price—
9x12 ft., \$12 8x10 ft. \$10 54x90 in. \$4.25
China and Japanese Matting Rugs, woven designs; variety of pretty patterns; 9x11 8 ft. special, at \$5.75.
Wool-and-Fiber Rugs, reversible; inexpensive and serviceable; slight weaving defects—
9x12 ft., \$18.75 8x10 6 ft., \$16.75 6x9 ft., \$12.75
Tapestry Brussels Rug Remnants at away less than half price; slight seconds; lengths to 4 yards, at 75c a yard. No mail orders.
New Process Floor Coverings, full rolls and remnants of the best quality; variety of pretty designs, tile and hardwood patterns. Full rolls, at 55c a sq. yd. Remnants, at 30c and 40c a sq. yd., as to size of piece.
Felt Base Rugs, less than half price, slight "seconds," 6x6 ft. and 6x7 6 ft., at \$2.50. No mail or 'phone orders. None to dealers.
—Gimbels, Subway Store.

Clearance Sale of Women's New Spring Footwear—High Shoes at \$1.95; Low Shoes, \$5.85: Worth up to Double

Various leathers and wanted styles.

—Gimbels, Subway Store