

Founded in 1865

The House that Heppe built

Inaugurated the One-Price System in 1881

Downtown—1117-1119 Chestnut Street Uptown—6th and Thompson Streets

We have a One-Year-Plan of payment for Victrolas.

This Plan allows all your rental payments to apply toward the purchase price if you desire.

One-Year-Plan on Victrolas at Heppé's

You are free to return the instrument or purchase it at any time.

We have Victrolas in a variety of styles and finishes, at prices ranging from \$25 to \$350. There is a style and finish for every need. There is a price and a plan of settlement for every pocketbook.

We also have a large and varied selection of Victor Records. Mail and phone orders are promptly filled.

Call, phone or write at once for catalogs of Victrolas and Records and full particulars about our One-Year-Plan.



Heppe Victrola Outfits

Victrola IV Records	\$25.00 8.40
Total Cost	\$28.40
<i>Pay 50c weekly</i>	
Victrola VI Records	35.00 4.25
Total Cost	\$39.25
<i>Pay 75c weekly</i>	
Victrola IX Records	75.00 5.10
Total Cost	\$80.10
<i>Pay \$1.50 weekly</i>	
Victrola XI Records	150.00 8.50
Total Cost	\$158.50
<i>Pay \$2.50 weekly</i>	

C. J. Heppé & Son
Downtown—1117-1119 Chestnut Street
Uptown—6th & Thompson Sts.

Store Hours, 9 to 5:30.

Lawns should be cut frequently—not only is grass more easily kept even, but it is less work. The larger the wheels on a lawn mower the greater the speed of the knives. Right kinds on the Fourth floor, at \$6.00 to \$17.50.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH
For Tomorrow—Friday

Philadelphia, Pa., Thursday, May 20.

Experienced campers get results the easiest way—they have learned to "cut out" unnecessary inconveniences. Same with gardening. The right implements save labor and add zest to the work. All the garden tools the amateur needs, on the Fourth floor.

Top-Tier Capes—Tuck-Cluster Sports Coats—Motor Coats—Street Coats—Elaborate Wraps—All These in the



Reduction Sale of Women's Wraps

Save Third to Half

Sports Coatings made up into French-style and English-style and American-style sports coats and capes—unlined, mostly; practical and smart as a whip! Luxurious bolivias and eoras and chatoyants and peachblooms and duvetynes and velands and silvertones and goldtones—made up into unique coats with sleeves and wraps with little cape-rufflets and unique, French-model reproductions of wraps that are neither cape nor coat!

And such Poiret twills and tricelines and men's-wear serges! Made up into smart, shapely, straight-line, belted coats—coats for traveling, or street wear, or the most general sort of general service.

New Prices: \$19.75, \$24.75, \$32.50, \$39.75, \$50, \$75 and \$100

Least Saving, \$12.75

Greatest saving: \$95. Average savings: third to half.

—Gimbels, Salons of Dress, Third floor

Save Fifth to Fourth on Boys' Suits at \$15

With Extra Lined Trousers at \$18.50

Norfolk—styles that give that trim spic-span look! Sturdy "boy tailoring"—stands wear. Fancy tweeds and cassimeres in smart grays and browns. All-round belt; flap, patch, or slash pockets. Ages 8 to 17. At \$15. With extra trousers—a big economy feature—at \$18.50.

Boys' Washable Suits at \$2.85—Values \$3.50 and \$4 More!

Styles for ages 2 1/2 to 10 years. Dressy, all-white suits! Colors—or color-trimmed smartly! Of fine chambray, Devonshire, Peggy cloth and galatea.

—Gimbels, Boys' Section, Third floor

Just a Few of the Articles Offered in the Sale of Toilet Goods

Savings up to a Third and Better

Cold Creams
Daggett & Ramsdell Cold Cream, at 37c.
Pond's Vanishing or Cold Cream, at 20c and 40c.
Gimbels Theatrical Cream, 1/2 lb. tins, at 37c; 1-lb. tins, at 63c.

Brushes of Every Description
Aluminum Face Hair Brushes, at 75c.
Hughes' Ideal Hair Brushes, No. 66, at \$1.75.
Hair Brushes, at 25c, 50c, 75c, \$1 and \$1.50.
Tooth Brushes, imported kinds, at 10c, 6 for 50c; 12 1/2c, 6 for 65c; 15c, 6 for 80c; 18c, 6 for 90c; 25c, 6 for \$1.25; 35c, 6 for \$1.85.
Nail Brushes, at 10c, 15c, 18c and 25c.
Cloth Brushes, at 50c, 75c and \$1.

Bath Brushes, detachable handle, at \$1.
A special lot of Cloth Brushes, at 25c.

Dental Preparations
Pebecco Tooth Paste, at 37c.
Fornham's Tooth Paste, 42c.
Albodon Tooth Paste, at 19c.
Kolyon Tooth Paste, at 22c.
Kal Pheno Tooth Paste, 21c.
Kal Pheno Tooth Powder, 21c.
Fyorrhocide, for receding gums, at 75c.
Lyon's Tooth Powder, at 21c.
Pepsodent Tooth Paste, at 42c.

Talcum Powder
Gimbels Talcum Powder, at 19c a lb. can.
Palmolive Talcum Powder, at 12 1/2c.
Mavis Talcum Powder, at 19c.
Williams Talcum Powder, 16c.
Johnson & Johnson Red Cross Baby Talcum Powder, at 16c.
Java Face Powder, at 37c.

Leghorn Hats
—in the most fascinating colors.
—Special at \$3.95

And Ostrich Wreaths
—Special at \$2.95
In colors to match or to contrast with all those shades.
Don't need any additional trimming. And it's easy to trim with.
Gimbels—Third Floor

Gimbels Hard Water Soap at 95c a Dozen Cakes
—Gimbels, Grand Alle and Subway Store



For School or College Boy Graduate

Men's Sterling Silver Belt Buckles at \$2, \$2.50, \$3.75—up to \$17.25

Stunning designs—fancy pierced initials or solid surfaces with square, oval or rectangular centered spacings for monograms.

Designs, engine turned, pierced or engraved. Elegant looking plain heavy buckles—rich hammered silver buckles—and buckles inlaid with enamel or with 14-kt. gold stripes. At \$2, \$2.50, \$3.75 up to \$17.25.

Children's Muslin Drawers at 35c

Hemstitched hem. Tuck-trimmed. And of good muslins. Ages 2 to 12 years. Other styles for ages 2 to 16, at 50c, 85c, \$1.50. With embroidery or lace edged ruffles and cluster tucks.

Little Children's Short Dresses at \$1.50, \$1.95, \$2.25 to \$2.95

With sweetest set-in yokes—sometimes just a shallow band of lace. Or embroidery. Some "pink-stitched" or ribbon-threaded around neck and sleeves. High neck and long sleeves; low neck and short sleeves.

Fine lawns and nainsook. Ages 6 months to 2 years.
—Gimbels, Children's Section, Second floor

We can help you avoid costly errors in building your new factory

During our 55 years as industrial constructors we have found, as you have doubtless observed, that too many manufacturing plants are built without adequate provision for future growth.

When expansion becomes necessary, new buildings are needed sooner and in greater number than should be. They are stuck here and there, wherever space permits, without regard to system or economy. Departments are thrown out of proper relation, and the whole manufacturing process is made wasteful—and more costly.

Fifty per cent of the Steele business today comes to us unsolicited, through the recommendations of clients whom we have helped to avoid just such costly errors as these.

Under the Steele Idea we can produce for you no bigger and no more costly than your present business warrants, but which will be planned and designed with a flexible capacity that will absorb future growth without the usual expensive rebuilding and remodeling.

The type of service we render our clients proves that they do not retain us primarily to plan and erect buildings, but to create for them industrial instruments of the greatest possible operating efficiency.

If you are a manufacturer thinking of building, rebuilding or adding to your factory, consult us. We shall be glad of the opportunity to prove to you the value of our services.

WM. STEELE & SONS CO.

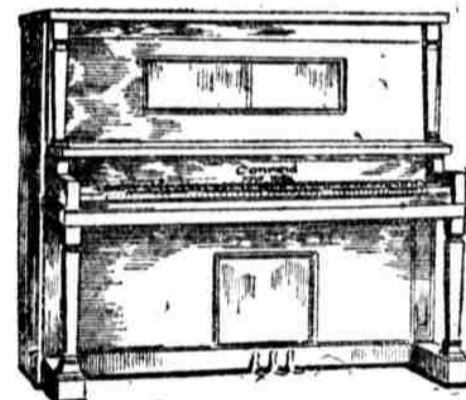
Architects : Engineers : Constructors
PHILADELPHIA TORONTO



New Conreid Player-Pianos : \$575

Save \$150
Pay As Little Per Week as—

\$3.50



Easy Terms
Mahogany Case
Powerful and Sweet of Tone—Easy to Operate

Aeolian Vocalion Phonographs

\$135 \$165 \$195 \$225



Play All Flat Records
Tone Modulator
Easy Terms

FILL IN AND MAIL TO
Gimbel Brothers, Philadelphia, Pa.
I am interested in Talking Machines
 Pianos
Without obligation to me, please send fuller particulars.
Name.....
Address.....
E. L. 5-28-20

—Gimbels, Hardman Hall, Seventh floor; also Subway Store.

Subway Store Sale of Linoleums and New Process Floor Coverings at "Clean-up" Prices

Two Carloads in This Clearance
Full Rolls—Part Rolls—Remnants

An extra large space on Main Aisle and in Regular Section given over to this sale. Please bring measurements.

Inlaid Linoleum at \$1.65 sq. yd.

Tile, parquetry and geometrical effects. As many yards as you may require cut from full rolls.

Inlaid Remnants, mostly short lengths; many of same pattern to match. Special at 75c sq. yd. Limited lot.

Heavy Cork Linoleum, burlap back, variety of pretty patterns; some have very slight printing defects. Full rolls, at 75c and 90c sq. yd.

An accumulation of remnants of same quality, one to two yards wide, at 40c and 50c sq. yd. (as to size). Every one worth three times more.
No mail or phone orders.

New Process Floor Coverings—best grade felt-base, sanitary and durable, large variety of pretty patterns—

Full rolls, all perfect, at 50c and 65c sq. yd.

Long remnants, two yards wide, at 40c sq. yd.

Short lengths, one to two yards wide, many to match, at 25c sq. yd.
No mail or phone orders.

New Process Felt-base Rugs, slight "seconds", 6x6 ft. and 6x7.6 ft., special at \$1.75 each.

Limited lot—no mail or phone orders.
—Gimbels, Subway Store.

Subway Store Sale of 1264 Boys' Suits

Extra Pair of Trousers at \$11.50

Save 33 1/3 Percent

\$11.50

—And if these young "feller's" suits hadn't been ordered months ago the increased cost of material and workmanship would make them about half again this price—

Choice of chevrot, cassimere and tweed. Newest colorings. Sizes 7 to 17 years.
—Gimbels, Subway Store

