

The Blue Store
The Store of Personal Service

1310 Chestnut St.

A Taffeta Frock or Two ———!

In Navy Blue!!

"What shall I wear this afternoon?"—a troublesome question that is so aptly answered here. For every woman who chooses to be known as well-gowned will include a Navy Blue Taffeta Frock in her Vacation Wardrobe.

\$25, \$39.50, \$45

At these prices you may choose with confidence. Be assured of fine-quality silks and of the daintiness of those **Alpine Wool Suits—Ideal for Travel**



Set it on the table—



For a delicious, sparkling, drink with your meals, Dr. Swett's, the Original Root Beer, gives a zest which no other drink can equal.

Made from the original formula which has been a favorite in New England for nearly 60 years.

The Dr. Swett Root Beer Co.
31st and Master Streets
Philadelphia, Pa.

Bell Phone: Poplar 1429

Local and Out-of-Town Distributors, Write Us for Attractive Dealer Proposition

B&E Caution—To prevent substitution look for this trade-mark blown into the bottle.

Dr. Swett's
The Original
Root Beer

**Tomorrow
Last Day of
One-third Off**

Today and Saturday you can purchase every article of merchandise in our Store at 33 1-3 per cent. off its former selling price—

**And No
Longer!**

This applies with equal force to Suits, Topcoats, Straw Hats, Underwear, Collars, Ties, Flannel Trousers, Blue Serge Coats—anything in the Store.

Hundreds of men undoubtedly will take advantage of this last-minute opportunity.

Don't be among the late comers.

William H. Wanamaker
1217-19 Chestnut St.

Store Hours 9 to 5

The fact of the matter is, that the real money-saving center of Philadelphia is known—Gimbels.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH
FOR SATURDAY

Philadelphia, Friday, June 18, 1920

Shop carefully—you are the one to know which store gives best values. Some advertisers see through queer glasses.

This Ten-Million-Dollar Adjustment Sale Is New Proof of the Helpfulness of the Gimbel Store

The Gimbel merchandising plan is to depend on increasing volume of business for profit—and year after year it is first in value-giving.

No store sells all articles at one rate of profit. Some goods can be inexpensively handled; others are fraught with danger of loss—but are necessary to handle in the cause of complete service. But we are certain that any individual or family can make their entire yearly purchases here to their large money advantage. That is Gimbels every day. Emphatically true now.

Just now we are fighting for you and with you to ease the cost of living, and we back this great sale with the power of the Store's Ten-Million-Dollar holdings of goods.

We can continue the fight as long as necessary. It is a fight, open and fair, against undue costs, which are a greater menace than retailers' profits. Our woes grew out of the "cost-plus prices" of war times. They must stop. Under them costs could rise to the skies—surely a fool's paradise.

Make the Most of the Daily Bargain Feast



Sale of Girls' Dainty Dresses at \$5.75, \$7.75, \$9.75 and \$11.75 —Mostly Half-Price

Though, savings actually run up to \$18.25.

Organdies—all crisp ruffles or combined with embroidered organdies. Voiles—plain and figured. And fascinating tissues—made up in ways that bring out their full beauty.

White, pink, blue, yellow, rose, orchid. Plaids and checks and solid colors. And every treatment from hand-smocking to wool-embroidery. In each group— Little Girls' styles, in sizes 6 to 10. Big Girls' styles, in sizes 10 to 14. High School Girls' styles, sizes 12 to 16.

—Gimbels, Salons of Dress, Third floor.

Where Else Can \$5 Buy Such Tub-Skirts as These?

Surf-satin (cotton) and the cotton gabardines that never seem to muss and that do up repeatedly to look like new. Pre-shrunken.

—Gimbels, Salons of Dress, Third floor.

Ribbon Sports Hats at \$2.95

—Mighty Close to Half-Price



Which a clever maker had made up in slack season—to keep his people on full time.

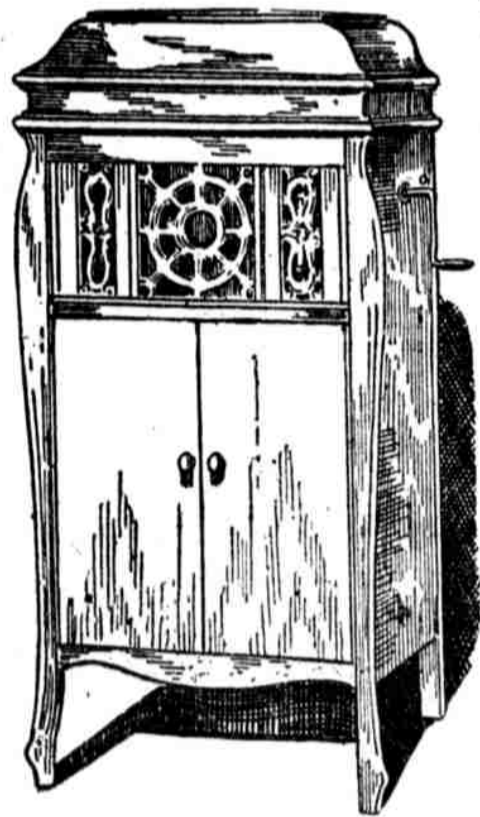
Crowns of rows of ribbon, alternating with rows of Milan hemp in contrast. The brims of the Milan hemp.

Tam o' shanters and straight crowns. Mushroom, saucer, straight and roll-up brims. Novel trimming, full lined and ready to wear.

—Gimbels, Third and First floors.

Talking Machines at Half

Entire holdings of a thoroughly good maker—one of the best standard motors; universal tone arm, adapting the machine to play any flat record.



**Handsomely
Walnut
and Mahogany
Cased**

**Sale Price,
\$89**

Two styles of cabinet—Colonial and Adam style—one is 48-in., the other, 45-in. high.

Terms too easy to worry any one.

—Gimbels, Seventh floor and Subway Store.

Sale of Women's and Misses' Cool Summery Dresses —\$4.75, \$6.75 and \$9.75

In lovely soft georgettes, stylish printed voiles, and crisp organdies, nets and lineen. Plain colors or checks or blocks. Ruffled overskirt or straight model.

All sizes at each price—\$4.75, \$6.75 and \$9.75.

Smart Shimmering Baronet Satin Skirts at \$12.75

Plain colors and novelties, in pink, white, blue, taupe and salmon. Sizes 23 to 30. Worth almost double, at \$12.75.



—Gimbels, Subway Store.

In the Subway Store 1200 Women's Petticoats Specially Priced at 95c

Enough for Tomorrow

Of black sateen. A figured flounce trims the bottom. And truly exceptional value at 95c.

—Gimbels, Subway Store.

1000 Boys' Wash Suits at \$2.50 and \$3.50

Worth Almost Double

Solid colors, stripes and combinations in a variety of models. All sizes, 3 to 10 years.

Boys' Cheviot Norfolk Suits, Now \$5.95

Close to half price; for boys 7 to 17 years.

—Gimbels, Subway Store.

Save \$10 Men's and Young Men's Suits \$15

From our regular stock—prices slashed for a quick clearance. The values are exceptionally great. One price—\$15. Men's "Palm Beach" Suits at \$12.50 and \$15. Men's Mohair Suits, at \$13.50 and \$16.50.

—Gimbels, Subway Store.

WOMEN'S White Shoes \$1.95

Worth 25 to 40 Percent More

Cool and comfortable. Of canvas—high lace shoes—leather or rubber soles. Oxfords of canvas with rubber soles and heels. Another style is trimmed with brown leather strap.

All sizes. At \$1.95. **Children's White Shoes at \$1.50 and \$1.95**

Sizes 6 to 2

—Gimbels, Subway Store.

Men's Suits Reduced \$27.50 and \$33.50
Close to Half the Regular Prices



The clearaway at reduced prices is based on canceled orders. The proposition is all in your favor, and is right in line with the demand for good goods at lowered prices.

Every Suit Is All-Wool—The Models and Materials Are Right Up to Date

—Gimbels, Second floor, Ninth Street.

Men's Straw Hats at \$2.65

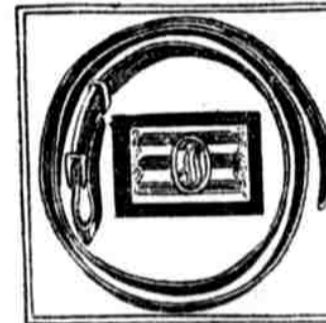
Save a Third. Sennit Straw Included!

A great assortment of smooth and rough weave Straw Hats at \$3.45.

Boys' "Freshie" Caps at 50c

Men's and boys' silk and mohair Summer Caps, at \$1.50 and \$1.85.

—Gimbels, First floor.



Hickok Buckles

Sale of Hickok

Belts and Buckles, \$1.15, \$1.35, \$2, \$3.25 and \$6

Prices are for belt and buckle complete. Various silver-finished, sterling-front and solid sterling buckles. Pierced initials, applied initials or styles for engraving.

—Gimbels, First floor, Ninth Street.

Assorted Chocolates, Less Than Half Price, at 78c lb. Assorted Caramels at 38c lb. Save a Third

Two Fine Candy Specials

The Chocolates are Quinby's "California Chocolate Shop," fruit flavored. The Caramels are wrapped, and flavored with chocolate, vanilla, and nougat.

—Gimbels, Chestnut Street Annex, Grand Aisle and Subway Store.

3000 New Waists at \$3
—Save \$1.50 to \$3

Twenty-five new styles—mostly short sleeve and open-throat—coolest things that Summer knows!

Of Summer's coolest fabrics, too—organdies and voiles.

Simple little picnic styles up to very pretty dress-up affairs.

Plenty with plenty of lace.

—Gimbels, Salons of Dress, Third floor.

3000 Bathing Suits of the Sturdy Surf-Satin (Cotton)

That outwears every other sea-going fabric on the market—

At \$3.95, \$4.50, \$5, \$5.45, \$5.90, \$6.50 and \$6.90

Mostly English-make sateen—which is the best surf satin made.

Black. With the prettiest pipings and cordings of white or green, or Copenhagen blue.

—Gimbels, Salons of Dress, Third floor.