

**ERTEL'S**  
**VICTOR VICTROLA**  
**SALESROOM**  
*Largest Assortment of Records*  
 Complete List of July Records on Sale Today.  
 2135 North Front St.  
 Philadelphia, Pa.

**STAR SHOE REPAIRING**  
 N. E. Cor. 8th & Filbert Sts.  
 No call or delivery, but honest value and good service.  
 We Clean and Dye Shoes.

**WHOLE SOLES**  
 of genuine Neolin and rubber heels

**MEN'S \$1.75**  
**WOMEN'S \$1.50**

**Cuticura Complexions Are Satisfactory**

You may rely on the Cuticura Trio to help your complexion. The Soap to cleanse, purify and beautify; the Ointment to soften, soothe and help heal redness, roughness, or other skin trouble; the Talcum to powder and perfume. They are ideal preparations for all toilet uses.

Sample Each Free by Mail. Address: "Cuticura Laboratories, Dept. 12, Malden, Mass." Hold every bottle. Soap, Ointment and Talcum. Cuticura Soap shaves without mug.

**Simplex Electric Iron**  
 on Easy Payments

ONLY once during the year do we offer a standard, guaranteed electric iron on easy payment terms. Now—and for a limited time only—you can buy the well-known Simplex electric iron for \$1

with the order and balance in seven monthly payments of \$1 each.

Every household needs two or three irons. If you already have one, here is your chance to buy a Simplex on easy payment terms.

(Made by Simplex Electric Heating Co.)

Send in your order today to your District Office or to the Electric Shop; or phone Walnut 4700 and have your iron sent out to you.

**THE PHILADELPHIA ELECTRIC COMPANY**

Tenth and Chestnut Street  
 9 South 40th Street 18th and Columbia Ave.  
 2100 Kensington Ave. 4600 Frankford Ave.  
 6th and Diamond Sts. 7 and 9 W. Chester Ave.

**Oh! By Jingo—Fox Trot**

**NEW VICTOR RECORDS FOR JULY**

**On Sale To-day at Presser's**

You will want some of these for "over the Fourth." If you don't want to carry them with you, let us ship them prepaid. The list is a fine one and presents Caruso, Galli-Curci, Braslau, Elman, McCormack and others at their very best. Comfortable booths, cooled by electric fans, courteous and efficient service, at Presser's.

**VICTROLAS—All styles Very easy terms**

**Outing Machines**  
 Portable—All makes—\$3 and \$4 per month

**Theo. Presser Co.**  
 THE HOME OF MUSIC  
 1710-12 Chestnut St.  
 Largest store in America of Classical—Educational—Church Music Publications. All the Counter and Show Successors

Store Hours: 9 to 5  
 Store will be open all day Saturday.  
 Closed Monday in celebration of "The Fourth."

**GIMBEL BROTHERS**  
 MARKET CHESTNUT 11 EIGHTH 1 NINTH  
 FOR FRIDAY

Philadelphia, Thursday, July 1, 1920  
 Dependability first and foremost.  
 Gimbel's lead in real value-giving.

**Thirty-five Hundred Men's Silk Shirts at \$4.95**  
 —War tax an extra 20c



**Nobody Ever Heard of Such a Thing, for These are no Mere Tub-Silk Shirts, but of Heavy Silk Crepe**

Another reflex of the silk slump (which soon righted itself). Owner of these silks set good shirt makers at work to turn his goods into shirts—tried to save himself from part of the impending loss. We bought the shirts from the silk man. A queerly-shrewd Frenchman made the silks and strengthened the fabric by putting cotton threads in the colored stripes. All the weft is silk—in all, at least 70% is silk. And the shirts will wash and wear splendidly.

The price is \$4.95 for the reason we've stated and because we have narrowed our own profit to add ginger to this sale. Plus war tax, \$5.15.

Well-shaped; liberal size; shrunk neckband; good pearl buttons; generous double cuffs.

The colorings well-dressed men like—men who "don't go to pieces," sartorially, in hot weather.

—Gimbel's Shirt Section; Grand Aisle and Subway Store.

A Fashion Writer Called the Fourth of July—"Tub Skirt Day"!

**Smartly Cut White Skirts "Fourth" Specials at \$3.85, \$5, \$5.85 and \$7.50**

Mostly gabardines and surf-satins. Styles with patch pockets and inset pockets and flap-pockets and button-trimmed pockets. Pre-shrunk.

**Khaki Skirts---at \$3.95**

Especially liked for picnics and tennis and motor-cycling.  
 —Gimbel's, Salons of Dress, Third floor

**There Hasn't Been Such a Sale of Women's Silk Stockings in Years**

**They Are Kayser Make; Second Selection for Hurts Too Trivial to Worry Over**

\$1.95 a pair. All-silk or with cotton top and toe, white and black. No War Tax. Sizes 8 1/2 to 10.

\$2.95 a pair—plus 10c War Tax, \$3.05—in all black, white, gray. Many in lace effects. Good for all occasions. Luxurious and sensible for bathing, because durable.  
 —Gimbel's, Hosiery Section and Grand Aisle

**Silk-Poplin Bathing Suits—Special at \$6.90**

Slip-on model, with wide shoulder strap that women are asking for—safer against sun-burn! All black. Pockets and belt.

**Knited Suits—Special at \$9.90**

The popular model with the broad stripes used as trimming—to widen skirt and neck and armholes and to slash up the sides of the skirt.

Black and Copenhagen blue.  
 Navy blue and Copenhagen blue.  
 Navy and rose.  
 Black and white.  
 —Gimbel's, Salons of Dress, Third floor

**New "Bungalow Dinnerware" from England**

Cool and gay with flowers—fuchsia-and-blue designs; vine decorations with red and blue flowers or brown bands. Summery, novel, utterly English shapes—basket shape fruit bowls; covered dishes with fig-shape handles. Open stocks—you may buy one or a dozen pieces. Whole sets of 106 pieces at \$59.50. Salad Bowls at \$5 and \$5.95. Basket shape fruit bowls at \$3.95. Chop Dishes at \$2.50. Cake Dishes at \$2.95.  
 —Gimbel's, China Store, Fourth floor

**Women's Dresses—Fine Figured Voiles Special at \$17.50**

Show the New Tendency to Gray Grounds

Covered with unique Persian patterns in lilac or raspberry or old blue, and of course, there are the very fine printings in navy blue and white and navy blue and gold.

Also at \$17.50—sheer white voiles, novelty-texture voiles and dainty tissues.

**Beaded Georgettes and Very Handsome Tricolettes—Special at \$45**

The Georgettes in blue or in brown, braided to match. And the tricolettes in white, pink, brown and blue.

**And a Wonderful Collection of Summer's Prettiest Pink and White Dresses at \$25 to \$49.75**

Crepes de Chine and Georgettes. Some of the smartest with pleating-trimmed.  
 —Gimbel's, Salons of Dress—Third floor



**Quinby's California Chocolates Half Price } 78c lb.**

Take Along Gimbel Candy for the "Fourth" Week-End  
 Packed in a redwood box.  
 Chocolate-covered } 60c  
 Caramels, lb. at... }  
 Other Candy }  
 Specials }  
 —Gimbel's, Chestnut Street Annex, Grand Aisle and Subway Store

**Hohlfeld Couch Hammocks Save \$7.50 at \$15**

Khaki, full size, extra heavy mattress, spiral springs; khaki ends and windshield; adjustable back-rest; complete with chains; save a third at \$15.

**Mission Porch Swings } \$6**

Save a Third at—  
 4 ft. long; high back; complete with chains and hooks, \$6.

**Take One of These Woven Hammocks to the Park Picnic**

And for the porch or lawn: deep valance, throw-back pillow; save a fourth at... } \$3.65  
 8-Ball Croquet Sets with Wickets } \$2.85  
 Save 25% at—  
 Other Croquet Sets at \$1.75 to \$16.50.  
 —Gimbel's, Fourth floor

**Subway Sale of Bathing Suits**

—Women's, Misses', Children's—

**at \$3**

Save \$1.50 to \$3



The Women's and Misses' Suits are of surf satin (cotton) and mohair—the two fabrics best for service-giving.

Mostly black. But with the cutest color-pipings—and pockets cut into the belt—and tiny, tiny "sleevelets"—and buttons—and neck-finishes.

Misses' sizes 16 and 18.  
 Women's sizes—36 to 46.

**The Girls' Suits in Sizes 6 to 12**  
 Are the famous knited suits, with the comfortable tights and cunning skirts knited all together. Gay, bright color-stripes.  
 —Gimbel's, Subway Store

**In the Subway Store: Women's and Misses' "Hotel Dresses"**

—Georgette—Elaborately Beaded—Silk-Lined

**At \$19.75, \$22.50, to \$37.50**

Plenty in dark blue—and the dark blue ones with a tiny, tiny motif of green are fascinating! All the other fashionable colors, too. Some extra sizes.  
 And Foulard Dresses at \$18.50—in good clear printings.

**Holiday Dresses at \$5, \$6.95, \$10.95 up to \$15**

Including fine organdies—beautifully made. Lovely Georgette-figured voiles. Dotted swisses, Gingham and linens. Sizes 14 to 18 and 36 to 44.  
 —Gimbel's, Subway Store

**Waist Sale \$1, \$1.65, \$2, \$2.85 and \$3—3600 in the Lot—Save \$1 up to \$4**

AT \$1—Dainty, pretty, cotton Waists, mostly in colors.  
 AT \$1.65—Lingerie Waists, tailored Waists and semi-tailored. Mostly white.  
 AT \$2.85—Habutai silk Waists—four styles; two with long sleeves; two with short.  
 AT \$3—Georgette crepe Waists. Three models—copies of \$10 and \$12 styles.

And Voile Smocks at \$2—Every Summer Color

—Gimbel's, Subway Store and Regular Section.

