


HIGH BLOOD PRESSURE
Why Suffer Longer? Drink
Mountain Valley Water
The famous curative water from near
Hot Springs, Ark.
ENDORSED BY PHYSICIANS
Mountain Valley Water Co., 718 Chestnut St.
Served at leading Clubs, Hotels, Cafes and P. R. R. dining cars.
Sold by first-class grocers, druggists, etc., or direct by us.



THE drawing up of Wills, acting as Executors and sometimes as Guardians are intimate services often intrusted to us. And we take pleasure in fulfilling them because they bring us close to the hearts and homes of our people and indicate the profound and pleasing confidence they place in us. Whether you come to us as a big commercial or a small private depositor; for a will to be drawn or a title to be insured, you will find us equally anxious and able to serve.

Open Monday and Friday Evenings Until 9 o'Clock

KENSINGTON TRUST CO.
Kensington & Allegheny Aves Philadelphia
TAKE USE OF TIME

SCOTT & HUNSICKER Unusual Neckties

Below Regular Quotations

- Heavy grosgrain Scarfs \$.75
- English silk Scarfs 1.00
- Poplin, plain colors (8 mos. Guarantee) 1.65
- College stripe Scarfs 2.00
- Fashion-knit Scarfs 3.00

In addition, an almost endless variety of twills, heavy brocades, etc., that will be selected and bought by people of manners and means because the silks are wonderful.

Duofold and Carter's Union Suits
We Can Fit You!
Short, medium and long legs and all-sleeve lengths

SCOTT & HUNSICKER
SHIRT MAKERS AND FURNISHERS
108 S. 13TH STREET
4 Doors below Chestnut Street

Duofold Health Underwear
for Men, Women and Children



Change your underwear!

To conserve your body-warmth and energy—to safeguard your health and ward off sickness—to be comfortable out in the cold as well as indoors—wear Duofold. Comfortable in hot rooms because next to the skin is the layer of fine soft cotton; comfortable in zero because outside the cotton is the layer of wool. Ask your dealer to show you.



Duofold Health Underwear Co.
Mohawk, New York

For **Wednesday**, Store Hours, 9 to 5:30
Toyland of Oz is the Gimbel Toy Store of other years with a world of newness. Brightest spot in Philadelphia.

GIMBEL BROTHERS
MARKET · CHESTNUT · BIGHTH · NINTH

Tuesday, Nov. 9, 1920
Bring every youngster you know to the Gimbel Toy Store—bring them often. A whole herd of beautiful Ponies to ride.

For **Wednesday**

Gimbel Store and Its Relation to Price Revision

In the operations of a business touching three continents we would be indeed dull not to know a great deal of the basic conditions that rule values.

"Value" is what a thing is worth; "values" in the cumulative sense gives the business world's idea of what, under the conditions of the moment, things are held to be worth. In neither case is the cost of production the whole guide.

And that brings us to the price problem of today.

There is much loose talk—in the newspapers and outside of them; talk that, taken at par, would close pretty nearly all mills and bring such conditions of disaster as a child might work with a watch—and the child would say, "I'm sorry; I didn't know I'd hurt it. I didn't mean to."

There is not going to be a panic.

There is a decided slowing down by many mills, whose owners stand in blank wonderment—their problem being to protect their property. If the business world forgets to do that, we should have chaos!

The responsible businesses of this country have a clear-cut duty. Stores are coming to the fulfillment of their part—following the Gimbel lead—pretty rapidly. Earlier price cutting was not a corrective. Today's price re-adjustment has much to do with

keeping business healthy—and that concerns every grown person; touches the lives of all whether or not the individual is in active business.

The wants of more than a hundred million people—their needs and their longings—are to be supplied. This country has besides a growing world business to foster. There's plenty to do, as each unit of production and business decides how to proceed safely.

Gimbel Prices are Revised to the Seeming New Levels of Safety—With Large Money Losses to be Taken Right Now as to Goods Owned by Anybody

And the reaction of the consuming public is showing that the New Era prices are comfortably borne, for people in every walk of life are apparently buying their full requirements.

The Gimbel Business—in Volume of Sales, Number of Transactions or Money Receipts as you please to measure—is larger than ever.

We ask you to simply consider your requirements in buying—don't overbuy; don't stint. But now—and everyday—keep this in mind—

Gimbels lead in value-giving.

Men's Ribbed Cotton Union Suits at \$1.95

Various weights. White and ecru (Sizes 34 to 46). —Gimbels, Underwear Sale, First floor.

Fine Corsets, \$3—Half Price and Less

Mostly La Markette and La Vida make. Dainty pink brocades and coutils. Styles for every figure type. —Gimbels, Second floor

200 L'Opera Pearl Bead Necklaces Our Own Importations Half Price at \$1.50

Eighteen-inch strands. Graduated. Solid gold clasps. —Gimbels, First floor

Wamsutta Sheets Half Price

Seven different sizes—65x99 inches, at \$2.10, to 90x108 inches, at \$3. —Gimbels, Bedclothing Sale, Second floor

Women's Brogue Oxfords Special at \$7.10

Tan Russia calfskin. Best white oak leather soles. Military heel. Two shades. —Gimbels, Second floor

Jet Girdles Half Price at \$4 and \$5.50

Rope effects with beautiful drop ball ends. —Gimbels, Dress Trimmings Section, First floor

Men's Cape Gloves Reduced to \$2.15

One-clasp. Outseam sewn. Tan. —Gimbels, First floor

Linen Torchon and Cluny Laces Specially Priced

1- to 5-inch widths at 10c to 50c a yard For fancy work and curtains. —Gimbels, Lace Section, First floor

Women's and Misses' Exceptional Coats at \$25

Velour. Silvertip. Bolivia. Good assortment of colors. Sizes 14 to 44. At \$25. —Gimbels, Subway Store

Misses' and Children's Shoes at \$1.95

About 1000 pairs in the group. Black and tan leathers—durable—for school wear. Lace and button styles. Sizes 8 to 2. Special at \$1.95. —Gimbels, Subway Store

Women's Tricotine Dresses

Not only navy blues—but brown with bronze or "flame" beads—

Special at \$59.75

And with lovely little vestees of English eyelet done on soft bisque batiste. Four models.

Velvet Dinner Dresses—Also Special at \$59.75

Three Models Special at \$39.75

Two in tricotine—with biscuit-color cloth vestee. One tucked in most unique fashion; one with the cleverest slenderizing cut under the arms and over the hips. Brown and blue.

One in satin—with slashed redingote effect cut by pleated side paneling. Embroidery, too, of a unique sort, in a color-contrast, but a "related" contrast.



And at \$25 Dresses of Many Kinds That Were Close to Double \$25!

- Mostly catalogue reserves.
- Satins.
- Beaded Georgettes over satins.
- Tricotines.
- Serges.
- English Tailor Cloths.
- Jerseys.
- Tricolette.
- And changeable taffeta evening gowns.
- And "specials" besides, in extra sizes.

—Gimbels, Salons of Dress, Third floor

Fluffy Kit Fox Scarfs at \$59.75 Double Animal

Choice of taupe, gray and brown. Wear it as a stole or as a choker. \$59.75. —Gimbels, Subway Store

400 "Blue Bird" Dinner Sets at \$3.95 31 Pieces

Well-known and very popular decoration. First quality. While the lot lasts, they'll be half price, at \$3.95. —Gimbels, Subway Store

Silver-Plated Serving Pieces

Reed and Barton ware. Fifteen different serving knives, forks, ladles and spoons. —Gimbels, First floor

At \$1 Less Than Half Price

8-Fold Germantown Knitting Wool, Special at 18c a Ball

About one-third of actual value! Pretty colors, too, for "knitted gifts." —Gimbels, Art Needlework Section, Third floor.

Boys' Junior Suits Special at \$7.50

All-wool cassimeres; blue serge and brown and blue velvets. Smart all-around belt. Ages 3 to 10 years. —Gimbels, Third floor.

Black All-Wool French-Weave Serges Reduced to \$2.95

Regularly \$1 more. Fine weight for coats, suits and street dresses. A yard and a half wide. —Gimbels, Black Dress Goods, Second floor

Children's Wool Sweaters, Special at \$5.95

Warm, practical coat styles, with button-over belt. Roll collar. Pockets. Six good colors. Ages 6 to 12. —Gimbels, Third floor

Women's Irish Linen Handkerchiefs, Special at Six for \$1.55

Pure linen. Daintily hemstitched. —Gimbels, Handkerchief Shop, First floor

Women's Wool Scarfs, Special at \$5.95

Smart wool belt. Two pockets. Contrasting tuxedo roll. Peacock blue and tan and the smartest brown-and-tan effects. —Gimbels, Neckwear Store, First floor

1000 Cowhide Traveling Bags Half Price at \$24.95

Five-piece hand-boarded cowhide. Hand-sewn. Club style. Leather lined. —Gimbels, First floor

Coty's Face Powder, Special at \$1

Price includes war tax. Odors included are Jacqueminot Rose, Styx, Chypre and L'Or. —Gimbels, Toilet Goods Section, First floor

160 Men's and Young Men's Odd and Sample Overcoats at \$12—Half-Price and Less

—Gimbels, Subway Store

Girls' Warm Cosy Coats at \$8.75

For fall and winter wear. Made of various excellent grade materials. Some have large cloth collars—others are fur-fabric-trimmed. Sizes 6 to 14. At \$8.75. —Gimbels, Subway Store