

SILKS, WOOLENS, DRESS GOODS

COME HERE TO ECONOMIZE IN MATERIALS

Buy your dress goods where low rents and small profits cut your cost of dressing 1-3 to 1/2. A 6 1/2 fare (Route 9 down Arch st. or 4th or South st. cars) will save you \$10 or more on your new dress or suit.

36-in. Washable Satin, white only..... 69c
We give three away.

40-in. Heavy-weight Charmeuse. All colors. \$4.50 value. **\$2.50**

45-in. Silk face and twill back, imported Velvet. Dark green only. \$6.00 value..... **2.98**

58-in. Silk Velveteen. All colors. \$3.00 value..... **1.25**

54 to 56 in. All-Wool Serge. \$4.00 value..... **2.25**

58-in. All-Wool Tricotine. \$6.00 value. All colors..... **3.50**

38 to 45 in. Silk Chiffon Velveteen. Best dress patterns. Values between \$7 and \$10 yard..... **4.50**

58-in. Men's-Wear Serge. Values between \$8 and \$8 yard..... **3.89**

GOODS EXCHANGED IF NOT SATISFACTORY

NEW ENGLAND WOOLEN CO.
Open Evenings Till 9 o'Clock, Except Fridays, 6:30 o'Clock

721 SOUTH FOURTH ST.

FOUNDED 1858 DEWEES

1122-24 Chestnut Street
Quality and Standard Famous Over Half a Century

It is most gratifying to see the happy faces when our customers realize that those wonderful gown values they always found here before the war have returned to our shelves.

Every Garment Made from Selected Materials

NIGHT GOWNS! NIGHT GOWNS!
The Same Old Remarkable Values
Special at \$1.50

You remember what they used to be. Then the price of cotton flew to the sky and we could not get the manufacturer to supply us, but now we are glad to say they have returned to our shelves. Just as before the war, when they were the best gown values in the city, so they are today. Exceptional quality in various styles, all very attractive and practical for Christmas gifts.

Deweese Courtesy and Service Make Shopping a Real Pleasure

Hoskins
Gifts for Everybody

Any of the gifts shown here will be certain to please, and they are only a few of the large stock on display at Hoskins—the Gift Shop of Chestnut Street. We recommend:

Waterman's Ideal Fountain Pens From \$2.50 Up
Eversharp Pencils From \$1.00 Up
Engraved Christmas Cards in Great Variety

Hoskins
QUALITY STATIONERS AND ENGRAVERS
Chestnut Street at Ninth

THESE THEATRES EXHIBIT THE FINEST PHOTOPLAY PRODUCTIONS IN PHILADELPHIA
See the Best Movies in Your Neighborhood Theatre

ASTOR FRANKLIN & GIRARD AVE. MATINEE DAILY "THE INNER VOICE"	OVERBROOK 333 & LAVERGUE ST. MATINEE DAILY "The Cradle of Courage"
AURORA 2122 GERMANTOWN AVE. MATINEE DAILY "The Woman and the Puppet"	PARK RIDGE AVE. & DAUPHIN ST. MATINEE DAILY "YOUTHFUL FOLLY"
BENN WOODLAND AVE. AT 6TH MATINEE DAILY Dorothy Dalton in "HARRY AN HOUR"	POPLAR 4TH AND POPLAR MATINEE DAILY MAURICE TOBIER'S "DEEP WATERS"
BLUEBIRD BROAD STREET AND BIRCH ST. MATINEE DAILY "A VILLAGE SLEUTH"	SPRUCE 9TH AND SPRUCE MATINEE SATURDAY W. S. HART'S "A PAJAMA MARRIAGE"
CARMAN GERMANTOWN AVE. MATINEE DAILY HOBART BOWEN in "THE BRUTE MASTER"	Susquehanna 17th and Susquehanna MAT. DAILY PEARL WHITE in "THE WHITE MOLL"
CENTURY Erie Ave. and 6th St. MATINEE DAILY DOROTHY DALTON in "GUILTY OF LOVE"	The NIXON NIRDLINGER THEATRES
Fay's Knickerbocker Market at 40th ALICE BRADY in "THE NEW YORK IDEA"	AVENUE 25th and Allegheny MATINEE DAILY TOBIER'S "DEEP WATERS"
FAIRMOUNT 29th & Girard Ave. MATINEE DAILY "THE PREY"	BELMONT 52D ABOVE MARKET GLOBIA SWANSON in "Something to Think About"
FRANKFORD 4715 FRANKFORD AVE. MATINEE DAILY THOMAS MEIGAN in "CIVILIAN CLOTHES"	CEDAR 69TH AND CEDAR AVENUE LOU TELLEGEN'S "BLIND YOUTH"
Germantown 5310 Grandwood Ave. MATINEE DAILY "THE FORBIDDEN THING"	COLISEUM MARKET BETWEEN 50TH AND 51ST DOROTHY GIBB in "LITTLE MISS REBELLION"
GRAND 52D AND MARKET Noon to Midnight BABY RUTH (IN PERSON) in "A CHILD FOR SALE"	JUMBO FRONT ST. & GIRARD AVE. Jumbo Junction on Franklin St. THOMAS MEIGAN in "THE PRINCE CHAP"
IMPERIAL 2ND AND POPLAR MATINEE DAILY STAR CLAYTON in "THE CHAMBER MYSTERY"	LEADER 41ST & LANCASTER AVE. MATINEE DAILY DOROTHY GIBB in "LITTLE MISS REBELLION"
JEFFERSON 29th & Dauphin St. MATINEE DAILY VIOLA DANA in "A Chorus Girl's Romance"	LOCUST 52D AND LOCUST STREETS Mats. 1:30, 3:30. Evgs. 6:30 to 11 GLOBIA SWANSON in "Something to Think About"
LIBERTY BROAD & COLUMBIA AVE. MATINEE DAILY OLIVE THOMAS in "YOUTHFUL FOLLY"	NIXON 52D AND MARKET STR. JOE MOORE in "THE WHITE RIDER"
MAMMOTH Girard Ave. at 6th Symphony Orchestra GERALDINE FARRAR in "THE RIDDLE WOMAN"	RIVOLI 52D AND RANSOM STR. MATINEE DAILY ETHEL CLAYTON in "THE SINS OF ROSANNE"
MODEL 425 SOUTH ST. Orchestra DORIS KEANE in "ROMANCE"	STRAND GERMANTOWN AVE. and VERNANO ST. MAE MURRAY in "THE RIGHT TO LOVE"

Store Hours, 9 to 5:30

The Christmas spirit! How eyes are sparkling! How every one is just full of it! The stores will get quite crowded later. Skip that. Shop now—and in the mornings.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH
FOR WEDNESDAY

Thank you! We have nothing to gain or lose by the time you pick for Christmas shopping, but it is easier for you—and easier on salespeople—if selections are made early.

Seamless Wilton Velvet Rugs
At Close to Half October "Regular" Prices

Made by Philadelphia's Foremost Makers

These are Their Experimental or "Factory Trial Rugs," Practically Perfect, Though Not So Classed

Many more rugs are designed and made as "trials" than get into maker's catalogues.

The best thought of designers and the best skill of the weavers are put into these experimental rugs—hence, whether catalogued or not they are the best product of the mill. There were—

Nearly 2000 of these "Trial Rugs" In Forty Patterns and Colorings With Cleverly Reproduced Oriental Effects Predominating

The name of the makers is on the back of each rug: So much for the quality.

The collection of patterns is much greater than any one store would be likely to carry in "regular" stock: So much for the variety.

In these two sizes—

9 x 12 feet Seamless Wilton Velvet Rugs, Remarkable at \$47.50

We have third-grade 9 x 12 Tapestry Rugs within a dollar or two of this price!

27 x 54 in. Seamless Wilton Velvet Rugs, Remarkable at \$6.50

Come expecting to find rugs exactly meeting your furnishing requirements—for these rugs touch the peak of the weaver's artistry.

These prices far more than discount any probable rug reductions. It is an absolute mill clearance of very large proportions.

—Gimbels, Fifth floor.

Better Choose That Cedar Chest Now From These Specials

Even if you don't want it delivered until near Christmas — we'll arrange for the delivery any day you say.

All these made of fine Tennessee red cedar — brought to a high polish. Brass hinges and fittings. Strong locks. Easy-running castors.

And all built in the sanitary way—you can get under them to get the dust out.

1 \$37.50
2 \$25.50
3 \$30
4 \$12.50
5 \$46
6 \$30.75
7 \$37

Christmas Special No. 1 —at \$37.50	48 inches long. 21 inches high. 23 inches wide. Big enough for a "storage chest."	Christmas Special No. 2 —at \$25.50	44 inches long. 20 inches wide. 17 inches high. Particularly good as a window seat box.
Christmas Special No. 3 —at \$30	48 inches long. 20 inches wide. 18 inches high. Big enough for blankets and such.	Christmas Special No. 4 —at \$42.50	48 inches long. 21 inches wide. 20 inches high. Paneled. Note the scrolled edges.
Christmas Special No. 5 —at \$46	48 inches long. 22 1/2 inches wide. 21 inches high. Note the "different" panelling and the ornate corners.	Christmas Special No. 6 —at \$30.75	40 inches long. 19 inches wide. 19 inches high. Long enough to carry away a skirt without folding.
Christmas Special No. 7 —at \$37	49 inches long. 22 inches wide. 22 inches high. With the ends built high to make a box seat of it.		

—Upholstery Store, Fifth Floor.

Gift Thoughts In Furniture
Find Fullest Expressions at Gimbels

What governs one in selecting a piece—or set—of furniture for a gift? The best one can afford. One can afford to give so much more value if bought at Gimbels!

What makes the choosing a delight? Variety. One is so sure to find—

Just the Kind at Just the Price

in the big Gimbel stocks that one has planned for.

Here are hints in Living-room and Dining-room Furniture for gifts—

Five-piece Old Oak Polychrome Breakfast-room Suites with drop-leaf table and four chairs, \$115.

Mahogany Davenport End Tables, \$10.

Mahogany Day Beds, \$35.

Mahogany Chaise Longue, cane seat and back, \$45.

Mahogany Arm Chair and Rocker, cane panel back and upholstered seat, \$25.

Mahogany Library Tables, shaped tops, \$60.

Mahogany Rocking Chairs, high back, loose cushion seats, \$30.

Mahogany Arm Chairs and Rockers, seats covered with velour, cane panel backs, \$40.

Mahogany Arm Chairs and Rockers, wing effect, cane backs, seats upholstered in velour or tapestry, \$65.

Arm Chairs or Rockers, wing effect, cane backs, loose cushion seats, \$25.

Smoking Stands, two shelves, the top fitted with a glass smoking tray, \$5.25.

Smoking Sets, fitted with ash tray, cigar cutter, cigar lighter and cigar holder, some fitted with tobacco jars; variously in mahogany, oak and walnut, \$22, \$18, \$27, up to \$30.

Mahogany-finished Music Cabinets, \$15, up to \$35.

Six-piece Ivory-finish or Gray Enameled Breakfast-room Suites, consisting of drop-leaf table, buffet and four chairs, \$135. Another six-piece Suite in ivory, \$50. Another five-piece Suite, at \$80.

Three-drawer Martha Washington Sewing Tables, in Mahogany, at \$25.

Two-drawer Martha Washington Sewing Tables, mahogany; 2 center drawers and large utility compartments at each end, \$15.

Three-drawer Mahogany Sewing Tables, \$18.

Mahogany Priscilla Sewing Cabinets, fitted with sliding tray, \$5.50.

Mahogany Sewing Cabinets, \$16.

Betsy Ross Mahogany Sewing Cabinets, \$18.

Mahogany Service Wagons, fitted with detachable wooden tray and rubber-tired wheels, large under shelf. Each Service Wagon is packed in a carton and can be shipped by parcel post. Service Wagons, variously in mahogany and enamels, at \$15, \$20, \$35 and \$40.

Mahogany Writing Desk Tables, mostly Colonial designs, \$35, \$30 and \$25.

Spinet Desks in Mahogany, at \$65, \$75, \$80, \$85, \$100, \$110.

Ladies' Writing Desks, variously in walnut, mahogany, mahogany finish, fumed oak and golden oak, \$15, \$20, \$25, \$30, \$10 and \$50.

Five-piece Reed Living-room Suites, upholstered backs, loose cushion seats, consisting of soft, large arm chair, arm rocker, round table and lamp, \$250.

Three-piece Bar Harbor Reed Suites, arm chair, sofa and arm rocker, \$100. Can be furnished in either natural shellac or brown finish.

Mahogany Library Tables, carved claw feet, \$95.

Mahogany Library Tables, \$50.

One hundred Mahogany Ottoman Stools, variously covered in neat designs of tapestry and velour, at \$5.50

Large comfortable Wing-back Chairs with roll pillow effect arms, \$125.

Large wing-back Arm Chairs (library), covered in tapestry, \$110.

Decorated Consul Tables, mirror and chair, three pieces, \$100.

Standing Bookcases, mostly in oak, fumed oak and mahogany and mahogany finish; some without doors and others fitted with one and two doors, \$20, \$35, \$40, \$45, \$55, \$60, \$75 and \$80.

—Gimbels, Sixth floor.