

For Monday

Store Hours: 9 to 5.30

Simple, pretty French frocks for Florida wear—and elaborate ones as well.

GIMBEL BROTHERS

MARKET, CHESTNUT to BIGHTH, NINTH

Saturday, January 1, 1921.

Innovation Wardrobe Trunks—best and handiest. Lowest prices Monday.

For Monday

Eight-Million Dollar Reduction Sales

Monday Morning Gimbel Stores in Philadelphia and New York Will Begin a Tremendous Sale—Approximately \$4,000,000 in Each Store—Distributing Standard, Dependable Goods at Prices Making Every Item a Bargain

For two years or more everyone has handled an unusual amount of money, but it was hard to keep incomes increasing fast enough to meet the mounting prices. The game grew too high in its stakes and a halt was called.

As in the beginning of it all, advances came unevenly; so in the readjustment, declines came unevenly. Wheels of industry were slowed down, in many cases have

stopped.

Now, to start all wheels going again—to build prosperity on a rock foundation; on a complete range of lower prices.

It shall no longer take sales of money to produce goods—or to supply the home needs—for here is—

The Greatest Bargain Sale Philadelphia Has Ever Known

The sale will be of goods we own—reduced radically—and of goods that mills are asking us to distribute for them. **READY MONDAY**—with bargain news making as fast as we can print it.

Monday Begins—The Palm Beach Fashion Review—Living Models

At 11 to 12.30 and 2.30 to 4.

Demonstrating the most delightful clothes—both French and American—for wear at "the American Riviera Resorts." Palm Beach, Nassau, Tampa, Miami—and on to Havana. Especially—

- Traveling Suits.
- Sports Suits—and the newer-than-Sport-Suits.
- Sports Dresses.
- Dresses for morning strolls.
- Dresses for afternoon.
- Piazza Dresses—some comely enough to dance.

Up to ball gowns appropriate for Palm Beach's incomparable Ball Room.

Beach costumes.

Gorgeous sweaters and the right skirts.

Milinery—light, summery, joyous.

—Gimbels, Auditorium, Third floor.

Hand-Made Lingerie Dresses—From Paris

—at \$19.75, \$25, \$39.75, \$45 and \$49.50

Duplicates of the very exquisite models. New York's most famous Specialty Shop is featuring at just double Gimbel prices.

In a special section—

—Gimbels, Salons of Dress, Third floor.

\$200,000 Worth of Silk and Cotton Underwear for \$125,000—Gimbel White Sale Keyed to the Times

Mostly cottons—the old days of really good, inexpensive cotton underwear are back again. Exquisite silk things, too; but especially—oh, very specially!—The popular priced groups:

Exquisite Philippine Nightgowns and Envelope Chemise at \$1.85, \$2.95, \$3.95, \$4.95 and \$5.95—Worth \$3.95 to \$8.95

Merchandise that could have been sold wholesale at prices like these! Wonderful hand-embroidry in new, exclusive, elaborate designs.

3800 Samples Included—Without Ribbons—Grouped at \$2.95 to \$5.95—Just Half Price only one of a kind. Nightgowns and envelope chemises—exquisite!

\$2.95 Silk Envelope Chemises at \$2—Perfect Wonders Heavy pink crepe de chine. Effective lace yokes. Strap shoulders.

1800 Porto Rican Envelope Chemises at \$1.95—Worth \$2.95 and \$3.95 All hand-sewed. All hand-embroidered. All adorable!

\$3.50 to \$4.50 Silk Step-ins at \$2.50 Crepe de chine and satin. A lace stripe and the cutest tailored model.

300 Silk Samples at \$1 to \$3.75—Below Cost Blouses—Bloomers—Envelope Chemises.

Entire Flannelette Underwear Stocks Readjusted

\$2.95 to \$5 Nightgowns at \$1.95, \$2.50 and \$2.95
 \$3.95 to \$5 two-piece sets at \$2.95
 \$2.50 to \$4.95 Billie Blouses at \$1.95 and \$2.95

\$1.35 Worth \$3.50 **\$2.95 Worth \$4.95**

\$1 to \$1.75 Drawers at 75c to \$1 **85c to \$1.25 Corset Covers at 50c to 85c**

Best in spite of being practical. Firm, dainty nainsooks and envelopes—the "old" kind.

\$2.95 to \$3.50 Nainsook Envelope Chemises at \$1.95—All Sizes. Neatly trimmed. Many embroidered. Some with ribbon straps. "Fancy" of endless kind!

Porto Rican Nightgowns and Envelope Chemises at \$2.95—Worth \$3.95 and \$4.95

All hand-made—all hand-embroidered. Fresh, clean, indescribably dainty.

\$160,000 for \$249,600 Worth of Kuppenheimer and "Society Brand" Suits and Overcoats for Men

All our large holdings of these two famed makes—covering every good thing of the winter.

Rich deep-pile "lofty" Crombie and Worombio montagnacs in Ulsters, Raglan and Dress models.

Duffles, Shetlands, Chinchillas, Whitenys in Ulsters, Raglan, Ulsters and great coats, Vicunas and Kersey, Dress Overcoats.

Newest, fuller-shape single- and double-breasted suits in glove-finish imported worsteds, silk-mixed worsteds, smooth velours, cassimeres, herringbone, tweeds and chevots.

Plenty of blue and black worsteds of fine quality.

OVERCOATS SUITS

Less than Production Costs—All of them Suits and Overcoats at

\$29.50 \$47.50 \$67.50

Early Values \$65 to \$70 Early Values \$75 and \$85 Early Values \$90 to \$150

Far-Collared Overcoats Included Far-Collared Overcoats Included

Kuppenheimer and Society Brand Clothes stand equal with the best of the market, as to fabrics, and stand pre-eminently first in designing. Men who care for their appearance, and, withal, for real value-getting, have kept Gimbels foremost in clothing through appreciation of the standard we have maintained.

—Gimbels, Second floor.

15,000 Yards of Very Fine Cretonnes—Below Cost—at 32c

Paris styles, different designs and colorings. Big—strikingly big—patterns, down to the tiny, neat, well-colored grounds. And every coloring appropriate for any room.

Yes—full yard-wide.

10,000 Yards of Marquisette—Half Price at 25c a Yard

A most wonderful quality. Both plain and bordered styles. 36 inches wide.

\$9.50 Velour Window Draperies at \$5.95 a Set

Made from velour at \$4.50 a yard. 2 1/2 yards long. Separate valance.

Reve, blue, milky, green and taupe.

\$1.25 Special Oil Window Shades at 98c

In all colors, and in plenty of white and gray.

1000 Sets of Marquisette Curtains—Half Price at \$1.70

Made to suit window—rich satiny workroom.

Full width. Full length. And there's a dainty, romantic valance.

2000 Pairs of Cretonne Window Curtains at \$1.55 a Set, Instead of \$3.25

Full length. With a separate valance. Ready to hang. Plenty of "rose" colorings.

—Gimbels, Fourth floor.

Here Are the "Seconds" or "Menders" of DURHAM HOSIERY

Made Strongest Where the Wear is Hardest

Men's and Children's Men's and Women's Women's

at

14c 25c 16c

—Gimbels, Subway Store.

Record-Making Sale of Linens: Muslins: Bed Clothing

40c will buy, Monday, as much in muslins and sheets as a dollar bought last September.

High Lights of the Gimbel Sale

Utica Sheets, 81x90 Were \$3.25 Now \$1.39

Fruit-of-the-Loom Muslin Was 48c Now 17c

Sheeting Was 1.25 Now 55c

Bedspreads Were 3.00 Now 1.75

Comfortables Were 4.95 Now 2.45

Blankets, per pair Were 13.50 Now 7.75

Bleached Linen Table Damask, Irish, Was \$3.50 a Yd., Now \$2.50

Startex Crash, part linen both ways 14c Yard

COMFORTABLES Many at Half

\$1.25 Comfortables for \$2.45—Figured, miloline covering both sides. Double-bed size.

\$3.00 Bordered Comfortables for \$5.25—Figured all-around with plain outer borders. Double-bed size.

\$12.50 Silk Mull Comfortables for \$6.25—Pretty figured silk mull tops, with plain mull borders to match.

\$15 Wool Quilts for \$7.50—Only 75% slightly mussed. Figured nainsook with plain satin borders. Double-bed size. Wash filled.

\$15 to \$22.50 Wool Comfortables at \$9.95—Clearance lot from our regular stock. Various silk mull and fine balmain covering with plain silk mull and satin borders.

\$25 Wool Quilts for \$12.50—Plain and Jacquard Florentine coverings.

Down Quilts, half price—\$30 Down Quilts, at \$15; \$40 Silk Down Quilts, at \$20; \$50 Silk Down Quilts, at \$25.

180 fine satin-finished Bed Sets, consisting of scalloped Bedspread, scalloped cut cornered—\$7 grade at \$4.35; \$8 grade at \$5.35; \$9 grade at \$6.35.

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\$15 Embroidered Sets, at \$7.50. Neatly Embroidered Bed Sets. Double-bed size.

—Gimbels, Second floor.

UTICA SHEET

81x90

THE FAMOUS UTICA SHEETS

are:

63x90 inches, \$1.25
 63x99 inches, \$1.29
 63x108 inches, \$1.45
 72x90 inches, \$1.29
 72x99 inches, \$1.45
 72x108 inches, \$1.59
 81x90 inches, \$1.39
 81x99 inches, \$1.50
 81x108 inches, \$1.68
 90x99 inches, \$1.68
 90x108 inches, \$1.85.

Blankets All Down to New Low Levels

4700 pair white and plaid woolen Blankets, some with 100% wool. \$6.95 pair, were \$9 and \$10.

\$10 Blankets at \$7.75, pair. Color of white or gray wool and cotton mixed blankets. Double-bed size. Wash bound.

\$15 White Woolen Blankets, at \$9.95 pair.

\$15 Plaid Woolen Blankets, at \$9.95 pair.

Extra-size Blankets, silk-bound, white wool and cotton mixed. Size 72x90 inches, at \$10.75 pair, reduced from \$15.

\$12 Plaid Blankets, \$10 pair.

\$16.99 Plaid Blankets, at \$12 pair.

\$20 Plaid Blankets, at \$12.95 pair.

\$29 White Blankets, at \$19.99 pair.

\$25 White Blankets, at \$16.99 pair.

\$25 White Blankets, at \$16.99 pair.

—Gimbels, Subway Store.

Prices Drop Startingly on Waists These—Sales Grouped at 85c to \$3.85—Are Actually Below Last January's Cost Prices!

\$4 Waists at \$1.95

All cottons—striped dimities and satinettes and voiles.

Semi-tailored models, with pleatings and wide lace edgings and eyelet embroideries. And elaborate lingerie models.

White. Colors. Color stripes.

—Gimbels, First and Third floors.

\$5 Waists at \$2.95

Sheer, fine voiles.

All hand-drawn, most elaborately.

All real lace-trimmed—wide flared waist. Irish crochet.

White, of course.

—Gimbels, First and Third floors.

\$5 to \$7.95 Waists, at \$3.85

Satin, crepe de chine and Georgette over-blouses.

Satin, crepe de chine, Georgette and silk broadcloth "nickers".

Wool embroidered. Bands. Lace. —Gimbels, Third floor.

\$1.65 Waists at 85c

Cotton poplins. Embroidered voiles. Lace-trimmed in gipsy models.

White and colors. Sharply tailored. —Gimbels, Subway Store.

\$2 to \$3 Smocks at \$1.35

All colors. Linens and novelty cottons. Blue, green, rose, etc. Lacinities, yellow.

Decoratively embroidered.

—Gimbels, Subway Store.

Linens and Turkish Towels at New Prices

\$2.50 instead of \$3.50 a yard for splendid Irish Table Damask, 30 in. wide. Napkins to match.

\$2.95 for beautiful Scotch Damask, all linen, 70 in. cream.

Pattern Table Cloths—two qualities—2x2 yards, \$5.75 and \$7.50, 2x2 1/2 yards, \$7 and \$9.25. Worth a third more.

Damask Table Cloths, Scotch, all-linen—2x2 yards, \$10; 2x2 1/2 yards, \$12.50; 2x3 yards, \$15. Napkins to match, 22 inch, \$12.50 a dozen.

Scalloped Round Table Cloths, \$6.50 from \$9.

Turkish Towels

Fancy Jacquard; pink, blue or gold. 50c from \$1.

Biscuit, 1 1/2x3 in. 25c.

Kitchen Toweling

Part linen Startex (Cranh), 140. Part linen, red border, 120.

All-linen, for hand or roller towels, 25c.

All-linen, for all kitchen uses, 25c yard.

Cotton "Linen" Reduced

Pattern Table Cloths, 2x2 yards, \$3.75. Imported.

Table Cloths, round drapery, 2x2 yards, \$4.25, from \$6. Imported.

Decorated Cotton Damask Cloths, 2x2 yards, \$2.85.

—Gimbels, Second floor, Some on First floor.