

For Saturday

Store Hours, 9 to 5:30
Eight Million Dollars—chiefly in new merchandise—at altogether new prices—in the Gimbel Stores in New York and Philadelphia.

GIMBEL BROTHERS
MARKET · CHESTNUT :: EIGHTH · NINTH

Friday, January 14, 1921
The Gimbel Stores stand first—supremely first—in value giving. Shop: compare.

For Saturday

Because New York's Biggest Coatmaker Took an Enormous Cash-Loss on His Woolens—
1374 Women's Coats and Wraps
at \$22.50 to \$65 **Instead of \$45 to \$125**

And then took another loss on his made-up Coats—by way of swift and ruthless re-adjustment. Don't believe next winter will see as low prices as these!



304 Coats at \$22.50—Value \$45

Good, sturdy, well-made, well-cut, full-length, lined Coats of broadcloth and velours. Interlined, too.

256 Coats at \$35—Value \$55

Coats and Wraps, both. Silvertones. Velours. And velours d'argent. Silk-lined throughout.

419 Fur-Trimmed Coats at \$45—Value \$75

Straight-line; full-length. Bolivias, suedines and kerseys. Silk-lined throughout. The enormous collars are of natural raccoon, Australian opossum and skunk-dyed opossum.

86 Sports-Length Fur-Collared Coats at \$55—Value \$85

Velours. Suedines. And drap Polaire. Enormous fur shawl collars.

\$100 and \$125 Bolivia Wraps and Coats at \$65

Richly lined—magnificently fur-collared. —Gimbels, Salons of Dress, Third floor.

Misses' \$100 Coats at \$45

—All With Big Fur Collars

Five styles—mostly the smart wrap-effects.

Not only luxurious bolivias and fine velours—but even evoras!

Such fashionable furs for the collars as Australian opossum and natural raccoon.

Mostly in the new browns.



**Girls' \$19.75 to \$45 Coats Reduced—
Now \$9.75, \$15, \$19.75 and \$25**

Variouly in dorset velours, cheviots, velours, velveteens, broadcloths, chinchillas and fawn cheviots.

Girls' Coat, \$25. Been \$45. Same fur-trimmed. Size 6 to 16.

—Gimbels, Salons of Dress, Third floor.

Women's Ankle-Length Glove-Silk Blouses Special at \$3.95

Firm, heavy glove silk in rich "petticoat colors" green, purple, blue. Mighty popular as petticoats.

Women's Wool Sports Hos. Reduced to 95c

Several good lines. Heavy ribbed quality in smart heather mixture. —Gimbels, First floor.

\$5.95 to \$6.95 Georgette and Tricolette Waists To Be Closed Out at \$2.95



Tuck-ins and overblouses—and some mighty cute sack-styles. Wool-embroidered and silk-embroidered tricolettes. Beaded and lace-trimmed and silk-embroidered styles in Georgette. Dainty colors. Suit colors. And high colors. —Gimbels, Salons of Dress, Third floor.

Mo. of Those Wonderful **Philippine Nightgowns and Chemises at \$1.95, \$2.95 and \$3.95—Samples of \$3.50 to \$7.95 Grades**

Took 'em all—just as they were—with or without ribbons! Elaborate—exquisite. Nightgowns at each price. Straight Chemises at \$1.95. Envelope Chemises at \$2.95 and \$3.95.

\$3.95 to \$5 Silk Petticoats at \$2.95

A clean-up. Jerseys, Taffetas, Messalines. —Gimbels, Second floor.



"HOUSE OF KUPPENHEIMER" Is Quite Generally Conceded to be **First in Overcoats**

Hundreds of Kuppenheimer Overcoats are included in this—

Sale of OVERCOATS and SUITS
At Close to Half the Early Prices

Society Brand Clothes are included—and we defy competition in this large movement.



OVERCOATS

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

Duffles, Shetlands, Chinchillas, Whitneys in Ulsters, Raglan, Ulsters and great coats, Vicunas, Elesians and Kerseys, Dress Overcoats.

SUITS

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

Plenty of blue and black worsteds of fine quality.

Less Than Production Costs—All of Them—Suits and Overcoats at

\$29.50
Early Values \$65 to \$70

\$47.50
Early Values \$75 and \$85
Fur-Collared Overcoats Included

\$67.50
Early Values \$90 to \$150
Fur-Collared Overcoats Included
—Gimbels, Second Floor, Ninth Street.

In the Subway Store

Men's Ulsters and Overcoats, \$25

Full belt, belt-in-back, form-fitting—good big bargains for men and young men. Silk sleeve linings; many of the fabrics plaid backed.

Trousers, \$2.75, \$3.95, \$4.85

Sizes 28 to 52—worsted, cassimeres, cheviots, serges, flannels—stripes, checks, mixtures. New prices. —Gimbels, Subway Store.

3000 PAIRS MEN'S SHOES REDUCED

\$15 to \$18 "Welbred" Made at \$11.75 and \$12.75

\$10 to \$14 "Perfections" at \$6.45, \$7.50, \$8.95, \$9.75



"Down-to-the-bone" prices on the season's best lasts and leathers; including Brogue Oxfords—

\$15 to \$18 "Welbred" shoes now at \$11.75 and \$12.75. \$10 to \$14 "Perfection" shoes now at \$6.45, \$7.50, \$8.95 and \$9.75. BOYS' \$5 to \$9 shoes reduced to \$2.95, \$3.25 and \$5.95. —Gimbels, Second floor.

Boys' "Wearpledge" CLOTHING

Re-Priced Downward

\$8.75 \$13.50 \$17.50
From \$12.50 From \$20 From \$22.50

Suits : Mackinaws : Overcoats

Understand, at \$12.50, \$20 and \$22.50 in the recent Bauman Sale, which this grade clothing was made to sell. Now, lots have been regrouped for sizes, and still further reduced.

Norfolk suits in heavy, serviceable all-wool; many with extra knickers; all have "live" leather belt. Model. \$8.75, \$13.50, \$17.50.

Mackinaws, extra heavy, full-cut double-breasted; desirable coatings in most wanted colorings. Model. \$8.75, \$13.50, \$17.50.

Overcoats, desirable heavy, lofty overcoatings, in rich dark colorings; mostly quarter-lined or with cassimere or worsted linings. Model. \$13.50, \$17.50.

300 Small Boys' All-Wool SUITS; and 120 OVERCOATS, at \$5.75

Been \$12. For Boys 3 to 10 Years —Gimbels, Third floor.

Men's \$7 to \$12 Hats at \$4.95

Gimbel stock clean-ups—heavy, velours, silk-finish, smooth felt, soft felts and derby hats—been \$7 to \$12, now at \$4.95.

CAPS (Men's), at \$1.85, \$2, \$3 and \$5. —Gimbels, First floor, Ninth Street.
BOYS' Hats of cloth, velvet and plush; all the good shapes; reduced prices—some as low as half price. —Gimbels, Third floor.

Men's Shirts Recently \$2 and \$2.50, at \$1.10

Maker had use for prompt cash—the "velvet" in the transaction comes to you, in getting these shirts at \$1.10. Madras and other good shirtings.

Men's \$9.50 Blanket Robes \$6.95

Up-to-date—this season's goods—should have been here before Christmas.

Men's Ties at 50c
Silk Four-in-hands—all sorts of good choosing! —Gimbels, First floor, Ninth Street.



SUBWAY STORE SALE OF

Women's and Misses' Spring Dresses

\$15 Worth \$30

Mostly tricolettes and tricotines—bloused styles—and styles with the normal waist-line—and styles with the new dropped waist-line.

Embroidered to match. Or embroidered in the gay Roumanian colorings in the wools. Or tinsel-touched and bullet-buttoned. Or silk-embroidered in two-colors. Or trimmed with the popular "uncut fringe."

And some of the cutest, smartest, frilliest, sash-saucy taffetas ever!

Mostly browns and blues and black.

All regular sizes—both women's and misses'—in each fabric, but not in every style. Sizes 14 to 20 for misses, and 36 to 44 for women.

**Fifty Wonderful Satin Dresses—
Sizes 48 to 52—Included**

A mighty graceful style, with beaded front. Browns, blues and blacks. —Gimbels, Subway Store.

