

THIS IS 'BUDGET DAY' OF 'THRIFT WEEK'

Y. M. C. A. Arranges to Help Men and Boys to Solve Financial Problems

HAS PREPARED SCHEDULES

This is budget day of national thrift week, an activity of the Y. M. C. A.'s economic problem to help young men and boys to think straight on money matters. Any one who has personal or family problems to talk over with some one of experience is invited to mention them to a Y. M. C. A. secretary, who will arrange an interview with a lawyer, banker, real estate dealer or other proper person. In connection with its observance of budget day the Y. M. C. A. has issued a set of figures based on government statistics for living expenses. The items of expenditure are food, clothing, shelter, operating expenses, giving, advancement, saving and investing and luxuries. It is computed that a family of three can live on \$150 a

month and a family of four on \$200 and save money under both conditions. Charity and giving take at least 10 per cent of the income and education and recreation another 10 per cent. Shelter comes to about 10 per cent and clothes a little less. Saving and investing never are allowed to run below the same percentage. Luxuries, such as tobacco, flowers, manicures, etc., never run over 1 or 2 per cent.

FOURTEEN FLEE FLAMES

Scantily Clad Tenants Forced to Street by Fire

Three families in an apartment house at 1427 North Thirteenth street escaped down a fire-escape, clad only in night attire, at 5:30 o'clock this morning. One woman, Mrs. Elaine Fisher, was overcome by smoke. She was carried from her room on the second floor by two firemen, Lieutenant Wickland and Hoseman Jekel, of Engine Company No. 2, Fourth and Berks streets. She was taken by ambulance surgeons and was taken to the home of a neighbor. Members of three families who escaped by way of the fire-escape and by first-floor windows found refuge from the freezing wind and cold at 1429 North Thirteenth street. Mr. and Mrs. George Conito, who occupied an apartment on the first floor, made a hurried exit through the front windows to Thirteenth street. None of the occupants were able to save any of their clothes or valuables. A leaky gas pipe is believed to have caused the fire.

For Wednesday Store Hours: 9 to 5:30 This \$8,000,000 Reduction Sale was planned with care. It is a bid for business through service.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Tuesday, Jan. 18, 1921 Every move of a store is a bid for business—and wins or loses as its methods suit its public. For Wednesday

Five Sale-Groups: Women's Wraps and Coats— Between \$22.50 and \$65

Good, practical, smart straight-line Coats. And exceedingly graceful wraps—wraps with just enough sleeve to be practical. The \$22.50 and \$35 Groups are Without Fur. The \$45, \$55 and \$65 Groups have Big Roll Shawl Fur Collars. Either of taupe-dyed nutria, natural raccoon or Australian opossum. And the Values Range From \$45 to \$125 —Gimbels, Salons of Dress, Third floor.

The Remaining Fifteen French Seal Dyed Coney Sets To Be Closed Out at \$25

Reduced From \$65 and \$85 Two styles—or rather sizes—of cape-collars. And round muff—yes, it has its "bracelet" to dangle by. And the collar fastens with a great fur button. Wonderful Fox Scarfs Now \$79, Were \$125 Big skins—made up in a generously big way. The fashionable browns and the taupes. —Gimbels, Fur Salons, Third floor.

Women's Dresses —A Most Graceful— Tricolette Model --Special at \$25

With a smartly draped tunic that suits the tricolette-texture admirably. Black, brown, navy blue, henna—and a newer, brighter shade of henna that borders upon tomato. Two Smart Spring Models in Taffeta at \$25 One in the eyelet effect that Spring features so strongly. Blue over gray, brown over henna. One with great pockets made up of tiny, tiny ruffles—and a saucy sash, with more of those wee ruffles—and a particularly lovely neckline. Blue, brown and black. —Gimbels, Salons of Dress, Third floor.



Annual Plate Sale
REDUCTIONS RANGING from 25% to 50%
Service, Dinner, Breakfast, Salad, Dessert, Bread and Butter, Soup
ALSO
2 CHINA DINNER SERVICES
With Acid Etched Gold Border, Specially Priced
Wright, Tyndale & van Roden, Inc.
Reputed the Largest Distributors of High-grade Dinnerware
1212 Chestnut Street

Silk Sale Silk Foulards— Springtime Fresh! Sale-Priced At \$1.85 yd.

New "disc treatments"—in the crisp white printings. And all-over squares with oddest "dotted corners." R i c h e s t "Spring Navy" and new Spring browns, 35-inch. The New Satin Crepes—In the Sale at \$2.95 yard The kind you've probably admired in "exclusive models" at "sky high" prices. Rich browns and navy and lovely "dance colors". A score of other new groups. Many at Half Former Prices. —Gimbels, Silk Salons, Second; First floor, Grand Aisle and Subway Store

Monday Next—January 24th BRINGS THE Great Gimbel Sale of Furniture, More Than a Million-Dollar Stock

Bringing in the goods now—quite interesting. We call these Courtesy Days. Won't you give yourself the pleasure of first look? Yes, orders will be taken—but deliveries start on the Sale day. Partial payments cheerfully arranged: New prices—judge by this Courtesy Day's Special— And mail orders will be filled. There is reason for the Gimbel leadership in furniture. We furnish nearly all the good hotels, and hotels must have good styles and good making. Their buyers must know real values. Shows We Know That These Pianos and Players are Bargains When We Offer to Buy Back Any Instrument Sold In This Sale of Pianos within six months and allow you credit of the amount you have paid to apply on the purchase of a new player or piano of the Gimbel "Line" at the regular price. Easy Terms Conreid Player-Piano (Used), at \$385 Originally \$675 Shoninger Player-Piano (Used), at \$460 Originally \$875 Harrington Player-Piano (Used), at \$545 Originally \$875 Hardman Autotone (New), at \$835 Originally \$1150 New Full-Size UPRIGHT PIANOS—\$269 Guaranteed for 10 years. Including Stool. Free delivery and initial tuning service afterward. VERY CONVENIENT TERMS —Gimbels, Hardman Bldg. Seventh Floor, also Subway Store

5000 Yards of 55c Cretonnes at 30c

And twenty-five different designs to choose from—each design in several different colorings! 36 inches wide. Tub-fast. And a good heavy quality. 2000 Yards of \$1.25 Poplins at 70c Plain-color poplins. And those wonderful "Shaki Repps" too. Splendid color-range. 2000 Yards of 55c Silkline at 25c 36 inches wide. Plain colorings. And figures. —Gimbels, Upholstery Store, Fifth floor.

\$35 Ostermoor Felt Mattresses for \$23.33

to those signing this coupon— Name Address City

Boys' Wash Suits \$5 to \$6.50 Values at \$2.85

Sizes 3 to 9 years Oliver Twist, Junior Norfolk and Middy Suits. Plain colors. Fast colors. Jaunty Suits of white with blue trimmings. White or striped tops with plain colored trousers. Now \$2.85. Boys' Norfolk Suits at \$8.75—6 to 17 years. Half Price. —Gimbels, Third floor.



The 3.65% interest we pay on savings accounts is a helping hand—constantly, surely helping you to thrift and eventual success.
CONTINENTAL-EQUITABLE TITLE and TRUST COMPANY
Twelfth Above Chestnut
Capital \$1,000,000 Deposits Over \$11,000,000 Surplus \$1,000,000

Men's Woolen Socks Heather Effects at 48c
For Wear With Low Shoes. Men's "Split-foot" Socks—"Split-foot" socks were somewhat scarce while war production interfered; these are first quality; good winter weight, in sizes 9 1/2 to 11 1/2 at 22c
Men's Shirts and Drawers: 75c
Odd Lots, each. Heavy and light weights; some have been double. —Gimbels, First Floor

Tremendous Sale of Nationally-Famous Sewing Machines Singer : White : Domestic : Lessing

Think of Buying an Elegant Golden Oak Parlor-Cabinet Domestic at \$65 All are included at prices which are far below the usual—prices which only the tremendous greatest-in-the-city volume of our business can make possible. Many Domestic Cabinet Machines are included at sensationally low prices. These are the favorites of the new models because when closed they resemble a handsome cabinet. They may be had in various designs in American walnut, Mahogany or Oak—an attractive piece of furniture in the home.



The White, \$35. Floor Samples The Singer, \$39. Floor Samples The Domestic, \$57 The Domestic Parlor Cabinet, \$65 The Lessing Cabinet, \$49 —Gimbels, Fourth floor and Subway Store

Sale Buckskin Gloves Half Price \$2.95
(Former Price \$6)
Our entire stock all first quality genuine buckskin, durable, practical, correct. Satisfactory Wear Guaranteed
SCOTT & HUNSICKER
SHIRT MAKERS AND FURNISHERS
108 S. 13TH STREET
Down below Chestnut Street

Subway Store Sale of Men's Shoes, Save \$2 to \$3 on a Pair \$4.65
2000 pairs came in a special purchase. Young men's shoes, Old Men's Shoes, Business Men's Shoes, Workmen's Shoes. Heavy weight and light dress shoes. Brogues of dark tan calf, gun metal and black kid bluchers. Broad, narrow and medium toe shapes. All are Goodyear sewed. Leather and Neolin soles, some have rubber heels. Sizes 6 to 11. Men's Work Shoes Heavy tan grain leather. Blucher style; bellows tongue that keeps out dirt. Double soles that are sewed and nailed. Sizes 6 to 11. At \$3.45 —Gimbels, Subway Store.

500 Pairs of Cotton Blankets at \$1.50 a Pair Less Than Half Price
Single-bed size, in gray or white. Specially priced at \$1.50 a pair. Were \$3.25. 1000 pairs of Famous Beacon Blankets, \$4.85 ets, pr. Beautiful plaids in all colors; also gray or white, all full-bed size, neatly mohair bound. Were \$7 and \$8. Now \$4.85. Limited Lot of Linene Suiting 21c 34 inches wide. Less than half price. Yard —Gimbels, Subway Store

TWENTIETH ANNUAL AUTOMOBILE SHOW
JANUARY 15 to 22, Inclusive
COMMERCIAL MUSEUMS BUILDING
34th St. Below Spruce St.
Daily, 10 A. M. to 11 P. M.
Admission, 50 cents and War Tax
THE PHILADELPHIA AUTOMOBILE TRADE ASSOCIATION

Children's One-clasp Gloves at \$1.15
Of gray mocha. Women's eight-button length white kid Gloves, at \$3.15 a pair. Outwear sewn. —Gimbels, Subway Store
Seal Plush Stoles at \$6.95
Self-colored-lined and pocket-trimmed. Very good looking, at \$6.95. Specially priced. Muffs to match—melon shape, at \$2.85. —Gimbels, Subway Store
G. B. Corsets, \$1.50
Topless styles in pink coutil. Medium bust in white coutil; well boned. —Gimbels, Subway Store
All-Silk Ribbon at 30c yd.
Roman stripe, light and dark warp prints. 4 1/2 to 5 inches wide. At 30c a yard. —Gimbels, Subway Store
Traveling Bags at \$2.85
Real fabric bags, strongly made, good lock and catches, covered frame, heavy corners. Waterproof lining. 18-inch. —Gimbels, Subway Store
Children's Ribbed Waists at 25c
An unusual price. 2 to 12 years.
Children's Sleeping Garments, 50c
Pink in color. Ages 1 and 2 years.
Children's white or black rib Cotton Stockings, line rib with extra "well-made" heel and toe. 3 pairs for \$1, or 5 pairs for \$1.30 —Gimbels, Subway Store

Close-Out of Girls' Coats At \$8.75
Were \$15 to \$19.75
Good, warm chevots and velours. All strongly lined throughout. Full-back and yoke effects. Mostly navy blues and browns. 6 to 14 year sizes.
\$3 Dresses at \$1.50
Ginghams—in smart plain-colors and bright, pretty plaids. Plenty with great, big sashes. 6 to 14 year sizes. —Gimbels, Subway Store