

Store Hours, 9 to 5.30

Store open today till 5.30. Commencing tomorrow—June 15th—store hours will be 9 to 5—giving fullest play to the advantages of Daylight Saving.

For Wednesday

GIMBEL BROTHERS

MARKET • CHESTNUT 11 EIGHTH • NINTH

We have to sell in bulk quite a fourth more goods to equal last year's cash receipts. But we're doing more—business has passed all records. The Store serves best.

For Wednesday

Let's Examine the Realness of This \$5,000,000 Stock Reduction Sale

A good customer asked, in sincere desire to get facts, "Are goods so much cheaper than a year ago? I hear the assertion—but seems to me, I still have to spend much money."

- Well, here are some items in answer—
- Girls' Organdie Dresses at \$5—last year's \$7.50 grade.
 - Girls' Linen Dresses at \$8.95—last year's \$15 grade.
 - Girls' Imported Gingham Dresses at \$10.75—last year \$17.50.
 - Embroidery-finished Petticoats at \$1 and \$1.35—last year's \$2 and \$2.75 grades.
 - Envelope Chemises and Nightgowns at \$1—last year's \$1.75 grade.
 - Irish Lace-trimmed Waists at \$2—better than last year's \$3.95.
 - Filet—real filet-trimmed—hand-made Waists at \$3.95—last year's \$7.95 equals.
 - Sugar—7½c a pound—last year 22c.
 - Rice—5c a pound—same grade last year 16c.
 - Tomatoes—10c a can—last year, 16c.
 - Ham—26½c a pound—last year, 38c.
 - Bacon—26½c a pound—last year, 45c.
 - Peach Jam—29c a can—last year, 60c.

\$24,000 Worth of Trunks for \$13,500

Wardrobe Trunks Dress Trunks Steamer Trunks Locker Trunks

Good make—we handle the trunks regularly—this sale to turn a business necessity to profit by making friends; friends so enthusiastic that more friends will come through the telling.

WARDROBE TRUNKS

- Regular, extra and steamer sizes.
- \$30 Trunks for \$16.95
 - \$35 Trunks for 19.95
 - \$55 Trunks for 27.95
 - \$60 Trunks for \$34.95
 - 80 Trunks for 39.95

Hand Luggage is Sold on First Floor

Trunks are Sold on Seventh Floor and First Floor Thorofare

The Gimbel luggage service is first in Philadelphia—and the trunk business grew so that it has spacious quarters on Seventh Floor—reached directly by Eighth St. Elevators.



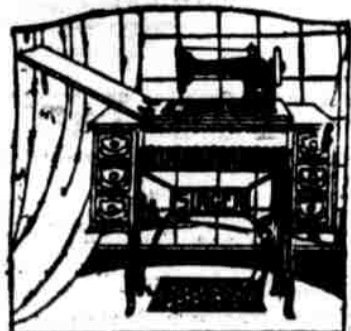
Tomorrow at Gimbel's

100 Sewing Machines

To be Sold at \$10 to \$20 Savings

Terms \$1 Weekly

Everyone in excellent running condition and guaranteed to do any kind of family sewing.



Singer, \$35

These high-grade, slightly-used Sewing Machines should interest every woman in Philadelphia who sews and who is anxious to get a machine at little expense. Famous makes at \$35.

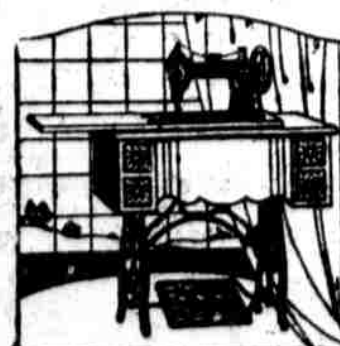
Singer Domestic New Home Lessing \$35



Lessing, \$35

Do not miss this opportunity to secure a Machine, as the—

Values are Unusual



Domestic, \$35

\$10 to \$15 Allowance for your old machine toward the purchase of a Domestic Electric Boudoir Cabinet.

Gimbel's, Fourth floor and Subway Store

Lace and Net Waists



Special \$5.95

at
With the sweetest Valenciennes-bordered frill, \$5.95.

And at \$8.50
With very wide—very interesting—very effective filet lace
Both have the favorite short—but not short—sleeve.
Both have tuck clusters.
Both have frill-fronts.
In both, the lace is tinted the lovely deep-cream tint of the net.
—Salons of Dress, Third floor

Women's Elbow-Length Milanese Silk Gloves

Value \$3—Reduction Sale Price

\$1.78

White, pongee and navy with heavily embroidered backs in two-tone effects. Guaranteed double finger ends.
Women's Chamousette Gloves. Soft velvet-like finish. Spear point backs. White, biscuit and French gray. Washable. \$1.38.
—Gimbel's, First floor.

Women's Wrist Watches

\$25, instead of \$40—\$17.50, instead of \$34



At \$25. Soles gold. White or green. 8 styles. 15-jeweled; cut balance adjusted. 34 Hgme size—tiny!



At \$17.50. Twenty-five year gold-filled wrist watches. Octagon, cushion or round shapes. 15 jeweled. Cut balance adjusted. Very small size—34 Hgme.
—Gimbel's, Gold Jewelry Shop, First floor

DRESSES

—For the Athletic Woman.
—For the Traveler
—For Summer Hotel Wear
—For Shore—For Country Club
—For July's Brides—For Mountains—For Week-Ends—For Day-Trips to look picturesque in—to look Smartly Dressed in

Sale-Grouped at \$10.75, \$16.75, \$25 and \$39.75

—Values Run up to \$65

Including—
The smartest "specialty styles" of the season—daringly original; dazzlingly different.
Including the smartest "tailleur cottons"—unalterably different! Whether with or without sleeves.
Including English voiles—and Scotch gingham—and imported Swisses—and imported organdies.
Including the heaviest Canton crepes—and crepe-back satins—and crepes de chine—and tricolettes—and Georgettes.

The new fruit colors
The new vegetable colors.
The new flower colors.
Browns. Blues. Blacks
Two-color combinations galore!
And wonderful, wonderful, wonderful monotonies.

All Sizes in Each Price Group
Misses' 14 to 20 :: Women's 34 to 46
In Some Styles, Sizes Run Up to 52½
—Gimbel's Salons of Dress, Third floor



There are Some Mighty Smart Colors Found Among the

Plain-Color Chiffon Voiles

Reduction Sale Price—85c a Yard

These come in the newest shades—an especially delightful golden brown that would look so well with sash of tangerine voiles of the same fine quality. There is also a soft thrush brown and cool jade green, and blues and pinks, and grays.

Of georgette-like appearance—strong, soft two-ply weaves—of worsted Egyptian yarns. 44-in. wide. 85c a yard.

LINENS are very popular now. Fashion combines them with novelty gingham. \$1.25 to \$1.75 a yard. A good assortment of colors.

NOVELTY VOILES at 75c a yard. A new shipment has just been received. Woven checks and stripes with silk-embroidered figures. Reduction sale price one-third less than regular price would have been. 75c a yard. 38-in. wide.
—Gimbel's, Second floor

1000 Pairs of Men's Perfection Shoes



at \$5 at \$6

Regularly \$10, \$11 and \$12 Up-to-Date Perforated Models

Gimbel "Perfection" Shoes have won their own following on merit—men who can't be "side-tracked" to any other shoes.

We are reducing a thousand pairs of the \$10 to \$12 lines to \$5 and \$6, to ease congested stocks. Various of black calf, tan calf and kidskin. In the group at \$6 there are Ball-Strap Oxfords of "Scotch grain" leather (not imported—it's the name).
—Gimbel's, Second floor

\$3 Foulard Silks at \$2.25

Black, brown, navy and the lighter blues. Plenty of the cool navy-and-white, and some with printings in color particularly soft and rich when veiled with Georgette.
But all standard grades—all interesting 1921 printings. 40-inch. \$2.25 a yard.

Japanese Pongees at 80c a yard

Firm lustrous quality. Natural color. 33-inch.

Wash Satins at \$1.68 a yard

Pink and white. Very desirable for blouses and lingerie.

Crepe de Chine at \$1.55, \$2.25 and \$2.68

Lovely evening and sports shades; white and street colors at each price.

\$6 Tal-Ly-Ho Silks at \$3.95

White, and white-with-color—satin stripes or plaids in radiant sports colors. And some sport-color grounds. All in the fascinating Tal-Ly-Ho crepe weave.
—Gimbel's, Silk Salons, Second floor

Men's Full-Fashioned Silk Half Hose With Embroidered Clocks At \$1.25

These were perfect before embroidering. Unnoticeable imperfections of stitch in the embroidered clocks class them as "seconds" and make the price \$1.25 instead of \$1.75 and \$2.
Black, cordovan, gray and navy.
—Gimbel's, First floor

Why Not Do Some PAPERING?

Shop around, please—to become convinced of the beauty and excellence of the Papers we sell and the values we give.
For this June Sale—
8½c a piece for 20c Papers.
12½c a piece for 30c Papers.
18c to 22c a piece for 35c Papers.
27c to 35c a piece for 45c to 70c Papers.
42c to 65c a piece for 75c to \$1.50 Papers.
All Papers sold only with border or binder.
—Gimbel's, Fifth floor

Women's Fine "Regatta" Union Suits At \$1.85 Worth Double

Fine durable silk-and-cotton materials—the refined beauty of silk, the strength of cotton.
Athletic cut; wonderfully tailored. First quality, all sizes.
—Gimbel's, First floor

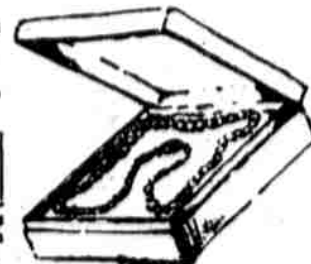
A Fortunate European Purchase Brings French Pearl Bead Necklaces Less Than Half Price

All Graduated Indestructible Pearls

Some with diamond clasps—all with solid-gold clasps.
21-inch, at \$2.50—value \$5.
24- and 27-inch, at \$5—value \$12 to \$15.

At \$5.95, value \$15—24-inch Necklaces with gold clasp set with rose diamond.

At \$12.50, value \$20—24-inch Necklaces with solid white gold clasp. Jeweled with precious cut diamonds.
At \$12.50 and \$14.50—values \$20 to \$25. 24- and 27-inch necklaces of finest indestructible French Beads in rich Oriental colors.
—Gimbel's, First floor.



Macaroni at 7½c a Package

In Dozen, ½-Dozen or 3-Pkg. Lots
IN HEAVY SYRUP
SIFTED EARLY JUNE PEAS
Pineapple Slices, luscious Hawaiian fruit in heavy sugar syrup. Big cans; case, dozen, half dozen or 3- cans lots at, 29c
New York State pack, 16c values. Case \$2.68; dozen, ½ dozen 11½c
can lots at, can.....

SUGAR CURED HAMS
1000 Philadelphia-cured selected Hams. Family size, if purchased with other groceries—
26½c lb.

FRANCO-AMERICAN SOUP
Rich Chicken Soup; highest grade soup, 40c quart cans. case, dozen, half-dozen or 3-can lots at, 29c
ST. JAMES COFFEE
Pride of Philadelphia rich aroma dry roast Coffee. Special. 12c at 10 lbs. \$2.10, or 4 lbs. for \$1.28
ORANGE PEKOE TEA
18 chests new season sweet drawing Tippy Orange Pekoe Black Tea. Quaker Chop, 55c value, at 4 lbs. for \$1.50, or lb. 38c
—Gimbel's, Pure Food Store, Chestnut Street Annex

A Hundred "John Boyle's Stripe" Awnings at \$2—Regularly \$4.95

Size 30 only—that is, for 30-inch windows. And the most wonderful values Philadelphia ever saw in awnings.

Cretonne Curtain Sets—Special at \$1
2½ yards long. With a separate valance.

Pre-Shrunk Cretonnes—28c—Values up to \$1.25
36 inches wide.
Endless designs. Endless colorings!
Good, heavy, firm grade.
—Gimbel's, Upholstery Store, Fifth floor

John J. Clark's 6-Cord Spool Cotton, Dozen for 65c

The Notion Sale Holds Many Such Bargains



250-Yard Spools Basting Cotton, 6 for 30c
Mercerized Darning Cotton, 6 for 30c
Hickory Sew-on Hose Supporters, 2 pairs, 35c

Metal Pot Cleaners, for cleaning all kinds of kitchen utensils; at 2 for 30c.
Iron Holders, at 3 for 15c.
Ironing Board Covers, at 50c.
20 yards Darning Silk, 100 a spool.
White Trimming Beads, value 10c, at 8c each.
100-yard Spool Silk, 100 a spool.
Slipper Trees, at 10c a pair or 3 for 25c.
De Long Safety-Pins, one dozen on a card, at 3 cards for 25c.
American Pins, "Great Brand" at 3 papers for 25c.
Gimbel's Kingette Tape, at 3 for 25c.
Boy's Inside Trousers Bands, sizes 4 to 12 years, at 2 for 40c.
Wire Hair Pins; heavy and invisible, black for brown, at 3 pins for 15c.
Collar Bands; men's, boys; at 3 for 25c.
Twine Shopping Bags, at 30c a doz.
Hat Wire, for making hats, at 3 pieces for 15c.
Tanso Snap-fasteners, 1 dozen on a card, at 25c a dozen, (12 cards).
De Long Snap Buttons, 1 dozen on a card, 25c a gross of 12 cards.
Little Elastic "Seconds" at 20 a yard, or 12 yards for 50c.
Wood Coat Hangers, at 3 for 25c.
Gimbel Brothers' Shell-effect Hair Pins, at 2 boxes for 50c.
Rick-Rack for trimming dresses, at 10c a piece.
Wire Hair Pins; heavy and invisible, black for brown, at 3 pins for 15c.
L. Annette Hair Nets, cap or fringe, value \$1.50, at 75c a dozen.
Ottoman Matting, for making quilts, 12 oz. for 25c; or 15c lb.
Wood Coat Hangers, at 3 for 25c.
14-section covered Dress Forms, size 1-32 to 42; size 3-36 to 44—either at \$14.50.
Jersey-covered 3 1/2 x 4 1/2 Forms, at \$1.75.
From Standards, for bust form; at \$2.
Buttons—Specials
Pearl Buttons, all sizes, the kind used on the men's son's gingham frocks; 6 and 12 on card, at 20c to 45c a card.
Oriental Pearl Buttons, 1 to 12 on card, at 15c to 50c a card.
Dress Forms
"Queen" Adjustable Dress Forms, jersey-covered; wire skirt attached, at \$25.
—Gimbel's, Notion Store and Thoroughfare, First floor also Subway Store