

Store Hours, 9 to 5

For Friday Up-to-date Swimming Suits: Men's, Fourth floor, Women's, Third floor. Own your own!

# GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Cameras, Baseball Goods, Canoes—all needful for all sports. And the Delicatessen Section for picnic eatables, ready cooked.

For Friday

## Annual Sale of Gimbel Talcum Powder at Half Price

All talcum powder is the same at base—its goodness depends on care of preparation and perfuming.

Gimbels is ne plus ultra

Each July we run a friend-making sale—for every one who uses it tells others.

Pound Cans Regularly 37c **19c** Three Cans for 55c

Choice of violet, corylopsis or unscented. This powder is properly borated to make it safe and grateful to babies, soothing to all.

—Gimbels, Toilet Section and Grand Aisle

## Victor July Records

Newest dance numbers—popular songs. Music of all good sorts. Ready tomorrow.

For the Week-end and Over the Fourth

—Gimbels, Seventh floor, also Subway Store

# Wonderful Waist Sale Starts Friday at Gimbels

## We've Driven Prices Below an Average Half—Charming Styles

Gingham, \$1.45 Value \$3 —Subway Store



Voile, \$1. Value \$2 —First Floor and Subway Store

Crepe de Chine, \$3.85 Value \$8 —Third Floor

**\$12.50 to \$25 Costume Blouses at \$5.85**

All costume blouses. Mostly over-blouses. And mostly Canton crepes and crepes de chine, some Georgette crepes. The neck-line—the new neck-line—promised for Autumn. New sleeves—the new sleeves of Autumn. Embroidered Button-trimmed. Bullet-trimmed. Scalloped. Beaded. Shaped. Flowing sleeves. Slip-overs. The most glorious colors in the world! —Gimbels, Salons of Dress, Third floor

**\$2 to \$10 Cotton Waists at \$1 to \$3.85**

Batistes. Voiles. Organdies. Every new trim-effect—some deep deep, deep with lace. Hundreds of Peter Pans. Hundreds of cool collars. Tuxedos. And rolls and summer's favorite flat collars. Mostly short sleeves—but plenty of long sleeve styles among them. Hundreds trimmed with the real lace—flat and Irish. Hundreds of wonderful French samples in the \$3.85 lot. —Gimbels, First and Third floors —Gimbels, First and Third floors —Some in Subway Store

**\$5 Sleeveless Over Blouses at \$3.95**

Irish linen—in white, or rose-color, or the very blue of a colleen's eyes. Mignonette—white, navy blue, honeydew, peach, copenhagen and black. Indescribably smart! —Gimbels, Salons of Dress, Third floor

Organdie, \$3.85 Value \$8 —Third floor

Canton Crepe, \$3.85 Value \$8 —Third floor

And in the Subway Store.

**\$2 to \$3 Waists at \$1**

Batistes. Voiles. Mostly white. Organdie in summer's dainty colors. Sizes 36 to 46.

**\$2 Over-Blouses at \$1.45**

Ginghams—in checks and plaids. Pique-trimmed. Button-trimmed. Sashes, of course. And cool, short sleeves.

**\$5.95 Georgettes at \$3.85**

Mostly over-blouses. Mostly lace-trimmed—some embroidered. Pink, white, bisque, gray and two-color combinations. Sizes 36 to 46. —Gimbels, Subway Store



Organdie, \$3.85 Value \$8 —Third floor



French Voile, \$3.85 Value \$8 —Third floor

Organdie, \$3.85 Value \$8 —Third floor

# Women's and Misses' Dresses Specials at \$10, \$10.75, \$18.75, \$20 and \$29.75

Tomorrow—Values up to Double

**At \$10 ---Misses'**

Cool organdies. Cool voiles. Sports style crepes de chine. Travel taffetas. Cool pongees. Fascinating ginghams.

**At \$10.75 ---Women's**

Sports dresses in linen, eponge and wool-jersey. And the cutest "Camisole-voiles"—with a camisole lining of the same voile.

**At \$18.75 ---Women's**

Three wonderful models in crepe de chine, including the bat's-wing model. And hand-made dresses from Paris—of French voile.

**At \$20 ---Misses'**

Stunning natural-color pongees with faggoting. Fringe-trimmed crepes de chine sports dresses.

**At \$29.75 ---Women's**

Pongee sports suits—"natural" and colors. Two wonderful "Street Georgettes." One in pleated panel effect, over a fascinating colored foulard. The other with wood beads outlining the tucks.

—Gimbels, Salons of Dress, Third Floor



## Tomorrow Cool, Dainty Underthings —For Over-the-Fourth Vacations— Specially Priced \$1.95



Lacy Nightgowns—how pretty they look as she opens up her suitcase! Lacy Envelope Chemises—for under her organdie dress. Philippine Hand-scaled Nightgowns—with the coolest, coolest sleeves. Philippine Hand-scaled Envelope Chemises—the dainty favorites of dainty women. Just exquisitely simple—most exquisitely fine. Philippine Hand-scaled Drawers. And dainty, dainty, dainty Pink Batiste Nightgowns. —Gimbels, Second floor

## Only 100 White Baronet Satin Skirts To Sell Tomorrow at \$8.90

Perfectly plain. Perfectly stunning! Wish there were a thousand! All-white. All sizes. —Salons of Dress, Third floor.

## Wherever You See Prettily Dressed Girls—You See Organdie Dresses



But you don't often see such organdie dresses as these that are—**Special Tomorrow at \$7.95**

Ruffles—the deep, lovely ruffings. And wee ones. Pleatings, too. Hand-work—big wheels embroidered in colored wools; and rows of hem-stitching threaded in and out with wools in rainbow colors. Pink, pale blue, Nile green, orchid, maize, and, of course, white. 10, 12, 14 and 16 year sizes and styles. **Ginghams and Chambrays**—Special at \$3.95. Four styles. Ruffled, scalloped, pique-trimmed, or rickrack braid-trimmed. —Gimbels, Salons of Dress, Third floor

## Tomorrow—Boys' Hot-Weather Clothing A Trifle Above Half of Last Year's Prices

Shantung Silk .. \$15	White Duck ... \$6.50
Panama \$7.50 and \$8.75	Blue Serge ..... \$11
Palm Beach \$8.75 and \$10	Khaki ..... \$3.75
Silk Poplin ... \$12.50	Linen Knickers \$1.25
	Boys' Blouses ..... 85c

—Gimbels, Third floor

Tomorrow, Sale of 1000 MEN'S "No-Tair"

## Bathing Suits \$2.95—Values \$4 to \$5 \$4.35—Values \$6 to \$8

Because a Big Concern Cleared Out Mill Reminders Own your own for the dip on "The Fourth" and for vacation swims. All styles in the lot—California One-piece; also Two-piece Suits. Plain black; navy; heather mixture; and plain colors with stripes. —Gimbels, Sporting Goods, Fourth floor.

## Famous Coty Perfumes Lower Sale Prices

These world-famed odors and powders, always costly—at new low prices. We spent a million francs to make the saving.

Perfume	Regular Price	Special Price	Perfume	Regular Price	Special Price
L'Origan Perfume, 2-oz. size	\$4.85	\$7	Jacqueminot Rose, bulk	\$2	\$2.50
L'Origan Perfume, 4-oz. size	\$9.50	\$13	L'Or Perfume	\$4.85	\$7
L'Origan Perfume, bulk, per oz.	\$2.35	\$3	L'Or Perfume, bulk	\$2.35	\$3
L'Origan Toilet Water	\$4.85	\$7	L'Or Toilet Water	\$4.85	\$7
L'Origan Toilet Water	\$4.85	\$7	L'Or Toilet Water	\$9.50	\$13
L'Origan Toilet Water	\$9.50	\$13	Styx Perfume	\$4	\$5.50
Jacqueminot Rose, 2-oz. size	\$4.85	\$6	Chypre Perfume	\$4.25	\$6
Jacqueminot Rose, 4-oz. size	\$9	\$11	Chypre Perfume	\$8	\$11
			Chypre Perfume, bulk	\$2	\$2.50
			Chypre Toilet Water	\$4.85	\$7
			Chypre Toilet Water	\$9.50	\$13

Coty's Face Powder, Sale Priced at 68¢—Regularly \$1. —Gimbels, First floor

## Tomorrow "Zest" Cord Tires 8000-Mile Guarantee

All are "firsts"—non-skid Zest Tires direct from the factory. Guaranteed by makers and by Gimbels—

30x3	\$11.25	34x4	\$24.40
30x3 1/2	13.50	32x4 1/2	30.40
32x3 1/2	17.10	33x4 1/2	31.50
31x4	18.90	34x4 1/2	32.40
32x4	22.80	35x4 1/2	33.90
33x4	23.90	36x4 1/2	34.40

## Guaranteed Carmojon Inner Tubes

30x3	\$1.50	33x4	\$2.45	35x4 1/2	\$3.10
30x3 1/2	\$1.75	34x4	\$2.55	36x4 1/2	\$3.25
32x3 1/2	\$2.00	32x4 1/2	\$2.85	33x5	\$3.35
31x4	\$2.35	33x4 1/2	\$3.05	35x5	\$3.60
32x4	\$2.40	34x4 1/2	\$3.05	37x5	\$3.85

ATLANTIC OILS, Choice—Light Polarine, medium 5 gal. can. WEDGE CURSION, Kapoc filled. Will not get hard. Special. LIBERTY PUMP, high pressure. Running board type. List \$4.00. LUGGAGE BAGGERS, extension gate type, reg. \$8.00. —Gimbels, Fourth floor

## Gordon Slip Covers for Open and Closed Cars, \$2.50 to \$5 per Seat

—Gimbels, Fourth floor

## Women's Chamois Lisle Gloves Special at \$1.18

Regular \$2.25 values. The 8-button length, strap-wrist. Biscuit, café and the coolest looking white. Good travel styles for that "Fourth" trip. —Gimbels, Glove Shop, First floor

## \$30,000 Worth of Bags and Trunks for \$20,000

Leather has been a drag—anything to work it up and clear the markets—and so we got a lot of it made into Luggage. Sale starts tomorrow.

Buy For Now and Years Ahead

\$3.95 for smooth enameled surface cowhide Oxford Bags. Black, brown and tan. 18 in.	\$10.95 for women's black long-grain cowhide Overnight Bags. 14 and 16 in.
\$5.95 for Oxford Bags—surface cowhide. 18 in. Black or brown. Leather lined.	\$15.95 for cowhide Kit Bags. 18 or 20 in.
\$9.95 for hand-sewed English-type Bags. Black or brown.	\$24.95 for hand-made English-frame Bags of black shrunken walrus. Full leather lined. 18 in.
\$10.95 for improved Overland Bags; two all-around straps. 18 and 20 in.	\$7.95 for surface cowhide Suit Cases. 24 and 26 in.
\$24.95—Three-quarter size. Shoe bag and 8 hangers.	\$13.95 for cowhide Bellows Suit Cases. 24 and 26 in.
\$26.95—Steamer size; lock drawers, 6 hangers.	
\$27.95—Fiber; regulation height, 10 hangers.	
\$29.95—Extra and steamer size, 10 hangers.	
\$10.95—32, 36 and 40 in. One tray.	
\$13.95—32, 36 and 40 in. Two trays.	
\$19.95—36 and 40 in. Trunks of good quality.	
\$37.95—32, 36- and 40-in., at each price.	

Wardrobe Trunks  
Dress Trunks  
Steamer Trunks—\$10.95 and \$13.95  
Lockers—30x17x13 inches; one tray, \$6.95. —Gimbels—Trunks; Seventh floor and First floor Thoroughfare. Hand Luggage—First floor and Subway Store

## Children's Play Oxfords and Barefoot Sandals At \$1.95—Tomorrow



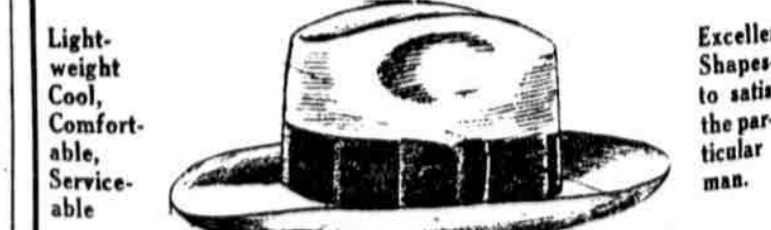
Cute, sturdy Shoes—needn't worry about "scuffing 'em" either! The famous rough-and-tumble Shoes, made with rock oak soles and tan grain uppers. And finished smooth as a glove inside. For misses, children and little boys. —Gimbels, Shoe Section, Second floor

## 3 lbs. of Candy for 78c —Value \$1.60

Comprising 3000 3-lb. Combinations For Friday and Saturday. 1 lb. box Assorted Chocolates } All for 78c }  
1 lb. box Old-Fashioned Mint Plait }  
1 lb. tin Assorted Hard Candies }  
Limit one to customer. No C. O. D. or Mail Orders Filled. —Gimbels, Chestnut Street Annex, Grand Aisle and Subway Store

## TOMORROW—Men's Panamas--- \$2.35

Leghorns---  
Bangkoks---at



Men's Sennit Straw Hats—choice of \$1.50 smooth or rough edge, at

—Gimbels, First floor, Ninth Street Side