

Store Hours—9 to 5:30

For Tuesday, September 13th

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Six Hundred Salespeople!

One-Day Challenge Sale—Subway Store

Gimbels was the first store in the East to develop a basement store for the selling of sturdier, inexpensive goods in a way to make them really cost the consumer less. In a space that had developed a business of a million or so we have developed a business of many millions—cutting overhead expense to a fourth. Scientific ventilation, good service and the Gimbel guarantee have won. Such success led to a general hungering for basement business—but no other store caught the real spirit of helpfulness to the customer. No time to pussyfoot—we challenge competition.

40,000 Pieces Gold-Band Decorated Dinnerware at 75% off Regular Prices

Complete factory clearance of "seconds." All one design, any wanted composition can be made up. 4 pieces for practically the price of one "first."
48-piece Cottage Sets, complete set for six people—\$4.95
100-piece Cottage or Dinner Sets, complete for 12 people—\$8.95
500 Dozen Cups and Saucers at 15c a pair. Value 35c.
—Gimbels, Challenge Sale, Subway Store

Men's and Young Men's Medium-Weight Suits—\$30 to \$35 Values

Neat, plain, serviceable worsted, cassimere, fancy worsteds, tweeds and flannels in the lot. Half-lined and full-lined; single- and double-breasted models. All sizes.
Also about 275 heavy-weight Blue Serge Suits, all-wool and hand tailored. \$17.50

Men's \$15 to \$20
Hodgman Raincoats—\$8.75
Double texture, belt back and belt around, plaid lining, single- and double-breasted models.
—Gimbels, Challenge Sale, Subway Store

1000 Pairs Men's Separate Trousers—Val. \$6.50 \$3.75
Neat stripe worsteds; also cassimeres, chevrots and tweeds, in suiting patterns.
—Gimbels, Challenge Sale, Subway Store

2500 Pairs of Women's Onyx and Pointex Silk Stockings \$1.55

Run-of-the-mill of \$2.50 to \$4.75 qualities. Black white and colors; some have all-silk tops; others have lisle tops; all good heavy quality.
Women's Full-fashioned Lisle Stockings—85c
First quality, full fashioned, mercerized lisle, stockings we have been selling them right along at 95c. Black only. Sizes 8 1/2 to 10.
Women's Mercerized Cotton Stockings—15c
Fine quality black mercerized cotton stockings, second quality of grades that sell at 25c and 30c in our regular stock.
Children's Black Stockings—85c, Women's Silk-Top Union Suits, Kayser Socks, at \$2.50.
Men's Silk-and-Wool Half Hose—40c.
Men's Full-weight Shirts and Drawers—68c
Men's Mercerized Cotton Half Hose—15c
—Gimbels, Challenge Sale, Subway Store

Women's Shoes \$1.65

Queen Quality 6500 Pairs
All comfortable low shoes! Patent leather, Brown kid, Black kid, White canvas. Various styles—all sizes—2 1/2 to 7. Good range of widths.
At \$1.65—just about half of what it cost to make these trade-mark shoes.
—Gimbels, Challenge Sale, Subway Store

High-Grade Cotton Petticoats \$1

Values \$1.75 to \$2.95
Colors, white, black or figured. Some fancy flounces.
"Like giving them away," said a well-known maker. At \$1.
—Gimbels, Challenge Sale, Subway Store

Sewing Machines at \$5, \$15, \$25 \$32 and \$43

Your choice of Domestic, Singer, New Home, Lesing and other good makes of sewing machines. Terms \$1 weekly.
The one of these machines for your Fall sewing. These are all machines at great reductions. And every machine is in perfect order.
Some are slightly used and the others brand new.
—Gimbels, Challenge Sale, Subway Store

\$1.45 Crepe de Chine—\$1 yard

By far the most popular material for waists and gowns at the present time.
All colors of the rainbow—and then some!
\$3.68 Black Canton Crepe—\$2.95 yard
Destined to be very fashionable this fall and winter. This price is only for the Challenge Sale.
\$2 Charmeuse—\$1.49 yard
Black, brown and navy. Charming for winter dresses. Full line of colors.
\$1.25 Tricotine—95c yard
Best value in the city. Popular shades.
—Gimbels, Challenge Sale, Subway Store

Cute Velvet Hats Ready-to-Wear—95c

They're smart!
They're cleverly tailored—an' everything.
Of excellent quality velvet in droop mushroom, roll brim, and sailor, (large and small) shapes. Trimmed with ribbon and stitches in novel effects. At 95c.
English Felt Ready-to-Wear Hats, at 75c
—Gimbels, Challenge Sale, First floor, rear

G. B. Corsets

Two models—one topless and one low-bust model; pink coutil. Exceptionally good value, at 95c
Best Corsets in a dozen dainty styles; pink broche and novelty cloth; fasten front and fasten back styles. Worth 50c to \$1, tomorrow.
—Gimbels, Challenge Sale, Subway Store

One dozen John J. Clark's 6-cord Sewing Cotton and 6 Balls Mercerized Darning 85c Cotton for

Real Hair Nets, in cap or fringe shape; six shades, at two dozen for 95c.
Mercerized Crochet Cotton, white or ecru; box of 10 balls for 90c.
3 rubberized Household Aprons, at 3 for \$1.
—Gimbels, Challenge Sale, Subway Store

Women's 12-Button Length Chamois Lisle Gloves 88c

Self-embroidered backs. Gray, mode and light mode. Regular \$1.25 quality.
Women's strap-wrist Chamois Lisle Gloves, five rows self-embroidered backs. White, gray, mode, brown and heaver. Reg. \$1.25 quality.
Women's 2-clasp real French Kid Gloves—just from France; overseas sewn, white, black, tan and brown. Reg. \$1.25 to \$1.50.
—Gimbels, Challenge Sale, Subway Store

Fine Dainty Vestees 59c

Trimmed with Val. and Venice laces; six styles to choose from, at 59c. Value \$1.
Imported Lace Collars and Cuffs—Popular to wear with the new sweaters; cuffs are extra length for the short sleeves. 59c set. Value \$1.
Venice Lace Tuxedo Coll Collars, choice patterns. 25c.
Also Venice Collars (circular) for the round-neck dresses; beautiful patterns. Less than half price.
—Gimbels, Challenge Sale, Subway Store

3000 Children's Dresses and Rompers 68c

A clean-up of stock. Colored chambray, checks and white lawn. Sizes 2 to 6 years. Price 68c. Values \$1.25 to \$2.95.
—Gimbels, Challenge Sale, Subway Store

Boys' All-Wool Norfolk Suits \$6.50

Regularly \$8.75 and \$10
Most of the lines with extra pair of knickers. Great for school wear!
All sizes 7 to 16 years. And fine values—for one day only.
At \$6.50.
Good-fitting, well-made Knickers, of tweed and cassimeres—for boys of 6 to 17 years.
\$2.25 Knickers—\$1.15; \$1.50 Knickers—85c.
Extra good Wash Trousers, 25c and 50c.
—Gimbels, Challenge Sale, Subway Store

Women's and Misses' Dresses —at— \$15

Thirty-five styles. And over a hundred perfectly wonderful "samples," besides.
Tricotines—with the new matlasse braids; with every kind of beading, including the fashionable scarlet beads; with dull gold embroidery; or with braid running around and around.
Plenty of Canton crepes—with "shoe-polish ribbon" ruffles.
Plenty of tricotines with the new square Georgette sleeves in gay colors.
Satin with iridescent beads.
Crepes meteors, too. Charmouses, taffetas and French serges.
Fully half in black—the black that everybody's wearing.
Misses' Sizes—16 and 18. Women's Sizes—36 to 44. Some styles in sizes up to 52.
\$35 to \$39.75 at \$22
Coats
Bolivias—Velours—Cheviots—Sports Coatings. Browns—Reindeers—Navy Blues—Harding Blues. Mostly fur-trimmed—mostly with splendidly big collars of fur. Silk-lined throughout.
Twenty-five styles. And a hundred samples, besides.
Misses' sizes—14 to 18. Women's sizes—36 to 44.
Girls' \$2 Gingham Dresses at \$1
Smocked, sashed and braid-stitched styles in the checks and plaids.
And linen "regulation" dresses, besides. 6 to 14 year sizes.
—Gimbels, Subway Store



6300 Men's Fine Madras Shirts \$1

Woven and printed madras. Every shirt is perfect, new and fresh and absolutely the best shirt value in the city, at \$1.
5400 Men's New 4-in-Hand Ties—4 for 50c
—Gimbels, Challenge Sale, Subway Store

Fine 36-inch Printed Percal 15c yd.

Soft finish quality percale in a good variety of striped and figured and check designs, suitable for house dresses, boys' blouses and men's shirts. Full yard wide.
"Mill Ends" Dress Gingham—36-inch Mercerized Poplin—Remarkable value for this quality. A good range of colors. Special for one day only. Limited quantity. No phone or mail orders. Yard and plaids. Yard.
—Gimbels, Challenge Sale, Subway Store

Silk and Lingerie Blouses, \$1

Been \$2 up to \$5.95.
Mignonette Overblouses in all high colors. At \$1.
Singer's blouses—samples and few from stock—were \$3.95 to \$5.95. At \$1.
—Gimbels, Challenge Sale, Subway Store

Fine White Cambrics 14c

Pure white bleach; cleanly woven. Yard wide, "mill ends" of the 25c quality.
Fine Quality Longcloth at 14c yard
Chamois finish; yard wide, "mill ends" of the 25c quality.
—Gimbels, Challenge Sale, Subway Store

1086 Leather Hand Bags \$1

Made to sell for the coming Fall season at \$1.65 to \$2.50. All brand new, taken right from the maker's shelves.
Suite handle bags, carriage bags, envelope bags, plain and fancy leathers, tooled and goatskin leathers.
—Gimbels, Challenge Sale, Subway Store

3000 Bungalow Dress Aprons 68c

In striped and checked percales trimmed with rick rack, deep yoke, button to side, sash ties, slip-over model with pleats at side which forms a princess effect. Finished with block patches and loose-the sash, deep pockets and novelty collars. Less than cost, 68c.
—Gimbels, Challenge Sale, Subway Store

Table Cloths, \$1

Hemstitched, scalloped and plain, 58x58 inches, at \$1.
Table Damask, Turkish Bath, Hemmed Huck Towels, large size, Towels, large size, Jacquard weave, 4 for \$1
—Gimbels, Challenge Sale, Subway Store

\$89.75 Fur Coats at \$49.75

Sports model of fine "Bay Seal" (a superior grade of coney). Ifuge shawl collar. Deep cuffs. Can be worn with or without belt.
Richly silk-lined.
\$39.75 Fox Scarfs at \$16.50
\$37.50 Mink Scarfs at \$18.50
—Gimbels, Challenge Sale, Subway Store

20 New Upright Phonographs \$39

Full size mahogany cases. Fully guaranteed. Plays any flat disc record. Wonderful value at \$39.
—Gimbels, Challenge Sale, Subway Store

\$1.25 Black French Serge 58c yd.

Fine twill, dress weight; dull finish, 42-inch.
—Gimbels, Challenge Sale, Subway Store

\$2.50 Navy Blue Serge 85c yd.

54-inch. We sold it at \$2.50 in 1920. Now 58c yard.
All-wool Navy Blue Dress Serge. Made by America's most famous serge mills. Think of it—less than pre-war price at \$1.15 yd.
—Gimbels, Challenge Sale, Subway Store

Axminster Rugs at Half Price and Less

Made up from panels and centers, beautiful patterns and colorings.
\$212 ft. \$10.00, value of perfect \$20.00. \$210 ft. \$11.00, value of perfect \$22.00. \$208 ft. \$12.00, value of perfect \$24.00. \$206 ft. \$13.00, value of perfect \$26.00. \$204 ft. \$14.00, value of perfect \$28.00. \$202 ft. \$15.00, value of perfect \$30.00. \$200 ft. \$16.00, value of perfect \$32.00. \$198 ft. \$17.00, value of perfect \$34.00. \$196 ft. \$18.00, value of perfect \$36.00. \$194 ft. \$19.00, value of perfect \$38.00. \$192 ft. \$20.00, value of perfect \$40.00. \$190 ft. \$21.00, value of perfect \$42.00. \$188 ft. \$22.00, value of perfect \$44.00. \$186 ft. \$23.00, value of perfect \$46.00. \$184 ft. \$24.00, value of perfect \$48.00. \$182 ft. \$25.00, value of perfect \$50.00. \$180 ft. \$26.00, value of perfect \$52.00. \$178 ft. \$27.00, value of perfect \$54.00. \$176 ft. \$28.00, value of perfect \$56.00. \$174 ft. \$29.00, value of perfect \$58.00. \$172 ft. \$30.00, value of perfect \$60.00. \$170 ft. \$31.00, value of perfect \$62.00. \$168 ft. \$32.00, value of perfect \$64.00. \$166 ft. \$33.00, value of perfect \$66.00. \$164 ft. \$34.00, value of perfect \$68.00. \$162 ft. \$35.00, value of perfect \$70.00. \$160 ft. \$36.00, value of perfect \$72.00. \$158 ft. \$37.00, value of perfect \$74.00. \$156 ft. \$38.00, value of perfect \$76.00. \$154 ft. \$39.00, value of perfect \$78.00. \$152 ft. \$40.00, value of perfect \$80.00. \$150 ft. \$41.00, value of perfect \$82.00. \$148 ft. \$42.00, value of perfect \$84.00. \$146 ft. \$43.00, value of perfect \$86.00. \$144 ft. \$44.00, value of perfect \$88.00. \$142 ft. \$45.00, value of perfect \$90.00. \$140 ft. \$46.00, value of perfect \$92.00. \$138 ft. \$47.00, value of perfect \$94.00. \$136 ft. \$48.00, value of perfect \$96.00. \$134 ft. \$49.00, value of perfect \$98.00. \$132 ft. \$50.00, value of perfect \$100.00.
Seamless Velvet and Seamless Wilton Velvet Rugs, heavy wool-tack, very slight weaving defects, variety of choice patterns.
8 ft. \$12.00 and \$14.00, regularly \$24.00 and \$28.00.
6 ft. \$8.00 and \$10.00, regularly \$16.00 and \$20.00.
4 1/2 ft. \$6.00, regularly \$12.00.
—Gimbels, Challenge Sale, Subway Store

1500 Men's and Women's Umbrellas \$1

"Good" quality of American taffeta, (cotton); tape edge. Fine assortment of handles, silk cords, loops and bakelite rings, assorted styles. At \$1.
—Gimbels, Challenge Sale, Subway Store

5000 lbs. 30c Coffee 19c lb.

Subway Blend. Steel-cut. Pound packages. No mail or phone orders. Five pounds and over delivered.
—Gimbels, Challenge Sale, Subway Store

150 Dozen Nightgowns and Envelope Chemises—78c

Every Garment Worth \$1.25
For one day only—"Challenge Day"—then back to regular prices!
Chemises have dainty lace yoke. Nightgowns are embroidered edged. Both of soft "downy" nainsook.
Most wonderful values—78c.
—Gimbels, Challenge Sale, Subway Store

Women's Pure Linen Handkerchiefs 8 for \$1

Hemstitched. Value \$1.50.
Men's White Hemstitched Handkerchiefs, satin stripe border. 12 for 50c. Value 75c.
—Gimbels, Challenge Sale, Subway Store

Brocade Tassar Silks 48c

A cotton-and-silk mixture, very good styles and colorings. Can be used for kimonos, coat linings and various other uses, at 48c yard, 32 inches wide.
—Gimbels, Challenge Sale, Subway Store

Men's Soft Felt \$1 and Cloth Hats \$1

New styles for Fall. Fine value. Boys' Cloth and 50c
Tweed Hats 50c
—Gimbels, Challenge Sale, Subway Store

Whipped Cream Chocolates Half Pound—10c

1 box Milk Chocolate Almonds, at 25c.
—Gimbels, Challenge Sale, Subway Store

5000 Dark Green Window Shades 25c

Made of strong paper—durable, though. Size 36x72; mounted on spring roller; complete with fixtures. At 25c.
3000 pairs Dutch Style Net Curtains, 2 1/2 yards long; plain net, dainty hemmed edge; separate valance; ready to hang. 78c Value \$1.15, at \$1.
5000 yards Cretonne, 19c yard. Value 25c
2000 Novelty Curtains at 75c a Strip. Half Price
2 1/2 yards long, dainty voile or Marquisette, all lace-trimmed; all match in pairs.
—Gimbels, Challenge Sale, Subway Store

Congoleum Rugs 48c

Newest and prettiest patterns. Seconds, but good looking—
8x12 ft. \$12.00, regularly \$14.45
9x12 ft. \$10.75, regularly \$12.95
10x12 ft. \$9.50, regularly \$11.75
12x12 ft. \$12.00, regularly \$14.45
14x18 ft. \$18.00, regularly \$22.50
16x22 ft. \$24.00, regularly \$30.00
—Gimbels, Challenge Sale, Subway Store

Floor Polishing Mops 48c

Prepared with polishing oil—ready for use.
—Gimbels, Challenge Sale, Subway Store

Fancy Bead Necklaces 50c

Imported surplus lots. Dainty pretty colors, some in solid colors; others in a full assortment of combination styles or in solid jets, at 50c. Values \$1 to \$2.
—Gimbels, Challenge Sale, Subway Store

Rogers Bros.' 26-Pc. Chest of Silver-plated Tableware \$7.50

8 Knives—
6 Forks—
6 Teaspoons—
6 Table Spoons—
1 Sugar Shell—
Butter Knife—
—Gimbels, Challenge Sale, Subway Store

50,000 yds. Outing, Canton and Shaker Flannel at Wholesale Price—12 1/2c yd.

Full-sized Cotton-filled Comfortables. Well stitched. Been \$4.95
2500 Seamless Sheets 78c
5000 Bleached Pillow Cases 19c
Choice of 42x36 or 45x36 in. Manufacturers surplus, 45x36 in. Pillow Cases, made from ends of muslin. Choice of hemstitched or plain hem. Been 45c
500 Crochet Bedspreads \$1.10 Wholesale Cost
Effective Marcellite patterns. Double-bed size. 25,000 Yards 40-inch Unbleached Muslin 7 1/2c
While the lot lasts.
Woolnap (cotton) Blankets, in gray or white. Double-bed size. Whipped edges. Been \$3.95 pair
—Gimbels, Challenge Sale, Subway Store