

11 FLEE FLAMES IN PAINT STORE

Slide Down Awning Into Firemen's Arms at 2338 South Seventh Street

BUILDING IS DESTROYED

Eleven persons, including three children, who were trapped in sleeping rooms over a painting store at 2338 South Eleventh street early today, slid down a canvas awning into the arms of firemen.

Meyer Gittman, owner of the store, discovered the flames at 1:30 o'clock this morning. He detected smoke, and ran to the bottom of the stairs, where a gust of flame drove him up again.

In the three sleeping rooms of the second floor were Mrs. Gittman and her son, Francis, five weeks old; Mrs. Rose Waldorf, Mrs. Gittman's sister and her daughter, Rita Waldorf, three months old; another sister, Mrs. Pauline Modjinski, and Sidney, her son, two years old; Mrs. Clara Fink, another sister, and Jacob Fink, her husband; Mrs. Yetta Childs, fifty-eight years old, Mrs. Gittman's mother, and Louis Childs, seventeen years old, a brother of Mrs. Gittman.

The neighborhood was aroused by the screams of the frightened women. As the fire spread among the paints and oils in the store the flames swept up the stairway and began burning through the doors.

A neighbor had presence of mind enough to lower the stout canvas awning in front of the store. About the same moment the crew of Engine Company No. 53, Fourth street and Snyder avenue, reached the place.

Gittman aided his wife's relatives to a window and as firemen waited below helped them slide down over the awning. The women and children were taken in by neighbors.

The entire two-story brick store and dwelling virtually was destroyed. Firemen prevented the flames from spreading to adjoining properties. Gittman estimated his loss at \$10,000.

Mrs. Waldorf and Mrs. Modjinski live in New York and came here Saturday on a visit.

Special Values—Custom Made Suits at \$50

See the suitings of fine fall materials (both foreign and domestic woollens) that we are offering at \$50—they are a specially selected lot, grouped on one special table. Other especially fine suitings \$55, \$60, \$95, \$70, \$75. Every suit tailored to the Jones standard.

W. S. JONES, Inc. Custom Tailoring 1116 Walnut Street

September is the month for the Nokoi

More Nokoi Heaters are being installed this month than ever before. Heat your home without coal—ashes—dust—dirt. Send for Booklet Cornell Utilities Co., Inc. OIL BURNING EQUIPMENT 183 SO. 16TH STREET PHILADELPHIA Phone, Spruce 5845

MAKE it impossible for changing business conditions or family catastrophes to give you financial cares. Form the habit of saving regularly. Build a Saving Fund account to safeguard you in that future which no one can read. It takes only a minute to open a Saving Fund account with this company. See us today.

Open Monday and Friday Evenings Six to Nine o'Clock



Store Hours, 9 to 5:30 For Tuesday The Fashions Gimbels Brought From Paris Form the Very Charming Exhibit at Stanley Theatre This Week. Living Models.

GIMBEL BROTHERS MARKET · CHESTNUT · EIGHTH · NINTH

A woman of very keen discernment, who follows closely the Gimbel fashion reviews, said of a large "fashion show" staged in another city, "Oh, that's just a pageant—it gives women no real fashion help."

Monday, Sept. 26, 1921

For Tuesday

These Are the True Fashions of Paris

For the Gimbel Salons of Dress and of Millinery maintain the greatest International Fashion-Service that Philadelphia ever knew. Only those creators of Fashions in Paris are chosen to make costumes for Gimbels, who are newly acclaimed with the new seasons. No trading on past reputations! No "playing favorites"!

But each season of the great openings of Paris, the same thorough study is made of Paris Fashion. Daily, year-round, the Gimbel Paris Organization keeps in touch with changing names and with the rise or fall of every Paris couturiere. So that—

When Gimbels Say "Paris Says"—It Is Authoritative Paris Who "Says"

And Gimbels import more "originals" from Paris—more actual works of Fashion-Art—than do all the other stores in Philadelphia combined!

This Season, Paris Has Named Most of the Great "Successes"

—like the Famous Canvases in an Exhibition of Paintings!

Gimbels captured "Lumiere" for Philadelphia. "Lumiere" (French for light)—the gown pictured. And how the "light" does shimmer from the silver-gray fulgarante satin that makes it! Velvet of midnight darkness lines the long panel back that trains when she sits, and floats when she walks.

Gimbels captured "Ondoyante" for Philadelphia. "Ondoyante" (French for rippling)—and how the lines do flow and ripple and float!

Gimbels captured "Grand Prix"—the model that deservedly won the "grand prize." Gimbels captured "Chrysantheme"—in the new, new, new violette shades that Gimbels introduced first to Philadelphia—with chrysanthemum petals for its only, and glorious! trimming.

Gimbels captured Renee's masterpieces—Renee, who herself is Paris' latest, greatest masterpiece! In the Gimbel Dress Salons you will find even the least expensive gown somehow touched with the magic of Paris—the new "lengths" of Paris, the new necklines, the new drapes, the new sleeves—above all, those new drapes and those new sleeves of Paris!

Reproductions of Paris Models—Not the Models Shown, But Still Other Models Brought Over For Reproduction—and Some Wonderful, Wonderful Adaptations

Many in black—women in Paris feel queer in anything but black on the street!

But the colors that Paris wears indoors—or to functions—or on any occasion when she lays aside her beloved black.

Black silk crepe-weave "Reproductions" at \$35 to \$165—in every favorite crepe-weave of Paris, whether brilliant, lusterless, or both!

Reproductions in wool fabrics—mostly tricotines—at \$35 to \$165

Reproductions of Paris Dinner and Evening Gowns—in violette and other colors, and black—at \$35 to \$175—including some of the most gorgeous of paillette robes.

—Gimbels, Salons of Dress, Third floor.



"Lumiere"—From Madeleine et Madeleine

International Silk Sale—We Make It Fashionable To Economize

Wonderful silks—all the silks called for in anticipation of a glorious social season—and as right in colorings: Black is premiere; then the violette shades—violets' more or less shrinking tints. And midnight blues and navy. And henna—this sale is "regular" in fashions; most irregularly low in the prices charged.

Three selling places: Second Floor, First Floor and Subway Store. Scores of trained, interested salespeople.

Duvelyn. Dress and millinery shades. Among them will be honeydew, American Beauty, mustard, brick, tan, taupe, Copenhagen, navy, French blue, jade and mouse. Qualities that were \$4.95 \$5.75 to \$10, at \$2.95 Satin Charmeuse. Qualities that were \$3.50, Evening and street shades, also black and white \$1.95 Imported Velveteen. Marine, navy, brown, goblin and green. 44 inches wide. \$10 quality, \$5 Metallic Brocades. High-class metallic brocaded satins and silks, imported to sell for \$19 to \$18. Now \$7.85

All-Silk Canton Crepe. White, black, delicate evening shades and street colors. \$3.50 quality, \$2.95 Satin Charmeuse. Ivory, pink, turquoise, coral, orchid, scarab, barberry, taupe, japan, myrtle, brown, seal, navy, midnight, maroon, plum and black. 40 inches wide. \$4 quality for \$2.20 Crepe de Chine. White, flesh, pink, sky, orchid, Nile, turquoise, lavender, blush, Copenhagen, rose, dusk, coral, victoria, pillow, amethyst, belaiam, henna, jade, fuchsia, dansant, burgundy, navy, purple, midnight, black. 40 inches wide. \$2 quality, at \$1.65 \$7.50 Black Chiffon Dress Velvet. 42 inches wide, at \$4.90

BLACK SILK \$2.20 yd. for \$4 Black Satin Charmeuse. 40 inches wide. \$1.65 yd. for \$2 Black Crepe de Chine. 40 inches wide. \$1.65 yd. for \$3 Black Dress Satin. 35 inches wide. \$1.65 yd. for \$2.50 Black Duchesse. 35 inches wide. \$1.55 yd. for \$2 Black Taffeta. 35 inches wide. \$3.20 yd. for \$4.50 Black Satin Canton Crepe. All-silk. 40 inches wide. \$2.30 yd. for \$3.50 Black Crepe Meteor. All-silk. 40 inches wide. \$2.95 yd. for \$4 Black Satin Canton Crepe. All-silk. 40 inches wide. \$2.95 for \$3.50 Black Canton Crepe. All-silk. 40 inches wide.

\$1.95 for \$3.50 Black Satin Charmeuse. 40 inches wide. WHITE SILK \$2.35 yd. for \$3 White Dress Satin. 36 inches wide. \$1.85 yd. for \$2.68 White Charmeuse. 40 inches wide. \$2.20 yd. for \$4 White Charmeuse. 40 inches wide. \$2.65 yd. for \$4 white Crepe Meteor. 40 inches wide. \$1.65 yd. for \$2.50 White Crepe de Chine. 40 inches wide. \$2.95 yd. for \$3.50 White Canton Crepe. All-Silk. 40 inches wide. —Gimbels, Silk Salons and Grand Aisle.



Women's Dresses—These Prices: \$25 and \$35

Rank With Last Year's Best \$39.75 to \$65 Values Crepes, crepes, crepes—the favorite crepe-weaves of Paris—at cash price. Tricotines, piquettes, Poirat twills—the wool-fabrics Paris uses. And some of the smartest combinations—of Paris' favorite wool-tricotines with satin or crepe. Crepes de Chine and Tricotines—at \$25 Crepe de Chine with leather trimmings, and the new slashed sleeve. Canton Crepes—with the new flared sleeve, and with wheel-motifs. Black. Tricotines—with great sash-bow of matelasse cre ribbon. Blue. The Model Pictured—Is a "Leader" at \$35 Of tricotine—with the whole skirt slashed pleated, flying panels, blanket-stitched by hand. Made over Canton crepe. All-black. Or the most wonderful dark-brown made over a color like a good cup of coffee, that has had plenty of good, rich cream in it! Another \$35 "leader" is of black Roshanara crepe, and reproduces a Madeleine Vionnet model to the life. Tricolettes at \$25—In Sizes up to 48 Four styles. One—very smartly tailored. One—with ribbon wheel-motifs. One—on chemise lines, very much "be-wheeled." And a tunic model with godets of embroidery. —Gimbels, Salons of Dress, Third floor.



Linens Are Much Cheaper—at Gimbels—And Turkish Towels, Until Present Lots Sell Out—Then Higher

Pure Irish Linen Table Cloths—charming round designs— 2x2 yards, \$5.50. 2x2 1/2 yards, \$7. Napkins, 22 in., \$6.75 a dozen. All-linen Irish Damask Napkins, size 24x24, \$6.75 dozen. Hemstitched All-linen Damask Lunch Sets at \$8. Lace-trimmed Madeira Linens—hand-embroidered and scalloped— 18x36 in., \$4.25. 28x45 in., \$4.75. 18x54 in., \$5.25. And some at \$1—lace-trimmed, 18x45 and 18x54 in. Centrepieces, 18-inch, at \$2.75. 24-inch, at \$3.90. Tea Cloths, round, 36-inch, at \$7.50 and \$8.75. Ten Thousand Turkish Towels A Third Less Than Recent Prices—With Higher Prices Ahead Cotton is about the only thing going higher—short crop is doing it. Other goods are lower. These Bath Towels, bleached, with colored borders—some striped and plaid— 25c 35c 45c 60c A good time to buy a year's supply. —Gimbels, Second floor

Announcing a "Table Sale" of Women's Shoes at \$3 Regardless of Cost to Us!

All short lines and single pairs from our Women's Shoe Section, "tabled" under the one new low price. Boots : Oxfords : Pumps Some have been as high as \$14 in our regular stock—imagine saving \$11 on a pair of shoes! You'll have to select from tables, of course; but such bargains are well worth the trouble. Plenty of experienced salespeople to help you—if you have a favorite among them, she'll be glad to take care of you. Gimbels clearaway Shoe Sales are eagerly watched for—try to be early! —Gimbels, Shoe Section, Second floor.

Women's Full-Fashioned Silk Stockings First Qualities at \$1.95 a Pair

Well made with mercerized tops and soles. Black, White, Cordovan and Gray. —Gimbels, First floor \$5 to \$10 Pearl Bead Necklaces at \$1.95 Fine Oriental tints and beautifully iridescent luster. 20- to 24-inch graduated Necklaces with solid-gold clasps. \$1.95. —Gimbels, First floor

\$9000 Sheets and Pillow Cases for \$5000

A large manufacturer closed out entire stock of Famous Dwight Anchor Brand Seamless Sheets and Pillow Cases, classed as "Seconds," although you'll find no hurt worth mentioning. Mail Orders will be filled while the sizes remain. Any sold out cannot be filled because below today's wholesale price. The Dwight Anchor Sheets Are 54x90 inch . . . \$ .98 63x90 inch . . . 1.18 72x90 inch . . . 1.18 81x90 inch . . . 1.39 81x99 inch . . . 1.55 81x108 inch . . . 1.68 90x90 inch . . . 1.55 40-inch Unbleached Sheeting, Heavy, firm quality, will bleach white. 1/2 price, Tuesday, 12c yd. only 10,000 yards 36-inch Fruit-of-the-Loom and Hero stitched Muslin. Limit 20 yards to a purchaser. 19c yd. Blankets carefully selected from the leading mills in the country. Combined purchases for our New York and Philadelphia stores bring the biggest dollar's worth in Philadelphia. Less than 1/2 of last year's prices. Clearance of 500 pairs White, Gray and Plaid Blankets. Wool and cotton mixed. \$7.95 Pair Last season \$12.50 to \$15.50 pair. 200 pairs Plaid Wool and Cotton 5.95 Pair mixed Blankets. Neat mercerized binding. Many are extra large size. Various all-wool warp and filling and wool and cotton mixed. \$8.95 Pair All-wool Plaid Blankets. Wool and cotton mixed. White Blankets 90c. Wool Gray Blankets 89c. White and Plaid Blankets. All neatly bound. Some extra-size ones included. Various all-wool and wool and cotton mixed. \$10.75 Pair Fine quality White and Plaid Blankets. Some size 72x90 inch \$4.75. Others \$5.00. \$12.50 Pair Until recently double. —Gimbels, Second floor and First floor, Thoroughfare