

For Friday

Thank you for appreciation shown of consistent service—dependability of merchandise and real economy of price. Sales are far greater, day by day, than at same time last year.

GIMBEL BROTHERS

MARKET • CHESTNUT • EIGHTH • NINTH

Tendency of careful shoppers is to demand the real goodness of pre-war times—and, goodness first, a reasonable lowering of prices. We meet that demand.

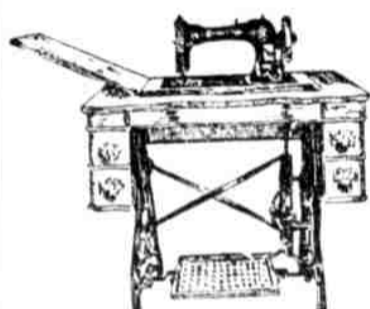
For Friday

Store Hours, 9 to 5:30

Tomorrow— At Gimbels Sale of Used Sewing Machines

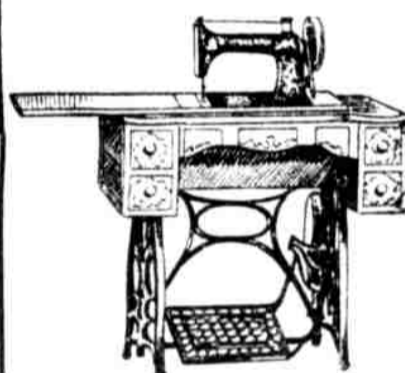
\$15
\$19
\$35
\$41

Pay \$1 Weekly



Wheeler & Wilson, \$15

An offering that every housewife should take advantage of. These machines are priced at less than it costs to make them.



Lessing, \$32

Glance at these famous makes—

Singer, Domestic, Wheeler & Wilson, Key-stone, New Home and Lessing.

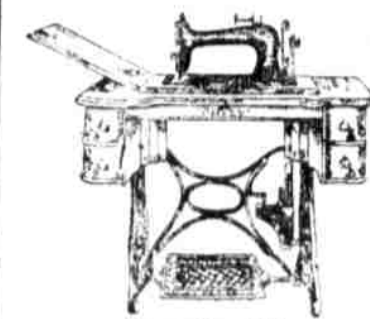
These machines have been thoroughly overhauled and are now in perfect running condition. And guaranteed for satisfactory work.

Quantities are limited.



Singer, \$35

Best values in Philadelphia. You'll do well to buy now and make your warm-weather frocks.



Domestic, \$19

Parlor Cabinets,
\$49

Domestic Sewing
Machines, \$57

—Gimbels,
Fourth floor; and Subway Store.

1000 Women's Straight-Line Coats and Wrap-Line Coats—of the Popular Bolivia Family

Variouly of bolivia, Normandy bolivia, evora, marvella, erminie—and even some of the satiny-surfaced bolivia known as "Pollyanna".

Endless variations of brown-tones! Zanzibar, Malay, burro, deer, marmot, marabou! And that wonderful "Sorrento blue", the very sun-lit blue of the Mediterranean Sea! And good old navy—wonderful in these "pile fabrics". And black, black, black, black, black.

Bolivia-Family Coats, without fur, at \$25 to \$115.

Bolivia-family Coats, with huge, handsome collars of every fashionable fur—at \$29.75 to \$275.

Straight-line styles—with belts, of course—at every price between \$25 and \$275.

Wrap-line Coats, at \$59.75 to \$185.

Capes of
Veldyne
at \$49.75

Graceful—dressy—undeniably smart. Duplicated, but with Persian lamb fur collars, at \$79.75.

Sports Coats
with Fur
Collars—\$39.75

Warm, light-weight heather coatings. Three-quarter length. Fluffy raccoon collars.

Extra Size
Specials
at \$45

Nersey coats in a wonderfully slenderizing model, at \$59.75—Bolivia with fur collars. Sizes 40½ to 52½.



—Gimbels, Salons of Dress, Third floor

Women Who Wear Suits in Sizes 40 to 50 Want Just as Much "Paris"

—in the style and the "snap" of their suits, as do their slimmer sisters.

Paris-Born Models—in Sizes 40 to 50—and at Prices \$59, \$69 and \$79 --- At Gimbels

Models that mirror every worth-while style-feature of Paris—every new-length coat; every new collar-idea; the new sleeves that Paris talks about; the new beltless ideas Paris raves over (only Gimbels tuck a belt in, so that she can wear her suit either way, to vary it).

The Same Luxuriously Lovely Fabrics

Tricotines—duvets de laine—erminnies—Pollyannas—moussynes.

The same wonderful deep-brown tones—and dark blues and blacks.

Cut---Not Only Over Specially Draped Slenderizing Patterns

But by specially designed patterns—styles that embody those style points of the slimmer styles, but adapt them to entirely specific models.

And there's not one detail of making a woman look slimmer, that has not been studied like a Fine Art!

Fourteen Styles at \$33.75 In Sizes 34 up to 48

Six styles in smart, wintry-dark homespuns, with silk-lined and closely interlined coats. Three styles in our own "Flex-o-Tex" (trademark)—in navy blue, and black, and Zanzibar brown, and some heather effects.

And five newest-comer styles in fine mannish unfinished worsteds—so fastidiously tailored!

—Gimbels, Salons of Dress, Third floor.

Boys' Extra-Trouser Suits at \$12.50 But Full \$20 Value!



Full \$20 suit fabrics, tailored fully up to \$20 standards.

Gray and brown cassimeres, in single- and double-breasted Norfolk. Full cut, full lined knickers.

Ages 8 to 16.

Boys' Norfolk Suits at \$10.50, \$16.50—up to \$35

Mostly with extra trousers. All of fine quality tweeds, cassimeres and worsteds. Ages 8 to 19.

—Gimbels, Third floor

Tomorrow

Sale of Very Beautiful Millinery at \$10.50



And not one—not one!—of the three hundred and fifty beautiful hats is worth less than \$18.50!

—All hand-made—

—All trimmed with imported trimmings.

—All eloquent of the famous Gimmel Millinery Work-room Standards.

Mostly panne velvets and silk-duvetyns.

Chiefly black hats—what a craze there is for black, in Philadelphia as in Paris!

Fascinating trimming treatments!

—Gimbels, Millinery Salons, Third floor.

New Pullman Baby Carriages at \$39.50

Year Ago Same Quality at \$50 and \$55

The popular Gondola shape. Comfortable for baby to ride in. Light-weight and easy for mother to push.

White or ecru enamel finish. —Gimbels, Fourth floor.

1500 Men's Brand New Silk \$1 Four-in-Hands at— 65c

Haven't seen such bargains in years! Latest effects in dots, bias, stripes, figures—everything that's smart!

Maker wanted a quick "turn over"—you get \$1 Silk Ties at 65c.

Tomorrow is "Oddment Day" in the Shoe Store Single Pairs, Short Lines and Odd Lots of Women's Regular \$8 to \$16 Shoes \$2.50

High and low Shoes. Hundreds of pairs—our buyer "combed" all "odds" from our entire stocks of fine shoes.

Think of it—\$16 style and beauty and workmanship for \$2.50. But just a one-day sale. Don't miss it—even if you have to commute or motor miles for it!

—Gimmel's Shoe Section, Second Floor.

Very Remarkably Low Prices for These Heavy High-Pile Axminster Rugs

Because Of Very Slight Weaving Irregularities
—Nothing to Hurt Wear or Looks

The trained eye of the mill inspector detected small imperfections that probably ninety-nine out of a hundred "you and we" folks would never see! Really, immaterial; but it means—

9x12 feet Seamless Axminster Rugs at \$36.50—if perfect, \$46.50

8.3x10.6 feet Seamless Axminster Rugs at \$33.50—if perfect, \$42.50

9.6x9 feet Seamless Axminster Rugs at \$26.75—if perfect, \$32.50

6x9 feet Seamless Axminster Rugs at \$19.75—if perfect, \$25

36x70-inch Seamless Axminster Rugs at \$5.50—if perfect, \$7

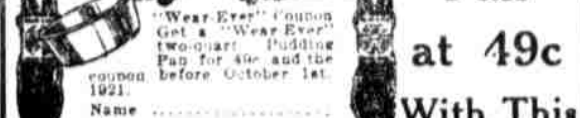
Persian patterns, conventional designs, beautiful effects!

—Gimbels, Fifth floor.

Tomorrow and Saturday Only \$1 "Wear-Ever" 2-Qt. Aluminum Pudding

Pan at 49c

With This Coupon



—Gimbels, Fourth floor

5000 lbs. Dry-Roast "Victory Blend" Coffee : 5 lbs. for \$1

A coffee for every taste—twenty-six Gimmel coffees and blends. "Victory Blend" has many "likers." Special, 5 lbs. for \$1.

750 Philadelphia Sugar-Cured Hams, also Selected Lean or Fat Streaked Boneless Bacon, at— 25c lb.

If purchased with other groceries.

One Carload Thin-skin Mealy-cooking Pennsylvania Potatoes, 60-lb. (bushel) sacks, at \$1.80.

Five chests of Orange Pekoe Black Tea, "Quaker Chop" 5½ value, at 2 lbs for \$1.

Quaker Blend Heavy Bodied Coffee, same as served in our Restaurant and Tea Room, 55c value, at 4 lbs. for \$1.50, or 38c lb.

18c Maine-Style New Corn, at 12½c

One carload Creamy Crushed Sweet Corn, 18c value; in case, dozen or ½ dozen lots, at 10½c a can.

200 lbs. of Wisconsin Fancy Swiss Cheese, thoroughly matured; 60c regularly, in 5-2, 2- or 1-lb. cuts, at 45c lb. —Gimbels, Pure Food Store, Chestnut Street Annex

Subway Store Sale— Women's and Misses' Dresses at \$10

Thirty-five styles—elaborately beaded or embroidered all over, or embroidered just on pockets and bodice, or embroidered in panel effect—or in scallop effect. Or ribbon-trimmed—the ribbons in panels, or in great heart-shaped motifs. Or braid-trimmed—the braid-rows massed close together, or in row after row all over the gown.

Fabrics include all-wool tricotines, serges, wool-jerseys, wool-velours; besides the popular silks—Canton crepes, crepes de Chine and satins. And there are both sorts of velveteens—the plain and the elaborately brocaded.

Mostly browns, blues and blacks—but browns, blues and blacks enlivened with beads or embroidery in scarlet, or green, or white, or gold—sometimes two or three colors adorably blended together.

Misses' sizes, 14 to 18.

Women's sizes, 36 to 46.

Some extra sizes, up to 52.

Tricotine — braid-and-head girdle. \$10



Tricotine embroidered all over. \$10

Crepe de Chine with big "dangles." \$10

Brocaded Velveteen with Satin sleeves. \$10

Tricotine with square white buttons. \$10

—Gimbels, Subway Store.