

Store Hours, 9 to 5:30

For Tuesday

Your needs are "always"—hence, the store that meets them best is busy always. This year, so far, has brought us the largest business, in money, we ever knew—probably handling fifty percent more goods, so greatly are prices reduced.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

The Store is bright in its Anniversary trim—but, better than all, it is beating its own best records in value-giving.

For Tuesday

In Celebration

This is the Anniversary month of the founding of the House of Gimbel—

Gimbels 79th Birthday

Seventy-nine years since the store in Vincennes (the Old Vincennes of story) was opened by Adam Gimbel—the store that was place of barter, selling place for furs, country-side keeper of money—as this incident shows:

One day the Right Reverend James M. Maurice De Long De St. Palais, the beloved bishop of the diocese of Vincennes—which covered much of the territory that is now the States of Indiana and Illinois—reined his horse in front of the store and took from his saddle bag a shot bag bulky with money. "I have not counted," he said. "Do you count it and credit me with what you find it to be."

And just that safe and satisfying kind of stores are the Gimbel businesses today—stronger to serve, but no stronger in purpose and no different; meeting the wants of its public in a frontier town with mud streets; meeting the wants of its public in great cities now. Then getting safe goods; now getting safe goods—then dependent on few sources of supply; now with buying organizations that watch the markets of the world.

Then—and—now: Dependability. Then and now: Gimbels lead in value-giving.



Women's Coats, Wraps and Capes

Five Anniversary Sale Specials

So good—so overwhelmingly good—that—But note what they are—

The Pictured Coat—at \$69.75
—Of deep-pile wool-bolivia, in the newest of the new belted models. Beautifully silk-lined. In Malay and Zanzibar browns, navy blue, and black. And—oh, the gloriously big shawl collars of fur! Australian opossum, taupe-dyed nutria, or Persian lamb.

A Really Regal Wrap at \$165
—Of Orlando—and saying "Orlando" tells a tale of richness and beauty in a word! And when you combine Orlando with beaver fur (which makes the collars and cuffs)—when you combine those two—!

Malay, navy, or the new tone of an old shade, Byzantine, which is garnet.
Special at \$97.50—The loose-back coat with the Polish peasant sleeve—the craze of Paris! Veldyne, with Persian lamb or nutria collars and cuffs.
Special at \$29.75—New-model Coats—silk-lined throughout—of duvet velour or of silk-faced kersey.
Special at \$35—Same model in Normandy bolivia.
—Gimbels, Salons of Dress, Third floor



Women's Dresses—Tricotines—Jerseys—Tricolettes—Anniversary Specials at \$19.75

With the model pictured as one almost startling example of how big a money's worth can be given for \$19.75. Note the ultra-smartness of the button-on, circle-braid-bound skirt. And there's a perfectly charming sleeve.

Fabric? Tricotine—a particularly fine tricotine. Four other wonder-values in tricotine at \$19.75—one with satin-lined, button-bordered slashings; one with the incomparable Jersey sleeve of henna-pearl de chine. One with the new snake-girdle and mother-o'-pearl buttons. And the fourth with unique cable-stitching motifs.

Sizes up to 46.
Two models in Tricolette—sizes up to 52. One with a tunic. The other, coat style, gold-embroidered.
And that Jersey slip-on just has to be seen.

—Gimbels, Salons of Dress, Third floor

ANNIVERSARY SALE SPECIALS

Filet—Yes Real Filet LACES:

Including Trimming and Collar Widths
New shipment of several thousand yards—
Picot-edgings, at 15c a yard
Others, 1 to 7-inch, 25c to \$2.25
—values were 35c to \$3.50. In demand and just in time!
—Gimbels, First floor

ANNIVERSARY SALE SPECIAL

"Lenox" Linen-Finish Writing Paper

102 Sheets The Two for 100 Envelopes 45c
Regularly 80c
Haven't had any "Lenox" for quite some time because of unfavorable manufacturing conditions. Now a limited lot as a special.
—Gimbels, First floor

ANNIVERSARY SALE SPECIALS

5c a Bunch for Beads

That will weave beautiful designs on new dresses.
Bugle beads and iridescent beads, 5¢ a bunch.
Worth 15c and 20c.
—Gimbels, Art Needlework Section, Third floor

ANNIVERSARY SALE SPECIALS

1500 Yards of Novelty Colored Silk Bands and Edgings, at 25c a yard—Half Price!

A variety of rich colorings—styles that will trim fall gowns smartly.
—Gimbels, Dress Trimmings Section, First floor

ANNIVERSARY SALE SPECIALS

Ribbons at 38c a yd. Values 75c to \$1.15

At 38c—Warp print taffetas with plain and novelty stripes. Broken stripes—satin edge stripes. Satin center stripes, Dresden effects and rich dark flowered patterns. 6 1/2 inch.
At 35c—Plain Color Satins, value \$1.15. Soft finish desired for girdles; jade, navy, brown, black, pink. About 14 colors in all. 7 1/2 inch.—Gimbels, First floor

ANNIVERSARY SALE SPECIALS

Two Remarkable Serge Bargains

Mail Orders Invited
\$1.55 for \$3.50 All-Wool Navy Blue Serge
9600 Yards—54 Inches Wide
Made of soft Australian wool; dyed and finished to perfection. The width is 54 inches—makes very little necessary for a dress. Sold in 1920 at \$4.50; good value this year at \$3.50—remarkable at \$1.55 a yard!
\$1.25 for \$2.50 All-Wool French-Weave Serge
Navy and other wanted colors. Made of "cashmere yarn," in Henrietta weight and finish. 40 inches wide. Half price at \$1.25 a yard. —Gimbels, Second floor



\$119.50 Pony-and-Raccoon Fur Coats—Anniversary Sale—Priced \$59.75

—Moire' pony, of course. Comes for 36 inches long, but it's a little bit longer. Smartly belted. Richly silk-lined. And the raccoon collar is simply enormous! Raccoon cuffs, too.

\$200 Natural Muskrat Coats at \$99

36 inches long. Very fine skins. And the collars and cuffs are of the fluffy natural raccoon.

Beaver-Collared Hudson Seal Coats at \$269

Hudson seal (dyed muskrat). 36 inches long. But think of beaver and Hudson seal for \$269! Squirrel or skunk, if you'd rather.

\$45 Fox Scarfs at \$22

Double fur animal. Big brush. Mounted head. Black, fiolet, and Taupe.
—Gimbels, Fur Salons, Third floor



ANNIVERSARY SALE SPECIAL

10-Piece "La Belle" Pattern Toilet Sets

Imperial "Ivory Grain" Celluloid—As Pictured
At \$19.50—Conservatively a \$50 Value
Beautifully ivory-like, daintily finished. Special!
—Gimbels, First floor



ANNIVERSARY SALE SPECIALS

Samples of \$5 to \$7.50 Silk Petticoats at \$3.85

"Ones" and "twos" of kinds—or color combinations. New fall colors and black. Plain and fancy finishes. Messalines and silk-jerseys. Yes—extra sizes included.
—Gimbels, Salons of Dress, Third floor

ANNIVERSARY SALE SPECIALS!

Women's French Glace Gloves

Two Lots of Specials
16-button-length, in } \$3.45
white, at
12-button-length, in } \$2.75
white, at
—Gimbels, First floor

ANNIVERSARY SALE SPECIAL

Lace Vestees

\$1.35—Value \$2.25
Rich Venise and filet pattern laces in combination. Roll tuxedo collar attached.
—Gimbels, Neckwear Store, First floor

ANNIVERSARY SALE SPECIAL

"Marathon Silk"

For Linings—36-inch—95c a Yard
Grays, blues, tans, browns. "Marathon Silk" is a tussler silk, 36 inches wide, in the new fall styles and fancies. 95c a yard.
—Gimbels, Lining Section, Second floor

ANNIVERSARY SALE SPECIALS

Little Children's Bath Robes, at \$1.45

Soft, warm, blanket cloth—flowered styles, in pink or blue colorings. Roll collar, pockets and girdle. Ages 1 to 4 years.
Babies' Crib Blankets, Special at 90c
White with pink and blue borders. Ribbon bound ends.
Children's Flannellette Pajama Drawers, 75c—for ages 4 to 8. Ages 8 to 14, \$1.
—Gimbels, Children's Shop, Second floor

Anniversary Sale Group

\$10 Crepe de Chine Blouses and Over-Blouses at \$5

Pink, white, bisque, gray, French blue, geranium, and canard blue.
Peter Pans. Tuxedos. Slip-overs. Tie-backs. Side-sashes.
And some of the prettiest have tiny, tiny, tiny pipings of strongly contrasting color.
—Gimbels, Salons of Dress, Third floor

ANNIVERSARY SALE SPECIALS

All-Wool Plaid Blankets at \$8.95 a pair

When the need for them comes don't be surprised if you can't get them at the low price! Block plaid designs in blue, pink, gray and tan; ribbon-bound. SPECIAL at \$8.95 a pair.
All Wool Plaid Blankets in most wanted block plaid design. Colors are blue, pink, gray and tan. Neatly ribbon bound. \$8.95—just one year ago, \$22.50.
Down Comfortables at \$9.95
Figured sateen covers. Regulation size. Extra big value, at \$9.95.
All Wool-Filled Comfortables at \$5.95
Figure silkline both sides. Plain sateen borders. White this lot lasts, \$5.95.
40-inch Sheeting Muslin, Unbleached, at 12 1/2c
Will soon bleach white. Extra fine quality muslin. For this sale only, at 12 1/2c a yard.
36-inch Bleached Muslin at 15c—Half Price
Fine, soft finish, suitable for women's and children's wear. 36c a yard, for this sale only.
—Gimbels, Second floor

ANNIVERSARY SALE SPECIALS

Bleached Seamless Sheets at 95c, \$1.08 and \$1.15

Firm, smooth finish, standard muslin.
Size 63x90, at 95c.
Size 72x90, at \$1.08.
Size 81x90, at \$1.15.
Pillow Cases at 29c and 39c
—Values 50c and 60c
Splendid quality; size 45x36.
—Gimbels, Second floor

Conspicuous Specials

IN THE Anniversary Sale

Women's Suits, four different types, at \$49.75, value \$89; \$39.75, value \$69; \$39.75, value \$69; \$29.75, value \$57.50.
Women's \$7.50 pure Worsted Scarfs, at \$4.65.
Women's Dresses at \$22.50, \$27.50, \$29.75, \$19.75 and \$29.75—five remarkable values.
Misses' Bolivia Coats, fur collars, at \$25.
High School Girls' Wrap-Style Coats, at \$19.75.
Men's Worsted Suits, at \$25.
Men's Ulsters and Overcoats, at \$25.
Men's Raincoats, at \$15.
Men's Trousers, at \$5.
Women's Coats, at \$25, \$42.50, \$45 and \$59.
Columbia Cord Tires, at \$13.75, for 30x3 1/2, up to \$45 for 37x5.
\$91.50 Royal Wilton Rugs, 9x12 feet, at \$73.75.
9x12 feet Extra Heavy Seamless Velvet Rugs, at \$42.50, regularly \$61.
\$43 for \$56.50 Extra Heavy Seamless Axminster Rugs, 9x12 feet.
Oriental Rugs, about 9x12 feet, at \$275 to \$375.
Chinese Rugs, 3x6 feet, at \$45 and \$50.
Ivory-grain (celluloid) Toilet Ware—25c buys a dollars worth.
Great specials in Shoes for the family. Women's at \$3, \$3.65, \$5.65, \$7.65—values \$6.50 to \$12.20.
10,000 pieces of Aluminum Ware at lowest prices: Coffee Percolators, at 95c. Double Roasters at 95c. Saucepan Sets at 68c—and so on.
Hosiery and Underwear for the family: Women's Hosiery Silk Stockings at \$1.45. Men's Union Suits at \$1.05. Misses' three-quarter length Stockings at 68c. Just hints!
Four-piece Bedroom Suites at \$185, value \$285.
Living-room Suites, at \$175, values \$350 to \$450.
12 1/2c a yard for 40-inch Sheeting Muslin.
Reed & Barton Silver-plated Ware at savings of third to near half.
50-piece Dinner Sets at \$12.95, value \$22.50—one item of scores!
\$8.95 a pair for all-wool Plaid Blankets.
\$6.75 for wool-filled Comfortables.
It took 8 Sunday pages to tell all about these Anniversary Sale Specials!

Anniversary Sale Special

Hoods! Hoods! English Wool Hoods

—The sensational "hot cake" of the millinery world!
First Quality at 75c
—Gimbels, First and Third floors



ANNIVERSARY SALE SPECIALS

Fine Imported Scotch Shirting Madras, at 45c a yard—Grades That Were \$1.25 a Year Ago

An importer's clearance—share these now! Rich, smart styles in plain and fancy stripes—plenty of silk stripes. Smart alike for shirts, women's blouses, women's and children's tub dresses. The colors are woven and absolutely fast.
Fine Quality Long Cloth, \$1.75 for 10-yard Piece—Regularly \$2.25
Pure white bleach and the soft chamois finish desirable for hand-tubing. Full yard wide.
—Gimbels, Dress Cottons, Second floor

ANNIVERSARY SALE SPECIALS

Tomorrow, Shoes, Shoes, Shoes, Thousands of Pairs of Women's Shoes

At \$4.65 That Are Regularly \$10, \$12 and \$14 At \$5.65

"Proof" of one of our best maker's appreciation—we've given him vast business! Styles so new and pretty and varied you want to come as early as possible. But most of all, you want to come tomorrow!

Tan Calf, Black Calf, Brown Kid, Black Satin, Brown Suede, Black Kid and Two-Tones
—Gimbels, Shoe Section, Second floor.

ANNIVERSARY SALE SPECIALS

Boys' Norfolk Suits, \$9.75: With Extra Trousers \$12.50

—and without the extra trousers, at \$9.75 the suit. Fancy tweeds and cassimeres. "Live" leather belt. Ages 8 to 16.
Boys' "Crompton" Corduroy Nor- } \$9.85
folks. With extra trousers, at }
Ages 7 to 18 years.
Boys' Mackinaws at \$8.75.
Ages 8 to 17. Neat colorings. Convertible collar. Skate pocket. All-around belt faced with leatherette.
—Gimbels, Third floor

ANNIVERSARY SALE SPECIALS

500 Wood Clothes Hampers

White Enameled-Finish, at \$3.95
—Regularly \$6.50
Size 20x10x30 inches.
Convenient—should be in every household.
—Gimbels, House Furnishings, Fourth floor.

ANNIVERSARY SALE SPECIALS

\$10,000 Purchase of Upholstery Fabrics at Approximately Half Price

Cleaned out the largest, most important upholstery jobbing-house in Philadelphia—whole "pieces", half-pieces, down to remnant-lengths!
50-Inch Heavy Upholstery Tapestry —Half-Price at \$1.95 to \$6.
50-Inch Friezette Velour —Half-Price at \$5.95.
50-Inch Silk Poplins —Half-Price at \$3.25.
Tapestry Remnants at 50c to \$3.75.
Imported Upholstering Tapestries —Half-Price at \$3.
Foliage Design Tapestries —Half-Price at \$1.95.
Heavy Brocade for Upholstering or Draperies —Half-Price at \$5.
\$3.25 Drapery Velour at \$1.85
50-inches wide. All colors.
—Gimbels, Upholstery Store, Fifth floor

Columbus Cord Tires

Specially Priced for Anniversary Month
Guarantee of 10,000 miles on ratio of full price—and on the tires with "non-skid" tread, safest for all times; necessary in icy weather. Buy a winter's supply.
30x3 1/2 .. \$13.75 33x4 1/2 .. \$33.35
32x3 1/2 .. 19.85 34x4 1/2 .. 34.65
32x4 .. 23.75 35x4 1/2 .. 36.00
33x4 .. 25.00 33x5 .. 42.00
34x4 .. 26.25 35x5 .. 43.50
32x4 1/2 .. 32.00 37x5 .. 45.00
Biggest "Buy" of the Year!
—Gimbels, Fourth floor

ANNIVERSARY SALE SPECIALS

10,000 lbs. "St. James" 50c Coffee at lb. 28 1/2c

Sold only in 50-, 25-, 10- or 4-lb. lots.
7500 lbs. "My Wife's" 38c Coffee, at lb } 21c
Sold only in 50-, 25-, 10 or 5-lb. lots, at }
1000 Pails Liberty Bell Coffee, in Strong Galvanized } \$2.25
Iron, 9 1/2-lb. pails, regularly \$3.75, for }
100,000 Cans New Pack 18c Purity Sugar Corn } 11 1/2c
Buy a case, \$2.60; dozen, \$1.32; can for }
64,000 Cans New 18c Purity Early June Peas. Buy a } 12c
case, in case, dozen or 1/2-dozen lots; can at }
60,000 Cans Wisconsin New-cut String Beans, 18c } 12 1/2c
Value. Buy a case, in case, dozen or 1/2-dozen lots; can at }
36,000 Cans New Pack Lenox Pork and Beans in Sauce, } 11c
18c value. Buy a case, in case, dozen or 1/2 dozen lots; can at }
Sugar, 100-lb. Bags, at \$5.68
If purchased with \$5.00 worth or more other groceries (limit, 100-lb. bag)
—Gimbels, Pure Food Store, Chestnut Street Annex