

For Friday

Gimbel Anniversary Sales are keeping the town talking. No such a series of interesting store events has been known.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Always worth-while-ness; always dependable goods—this store serves people who know and think.

For Friday

Subway Store Sale of 2500 Girls' Dresses and 1000 Girls' Coats

\$5 Dress Values—\$7.50 to \$20
Coat Values—\$8.75 to \$12.50
Many, Many Samples Included

Thirty-two styles in the Dresses—serges, velveteens, corduroys and taffetas.

School dresses. Party dresses. Regulations. Jacket styles. Slip-overs with detachable silk blouses. Coat-dresses—the cute bolero slips-off if she likes.

Sashes. Buttons. Wool-embroidery. Inserts of scarlet broadcloth.

Sizes 6 to 14.

Satin-trimmed Velveteen \$5
Serge \$5
Corduroy with Embroidery \$5
Serge and Plaid Silk \$5
Velveteen Slip-on, Pongee Blouse \$5
Serge and Satin \$5
Serge Regulation \$5
Velveteen and Plaid Satin \$5
Blue Serge with red Broadcloth \$5
Cheviot with Coney Fur \$5
Heather Coating with Fabric-Fur \$5
Cheviot-tasseled Collar \$5
Broadcloth with many buttons \$5
Bolivia with Fabric-fur \$5
Sports Cloth—with Chin Collar \$5
Cheviot with Fabric Fur \$5
Satin-Faced Zibeline \$5
Bolivia \$5

Twenty-Three Styles in Warm Winter Coats

Besides some wonderful, wonderful samples. Dressy bolivias. Sturdy cheviots. Soft finish velours. And the sports coatings that wear and wear! Every shade of brown. Every good blue. Big chin collars—mostly of the fabric—or of fabric fur. Some with big fur collars. All lined throughout. Many interlined, besides. Yoke-backs, swirl-backs, belted models, sports styles, Raglans. Sizes 5 to 14. —Gimbels, Subway Store

\$5

Such a Sale of Clocks As No Store Ever Before Attempted!

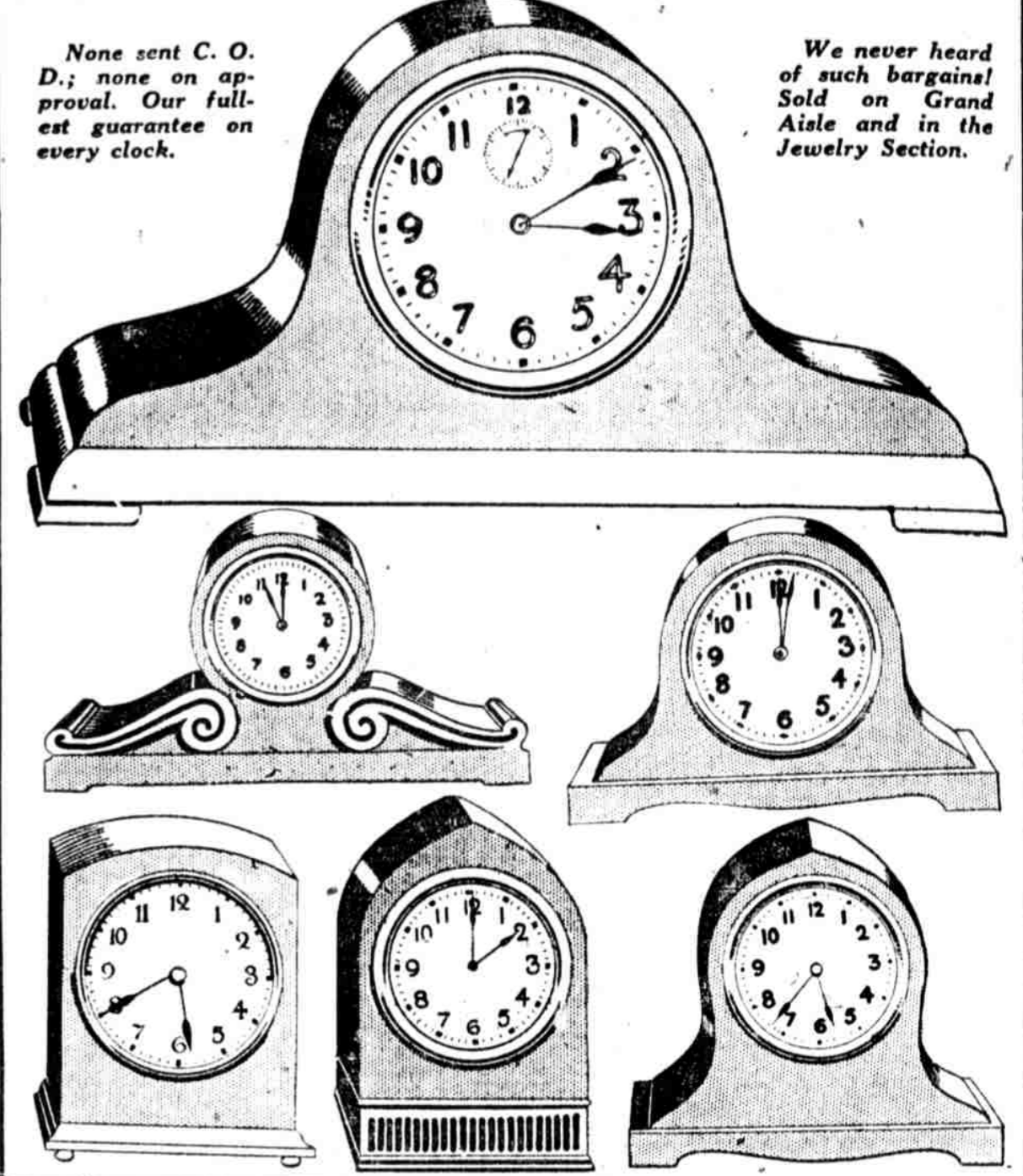
The Travelight Manufacturing Company makes various lines of worth-while goods, but it does not make clocks. These the company buys from America's foremost makers, and its part is to put on Radium dials and otherwise add to the looks. But to make an immediate clearance the company sold to Gimbel Brothers—

One Thousand and Seven Hundred Clocks

Seventeen hundred clocks—cases of real mahogany; standard movements, as we have explained—mostly with radium dials, but hundreds with plain dials. There are tambour clocks and many models of boudoir clocks. These clocks sell regularly at \$4 to \$12.50. Gimbel's sale price—choose any style that pleases—is... **\$2.95**
To be sure that this is not a mis-print we spell it out—
Four dollar to twelve-and-a-half dollar clocks at two dollars and ninety-five cents. There are more styles than pictured, but the pictures are typical. Order by mail—promptly—cutting out picture of style preferred.

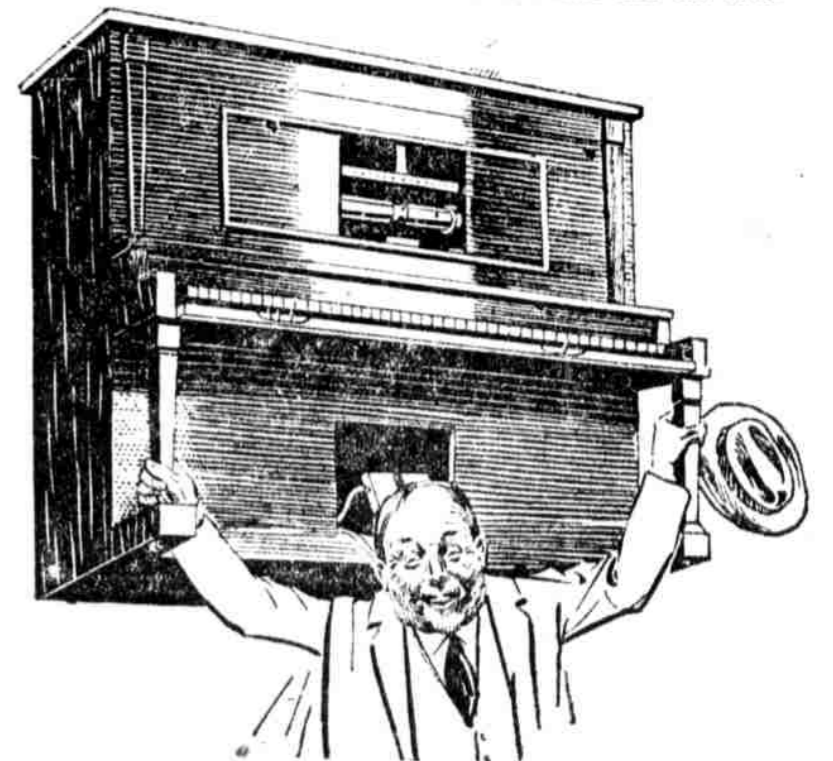
None sent C. O. D.; none on approval. Our fullest guarantee on every clock.

We never heard of such bargains! Sold on Grand Aisle and in the Jewelry Section.



Never Had Such Response to Any Gimbel Club Offer of PLAYER-PIANOS

While our purchase has not been exhausted, the demand has been more rapid than the makers' shipments—and we just had to stop advertising until we had more nearly caught up on deliveries. Another carload has just rolled in; two more carloads on the way! And—the first thing we know we'll be sold out clear and clean—and that would end the club.



Cased in Mahogany

Any employed person—every home—can afford a really good—

PLAYER-PIANO \$395

"The Conreid"—our name, no money to pay for that. Our guarantee—and none can be more complete. Possible through the economy of the Gimbel piano club plan—devised by us, copied in words hundreds of times, but copied in realness never. We simply make large, safe saving by a tremendous purchase of one instrument; then we focus the attention of nearly four million people to that one proposition—it more than halves the selling expense. Glad to subtract from usual price these savings. Thus—
This Player-Piano is yours for less cost than it can be bought for anywhere. Not only that, but we allow nearly three years to complete payments. We charge no interest; but allow a deduction if at any convenient time you pay the remaining balance all in a lump. For instance—
We Send the Player-Piano Home on a First Payment of as little as \$10
Then you pay the remainder at rate of \$2.50 weekly. This would give you 153 weeks to complete payment. Suppose at the end of a year you decided to pay the balance. You had paid \$10 at purchase, and 52 times \$2.50—in all, \$140.00. The remainder would be \$255—equal to 102 weekly payments. The money would earn us 6 per cent. for the average time or 51 weeks, and you would be allowed \$15.25.

"CONREID" PLAYER-PIANOS Are Guaranteed by Gimbel Brothers

The action is one of the proved standard makes, the piano part is full seven-and-a-third octaves; has bell-metal plate, overstrung bass—solid copper-wound strings. —Gimbels, Market and Chestnut, Seventh Floor

GIMBEL BROTHERS, Philadelphia— Without putting me under any obligation, please send fuller particulars of "Conreid" Player-Piano.

Name Street City and State

E.L. 10-20-21

Subway Store Sale of Five Thousand Pairs

Queen Quality
REG. U.S. PAT. OFF. T.G.P. CO.
SHOES

\$3.65 and other Good
—half price and less Makes



Black Kid \$3.65 Tan Calf \$3.65 Gray Kid
Brown Kid Black Calf Patent Leather

High heels; low heels; medium heels; shoes for all occasions; best of leathers; best of shoemaking. Discontinued lines— all perfect. Sizes 2½ to 7—AA to D—Women's shoes of quality. Extra selling space; extra salespeople. Come early—there is charm in first choice. Ready Friday morning in the Subway Store