

Store Hours, 9 A. M. to 5:30 P. M.,
For Wednesday

Palm Beach fashions posed on living models, 11 and 2:30 daily during the week—just a breath of the Southland.
Seventh floor.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

January prices don't prove that any former price was too high—simply that millmen and we must reduce holdings and end lines, and prices are named that make the results sure.

For Wednesday

It Means Much to Have a Great City Say, "I Prefer Gimbels"

And Philadelphia says just that when, month after month, the great share of business is given this store. And as the business increases it adds to the Store new power to serve. You shall have our utmost best. This means that Gimbel customers have the greatest practical stocks to choose from—and that means "everything" to the man and woman who appreciate that the finer things of life can be had by every home, if the right store is chosen.



Tomorrow—
White Sale Offers \$2.75
Philippine Lingerie at \$1.85

Rose-scalloped—flower-embroidered—100-count lingerie-cloth—and all!
Both nightgowns and envelope chemises.
\$4 to \$5.95 Philippine Lingerie at \$2.85 and \$3.85—very elaborately embroidered—and all!—embroidery, sewing, scallops—hand-done.
Practical, Beautiful Muslin Underwear in Important Sale-Groups at 65c, 75c, 95c and \$1.35
Values \$1 to \$2.25
Nightgowns, envelope chemises and petticoats at every price.
Mostly white. But the \$1.35 group includes some wonderful Windsor crepes in pink or blue with rosebuds.
Entire Sample Line of Silk Lingerie at \$1.25 to \$8.95
Values \$2.25 to \$15
Crepes de chine, tub-satins and radium silks.
Lace-trimmed.
And in the rainbow colors.
—Gimbels, Second floor and Grand Aisle, First floor.

Spring Says: "Taffeta"—in These Gracious Terms in Women's Dresses—Special at \$39.75

Like the thoroughly picturesque model sketched—chiffon-taffeta in elaborate cut-work designs that show the lovely Canton crepe slip-skirt underneath, in its smartly contrasting color.
Note the sleeve?
Also at \$39.75—a perfect daguerrotype dress of taffeta, with rows and rows of velvet ribbon, each ending in its quaint bow-knot. Black or navy blue chiffon-taffeta with Saxe blue ribbon. Or brown with brown.
And Special at \$25
Chiffon-taffeta basque-style dresses—with an adorable sash-treatment.
And a modified Period model with seven tiers of ruffles at the sides—perfectly fascinating!
Black, blue, and brown. \$25.
—Gimbels, Salons of Dress, Third floor.



Tomorrow
Women's Fur-Trimmed CAPES, WRAPS—Paris Reproduced—at \$40, \$50 and \$55

All of bolivia—fine, soft, deep-pile. All with those fascinating high storm-collars that set "just so"! Collars of fur—and the sleeve-openings deep-bordered with the fur, too.
With Beaverette—at \$40
With Opossum—at \$50
With Nutria—at \$55
Two Wonder-Groups of Coats and Wraps at \$30 Values \$55 Values \$55 Values \$75 to \$95
Duvettes, bolivias and velours annas, wondoras, erminies, with big fur collars. The huge collars of nutria, Silk-lined moirettes, Polly-wolf, mole or Australian opossum.
—Gimbels, Salons of Dress, Third floor.

Gossard Front-Lacing Corsets Near Half Price
The corset of Fashion—and of the fine daintiness Fashion demands.
Models 263 and 376 at \$3.50. Regularly \$5 and \$6.
Models 573 and 677 at \$4.25. Regularly \$6.50 and \$7.50.
—Gimbels, Second floor.

Sweetly Dainty Short Dresses for Baby, at \$1, \$1.50, \$1.95—up to \$3.95
Saving of 20%. Wonderfully sheer, fine materials. Wonderful hand-work—there's a beautiful refined touch of it even at the slightest price!
Ages 6 months to 2 years.
—Gimbels, Children's Shop, Second floor.

Special Sale of Women's Imported French Kid Gauntlets \$6.50 Quality at \$4 a Pair
Dainty kid gloves in the smart gauntlet style, pique sewn with novelty embroidered backs, many in self and white. The colors are black, tan, beaver, gray and brown.
—Gimbels, First floor.

Average Half Price These Brief Cases at \$3.95, \$5.95, \$7.95, \$9.95
They are two, three, four and five pocket styles in smooth or hand-boarded cowhide.
Some have short straps—others long straps. All have spring locks.
Unusually good values at these prices.
—Gimbels, First floor.

Dainty Brooches at \$1.95, \$2.95, \$3.95 and \$4.95
Brooches of solid gold, beautifully designed and set with semi-precious stones. Some cameo and bar effects. Values to \$12.
Men's Scarf Pins at \$1.95
Solid gold pins in various styles set with semi-precious stones of all colors. Values up to \$4.50.
Lingerie Clasps Men's Cuff Links at \$5 and \$5.95
Half Price at \$1 Solid gold cuff links for soft cuffs. Good heavy weight. Values to \$4.50.
and engraved. Values \$2. —Gimbels, Jewelry Store, First floor.

Tomorrow's "High Lights" in the Fur Clearance
\$495 Hudson Seal Coats at \$350
Hudson Seal (dyed muskrat) Coats—40-inch length models of literally superb skins. Skunk-trimmed.
\$350 Natural Raccoon Coats at \$225
40-inch length. Belted model. Silk-lined.
\$395 Hudson Seal Coats at \$250
Both plain and trimmed models.
\$225 Fur Coats at \$139.75
A grouping of just twenty-five coats—all three-quarter-length models, including
Black Caracal Coats— Seal or Kolinsky trimmed.
Nearseal (dyed coney) Coats— first quality skins.
Natural Muskrat Coats— Raccoon trimmed.
Natural Raccoon Coats— Self-trimmed.
Natural Brown Pony Coats— Beaver trimmed.
—Gimbels, Fur Salons, Third floor.

Tomorrow's Waist Sale "Leader" \$5.50 Hand-Made Waists at \$2.85
Mostly "Royal" make—and when "Royal" makers produce hand-made waists, they are imitable!
Batistes. And voiles. All have drawn-work for exquisite trimming. Most of them have hand-embroidery. And some have fine, real filet edgings.
And a dainty grouping of waists not hand-made, but with the most exquisite Forto Rican hand-made collars!
Sizes 36 to 46.
—Gimbels, Salons of Dress, Third floor.



Women's Fine Ribbed Union Suits at \$1.55
Fine ribbed union suits with tailored top, in knee or ankle lengths. Well made and of excellent winter weight.
Worth 25% more. Special at \$1.55.
—Gimbels, First floor.

Women's Silk-and-Fiber Onyx Hose at \$1
First quality, silk-and-fiber hose, seamed backs, in black, cordon, gray and white. Fine values at \$1.
Full-Fashioned Silk Hose, \$1.95
Our own special "Gimbel" make. With reinforced mercerized lisle top and sole. In black, brown, gray and other wanted shades.
—Gimbels, First floor.

The Most Dainty Mirrors We've Seen at \$3.50, \$4 and \$5—Half Price
Framed in polychrome—many beautiful toned effects.
Panels and ovals. Several sizes.
—Gimbels, Seventh floor.

Handsome Double-Damask Table Cloths
2x2-yard size, \$7.75. 2x2 1/2-yard size, \$9.75.
Users of linens prize double damask for its beauty and long wear. This is an exceptional quality—heavy and close-woven. Beautiful round designing.
Napkins to Match at \$9.75 Dozen. 22x22 inches.
All-Linen Crash Toweling, 19c a Yard
For dish and roller towels. Red borders. And just think—all-linen!
—Gimbels, Linen Store, Second floor.

We Invite Comparison of These Silks at \$1.95—Special
You'll find them regular \$2.50 to \$3.50 silks! Variouly all-silk crepes de chine, broadcloth shirtings, satin charmeuse and dress satins. Also broadcde lining satins—these have a few cotton threads in the back to insure extra strength.
Black and colors in the lot.
—Gimbels, Silk Salons, Third floor.

Men's Brushed-Wool Mufflers at \$1.85
Snuggly warm and almost no weight to them! For skating, motoring and other winter wear. \$1.85.
Clean-up Lot of Men's \$4.95 \$8 Sweaters at—
Sizes and sorts as you find them—best bargains at \$4.95.
Men's Silk Mufflers at \$3.95
Black, with white stripes; all are fringed. Slightly imperfect—hence the low price. \$3.95.
—Gimbels, First floor, Ninth Street.

Smart Silk Umbrellas at \$5.75
Umbrellas of fine quality silk in blue, green, purple or garnet.
Distinctive handles—stubb ends and long white tips. Price, \$5.75.
Men's and Women's Umbrellas, \$2
In American taffeta (cotton). Full-length bakelite and hardwood handles with colored tops, and either rings or cords for women.
For men—the much-wanted crook handles. Price, \$2.
—Gimbels, First floor.

Queerly Low Prices
In These January Clearances of Mill Over-Lots and Gimbel Too-Many RUGS
With inventory soon to come, mills show small respect to small lots (small to them) and we help—and similarly we adjust our own stocks. Let these three hint of scores—
\$94.50 for \$112.50 and \$120 Extra-Fine Wilton Rugs, 9x12 ft.
\$67.50 for \$81 and \$89.50 High-Grade Royal Wilton Rugs, 8 ft. 3x10 ft. 6
\$1.60 Sq. Yd. for \$2.50 Inlaid Linoleum—Special
Inlaid Linoleum. In beautiful tile and parquetry effects.
—Gimbels, Fifth floor.

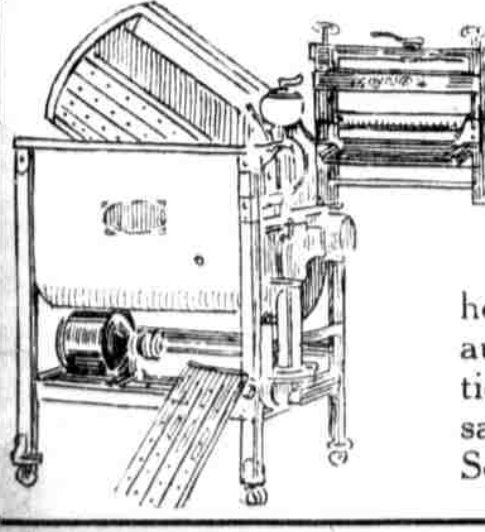
Boys' Blanket Cloth Mackinaws at \$8.75 Values \$15 and \$16.50
Boys' all-wool blanket cloth mackinaws with two upper muff pockets and two lower patch pockets, all-around belt, convertible collar, yoke back with inverted pleats. 6- to 8-year sizes.
Boys' Norfolk Suits, \$15 Values, \$8.75
Many with extra pair of full-lined knickers.
Single or double breasted models in all-wool cassimeres. Coat mohair lined; knickers cut full and roomy and lined throughout.
Stout Boys' Norfoks, \$13.50 to \$28.50
They are \$29 to \$35 values. Most have two pairs of full-lined knickers.
—Gimbels, Third floor.



Tomorrow
Filmy, Dainty, Airy Marquisette Curtains at \$1.35 Worth \$2.25
With hemstitched borders, and lace edges.
75c Window Shades at 55c
Complete with fixtures and guaranteed rollers—and even the ring-pull included.
Opaque.
All colors.
—Gimbels, Upholstery Store, Fifth floor.

Tomorrow
In the Subway Store JUST 685 Men's Winter OVERCOATS and Plaid-Back Ulsters That Are Worth \$25 and \$27.50
\$15 All Sizes 34 to 42
And 889 Men's and Young Men's \$25 All-Wool SUITS with an Extra Pair of Trousers
\$15 All Sizes 34 to 42
—Gimbels, Subway Store.

Ninety-Seven Electric Washers at \$89.50
Instead of \$150
Electric Maid Washing Machines, 1/4-horsepower motor, cylinder type with automatically reversed motion. Five-position swinging wringer having improved safety release. White enameled finish. Sold on easy payments, at \$89.50.
—Gimbels, Fourth floor.



We Also Secured Goodwin Stock of Brogues and Oxfords for Women
The concern suddenly gave up a prospective export business.
\$5.25 and \$7.85
—though these are shoes of \$10 and \$12 values by recent standards. Black calf, patent colt, Norwegian calf and Russia calf. All sizes. Mail orders filled.
Also included are Goodwin, Ltd., lines of sample English and French shoes—these only in sizes 3 1/2, 4 and 4 1/2—\$4.50.
—Gimbels, Second floor.

