

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

We arrange partial payments on furniture—same low sale prices. The salesman need not know, if you so prefer. Arrange terms at the Office, Sixth floor.

GIMBEL BROTHERS
 MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Tuesday, January 31, 1922
 Half Price for La Vida Corsets—yes, even less than half price. Every corset is fresh from its tissue wrappings. It's the February Sale. Second floor.
For Wednesday

Again Manufacturer and Gimbels Co-operate to Offer
La Vida Corsets—Half Price and Lower



Lace-Trimmed Coutil, \$2.85 Pink Coutil, \$2.85
 Brocade at \$3.85 Satin at \$3.85

A new kind of Sale—style variety so great there's practically "specialized" service.
 And Every Corset Fresh From Its Tissue Wrappings!
Low-Bust Corsets **Sports Corsets**
Firm, "Suit-Wear" Corsets **Waistline Corsets**
 Plain Coutils : Novelty Pekin-Stripe Coutils : Rich Broches—
 Pink or White—Shimmering Rose-Pink Satins
At \$2.85 Regular \$5 Corsets **At \$3.85** Regular \$6.50 to \$10 Corsets

Sizes 21 to 36 in both lots. All sold in the Second-floor Corset Shop—you'll have corset-trained people to advise you.
 —Gimbels, Pink Corset Shop, Second floor.

Street Gowns—Silk Gowns—Dinner and Dance Dresses
Sale of Women's and Misses' DRESSES
 at **\$13.75** and **\$29.75** Values Run Up to \$60!



With a wealth of Spring ideas included—even the new fascinating cape-dresses of the new, fascinating silk—crepe-knit. And something for pretty nearly every need—from traveling and business wear up to party times.

at **\$29.75** Values \$35 to \$60

Canton crepes, satin-faced cantons, crepe-knit, chiffon taffetas, Georgettes, chiffon velvets, satins, laces, Poiret twills, tricotines.

Styles range from strictly tailleur to elaborately hand-beaded and hand-embroidered. Ruffles, Paisley guimpes, Basque styles. Three-piece models. Cape sleeves. Peasant styles. Puff-ruffle sleeves. Jenny sleeves. Ecclesiastical sleeves.

Variouly in black, brown, fuchsia, jade, coral, gray, Saxe blue and white. Misses' sizes for ages 14 to 20. Women's sizes up to 52.

at **\$13.75** Values \$16.75 to \$25

Canton crepes—street colors and high shades. Taffetas—street and evening colors. Poiret twills and tricotines—navy blues; embroidered and beaded. Satin-faced crepes. Wool jerseys. Velveteens. Beaded Georgettes. Mostly sample sizes in the misses' dresses—16s and 18s. Women's sizes 36 to 44.
 —Gimbels, Salons of Dress, Third floor.



WOMEN'S Furs in February Clearance
 Close to 50c on the Dollar

Including all the one-of-a-kind Wraps and Coats—those glorious model-wraps from which we took orders for custom-made fur wraps.

These models, by the way, whether Persian lamb, mink, Alaska seal, mole, caracal or squirrel—gloriously trimmed—show biggest reductions of all.

- \$175 Black Caracal Coat** } \$100
 With seal-dyed nutria collar and cuffs.
- \$225 Nearsel (Dyed Coney) Coats** } \$139.75
 Some with self trimming, others with contrasting collars and cuffs.
- \$275 Natural Muskrat Coats** } \$150
 Trimmed with contrasting furs.
- \$495 Hudson Seal (Dyed Muskrat) Coats** } \$300
 Beaver, squirrel or skunk collars and cuffs; some also self trimmed.

—Gimbels, Fur Salons, Third floor.

We Bought a Thousand Clocks
 Ready Tomorrow in a Sale Unprecedented

Normandy Chime Clocks \$12.95
 Regularly \$19 to \$25

Beautiful tambour cases—mahogany finish. Pictured at right. From William E. Gilbert Clock Co. Half-hour strike on musical two-tone gong. 9 3/4 and 10 ins. high—20 and 20 1/2 ins. wide.



Tambour Style, \$12.95

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Mantel, \$3.95

Mantel, \$3.95

Mantel, \$3.95

A very wonderful sale in Gimbel Clock Store and on the Thoroughfare. —Gimbels, First floor.

Mantel Clocks

\$3.95
 Regularly \$7

Oak Cases, 10 to 12 Ins. High, 13 1/2 to 15 1/4 Ins. Wide
 Celebrated "Sessions" movements; hour and half-hour strike. Pictured at left. —Gimbels, First floor.

Gimbels Hard-Water Soap

Our Annual Sale Starts February 15—
 But Order Now

Price 5c Cake Rest of Year 10c Cake

Convenient Booths on Main Floor and in Subway—
 Delivery After Sale Opens
 —Gimbels, Toilet Goods Section, First floor.

NOVELS 45c
 10,000 of Them!!

Thirty thousand other Books—travel, biography, history, at—

45c, 65c and \$1

Yes, new books—original editions—not reprints—thousands of the books were never opened; some show shelf-wear.

Bought by the Government in an ambitious scheme to have libraries for sailors—afloat and ashore.

Things have changed—every war idea has dwindled—the Government sold us the books as—

"Surplus Property"

These books were chosen by a committee of the country's foremost librarians.

- Buy for Public Libraries.
- Buy for School Libraries.
- Buy for Home Libraries.

A sale without precedent!
 —Gimbels, Book Store and the Thoroughfare, First floor.

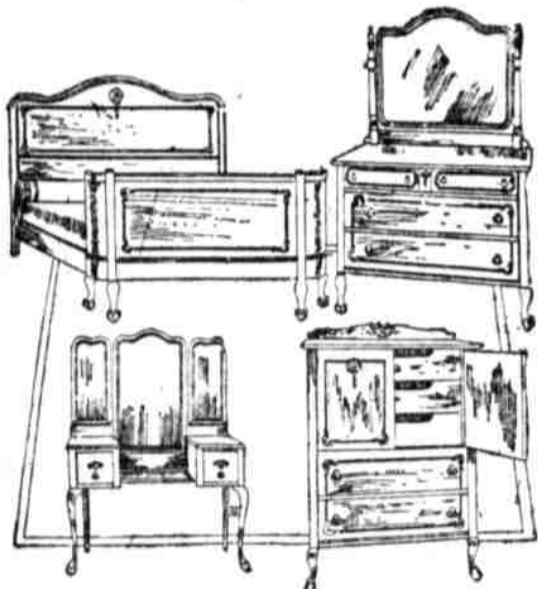
Demonstration of the Interior Make-up OF FURNITURE
 Has Been the "Gimbel Way" for Several Years Past

Nothing new to Philadelphia to be able to see the innermost details of construction of furniture—sold at Gimbels.

In the February Sale

it is all shown in the different stages of construction—come and see! If you are a regular Gimbel customer you already have seen, for years past!

Nothing hidden when the piece is finished that is not plainly visible in the demonstration.



Four-Piece Walnut Bedroom Suite at \$185

—Regularly \$375

American walnut; large bureau, extra-large mirrors, beautiful chiffonade; semi-vanity dressing case; bow-end bedstead, full size; dust-proof partitions throughout, framed-in drawer bottoms, finest of finish. Regularly \$375—in this February Sale, Four Pieces, \$185.

Queen Anne Walnut Dining-Room Suite, 10 Pieces, Sale Price, \$225

The construction is of the best, beautifully finished in dull soft brown on walnut. Buffet is 60 inches long. China closet is 41 inches wide, 63 inches high. Console serving table is 38 inches wide. Oval extension table has a 48x60 inch top. Chairs are full box-frames with high backs; slip seats covered in leather. A conservative value at \$300—in this February Sale at \$225.



—Gimbels, Sixth floor.

Sale of the Famous Wigton House Dresses
 Tomorrow at



\$2.95 Values \$4 and \$5

And twenty-five hundred to choose from—fresh, exquisitely, daintily fresh!

Biberman Company's winter "surplus"—that's why!

Six styles in regular sizes (36 to 46) and an additional "extra-size" model in sizes 48, 50 and 52.

All gingham—perfectly splendid gingham in the favorite checks and stripes; in the new colors. Trimmed with organdie, plain chambray or white poplin.
 —Gimbels, First and Third floors.

Gym Bloomers—
 Has Any Other Store "Riveted Elastic"?

Just one more detail Gimbels helpfully worked out—you can depend upon it, these elastics can't break!
 Bloomers of all-wool, double-warp serge at \$4.50. Part-wool—at \$3.50. Saten at \$2. Middle at \$1.85. Gym Shoes, \$1.45 and \$1.95. Tie—\$1.
 All strictly according to regulations.
 —Gimbels, Sport Clothes Section, Third floor.



TOMORROW 1000 Hand-Made WAISTS at \$2

The kind you paid \$5 for last year—and bought by thousands! The kinds we thought ourselves lucky to be able to offer a while back at \$3.

These at \$2.

All in the popular vestee effects. All sizes in each style. Hand-hemstitching for their lovable trimming.
 —Gimbels, First and Third floors.



Tomorrow—Subway Store—400 Women's and Misses' \$20 to \$30 Coats

Reduced to **\$12.75**

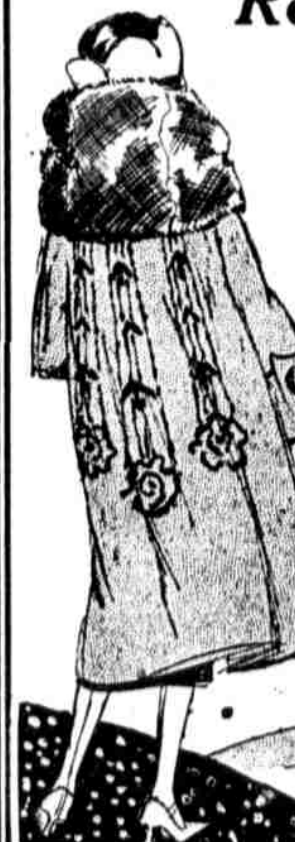
And plenty of 'em fur-collared—plenty silk-lined! Bolivias, velours, sports coatings and seal-plushes.

Blouse-backs, swirl-backs, belted-backs, wrap-backs. Embroidered models. Beaded models—yes, even beaded, embroidered seal-plush coats!
 Misses' sizes for ages 14 to 18. Women's sizes, 36 to 44.

600 Coats
 Reduced to **\$7.75**

Were \$12.50 to \$20

Mostly mannish overcoat styles in stunning mannish coatings, chevrots, some velours and a few bolivias. Some fur-trimmed. Both women's and misses' sizes.



Now \$12.75 Was \$30



Now \$7.75 Was \$20 —Gimbels, Subway Store.