

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

By far the largest Shoe business is centering at Gimbel's. Style, durability and a new economy mark the service.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

First in Fashions! Nearly a hundred Gimbel buyers will traverse Europe this year, to gather for the three stores.

For Friday

Next Monday Will See The Opening of Gimbel Big March China Sale

The best and biggest selection of trustworthy merchandise that we have ever offered for this event will be found in our China Sections (Fourth floor and Subway Store) at wonderfully low prices.

Courtesy Days Thursday, Friday and Saturday

our big stock will be on display. You can make your selection at your convenience and the goods will be delivered and charged on Monday, the day the sale officially opens.

Gimbels, China Section, Fourth floor.

February Sale of Wardrobe and Other Trunks

Save Over 46% on the Average



Pretty close to half price!—some \$56,000 worth to go for \$29,750.

Result of preparation—this is a regular Gimbel annual sale, helpfully anticipating the needs of the travel season of the year. And—

Every trunk is brand new and of this season's make.

No Previous Sale Equal to This Anywhere at Any Time!

Standard makes—Innovation, Belber and other trunks of the Gimbel "line."

INNOVATION

Wardrobe Trunks

- All Vulcanized Fiber—in Flat or Corrugated Finishes—
- Style X, Regular size, \$55 grade, at \$34.75
 - Style OO, Petite size, \$50 grade, at \$29.75
 - Style OO, Demi size, \$52.50 grade, at \$32.75
 - Style OO, Reg. size, \$57.50 grade, at \$34.75
 - Style OO, Extra size, \$65 grade, at \$39.75
 - Style O, Petite size, \$57.50 grade, at \$34.75
 - Style O, Demi size, \$60 grade, at \$36.75
 - Style O, Regular size, \$65 grade, at \$39.75
 - Style O, Extra size, \$72.50 grade, at \$44.75
 - Style KK, Reg. size, \$77.50 grade, at \$49.75

Mail Orders Filled on All These Trunks

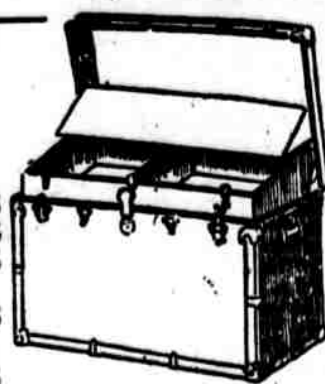
Belber Wardrobe Trunks



- All Flat Vulcanized Fiber-Covered
- Three-quarter size, \$37.50 grade, \$19.75
 - Full-size \$40 grade, \$24.75
 - Full-size, open top, \$47.50 grade, \$24.75
 - Full-size, open top, \$60 grade, \$34.75
 - Extra-size \$95 grade, \$49.75

Other Gimbel Trunks

- WARDROBE TRUNKS
All Vulcanized Fiber-Covered
- Three-quarter size, \$37.50 grade \$19.75
 - Full size, round edge, \$60 grade, \$29.75
 - Full-size \$62.50 grade, \$31.75
- VULCANIZED FIBER DRESS TRUNKS
- Regular size \$13 grade, \$6.75
- VULCANIZED FIBER LOCKER TRUNKS
- Regular size \$15 grade, \$7.75



Gimbels, Seventh floor and First floor Throughfare; Some in Subway Store.

These Spring Dresses Just Arrived

—Tomorrow Their Sale-Price is . . \$25



Mostly silks—spring's luxuriously lovely new silks in spring's wonderful new colorings. Canton crepes—including satin-faced, satin-backed, jacquard and the plain Cantons. Crepe-knits, Georgettes (Georgette's to the fore again). Some Poirer twills. Some laces. Some lace-stripe denisettes.

There's a Dress With a Cape—But the Cape Can be Worn as an Apron-Tunic

—when it's not doing duty as a smart little embroidered cape! Yes, the cape-strings make the tunic's sash!

There's a dress in basque effect, with the new pleated girdle at the side, and a perfectly adorable neck-line with a perfectly adorable collar!

There's a beaded Georgette with jabot-wing side-panels. There's the "butterfly dress"—steel-beaded all over.

But There Are Over Fifty Styles to Choose From

Variouly in Misses' Sizes—16s, 18s and Plenty of 20s
Women's Regular Sizes—36 to 42
And Some in Extra Sizes

Gimbels, Salons of Dress, Third floor.



Very Great Shoe Bargains In the Subway Store Sale



Chiefly excess stock from

Rice & Hutchins,

whose shoes stand for good looks and good service.

Oxfords: Strap Pumps: High Shoes

First-Quality All Sizes

\$5 and \$6 Shoes for \$2.95

Welted and turned soles, high, low and medium heels.

- Low Heel Oxfords
- Patent Leather Oxfords
- Brown Calf Oxfords
- Black Kid Oxfords
- Black Kid Strap Pumps
- Brown Calf Strap Pumps

Sizes 3 to 7; Widths A to D
Mail orders filled while lots hold out
Extra Selling Force—Good Service

Gimbels, Subway Store, Ninth Street side.

New Linen Vests

Hand-Embroidered in Gay "Bulgarian Colors"

Add a mighty smart addition to spring's tweed suits.

Heavy linen—heavy embroidery. And the collars } \$3.50
the popular Peter Pan shape. At

Linen Collar and Cuff Sets, Hand-Embroidered in Bulgarian colors—Peter Pan collars. A \$2.25 value, special at } \$1.50

Chic Linen Sets with the new bright "Indian" embroidering. Delft blue roll edge. At \$1.95 a set.

Gimbels, Neckwear Store, First floor.

New Jiffion Apron Dresses

—Almost Too Pretty Just to Wear Indoors



Indeed, many are very plainly porch and garden dresses!

Ginghams, combined with sturdy crepes in real "art colors." Percales in fresh, springlike printings.

Cutest novelty pockets and vestees and sashes. Some with Peter Pan collars "tied" with gingham or crepe. Some contrast-bound and stitched in sports themes. And the colors are a spring song! Variouly at \$1.50, \$2.95 to \$3.95.

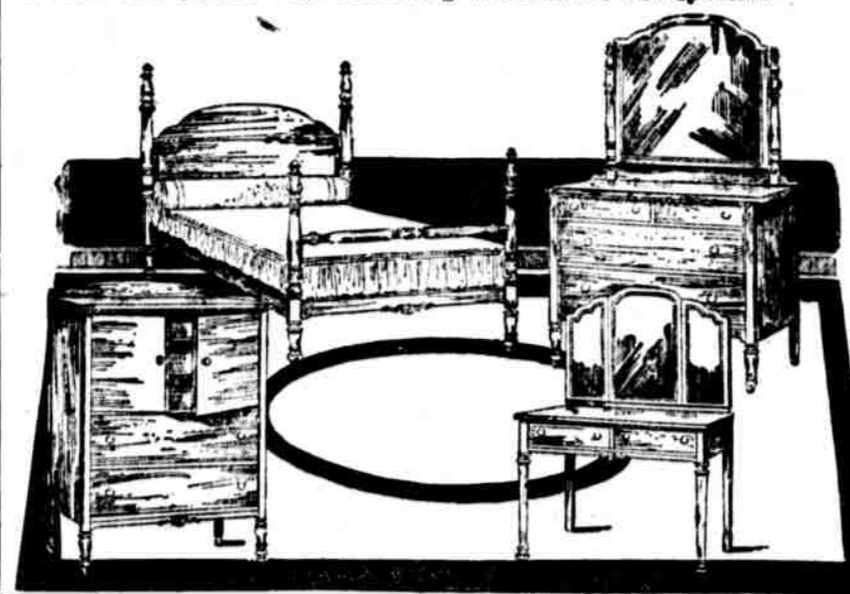
Gimbels, Apron Shop, Second floor.

Especially Attractive Showing In

Colonial 4-Post Bedroom Furniture

On Convenient Terms in the February Sale

The Colonial styles in bedroom are typical reproductions—or adaptations—of the "lines" characteristic of this "Period"; and the showing here affords unusually good selection at the low sale prices. The following will hint of the specials—



4-Post Colonial Bedroom Suite at \$150

Half the former price! Full-size Bedstead; large Bureau; triplicate mirror Toilet Table, Chiffonette with sliding trays; fine construction, dustproof throughout. Made of American veneered walnut, beautifully figured and finished.

In This February Sale, at \$150—Former Price \$300

Gimbels, Sixth floor.

Mail and Phone Orders for Foods Filled Same Day Received

Granulated Sugar 10 lbs (limit) for— 54c

If purchased with other groceries.

St. James Coffee at 3 lbs. for \$1.10

"Pride of Philadelphia" Regularly 50c lb. 10,000 lbs. in 25-lb. lots, at \$9.75; 10 lbs., \$3.68, or— 38c lb.

Coffees Choice of "My Wife's," "Mercantile" or "Fairmount" Blends, at 10 lbs. for \$2.35 or 4 lbs. for 95c

Boneless Bacon 500 pieces, lean or fat streaked, fresh from the smoke house, at 22c

Orange Pekoe Tea Or India Ceylon Black Tea, Keaton's Chop, 45c 10, 5 or 3 lb. lots, lb.

Ivory Soap Procter & Gamble white floating; limit 10 cakes, 65c

Premium Wrapper Milk Sharpless Acorn Brand, tall can, 10 95c

New Purity Sweet Corn 11c

Carload 18c Value Cases, \$2.58; Dozen, \$1.30 a Can

Gimbels, Pure Food Store, Chestnut Street Annex.

Selling Cretonne Covered Cushions by the Thousand! Specials for Tomorrow at 50c, 65c and 98c

1000 more cretonne-covered chair-seats—full size—tufted both sides—well filled—2 1/2-inch border—Special at 98c.
1000 more "half-moon" chair-back cushions to match—Special at 50c.
1000 more round, shirred floor, sofa and porch cushions—Special at 65c.

1000 Pairs Snowy Curtains—Special at \$2.25

Dotted, ruffled muslin curtains—complete with tie-back.

200 Cedar Chests Sale-Grouped \$15 to \$57.50

Bought by the carload to get prices down to these! All sizes. All styles. All heights. 75 storage chests, as illustrated, special at \$15.

Gimbels, Upholstery Store, Fifth floor.

