

Straw Hats—Gimbels first! And the followers are hardly close enough to get our dust. This isn't mere luck. \$1.95—with good hats from London and here.

GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Circus tickets are sold at Gimbels. Year after year we do this—our expense—not a penny charge to you. It's in the cause of good service. **Tuesday**

Mourning Millinery That Is First of All, Becoming



Whether broad-brim dressy hat—or hat of "exaggerated angle"—or tiny, tiny, daintily tiny affair—or the medium-brim models that the winds treat gently.

All-black—the characteristic, correct mourning silks, with Georges and Canton crepes leading. Or black with the famous white facings—that soften, should all-black prove trying.

Prices Begin at \$5

—Gimbels, Millinery Salons, Third floor.

\$3 and \$3.50 Waists—"May-Saled" at \$1.95

Including some of the sweetest batiste "hand-mades" with hand-drawn Peter Pan collars. Including the very prettiest net guimpe-waists (to wear with sleeveless dresses). But including, too—French voiles—plenty with wide real filet lace. Organadies—cool and crisp as a breeze. Frill-styles galore. Tuck-ins. Overblouses. Vestees. Tuxedos. Long and short sleeves. Sizes 36 to 54.



\$1.95 Value \$3.50 French Voile
\$1.95 Value \$3.50 Hand-made

\$3.95 and \$5 Waists "May-Saled" at \$2.95

All the voiles are French voiles. With wide real Irish crochet laces. With wide real filet laces. With vestees. With frills. With hand-hemstitching. With organdie embroidery inserts.

All the batistes are hand-made—to the very laces that edge frill or Tuxedo or Peter Pan!

Sizes 36 to 54.



Hand-made **\$2.95** Value \$5
French Voile and Irish Lace **\$2.95** Value \$3.95

—Gimbels, Salons of Dress, First and Third floors.



Twenty-Two Delightfully New Styles in Women's Summer Capes and Cape-Wraps

The "wing-sleeve styles" that Fashion approves. The "Jenny sleeve styles" that toutle le monde adores. The full circular styles that slim fullness carries magnificently. The fur-collared styles that sprang into favor all in a day.

SPECIALS

- Of wool-velour—at \$18.
- Of imported sports coatings—at \$18, \$28 and \$45.
- Of tricotine—at \$18 and \$28.
- Of bolivia—at \$28 and \$45.
- Of veldyne—at \$49.75.
- Of marvella—at \$69.75.
- Of silk—Cantons and Roshanara and the rest!—variously at \$29.75, \$35, \$39.75, \$49.75, \$59.75 and \$69.75.

—Gimbels, Salons of Dress, Third floor.

Clipped \$15—\$25—to \$40 from the Prices of Women's More Exclusive Two- and Three-Piece Suits

The finest twills that come. The finest tricootines. The finest piquettes. And the luxury grades of tweedy fabrics—Sonnetta, Mara, Spongens, Margolla.

New Prices \$45, \$55 and \$65

Soft lines. Wonderful tailoring. Nicety—exquisite nicety—of finish and detail.

Ideal—both the two-piece (coat and skirt) and three-piece (complete dress with matching cape) models—for shore, mountain, Country Club—all a summertime service.

\$27.50 to \$35 Hard Wear Tweeds at \$21.75

—Gimbels, Salons of Dress, Third floor.



New Dark Voiles Follow the Vogue for Printed Fabrics With Gay Cretonne Patterns and Colors

65c a yard

Summery, flower-garden styles, yet practical, too, because of their rich dark grounds. Black, navy and brown, with all-over designs in color—usually great clusters and garlands, of roses. Fine sheer weaves; chiffon finish. Voiles that repeat the colors and designs—and much of the dressiness—of the new sheer printed silks.

38 inches wide.

—Gimbels, Dress Cottons, Second floor.

Linens Hope Chest Specials

Table Cloths, round design, of Irish satin damask linen; beautiful patterns, and a servicable quality. Two sizes—70 x 70 inches at \$5.25, and 70 x 90 inches at \$6.75 each.

Napkins to match, 22 x 22 inches, at \$6.50 a dozen.

Napkins at \$5.50 dozen

Table Napkins of pure Irish satin damask linen, an extra-heavy closely woven quality, in several effective designs; 20 x 20 inches, at \$5.50 a dozen; 22 x 22 inches, at \$6.75 a dozen.

Luncheon Sets at \$7.50

The Madeira hand-embroidered Luncheon Sets consist of 13 pieces—1 centerpiece and 6 each of plate and tumbler doilies. Fine white linen, elaborately embroidered in solid and eyelet effects, finished with rose scalloping. An unusual offering at \$7.50 a set. Beautiful!

—Gimbels, Second floor.

Radio Supplies

Choose from the largest Radio stock in the city. If it's Radio, by all means see Gimbels—the Radio center of Philadelphia.

Westinghouse Aeriola Grand Complete and ready for immediate delivery } **\$325**

Clapp-Eastman Regenerators, Receivers with Amplifier For immediate delivery... } **\$75**

Radio Receiving Sets and Accessories Priced Right

\$15 for "Gilbert" Radiophone Sets, complete with head telephones.

\$71 for "DeForest" Radiophone Sets, complete with two steps amplification.

\$15 for Head Sets, Western Electric. We believe the Western Electric Head Sets to be the best in the market, without exception.

\$25 complete crystal set with telephones.

\$75 for Aeriola, Sr. Western Electric, absolutely complete and a wonderful Radio receiver.

\$18.50 for Battery Charger. Keep your battery in first-class condition at all times by charging it at home.

\$5 for Variometers and Vario Couplers. Very efficient and guaranteed.

Storage Batteries "A" and "B" \$23, \$20, \$12, \$6.75, \$8.80

All prices. All sizes. All guaranteed.

—Gimbels, Seventh floor.

14-Kt. Solid White Gold Fashion's Favorite Rectangular Wrist Watch, \$25.95. Most Stores Ask \$40!



17-jeweled nickel lever movement; cut balance and adjusted. Pictured. Women's 14-Karat White Gold-Filled Wrist Watches. Men's Elgin Watch, 14-Karat Solid Gold Case. Handy, small 12 size; very thin model. A \$35 value for \$19.95.

—Gimbels, Gold Jewelry Shop, First floor.

Sale of Sample Silk Petticoats and Bloomers

at **\$3.95** Values: \$5.95, \$6.95, \$7.95, \$8.95, \$10.

Silk jerseys, with the most fascinating flounces you ever saw! Even the bloomers have little bits of gay flounces. And solid-color radiums, with those pretty little pinked ruffles—the radiums that wear and wear and wear and wear and wear! Every color under the sun.

—Gimbels, Second floor.

Frilly Sleeveless Guimpes

In demand for wear with the sweater or tailored suit. Made of net variously trimmed with Valenciennes, Venice, embroidered net, and "Val" and real laces. Some have the roll, others the popular "two-piece" collars. Come in white and cream color. Various at \$1, \$1.50, \$2.25 up to \$6.95. The one sketched is \$1.50.

White and colored Guimpes of voile are sleeveless and with roll collars; at \$2.95 and \$6. Large assortment of Guimpes with sleeves at \$1 and better.

—Gimbels, Neckwear Section, First floor.

Men's Van Heusen Collars' at 50c

Six of the most popular shapes.

Van Jack Van Esty Van Phil
Van Ince Van Kissel Van Dart

All sizes, including quarter sizes. Won't shrink. Won't wrinkle. No rough edges. 50c.

—Gimbels, First floor, Ninth Street.

Women's Famous Red Cross Shoes \$4.85 for Regular \$8 to \$10 Shoes



Factory Surplus of Spring Styles, Including Many Smart White Shoes. So think of this as a sale of new, much-requested shoes—no doubtful styles.

Oxfords—every type. Pumps—plenty of patent "straps," Brogues and "Sally's."

Sports leathers; dressy leathers—or satins. Plenty of Space! Plenty of Fitters. Sizes and widths for everybody.

Also 3000 Pairs of Women's Regular \$7.50 Low Shoes. Straps, brogues and two-tone slippers. Bought so we can sell them at—**\$3.70**.

—Gimbels, Shoe Store, Second floor.

Sale of Leather Goods Trunks : Luggage : Hand Bags

Save Double and More

Because Gimbels recently bought out New York City Store of the Newark Trunk Company.

Suit Cases at \$5 to \$15. Auto Luggage and Hat Boxes—variously \$2.50 to \$10.

Women's Traveling and Overnight Bags, \$7.50 to \$25. Beaded Hand Bags, \$1, \$1.50, \$3, \$5 and up to \$50.

Wardrobe Trunks at \$20 to \$42.50. Fabric Hand Bags, \$1 to \$10.

Men's Traveling Bags, \$5, \$7.50, \$10 and up to \$37.50. Leather Hand Bags—50c, \$1 and up to \$5.

—Gimbels, First floor.

Can't Promise One After May 27th

And such an opportunity is not apt to come again quickly.

Player-Pianos

from one of America's most extensive producers, and offer them to our public at—



\$335

The price is inclusive—

No Interest
No Extras
Free Bench
Free Delivery
Free Tuning

We understand the general price for this instrument is \$500.

Sold Under Our Broadest Guarantee

Beautifully cased in mahogany—double veneered throughout; empire top; brass pedals and hinges; copper-wound bass strings; extra heavy felt hammers. Rich, full tone. The player action is nationally known for its efficiency and durability.

Pay \$10 Instrument and Bench Will Be Sent Home. Then Pay— \$2.50 Weekly

This offer is sensational—the bargain both real and wonderful. If inconvenient to come to the Store, won't you fill in and mail the coupon?

Gimbel Brothers represent

**HARDMAN VOSE
PACKARD MILTON
Pianos and Player-Pianos**

Gimbel Brothers, Philadelphia. Without putting me under any obligation, please give full particulars of your Club offer on Player-Piano.

Name
Street
Town
Ledger, 5-8-25

—Gimbels, Seventh floor and Nighth Street.

Mail and Phone Orders Filled Same Day Received

10,000 lbs. of Dry-Roast Cup o' Comfort Coffee Value 38c at 4 lbs. for 85c

Swift's Pride Soap, Half Price

1000 boxes widely-advertised Laundry Soap, well seasoned. One-half regular verified retail price. Box of 100 cakes **\$2.95**

St. James Coffee

Pride of Philadelphia, 50c value in 25, 10, or 4-lb. lots **29c**

Maine Corn

Lenox Brand, finest quality packed, 25c cases, case, dozen, 1/2 dozen lots, at, can **16 1/2c**

Strawberry Preserves

Lenox Brand, 5-lb. containers, \$1.65 value, special at **95c**

Borax Soap Close to Half Price

500 boxes Gimbels real White Laundry Soap, high test cakes; 10 cakes 50c, box of 50 cakes for **\$2.58**

Table Catsup

Wilson's Certified, 25c bottles; case \$3.50; dozen, 1/2 dozen or 3-bottle lots, at, bottle **14c**

Apple Butter

No. 10 cans, \$1.45 value, at **88c**

Home-Like Dinners

Beef and Lamb Stew, prepared, ready to serve, demonstrated; at dozen cans for \$3.50, or can **30c**

—Gimbels, Pure Food Store, Chestnut Street Annex.

Sale of Electrical Appliances at Goody Savings

'Tis the age of wonders—and the electrical household conveniences are wonderful in lessening house duties in your home.

Electric Stove and Toaster

Complete with cord and plug, at **\$1.68.**

6-lb. Electric Irons

Full nickel-trimmed, detachable cord and stand, thoroughly guaranteed, at **\$1.15.** Reg. \$6.25.

Electric Toasters

Nickel-plated, complete with cord, at **\$2.95.**

White Cross Electric Grills

Complete with tray; cooks, boils, fries and steams a complete meal; can be cooked for two persons, at **\$7.95.** Reg. \$12.

The Hoover Vacuum Cleaner

is the most practical vacuum cleaner made—it beats as it sweeps, getting out the dirt with least possible harm to carpet or rug. Ask about the new selling terms. Let us give you a demonstration in your home—no charge and no obligation.

Electric Maid Washing Machines

Cylinder type; equipped with 1/2 horsepower standard motor and five-position wringer; a thoroughly reliable machine and guaranteed; quantity limited. Sold on easy payments, at— **\$89.50**

"Thor" Electric Vacuum Cleaners

Complete with attachments for cleaning woodwork, draperies, upholstery, walls, over door frames and top of sideboard—wherever dust collects. The Thor, with its attachments, is thoroughly guaranteed; weighs only 9 1/2 lbs., rubber-tipped furniture protectors; equipped with General Electric Motor; operates on direct or alternating current. Value **\$27.50** \$44.50, complete, at—

—Gimbels, Fourth floor.