

For Friday

Store Hours, 9 A. M. to 5.30 P. M.

We ask our doormen to be considerate and polite in refusing entrance to anxious customers who seek early admittance to such events as the Silk Sale. It is unlawful to employ female help beyond certain hours—and hence we cannot begin selling service.

# GIMBEL BROTHERS

MARKET · CHESTNUT · EIGHTH · NINTH

Keep this in mind—there are two classes of so-called "bargains" in women's garments: Articles in waning styles—dear at any price—and garments of real desirability reduced in price.

For Friday

## When a Woman Thinks of French Gowns

—she usually thinks of something of perfectly exquisite handwork—not necessarily beautiful lines—and as something apt to be beyond her purse. But—



### These at \$45 and at \$65

are the epitome—not only of the inimitable French handwork, but of the loveliest "lines," and with the "air" of double to triple their Gimbel prices.

At \$45—Gowns of Roumaia Crepe, in all-white, all-Nattier, and all-Canna; with just enough platings at the sides for grace; with the hand-drawn work disposed so as to "lengthen" line.

At \$65—Parisian "flat crepe" in white with the loveliest deep silk fagotting—done in shallow points all over the dress. White on white; deep rose or royal blue on midnight blue.

At \$65—Roma crepe—just simplicity—the way a diamond is "simple"! All-white and all-black. With the most graceful sleeves of all Paris! With the fluttering, narrow panels; with the most exquisite hand-embroidering; with great, great, nodding chrysanthemums. Sizes run gracefully up to graceful 44.



—Gimbels, Salons of Dress, Third floor.

## Pretty Nursery Furniture: Babies' Hampers

Special at **\$3.95** Worth **\$4.95** to **\$7.95**

White or ivory hand-decorated in dainty designs. Round, square and shapes that just fit in a corner. A limited lot.

**Babies' Bassinets, \$15.95**  
—Worth \$22.75

White wicker or old ivory finish.

**Babies' Wardrobe Chiffonniers**

Plain and decorated styles in white or old ivory. Mostly with four drawers. At \$21.75—worth \$33.75.

—Gimbels, Infants' Wear, Second floor.

## "Shelf Reserves" of Fine Corsets at \$5

Regularly **\$7.50 to \$12**

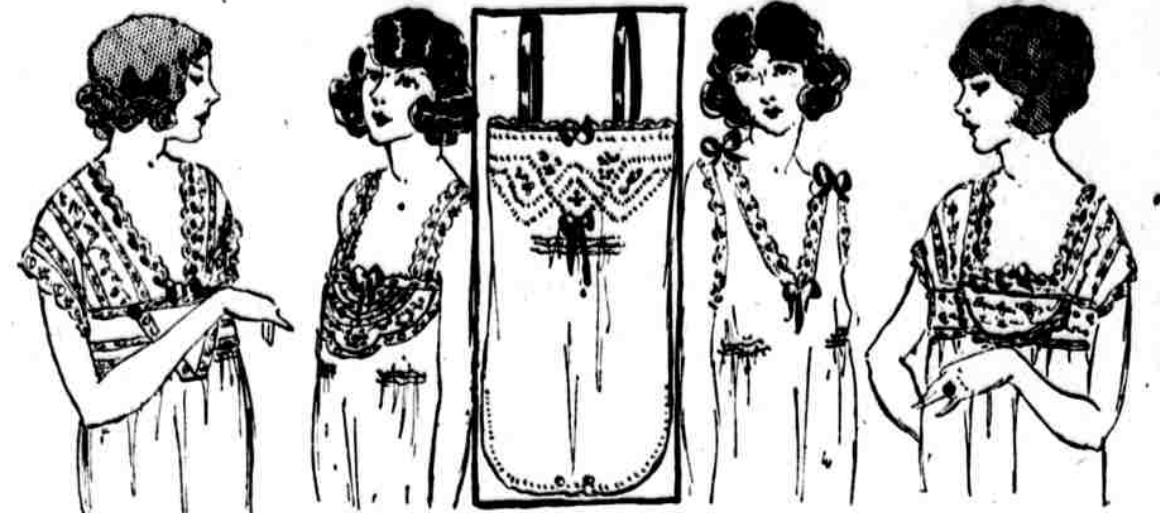
Little lots of such famous makes as La Markette, La Vida and Binner.

Summer styles, too—and summer's "slender soft-line" fashions make the corset newly important!

Pink and white coutils and brocades—wonderful quality!

—Gimbels, Corset Shop, Second floor.

## \$2.50, \$2.95—Even \$3.95 Nightgowns, Envelope Chemises and Princess Slips



Nightgowns with whole tops of lace. Nightgowns with whole tops of sheer, fine, beautiful embroidery. Hand-embroidered nightgowns—pale pink batiste, with French knot-work in the pastel colorings.

V-necks. Square-necks. Round-necks. Sleeveless and "sleevelets."

All Priced **\$1.45**

Most of the envelope chemises are very, very lacy. Most of them are strap-top.

Mostly all-white. The princess slips are full-length; very deep-hem; band-tops with strap shoulders; palest, softest orchid, loveliest pink.

—Gimbels, First and Second floors.

## 1585 Waists—Tuck-Ins and Overblouses



Mignonette French Voile French Voile Georgette Crepe French Voile Crepe de Chine  
Mignonettes—all overblouses; all in glorious high colors.  
Georgettes—both tuck-ins and tie-ons. Pink, white and bisque. Mostly lace-trimmed—wide Venise; fine filet insertions.  
Crepes de chine—tuck-ins. Mostly pink, white and bisque.  
Sizes 36 to 46.  
Sale-Priced **\$3.95**  
—Gimbels, First and Third floors.

## Several Hundred Women Waited for the Store Doors to Open This Morning That They Might Make Early Selection

Their enthusiastic interest was justified—for we have outdone our past efforts in preparing this—

## International Silk Sale

At 98c a Yard Values \$1.25 to \$1.50  
Japanese Pongee. Natural color. Japanese Habutai. White, black.  
At \$1.35 a Yard Values \$1.75 to \$2.50  
Pongee. Complete range of colors. Foulards. Navy, brown and black with white figures. Japanese Habutai. White. Black.  
At \$1.38 a Yard Value \$2.50  
Printed Georgette. Charming color combinations.  
At \$1.55 a Yard Values \$2 to \$3  
Foulards. Combinations of black and white, brown and white, blue and white.  
Plain and Drop-Stitch Tricolette. Street and sport shades. Chiffon Dress Taffeta. Street and evening shades. Rough Weave Pongee. White.  
At \$1.65 a Yard Values \$2 to \$2.50  
Tubular Jersey Lingerie. Silk. White, pink, shell - pink, orchid. Japanese Habutai. White. Black. Lingerie Satin. White.  
At \$1.95 a Yard Value \$2.50  
Broadsheet Shirts. Colored stripes on white ground.  
At \$2.68 a Yard Values \$3.50 to \$4.50  
Crepes de Chine. Street, evening and sport shades. Canton Crepe. Street, evening and sport shades.  
At \$3.35 a Yard Values \$4 to \$4.95  
Canton Crepe. Jade, brown, henna and canna with self-stripe. Krepe Knit. Street and sport shades.  
At \$3.85 a Yard Value \$4.50  
Border Sports Crepe. Various colors on light and dark grounds.  
—Gimbels, Second floor and Grand Aisle, First floor.

## Hundred Styles of Dinner Sets

reduced in this June Sale—and the average reduction is FORTY PERCENT! You'll find no such varieties and qualities at the prices anywhere else in Philadelphia. Best makes only—latest designs only—a wonderful, wonderful collection of China. Here's a typical value—

\$52.50 Imported China Set **\$22.50**  
Pictured, 100 pcs. Beautifully decorated—and with coin-gold handles. The most unusual offering in years at \$22.50.  
Crystal Goblets, Fruit Salads, Sherberts, \$1.50 Each  
Best quality optic, lead-blown crystal, beautifully gold encrusted (and etched). Actually worth \$2.50 each.  
Cut Glass Fern Dishes, \$2.50  
With liner. Value, \$4.50.  
Cut Glass Flower Vases, \$2.95  
Twelve inches high. Value \$5.  
Cut Crystal Relish Dishes, \$2.50  
With two handles. Value, \$5.  
—Gimbels, Fourth floor.

## Shoe Sale: 9000 Pairs of Women's Low Shoes

"Remainders" of recent large purchases and specials from regular stocks.  
Strap Pumps—Brogue Oxfords—Military Oxfords—Comfort Oxfords—Dress Pumps—Business Shoes and Plenty, Plenty of White!  
Opportunity! All sizes to start with but better shop early.  
**\$2.65**  
Worth Double and Over  
—Gimbels, Shoe Store, Second floor.

## Women's Morning Dresses: Fine Tissues and Gingham

Very, Very Special at **\$3.55**  
These fine, fine, corded tissues—dresses of such tissues cost you \$7.95 last year!  
Plain check and two-tone check gingham with dainty organdie bands or frills—a gingham pictured.  
Smart, summery colors—colors that "tub clear."  
—Gimbels, Third floor.  
Japanese Crepe Kimonos With Elaborate Hand-Embroidery  
Blossom and bird embroidery! Japanese sleeves. A \$2.65 value, at **\$1.95**  
—Gimbels, Second floor.

## Full-Size Window-Awnings

With a Fringed and Scallop Valance COMPLETE AND SPECIAL AT **\$2.50**  
Tan-and-white stripes. White fringe that adds mightily to the general scheme.  
Ready-to-hang 1000 Pairs of Snowy, Blow Curtains—Special at 98c  
24 yards long. Some with hemstitched borders.  
Cretonne-Covered Chair-Cushions—Special at 79c  
For wicker chairs. The cretonne covers both sides.  
—Gimbels, Upholstery Store, Fifth floor.

## Fix Up the House With New Rugs

Come and see and choose from this very interesting collection of newest summer rugs.  
9x12 ft. fancy DELTON RUGS at \$15. Best made.  
9x12 ft. heavy COLONIAL RUGS at \$14.50. Band borders.  
9x12 ft. best imported RUSH RUGS at \$23.75. Very heavy.  
\$4.50 best quality high pile Axminster Rugs at \$38.50. Beautiful Persian designs; size 9x12 ft.  
\$89.50 heavy seamless "Turkistan" Wilton Velvet Rugs at \$43.75. Oriental designs; size 9x12 ft.  
Sanford's Seamless "Beauvais" Axminster Rugs—Best Made  
9x12 ft. at \$38.50  
8 ft. 9x10 ft. 6 at \$33.00  
36x70 in. 9.25  
\$76.50 for 9x12 ft. extra-fine Seamless Wilton Rugs. The most beautiful Wilton rugs made. (No seams.)  
\$19.75 for \$29.50 best extra-heavy high-pile Axminster Rugs, 6x9 ft. Persian design.  
—Gimbels, Fifth floor.

## FLIES—KEEP OUT!

Screen Doors, walnut-stained frames, in sizes—  
2 1/2 x 6 6 ..... \$1.95  
2 1/2 x 8 ..... 2.10  
2 1/2 x 10 ..... 2.35  
3 1/2 x 7 ..... 2.45  
Metal Center Extension Window Screens, walnut stained frames—  
Height Closed Open Price  
15 in. 21 in. 23 in. 45c  
18 in. 21 in. 23 in. 50c  
24 in. 21 in. 23 in. 60c  
24 in. 23 in. 27 in. 65c  
3-ft. Stepladders, with bucket, red, strongly made. **\$1.90**  
Carpet Sweepers, full size, good quality brush, mahogany finish, any finish. \$2.95 wood case **\$2**  
Ironing Board, with stand, good and strong. \$2.95 Special at **\$1**  
Umbrella Jar, brown fiber, metal top. **75c**  
Close-out of last lot of Rose Bushes at 15c each, reg. 35c.  
—Gimbels, Fourth floor.

## Carload Porter Cord Tires

Porter Cord Tires—regular size, heavy, non-skid, which carry the standard warranty—  
30x3 ..... \$7.35  
30x3 1/2 ..... 9.50  
32x3 1/2 ..... 13.15  
31x4 ..... 14.25  
32x4 ..... 16.85  
33x4 ..... 17.65  
34x4 ..... 18.45  
A.C. Spark Plugs at 45c  
For Studebaker, Ford and Reo cars.  
Luggage Carriers, \$1.50.  
Brown Spotlight with Mirror, \$2.45.  
Rear Vision Mirror, 60c.  
Stop Lights, \$1.50.  
Slow Stop Light, three in one combination, \$4.  
—Gimbels, Fourth floor.

Women's Low Shoes **\$1** at  
In white canvas, black kid and patent leathers; oxfords and pumps. Splendid values at \$1.  
—Gimbels, Subway Store.  
89c Corsettes at 50c  
Of pink coutil, hose supporters attached, tailored shoulder strap and comes in regular sizes. Special at 50c.  
—Gimbels, Subway Store.  
500 Breakfast Sets **\$1** at  
Excellent quality white ware. 24 pieces in each set. On account of slight defects at \$1. Actual value \$2.50 if perfect.  
—Gimbels, Subway Store.  
2500 Yds. Drapery Remnants, yard. **\$28c**  
Mill lengths of yard wide cretonne, light and dark colors.  
—Gimbels, Subway Store.  
1000 Sample Undermuslins, 95c—Value \$1.50 to \$2.50  
Lace- and embroidery-trimmed.  
—Gimbels, Subway Store.

## Important Subway Store Sale Women's and Misses' Tub Dresses

Eight Styles **\$2.85** Regular **\$5 Values**  
Mostly gingham. Embroidery trimmed styles. Organdie trimmed styles—even cool, dressy gingham that are nearly half organdie!  
Tunics—flying panels—crisp sashes! And a few voiles—dressy flower shades.  
Misses' Sizes—16 to 18 Years  
Women's Sizes—36 to 44  
—Gimbels, Subway Store.

## In the Subway Store's June Silk Sale

1000 Yds. of Tricolette at **\$1**  
Regular \$1.85 Grade  
All shades—tan, seal, henna, orange, honeydew, taupe, gray, pink, sapphire, peacock, jade, maize, beaver, navy, black and white.  
1000 Yds. All-Silk Striped Crepe de Chine  
\$2 and \$2.50 grade. Complete assortment of the most popular new stripe color combinations for shirts, waists and dresses.  
**\$1.10** for \$1.85 All-silk Crepe de Chine. 15,000 yards; fine lustrous quality in a full line of about sixty colors; also tan, gray, black, navy, white. 39 and 40 inches.  
**\$1.45** for \$2 high-lustered Sports Silk, 36 inches wide, rose, jade, henna, gray, tan, Copen, periwinkle, navy, black, rapids and white.  
**\$1.25** for \$2 grade All-silk Navy Charmeuse. Limited amount.  
**79c** for \$1.00 Rough Weave Pongee, full line of street and evening shades and plenty of natural colors.  
—Gimbels, Subway Store.

## 100 Brass Bedsteads at \$12.50

A Special Purchase Below Factory Cost  
2-inch posts and 1-inch fillers, satin finish.  
Regular Value \$25  
Now **\$12.50 ea.**  
100 Iron White Enameled Bedsteads to Be Closed Out at **\$8.50**  
Choice of finishes, either walnut or white enamel.  
Former Values \$12, \$15, \$18, \$25 and \$30  
500 Link Springs at **\$4.50**  
Heavy link springs with iron pipe sides, galvanized iron link fabrics. Special at \$1.50. Value \$6.00.  
500 Golden Oak Dining-Room Chairs Specially Priced, **\$1.35**; Value \$3  
Box seat, with imitation brown leather slip seats.  
—Gimbels, Subway Store.