

Store Open 9 A. M. to 5:30 P. M.
For Tuesday

Gimbels have faithfully served four generations.

GIMBEL BROTHERS
MARKET · CHESTNUT · EIGHTH · NINTH

Philadelphia, Monday, October 2, 1922
The spirit of celebration pervades the store. And the spirit of service.
For Tuesday

Intensive Selling Marks This 80th Anniversary

To us this Birthday Month—for it is a season and not the observance of a day—is only worth while if it means something to the communities served by our stores.

To be thankful for patronage won—that is the idea, and to so express those thanks that our public will feel that it has been fair to itself in giving us that patronage; that Gimbels at no time will be a store to carry shoppers off their feet by sensational stunts, but that it is at all times an instrumentality of service. You may respect our methods—we

can demand respect through our actions—but your business can be won and held only by making it profitable to you to buy here.

We mean to make this business much greater—we can in fairness ask your support only if you can feel confident that as the business grows in volume it grows in power to serve.

We know that is logically true—we mean to prove it every day.

It is worth much to have—

Ten Million Dollars' Worth of Goods to Choose From—when those goods represent the trained buying of experts all over the world. It is very literally true that Gimbels Lead in Fashions; Gimbels Lead in Value-Giving.

This month, for emphasis—

A Series of Sales bringing large and very real economy.

Women's \$69.75, \$75 and \$85 Coats, Capes, Wraps

Anniversary Sale-Priced

\$48

Flare models. Straight lines. Circular models. Draped styles.

And all are styles with wonderful, wonderful sleeves—sleeves that "grow out" of the back and front; or that flare; or that tuck up in Lanvin's way; or those drip tassels.

Three-Fourths of Them Have Collars of Squirrel Fur—or Beaver—or Wolf or Fox

Fabrics are bolivias—finest to finest. Colors are all the browns, navy, Ensign blue, taupe, black.

Linings are silk, crepe de chine—mostly "to match."

All sizes.

Gimbels, Anniversary Sale, Salons of Dress, Third floor.

Anniversary Sale-Group of Women's Dresses at \$25



Street gowns. Flat-form gowns. Afternoon gowns. General purpose gowns—the sort of styles as right to wear on to a luncheon after the Current Events Class at the club.

Canton crepes. Flat crepes. Crepes de chine. Roma crepes. Poiret twills. Tricotines.

And the cutest, newest, smartest, sauciest jerseys. Sizes—according to type of gown—36 to 52.

Gimbels, Anniversary Sale, Salons of Dress, Third floor.

Conspicuous Anniversary Sale Specials

Taken from the 8-page Gimbel 80th Anniversary Supplement in the Sunday papers—merest hints, to be sure, of the Storeful of bargains that October will bring.

- Women's \$325 Hudson Seal (Dyed Muskrat) Coats at \$200
- Women's Ready-to-Wear Hats, Values \$5 to \$6, at \$1.45
- Women's \$59 to \$69 Suits at \$39.75
- Women's \$8 and \$10 Low Shoes at \$5.85

Men's \$9 and \$10 Shoes, \$5.85

8 feet 3 x 10 feet 6 Heavy Seamless Wilton Velvet Rugs, Value \$63.50, at \$46.75

9x12 feet Best-Quality Seamless Axminster Rugs, slightly irregular. Value \$67.50, at \$51.50

\$350 4-piece Queen Anne Bedroom Suite at \$200

\$400 Dining-Room Suite at \$225

\$85 Elite (Limoges) China Dinner Sets, 107 Pieces at \$47.50

120,000 Porcelain Table Tops, 3 Sizes, Slight Imperfections at \$1.58

13-piece Sets of Aluminum Kitchen Ware, 89c a Piece, or Set at \$11

All-Wool White Blankets, Value \$12.50, at pair \$8.95

All-Wool-Filled Comfortables at \$8.50

Men's 2-Trousers Suits, \$19.50 and \$27.50

Men's Beacon Blanket Bath Robes, Value \$5 to \$8.50, at \$3.35

50c St. James Coffee, 28c lb.

18c Purity Corn at 11c

\$10 Radio Bolivia Coating, yard at \$2.50

\$4.50 All-Silk Canton Crepe at \$2.95

3-Opening Mantel Buffet Mirrors at \$10

Subway Store—Men's Overcoats and 2-Trousers Suits, each \$15

Subway Store—Women's and Misses' Fall Dresses and Fur-Collared Coats, Values Varies \$22.50 to \$39.75, at \$15

Misses' \$59.75 to \$85 Fur-Collared Bolivia Coats



Anniversary Price—**\$45**

Seventeen styles—all dressy; all in wrap-effects, with loose, roomy sleeves. Mostly the new, wonderful browns—every new shade. Navy blue, too, of course. And rich, rich black.

Big—gorgeously big—fur collars—squirrel, beaver, wolf, fox, nutria or caracul. Satin and crepe de chine lined. Warmly interlined. 14- to 20-year sizes.

Gimbels, Anniversary Sale, Salons of Dress, Third floor.

Yes, the New, New Colors, All-Silk Canton Crepe

\$2.95 for \$4.50 Grade

A sturdy weave with plenty of the spiral "twists" that make Canton crepe so beautiful and popular. Besides black, navy and brown, many of the new shades—poinsetta, elephant, duck, taupe, Chinese green and others. Also white and evening shades.

\$2.35 for \$3 Grade All-Silk Crepe de Chine

Plenty of the new cocoa brown, toast, lizard, Chinese green, "cloth" blue, chestnut and about thirty other shades besides black and white.

Gimbels, Anniversary Sale, Silk Salons, Second floor.

Women's Glove-Silk Vests Anniversary-Priced \$1.55

An almost unheard-of price for this quality. Firm pink glove-silk. Bodice top; daintily tailored.

Women's Medium-Weight Cotton Union Suits Sleeveless; knee-length—a style many women like for winter-through wear. A \$1.50 value for \$1.

Gimbels, Anniversary Sale, First floor.

Women's Gloves, 95c and \$1.15

Fine, chamouise-lisle, 15-button length with embroidered backs. White, black, brown, gray, mode, sand and biscuit.

Imported glace kid Gloves, 2-clasp, overshoe-sewn, with heavily embroidered backs: tan, brown, beaver, gray, black and white in self and contrasting stitchings. All sizes, at \$1.15

Gimbels, Anniversary Sale, First floor.

Exquisitely Hand-Embroidered Philippine Lingerie Anniversary Prices



Values \$1.50 to \$2

Corset Covers—in the favorite French cut. Twenty-five exquisite hand-embroidered designs to choose from.

Vest chemises—one of the most popular newnesses in the entire underwear field!

Envelope Chemises, Straight Chemises, Nightgowns.

Values \$2.65 \$3.95 and \$5

Still more elaborate—Envelope Chemises.

Gimbels, Anniversary Sale, First and Second floors.

Imported Straw Knitting Baskets

Plaid in fine color combinations. Formerly \$1 and \$2. Anniversary Specials, at 50c, 40c and 30c. Gimbel's Knitting Works, 375-ounce hanks, usually 60g at 45c. Black, white and twelve colors. Free instructions.

Gimbels, Anniversary Sale, Art Needlework, Third floor.

\$5 All-Wool Bolivia Coatings, \$2.50

Soft, high-pile, lustrous finish; for winter coats and wraps. Navy, brown and other new colors. 24 inches wide. \$2.50 a yard.

\$2.75 All-Wool Knickerbocker Tweeds, American and Scotch, at \$1.95

Heatherblom and Irish homespun effects; for street, motor and sports wear; 36 inches wide. \$1.95 a yard.

Gimbels, Anniversary Sale, Second floor.

Twelve Distinctive Style-Shapes in Matrons Millinery

Anniversary Price \$4.95

—Value \$7.50

Lions and panne velvets. All-black. Trimmed in the just-enough-unusual-way to be irresistible!

Gimbels, Anniversary Sale, Third floor.



Boys' All-Wool \$15 Chinchilla Overcoats \$8.95

Ages 3 to 10 years.

Boys' Crompton Water-Proofed Corduroy Norfolk Suits at \$8.75

With Extra Pair of Full-lined Knickers. Ages 7 to 18 years.

Gimbels, Anniversary Sale, Third floor.



Toilet Goods

60 Household Rubber Aprons. Plaid in many colors. 25c

\$1.80 Ivory-color (collared) Hair Removers and Powder 75c

\$3 to \$4 Hair Brushes with bristles, firmly set in strong wooden backs, at \$1

Gimbels, Anniversary Sale, First floor.

Women's Fine White Gold Bracelet Watches \$14.95

But a \$27 Value!

An important anniversary "special" yet fully up to Gimbels regular standards—movement and case "passed on" by Gimbel watch experts. Fine imported movement, 17-jeweled. Briquet hair spring; cut balance adjusted. Separate dial showing second hand.

Beautifully engraved case—one of the smart "tonneau" shapes in a tiny size.

Gimbels, Anniversary Sale, First floor.

New 9x12-ft. Rugs

Anniversary Sale Specials

Three lots of rugs of the stocks gathered for this Anniversary month, all from best makers and all particularly good value—

Fine Quality Seamless Wilton Rugs at \$76.50—Value \$97.50

Heavy Seamless Velvet Rugs (Slightly Irregular) at \$34.50—Value \$49.50

Heavy Seamless Worsted Tapestry Brussels Rugs (Slightly Irregular) at \$22—Value \$33.50

The weave irregularities are of no hurt to the wear. Choice Persian effects.

Gimbels, Anniversary Sale, Fifth floor.

Women's Low Shoes, Actual Samples of \$12 and \$14 Models at \$5



The price doesn't cover the cost of workmanship. "A birthday gift to Gimbels," said the maker, a famous Philadelphia shoe manufacturer. Then he told us how only his oldest and most expert workers modeled these shoes—often by hand—and of the "heart" of the skins only.

Perfect Styles! in the lot—Satin Strap Pumps Distinctive Walking Beautiful Patent Pumps Oxfords Dainty Suede Pumps "Doggy" Brogues Stunning Two-Tones

Sizes limited to 3½, 4 and 4½ in narrow and medium widths. Better hurry!

Gimbels, Anniversary Sale, Second floor.



500 of These Auto Leather Suit Cases

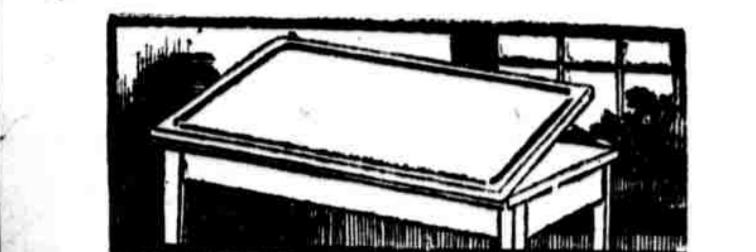
Enamelled Duck In the Anniversary Sale \$3.95 Value \$7.50



Maker overran his orders too heavily—look a quick clear away price to get stocks down to normal.

These Auto Suit Cases are in growing demand for general travel as well as for autocar use. 24- and 28-inch (pictured) at the Anniversary Price \$3.95 instead of \$7.50.

Gimbels, Anniversary Sale, First floor.



Porcelain Table Tops \$1.58

Choice of Size 22x36 in. 25x40½ in. 27x41 in.

These have slight imperfections and are sold "as is"—but no serious hurts. First quality sells regularly at \$5.25 to \$6.45.

Delivered where our wagons run—including Wilmington, Chester and Atlantic City. No mail orders. None sent C. O. D.

Gimbels, Anniversary Sale, House Furnishings, Fourth floor.

Big Double-Bed Size Woolen Blankets \$4.45 and \$5.50

—Worth \$5.95 and \$7.50

At \$5.50 Warm fleecy plaid blankets—tan, gray, pink and blue

At \$4.45 All-white blankets with pretty pink or blue borders.

All-Wool Comfortables

Covered with figured saten and plain bordered—beautiful! Open or rose colorings. And, just think—all wool-filled. Rare bargains, at \$5.95

Gimbels, Anniversary Sale, Second floor.

100 Pairs Velour Portieres

—Reversible, of Course—Anniversary

Price \$16.45 a Pair



Each portiere 7 feet 6 inches long. Each portiere 3 feet 6 inches wide. Made right here in our own workrooms.

Wonderful quality velour—selected, tested grades. About every color-combination you can think of to choose from.

Gimbels, Anniversary Sale, Upholstery Store, Fifth floor.

Anniversary Sale Grocery Specials

Mail and Phone Orders Filled Same Day Received

50c St. James Coffee at, 28c lb.

10,000 lbs. at The Low Anniversary Price

In 25-, 15-, 10- or 5-lb. Lots

- New Corn Purity Pack 18c Value Case, \$2.58 Dozen, \$1.30 11c a Can
- Sugar 100-lb. Bags \$6.38 If Purchased with \$5 or More Other Groceries 100 lb. Limit
- My Wife's Coffee 38c Value In 25-, 15-, 10- or 5-lb. Lots 22c lb.
- Heinz Chow-Chow Half Price Dozen, 3/2 Dozen or 3-Bottle Lots 25c a Bottle
- New Mackerel, Lenox Petite Fish Value \$2.25 10-lb. Pails at \$1.58
- Marmalade-Spread for the Kiddies Half Price Case, 2 Dozen, \$1.95. Doz. Lots At Container 10c

Gimbels, Pure Food Store, Chestnut Street Annex.