

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

80th Anniversary—its celebration giving new proofs of Gimbel leadership. It is a frank campaign for additional business—to add to the Store's power to serve.

# GIMBEL BROTHERS

MARKET · CHESTNUT :: EIGHTH · NINTH

From many sources we hear the taunt: "Gimbels cannot continue present prices—goods are too scarce." Well, Ten Million Dollars worth are here.

For Saturday

## 500 Women's Sports Coats



—the new 45- and 48-inch lengths  
—Anniversary Sale—Priced  
**\$19.75, \$25,  
\$29.75, \$35  
and \$39.75**

Either silk-yoke-lined or silk-lined throughout—the majority silk-lined throughout.  
Made of the famously good British woolsens, or of the splendid American-made "Polaire" cloth.  
Three tan shades—natural, medium and dark. Brown, oxford and good old navy blue.

Or, With Big, Big Shawl Fur Collars  
—at \$29.75, \$39.75,  
\$49.75, \$55 and  
\$69.75

Of natural raccoon or skunk-dyed opossum.  
—Gimbels, Anniversary Sale, Salons of Dress, Third floor.

## Misses' Blouse Suits



—in the Favorite Balkan Effect—  
Also Box Styles and "Tailleur"—  
at **\$25**  
and  
**\$39.75**

Variouly smart winter tweeds, soft-finish velours and tricotine.  
Some with the hip-band cleverly tucked. Some with fur collars.

All sizes—14 to 20 years—at each price.  
—Gimbels, Anniversary Sale, Salons of Dress, Third floor.

## Women's Dresses



—Twelve Unique Models  
—Anniversary Sale—Priced—  
**\$29.75**

The newer, longer-line dresses.  
The new longer, flowing or flaring sleeves.  
The newer sort of draperies — indescribably graceful.  
The newest waist-line. Canton crepes. Crepe-back satins. Satin-faced crepes. And wonderful grade Poiret twills.  
Browns—Paris-beloved browns — predominate. But navy blue and black a-plenty!

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

# House of Kuppenheimer and Society Brand Suits and Overcoats \$35



There's a very new thing just here from the Society Brand tailors—Suits of Matterhorn fabric — diagonal weave; pencil-striped. Various colorings. Single- and double-breasted models.

## Kuppenheimer Overcoats

—they'd be famous if only for the double-breasted Klavicle. Yes, \$35.

## Two-Trousers Suits \$29

are in such demand that we've gone to a new extreme of value-giving. "Most as good as two suits."  
Fancy chevviots, cassimeres, velours, worsteds—pencil stripes; black, blues, browns.  
Wonderful sports suits with extra trousers.  
Same suits without extra trousers, \$23.50.

## London-Made Top Coats at \$35 Scotch Tweed 4-pc. Golf Suits at \$35

—Gimbels, Anniversary Sale, Second floor.

Kuppenheimer Clothing  
Society Brand Clothing  
Manhattan Shirts  
Stetson Hats  
Mallory Hats  
Fownes Gloves  
Hurley Shoes—  
Welbred  
Phoenix Hosiery  
Berkley Scarfs  
Many of these splendid lines at Gimbel exclusively

**Boys' Norfolk Suits Anniversary Specials**  
1-Trouser SUITS \$8.50 Value \$12  
2-Trousers SUITS \$10.50 Value \$15  
All-wool tweeds and cassimeres. Mixtures, neat checks and overplaids.  
Box pleats and yoke, sports-back model; yoke-back model with inverted pleat. For boys 8 to 18 years.  
Other Norfolks—1-trouser suits at \$12.50 and 2-trousers suits at \$15.  
Boys' Norfolks of waterproofed Crompton Corduroy, \$6.85 coats lined with khaki, at \$8.75.  
Same, 2-trousers Suits at \$8.75.  
—Gimbels, Anniversary Sale, Third floor.

## Women's Suits Twelve Styles



—Almost Unbelievably Anniversary Sale—Priced  
**\$25**

Tricotines—tested suiting-grades. Poiret twills—and there's a perfect fad for Poiret twills.

The very prettiest winter tweeds in typical tweedy browns, tweedy grays and oxfords.

And splendid glove-finish velours, with caracal, mole or beaverette fur collars.

Fascinating hand-embroidery effects among them. And even the tailoriest of the tailors has a "something different" that is Gimbels!

Sizes 34 to 48.  
—Gimbels, Anniversary Sale, Salons of Dress, Third floor.

## Tomorrow Girls' \$21.75 to \$25 Winter Coats

Anniversary Sale—Priced **\$15**

Smart coats for the little girl of 6 to 10. Coats for the growing girl of 8 to 14. Coats—mighty smart coats—for the high school lass of 12, 14 or 16 years.

Variouly of bolivia, heather Polaire, velours and chinchilla.  
Some even have fur collars!

Dressy models—but dressy in a thoroughly practical way.  
—Gimbels, Anniversary Sale, Salons of Dress, Third floor.

## 1000 Very Beautiful Trimmmed Hats Anniversary Sale Price \$7.50



—But qualities and types you just never see for anything like \$7.50.

No two alike. But each "carries the detail" of a fine, fine hat.  
—Gimbels, Millinery Salons, Third floor.

## Men's English Wool Hosiery, 68c

Regular \$1 Quality  
And they promise to be more popular than ever for "low-shoe" wear this winter!  
A favorite weight. Blue, two shades of gray and brown. All sizes.  
—Gimbels, Anniversary Sale, First floor.

## Women's Heavy Glove-Silk Vests, \$1.95

for the Usual \$2.35 Quality  
And—the prettiest rainbow shades! Corn, orchid and a lovely pink. Plain tailored style with bodice top. Sizes 36 to 42.  
—Gimbels, Anniversary Sale, First floor.

## Imported Chiffon Dress Velvets Anniversary Special \$5.50

Thank Gimbels That You Don't Have to Pay \$7.50!  
And Fashion goes in "velvet gown"—to teas, to dinners, to dances, to the theatre. All the gorgeous new "occasion colors"—and black. The true panne finish. \$2.95 for \$4.50 All-Silk Canton Crepe—An extra heavy rich quality—we haven't seen its equal at anything like this price! About 35 shades.  
—Gimbels, Anniversary Sale, Second floor.

## All-Wool Crepes \$1.75 Yd. —Worth \$2.25

And a "best seller"! The correct weight in the fashionable crepe weave. Made of fine worsted yarns. Navy, brown, plum, Burgundy and marine and other choice colors. 39-inch.  
—Gimbels, Anniversary Sale, Second floor.

## Men's and Boys' \$35 Bicycles Anniversary Price \$19.75



Close to half price! Complete with coaster brake. Mud guards on front and rear. Guaranteed tires. Coil-spring saddle, rubber pedals. \$19.75 in the Sale instead of \$35.  
MAIL AND PHONE ORDERS FILLED  
—Gimbels, Anniversary Sale, Fourth floor.

## \$3.95 Matting-Covered Utility Boxes At \$2.95



Hinged top with safety catch. Good and roomy. Basswood covered with splendid quality matting—a big "matting man" saves all his pieces—ends for us for just this purpose.  
—Gimbels, Anniversary Sale, Fifth floor.

## Salem Cord Tires for Fords Note These Prices

30x3 1/2 Salem Regular Cord at **\$9.15**  
30x3 1/2 Salem Super-Size Cord at **\$11.95**  
Other Sizes at Comparatively Low Prices  
Also 30x3 Salem Regular Cord, \$8.45. 31x4 Salem Regular Cord, \$17.45.  
Mail Orders Filled.  
—Gimbels, Anniversary Sale, Fourth floor.

Anniversary Candy Specials  
\$1 Pirika Chocolates, 50c Peanut Brittle, at the 25c Chocolate Straws, assorted, 1 lb. at 30c  
The foregoing three specialties, sold in combination, value \$1 \$1.80, at \$1.35.  
—Gimbels, Anniversary Sale, Chestnut Street Annex, Grand Aisle and Subway Store.

50 Sample Baby Coaches  
Bloch and Heywood  
An Anniversary Special **\$29.95**  
Also 200 Doll Carriages at \$5  
—Gimbels, Anniversary Sale, Fourth floor.

## Boys' and Girls' \$4.25 to \$6 Welled Shoes at— \$3.35



Goodyear-welled—the shoes can be sewed when re-soled. Smooth, full-grain inner soles. Broad-toe Nature lasts. \$3.35.

A Group of Little Fellows' and Big Boys' Welled Shoes—  
Sizes up to 5 1/2. Sturdy, mannish shoes. Built to rigid specifications of wear.  
Shoes for Tots and Toddlers  
Hand-turned Russia calf button and lace shoes. Easy and soft on the tiny foot and smooth as a glove in—  
side ..... } \$2  
—Gimbels, Anniversary Sale, Second floor.

Anniversary Special  
**Men's \$1 Silk Four-in-Hand Ties at 50c**  
New fall patterns and colorings. Half price—50c instead of \$1.  
—Gimbels, Anniversary Sale, First floor, Ninth Street.

Anniversary Specials  
**Men's and Boys' \$2 to \$2.50 CAPS at— \$1**  
Tweeds and the new material called "softings"; eight-piece models and one-piece models; satin-lined; all have leather sweat-band. \$1.  
**Gimbel Special SOFT HATS and DERBIES at— \$2.95**  
Mallory Hats at \$5 and \$6. Stetson Hats at \$7, \$8 and \$10.  
—Gimbels, Anniversary Sale, First floor, Ninth Street.

## Greatest Sale Since 1914

# Walk-Over Shoes

In the Subway Store

and that is just another way of saying—  
**Best Shoe Bargains in Eight Years**  
Hundred Styles of Women's Low Shoes **\$2.95**  
—being surplus lots, rejects and sample lines.

Low and High Shoes for Men **\$3.85**

Wide choice of styles and leathers. Rejects and sample lines. Selling started this Friday morning. It will practically end Saturday night.  
Such bargains are too good to miss—savings average half—and the rejects have no hurt that injures; just little marks of finish; half dozen wearings would harm them as much.  
—Gimbels, Anniversary Sale, Subway Store.

Subway Store  
An Offering in Women's Fox Scarfs at \$10 to \$29.75  
Wonderful Values Especially for the Anniversary Sale  
The furs were bought last August when prices were at their lowest!  
The good-looking scarfs come in taupe and poiret (brown) all with mounted heads and large fluffy tails.  
Buy now—during the Anniversary Sale—best fur values in the city. At \$10 to \$29.75.  
—Gimbels, Anniversary Sale, Subway Store.

Subway Store  
Men's New Fall and Winter Suits and Overcoats at \$15  
Values \$25, All the Suits Have Extra Trousers  
A good opportunity for the man who has Saturday afternoon to himself to save many dollars on his new clothing. Latest styles, colorings and patterns.  
—Gimbels, Anniversary Sale, Subway Store.

Subway Store  
Boys' Norfolk Suits— With Extra Pair of Knickers **\$9.75**  
In the Anniversary Sale. All-wool chevviots, tweeds and cassimeres. Latest sports effects—patch pockets and inverted plaits. All sizes for boys of 8 to 17 years. Values up to \$12.50. At \$9.75.  
Boys' All-Wool Mackinaws  
All sizes—7 to 17 years. Regularly \$9.50 **\$7.50** at.....  
—Gimbels, Anniversary Sale, Subway Store.

Subway Store  
Girls' Fur-Collared Winter Coats Anniversary Sale—Priced **\$9.95**  
Sturdy, good-looking sports cloth—warm as toast! Strongly lined throughout. Big fur collars. Big flat pockets. Navy blue and brown. 8- to 14-year sizes.  
—Gimbels, Anniversary Sale, Subway Store.

## Subway Store Sale

Women's and Misses' Dressy Winter Coats at **\$19**  
Values \$25 to \$40  
Bolivias, Normandies, Suedine, Velours. Sports coatings. Herringbones. Double-faces. Plaid-backs. Astrachan-cloth. Thirty styles—all dressy, even the sports models. Mostly with big fur collars. Mostly silk-lined. Browns, Blues. Black. Gray. Tan.  
Misses' sizes—for ages 14 to 18. Women's sizes—36 to 44.  
—Gimbels, Anniversary Sale, Subway Store.