

For Thursday

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

Bon Marche Glove Sale brings fashionable gloves for men and women at lower prices than have been or can be. This week only.

# GIMBEL BROTHERS

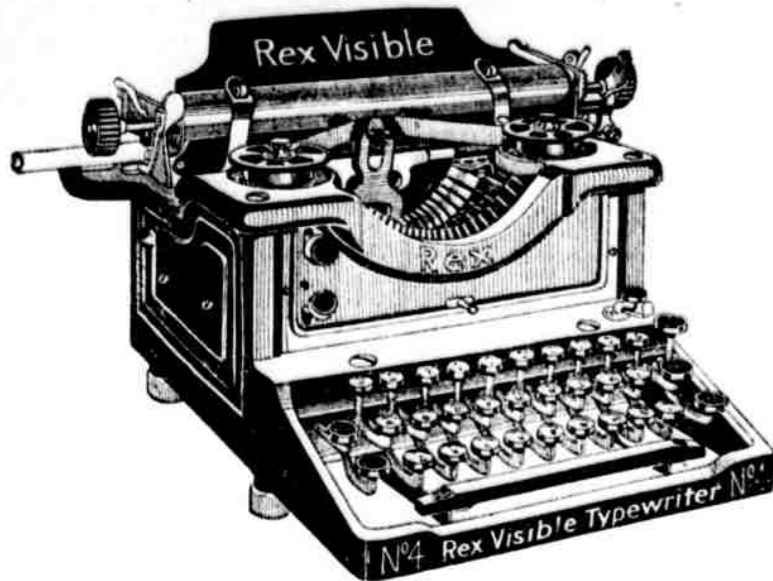
MARKET · CHESTNUT · EIGHTH · NINTH

Did you exercise by Radio this morning? Prof. Herrman broadcasts setting-up exercises each morning at 7:30 from the Gimbel station, W I P.

## Brand-New Visible-Front Typewriters

In the biggest, most helpful sale ever held

### The Rex \$35



Standard size and shape, fine mechanism, beautifully finished and with modern conveniences. Universal Keyboard. Every character is in plain sight. It has 28 keys, which write 84 letters, figures, punctuation marks and other characters.

Not nearly enough for those who will want one—Lawyers, Businessmen, Bankers, Students, Ministers—every one who does written work; great for energetic young folks.

Secure yours promptly! \$35—Value \$67.25.  
Or, at \$37.50—you paying \$2 weekly.

And at slightly higher price on \$2 Weekly Payments

Regular Price Today Is \$67.25

A large manufacturing concern used part of its plant as a typewriter factory. Good typewriters that sold by thousands—but a new policy was adopted and we joined in selling the remaining stock at close to half price.

Now, it seems, the typewriter business will be continued by new owners—but the price springs up again.

We've sold hundreds—thought we could get no more.

Now, seemingly, we have the last few hundred. Be in time.

Regular size clear pica type. Light, quick touch and speedy action. Has tabulator, back space, shift lock and release, shift keys at both sides, and marginal release; 9-inch writing line, with extra wide carriage, taking in paper up to 11 inches wide. Besides other valuable features.

—Gimbels, Anniversary Sale, Office Furniture, Seventh floor.

## GIMBELS 80TH ANNIVERSARY Very Great Dress Sale—Subway Store

The New Velveteens—  
The Popular Lace Gowns—  
Beaded Silk—  
Poiret Twills and Tricotines—

### \$10 Values \$15 to \$35



Velveteen, \$10



Poiret Twill, \$10

Lace Over Georgette, \$10

Velveteen, \$10

Crepe de Chine, \$10

Thirty-five styles—and a perfect wealth of "samples," besides! Plenty of the new velveteens. Plenty of dressy lace dresses. Laces and velveteens being the high note in fashions.

Wonderful tricotines, too. Splendid Poiret twills. Tricosham. Crepe-back satins. Canton crepes. Crepes de Chine.

The new longer skirts.

The new longer sleeves—for even when a sleeve's short, it has a long dangle!

The correct low waists—with big glittering buckles, or metal chain-belts, or a girdle with a big velvet poppy.

## Silk-Braid Trimmed : Nailheaded Wing- Panelled : Draped-Braid Panelled

### \$10 Values \$15 to \$35

Embroidered dresses. Color-embroidered dresses. Braid in flying "ribbons." Embroidered tricotines. Beaded cantons. Tucked dresses. Inlet panels of tucks. Pleated panels. Long, flying panels. Zig-zag appliques. Gold-embroidered silks. Lace—not only lace over satin but lace in combination with crepe de Chine.

## Browns, Blues, Black, All-of-a-Tone— or Sparkling with Metal or Color

Plenty of misses' sizes—especially for ages 16 and 18. Plenty of women's regular sizes—36 to 44. And a wonderful assortment of extra-size models—46 to 52.



Canton and Charmeuse, \$10

Velveteen, \$10

Crepe de Chine, \$10

Canton Crepe, \$10

Lace Over Charmeuse, \$10

Gimbels, Anniversary Sale, Subway Store.

## A Big Anniversary Value Women's Over-Night Bags

\$6.95 Value \$10.95



A bag you can be proud to carry on any week-end trip. Carefully fashioned of black long-grain Cotex. Has a covered frame, two slide catches, lock and key. Eight dainty fittings, as pictured, of white Parisian ivory (celluloid). A gift that would surely be valued. And prices are at their lowest during the Anniversary Sale.

—Gimbels, Anniversary Sale, First floor.

## Seldom a Shoe Sale Like This!

Women's \$8, \$10 and \$11 Low Shoes at

### \$2.50



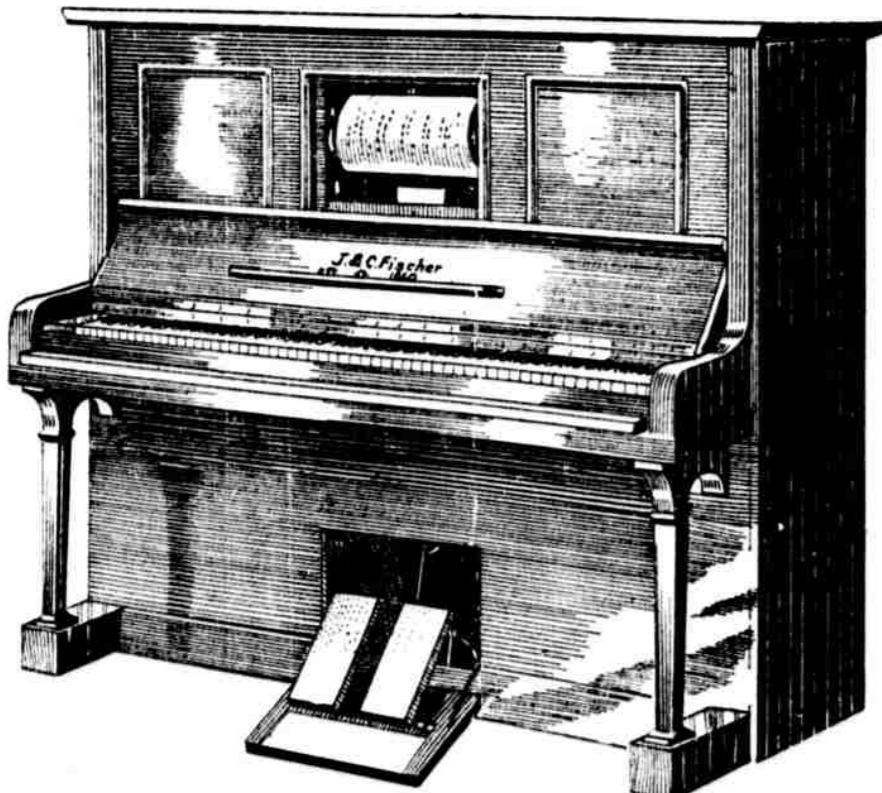
Yesterday one woman saved \$15 on her shoe purchases here. She bought a pair of black satin strap pumps at \$2.50, regularly \$8; a pair of men's tan high shoes at \$3.50, regularly \$7; a pair of tan calf boots at \$2.50, regularly \$8.50. Worth while, wasn't it? The lot featured above includes women's brogues and walking oxfords; maybe broken lots or odd groups. We print sizes below:

Sizes ..... 2 1/2 3 3 1/2 4 4 1/2 5 5 1/2 6 6 1/2 7 7 1/2 8  
Number of pairs ..... 7 27 41 20 37 214 217 161 197 62 91 47

—Gimbels, Anniversary Sale, Second floor.

## WE SERVE FAIR NOTICE!

The Entire Stock of  
**J. & C. Fischer Pianos and Player-Pianos**  
Will Be Speedily Sold



The story: The grand old J. & C. Fischer piano business has been sold to the American Piano Co. that will splendidly continue the work, but the actually-Fischer-made instruments—the pianos that carry the great sentiment of the name—were all bought by the Gimbel Stores—New York and Philadelphia—and are actually being sold—

At Savings of 25%

A considerable number of instruments came to us, but so great has been the selling that one style is already sold out.

J. & C. Fischer Upright, \$352.50  
—the \$470 Style

J. & C. Fischer Player-Piano, \$498.75  
—the \$665 Style

Three years in which to pay. Free delivery to your home. Free bench (a stool with upright piano.) Free tuning service for a year. Instruments guaranteed for 10 years.

If not convenient to visit the Store will you mail this coupon?

Gimbel Brothers, Philadelphia, Pa.  
Kindly send me—without obligation on my part—full information about the J. & C. Fischer pianos and players now on sale at 25% saving.  
Name .....  
Address .....

## Anniversary Sale

### Men's Winter Underwear

Icy winds are right around the corner!

Union Suits, \$1.28

Warm, winter-weight, merino finished, natural-colored cotton. Specially priced at \$1.28.

Union Suits, \$1.75

of a finer-grade yarn. Natural color. Merino-finished cotton. Winter-weight. Very much under price at \$1.75.

Shirts and Drawers \$1.48 Each

Natural colored, winter weight. Merino-finished cotton. Warm and comfortable. Much reduced for the Anniversary Sale—\$1.48 each.

—Gimbels, Anniversary Sale, First floor.



## Hallowe'en Costumes

More "Characters"—  
More "Realistic Suits" at Gimbels!

No guessing what you're supposed to represent. We see to that.

Suits that are a "scream." Costumes as lovable to look at as a flower. Famous characters—lovely or laughable novelties. Seems no end to the variety.

Costumes begin modestly at \$2.

Sizes for men, women and children.

Horns, Masks, Hallowe'en favors, more attractive novelties than ever.

—Gimbels, Anniversary Sale, Fourth floor.