

# GIMBELS—January Clearance Sales Begin Monday!

## A Wonderful Store-Wide Series of Important Special Events, Including a Number of Sales of Large and Unexpected Purchases—Vigorous Examples of "Keeping the New Store NEW."

### This Clearance Joins the White Sale Fine French Lingerie

Regular GIMBEL Prices Reduced—French Prices are Now Advancing 25 to 35 Per Cent.

\$4.50 to \$6.50	Nightgowns	\$2.50 to \$5.00
\$3.00 to \$5.00	Chemises	\$2 to \$15.75
\$2.75 to \$18.75	Combinations (Drawers)	\$3.50 to \$19.75
\$2.50 to \$67.50	Combinations (Skirt)	\$2 to \$12.50
\$4.25 to \$70	Princess Slips	\$1.50 to \$21.75
\$2 to \$16.75	Corset Covers	\$3 to \$38.50
\$3 to \$15.25	Drawers	\$1.50 to \$10.75
\$18.75 to \$150	Three-piece Sets	\$15.75 to \$75
\$24 to \$65	Two-piece Sets	\$17.75 to \$40

Three-piece Sets each consist of a Nightgown, Chemise and Drawers.  
Two-piece Sets each consist of a Nightgown and Combination.  
GIMBELS—Second Floor

### "GIMBEL Paris" Millinery

Millinery Trimmings

We have made several purchases of new merchandise at such advantageous prices that we are warranted in adding them to tomorrow's sale.

- \$1—Ostrich Plumes, about 16 inches long; black, white and new colors.
- \$7.50—also \$10; Bird of Paradise Plumages in new fountain-spray effects; black and natural. Worth \$10 to \$15.
- \$2.95—also \$4.75; Fantasies of Gouara mounted in the new designs. Worth \$5 to \$7.50.

Hats—Trimmed and Untrimmed

- \$3.95—Untrimmed Hats of Mirage Satin and Tagal, in 9 new shapes; 7 color combinations.
- \$3.95—New Tailored Hats of Satin; many of them combined with straw.
- \$4.75—Untrimmed Hats of Satin and Liseré; 7 new shapes in black and new colors.

GIMBELS—Third Floor

### Women's Suits

\$15.00 to \$19.75	Gabardine and Whipcord Suits	\$8.75
\$18.75 to \$25	Corduroy, Broadcloth, Poplin and Whipcord Suits	\$12.75
\$29.50 to \$37.50	Fur-trimmed Suits of Velveteen, Gabardine, Serge and Broadcloth	\$19.75
\$47.50 to \$50	Suits of Fine Broadcloth	\$29.50
\$95.00 to \$125	"Individual" Suits of Velours de Laine, Velvet and Broadcloth	\$47.50

GIMBELS—Third Floor

### Women's Dresses

\$12.75 to \$17.50	Evening and Afternoon Dresses of Silk; also Serge Dresses	\$8.75
\$8.50 to \$22.50	Evening Dresses of Taffeta, Net and Chiffon; also Charmeuse Afternoon Dresses	\$18.00
\$8.50 to \$37.50	Velveteen and Serge Dresses; also Evening Dresses	\$19.75
\$7.50 to \$42.50	Fine Afternoon Dresses of Silk and Velveteen; Taffeta Evening Gowns	\$28.00

GIMBELS—Third Floor

### Women's Fur Coats

\$210	Civet Cat Wrap	\$125
\$295	Broadtail Coat	\$225
\$115	Moleskin Coat	\$95
\$250	Cape Horn Sealskin	\$235

GIMBELS—Third Floor

### Clearance of Laces and Allovers

Remnants of 20c to \$4 white lace edgings, white and cream allovers, black laces, edgings and allovers, chiffons, metal laces, 1/2 to 4 yards long, 10c to \$3 each.

Fancy 20c to \$7.25 yd. laces in white and cream, filet net top, Alencon, Point de Paris and Normandy Val. laces, linen Cluny laces, yard, 12c to \$5.

25c to \$3 black laces, edging, bandings and allovers, plain and colored edgings, yard, 10c to \$2.

GIMBELS—Main Floor

### Clearance of Embroideries

20c 12 inch Cambric Petticoat Flounces in eyelet and blind designs, yard

10c to \$5 lengths of Embroideries, Bedings, Edges, Insertions, Cameos Embroidery, Flouncings and allovers, 1/2 yd. to 3 1/2 yd. lengths.

GIMBELS—Main Floor

### Clearance of Men's Clothing

\$35 to \$40	Men's Plain Black Suits	\$25
\$35 to \$40	Men's Plain Blue Sack Suits	\$25
\$35 to \$40	Men's Plain Gray Sack Suits	\$25
\$35 to \$45	Men's Fancy Mixed Suits (silk lined)	\$25
\$35 to \$40	Men's Silk Lined Chesterfield Overcoats	\$25
\$35 to \$40	Men's D. B. Silk Lined Overcoats	\$25
\$37.50 to \$45	Men's Carr's Melton Overcoats	\$29.50
\$37.50 to \$50	Men's London-Made Ulsters	\$29.50
\$35 to \$50	Men's London Box Overcoats	\$25
\$35 and \$37.50	Men's Oxford Gray Ulster Overcoat	\$25
\$8.50 to \$10	Men's Trousers, dress or business wear	\$5
\$6 to \$7	Men's Trousers, Plain or with Stripes	\$3.50
\$3.50 to \$4	Men's Full Dress or Fancy Street Vests	\$1.85
\$10 and \$15	Men's All-wool Mackinaw Sport Coats	\$8.75
\$12.50	Men's Tan or Gray Raincoats, guaranteed	\$8.50
\$22.50	Men's Irish Frieze Business Ulsters	\$15
\$22.50	Men's loose-fitting Winter Overcoats with velvet collars	\$15

### Clearance of Clothing for Boys

\$7.50 to \$9.50	Boys' Norfolk Suits with extra knickerbockers, full lined	\$5.50
\$10 to \$13.50	Boys' Norfolk Suits with extra knickerbockers, full lined	\$7.50
\$15 to \$18	Boys' Finest hand-tailored Norfolk Suits, extra knickerbockers, full lined	\$9.50
\$6.75 to \$8.50	Boys' Junior Suits, velvets, tweeds or serges	\$4.50
\$2.50 to \$4	Boys' white and colored Wash Suits	\$1.85
\$6.75 to \$8	Boys' long Overcoats, sizes 10 to 17 years	\$5
\$6.75 to \$8	Boys' Junior Overcoats, sizes 3 to 10 years	\$5.00
\$9.50 to \$12.50	Boys' long Overcoats, 10 to 18 years	\$7.50

Half-Price Clearance of Boys' Hats

Boys' \$3.95 and \$4.95 Imported Velour, Plush and Felt Hats, to close at

Boys' \$2 and \$3 American Velour, Velvet, Chinchilla and Cloth Hats, to close at

\$1 and \$1.25 Wool Scarfs, at

75c and \$1 Wool Caps to match, at

Boys' \$1 Plain and Mackinaw Aviation Caps, at

GIMBELS—Fourth Floor

### GIMBEL Announcement Extraordinary Purchase and Sale Entire High-Grade Wholesale Stock

## Langfeld Bros. & Co.

(1421-27 Wallace Street, Philadelphia; 101 5th Av., New York)

### America's Foremost Makers of Leather Ware

THIS is unquestionably the most remarkable transaction of its kind in recent years. The sale presents

## More Than 125,000 Pieces of Choicest Leather Goods at Half and Less Than Half Usual Prices

The sale should create a tremendous sensation. Every preparation has been made to handle an extraordinarily large volume of business.

For nearly half a century the famous house of Langfeld distributed its leather wares world-wide. It was looked upon as the foremost house of its type in America. It was founded at 35 N. 3d Street, Philadelphia, by Isaac Langfeld. He was succeeded in 1886 by his two sons, Morris F. and A. M. Langfeld. A large factory was established at 1421-27 Wallace Street, Philadelphia, with a branch at 101 Fifth Ave., New York.

As the years passed, the fame of the concern broadened, and leading concerns everywhere became its patrons. Recently because of increasing age, the Langfeld Brothers decided to sell out and retire from business. After due negotiations the entire stock was purchased by GIMBEL BROTHERS.

### The Stock Is Peerless in Its Fine Attractions, and Every Price Is Positively a Revelation

The sale abounds in magnificent examples of superb handwork in leathercraft. It presents offerings that may not be seen again at these prices for years to come.

The society woman, the housewife, the business woman; professional men—lawyers, bankers, brokers, insurance men, travelling men; business men in every line; salesmen, bank runners, music teachers, and others will find it to their utmost advantage to attend this sale.

We quote a brief list to give a mere idea of the scope of the sale. There are thousands of samples (1, 2, 3, or 4 of a kind), and to these only the slightest reference can be made.

### Special Extra Tables. Extra Forces of Expert Salespeople.

Usual Prices	GIMBEL Prices	Usual Prices	GIMBEL Prices
Leather Hand Bags		Men's Pocket Books	\$1 to \$5.00
Silk Hand Bags	\$1 to \$15.00	Men's Purses	50c to \$3.00
Velvet Hand Bags	50c to \$5.00	Hip Books	50c to \$5.00
Envelope Books		Three Fold Cases	50c to \$7.50
Frame Purses	25c to \$3.00	Bill Rolls	50c to \$3.50
Chatelaine Bags	\$1 to \$5.00	Card and Letter Cases	50c to \$7.50
Music Cases	\$1 to \$6.50	Men's Envelope Cases	50c to \$7.50
Brief Cases	\$1 to \$20.00	Pass and Identification Cases	50c to \$7.50
Correspondence Cases	50c to \$2.50	Three Fold Pass Cases	\$1 to \$6.50
Christian Science Cases	\$2 to \$5.00	Bank Runners' Wallets	\$1 to \$5.00
Collar Bags and Cases	\$1 to \$5.00	Handkerchief Cases	\$1 to \$5.00
Drinking Cups	25c to \$2.50	Salesmen's Catalogue	
Cigar and Cigarette Cases	50c to \$5.00	Cases	\$2 to \$7.50

GIMBELS—Main Floor & Subway Store Balcony.

## Annual Sale of Rogers Silver-Plated Ware and Sheffield Plate Reproductions at Savings of 1/4 to 1/3

THE sale for which the most extensive preparations are always made. Bigger than ever this year. Broader in economies, too. If we were to go out into the open market today and make purchases for this sale, prices would be at least 1-3 more.

A large quantity of Rogers fine plated Knives and Forks and Spoons, and Serving Pieces in a plain Colonial pattern are included. Made by Simeon L. and Geo. H. Rogers, Hartford, Conn. This purchase was also made long before the raise in prices. The price on Plated Flat Ware has been advanced since December 15, 1915.

Doz.	Each	Doz.	Each	Doz.	Each
Tea and Coffee Spoons	\$1.35	Individual Salad Forks	\$3.50	Sugar Spoons and Butter Knives	25c
Dessert and Table Spoons	2.50	Individual Butter Spreaders	3.25	Sugar Tongs and Cold Meat Forks	50c
Dessert and Med. Forks	2.50	Orange Spoons	2.25	Berry Spoons	75c
Soup Spoons, round bowls	3.50	Oyster Forks	2.25	Cream Ladles	40c
Bouillon Spoons, round bowls	3.50	Medium Knives, solid handles	3.50	Gravy Ladles	50c
		Dessert Knives, solid handles	3.25	Soup Ladles	\$1.35

Reproductions of Sheffield on copper base, in two designs of thread bind grape borders.

Each	Each	Each			
Bread Trays	\$3.00	Meat Dishes, 19 inches	\$9.75	Cocktail Trays	\$9 to \$18.75
Gravy Boats and Trays	4.50	Meat Dishes, well and tree, 17 inches	13.50	Open Vegetable Dishes	3.75
Sandwich Trays, 10 inches	3.00	Meat Dishes, well and tree, 19 inches	15.00	Double Vegetable Dishes, lock handle, making 2 Dishes	6.00
Sandwich Trays, 11 inches	4.25	Meat Dishes, well and tree, 20 inches	16.50	Cheese and Cracker Dishes	6.00
Bread and Butter Plates	65c	Bonbon Compotes	\$2 and \$2.25	Gallery Trays for Tea Sets or Serving	\$18 to \$34.50
Chop Dishes, 14 inches	6.00			Vases	\$9 to \$11.25
Meat Dishes, 15 inches	6.00				
Meat Dishes, 17 inches	8.00				

GIMBELS—Main Floor

## A \$10,000 Purchase from the Famous "Thread & Thrum" Mills On Sale for About \$5,000

Kilmarnock Rugs—Thread and Thrum Rugs—Wool Washable Rugs

MANY Rugs are actually half price, and the rest nearly so. Most are reversible, and so can be used on both sides. They are very much in demand by the highest class Decorators and Specialty Shops. At the price for which we are offering them, we expect a tremendous response and will devote several large sections to their showing and selling.

- \$39.50 9x12 ft. Kilmarnock Reversible Rugs
- \$22.50 9x12 ft. Room Size Kilbride Rugs
- \$4.50 30x60 in. Thread and Thrum Rugs
- \$6.00 3x 6 ft. All-Wool Washable Rugs

There will be found all the desirable colorings, such as blue, green, tan, rose, etc., in Rugs with plain centres, also with band and figured borders. Nearly 1,000 rugs in all, in sizes ranging from 27x54 inches to 9x12 ft.; also many special-size rugs up to 12x15 ft. Here are a few of the other sizes and prices—

\$31.50	8.3x10.6 Kilmarnock Rugs	\$16.50	\$6.50	3x 6 Kilmarnock Rugs	\$3.50
\$19.75	6 x 9 Kilmarnock Rugs	\$12.50	\$4.00	27x54 Kilmarnock Rugs	\$2.00
\$13.50	4 x 7 Kilmarnock Rugs	\$7.50			
\$18.75	8.3x10.6 Kilbride Rugs	\$9.75			
\$11.75	6 x 9 Kilbride Rugs	\$6.75			

200 "Thread and Thrum" Rugs; size 18x36 in. to 9x15 ft., at about one-half price.



### Extra—50,000 Yards Dress Goods Remnants

In the Annual January Clearance The steadily advancing price of raw wool, the scarcity of dyes and other causes make it wise for you to enjoy the advantages presented by this sale without delay.

Plenty of Winter weights. Plenty of Spring weights. Plenty of blacks and navy blues.

Remnants \$1 to \$1.50 Fabrics  
Serges, Poplins, Prunellas, Granites, Venetians, Mixtures, Checks, Plaids, Basket Weaves, and many others, Clearance Price 55c Yd.

Remnants \$1.50 to \$2.50 Fabrics  
French Serges, Whipcords, Gabardines, Storm Serges, Broadcloths, Suitings, Cheviots, Poplins, Plaids, Checks, Velours and many others, Clearance Price 85c Yd.

Remnants \$2 to \$3.50 Fabrics  
Broadcloths, Serges, Velours, Duvetyns, Poplins, Suitings, Coatings, Plaids, Checks, and many others, Clearance Price \$1.25 Yd.

Over 2,000 Dress and Suit Lengths Fine Imported and American Fabrics  
At \$8.50 a Length | At \$11.50 a Length  
Regularly \$15.00 to \$18.00 | Regularly \$20.00 to \$25.00  
A wonderful assortment of superb materials in black and colors in all wool and silk and wool fabrics, plain colors and novelties.

GIMBELS—Main and Second Floors

### The New 1916 Dress Cottons

Selections are now complete and at their best—just when the GIMBEL Sewing School will create intense interest in these pretty weaves.

Printed Chiffon, Voiles, Printed Organdies, Printed Marquisette, Printed Sea Foam Voiles, Printed Needle Linon, 25c a yard.

### Woven Stripe Voiles, 38c and 48c Yard

Beautiful cords and cluster cords and woven dyed yarns. Materials are scarce. We have a beautiful collection; 36 and 38 inches wide.

### Satin Striped Voiles, 50c Yard

Satin ribbon stripes, beautiful printings and creations, charming collection, on white and tinted grounds; 38 inches wide.

### Imported and Domestic Voiles, 75c Yd.

In borders, floral, stripes, checks and combination effects. From the leading designers and artists of the foreign world, showing a most charming assortment and collection for evening, street wear and adapted for Southern shores.

GIMBELS—Second Floor

### A Clearance of Fine Silks

\$1.50	40-inch Silk-and-Wool Poplin, in good shades, yard	95c
\$2.00	40-inch Satin Charmeuse, with a high satin finish, yard	\$1.25
\$2.25	40-inch Satin Crepe Meteor, in 24 different colors, yard	\$1.35
\$1.75	40-inch Silk-and-Wool Crepe, in black and white, yard	85c
\$1.75	35-inch Black Silk Faille, yard	\$1.00
\$2.50 to \$3.00	39-inch to 41-inch Imported Black Dress Satin, yard	\$1.85

GIMBELS—Second Floor

### Clocks—A Half Price Clearance

\$20 to \$30	mahogany 8-day Mantel Clocks	\$10 to \$15
\$30 pair	of marble Electroliers	\$15
\$30	Marble Clocks	\$15
\$22.50	Crystal Regulators	at \$45
\$12.75	Brass Clocks	at \$6.50
\$4 to \$20	Clocks	\$2 to \$10

GIMBELS—Main Floor

### Clearance of Household Linens

\$5	Irish All Linen Satin Damask Napkins, dozen	\$3.50
\$2	All Linen full bleached Damask Table Cloths, each	\$1.35
\$2.75	All Linen full bleached Hemstitched Breakfast Cloths, Size 63x81, regular, \$3, Size 54x54, each	\$1.35
\$4	All Linen full bleached Irish Damask Pattern Table Cloths, Size 70x70, \$2.50; regular, \$3.50. Size 70x88, \$3 regularly \$4.25. Size 70x106, regular \$5	\$3.75
\$4	Napkins to match, 22x22, dozen	\$3
\$4.50	All Linen Irish Damask Table Napkins, dozen	\$3
\$4	All Linen Damask Pattern Table Cloths: \$4 Cloths, size 72x72 full	\$2.75
\$4.75	Cloths, size 72x90 full	\$3.50
\$5.50	Cloths, size 72x108 full	\$4
\$4.75	Napkins to match; 22x22; dozen	\$3.50
\$5.50	Size 24x24; dozen	\$4
\$3	All Linen Napkins, special, dozen	\$2.25
\$5.50	Heavy All Linen Huck Towels, dozen	\$4.25
\$3.50	and \$4 Neatly Hemmed Huck Towels, dozen	\$2.75 & \$3
\$3	to \$4.25 Turkish Bath Towels, dozen	\$2.75 & \$3
\$1.35, \$2.25 and \$3	All Linen Hemstitched Pillow Cases, pair	\$1, \$1.50 & \$1.95
\$7.50, \$8.50 and \$10.50	All Linen Hemstitched Sheets, single size, pair	\$5.75, \$6.50 & \$7.50
\$8, \$10.50 and \$14.75	All Linen Hemstitched Sheets, double size, pair	\$6, \$7.50 & \$11.50
\$8.75	Real Madeira Hand Embroidered Napkins, dozen	\$6.75

GIMBELS—Second Floor

### A Most Remarkable January Clearance Oil Paintings, Framed Pictures and Mirrors

A MOST exceptional series of opportunities for those who purchase for hotels, boarding houses, clubs, or for their own private homes.

Special Groups of Oil Paintings, formerly \$7.50 to \$150, now reduced to \$5, \$10, \$25 and \$50. Other Oil Paintings, formerly \$25 to \$500, now at 15%, 25%, 33 1/3% and 40% reductions.

Mezzotints, Facsimiles and Photogravures that were formerly \$7.50 to \$50, now \$3.75 to \$25. Every water color in our collection at HALF PRICE AND LESS.

Mirrors of every description, from the cheap French Panel to the most elaborate period designs, 25% off, 33 1/3% and 50%. A group of popular pictures, some with damaged frames, others that are discontinued lines, in every style of print and all finishes of frames; former prices 50c, 75c, \$1 and up to \$3, now 25c, 35c, \$1 and up to \$1.50.

GIMBELS—Main and Sixth Floors

Two groups of frames that are most important and should sell more quickly. 1,000 ornamental frames with matched corners and full burnished antique finish, sizes Cab. 11x14, and a few panels, including glass; regular 75c to \$1.25, at 35c. 250 genuine hand carved Frames of several designs, burnished antique finishes. Regularly \$1.25 to \$6, at 75c and \$2.