

Gimbel Brothers

Store Opens 8:30

Gimbel Brothers

Store Closes 5:30

Gimbel Brothers

Tuesday, April 25, 1916

The Gimbel Shoe Service

Stands Pre-eminently First in Philadelphia—Again Proven in Most Convincing Way During the Easter Rush

The tendency of shoe prices is to advance sharply—partly from necessity; more from the grasping notion of shoe sellers.

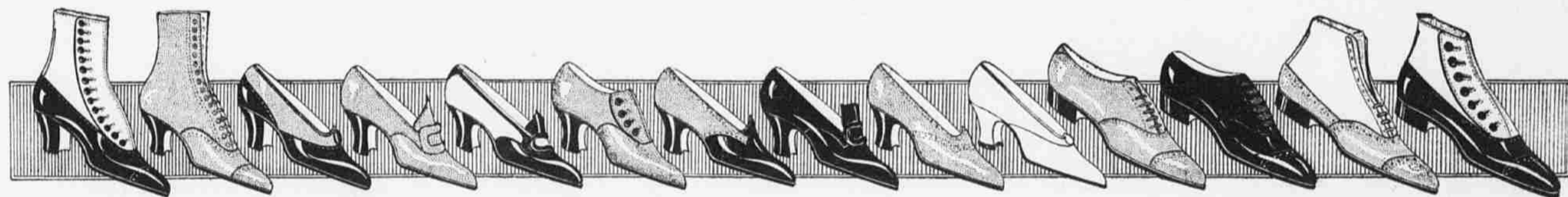
Gimbels stand out as the store of fine styles and fair prices.

To be sure, women are paying more for shoes—because, with recent and prevailing styles of appareling, the shoe is a more important factor; has to be more beautiful and of necessity more expensively gotten up. But best values at Gimbels.

So large has grown the Gimbel Shoe business that we can readily market any number of thousands of pairs obtainable—though shoes must be of pretty good sort to be admitted here at all—and our leading lines are all of our own designing.

To this great outlet—Gimbels, New York and Philadelphia—have come Eighteen Thousand Six Hundred and Ninety-five Pairs of

Men's—Walk-Over Shoes—Women's



At Savings Averaging One-Half

Seventeen thousand and forty-five pairs are perfect; 1350 pairs of the women's and 300 pairs of the men's have little scratches or flaws that caught the eye of the inspectors. These are marked "rejects"—but no material harm is done the wearing quality, and hence we sell them at the same price as the rest. 18,695 pairs formed the total purchase—half offered in our New York store; 9,400 pairs for Philadelphia.

Women's Walk-Over Shoes \$1.95

These include many styles in patent leather; dull kid; white buck and canvas, and combinations—High Shoes and Low—these are Walk-Over \$3.50 to \$5.00 shoes at \$1.95.

kidskin and calfskin; some have cloth tops. These are Walk-Over \$5.00 shoes. The price is \$2.65.

It is a positive favor to offer reputable shoes in such an array of styles at an average half-price now—for the value of shoes increases with the growing scarcity of leather.

Men's Walk-Over Shoes \$2.65

High Shoes—button and lace; patent leather and dull leather; also tan Russia calf

Low Shoes—Oxfords—patent leather, tan Russia calf; dull

The *Walk-Over Shoes* have won a market in many cities, and their makers have to maintain quite a stock at the headquarters to supply the calls of their various stores. But styles accumulate in unprofitable number and the makers at intervals clean house and continue with fewer styles.

These Shoes Will Be On Sale Wednesday!

Entire Thoroughfare, First floor, the Subway Store Shoe Section and Aisle are given over to the selling. Two hundred salespeople at call—with other helpers—to insure careful and reasonably prompt service. Cards in various colors emphasize the sizes, so no one should choose wrong, even though making his own selection.

This is a shoe sale to make wide appeal—offering opportunity to secure a summer-ful of shoes at little cost. Ready Wednesday morning. No mail orders can be accepted on these shoes.

Market, Chestnut

GIMBEL BROTHERS

Eighth and Ninth