

Gimbel Brothers

Store Opens at 8:30

Store Closes at 5:30

Gimbel Brothers

Thursday, May 4, 1916

The Gimbel Service in China and Glass

Exceptional in Facilities, Trade Connections and Organization

Reasonable forethought guides a customer with much safety. When a need arises—a need the supplying of which is a question of moment—run over in the mind the stores best known, and give your own judgment as to the one that has equipment to serve you—that has financial power equaling at least its artistic claims; that can really carry out its promises; that you believe to have such pottery connections and buying organization as will give you full and satisfying stock to select from.

That is just what the great hotels do—and they are many-unit homes. The hotel guest classes his hotel as the best endurable substitute for home.

Run over the palatial hotels; the other big, fine hotels—Gimbels, in a great many cases, you'll find, furnished the china.

This expert service; this well-equipped store, offers equal satisfaction to the home shopper.

That for Gimbels everyday—for even during the European war we have kept up

fine, satisfying stocks—have put into business, and kept in, a French pottery whose fires had been smothered by war.

This Month of May Brings Values Most Extraordinary

A year ago we took over the tremendous stock of Bawo & Dotter, New York—really a Canadian corporation, and thereby hung the tale: They had potteries in countries not *en rapport* with Canada—the people were almost proved “irregular”—which they were not. Anyway, disaster followed. And the fine stock, offered here and in our New York store, made a May china business we WILL EQUAL if skilled hard work will win—and bargains.

Thin-blown needle-etched glassware, stemware, dainty Touraine and new pear-shape, neat scroll etchings—

Water goblets, saucer champagnes, footed sherbets, clarets, wines, cocktails and cordials, at **15c** each; value \$3 to \$3.50 dozen.

Tumblers for water, whiskey, lemonade, highball, grape juice, ice tea, **6c** to **15c** each; value \$1.25 to \$2.25 dozen.

Thin crystal glass Table Service of 60 pieces. Twelve each water goblets, saucer champagnes, wines, cocktails and cordial glasses.

Crystal Table Sets

- \$85 Gold-Encrusted Set...60 pieces, **\$65.00**
- \$65.75 Coin-Gold Band Set...60 pieces, **\$55.00**
- \$51 Polished Cut Flower Set...60 pieces, **\$44.50**
- \$21.75 Cut Wreath Border Set...60 pcs. **\$18.00**
- \$17.50 Laced Etched Border Set...60 pcs. **\$12.50**
- \$15 Etched Scroll Border Set...60 pieces, **\$8.50**

The above are stock patterns; broken pieces can be replaced when wanted.

Discontinued Dinnerware patterns sold in separate pieces. Floral border and spray decorations. French, Austrian, German china and English porcelain. Cover dishes, soup tureens, plates, cups and saucers, meat dishes, fruit saucers, chocolate pots, salad bowls, etc., **10c** to **\$1**; value **20c** to **\$3.50**.

Porcelain Cereal Set—13 pieces, consisting of six each cereal jars, spice jars and one covered salt box; blue band, with the inscription printed on each piece, **\$2.75**; value **\$4** set.

Mixing Bowl Set—Blue-band porcelain, six in a nest, 4- to 9-inch sizes, **\$1**; value **\$1.50**.

Light-cut Floral Crystal Glassware. Various dainty floral cuttings, with foliage, new shapes and designs.

Water Goblets } **20c** Each, Value **35c**
 Saucer Champagnes }
 Footed Sherbets }
 Handled Ice Tea Glasses }



Water Tumblers, various sizes, **85c** to **\$1.80** dozen; value **\$1.25** to **\$3**.

Flower Vases as to size, **25c** to **\$1**; value **35c** to **\$1.50**.

Flower Baskets, **60c**; value **\$1**.

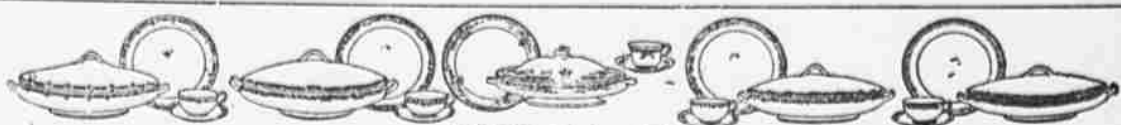
Water Sets, 7 pieces, consisting of three pint pitchers and six tumblers to match, Astor design, **\$1.50**; value **\$2.50**.

Rich Cut Glassware—New shapes and cuttings; floral, mitre and combination designs; at a saving of one-third and more.

- \$5 Pitchers; floral and mitre cutting... **\$2.95**
- \$3 Footed Compotes... **\$2.00**
- \$4 Berry Bowls, 8 inch... **\$2.50**
- \$1.50 Olive Dishes... **\$1.00**
- \$4 Mayonnaise Sets... **\$2.75**
- \$2.50 Fruit Bowls, 9 inch... **\$5.00**
- \$4 Shallow Nappies, 8 inch... **\$2.75**

Thirty-six Thousand Cups and Saucers at Average Half Price—Decorated border and spray patterns, gold bands, encrusted gold bands, color bands, etc., with gold treatment. These Cups are marked to sell separately or by the dozen; an endless variety of shapes. The prices range from **10c**, value **15c**, to **75c** for **\$1.50** cup and saucer.

Two hundred English Dinner Sets; 108 pieces; five patterns to choose from; floral and conventional border decorations; gold line near edge; some with gold line, others with mat-gold handles; at **\$18.75**; value **\$30**.



\$18.75; Value \$30

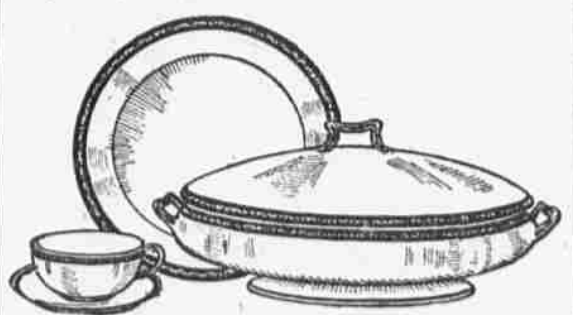


\$7.50 Water Set complete; six tumblers, tankard pitcher and mirror plateau, **\$4** set.

Italian marble busts, figures, pedestals, French bronzes and objects of art are marked one-fourth to one-third less than usual prices.

New Arrivals of French China Dinner Sets

\$175 gold-encrusted band and lace border, 108 pieces, **\$115**.



\$125 gold-encrusted band, mat-gold handles, 108 pieces, **\$87.50**. Pictured.

\$100 Empire border, cobalt-blue band, mat-gold handles, **\$57.50**.

\$60 coin-gold band, mat-gold handles, 108 pieces, **\$37.50**.

\$80 Theo. Haviland & Co., floral border, mat-gold handles, 108 pieces, **\$55**.

\$55 Theo. Haviland & Co., garland border, mat-gold handles, 108 pieces, **\$39.75**.

\$45 conventional border, gold line edge, mat-gold handles, **\$29.50**.

Dinner Sets From Austria and Germany

\$115 gold-encrusted band, mat-gold handles, 108 pieces, **\$75**.

\$100 gold-encrusted border, mat-gold handles, 101 pieces, **\$59.50**.

\$42.50 floral border, gold edge, mat-gold handles, 97 pieces, **\$32.50**.

\$27 rose garland border, gold-line handles and edge, **\$22**.

\$27.50 charming border, gold-traced handles, **\$17.50**.

\$25 border decoration, gold-line handles and edge, **\$16.95**.

\$22.50 floral border decoration, gold-line handles and edge, **\$15.95**.

Decorated china plates in border and spray patterns. Bread and butter, tea, salad, luncheon, **10c** to **35c** each; value **\$2.50** to **\$6** dozen.

Dinner Sets From England

\$47.50 Royal Doulton Dresden, flower octagon shape, 107 pieces, **\$35**.

\$25 floral border, gold-line handle and edge, **\$15**.

\$37.50 cornflower border, gold-line handle and edge, **\$28.75**.

\$18 underglazed blue panel decoration, **\$14.50**.

\$16 Blue underglazed border decoration, **\$12**.

Dinner Sets From American Potteries

All the newest shapes and decorations in various gold treatments; new charming patterns; an endless variety to choose from.

\$25 floral border, gold edge, mat-gold handles, **\$19.50**.

\$22.50 floral border, gold edges and handles, **\$15**.

\$22.50 black and white key border, traced handles, **\$13.75**.

\$15 various charming border decorations, also gold bands, 100-piece sets, these are exceptional values at **\$10**.

Fancy Decorated Table China at Half—The entire line of samples from a Fifth Ave., New York, Importer who could not promise deliveries on account of war conditions. We have bought these to sell at half price and less.

New border and spray decorations with various gold treatment. The shapes are new and novel and the variety is endless.

Sugar and Cream Sets, **50c** to **75c** pair; value **\$1** to **\$1.50**.

Cracker Jars, **75c** to **\$1.25**; value **\$1.50** to **\$2.50**.

Salad and Fruit Bowls, **50c** to **\$1**; value **\$1** to **\$2.25**.

Celery Trays, **50c** to **\$1**; value **\$1** to **\$2**.

Chocolate Pots, **50c** to **\$1**; value **\$1** to **\$2.25**.

Cake Plates, **50c** to **75c**; value **\$1** to **\$1.50**.

Spoon Trays, **25c** and **35c**; value **50c** and **75c**.

Mayonnaise Sets, **35c** and **50c**; value **75c** and **\$1**.

Puff Boxes and Hair Receivers, **25c**; value **50c** and **75c**.

Plates, Fruit Saucers, Cups and Saucers, Trays, Bon Bords, Pin Trays, etc., **10c** to **25c**; value **20c** to **75c**.

Fine English and French China Service plates by the dozen: Beautiful border decorations. Gold encrusted, enameled, laced, gold and paste gold.

\$150 and \$125 Plates, **\$77.50** dozen

\$90 Plates, **\$50.00** dozen

\$100 Plates, **\$57.50** dozen

\$60 Plates, **\$24.00** dozen

\$30 Plates, **\$15.00** dozen

Floor Lamps, complete with silk shade, **\$9**, **\$10** and **\$12**; values **\$15** to **\$20**. These hold two electric lights.

A choice few Floor Lamps—Dull-gold finish; hand burnishings; **\$40** from **\$50**, **\$60** from **\$90**, **\$35** from **\$45**, **\$25** from **\$35**.

Electric Lamps—Painted dome, metal base, **\$10**, value **\$14**, to **\$20**, value **\$35**. These special offerings are made in spite of market conditions.

The Subway Store's Greatest Sale of Dinner Sets — Savings Close to Half

- \$6.95 for \$12.50 (100-piece) Dinner Sets — floral spray decoration.
- \$7.95 for \$13.50 (100-piece) Dinner Sets — floral spray decoration—open stock pattern.
- \$10 for \$15 (100-piece) Dinner Sets—floral spray and border decoration.
- Various Dinner Sets at **\$6** to **\$18.75**; values **\$12** to **\$30**—a fine assortment: Austrian china, English and American porcelain—100 to 107 pieces to the set—odd lots. One is pictured.



\$2.95 to \$8.50 for \$5 to \$15 Cottage Sets, 46 to 51 pieces, in great variety.

Cut Glass—Savings Are Unusual

- \$2 for \$3 Flower Vases, 15-inch. Pictured.
- \$1.25 for \$2.50 12-inch Flower Vases. Pictured.
- \$2.95 for \$5 Vases, Jugs and Compotes.
- 85c for \$1.50 Mayonnaise Sets, bowl, plate and ladle. Pictured.
- \$1.75 for \$3 Celery Tray.
- \$2 for \$3 Bowls—7 inches deep.
- \$1 to \$5 for \$1.50 to \$7.50 Cut Glass—odd and sample pieces—numerous wanted items.



These blown glass Tumblers engraved with your initial in old English letter at 60c dozen, value **\$1** to **\$1.50** dozen. Water, Lemonade, High Ball, Iced Tea, Grape Juice and Whiskey sizes.

15c to \$3 German China at 10c to \$1.50—Sample Line

- In the lot are sugar and cream sets, berry saucers and fruit bowls, berry sets, comb and brush trays, cups and saucers, plates—scores of items! A leading importer's samples—
- Sugar and cream sets, bonbon bowls, tea pots, ice cream bowls, jelly trays, mayonnaise sets, butter tubs and syrup jugs at **50c**; value **\$1**.
- 75c for \$1.50 large-size Bonbon Bowls, Celery Trays, Comb and Brush Trays, and many others.
- \$1 for \$2 Cracker Jars, Jam Jars, Berry Bowls, Sugar and Cream Sets, Relish Dishes and Chop Plates.
- \$1.25 to \$1.50 for \$2.50 to \$3 Cheese and Cracker Dishes, Cake Plates, Nut Bowls, Relish Dishes, Hot-cake Dishes, Celery Trays and Chop Trays.
- \$1.25 for \$2 Water Sets—6 tumblers and jug to match; cut floral.
- 10c each for 20c Tumblers, cut floral—most any wanted size.



Brown-and-White Cooking Ware at Half or Near

- Extra special, Mixing-Bowl Sets—5 assorted sizes; yellow—at **35c** a set; value **75c**.
- 75c for \$1.50 Cooking Sets—6 custard cups, one casserole, 2-size bowls and asbestos mat to set. Pictured.
- 45c a dozen for 75c Custard Cups.
- 45c a set for 5—assorted size Nappies—value **75c**.
- 65c a set for 5—assorted size Bowls—value **\$1.25**.

Short Lots of Glassware—Factory Close-Outs

- 36c a dozen, values 60c to \$1, for thin-blown tumblers—wanted sizes.
- 60c dozen, values \$1.25 to \$1.50, for stem glasses; wanted sizes.
- 72c a dozen, values \$1.50 to \$2.50, for ice cream, sherbet Glasses, Goblets, Finger Bowls.

Philadelphia's Best Victrola Service

The Gimbel Store—a center for things musical—is quite the surest place to find the wanted RECORD—and only brand new ones are sent out.

All models and woods and finishes in VICTROLAS, **\$15** to **\$350**.

Payments are broken into easy parts—no interest. Gimbel service begins after you buy—expert goes to your home and helps to best results and shows how to care for instrument and records.

COMBINATIONS—Victrola No. 9, **\$50**; Cabinet, **\$19**; Records, **\$7.50**; your selection. Total, **\$76.50**. First payment **\$5**.

Victrola No. 14, **\$150**, and \$15 worth of Records, **\$165**. First payment **\$8**.

—Gimbels, "Hardin's Hall," Seventh floor.

GIMBEL BROTHERS : MARKET : CHESTNUT EIGHTH AND NINTH