

GIMBELS—The Store of Real Service

Said a customer: "I can't understand it, but stores seem to vary even more in values than would be supposed from the relative powers of the business."

And she was asked if she knew that overwhelming fixed charges in some stores were offset by marking many goods at tremendous profit and paying salespeople a premium—"p. m." the stores call it—to sell the things to you. For instance, a dress that is possibly worth twelve dollars is priced at twenty-two dollars and the salespeople offered two dollars on each one they sell.

These Are Days to Dress Yourself and Your Home

There is much money—but newly-much demand on your purse. A good many things are necessarily somewhat higher in price, but the thing that has risen more than prices is the standard of tastes—the public's demand.

The change is worthy—righteous—but it calls for new knowledge of stores and the display of judgment in shopping.

The Gimbel Philadelphia Store Holds Six Million Dollars' Worth of Goods

Its appeal is to the home that properly should be richly furnished and, as well, to the home where skilled economy must rule.

The Gimbel Store has developed the one new thing in the science of retailing during the last twenty years—

Most for the Money in Dependable Goods to Win Most of Your Money-Spending Here

Women's Coats :

Built to Stand Hard Wear and Many Weathers



With the coat sketched as a very example. At \$19.75. Of Chase's "reindeer cloth"—the name of the best wool plush made. The big high-or-low Shakespeare collar. Slot pockets—cut on the slant. Loops of velvet cord instead of buttonholes. And the buttons are the coat's color with black.

Navy blue, brown, green. At \$15, Velour chevion Coats. Black.

At \$15, black astrakhan cloth Coats. At \$16.75, a smart belted raglan model of chevion, silk-lined to the waist. New convertible collar. Black or blue.

At \$23.75—suede broadcloth with huge plush collars. Black.

At \$25 and \$29.75, a great collection of wool velours in new models and in blue, black, brown, green, burgundy.

At \$19.75. —Gimbels, Salons of Dress, Third floor.

Dependable Silk Stockings at \$1.15, \$1.75 and \$2.25

And about every shade any one could want. Novelty styles, besides, at \$1.35 to \$5. —First floor

Children's and Misses' Hats

at \$1.95 to \$12 Swing from School Hats to Those for Dressier Wear

The Knockabout tweed-and-velvet hats (pictured), at \$2.95, come in the newest, most practical, but stylish colors.



White plush "Party" Hats, at \$2.50, are trimmed with fur, and the tiniest of tiny blossoms. (Pictured.)

Tailored Dress Hats
Velvet, velour, felt and clipped beaver; smartly trimmed with ribbon, at \$1.25 to \$5.95. Velours, at \$1.95 to \$4.95. Stetson's velours, at \$10.

Two-Color Velvet Hats, \$5.95
have velvet ribbon streamers in black and ostrich tips in color. (Pictured.) —Gimbels, Third floor.

Ostrich Turbans—Very New, Very Stylish at \$2.95

A single plume makes the crown—the "rib" making a center "part." And the band curls at the top edge of the crown in the prettiest way imaginable. Purple, old rose, blue, black and white.

\$6.50 and \$13.50 Paradise Plumage at \$4.50 and \$9.95 —Gimbels, Third floor.

The Trimming Touch of Metal or Fur

Tiny Fur Heads, at 25c, and imitation ermine tails, at 15c—are particularly good for children's and misses' hats.

Gold and steel ornaments, at 50c to \$1.50. Some are bordered with fur. —Gimbels, Third floor.

Hand-Embroidered Neck-fixings

Of Real Charm

Needleworkers of America and Europe as well, are represented in this showing. Of course—all the new shapes—and designs.

Guimpes of fine net, each with a new form of collar attached; beautiful hand-wrought designs. \$1.50 to \$12.75.

Collars of net, in the new large fichu shape with deep square, round or pointed backs; others in cape effect. Some dainty collars of linen. Exquisitely embroidered, at \$2.50 to \$15.

Vestees of white net, organdie and Georgette crepe; some have soft frills and deep collars, others embellished with tucks and small buttons. \$2 to \$3.75. —Gimbels, Regular Section, First floor.

A Scented Novelty

A new fad—enamel scent balls in sapphire, blue, turquoise, pink and green suspended to a black moire ribbon and worn around the neck. Quite a fetching. They're priced at 50c.

German silver ring Mesh Hand Bags with fancy etched frame—unusual value at \$3.50. Sterling Bar Pins, gallery setting, studded with brilliant rhinestones, at \$1.50 to \$3.75. —Gimbels, Regular Section, Eighth Street, First floor.

Women's Suits, \$25 and \$29.50

Fifty Styles and a Glorious Color-Range

Each style with its own particular appeal.

Suits with fur or without are about equally popular. Broadcloths, Glove-finish wool velours, gabardines, wool poplins, whipcords, serges, plaids or stripe suitings. Burgundy and Cherokee rose, taupe, green, the balsome browns and the navy blue and black—so many women like even better than color.

Specialized styles for various types—and sizes—of figures. Fifty styles at \$25 and \$29.50.

Suits at \$16.75 and \$20—Choose from a Dozen Styles Whipcords, poplins, serges. Some with a bit of fur trimming.

But We're Fitting Women's Ideas of Suits At every price, from novelty wool model suit at \$35 up to a luxurious broadcloth suit at \$198. —Gimbels, Salons of Dress, Third floor.

Coats for Misses

As Wide As They Dare Be!

So much fullness that a belt is oftentimes used to hold this fullness in check. In some cases the ripple falls unmoisted.

Shakesperian and other large collars, many of fur, characterize these new winter coats. 14- to 20-year sizes.

Popular Plush Coats At \$21.75 to \$39.75. Beaver-cloth and natural fur enrich these Coats.

Practical Coats At \$15, \$18.75 and \$19.75. Of plaids and wool plush. Novel collars.

At \$29.75—Coats of wool plush and sabeline; collared in natural racoon or dyed opossum. Dress Coats of Bolivia-cloth in rich colorings, at \$39.75. Plain or fur-trimmed. One style is pictured.

And other fashionable models up to \$59.75. **Coats for Girls** of any age. Sturdy chinchilla Coats for school wear, at \$5, up to "beauties" of velveteen, at \$21.75. For 5 to 8 years.

For girls 8 to 14 years; school Coats of diagonal cloth, at \$8.75, to the smart dress Coats, at \$27.50. Plenty, too, "between prices" of \$10, \$12.75 and \$15. —Gimbels, Salons of Dress, Third floor.

Women's Sweater Coats of Brushed Wool at \$7.50

—Are recent arrivals—and very chic. Norfolk style. A plain woven belt adds to its charm. In pretty shades of rose, purple, tan and green. And only \$7.50.

At \$6.75 are women's Sweater Coats in Shetland weave; roll collar, sash and pockets. In rose, Copenhagen, white, purple and green.

Misses' wool Sweater Coats with roll collar that buttons snugly at the neck; two pockets. Heavy weave. Wanted colors. Sizes for 8 to 12 years. The price—\$3. —Gimbels, Regular Section, First floor.

Buckwheat Cakes or Pancakes for Breakfast?

Sunbeam—the new self-raising kind; dozen packages for \$1.55, three for 40c, or 15c a package.

Pan Cake Syrup; Lenox, cane and maple, at 3 bottles for 85c, or 30c each.

40c Coffee at 4 lbs. for \$1.15 Cafe Blend Coffee, 40c value, heavy bodied, rich aroma, at 4 lbs. for \$1.15, or 2 lbs. for 58c.

26c Hams, Westphalia style, Jacob Dold's, canvassed, at 24c lb.

Peanut Butter, Lenox, made while you wait; 3-lb. net-weight pails, at 50c.

New colossal Asparagus, Lenox, 45c cans; dozen for \$3.65, or three cans for 95c.

Swift's Pride Laundry Soap, well seasoned, boxes of 100 cakes, at \$4.25, or ten cakes for 45c.

Nutritious Breakfast Food, whole cracked wheat, 10c value, at 5 lbs. for 36c.

New Muscatel Seeded Raisins, King-Ko brand, dozen cans for \$1.75, or 15c each. —Gimbels, Pure Food Store, Chestnut Street Annex.

To Be Well Gloved

—is a factor in being well dressed. Gimbel gloves achieve this result.

At \$1.15 a pair are women's washable Cape Gloves, one-clasp, in pearl white, tan, sand and gray.

At \$1 a pair are women's Duplex Gloves in white, gray and pongee.

At 38c a pair instead of 75c are Women's Milanese silk Gloves; two-clasp. In white with black embroidered backs. —Gimbels, Regular Section, First floor.

Gimbels Shoes For Women at \$4 and \$4.50

—Set the pace for value-giving! Shoes made on stylish, comfortable lasts—of great durability. Choose from patent colt, gunmetal, glazed kid and mat kid; cloth or kid tops, lace or button. Cuban or Louis heel of leather or wood. Shoes are a prominent part of fall attire—so choose from this group, at \$4 and \$4.50 a pair.

Children's Shoes at \$1.25 to \$5 Fashion's best styles for children's "growing feet." All leathers. Black and white combinations. Sizes to fit the child who wears No. 1—up to No. 7 for the grown girl. Various priced at \$1.25 to \$5. —Gimbels, Second floor.

Daintiest French Blouses Hand-Made, at \$3.95 to \$18.75



French voiles and French batistes—hand-embroidered, hand-hemstitched, hand-tucked as only the French can do it.

The embroidery—utterly exquisite scallops and English eyelets, sand-stitched and solid work and the wonderful, wonderful veining!

Twelve Styles at \$5.90 That compare favorably with \$8.90 French waists elsewhere.

Others at \$3.95, \$5, \$6.90, \$7.50, \$8.90 and \$12.75.

French "Sample" Blouses at \$10 to \$18.75

Silk in pale, exquisite, unusual shades. And net in flesh-pink or white. —Gimbels, Salons of Dress, Third floor.

Women's Dresses— Reproductions

of the Most Successful Models Shown at the September Openings in Paris

Each style restricted to just twelve—which permits a choice as to colors and sizes.

They show the new dress silhouette (or silhouettes—for each has a different, delightful contour) as evolved by Jenny, Rondeaux, Martial et Armand and Bullox.

In rich, beautiful chiffon silk velvet at \$65. In charmeuse, supple satin, satin de luxe, crepe meteor, gros de Londres, variously at \$32.50, \$37.50, \$45 and \$55. Evening Dresses in the new pastel and metal combinations at \$35 to \$49.75. —Gimbels, Salons of Dress, Third floor.

National Candy Day— October 14th

Surely to be observed at Gimbels—for we have done most to make candy pure and good.

For this development day for candy eating—

30c lb. for 40c Assorted Chocolates.

40c lb. for Peters' 60c Almond Milk Chocolates.

50c lb. for 80c Chocolate-covered Nuts and Fruits.

50c lb. for Wilbur's 80c Chocolate Buds.

25c lb. for 40c Peanut-Butter Puffs. —Gimbels Pure Food Store, Chestnut Street Annex, Grand Aisle, First floor, and Subway Store.

IN THE SUBWAY STORE Girls' School Dresses, \$1 Values \$1.50 to \$3

Percales, gingham, galateas and reps. In dark, serviceable—but very pretty colorings; and wide variety of styles. Sizes 6 to 14 years.

And "Sample" Dresses —\$1.50 to \$3 Values —at \$1

Sailors and Russian and double-skirt effects—too many styles to tell about! But all are the styles girls like. Sizes 6 to 14 years.

Fall Coats—"Special" at \$2.95 and \$3.95 Zibelines, corduroys, boucles and mixtures. Half-lined or lined throughout.

Beautifully made. Sizes 6 to 14 years. —Gimbels, Subway Store.



Coat, \$2.95 Dress, \$1

A Victrola?

Gimbel Terms and Service

A Gimbel instructor follows soon after the Victrola is delivered, to tell how to get the fullest satisfaction out of your Victrola and records. That's what Gimbel service means—"making good" bountifully.

No. 9 Combination
Victrola No. 9.....\$50.00
Cabinet\$18.00
6 Records—12 selections.
(Double 10-inch)... \$4.50
\$72.50
First payment \$4—balance in small payments.

No. 10 Combination
Victrola No. 10.....\$75
Records (your selection) \$10
\$85
First payment \$5.

No. 11 Combination
Victrola No. 11.....\$100
Records (your selection) \$15
\$115
First payment \$5.

No. 14 Combination
Victrola No. 14.....\$150
Records (your selection) \$15
\$165
This Victrola has 13 albums, holding ten records each. First payment \$7.

No. 16 Combination
Victrola No. 16.....\$200
Records (your selection), \$15
\$215
This Victrola has 20 albums, capacity 10 records each. First payment \$10.

Mail This Coupon
Gimbel Brothers, Philadelphia
Without putting me under any obligation, please send me pictures and descriptions of Victrolas.
Name.....
Address.....
E. L. 10-19-16